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SPECTRUM

Colours of Development

INSIDE

Editorial Desk,

Around the world, college students take initiative and bring out student magazines, newsletters, etc. Mainly the focus will be increasing the visibility of their campus life and inculcating the students with writing habits and articulative skills. Taking a step forward in that direction, The DHAN Academy (TDA) has also revived its quarterly student magazine, 'Spectrum – Colours of Development'. This student magazine focus on students' perspectives on the development issues through the lens of their learnings and experience from classroom segments and field work segments. The magazine is a 'knowledge product to the society by the learners at the grass-root level'. This issue focuses mainly on the agriculture and allied activities viz., organic farming, policy analysis and students field visit, etc. All the articles were written by the students from the batch of Programme in Development Management (PDM) – 19 and Programme in Community health Management (PCM) – 1

Student Editorial Committee

Cover Article

Can Organic Farming Feed India?

Saswatik Tripathy and Suraj Mondal, PDM 19

Across the world, 179 countries have data on organic farming and 2.4 million producers were reported wherein more than three quarters are in developing countries (source: orgprints.org). This article aims to discuss whether organic agriculture can make enough food to feed the India's population or not. Green Revolution, an advancement in agricultural science and technology in India back in 1940s equipped with chemical fertilizers and pesticides, irrigation technology, hybridization and modern farm machinery almost tripled the yield, achieving food security for a large number of population. But the add-ons have proven to be posing serious threat to the environment and the health of the people. India's population likely to reach 1.64 billion by 2050 (Global population expected to reach 10 billion) the question therefore is whether we can feed all the stomachs with destroying the environment? Research hypothesis postulates commercialization of organic farming could meet the sustenance needs without damaging the environment.

India's population likely to reach 1.64 billion by 2050 (Global population expected to reach 10 billion) the question therefore is whether we can feed all the stomachs with destroying the environment?

What is Organic farming?

As per FAO/WHO, "Organic agriculture is a holistic production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles, and soil biological activity. It emphasizes the use of management practices in preference to the use of off-farm inputs, taking into account that regional conditions require locally adapted systems. This is accomplished by using wherever possible, agronomic, biological, and mechanical methods, as opposed to using synthetic materials, to fulfil any specific function within the system." In simple words, doing agriculture without any form of chemical inputs into the agriculture field directly or indirectly.

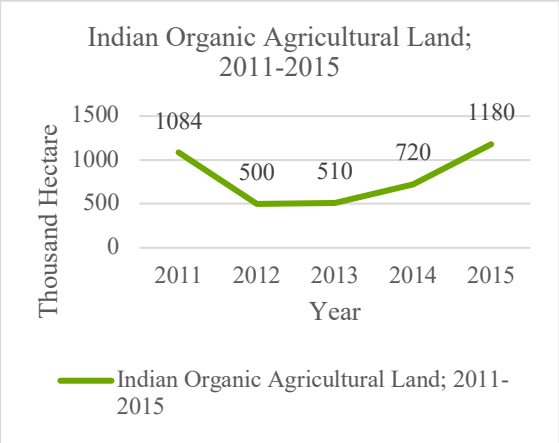
Was inorganic farming new to India?

At the Mughal time, a prince of the Royal family named Dara Shikoh, eldest son of Shah Jahan introduced the use of inorganic subsistence in the farming. Mr. Dara Shikoh liked gardening, his garden rich with wide varieties of plantations, wherein for the effective growth of the plantation, he had used 'nitre'. Rig Veda the oldest composition has several verses describing the profession of farming. For example, book 10, chapter 34 and verse 13 of Rig Veda contains the divine message about agriculture. Atharva Veda contains the science of Agnihotra (the basic Homa) which is the backbone of the Homa farming. There are several other great books enumerating the farming methodologies, practices and techniques for crop enhancement without destroying environment. Some of the g Indian great sages who penned down these farming techniques viz., Krishi Parasara of the sage Parasara (c.400BC); Kashapiya Krishisukti of sage Kashapiya (c.800BC); Brihatsamhita of Barahamihir (600 AD); Vrikshayurveda by Surpala (c.1000AD) etc. After World War-II, the countries which stopped their business of weapons started the business of chemical

fertilizer choosing the north-eastern Trans Gangetic plain as their business ventures.

India and Organic Farming

After Green Revolution, almost 95 percent of the country adopted inorganic farming. It is very common that in the developed world, organic agriculture does not compete with conventional agriculture otherwise the answer for this question will be easy.



*Source: icfa.org.in

Though the above graph depicts there is a recent increase in the farmers adopting organic agriculture, the question remains whether it is enough? It is recorded that organic farmers have been found to have a product yield of 20 per cent not as much as the conventional farming. A notable finding is that no actual data of organic agrarian production is available with the ministry of agriculture (commodity wise data is unavailable) neither such data is given by any state government. If we take Sikkim as an organic state and a model to be implemented in other states, it has lot of flaws. First the total land area under cultivation is less than three per cent and according to them, the organic farming is only the solid manures application, but organic manure is a holistic approach of balancing the soil microbial environment along with the plant nutrients. Through the inorganic chemicals the land is already deteriorated and becoming unfertile. To rejuvenate its fertility again it takes at least three years, but the production in this three years goes so low that another famine come and destroy the whole economy of the country. Research studies shows that the liquid manures like Sashyagavya, Panchagavya, Kunapajala, Amritjal can improve the yield because they are high nutrient and fast releasing manures.

Way forward

It is not a one shot miracle to achieve. It has to be achieved very slowly with effective monitoring and implementation. Major funding and hand holding support has to be provided and systematically planned for minimum of three years. It is a slow but must be steady process. More research to be conducted on successful models and also to be on more genetic modified seeds. And also changing climatic pattern has to be taken into account for the planning process. Organic farming can feed India through the holistic approach and a long term effective planning and implementation

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Snap and Story

Slow Poison

Saravana Kumar T, PDM 19

Location: Mullipallam Village, Vadipatti Taluk, Madurai District, Tamil Nadu State

Farmers in the rural context in India never uses proper protective measures – hand gloves, face masks – while spraying the chemical pesticides to the crop. Consequently farmers are exposing to the direct skin contact and inhaling, resulting in immediate health effects and proneness to ill-health and less immune in the later life of the farmers.

Isn't it necessary to stop this slow poison?

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Policy Analysis

Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) scheme

Aditi Khan, PDM 19 and
Muthu Kumar, PCM 01

PMKSY was launched on 1 July 2015, to give "HAR KHET KO PAANI" (water to every field) and improving water use efficiency through "more crop per drop". It has been formulated amalgamating ongoing schemes viz., Accelerated Irrigation Benefit Programme (AIBP) of the Ministry of Water Resources, River Development & Ganga Rejuvenation (MoWR, RD & GR), Integrated Watershed Management Programme (IWMP) of Department of Land Resources (DoLR) and On Farm Water Management (OFWM) of Department of Agriculture and Cooperation (DAC).

Broader objectives include:

To achieve the convergence of investments in irrigation at the field level (preparation of district level and, if required, sub district level water use plans). To enhance the physical access of water on the farm and expand cultivable area under assured irrigation (Har Khet Ko Pani). To integrate water source, distribution and its efficient use, to make best use of water through appropriate technologies and practices. To improve the on - farm water use efficiency thereby curbing the wastage and increasing the availability both in duration and extent. To enhance the adoption of precision - irrigation and other water saving technologies (More Crop Per Drop) and to recharge aquifers and introduce sustainable water conservation practices. To ensure the integrated development of rainfed areas using the watershed approach towards soil and water conservation, regeneration of ground water, arresting runoff, providing livelihood options and other NRM activities. To promote extension activities relating to water harvesting, water management and crop alignment for farmers and grass root level field functionaries. To explore the feasibility of reusing treated municipal waste water for peri-urban agriculture

The main components are:

- Water Resource: Source augmentation, distribution, ground water development, lift irrigation, diversion of water from water plenty to water scarce areas, supplementing rain water harvesting beyond IWMP, MGNREGA, repair, restoration, renovation of traditional water bodies.
- Per Drop More Crop (Micro Irrigation): Installation of Micro Irrigation Systems (Drip & Sprinkler) in fields, extension activities, coordination & management.
- Watershed: Ridge area treatment, drainage line treatment, soil and moisture conservation, water harvesting structure, livelihood support activities and other watershed works.

Planning

District Irrigation Plans (DIPs) shall be the cornerstone for planning and implementation of PMKSY. DIPs will present holistic irrigation development perspective of the district outlining medium to long term development plans. The DIPs may be prepared at two levels, the block and the district. Keeping in

view the convenience of map preparation and data collection, the work would be primarily done at block level. Block wise irrigation plan is to be prepared depending on the available and potential water resources and water requirement for agriculture sector prioritising the activities based on socio-economic and location specific requirement.

Governance

State Level Sanctioning Committee (SLSC) chaired by the Chief Secretary of the respective States are authorized to sanction projects, oversee its implementation and monitoring. National Executive Committee (NEC) under the Chairmanship of Vice Chairman, NITI Aayog will oversee programme implementation, allocation of resources, inter-ministerial coordination, monitoring & performance assessment, addressing administrative issues. At National level, programme is to be supervised and monitored by an Inter-Ministerial National Steering Committee (NSC) under the Chairmanship of Hon'ble Prime Minister with Union Ministers concerned Ministries as members.

State-wise Assessment Results

Based on the analysis from the National Portal of India (india.gov.in)

- Progressive States: Andhra Pradesh, Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Telangana
- Under performing States: Punjab, Jharkhand, Bihar, Chhattisgarh, Goa
- States where Micro Irrigation is yet to pick up: Arunachal Pradesh, Manipur, Meghalaya, Nagaland and West Bengal

Drawbacks

- Water management from the perspective of district level instead of watershed, basin or sub-basin level contradicting the National Water Policy (Hindu Business line)
- Delay in availability of funds to implementing agencies hampering timely execution
- Cluster approach and convergence with source created under other components of PMKSY and MGNREGS is missing.
- Being flagship scheme, periodically reviewed by PMO, Cab sec, NITI Aayog, MoWR – Some States are not timely updating the progress on MIS
- Cab Sec has desired early release of funds under schemes to take advantage of monsoon.
- States to immediately provide the UC and progress of previous year releases and organize the SLSC meetings to finalize the AAP 2017-18 to facilitate the release of first installment.

It is very easy to implement any scheme but the farmers are not capable to achieve such skill which guides them to maintain the sophisticated modern irrigation system and gain the full-fledged benefit from it. Obviously, things cannot change overnight. But based on our careful analysis, one can say that these steps are in the right direction though implementation has been rather weak in most cases.

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News Lens

Farmer's Suicide News Coverage

Manish Karpe, PDM 19

Brief summary

In this, the same incident of suicide of farmer's family was covered by three different newspapers and analyzed based on their content, vocabulary, Mr. Muthusamy, a farmer from Tamil Nadu, hanged his two children – Rajalakshmi, 11, and Manicka Satya 4 – and mother Mayilatthal aged 70 and committed suicide himself, unable to repay the loan to the moneylenders in the region. Muthusamy's story was featured in several newspapers. This article tries to analyze the coverage from three different newspapers and analyze the news content, way of representation and analyzes of presentation.

Headings

Newspaper 1 (NP1)

News story publishing dated to 5th August 2018. Specificity and detailed presentation was observed with more factual, concise and straightforward headlines. Headlines featured as, 'Four members of Tamil Nadu Farmer's Family Committed Suicide'.

Newspaper 2 (NP2)

Muthusamy's incident was featured in NP2 on 5th August 2018. The coverage with short with no specific details. The story titled, 'Four of the family found dead in TN'.

Newspaper 3 (NP3)

NP3 circulation in Tirupur featured the incident on 6th August 2018, detailing the family situation and the forces that family to leave the face of earth. 'Farmer commits suicide after hanging his mother and children'.

Content & Analysis

Narration pertaining to family members and reason behind killing/suicide were almost same in all the three newspapers: *Farmer killed his own 2 children, Kundadam near Dharapuram, in Tirupur district.*

Information Contrast

All three featured information about debts but NP1 given data about his debt around 9 lakhs and with interest 13 lakh. NP1 narrated farmer and his mother both committed suicides, but NP2 raised doubts about the mother's death whether it is suicide or murder. According to NP1 and NP2 , Mr. Muthusamy's wife left his home some months before but NP3 narrated she left home only 10 days before. In NP1 said Mr. Muthusamy possessed two acres of leased land but NP2 narrated five acres of land leased. According to NP1, Mr. Muthusamy used to grow tomatoes and onions based on the seasonal vagaries but he stopped farming few months earlier and started cattle rearing. NP1 described fully information case Tirupur rural police rushed to the spot, after being alerted by locals. Tirupur rural police have registered a case under Section 302 (murder) of Indian Penal Code and Section 174 of Criminal Procedure Code and are probing the matter NP1 is saying case and investigation handled by Tirupur rural police station but NP2 given case and investigation handled by Dharapuram police station and NP3 is given by Kundadam police station. NP2 used different names of farmer and his wife unlike NP1 and NP3.

Vocabulary / Complexity of Language

These articles used a reasonably formal news. Interestingly, these newspapers use inverted commas around the word and sentence. Some complex words NP1- allegedly, probing. NP2- deceased, knitwear. In NP-3 tendencies, prevention.

Tone

Both articles take a reasonably measured approach. However, the NP1 and NP3 seems largely clarified, while NP2 is more neutral, creating different tone in places.
Attitude of writer / Stance / Bias:
As except NP1 another two (NP2 and NP3) has the tabloid appeals to the reader's sense of outrage by being more explicit and emotional. However, all papers described fault of farmer because he took loan and he killed own children and convinced his mother for suicide.

Accompanying photos/illustrations

The NP1 and NP2 includes only symbolic photographs of farmer's suicide at the top of the article. This image is of an emotional message of tired farmers to his life. This matches its straight-forward, measured reporting. In NP3 there is no single image.

From the above analysis it is shown that each newspaper has their own style of writing and way of presentation. But the important aspect we need to notice is that the data contrast between each newspaper. This data / information contrast needs to be rectified mainly by government giving proper information to media and also media to probe more into data before publishing.

General Reflection

In the context of present-day, farmer suicide is a very important issue in the country. More than 65 per cent the land area in our country is rural in which about 55-60 per cent are farmers and dependent on farming. The farming sector presently resides in harsh conditions where the farmer suffers from debts, crop losses, land losses, improper margin and are many ways they are exploited by different intermediaries in the sector.
This was not the situation of India in early days when the farmers used to practice organic farming by acquiring their inputs from nature or from their farm itself and the input cost was comparatively very less. But today with the intervention of inorganic farming the input cost has accelerated by bringing a lot number of problems including lack of soil fertility and productivity, decreased level of ground water, harmful GMO crops and HYV seeds.

As a development professional it is one of the important aspects to address for us when we address the rural poverty. Our work should be to motivate the farmers to be cooperative to raise their voices and practice in a large scale. They should also be made focused on sustainable farming options which will also lead to gradual decrease in the farmer suicides.

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Poem

Rani Giri, PDM 19

शेतकरी जमात

माझी शेतकरी जमात

कधी न पहिली सुखाची वाट

पडला मोठा गावात दुष्काळ

नाही कुणाला आमची तळमळ

फक्त मांडला शब्दाचा खेळ

कधी नाही केला दुःखाचा डोंगर

माझी शेतकरी जमात

नाही मिळते पोटाला भाकर

घेऊन चिमटा काढतो रात्रभर

झोपायला जमीन पांगरायला आभाळ

नाही कुणाला आमची तळमळ

माझी शेतकरी जमात.

The poem is about the real condition of farmering communities and their hardships. Everyone is taking about them but no one is doing any actual work for them.
A Farmer opined, even though we provide food for all, there is no food for us and we are sleeping with 'Land as bed and Sky as blanket'.

The Big Banyan Tree

Tejashree Balaso P.

Every day it uses to tease me,
It reminds me the memories that freeze me.
It reminds me the screaming which deafens my ears,
It gives me the pain that stimulates my tears.
It is the one who became the symbol of deaths,
It is the one who witnesses the struggling breaths.
It is the one beneath whom I rested many times,
Was spraying the breeze of happiness full of rhymes.
Now the breeze has been turned into destroying storms,
It is crushing the shelters and stealing the warms.
Every day it uses to stare me with a heinous smile,
It makes me to loss my hopes for a while.
Which emancipated the lives of hundreds of farmers into a deep lake,
It now tells me to tie the same rope around my neck.
I just then remind my father who left his life in debt of sorrow,
The ravening situations that made him to borrow.
Being my strength it pulls me back from the false way of making the life free,
It tells me that one day I have to defeat that tree.

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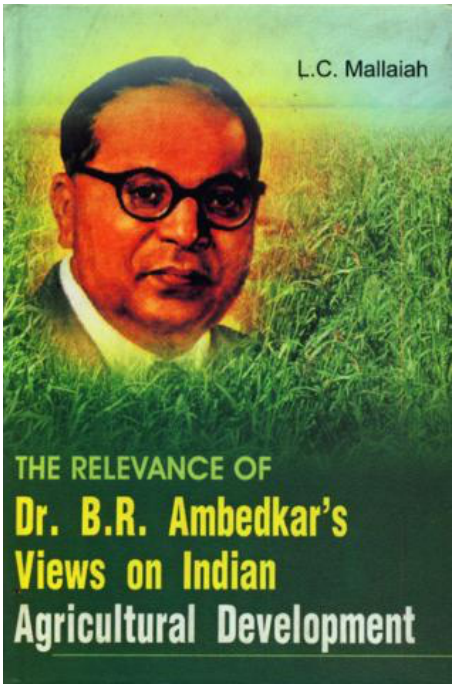
Book Review



Akram Maneer PCM 1, and
Shubam Kharat, PDM 19

'The Relevance of Dr. B. R. Ambedkar's views on Indian Agriculture Development' book focuses on agriculture and how it is relevant to the current situation. The book is written by L.C. Mallaiah.

The major objectives of the study given by L.C. Mallaiah in book is given below
1. To study the structural changes in Indian agricultural in terms of distribution of land holdings and agrarian relations, agricultural productivity, poverty, employment and income distribution during 1950 to 2000
2. To comprehend the views of Dr. B.R. Ambedkar's on Indian Agricultural Development.

The main hypothesis of the study includes views of Dr. B.R. Ambedkar on Indian agriculture, fields more comprehensive and relevant for the achievement of economic development with social justice and equality in agrarian structure which promotes economic development with justice.

The major focus and thoughts were on Agriculture and poverty, state socialism and agriculture, Land tax system and low capital formation. These were the major ideas shared in this book and how it can be improved for the betterment of the people.

Dr. Babasaheb Ambedkar was one of the multidimensional personalities. His work in economics is noteworthy. His views deal with agriculture are landmark in the economics. His views on land holding, collective farming and land revenue are most useful in present time. He criticized traditional definition of economic land holding and redefined that economic land holding is not depending upon the size of land holding but proportion of factor inputs to the production. According to him, small size of holding is cause of low production therefore; consolidation of land holding must be undertaken. He advocated the collective and co-operative farming in the country. His thoughts are even relevant today.

We normally know Dr. Ambedkar's as 'The architect of Indian constitution' or an economist but he has also contributed to Indian agriculture as well. Before this book, we were not aware about Dr. Ambedkar's contribution in agricultural development. But L.C. Mallaiah very consciously and effectively described Ambedkar's views on Agriculture and economic development very simply in this book.

It's a must read!

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Experience Sharing: Field Visit

Pottery making – a dying livelihood

Jitendra Kumar, PDM 19

Nowadays pottery is an essential part of every households and many small and larger shops at cities and towns. Many shops and other service center are providing drinking water facilities through pot only. The demand for pot in summer season is very high as compare with the other seasons. Pots have been used in many different ways viz., temple deepam, and hotel/house drinking water, show case of trees and plantation. At olden times there was high demand but nowadays it is falling. Main reason is because of plastics which are available at very low cost.

Since many pottery makers gave up their business and went into other works, the demand for the pottery is concentrated at the few existing places. One such place is Mana Madurai pottery making society. It's the only pottery maker society in Tamil Nadu where the high production of pottery making done here.

Mostly the workers are of same caste (vyalar) as their ancestors has done the same work, thus they are continuing/following the pattern. The village main occupation is agriculture latter it turned into pottery making and selling. This Mana Madurai given employment to many people, who are totally depended on pottery making, now they able to meet minimum needs and also able to save money. And also few farmers due to recent droughts and water scarcity joined to work with pottery. First, in that society, they will provide the training, later they will be introduced to the machines for production, many services are being provided by this society to workers as in the form of insurances. The engineers came to visit and want to make designed machineries for preparing pot through machine without depending on man force. About 18 different products within that different designs and models made according to customer's needs. This society is also providing service internationally which indicates the demand of pottery.

Issues identified is the transportation cost which more than that of the manufacturing cost. The skill of pottery making is going to extinct, because day by day people are migrating in search of better jobs. The resources for pottery making are of natural things like mud, sand from the local water bodies that is legal as government is giving special permission. But the issue is that people are exploiting the resources to meet their demands. This in turn affects the local water bodies ecosystem also.

Nowadays the demand is showing an increasing trend but at lower pace only. Because people are started to have more awareness about the ill effects of using plastics. And also government is doing many activities and regulations against the usage of

plastics and promotion of usage of eco-friendly items. This was a great experience to me having witnessing directly how they are making and even I tried to make pots of small size. Like this, many traditional activities in India is dying and it's our duty to revive it.

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Experience Sharing: CWC Lab

Communication through Arts

Marzina Maneer, PCM 01

This article is about sharing the experience of Communication with Communities (CWC) Lab. The main purpose of the lab is to learn about the local folk arts and how it can be utilized for increasing awareness among people for any development issues. This one was happened along with PALM (Participatory Learning Methodology). This was done at Kilamatiyan village, in Madurai. (near to our academy). We did skit, puppet show, oyilattam (traditional dance), Parai attam (playing traditional instruments) and video documentary.

For skit we'd chosen topic of 'open defecation free' village. The reason is that, it was the main problem shared by the community during the Problem Tree analysis. We tried to show how open defecation is affecting villager's health. We also used slogans for people's response. In puppet show we chosen topic of safe drinking water and drainage leakage which is related to village issues.

We started to do work for making puppet at evening time for our puppet show with the guidance of our faculty. We made puppets through balloons, papers, plaster of Paris and charts. Two students made one puppet. Being busy with that craft work, it was really nice and different experience for me.

Then next day, students divided into three groups. One group is for skit, second group is for Parai (local traditional musical instrument / dance) and last group is for puppet show. I was in puppet show team. Our team started to work on remaining things on puppet making. Parai team students started to learn to play traditional instrument. After tea break, I also joined with them. At the first I was not confident that I can play the instrument or not but once I started to play, I captured the skill of playing instruments.

During morning we practiced our skit, parai and puppet show. After lunch we played game related to communication. We enjoyed a lot that game. Then once again we did practice of our communication methods. We also did practice of Oyilattam (traditional dance). At evening, we reached in village. First we did rally with parai to call the villagers for the program, we enjoyed that rally. After gathering of people first we shown video

documentary to the villagers. People's response was good. Then we presented skit. We and people also enjoyed the skit. Later after skit, puppet show took place. Most of the small children enjoyed puppet show too much. My friend Shubham sang a folk song. And at last we did Oyilattam dance. It was very beautiful experience.

From CWC lab, I recognized that I can be more confident and also how communities respond to the traditional arts. I got knowledge of different techniques of effective communication. I learned how to convince community through different methods to bringing awareness among them. My attitude changed towards the community that we can bring change in the community with our and their participation. It was a refreshing experience to spend time with the community and will use this in my future works.

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Interview

A word with Farm Fisherman

Saravanakumar, PDM 19 and
Purna Jyothi, PDM 19

Mr. V. H. Mohaideen is one of the noticeable people in the fish farming sector of the southern districts in Tamil Nadu. The farm is situated in Arumbanoor, Madurai - 625 104, Tamil Nadu. Entering the farm, there was small and big ponds, with some hut like structures, coconut trees, Paddy and banana farms. In one such hut house he was sitting in.

Tell us about yourself and how do you get introduced into this fish farm sector?

I belong to farming family. Initially in my career after finishing my graduation I went to Bombay to study a Management course. Then in 1985, I went to Saudi as a Marketing Executive and also worked in Dubai as a company's General Manager. After that I was doing International business in import, export as well as local marketing. Then I came back from Dubai because it was not giving any piece of mind to me. After coming back, I started this fish farm with the 10 acres of land I own. Nearly I have suffered loss of about 70-80 lakhs in this business. There was lot of problems from the local villagers to the people in the sector also. But my passion and continuous hard work helped me to make this initiative a successful one. And I am the South Zone President of a Fish Farmer Association.

What practices are presently followed in this farm? What are the water sources, input sources and output channels, etc?

Cultivation of ornamental fish and also edible fish are practiced. It is tough to expand with ornamental fish due to limited market and edible fish has a good market. I am also selling fish seeds, hybrid varieties are also cultured like hybrid tilapia, prana, tiger shark, rohu, catla etc. We also started selling live fish which is going on smoothly. In case of ornamental fish we are breeding and selling. Around 10 to 15 local people are working in this farm to maintain the water, feeding of the fishes and all other agricultural farm work. I am getting seeds through Andhra Pradesh and West Bengal. The seeds come through flight from West Bengal and through road from Andhra. I have been to West Bengal

more than 15 times. There is a market in West Bengal where we can meet the people. For output the local market is enough. In Madurai market my fishes are going. Sellers are coming and taking fish from my farm from the last two years. The farm is totally dependent on rainwater. Though there is an irrigation tank nearby but for the last 5 years there has been no water due to lack of rainfall. But to survive and to manage we are having a bore well.

How do you get the knowledge of fish farming?

I took a 3 days training from The Madurai Fisheries Department. But it was not enough to get the knowledge. I got all the knowledge through the experience.

Why are the other agricultural activities you are doing in this farm?

I am cultivating banana, coconut and rice in this farm. I also produce vermin compost for my own use. I got the idea from my friends. Previously I was selling the produces commercially. But now I only produce for my own use. The traders are cheating mostly. In these products the middle men make money and as a farmer we are not getting proper income. But I produce to sustain my income in case of huge losses from fish farming.

How do you think the Government supports the interested ones in this sector of agriculture and allied activities?

We cannot expect anything from the Government. Either from the Central or State they are just sitting simply. They are telling lies for nothing. Those who want to practice and start on their own luck can succeed.

What are your future plans?

We are trying to expand. If there proper facility of water comes I will expand my business in large scale. I am planning to increase the quantity to sell more from my farm itself. Also I am planning to start a country chicken enterprise. Next week we are planning to sell directly along with the fish.

We finished our interview by evening and he offered tea for us. At that time four customers came to buy the ornamental fishes. He started to make conversation with them and he treated them just like his friends or much known to him. He offered them coconut and tea to drink. While they were returning also he gave them some advice about how to maintain that fishes and how to feed them. He told us that he does not want only trading relation with customers or any person in his farm. He rather wants to interact with every person in a friendly relationship as he runs the enterprise not just for his business but also for his own search of peace.

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Student Editorial Committee

Saswatik Tripathy, PDM 19, Manish Karpe, PDM 19, Tejashree Patil, PDM 19 and Saravakumar, PDM 19

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