

Balkar Singh

Name:	Balkar Singh
Village	Swal
Block	Sultanpur Lodhi
District	Kapurthala
Horticultural activity	Strawberry



The Farmer wished to under take strawberry Plantation. Horticulture Department, Kapurthala made liasion with Y.S. Parmar Horticulture University, Solan (HP) and arranged strawberry runners (plants) for farmer. In the same year, farmer commenced the cultivation of strawberry in 2 kanal on beds with plastic mulching and fetched a whopping return. Due to good returns in initial year he got encouraged to increase his area of cultivation upto one acre in coming years and got profit upto Rs 3,40,000/- from one acre. Balkar Singh so far has tried to cultivate ample varieties of strawberries like Sweet Charlie, Chandler, Camarosa, Nabila, Capri and Rania that are notonly conducive to the environment but also gives impressive average fruit yield upto 300 gm per plant.

Besides this, Balkar Singh also adopted excellent crop diversification and rotation patterns in his farm. He cultivates Red (local) and Orange carrot (Ridge fire) in six acres, Muskmelon (Bobby) on plastic mulching in one acre, Onion and Pumpkin in one acre each, Tomato in three acres and also intercrop Cucumber with Capsicum in 1.5 acres. He also have Guava orchard of 0.5 acres. From all these crops, every year he earns the profit of Rs 5lakhs (approx). To further enhance the productivity of his crops he also reared Honey bees in his farm. Balkar singh rears 50 bee boxes and produces good quality

Honey. From the honey he generates the revenue of approximately Rs 1.5 lakhs every year.

Marketing Strategy: Balkar Singh and his son grade and pack strawberries at his farm by using plastic boxes of 250 gm capacity and sells directly to nearby markets of Kapurthala, Jalandhar and Tarn Taran. He also hired young labor boys on daily wages who sell his produce door to door in nearby villages. This approach of farmer helps to generate income for unemployed youth. He sells maximum produce directly from his farm to avoid middlemen.



On Farm grading and packing of Strawberries by Farmer

Role of Horticulture department:

As mentioned above with the guidance of department, Balkar Singh started strawberry cultivation as a pilot project in Kapurthala. Under the scheme of Mission for Integrated Development of Horticulture financial assistance on plantation of strawberry, plastic mulching was given by department. He also took benefit of subsidy on bee-keeping in previous years. Recently in this year (2020-21), department gave him financial assistance on carrot washing machine.

Awards:

- ✓ Awarded as Progressive farmer in 2013 by district administration on the occasion Independence day.
- ✓ First prize in Tomato and Pumpkin competition by Punjab Agricultural University, Ludhiana in 2014.
- ✓ First prize in Papaya competition by Punjab Agricultural University, Ludhiana in 2015.