

Diversifying Farm Income through Integrated Farming- A story of a Woman Entrepreneur

Background of Entrepreneur: Jhulani Bharati, resides in the village of Kotasiri within the Bhandaripokhari Block of Bhadrak district. Her husband is recognized as a progressive farmer in the region, known not only for his agricultural pursuits but also for his various small-scale businesses. With a good rapport established through his interactions with the block agriculture officer, he is actively involved in farming, and Jhulani supports him in these endeavors. Yet, she envisioned augmenting their family's income through a dedicated effort of her own.

Constraint faced by Entrepreneur: Upon learning about MKUY through her husband's interactions at the block agriculture office, Jhulani became intrigued. He shared the details of the Integrated Farming project with her, and she immediately expressed interest in pursuing it. In November 2020, with the support of the Block Agriculture Office, she set her sights on applying for the project. Despite facing challenges with loan acquisition from the bank, which caused significant delays, Jhulani remained determined. To move forward, she invested her own resources into the project. The bank loan of Rs 24.10 lakhs was finally sanctioned in December 2022. However, at that time, securing bank finance was deemed obligatory for project execution.

APICOL & MKUY Intervention: Her journey began in November 2020, when she approached the Block Agriculture Office with her project aspirations. The office recommended her to apply for the Mukhyamantri Krushi Udyog Yojana (MKUY) to potentially secure a subsidy of up to 50% on a capital investment. Acting on this advice, she submitted her application in January 2021, receiving approval the following February. With the assistance of APICOL, she procured a Detailed Project Report (DPR) of Rs 32.1 lakhs for her integrated project. Despite experiencing delays in bank funding, she dedicated a year and a half to establish the project and officially submitted the online completion report in March 2023.

Establishment of Farm & Benefit: With the project underway after receiving the Go-Ahead, she embarked on constructing sheds and excavating the pond, funding the initial phases herself due to the prolonged bank financing process. Her efforts involved the nurturing of 4000 Broilers, various species of fish resulting in the successful harvest of three cycles. This translated to a net profit of Rs. 80,000 from a single harvest. Additionally, she has plans to venture into selling duck eggs at a rate of 6 rupees per egg within the local market.



Future & way forward: As she anticipates the awaited subsidy, her future ambitions encompass expanding the project further. This includes transitioning the 4000 Broiler Farm into an Environment-Controlled (EC) farm, integrating a Goatery project consisting of 100 units, and cultivating grass across 1 acre of land to reduce feed costs for the goats. Her accomplishments have become a source of inspiration for fellow young farmers, encouraging them to explore livelihood options in Agribusiness.