

Organic Produce Changing Life of a Dynamic Youth in Harda District-A Successful Case

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ABSTRACT

Mr mohnish Badar is a young dynamic youth serving green organic vegetables and pulse and value added products of organically grown crops in Harda district of Madhya Pradesh. He came in contact with Krishi Vigyan Kendra Harda during 2013. He was motivated to grow organically in his fields nearer to district head quarter by KVK scientists. Since he was searching something new idea for business related to agriculture so he was convinced for the same. After some time he started organic farming in his small piece of land after completing organic cultivation for three years continuously he received organic certificate form MPSOCA, MP as Maa Annapurna Naividya BB Jaivik. Again he was motivated to open his own retail counter in the city fortunately he received the honor of being the first owner of organic counter in Harda district. Now he with his younger brother Mr Mohit Badar is running the organic sale counter and placing his value added products and produce all over India through online request and booking marketing facilities. He has build a strong marketing chain for selling his products at local, state and national level and also has represented as organic farmer at many state, national and international platforms with KVK Scientists and has received many awards and honors at various occasions. Now he has established himself as a successful organic entrepreneur with happy and satisfied social life.

Keywords: Organic Farming, Youth entrepreneur, Income, Marketing chain, Value addition

INTRODUCTION

Success stories are the significant fact for the newcomers or startup orientated rural and urban youth because these successful narratives provide learning about other people's accomplishments of different jobs or activities which can motivate others for their social and financial upliftment. The success storey aided people of society in discovering new ways to achieve in their life goals. The success storey suggests and describes one's problems and how he/she could overcome from impediments in the story. Success story can learn from their mistakes and guide others to avoid repeating them again by other in their job or professional activities. Few things are harder to put up a good example. Success stories tell a tale about a successful person or goal achievers in any field of action. Successful case provides a social proof, credibility and trust as well as emotional appeal and inspiration to other for making them torch bearer for successful in their Endeavour. In the same line one of the young

dynamic youth of Harda district of Madhya Pradesh started his journey agricultural Endeavour. Mr. Mohnish Badar rural youth of 44 years old was born in Harda and was indulge in agricultural crop cultivation since 2012. He has 5 acre land holding for crop cultivations. Earlier he was growing only seasonal crops like Soybean, Wheat and Chickpea. Then in the year 2013 he came in contact of scientists of KVK Harda and get motivated for growing crops with organic inputs. At that time he was earning only one lack income annually form 5 acre of land. He started his efforts to produce organic manures like Nadep, vermin-compost, waste decomposer, green manuring, cakes through received trainings from KVK Harda. Simultaneously he was guided to apply for registration in MPSOCA for getting certificate of organic process to enter in certified organic growers of the district.

Journey of Success and Marketing Chain Development

The organic production was started by this youth in

the year 2013 and after three years continuity he received organic cultivation certificate from MPSOCA. In the last 10 years he change his cropping pattern from traditional cultivation to multiple cropping system and diversified crop cultivation. Now he is practicing crop cultivation covering Black wheat, high value crops Chickpea, Mungbean, pigeon pea, onion, garlic and turmeric crops in his whole 5 acres land regularly round the year organically. Moreover, he started to rear milch animal like two local/ deshi cows as Gir breed and four Murrah buffalo breed to produce milk and organic material as cow dung for multiplication of organic manure at their farm fro nutritional supply for all crops round the year.

After getting handsome organic produce he thought of developing his entrepreneurial competence and motivated to start his own organic sale point in Harda district. He was convinced for this by KVK scientist and started an organic retail shop/ organic counter in district head quarter. He

started his new endeavor as retail shop with name of Badar Brothers Panchgavya organic retail shop. Right from that initiative he was supported by KVK scientist to make him famous or talking organic youth in Harda district and nearby jurisdictions. As time passes with this his efforts also get expanded to all over the state through scientific support and participation in different extension gathering like organic haats, farmers meet, farmers fair, seminars and expo at different place in the country. Now he has become an emerging organic entrepreneur of Harda district with adoption of growing, packaging, branding and labeling and selling their own organic products all over the country through online booking and demand. Presently he has built his marketing chain to different parts of the country including Mumbai, Udaipur (Rajasthan), New Delhi, Itarasi (Narmadapurum, MP), Noida (Ghaziabad, UP) etc. moreover one of his near dears has reached up to Canada with his products. Presently he is dealing with several organic products namely

Table-1
List of organic grains and processed/ value added products with their salient features

S.No.	Name of Value added Product	Salient feature
1	Organic Pressed Jaggery Peanut Mix	Useful for winter season, keeps body warm and organic
2	Organic Pressed Jaggery Sesame Mix	Useful for winter season, keeps body warm and organic
3	Organic Green gram Dal	Organic ally produced & Healthy
4	Organic Chickpea Flour	Organic ally produced & Healthy
5	Organic whole Chickpea grain	Organic ally produced & Healthy
6	Organic Black Chickpea grain	Organic ally produced & Healthy
7	Organic Pigeon pea Dal	Organic ally produced & Healthy
8	Organic Whole grain Green gram Dal	Organic ally produced & Healthy
9	Organic Chickpea Flour Sev	Organic ally produced & Healthy
10	Organic roasted chickpea	Organic ally produced & Healthy
11	Organic Onion	Organic ally produced & Healthy
12	Organic Black Chickpea sattu	Organic ally produced & Healthy
13	Organic Wheat Daliya	Organic ally produced & Healthy
14	Organic Multigrain flour	Organic ally produced & Healthy
15	Organic Multigrain Daliya	Organic ally produced & Healthy
16	Organic fruits watermelon	Organic ally produced & Healthy
17	Organic fruits Muskmelon	Organic ally produced & Healthy
18	Organic Jaggery	Organic ally produced & Healthy
19	Organic vegetable like Long guard, Bitter guard, Sponge guard, Brinjal, Lady's finger, Chilli, Onion, Garlic, Coriander etc.	Organic ally produced & Healthy
20	Organic Turmeric and Ginger	Organic ally produced & Healthy

Table-2
Pictures of different value added organic products under marketing chain





Table-3
Participation in different Extension Events and Exhibitions



Table-4
List of different organic products with their selling price at organic outlet in Harda

S.No.	Product Name	Rate/Kg	S.No	Product Name	Rate/Kg
1	Whole green gram	150	19	Groundnut grains	160
2	Green gram dal	160	20	Mustard	170
3	Pigeon pea dal	210	21	Wheat (Sujata)	40
4	Black Chickpea	100	22	Wheat (Lok -1)	42
5	Red Chickpea	100	23	Wheat (Sona-Moti)	70
6	Green Chickpea	100	24	Wheat (Sharvati)	65
7	Chickpea dal	110	25	Ragi	90
8	Bijda flour	65	26	Sorghum grain	70
9	Multigrain flour	75	27	Soybean grain	80
10	Daliya	60-80	28	Barley grain	100
11	Multigrain daliya	120	29	Chilli powder	310
12	Wheat-Gram Sattu	170	30	Roasted hing Chickpea	200
13	Barley-Gram Sattu	200	31	Blackgram/ Urdbean dal	140
14	Organic Jaggery	85	32	Lentil dal	130
15	Barley sattu cookies	140	33	Chickpea flour	115
16	Vermi-compost	30	34	Turmeric powder	300
17	Ragi cookies	500	35	Raw Turmeric	100
18	Sona Moti Wheat cookies	500	36	Washed green gram dal	170

CONCLUSION

It has been proved that if anybody can think that he can do also. Now Mr Mohnish Badar is in position to earn around four to five lacks income annually from same piece of land followed by other entrepreneurial efforts. The social respect and self reliance has also get improved as organic entrepreneurs in the District earlier he was nowhere as per his agricultural background. He has proved and established himself as an emerging organic producer and developing his own organic empire steadily. It is sure that after few years he will be in the list of a renowned organic entrepreneur. Organic farming may give a sustainable income, fresh air, pollution free environment and beautiful human health, better life for each living organism of the community. The organic production also protects

wildlife, promotes biodiversity and helps to maintain and improve native ecosystems. The organic process is found as environmentally conscious. It also promotes greater soil fertility by rotating crops and using natural materials, such as compost, manure and cover crops. This successful youth has received many honors, social respect and awards at different occasion and social gathering. The success of this youth always will be remembered as torch bearers and motivational for other rural youth and organic thinker in farming community. The strong and largest extension system like KVKs in India always proved itself to set successful example in the society and changing social life and financial status of farmers, farm women and rural youth regularly in the country since its inception year 1974 and onwards.