

Sustainable Sugarcane Initiative Renders Ganesan a Successful Entrepreneur

1. Name of the enterprise: Sugarcane Nursery

2. Name and complete address of entrepreneur:

Mr. M. Ganesan
Palliyanthur Post
Kondiankuppam
Kanai Block
Villupuram District
Mobile : 9843758638

3. Interventions of KVK with quantitative data support:

1. Pre and post interventions survey:

i. Pre intervention survey:

Mr. M. Ganesan is an experienced farmer owning four acres of land in his native place, Kanai Block of Villupuram District. He regularly cultivated flower crops such as crossandra, jasmine and commercial crop sugarcane in the holding but in the most traditional way. The non-availability of labour was the most persistent problem in flower cultivation that curtailed the returns to his investment heavily. In sugarcane crop, he was constrained by problems such as difficulties in irrigation due to erratic power supply, low millable cane weight, poor economic returns.

ii. Post intervention survey:

Under the TN-IAMWARM Scheme operational in the Oilseeds Research Station of the Tamil Nadu Agricultural University, the farmer started adopting the technologies in Sustainable Sugarcane Initiative. In his farmlands he laid out the microirrigation infrastructure and adopted the principles of SSI that included planting of protray raised sugarcane seedlings. The success of planting sugarcane seedlings kindled the entrepreneurial mind in Mr. M. Ganesan. During the later part of 2010 he commenced the 'Vanitha Nursery' especially for the production of sugarcane chip bud seedlings. The nursery enterprise provided him year round employment and substantial revenue generation.

2. Trainings

1. Trainings Undertaken

The farmer attended several trainings under the scheme in which skill imparting exercises were carried out by the experts of the KrishiVigyan Kendra and Oilseeds Research Station, Tindivanam. These trainings provided him the needed technologies for adoption.

Date	Topic	Training type
4.11.2011	SSI Technology	On campus training
22.2.2012	SSI Technology	On campus training
23.12.2012	SSI Technology	On campus training

23.2.2013	SSI Nursery	On campus training
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2. As Resource person for the Trainings organized by the KVK

The KrishiVigyan Kendra, Villupuram District undertook capacity building programmes on Sustainable sugarcane Initiative in District during 2011-12 and 2012-13 under the sponsored grant of the Commissionerate of Sugars, Government of Tamil Nadu. In this project the SSI technologies and Nursery production of sugarcane seedlings were taken up. Mr. M. Ganesan was one of the resource persons. Under the farmer-farmer extension programme he shared the experience in SSI and Nursery Technologies to 181 farmers in 9 batches belonging to Villupuram District.

Period	Topic	Training type
2011-12	SSI production and Nursery Technology	Off campus programme in Vanitha Nursery. Totally 366 farmers were trained
2012-13	SSI production and Nursery Technology	Off campus programme in Vanitha Nursery. Totally 355 farmers were trained

3. Demonstrations

The entrepreneur was instrumental in demonstrating the technologies on several occasions. It included the preparation of cocopeat media, chipbud preparations, planting, maintenance etc. To groups of farmers visiting his nursery he has been demonstrating the technology in sugarcane seedling raising. Since 2011-12 he had demonstrated the methodology to more than 700 farmers of the district.

4. Field days, group meeting etc.

The success of the technology was shared in four field days, besides 15 group discussions during the period.

5. Publicity and marketing

Publicity:

The farmer initially confined the sales of the seedlings to the fellow farmers in his own and neighbouring villages. As he began to surface as an entrepreneur, the sugarcane factories in the District offered the platform. The KrishiVigyan Kendra utilized him fully in the capacity building programmes, group discussions, scientific gatherings etc. in which his venture was discussed during 2011-13. These acted as curtain raiser for the venture by the entrepreneur. During this period, the success story of sugarcane seedling production in commercial began appearing in Tamil Newspapers and the mass media Pudhiyathalaimurairecorded his interview.

Marketing:

The entrepreneur sells 25 day old seedlings directly to the farmers who are shifting from the conventional to SSI. The Sugarcane factories have supported the nursery. The market for Vanitha Nursery once confined to his native village has spread to nearby Districts viz., Thiruvannamalai, Cuddalore and Kanchipuram besides the Union Territory of Puducherry.

4. Time line of entrepreneurship development of entrepreneur

2009 -- Mr. M.Ganesan, involved in traditional farming
2010--Project farmer-TN-IAMWARM
2010 --Commercial Nursery started for production of sugarcane seedlings
2011--Production of 30,000 seedlings/batchrealised
2012--Production of 50,000 seedlings/batch realised
2013--Production of 75,000 seedlings/batch realised

5. Technical components in the enterprise

1. Raw materials

Sugarcane chip buds, Protrays, vermicompost, Cocopeat, plant growth regulator, inorganic fertilizers and shade net facilities

2. Process (methodology)

The methodology followed for the sugarcane chip bud seedling production is as per the standard protocol developed by Tamil Nadu Agricultural University, Coimbatore.

3. Man power involvement

Five permanent family members/ day for the maintenance

4. Package and handling

The portray raised seedlings are handled *en masse* as per the standard procedure of Tamil Nadu Agricultural University, Coimbatore

5. Cost benefit ratio

The installed capacity of shadenet production of the sugarcane seedlings is 5.00 lakhs/annum. The production cost per seedling is calculated at Rs.0.90 and the selling rate is Rs. 1.30/-seedling Thebenefit of Rs. 0.40 /seedling was realized. The cost benefit ratio works out 1:1.44.

6. Status of entrepreneur before and after the enterprise



As a traditional farmer he had been cultivating crops of various kind and income generation was low. Hence, the infrastructure development was low and consequently his standing in the village was poor. After he had metamorphosed into an entrepreneur, he established a 1000 sqm nursery, expanded it by another one of equal dimension and constructed a new house at a cost of 7.5 lakhs in his native village.

7. Horizontal spread of enterprise

He is invited as resource person for the sponsored SSI-Nursery technology training conducted by the KVK regularly. He also master trainer for the erecting shade net and nurseries within the district. The farmer is spreading the cause of the SSI in the district and through his efforts in production of 17,00, 000 seedlings since 2012 effectively, an area of 340 ha has been brought under SSI in the region.

8. Recognitions/awards received by the entrepreneur

The farmer has been appreciated for his contribution to agriculture in different platforms and he was recognized by the KVK, Villupuram in the District Level sponsored programme entitled 'Increasing the productivity in sugarcane' held on 18.9.2013.

1.	
Technology materials for preparation of media and raising seedlings in Vanitha Nursery, Kondiankuppam, Kanai Block	
	
Mr. K. Ganesan with his successful technology product	

3.	
<p>Capacity building programme for the KVK farmers in Nursery owned by Mr. M. Ganesan under the sponsored programme of Tamil Nadu Agricultural University, Coimbatore in collaboration with the Commissionerate of Sugars, Government of Tamil Nadu</p>	

Source:

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