

SUCCESS STORY OF [Nursery Raising of Vegetables]

Title: *Income Generation through Nursery raising*

1. Basic Information

- **Entrepreneur's Name:** Rumthrong
- **Age:** 29
- **Gender:** Male
- **Address:** Kuthur village, Chessore block, Tuensang, Nagaland
- **Educational Qualification:** Secondary
- **Landholding:** 3.7 acres
- **No. of children (if any):** Nil
- **Type of Enterprise:** Nursery Raising of Vegetables
- **Year of Establishment:** 2022
- **Year of ARYA Training:** 2021-2022
- **Initial Investment:** Rs. 81,500/-
- **Source of Investment:** ARYA Project Grant



2. Background & Motivation (max. 100 words)

Mr. Rumthrong is a hardworking farmer who earns his bread and butter from vegetable cultivation. Prior to ARYA intervention he followed traditional methods of nursery raising in his backyard. He faced the problems of lower germination rate, seedling mortality and extra use of seeds due to raising seedlings in open field conditions. As such, he was looking for ways to improve his farming abilities and with the aspiration to start vegetable nursery he participated in a Skill Development Training Programme organised by KVK, Tuensang and became a beneficiary 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 vegetable 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 were 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 high value 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 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.)	2 Acre	850 sq.ft	850 sq.ft	850 sq.ft
Breed/ Variety Used	Local	Naga King Chilli, Cole crops	Naga King Chilli, Cole crops	Naga King Chilli, Cole crops
Feed Type	Nil	Nil	Nil	Nil
Production (Kg/No.)	1350 kg	14,120 nos	15,000 nos	15800 Nos
Price	Rs.20/kg	Rs.10/Nos	Rs.10/Nos	Rs.10/Nos
Cost of Production/unit (Rs.)	14000	81,500	83000	83500
Gross Income (Rs. /Year)	27,000	1,41,200	150,000	1,58,000
Net Income (Rs. /Year)	13000	59,700	67,000	74500
Benefit Cost Ratio (B:C)	1.9	1.73	1.80	1.89
Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.)	Local Market	Local Market	Local Market	Local Market
No. of family members involved in the enterprise	02	02	02	02
No. of labourers employed*	Nil	01	01	01
Average Employment Generation (No. of days): Per Person/Year	45 days	180 days	180 days	180 days

Owing to the huge demand for seedlings from his village as well as from neighboring villages he is able to sell all of his produce with no difficulty.

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

By the intervention and assistance of ARYA Project Mr. Rumthrong was able to establish a successful vegetable nursery and is not only able to cater his own needs for quality planting material, but also caters to the need of nearby villages. During 2022-23 he earned Rs.59,700/- as net income compared to much lower income of Rs. 27,000 during 2020-21 from different vegetable cultivation. Presently, he has reinvested and constructed two more low cost poly houses and is running the enterprise in a sustainable manner and also helping other youths to stand on their feet by giving trainings and demonstrations.

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

Identifying the huge demand for vegetable seedlings, he plans to expand his business and grow seedlings of exotic and high value vegetables at increased quantities. He also expressed keen interest in cultivation of off season vegetables in the future.

8. Key Takeaways & Message for Aspiring Entrepreneurs

“ I give all glory and honour to God and give my heartfelt gratitude to the ARYA Project for this life changing experience and I also encourage my fellow youth to take chances because every opportunity is a chance to grow, learn and succeed.”

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

