

Tribal Youth became Nursery Entrepreneur

Introduction :

The progress and development of a country depends on the presence of natural resources like land, water, human resources etc. and their effective utilization. A nation's wealth and strength lie in its people, the human resources. Among the human resources, youth is a dominant factor. The educated unemployed rural youth have to encounter a lot of social, psychological and other types of problems after acquiring education. Because of their rural background, they face difficulties in their placement on job for which they possess basic minimum qualification and competence. The facilities for awareness, finance, counseling and guidance at village level are completely lacking. The opportunities for taking up self employment in rural areas are less and therefore, rural youth are migrating to cities and towns in search of jobs, neglecting the profession of agriculture.

During the last decade, horticulture was identified to be a remunerative diversification of land use for improved productivity and returns, added with nutritional security, increased employment opportunities and environment friendliness. Due recognition was given to the horticulture sector in the VIII five year Plan and allocation were raised to Rs. 1,000 crores as against Rs. 24 crores in VII Five Year Plan

With increase in production, India has emerged as the largest producer of fruits like mango, banana, grapes, citrus, cashew, guava and papaya etc. The increase in production and productivity is largely due to increase in the area under cultivation of these crops, as well as, adoption of improved production technologies which include high yielding and improved planting material, balanced nutrients and timely protection against major insect-pests and diseases and good management practices.

With the implementation of special horticultural development programme through Employment Guarantee Scheme in 1990-91 and National Horticulture Mission (NHM) in 2005, there is rapid increase in the area under fruit crops. As Maharashtra is the only state where most of the tropical fruit crops can be grown and where the Nursery Registration Act is operating, there is huge scope for nurserymen to supply genuine planting material to other states after fulfilling requirements of the state.

Huge cultivable waste land is available in Kokan region that can be brought under horticultural plantation. In Palghar district, total cultivable waste land is 58,100 hectares which is suitable for plantation of fruit crops. Day by day, the scope for plantation of fruit crops is increasing, there by the demand for planting material is also increasing. Maximum of the planting material is being purchased by the Government Agencies for distributing to the beneficiaries of horticultural development programmes. Corporate sector organizations and the private firms have entered into the plantation business and they are also purchasing planting material in large quantities. Nursery business being labour oriented it will help to get employment to unemployed youths.

Nurseries are the foundation for the horticultural Development Programme linked with Employment Guarantee Scheme. Due to globalization, there is cut throat competition in the

market. To compete with the other product people have to keep their product cost low therefore, more and more mechanism takes place in various factories/ industries, which lead to more unemployment. Now the time has come for not to depend on anybody for job, but get self employed, it may be in small scale industry or agriculture. The activity, which has resulted in generating employment, a sizable income and also control over migration of rural people to urban areas and metro cities, like Mumbai and Pune.

Keeping these things KVK organized such training programs for the rural youth; more particularly tribal youth.

Ravi Dhodi, age 36 a tribal youth resides at Jambugaon, Tal. Dahanu, District. Palghar approached KVK since last 11 years. He has been participated major training programmes like preparation of Vermicompost, poultry, vegetable cultivation, etc.

INTERVENTION

After completion of Agril. Diploma, Shri Dhodi came into contact of KVK, Kosbad in January 2000 for getting nursery training course having one month duration. Programme Coordinator of KVK, Kosbad Hill enrolled him in such vocational training. Mr. Ravi Dhodi joined nursery raising vocational training in June 2002 for a month.

Horticulture Nursery Training: Major emphasis was given on skill and practical training. The training schedule was planned in such a way where forenoon session included theoretical orientation and afternoon for skill or practical training sessions. Gradually, they were provided more opportunities to practice nursery raising techniques, propagation techniques, bed making, poly house construction, staking, plant protection measures, etc at the centre. Orientation about planning, marketing, input management, public relations and other entrepreneurial aspects was given to rural youths towards successful establishment of their own horticulture nurseries.

Establishment of ‘Nursery’: After successful completion of training programme, Mr. Ravi Dhodi was very confident and enthusiastic to establish own horticulture nursery. Because, he was well trained practically and theoretically about horticulture nursery establishment and oriented about planning, marketing and finance management, etc.

First he surveyed the area and realized the necessity of fruit plant saplings for his locality. After discussion with KVK scientists, 0.5 ha area was demarcated for horticulture nursery establishment that was named as ‘*Ravi Nursery*’. The site is located at a tribal village namely Jambugaon, Tal. Dahanu, Dist. Palghar which is 03 Km from KVK Kosbad Hill and about 60 km from district headquarters.

As he had mother orchard of fruit plants like sapota, mango, coconut, safed Jamun, etc and higher exposure about fruit plant saplings production technologies, he established fruit plant nursery along with ornamental Bonsai plant species. The year wise details about fruit and Bonsai saplings produced are given below:

Fruit saplings produced & Sold by Ravi Nursery during 2012 to 2016

Fruits	2012	2013	2014	2015	2016	Rate (Rs. per sapling)
Mango: Kesar, Alphonso, Rajapuri	2350	2500	2200	2500	3000	80
Sapota : Kalipatti	2500	3000	2500	2800	3200	70
Coconut : Banavali,, T x D, Singapuri	1000	1200	1000	1500	1500	60
Safed Jamun	2750	3000	2500	3000	3500	50
Seedless Lemon	500	600	500	550	600	50
Papanus	1500	2500	3000	2500	3000	100
Jackfruit (Grafted)	200	250	200	250	250	100
Guava:L-49	2000	2500	2500	3000	2500	50
Total	12800	15550	14400	16100	17550	

Economic Analysis of Ravi Nursery

Year	Saplings sold (No.)	Gross income (Rs)	Expenditure (Rs.)	Net Economic gain (Rs.)	C:B ratio
2012	12800	855500	342200	513300	1:1.50
2013	15550	1062000	428300	633700	1:1.48
2014	14400	1006000	402400	603600	1:1.50
2015	16100	1088500	436100	652400	1:1.50
2016	17550	1209000	483200	725800	1:1.50

Economic Analysis of Bonsai trees of Ravi Nursery

Year	Saplings sold (No.)	Gross income (Rs)	Expenditure (Rs.)	Net Economic gain (Rs.)	C:B ratio
2012	05	80000	22500	57500	1:2.50
2013	04	64000	15650	48350	1:3.00
2014	06	96000	26500	69500	1:2.60
2015	08	128000	35000	93000	1:2.60
2016	10	160000	41500	118500	1:2.80

New Initiative :

Ravi Dhodi has been adopted Bonsai technology during 2007.

Shri. Ravi Dhodi adopted Bonsai skills which is a Japanese art form using trees grown in containers. Bonsai uses cultivation techniques like pruning, root reduction, potting, defoliation, and grafting to produce small trees that mimic the shape and style of mature, full-size trees.

The practice of bonsai development incorporates a number of techniques either unique to bonsai or, if used in other forms of cultivation, applied in unusual ways that are particularly suitable to the bonsai domain. These techniques include:

- Leaf trimming, the selective removal of leaves (for most varieties of deciduous tree) or needles (for coniferous trees and some others) from a bonsai's trunk and branches.
- Pruning the trunk, branches, and roots of the candidate tree.
- Wiring branches and trunks allows the bonsai designer to create the desired general form and make detailed branch and leaf placements.
- Clamping using mechanical devices for shaping trunks and branches.
- Grafting new growing material (typically a bud, branch, or root) into a prepared area on the trunk or under the bark of the tree.
- Defoliation, which can provide short-term dwarfing of foliage for certain deciduous species.
- Deadwood bonsai techniques such as *jin* and *shari* simulate age and maturity in a bonsai.

Displayed following species of Bonsai for sale.

Adenium, Ficus, Mango, Banyan Tree, Pimpal tree, 'X' Mas tree, Christmas tree, Jack fruit tree, etc. Shri. Ravi Dhodi sales Bonsai tree @Rs. 18,000 to 25,000/-.

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He sales 05 to 10 Bonsai plants per year. He earns Rs. 90,000/- to 1,60,000/- per year.

Employment Generation: Three family members of entrepreneur are actively engaged in nursery work. In addition, two skilled workers on regular basis and 4-5 labourers had been hired as per need of the fruit plant propagation work. Indirectly, many villagers are also getting employment opportunities in terms of supplying inputs to his nursery.

Economic Gain: On an average net income has been earned @ Rs. 250000/annum/nursery in the district by 82 horticulture nurseries. However, regarding net income of 'Ravi Nursery, including Bonsai plants it was about Rs. 325000/- per annum during 2016. Economic analysis of the nursery is as follows:

Economic Analysis of Ravi Nursery

Year	Saplings sold (No.)	Expenditure (Rs.)	Economic gain (Rs.)
2013	15550	373200	215000
2014	14400	432000	250000
2015	16100	515200	300000
2016	17550	561600	325000

Future Strategy: The entrepreneur has planned to expand his 'Ravi Nursery' by initiating Fruit and Bonsai plants. The demands of these plants have increased in the area. The major plants to be included are Mango, Coconut, Safed Jamun, Star Fruit, etc. He has also planned to open a sale counter for fruit saplings at road side to popularize and expand his enterprise.

Horizontal Expansion: Seven tribal youths have been motivated by him to establish own fruit nursery in the area. Four other villagers had consulted him about planning and management aspects of nursery establishment. Linkage with KVK, Kosbad Hill and other government departments (Agriculture and ATMA departments) have been established to sale the fruit and Bonsai tree saplings. Contact with KVK scientists is being maintained as frequently visited the KVK (2-3 times in a month). Many rural youth organized field visit at Ravi Nursery for their motivation. He has also learned from visitors because they advised him during their interaction.

Nursery established by trained rural youths and its adoption

Youth trained at KVK	Youth established nurseries after training	Adoption %
45	34	75.55

Nursery Established through Diffusion of Technology

Nursery establish by trained youth	Nursery establish after diffusion	Diffusion %
34	48	41.17

Reflections: Empowering rural youths by KVK through organizing vocational trainings will make a difference in terms of creating income and employment generating opportunities in the tribal area. Trained tribal youths will act a vehicle to transfer the concept of entrepreneurship development. There is a need to develop entrepreneurship qualities among tribal youths. It can be possible only through organizing well designed entrepreneurship motivation training to the rural youths at the KVK.