

## VIKASGANGA SAMAJSEVI SANSTHA, GHATANJI, DIST. YAVATMAL

### A Success Story

**Name of Farmer:** Shri Vivek Marotrao Wagh, Cell No. 9673082785

**Address:** At. Bopapur, Tq. Hinganghat, Dist. Wardha

**Name of FIG:** Abhinav Farmers Interest Group

**Resource Institute:** Vikasganga Samajsevi Sanstha, Ghatanji

Name of Project: National Vegetable Initiative Urban Cluster

Shri Vivek Marotrao Wagh is an active farmer from Bopapur village in Hinganghat block of Wardha district having 5 acres of farm land. There are 6 members in his family with agriculture is the source of livelihood.

Vivek Ji use to grow vegetable and arrange its sale through broker or the traders. It was merely unaffordable for him due non receipt of reasonable recompense caused by fluctuations in prices or lack of transport on time, but there was no other go than doing this. In the mean time the FIG was formed in the village under NVIUC programme being implemented by the resource institute Vikasganga. Vikasganga has guided the FIG members regarding overcoming such problems. In order to stop this plunder the farmers were encouraged to sell their vegetables directly to the consumers avoiding the detrimental services of middleman. On the other hand a four wheel vehicle to be used as mobile vegetable sale center was provided to Shri Vivek Wagh on 50 % subsidized cost from the Maharashtra State Agriculture Marketing Board(MSAMB), Pune under the NVIUC programme for initiation of producer-consumer direct linkage.

The four wheel vehicle bought by the farmer is Max Bolero @ Rs. 4.80 lacs and modification cost incurred Rs. 0.70 lacs to be made eligible as a mobile sale centre. It was cost Rs. 5.50 lacs as total cost of vehicle against which the farmer got Rs. 2.00 lacs as subsidy. The transport capacity of vehicle is 10 quintal at a time. Thus Shri Vivek collects 7-8 quintals of vegetable daily from his FIG and also from FIG at Daroda village and transport it to Manewada and Gitti Khadan area in Nagpur city for direct sale to the consumers. Benefit of direct sale would be as below.



Total vegetables in Qt	Cost of vegetable in general	Cost earned by direct sale	Gross profit Rs	Transport expenses Rs.	Net profit per day Rs
7-8 Quintals	Rs. 6000/-	Rs. 8500/-	Rs. 2500/-	Rs. 1100/-	Rs. 1400/-

This has enabled the farmer getting good employment and on the other hand fetching good price to the vegetables of other 15-20 farmers. Shri Vivek gives credit of receiving this livelihood opportunity to Vikasganga Sanstha and the Agriculture Department, Wardha.

Praful Mahajan  
Block Coordinator,  
Hinganghat, Cell No. 7744027374