

SUCCESS STORY OF [Nursery Raising of Vegetables]

Title: *Prosperity through Nursery Raising of Vegetables*

1. Basic Information

- **Entrepreneur's Name:** Hongkin
- **Age:** 27
- **Gender:** Male
- **Address:** Chingmelen village, Sangsangyu block, Tuensang, Nagaland
- **Educational Qualification:** Postgraduate
- **Landholding:** 4.3 acres
- **No. of children (if any):** Nil
- **Type of Enterprise:** Nursery Raising of Vegetables
- **Year of Establishment:** 2023
- **Year of ARYA Training:** 2021-2022
- **Initial Investment:** Rs. 82,750/-
- **Source of Investment:** ARYA Project Grant



2. Background & Motivation (max. 100 words)

Mr. Hongkin is a post graduate in commerce who after his studies pursued agriculture out of sheer interest and has become a progressive farmer open to new farming practices and technologies. His interest in farming was strong and evident but he lacked technical know-how and awareness on scientific cultivation practices. Unavailability of inputs, informed crop selection and crop diversification were always a limiting factor for his low income. Thus, he has approached to KVK Tuensang for getting technical knowledge during 2021. Accordingly he was included in Skill Development training programme and was allotted one demonstration under ARYA Programme during 2021-22.

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

Many farmers of Tuensang district are involved in vegetable production but they face the problem of non availability of quality seeds and seedlings. Hence, raising of nursery seedlings in polybags and polypropylene trays under protected structures gave excellent results in terms of healthy seedlings and ease of uprooting without damaging the root system.

Soil and rotten FYM in equal proportion was used as rooting media. Before sowing, seeds are soaked in water for 12-24 hours and then 1-2 seeds are sown in each polybag. Seedlings are ready for transplanting after 21-25 days at 2-3 true leaf stage.

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

Under the project he received practical training and demonstration on nursery raising of vegetables and also received one poly house of 450 square feet along with polypropylene trays (100 nos) as well as poly bags (1500 nos) and different seeds of improved varieties such as cabbage, cauliflower, broccoli and tomato.

5. Business Growth & Achievements

- **Production & Income Growth:**

Particulars	Before ARYA (2021-2022)	After ARYA (2022-2023)	2023-2024	2024-25
Size of enterprise (eg: no. of animals, size of land, units etc.)	1.5 acre	1000 sq feet	1000 sq feet	1000 sq feet
Breed/ Variety Used	Vegetable crops	Naga King Chilli and different vegetables	Naga King Chilli and different vegetables	Naga King Chilli and different vegetables
Feed Type	Nil	Nil	Nil	Nil
Production (Kg/No.)	2550 kg	16,845 Nos	17000 Nos	17200 Nos
Pri	Rs.20/kg	Rs.10/Nos	Rs.10/Nos	Rs.10/Nos
Cost of Production/unit (Rs.)	31,500	85,750	86,500	87,000
Gross Income (Rs./Year)	51,000	1,68,450	1,70,000	1,72,000
Net Income (Rs./Year)	19,500	82,700	83500	85000
Benefit Cost Ratio (B:C)	1.61	1.96	1.96	1.97
Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.)	Local Markets	Local Markets	Local Markets	Local Markets
No. of family members involved in the enterprise	01	03	03	03
No. of labourers employed*	Nil	Nil	02	02
Average Employment Generation (No. of days): Per Person/Year	40 Days	180 Days	200 days	200 days

The huge demand for seedlings from his village as well as from neighboring villages enabled him to sell all of his produce with no difficulty. He continues to supply quality vegetable seedlings to the farmers of Tuensang town.

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

By the intervention and assistance of ARYA Project Mr. Hongkin was able to raise seedlings on year round basis and able to supply in the market. During 2022-23 he has earned Rs.82,700/- as net income.

During 2020-21 he has earned only Rs.51,000 from different vegetable cultivation. His standard of living has significantly improved with the much higher income and is now able to live comfortably through his vegetable nursery venture. He is a true inspiration and a role model in his village and neighboring villages, sharing his knowledge through training and demonstrations to unemployed youths,

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

Identifying the huge demand for vegetable seedlings, he has now up scaled his business and constructed one more low cost polyhouse to meet the market demand. He has plans to construct more polyhouse to increase his supply potential and in particular make his village self reliant on quality seedlings of vegetables.

8. Key Takeaways & Message for Aspiring Entrepreneurs

“As a rural entrepreneur, you will face unique challenges, but taking every opportunity to develop your skill set and adopting technology will help you overcome your obstacles.”

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

