

SUCCESS STORY OF [Off-season Vegetable Production] – KVK, Tuensang

Title: Off Season Vegetables Improving Rural Livelihoods

1. Basic Information

- **Entrepreneur's Name:** Thonti Ahola
- **Age:** 25
- **Gender:** Female
- **Address:** Yimpang village, Noklak Block, Tuensang, Nagaland
- **Educational Qualification:** Secondary
- **Landholding:** 3.7 Acre
- **No. of children (if any):** Nil
- **Type of Enterprise:** Off-season Vegetable Production
- **Year of Establishment:** 2022
- **Year of ARYA Training:** 2021-2022
- **Initial Investment:** Rs. 78,500
- **Source of Investment:** ARYA Project Grant



2. Background & Motivation (max. 100 words)

Ms.Thonti Ahola is a very hard working youth who has been involved in vegetable farming since 2015. But her lack of technical know-how and awareness of scientific cultivation of vegetables led to poor yields and low income. As such she was looking for opportunities to improve her farming skills and thus, her livelihood. KVK, Tuensang had organized a Skill Development Training for developing entrepreneurs under ARYA Project. She was a participant in that programme and got inspired to start her own Off-season Vegetable production. Accordingly she was allotted one demonstration under ARYA Programme during 2021-22.

3. Technology Interventions & Best Practices (max. 100 words)

Vegetables are in demand throughout the year but it fetches lower price during the peak season. Hence off season cultivation of vegetables will help farmers to realize maximum profits.

Low cost polyhouse is constructed using locally available bamboo and metallic wire for developing the structure. UV film of 200 micron is used for covering the roof and 75% shade net on the side walls. Raised beds of 1 meter length and 30 cm height and convenient length are prepared. Generally sowing of off-season cabbage (Rareball) is done during 1st week of April and harvested during last part of June.

4. Role of ARYA Project (max. 50 words)

Under ARYA Project she has received practical training and demonstration on Off-season cultivation of vegetable crops. Under the assistance of ARYA Project she was able to cultivate and supply vegetables round the year and received higher prices as her produce would reach the market before the main season.

5. Business Growth & Achievements

- Production & Income Growth:**

Particulars	Before ARYA (Year)	After ARYA (2021-2022)	2022-2023	2023-2024	2024-25
Size of enterprise (eg: no. of animals, size of land, units etc.)	Nil	1000 sq.ft	1000 sq.ft	1000 sq.ft	1800sq.ft
Breed/ Variety Used	Mostly Local	Cabbage:Rareball Broccoli: Green Magic, Tomato: Rocky	Cabbage:Rareball Broccoli: Green Magic, Tomato: Rocky	Cabbage:BC-76, Broccoli: Green Magic; Tomato: Arka Abhed	Cabbage:BC-76, Broccoli: Green Magic; Tomato: Arka Abhed
Feed Type	Nil	Nil	Nil	Nil	Nil
Production (Kg/No.)	800 kg	3200 kg	3680 kg	3500 kg	4000 kg
Price	Rs.30/kg	Rs.50/kg	Rs.50/kg	Rs.50/kg	Rs.50/kg
Cost of Production/unit (Rs.)	14000	78,500	80,000	84000	90000
Gross Income (Rs. /Year)	25,000	1,60,000	184000	175000	2,00,000
Net Income (Rs. /Year)	18000	81,500	1,04,000	91,000	1,10,000
Benefit Cost Ratio (B:C)	1.78	2.03	2.3	2.08	2.22
Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.)	Local Village market	Local market & direct sale to consumers	Local market & direct sale to consumers	Local market & direct sale to consumers	Local market & direct sale to consumers
No. of family members involved in the enterprise	02	04	04	04	04
No. of labourers employed*	Nil	01	01	01	02
Average Employment Generation (No. of days): Per	60 days	92 days	100days	105days	120 days

Person/Year					
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Currently she sells her produce in the local market, as well as supply to other villages and towns. She has also established business with wholesalers for bulk purchases.

6. Socio-Economic Impact (max. 100 words)

The result showed that off season cultivation of vegetables significantly increased the entrepreneur’s income and brought about prosperity to her family. Her success has brought about horizontal spread of the technology to many other youth in and outside the village. Off season vegetable production has created job opportunity and income round the year for many rural youths and women and generated more income per unit of land. During 2021-22 she has earned Rs. 81,500/- as net income. While during 2020-21 before intervention of ARYA she was able to earn only Rs.25,000 from different vegetable cultivation.

7. Future Plans& Vision (max. 50 words)

Ms. Thonti Ahola has a vision to enhance her production efficiency through adoption of new technologies, diversify her crop varieties by growing high value crops like capsicum, broccoli and tomato and enter into bigger markets supplying to other districts and states.

8. Key Takeaways & Message for Aspiring Entrepreneurs

“Anyone can start an agribusiness but to become a successful one, one needs to acquire technical knowhow, along with understanding of market and market demand. This is where ARYA comes into play, nurturing and developing rural youth into successful entrepreneurs.”

9. Good quality photographs of the entrepreneur and activities related to the enterprise (3 photos or more)

