

A good organic farming workable model to suit to all situations provided organic farmers fulfills major traits like self-esteem strong determination, will power, handling resources, risk-taking ability, patience, aware of market intelligence, get continued technical support to make organic farming a sustainable venture

“Successful model case study of different situations of farmer and field”

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ABSTRACT

Organic Farming is a very specialized Farming demands the Farmer and Extension persons be trained fully first ad should be knowledge all in 's ad out 's of it fully. Then only the organic farming becomes a kik start. It will further sustain if Farmer is having strong un-shattered will-power and determination to do so, irrespective of day to day problems, more so in doing multiple cropping. Farmer should be able to take care of his financial resources and support well in advance including keeping and managing skilled personnel at field level. Continued technical support is very important with highly knowledgeable extension personnel. Ultimately encouraging marketing avenues makes Organic Farming a sustainable venture.

INTRODUCTION

There are thousands of successful organic Farmers in Andhra Pradesh. Majority of the farmers are early adopters and have the ability to continue it some have partially adopted some are facing acute problems and some of the farmers have discontinued organic farming. Some youth are newly entering into organic Farming. Overall these farmers felt happy that they have produced good quality produce which are less to free for chemical fertilizers and chemical pesticides, even though they got considerably less yields over their re-practices. They are expressed that a good recognition and support price for their efforts can make them to do better serve with their organic farming.

In order to develop on successful and sustainable organic farming model at different situations, first our Extension Personnel should examine the FRAMERS and his situations. Based on Farmer's TRAITS rating further attempt can be easily taken up success.

Case Study

In this successful model case study the farmer Mr. Ravi Varma of USA has experienced different field situations and the farmer himself has passed all the major traits of an organic farmer. Keeping in view of this valuable case study our extension personnel can think twice before encouraging organic farmers as per their inherent abilities with maximum traits by the farmer for proceeding further to encourage for a sustainable and profitable organic farming. In this case study priorities farmers personal traits for accepting and extending my Extension services as a special approach for making organic Farming on sustainable venture.

Farmer's Personal Traits

Self Esteem, Strong Determination And Will Power

Farmers should feel that they can do organic Farming successful. They should also feel that they are eligible for it and can get good profits out of with

this self esteem Mr. RAVI VARMA and IT expert working in America has purchased 20 acres land during 2018 in Gokavanipalem village of Kasimkota Mandal of Anakapalli District of Andhra Pradesh State and has start organic Farming in Mango, Coconut, Custard Apple, Guava, Citrus and other fruits and vegetables.

Though Mr. RAVI was very much interested in organic farming with the support of his wife and his brother, who is working in USA, but suffered a lot in facing ground realities with several field problems and lack of expected returns all these years. Apart from field problems, he was forced to face family problems from his father-in-law, who is a farmer residing in Bhimavaram of West Godavari District, who has started discouraging him and finally warned him in continuing with an ultimatum to step agriculture itself. In order to get support of his idea to continue and to overcome the family members objections, he has moved pillar to post and ultimately he has approached me (Jagannadha Raju) and has requested to visit his fields to examine and suggest further for future course of action. I have personally visited the fields and has suggested the corrective measures to the on going activities and has certified the approach of Mr. RAVI. All the family members have agreed with my observations and they have permitted him events to purchase more area there itself. He made the needed modifications as per my suggestions. This is the strong will power and determination of a farmer to do organic farming.

Handling Resources, Risk – Taking Ability & Patience:

Over a period of time Mr. RAVI was forced to face the problems with ground level workers

problems and local group politics and the personnel handling the day to day field problems and marketing his produce too, part from pest and disease problems to crops. Slowly he could handle the field personnel by changing the existing work force to skilled persons

My timely intervention has helped him to overcome field problems and crop problems. Introduction of Bio-agents has helped the on-going process of organic farming.

Even when I have suggested to go for new crops, he has accepted to it, except applying chemical fertilizers and pesticides to any extreme conditions. Such patience and Risk taking ability is very much essential in this organic farming. Resources was he is taking care of it will time to time without any hesitations. In spite of zero to minimum returns for several years, he could withstand well and his patience was immense with the day to day field problems.

Market Inteligence

Mr. Ravi is highly acceptable to my suggestions even to go for new crops keeping in view of market forces. Accordingly he is continuing organic farming in all the fields.

Continued Techincal Support

Tie to time technical support is continuously provided by me in handling different crops in getting proper seeds, planting materials, bio-fertilizers etc. from the nearby Research station. Now and then scientists visits were compelled to get it from the nearby research stations and KVK's. C C Cameras, video conference calls and mobile advisory services are helping a lot.

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