

TREND TOWARDS SUCCESS - A CASE STUDY

Pannaram s/o Jogaram, age 26 years, resident of Bedana village of Gudamalani block district Barmer. He is an Arts graduate and is a trained B.Ed teacher. Pannaram is married and blessed with one boy and girl. His wife is illiterate. 10 Beegha land with Borewell is available. 04 Bufflaoes of Jalori breed yield 16 litres milk daily He joined the project in August 2015 and planted 70 Ber & 30 Lasoda plants on 02 Beegha (1 acre) area.

Although Pannaram is well qualified but his passion towards agriculture seems higher. He



devotes his maximum time in his farm. Between the 116



participating farmers, Pannaram is creative and innovative enough; he has planted 500 plants of Pomegranate and has done intercropping of Chilly, Green Fodder between 03 Beegha land. Pannaram has also brought vegetable seeds of Brinjal, Tomato, *Mooli and Shakkarkand* from market at his

own cost and he is getting excellent production and best prices in market. The blinking feature in vegetable cultivation is that Pannaram has never used any pesticides and insecticides in his farm. Along with the vegetables, Pannaram has also cultivated Wheat, Isabgol & Jeera in 05 Beegha land.

WADI Project has changed the mindset of Pannaram, earlier he was only cultivating seasonal crops but after joining WADI project he has cultivated hundreds of Pomegranate which are in production now.



Pannaram has earned One Lac by selling Tomato and Chilly. It has been expected that Pomegranate will generate income more than Rs. 75,000/- in coming year and the Ber WADI will also generate income more than Rs. 60,000/-.

Pannaram happily says, "If I had opted teaching job, might be I was not on that stage which I had earned at my home from Agriculture".