

Journey of a Small Scale Produce to a Commercial Entrepreneur

28 years old, Damodar Chaudhary is the eldest son of his family. Few years back, like many other youths in Krishnapur Municipality, Kanchanpur, Damodar went to India in search of employment. However, returned back empty pocket. Belonging to economically vulnerable family, Damodar relied on daily wage for his livelihood.



Damodar in his cauliflower farm

Although, he owed some land, due to lack of knowledge and agricultural skills, the land remained barren. Damodar

realized the huge opportunities in agriculture sector during his stay in India. Gradually, his enthusiasm and dedication lead him towards entrepreneurship journey in farming. Lack of proper knowledge and suitable technology was a setback. He was demotivated and even thought of moving back to India several times. Nonetheless, despite the adversities, he continued his work.



Damodar working for nursery development

Meanwhile, Shree Krishna School and Skill Up project had decided to organize a training on commercial vegetable production for rural youths. Damodar immediately contacted school administration and got himself enrolled as a trainee.

He got selected and received a 60 day training. He gained knowledge on nursery development & management, preparation & application of bio-pesticides/ bio-fertilizers, crop cycle and improved seeds selection, off seasonal farming/ plastic tunnel farming, preventive & curative measures on disease control & pest management, life skills, health & nutrition, development of business plan and marketing strategies.

This turned out to be a turning point of his life. He started running his business commercially. The training also linked him to financial institutions and municipalities that helped him strengthen his enterprise.

At present, he has grown his farm from 800 sq. meters to more than 4000 sq. meters for the commercial production of different vegetables such as cauliflower, tomato, chilly, cabbage, etc. In this season alone he was able sell more than 1000 Kg cauliflower. He has also started saving in bank and to support his family expenditures. I am not only focusing on profit, but, equally concerned and responsible about consumer health and been providing consumable/ safe food” said Damodar. He added that the use of self-made bio-pesticides and following waiting period instruction on chemical pesticides are his additional components which helps him get better rates compared to other vegetable producers. He also started fish pond in 600 sq. meters land and a market outlet (Shop) for selling his produce.

“This training helped me become a commercial producer. The improved communication skills helped me coordinate with stakeholders” said confident Damodar.



Damodar ready for harvesting his produce