

# Doubling Farmers' Income

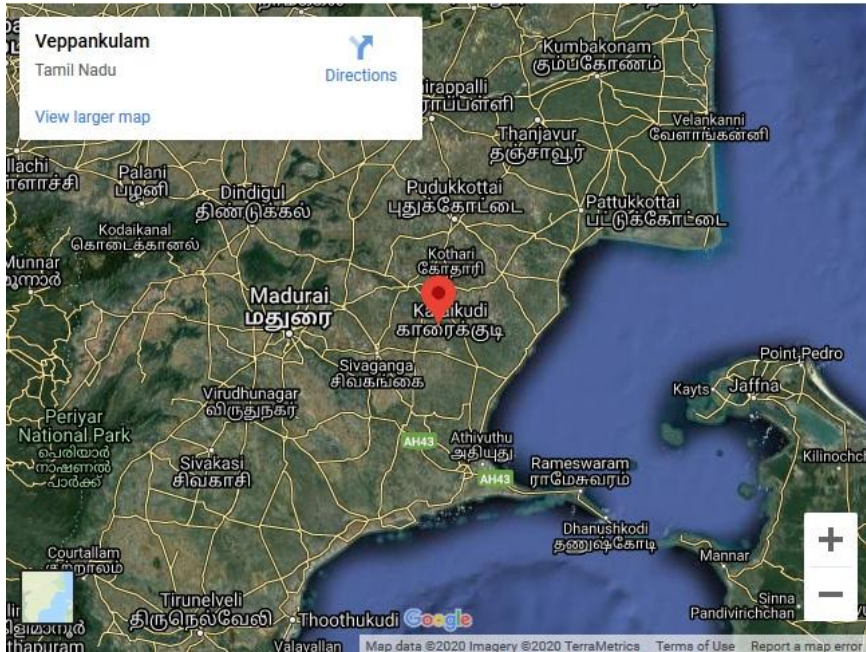
Veppangkulam Village, Tamilnadu Nearing The Target



Villagers of Veppangkulam, Sivaganga District, Tamilnadu, with their financial contribution and committed efforts, revived local water-bodies, adopting better crop management and effective marketing ways, heading towards Doubling Farmers' Income target. It sends encouraging message that the goal of **Self-Reliant India** will be achieved in quick time when the people and the government work together.



# Introduction [1/3]



Till 30 years before, Veppankulam, a village in Sivagangai district in the state of Tamil Nadu, India, successfully did Agriculture with ease, two crops in a year.

The village was well versed in water management as it has seven large water tanks with proper supply channels and three drinking water ponds. A canal about five kilometers long from river Manimuththaar that connects first water tank and subsequently feeds more than 20 interconnected tanks benefiting 15+ villages.





# Introduction [2/3]

Due to the vigor of passage of time, Veppangkulam village, like the most other villages, gradually lost its glory in Agriculture . The supply channels collapsed. Tanks silted and bushes with *Prosopis juliflora* (thorn trees) . Groundwater began to decline dangerously. Wells and borewells drained. Agriculture, commandingly done over 500 acres, got reduced to less than 100 acres.



# Introduction [3/3]



The unreliable monsoon, the dangerously lowering groundwater level and the awareness about food safety & security made the villagers of Veppangkulam to think about the future.

People gathered, discussed and arrived at a conclusion that there is no space to go back further; If this situation continues, the village will become uninhabitable. They decided to revive the water bodies and making agriculture a successful profession.





# Revival of WaterBodies -Overview (2018-20)

01

## Tanks got revived

- Chetti Kanmaai (2 supply Channels)
- Melak Kanmaai (1 Supply Channel)
- Perik Kanmaai (2 supply channels)
- Vaaniyandhthammam (1 supply channel)
- Sandhthanang Kanmaai (2 supply channels)
- Pidari Kanmaai (1 supply channel)

02

## Details

- Total area of tanks: 140 Acres
- Total length of supply channels: 20 Kms
- Work duration: 6 Months

03

## Expenditure

- Villagers contribution: 9 Lac 50 Thousand
- Government Contribution: 1 Lac 50 Thousand
- Total Expenditure: 11 Lacs

# Major Outcome (1/4)



Agriculture, which was reduced to 100 acres from 500 acres, now increased to over 300 acres; With the balance water at tanks, second crop (during Summer) cultivation is back in to action and about 30 acres area successfully ventured in 2019-20. The Gross Crop Area Sown number will be increasing from now onwards.



The increased agricultural area has created employment for more than 200 agricultural workers; Income has increased for those who rent agricultural machinery.



Due to shortage of rainfall in 2018-2019, most of the villages in Sivaganga District suffered with crop failure. But, thanks to the effectively stored water in tanks and increased ground-level water, Veppangkulam village successfully harvested over 250 acres of Paddy. The potential of proper maintenance of local water-bodies been realized.



2019-20, Sivaganga district had good monsoon and production. But, it led to severe price crash and 68 kg of Paddy bag tumbled below 850 Rs. Few dynamic youngsters stepped-in to save the farmers and started buying 62 Kg Paddy bag at 1150 Rs with a plan of converting Paddy to rice and directly marketing to consumers. On seeing the progressive steps taken by the villagers, Government set up a Direct Procurement Centre (DPC) for Paddy at a Veppangkulam for the first time.



## Major Outcome (2/4)

Villagers celebrated the functioning of DPC and actively supported the staffs in managing procurement process. They communicated the advantages of DPC to nearby villages and shown hospitality by providing cost free sweetened citrus juice to combat hot condition and rediscovered 'Kalathhtu Dosa' , a specially prepared one that was popular in the past during harvesting and threshing time, served at subsidized rate.

### Key Data points:

- 1000 bags of Paddy procured
- 200 farmers from 10 Villages benefited + 20 Lac Rs income (difference from that of Middlemen price)
- 15 workers, 40 days of employment opportunity, TWO Lac Rs income generation
- Business of 30,000 Rs for the local people (Citrus juice and Kalaththu Dosa)

Crop management under the guidance of experts, especially SRI method of cultivation in Paddy, has raised the yield for progressive farmers from 1.8 tonnes to 2.5 tonnes/acre. This has encouraged other farmers to adopt this methodology

Tank irrigation reduced the expenses in water management. Improved ground-level water strengthened borewell irrigation.

Conducive environment, due to the filled water tanks and improved ground-level water helped trees like Tamarind, Neem, Coconut, Citrum, etc, yields more, thereby providing additional income to the villagers.

Improved outlook of farming has increased the farmland value over 50%

# Major Outcome (3/4)



Progressive approach, effective micro level management earned a special status for Veppangkulam and Government extends more support. Allocation of Harvesting machine at subsidized rental rate helped farmers to save over 40% rent. Rent free tractor for summer ploughing helped over 200 farmers to save around 800 Rs/acre. (1.6 Lac Rs worth)



All together, Veppangkulam Village has increased its revenue over 1.5 Crores and the ongoing momentum expected to take the village 3+ Crore revenue Village.



Veppangkulam Village started enjoying the merits of Agriculture driven lifestyle. People started involving in water management process physically and financially.



Bringing fallow lands back in to farming; reducing input cost, increasing yield & improving quality through proper crop management; healthy water bodies; second crop opportunities and marketing interventions guide the village to reach the ambitious goal of Doubling Farmers' Income. With your blessing and support, Veppangkulam Village will reach the milestone soon!



# Major Outcome (4/4)

## Support Received From Government

- Administrative order to the reconstruction of EIGHT damaged Sluice (estimation of 27 Lacs Rs)
- 1000 tree plantation with three years of maintenance under 'Mahatma Gandhi National Rural Employment Guarantee Programme (estimation of 20 Lacs Rs)
- Newly constructed Thresher (SIX lacs Rs)
- Allocation of Machine for Water bodies maintenance (70,000 Rs)
- Revival of supply channels of two tanks- Sandhthanang Kanmaai and Pidari Kanmaai (40,000 Rs)

## Expecting Support From Government

- Repair works of Tank Melak kanmaa (estimation of 35 Lacs Rs)
- Reconstruction of Canal from the river Manimuththaar to benefit tanks of Veppangkulam and following villages from the newly constructed Dam (estimation of 20 Lacs Rs)
- Establishing of 30 Mushroom (Milky variety) Units for qualified individuals (estimation of 30 Lacs)

34 தேசியம்  
மார்ச் 19, 2015

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**கண்மாய்களை தந்தெடுத்து மழை நீர் சேமிப்பு**





# Discussions, Motivation Programmes

- Villagers
- Water Management Experts
- Farming Association Leaders
- Agriculture Experts





# 'Water Man of India' Dr. Rajendra Singh's Visit





## Status of Water-Bodies- Before the Initiative (1/2)

- Collapsed Supply channels
- Growing Eucalyptus trees in the rain water catchment area
- Forest wastages
- Dumping of wastes in the Supply channels by People
- Silted, bushes encroached water tanks
- Old, damaged Sluices





## Status of Water-Bodies- Before the Initiative (2/2)



## Revival of Water-Bodies- THE WORK (1/2)

- With the presence of experienced villagers, inspection of Supply channels and Tanks; planning., Estimation done
- Categorising areas where Man power and Machine power to be used
- Entire work been monitored by the responsible villagers





## Revival of Water-Bodies- THE WORK (2/2)





## Revival of Water-Bodies- After the work (1/2)



## Revival of Water-Bodies- After the work (2/2)



**Vaaniyandhthammam Pond**



**Chetti Kanmaai Tank**



**Melak Kanmaai Tank**



**Peri Kanmaai Tank**



# Revival of Water-Bodies- THE RESULT



**Vaaniyandhthammam Pond**



**Chetti Kanmaai Tank**



**Melak Kanmaai Tank**



**Peri Kanmaai Tank**



# Follow-Up Work After Rain

- After the revival work, proper monitoring and timely effort is required during raining times as issues like forest wastages blocking, leakage of water. etc





# Crop Management (1/3)

- Visual presentations, motivation programmes, workshops on Seed treatment, Soil management, latest technologies like SRI cultivation method, Micro irrigation, Disease and Pest control, etc
- Field demo on Conar weeder, organizing Government schemes like Farm school, subsidies...
- Digitizing content of experts' on field demo and make it available for further uses thereby reducing the unnecessary workload of experts in repeating the same work
- Tank water been used for irrigation





# Crop Management (2/3)





## Crop Management (3/3)





# Marketing- The Trump Card

- Due to shortage of rainfall, there was a crop failure in most of the villages. So, the price was stable. Discussions held regarding finding good buyers
- Farmers get connected with fair local traders and rice mill owners
- Other produces like Citrus been connected to the buyers in Urban areas and nearby markets





# திட்ட செயல்பாடுகள் தொகுப்பு 2019-20

- 2018-19, effective water management empowered Veppangkulam Village farmers to overcome shortage of rainfall.
- Effort required for the maintenance works significantly got reduced and with minimal expenditure, the process been completed
- Gross area crop sown increased over 325 acres; Summer crop been successfully ventured and strong marketing interventions arrested the price fall and fetched fair price for farmers



## THE TIMES OF INDIA

[Madurai: Branding their rice, Veppankulam farmers script a success story | Madurai News - Times of India \(indiatimes.com\)](#)

# Maintenance work done by Villagers

- Works carried out in Supply channels and newly grown thorn trees been removed. Feeding channels and draining channels been corrected; Basic repair works done in Sluices
- Farmers get connected with fair local traders and rice mill owners
- Name of the tanks covered in Maintenance work: Chetti Kanmaai, Perik Kanmaai, Melak Kanmaai and Kalkulam Kanmaai (supply channels)





## Works Carried-out with Government (1/3)

- Respected District Collector of Sivaganga visited Veppangkulam to see the progress; praised villagers for the progressive approach and allocated a Machine for maintenance work for 10 days.
- Government allocated fund for the revival of supply channels of Sandhthanang Kanmaai and Pidari Kanmaai.
- Veppangkulam received Best Water management reward from Government





## Works Carried-out with Government (2/3)

- Bunds been strengthened
- Small ponds been prepared in Chetti Kanmaai and Melak kanmaai to feed water from borewells to serve birds & animals, villagers to overcome the water crisis in summer
- One abandoned supply channel of Chetti Kanmaai been revived





## Works Carried-out with Government (3/3)

- Supply channels of Sandhthanang Kanmaai and Pidai Kanmaai got revived





# Rainwater flow through Supply Channels, GroundWater Improvement





## Tanks with Full Capacity (1/2)



**Vaaniyandhthammam Pond**



**Chetti Kanmaai Tank**



**Melak Kanmaai Tank**



**Melak Kanmaai Tank Overflows**

## Tanks with Full Capacity (2/2)



**Perik Kanmaai Tank**



**Sandhthanang Kanmaai Tank**



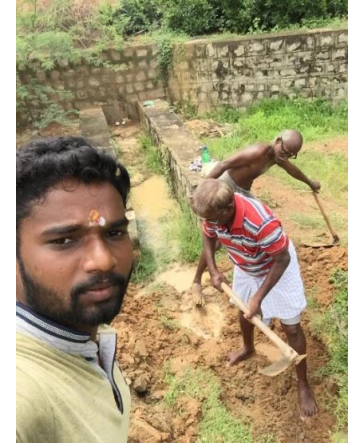
**Sandhthanang Kanmaai Tank**



**Pidari Kanmaai Tank**



# Revival of Feeding Channels





# Agricultural Activities





# Marketing Intervention to Save Farmers





# Government Direct Procurement Centre (Paddy)

Cost free sweetened citrus juice served to combat hot condition and rediscovered 'Kalaththu Dosa', a specially prepared one that was popular in the past during harvesting and threshing time, served at subsidized rate.

- 1000 bags of Paddy procured
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# Summer Cultivation (Black gram, Sesame, Groundnut, Millets...)





## Government Schemes (1/2)



1000 Trees Plantation



Rented Harvesting Machine on Subsidy



College Students Service Camp



New Thresher



Rent Free Tractor for Summer Ploughing



## Government Schemes (2/2)



**Inspection by PWD officials to Include Melak Kanmaai Tank for Repair work**



**Fully Subsidized Mushroom Cultivation Sheds for Individuals**



**Inspection by Government Officials for the ReConstruction of Canal to benefit Veppangkulam and 15+ followed villages (Chain Irrigation)**



# Agricultural LifeStyle is Coming Back (Villagers on Sluice Repair Works, Bund Repair, ...)





# Agricultural LifeStyle is Coming Back (Villagers on revival of fallow lands, traditional soil enrichment)





Veppangkulam Model sends encouraging message that the goal of **Self-Reliant India** will be achieved in quick time when the people and the government work together.