

# SUCCESS STORY OF ORGANIC FARMING

**Name** : Mr.Nandhagopal

**Block** : Annur

**Village** : Kunnathur

## FARM DETAILS

- Farm size : 7 acre
- Source of irrigation : 3-Bore well
- Crops : Banana - Karpooravalli  
Sugarcane - Mandiya  
Coconut - Kevilipathiram

Mr.Nandhagopal basically an industrialist is fascinated towards organic farming. Especially he practices the technique preached by ‘**Subash Balayak**’. His practice of organic farming is based on the produce ‘**Jeevamirtham**’.

This technique is profusely known as ‘**ZERO BUDGET TECHNIQUE**’ widely practiced over the state of Maharashtra.

## PREPARATION TECHNIQUE

### Components

1. Cow dung - Native breed : 10kg
2. Jaggery : 2kg
3. Cow pea flour : 2kg
4. Soil : one hand full
5. Water : As of need



He stir's all the components in a drum and keeps it as such for 48hrs. This mixture is known as 'Jeevamirtha karaisal'. After 2 days he mixes this mixture along with the irrigation water in a farm pond.



He applies this Jeevamirtha karaisal mixture to the field 15days once. This acts as a substitute for the inorganic fertilizers. Other than that he also adds FYM.

## Other Benefits:

- **Sugarcane** : He applies organic Jeevamirtha karaisal (JK) through irrigation water once after every earthing up.

The no. of tillers is profusely high. Nearly 18 tillers are produced.



- **Banana** : He sprays JK to control **Pseudostem weevil**.
- He also advises to apply JK to reduce **Soil Hardness**.
- The moisture of the soil is maintained.
- The population of the earthworms in the soil increases.

## MARKETING

He sells the produce in the surrounding local market.

- Banana at the rate of Rs.25/kg
- Organic sugar at the rate of Rs.60/kg  
(Sugarcane is processed on his own factory)

## **REMARKS**

- He says that the response from the customer side is highly satisfied because of the increased sweetness of the fruits.
- He also adds that organic cultivation reduces the residual effect and promotes health.

**Work done by**

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