

SUCCESS STORY - 1

Name of Farmers	-	Sri Abhishek Kumar
Address	-	Village - Barouli, Block - Barun, District - Aurangabad
Contact No.	-	09798346031
Details of the Farm	-	Total cultivable land- 2 ha, Ttube-well - 1, Pumping set – 1 Pollihoush – 2 Sprinkler & drip system

Name of KVK utilized by the Farmers and the period - Mr. Abhisekh Kumar
Associated with Krishi Vigyan Kendra, Siris, Aurangabad, Bihar since 2010.

Technologies obtained (Flower business) with details –

A dynamic 29 years old farmer, Sri **Abhishek Kumar** is hailing from Village Baron, Barun, Aurangabad. They have an affluent back ground and received quality education from Neterhat and MBA from Pune University. After completing his MBA programme, **Abhishek Kumar** joined corporate sector but he was not satisfied. After 3 years he back and decides to start agricultural work at his own village. He grown paddy and wheat from 2 ha of land but he wasn't able to produced enough to support his family. The farmers of his village were facing a lot of problems in farming due to lack of capital, technical knowhow, unavailability of quality seed and fertilizer on time and unavailability of proper market price. Therefore he was frustrated himself and wanted to do something different, something creative but he was unable to decide what to do and what no to do for fetching better profit. Then in the year 2010, suddenly he visited Krishi Vigyan Kendra, Aurangabad and discussed with the Programme coordinator and other scientist too of the centre particularly for flower cultivation. After regular persuasion with the scientist, finally he decided to cultivate Jarbera, Liliam under poly house and Marigold in open field condition. After getting technical knowhow he came in contact with District Horticulture officer for financial support. From there he got only 2 lakhs rupees as farmer share basis from DHO. Then he started Jarbera cultivation under poly house structure and collected 1000 Jarbera sapling from Banglore and our side the country. Under the guidance of the KVK scientists again he started cultivation of Liliam too in another poly house. Now he suppling more than 7-8 hundred Jarbera stick and Liliam flower to Patna and Varanashi Market and fetching around 3000 per day. Last year Govt. of Bihar provides AC van to Mr **Abhishek Kumar** to promote flower cultivation and for getting better market price. Now **Abhishek Kumar** became an ideal farmer for inspiring the youth of the Aurangabad district. In this way KVK, Aurangabad feeling proud for having such a successful farmer associated with.

Details result obtained due to the Adoption flower cultivation:

Crop/Livestock/ Fish/Enterprise	Area (acre)/No.	Cost of production (Rs. Per unit)	Return (Rs. Per unit)	Net income (Rs. Per unit)
Jerbera	880 m ² X 2	140000 (1 st year)	400000	260000

Income level before adopting such farming:

Crop/Livestock/ Fish/Enterprise	Area (acre)/No.	Cost of production (Rs. Per unit)	Return (Rs. Per unit)	Net income (Rs. Per unit)
Paddy	2 ha.	18000	37000	19000
Wheat	2 ha.	12000	25000	13000

Marketing strategy - he supplied flower stick of jarvera and liliam to Patna district of Bihar and Varanasi district of UP also.

Factor Contributing to Success –

- Technical knowhow and moral support provided by KVK, Aurangabad.
- Interest & Innovativeness of the Mr. **Abhisekh Kumar** and family support &
- Policy of Govt. of Bihar.

