

**Summer Training at
Lupin Human Welfare & Research Foundation, Bhopal
(April 3 to June 2, 2017)**

Impacts of Vegetable Cultivation

**By
Paramveer**

**Under the guidance of
Dr. Sazzad Parwez**

**MBA Rural Management
2016-2018**


School of Development Studies
The IIHMR University, Jaipur
2017

CERTIFICATE

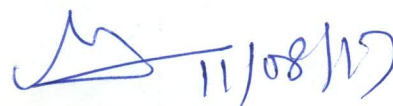
This is to certify that **Paramveer** has undergone his summer training at **Lupin Human Welfare and Research Foundation** from **3rd April 2017 to 2nd June 2017**.

The candidate himself completed the project assigned to him during summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Rural Management.

I wish him success in all his future endeavors.



Col (Dr.) Ashok Kaushik
Dean (Academic & Student Affair)
The IIHMR University, Jaipur



Dr. Sazzad Parwez
Assistant Professor
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TO WHOM IT MAY CONCERN

This is to certify that Mr. Paramveer s/o Maan Singh student of Master in Business Administration (Rural Management) Batch 2016-2018 of Indian Institute of Health Management (IIHMR) University, Jaipur Rajasthan has successfully completed his summer training with Lupin Human Welfare and Research Foundation from 3rd April 2017 to 2nd June 2017.

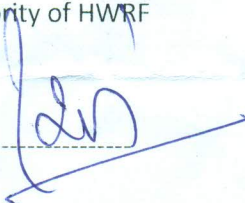
This project was undertaken by him in the division of: Corporate Social Responsibility of Lupin foundation- "Rural livelihood" with Impact study of vegetable cultivation programme of Raisen.

During this period of internship his performance was found to be hardworking, punctual and inquisitive.

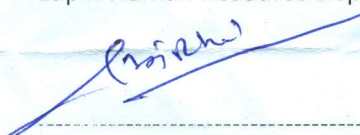
We wish him all the success in the future

Thanking you,

Authority of HWRF


Project Manager
Lupin Human Welfare & Research Foundation
Mandideep

Lupin Human Resource Department



Acknowledgements

I am highly indebted to IIHMR University for providing me an opportunity for carrying out an internship with CSR wing of Lupin. I would like to thank Dr.Goutam Sadhu for considering me for this internship. I would also like to extend special thanks to my mentor Dr.Sazzad Parvez for guiding me throughout the internship.

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Furthermore, I would also like to tribute with much appreciation the crucial role of the staff member Mr. Narayan singh and team, and the respondents to use all required equipment and the necessary materials to complete the study on “Vegetable Cultivation Program”.

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INTRODUCTION:

Lupin limited is a well-known pharmaceutical company which is known for their antibiotic and generic drugs and working in 71 countries of the world and providing their products. The chairman and founder of Lupin Shri Desh Bandhu Gupta promoted Human Welfare and Research Foundation (HWRF) on 2nd October 1988 with an objective to provide an alternate model of rural development which is sustainable, replicable and ever evolving.

A Program which was initiated by Lupin HWRF(Human welfare and research Foundation) before 5 years to increase the daily income of poor tribal families of kamton-kasia village of Raisen district. They provide basic training to 5 person of kamton-kasia and some financial support to start vegetable cultivation i.e. hybrid seeds, loans of Rs 50000 to 5 person in kisaan club of kamton-kasia. After every year many more people started vegetable cultivation instead of growing wheat etc. In vegetable cultivation they earn Rs 30000 to 1 lac per acre instead of 20000 to 30000 from crop cultivation.

Kamton-kasia, a poor village in Raisen district of Madhya Pradesh where people do not have any occupation except laboring and seasonal farming. People are not educated and not aware of new techniques of agriculture. Vegetable cultivation is a good source to generate income without spending lots of money. On a small piece of land vegetable cultivation gave good profit due to their short life span, high productivity, nutritional richness, economic viability and ability to generate on farm and off-farm employment.

ABOUT “VEGETABLE CULTIVATION”:

Vegetable cultivation is the growing of vegetables for the consumption of human. Vegetables are the main part of meal and it is also the source of vitamins, minerals, antioxidants and dietary fibre. India is the second largest producer of vegetable in the world.

After the green revolution in 1970s, the agricultural, horticultural sector got developed due to the scientific tools like (GMO) Genetically Modified Organism, Hybrid seeds, advanced fertilizers, highly effective pesticides and high mechanical technology which results in very production of crops, vegetables and other like flower production in large quantity after green revolution. According to scientists, every person should take 250gm of vegetable in their daily diet to fulfill body requirements of vitamins and minerals. Still today, many states have some specific area where tribal community and very poor backward community lives and suffering from severe diseases due to lack of vitamins and minerals like – lack of vit-A causes Night blindness. These People are very poor, uneducated and away from the advance technology and the tools and technique. These people are not aware of new techniques of agriculture and horticulture.

Before intervention of Lupin, farmers used to cultivate major crops like wheat, paddy, maize and in pulses masoor, peas are the common cultivation in Kamton-kasia of Raisen district.

After this initiative of Lupin, people of this village get trained and aware of new tools and techniques of vegetable cultivation. Now they have started vegetable cultivation in which five farmers were trained by the Lupin and support of 50000/- loan for purchasing hybrid seeds, pesticide and fertilizers etc. Now 108 farmers of kamton-kasia are involved in this program and successfully taking benefits up to one lacs per acre per year.

OBJECTIVES OF PROGRAMME:

- To strengthen the economic condition of poor tribal families in Kamton-kasia village.
- To generate self-employment in off season.
- To make people self-dependent.
- To improve standard of living
- To improve health of children and people.

OBJECTIVES OF STUDY:

- The main objective of study the impacts of vegetable cultivation programme.
- To study the farming practices.
- To study the problems faced during the initiation of vegetable cultivation.

MODE OF DATA COLLECTION:

Data source : Primary data.

No. of Respondents: 1 village (enrolled interviews 31 persons).

Study duration : 25 days.

Tools and Technique used to Collect Data:

To study the impacts, some tools of PRA are used in which questionnaire filling, personal interviews, group discussion and field investigation were conducted with the farmers. Only primary data was data collected for study. The primary data was collected with the help of semi-structured questionnaire. It is worth to mention that only qualitative data was collected for this study. The studies have both the qualitative and quantitative data. The methodology of data collection “Survey Methodology”.

LITERATURE REVIEW:

Literature review provides the information to the studier regarding the pervious works that have been done which help to identifying framework and methodological issues that are relevant for the study.

Mazumdar (1965), Khusro (1968), Rao (1966) and Saini (1971) gave the relationship between size of holding and productivity is inversely propositional acc. to Indian agricultural situation.

After this, Scholar Rao A.P (1967) and Rudra's study analysis apposed this statement in his study "Farm size and Yield per Acre, 1968.A Study on "Farm Management Surveys" (Bhardwaj, 1974) invested inverse relationship is existed.

A Study "Inverse Relationship between Farming size and Productivity" a product of science or imagination (Barbier, 1984).This result of study was that the hypothesis between farm size and productivity is unauthentic.

Rastogi (1979) collected data under the Agro-Economic Research Scheme of the Drought prone area and explored the cropping pattern in selected dry land farming region of India. The cropping intensity is low. Double cropping was limited area with irrigation and post monsoon season. This study results that there was very low usage of improved seed varieties, fertilizers, plant protecting technology and mechanized technology.

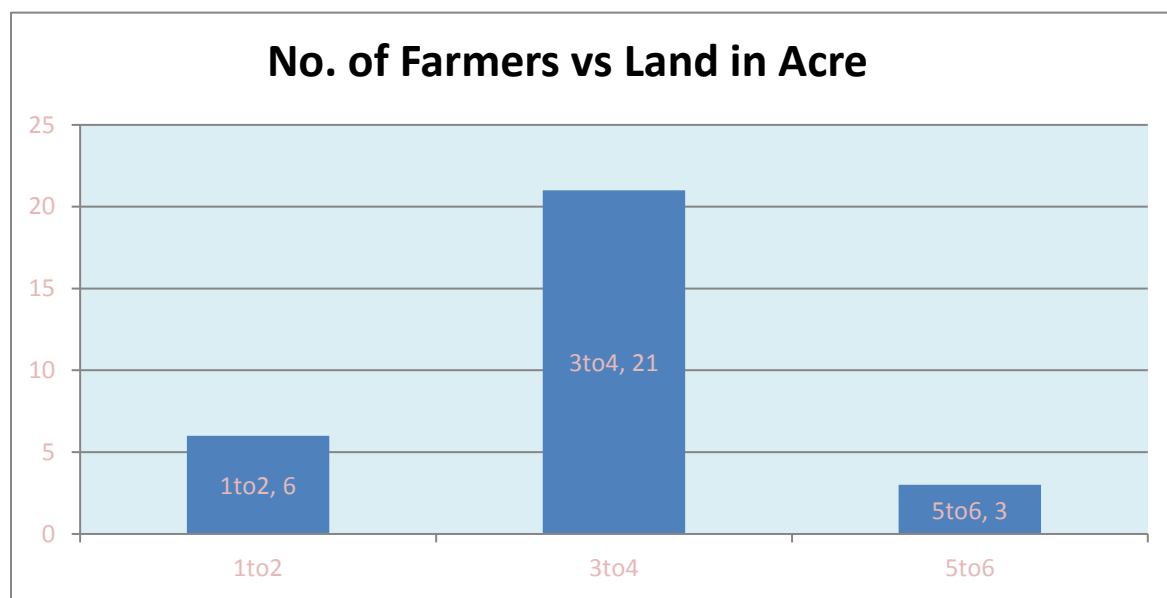
Malik and Singh(2002) conducted a study on crop diversification index to analysis the diversion of area towards vegetables, fruits and flower in Haryana districts i.e. Sonipat, Rohtak, Gurgaon due to availability of market, increased demand and export facilities due to metropolitan cities.

Birthal, el al. (2007) gave evidence on diversification towards horticulture and role of small stakeholders in India. On the basis of various data publications of govt. of India. Small farmers have high labour involvement as such of greater family size. Fruit cultivation is labour intensive but also capital intensive so, small farmers diversify towards vegetable cultivation. Small and medium stakeholder do not appears in fruit cultivation but the share allocated to vegetables id higher.

Acharya, et al. (2011) analyzed the nature and diversification in Karnataka. Analysis was done on the basis of secondary data of 26 year (1982-83 to 2007-08).The analysis of study shown high diversification index except oilseeds and Vegetables. There was high diversification towards commercial crops due to availability of irrigation, market, technology, proper roads and transportation facilities.

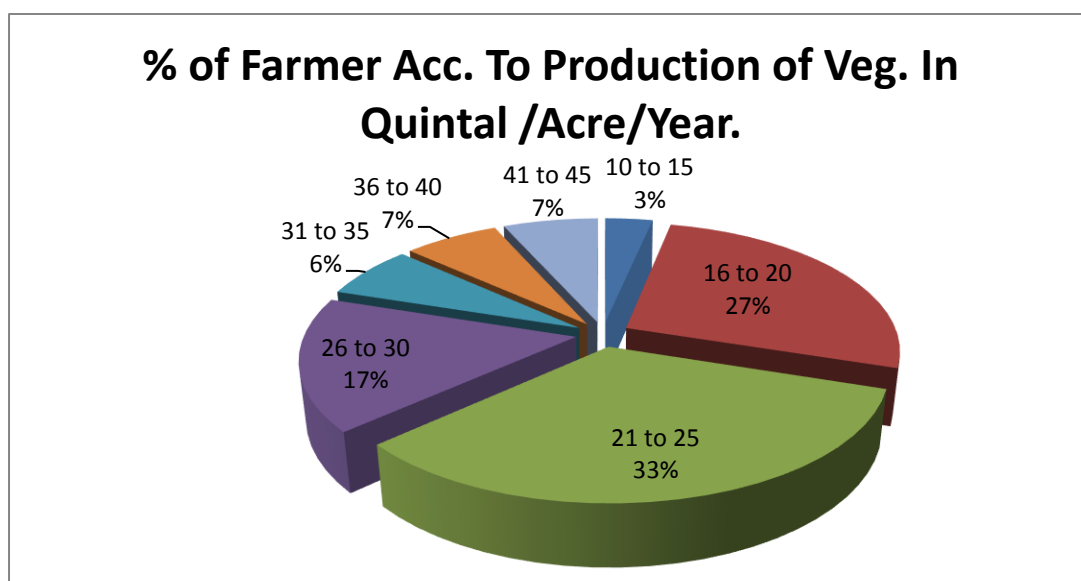
DATA ANALYSES AND INTERPRETATION:

FIGURE: 1



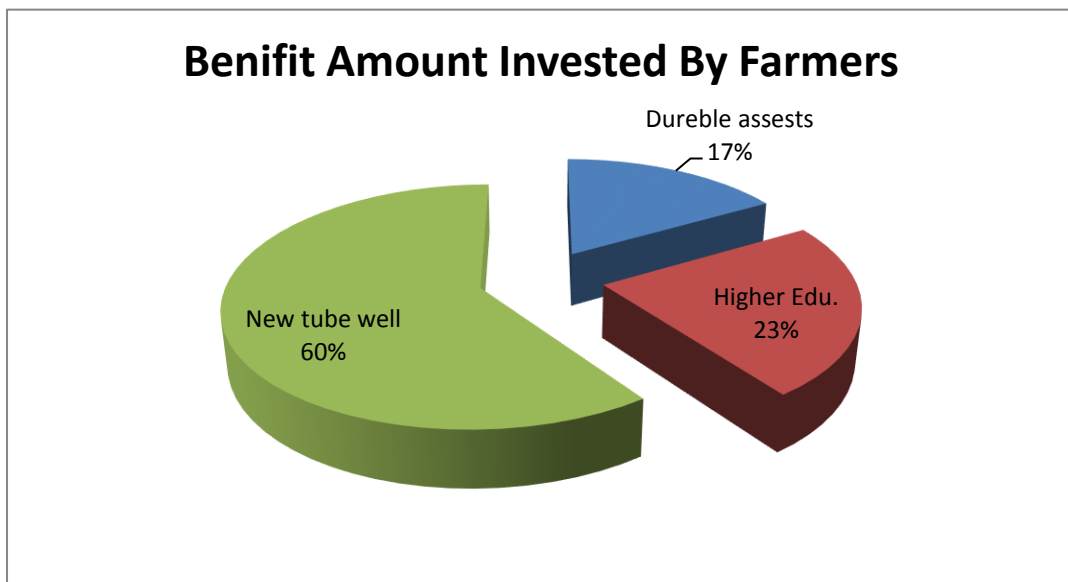
In the above figure total 30 farmers were taken for analyses on the basis of acre of land in which they cultivate vegetables, In this chart farmers are classified into three categories starting from 1-2 acre and ending at 5-6 acre. The result shows that 6 farmers have 1-2 acre, 21 farmers have 3-4 acre and 3 farmers has 5-6 acre of land.

FIGURE 2.



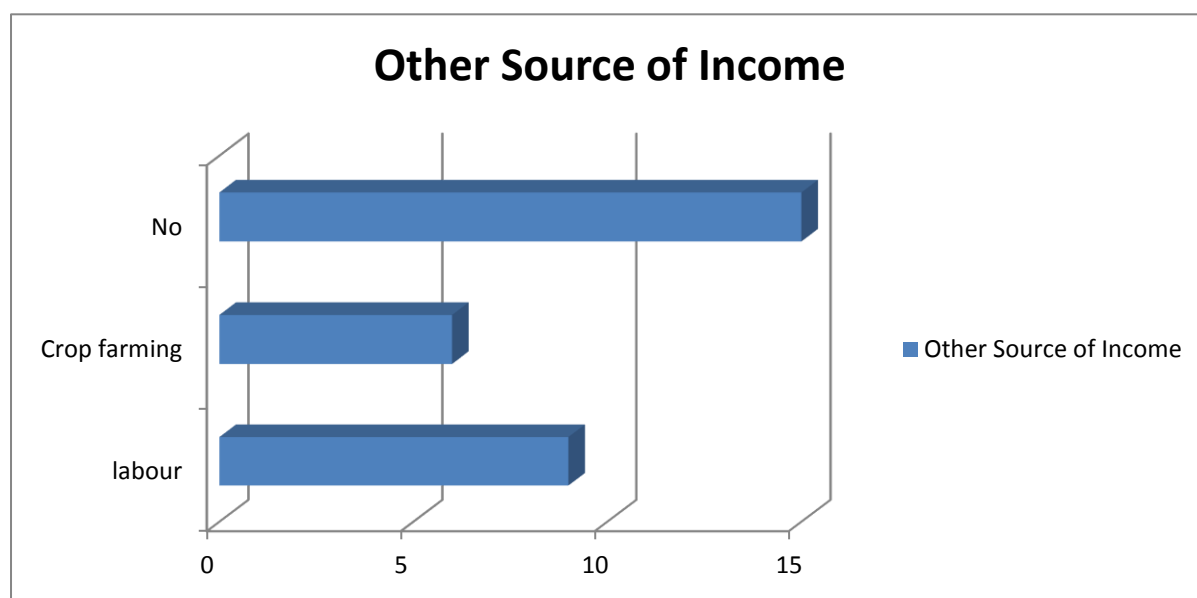
In the above figure total 30 farmers were taken for analyses on the basis of Production of vegetables. The result shows that 33% of Farmers produced 21-25 quintal, 27% farmer produced 16-20 quintal, 17% farmer produced 26-30 quintal, , 7% farmer produced 41-45 quintal, , 7% farmer produced 36-40 quintal, , 6% farmer produced 31-35 quintal and , 3% farmer produced 10-15 quintal of vegetables last year.

FIGURE 3.



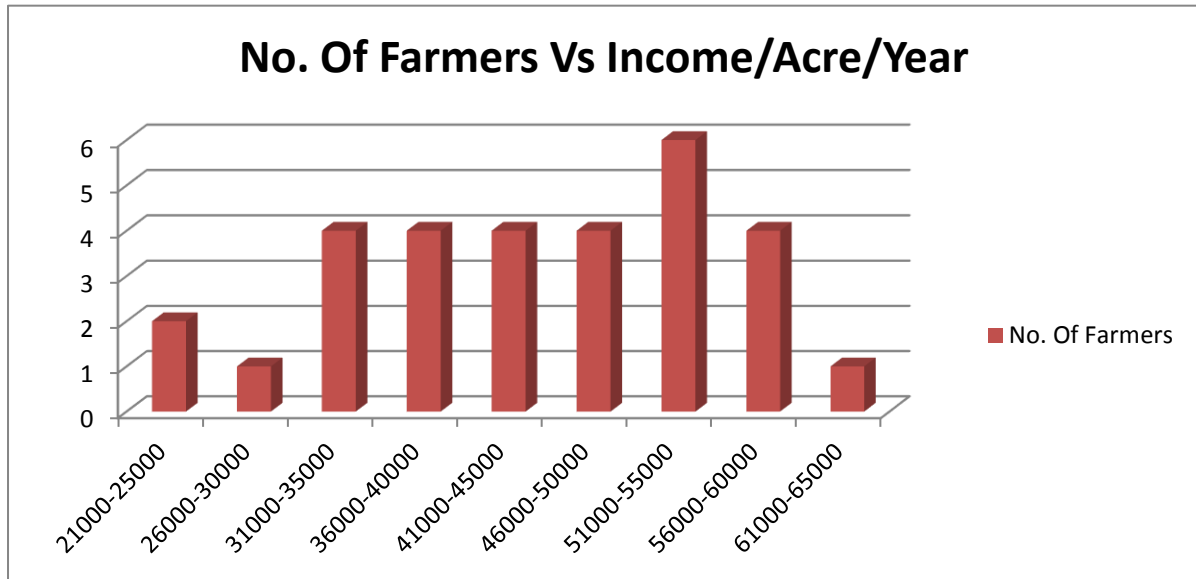
In the above figure total 30 farmers were taken for analyses on the basis of investment of benefitted amount. The result shows that 60% of farmer invested the amount on new tube well, 23% farmer invested on higher education of their children and 17% of farmer invested the amount on durable assets.

FIGURE 4.



In the above figure total 30 farmers were taken for analyses on the basis of other sources of income except vegetable cultivation. The result shows that 15 farmers are totally depend on vegetable cultivation, 6 farmers are also involved in crop farming and 9 are also doing work as labour in off season.

FIGURE 5



In the above figure total 30 farmers were taken for analyses on the basis of income/ acre from vegetable cultivation and no. of farmers. The result shows that 2 farmers got Rs 21000-25000, 1 farmer got Rs 26000-30000, 4 farmers got Rs 31000-35000, 4 farmers got Rs 36000-40000, 4 farmers got Rs 41000-45000, 4 farmers got Rs 46000-50000, 6 farmers got Rs 51000-55000, 4 farmers got Rs 56000-60000 and 1 farmer got Rs 61000-65000 from vegetable cultivation in last year.

IMPACTS OF VEGETABLE CULTIVATION:

This step of Lupin HWRF changed the whole scenario of Kamton-kasia village. The outcomes are excellent. Even small farmers who have 1 to 5 acre of land make lacs of rupee per year from vegetable cultivation. More than 100 farmers of Kamton-kasia started this cultivation and became financially independent.

Before implementation of program:

1. Do not have good infrastructure of houses (not cemented).
2. Their children studies continued in government school.
3. They do not have durables in their house.
4. Financial conditions were very poor.
5. No social status in village.
6. Economically dependent on landlords for loans.
7. No saving of money for future.
8. No one have small business like grocery shop, transportation vehicle etc.

After implementation of program:

1. Built cemented house.
2. Children are continuing their study in private schools.
3. Purchase durables i.e. refrigerator, bike etc.
4. Financial conditions became better.
5. Increase in social status
6. Saving of money for future.
7. No need to take small loans from landlord on high interest for fulfilling daily needs of home.
8. Some people started their own work like- Kirana shop, transportation of goods through tempo or tractor etc.

RECOMMENDATION:

- Aloevera cultivation can be a good source of income generation which is very cost efficient plantation and easily grown in water scarcity.
- Fencing of field to reduce harm from the animals.
- Provide loans for bore well and pump set to increase vegetable production and get rid of water scarcity.
- Vermicompost also could be a good source of income generation and also very low investment business which can be started at very small level. It can be used in field to reduce the production cost of vegetable by reducing the cost of fertilizers.
- Mushroom cultivation also could be a good income generating source for farmers. It has good price and high demand in market.

CONCLUSION:

Lupin HWRF changed the whole scenario of Kamton-kasia by implementing this program. This study was conducted to determine the impacts of this program. Somehow the program was successful to eradicate some poverty and unemployment problems in Kamton-kasia village. People became financially self-dependent. Their standard of living became better. People of kamton-kasia have purchased electric durable and automobile (bike, tractor) etc. from the income generated through this programme and some people became self-employed by starting own Kirana shop, transportation work from tractor etc. Lupin changed the life style of hundreds of farmer by making them financially self-dependent and increase in socio-economic condition. Somehow the objectives of this program are fulfilled.

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