

**Biodata of Young Innovative Women Farmer to be rewarded in the National Seminar on  
“Extension Education Strategies for Digital Agriculture: Experiences & Sustainable  
Pathways” at OUAT, Bhubaneswar during 20-22 June, 2025**

**Name of the KVK:** Krishi Vigyan Kendra, Boudh

Name and Address	: <p>Name : Mrs. Anita Pradhan        Village : Chhataniakata        GP : Badhigaon        Block : Boudh        Family Members : 09        Land holding : 3 acres        Linkage with KVK since: 2015</p>	
Telephone /Mobile Number	: <p>7752059276</p>	
Category of farmers	: <p>Medium farmers.</p>	
Enterprise taken up	: <p>Cultivation of high-value exotic vegetable crops such as Broccoli, coloured cauliflower, capsicum, Red cabbage, pakchoi, sweet corn under open conditions as a commercial venture.</p>	
Innovation (describe in max. 20 words)	: <p>Introduced high-value exotic vegetable crops cultivation with drip fertigation and exotic hybrids for off-season production, ensuring premium prices and enhanced farm income."</p>	
KVK intervention/services provided to the farmers through training (FLD, OFT, Extn. Activities)	: <p>Anita is a progressive farm women of Chhataniakata village of Boudh block. She started in this journey from last 8 years . She used to grow with traditional paddy cultivation. The vegetable growers from the chhataniakata village area mainly dominated by Mising community had been producing vegetables and catering for chhataniakata village area of the district. The main source of income of these women farmers is growing vegetables throughout the year. Although the women farmers of this area are growing most of the cruciferous vegetables they were not aware about cultivation of high value vegetable crop Broccoli. This was observed by KVK, Boudh and awareness has been created among the women farmers of the locality regarding this high value crop.</p> <p>This special feature of her produce has made her popular among the village and nearby villages. In 2018, she came to touch with KVK. She had been taken training on growing exotic vegetables, micro-irrigation benefits, vegetable cultivation in protected condition, Organic farming, climate smart agricultural practices for sustainability. Afterthat, she has diversified her traditional crops and significantly increased his income. The market for these vegetables is good, and the KVK helped him connect with buyers. From the time she understood the importance of organic cultivation he shifted his practices slowly in organic and to get more benefit from this sectors she always tried for something new. After taken the training at KVK, Boudh she started with exotic vegetable cultivation and nursery raising unit for exotic vegetables in a small scale for commercial purpose. She gain confidence in adopting scientific practices, leading to higher productivity &amp; profitability. She adopted technology through FLD like nutrient &amp; water management of cauliflower for higher yield and FLD and OFT programme on HYV varieties of high value crops like Sweet corn and</p>	

	marketing strategies for that respectively. She never thought she could grow vegetables like broccoli, capsicum, pakchoi, red cabbage and coloured cauliflower in her farm. But the KVK introduced her to new varieties and techniques, and now she is successfully cultivating them using drip irrigation and organic practices. The demonstrations and on-farm trials programme were very useful. She was facing pest attacks on her capsicum field. KVK scientists suggested using bio-pesticides like neem extract and Trichoderma and set up for a low cost poly house. Then she first set up a low-cost polyhouse after recommendation, and now her capsicum production has increased by 80%. It also reduced pest attacks. Now, her plants are healthier and the yield has improved. KVK scientist regularly visited her farm and advised her for soil nutrition management. KVK scientist helped her to connect with hotels and restaurants for direct selling of sweet corn, Broccoli, Red cabbage, Pakchoi, Capsicum. Now, she earns a higher price compared to selling in the local mandi. Training programme on drip irrigation helped her save 40% water and increase his broccoli yield. Now she is a successful and popular entrepreneur in her area and also the district.
	<b>Benefits she got for KVK intervention:</b> Increased productivity and income, improved knowledge and skills, access to latest technologies and best practices, reduced risk and uncertainty, better market opportunities, empowerment of farmers.

Profit generated	:	Crop		Amount (Rs.)
		Broccoli		Rs. 70,500
		Valentena		Rs. 15000/-
		Carotena		Rs. 22,900/-
		Red cabbage		Rs. 12,000/-
		Capsicum		Rs.10,000/-
		Cauliflower		Rs. 95000/-
		Pakchoi		Rs.7,000/-
		Sweet corn		Rs.28,000/-
		Paddy, Pulse, Coriander, vegetables		Rs. 1,20,000/-
		Total		Rs. 3,80,400/-

Other Related Information	:	Sl. No.	Information Required	Remarks
		1.	Annual Income from Agriculture and allied sector	<b>1.</b> Rs. 2,60,400/- only from exotic vegetables (one season) + <b>2.</b> Rs. 1,20,000/- from Paddy, Pulse, Coriander and other vegetables. <b>Total: Rs. 3,80,400/-</b>
		2.	Membership in social organization	Members in SHG group.
		3.	Linkage with Govt. Institution	She has linked with KVK, Department of Agriculture & Farmers' Empowerment, Odisha and Department of Horticulture to avail of NHM schemes.
		4.	Awards and Recognition	Awards: Nil Recognised as a "Farm Captain Mausi" to the fellow farmers of the locality.

		5.	List of frontline Technology Adopted	<p><b>1.</b> Nutrient &amp; water management of cauliflower for higher yield</p> <p><b>2.</b> Demonstration on HYV varieties of high value crops like Sweet corn, and exotic vegetables.</p> <p><b>3.</b> Assessment of suitable marketing strategies for better marketing of high value crops.</p> <p><b>4.</b> Demonstration on proper farm planning and record keeping to avail better marketing opportunities.</p>
Employment generated	:			<p>She encourages and supports young entrepreneurs in setting up their own businesses related to exotic vegetables. She gave employment lots of (more than 15 nos.) unemployed rural farm women of her locality in her farm.</p>
Socio-economic upliftment with data	:			<p><b>1.</b> By integrating exotic vegetables into her farming practices, Anita diversified her income sources, reducing reliance on traditional crops and enhancing financial stability.</p> <p><b>2.</b> The growing demand for exotic vegetables in the district and nearby areas offers her access to new and lucrative markets, potentially increasing her earnings. At the time Broccoli, Carotina and Valentena were a new exotic vegetable and it fetched a slightly higher price in the market compared to the other exotic vegetables such as Red cabbage, Chinese cabbage, Pakchoi etc.. As the Anita grew its in organic way, she was able to sell his produce at a price of Rs. 80/kg, 60/kg, and the Broccoli leaves sold at a price of Rs. 30/ bunch respectively.</p> <p><b>3.</b> She has motivated 38 nos. of farm women of Boudh &amp; Harbhanga block and mobilized them for taking up entrepreneurship activities on the exotic vegetable cultivation. She was also sharing her experience, knowledge, and skill with others and providing extension services to others interested young farmers.</p> <p><b>4.</b> Beside her traditional paddy cultivation, exotic vegetable cultivation is now becoming a valuable enterprise in her village because of its role in alleviating nutrition deficiency to some extent, securing food supply and also promoting women empowerment of her village and nearby villages.</p> <p><b>4.</b> She is now a very known person to all for this new direction in her farming. The labor-intensive nature of exotic vegetable cultivation can create additional employment opportunities within farming communities, contributing to overall socio-economic development.</p>

Any other information

**Photographs:**

