

# Successful Dragon Fruit Farmer Cum Vendor

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This story highlights how a farmer, Mr. Rama Chandra Reddy became a successful farmer with his profitable dragon fruit venture.



## Situation Analysis and Problem Statement

Regular vegetable crops are not giving good income to the farmers and it includes high risk from heavy labour utilization and weed management practices. He also used to grow regular vegetables like tomatoes and cucumbers.

## Plan, Implement and Support

Based on the farmer's interest, he came to know that less management fruit crops like dragon fruit, he approached us to know fruit crops and guided him to establish an orchard with financial support from the state government under the MIDH programme. He utilized subsidy successfully and established 4 acres of full structure with drip system, erecting poles and supporting plates. Procured cuttings from a well-known orchard from Ananthapur dist. We guided him day to day operations in the orchard till today. In the cultivation, he used FYM and *trichoderma viridae* regularly to control fungal diseases and for natural growth without using heavy fertilizers.

## Output

In the first year 2019, he got 4 quintals of fruits and in the next 3rd year onwards he got good yields of about 7-9 tons of fruits per acre, he harvested and bagged a good income of 80 rupees per kg at wholesale rate with this he got net income 7-10 lakh



rupees acre. So, he is getting for four acres of dragon fruit 28-40 lakhs of rupees per annum. Moreover, he is cultivating musk melons Kundan var. on 6 acres and selling them as buy back policy he is getting a good yield of musk melons about 20- 25 tonnes per acre and the average cost is 15 rupees per Kg, So he is earning about 22 lakhs to 30 lakhs of rupees from this crop.



## Outcome

He is selling with his brand name "RC Reddy Dragon fruits" and he is motivating many farmers. He is being recognized by state and central governments, recently he got the District Millionaire Farmer of India Award in 2023. The award ceremony conducted By Krishi Jagaran was held from 6-8th December 2023 at IARI, Pusa New Delhi.

## Impact

Based on the farmer's experience, many farmers are coming forward for

crop diversification and about 10-12 farmers were shifted to watermelon, muskmelon, and Dragon fruit cultivation and he is selling dragon fruit cuttings, growing under shade net.

## Challenges

Microbial communities are complex and dynamic, making it difficult to predict how they will interact with plants in different environments. Soil type, climate, and farming practices influence microbial communities' composition and function, which can complicate the consistent application of microbial plant breeding techniques. Regulatory hurdles and public acceptance challenges are related to introducing new microbial products in agriculture.

