

## NATURAL FARMING OF OFF-SEASON VEGETABLES IN MID HILLS OF SOLAN DISTRICT OF HIMACHAL PRADESH

[Article ID: SIMM0220]

**Rohit Kaushik**

Master's of Business Administration from Shoolini University, Solan

**Name of the farmer:** Mr. Rohit Kaushik  
**Age:** 29 Years  
**Father's Name:** Sh. Joginder Dutt  
**Address:** Village and PO- Kyartoo, District- Solan, H.P  
**Contact No.:** 8219846050  
**Education:** Master's of Business Administration from Shoolini University, Solan  
**Area under Cultivation:** 15 Bigha  
**Crops grown:** Tomato, Bell pepper, Cauliflower, French Bean, Pea, Exotic vegetables and Chrysanthemum  
**Social recognition:** Mr. Rohit Kaushik is a young and progressive farmer

### Citation/Work done/Innovation:

Sh. Rohit Kaushik is a progressive young farmer, who has enlightened the path of many youths of the district by setting an example in the Natural Farming which is the need of the hour in today's scenario. Although, Master's in Business Administration from Shoolini University but, he chose the path of entrepreneurship in Natural Farming. He hails from "Kyartoo village" where chemical farming of tomato/bell pepper production system was predominant and farmers were not interested /aware about the Subhash Palekar Natural Farming. After his Masters of Business Administration from Shollini University, Mr. Rohit Kaushik joined Minchee Private Industries, Shoghi, but there was a strong desire in his mind to develop entrepreneurship in paternal agriculture which led him back to his paternal village.

of the District, Solan, who has proved that Subhash Palekar Natural Farming is the ultimate solution to all the problems being faced by the farmers in the chemical farming. Although Masters in Business Administration from Shoolini University, made a mark in the Natural Farming by not only taking up Natural Farming at his farm but also preparing and providing natural products for the benefit of farmers

He started chemical farming of vegetables in his village but was worried about the low productivity of vegetables along with the increasing cost of cultivation. After taking guidance from YouTube channels videos, the farmer started Natural farming in 2017, but in 2018 the farmer attended the training programme of Subhash Palekar Natural Farming at Dr YS Parmar University of Horticulture and Forestry, Nauni which proved to be a turning stage of his life.

In the initial years, the farmer faced many challenges, but it is well said that **“A dream does not become reality through magic; It takes sweat, determination and hardwork”**.

Although he started his venture in the year 2017 but due to the lack of proper knowledge experienced a severe loss in the production of vegetables. But the farmer did not stop here, with the training from Dr YS Parmar University and with the consultation of KVK, Solan Scientists, started natural farming in vegetables in 2018. The idea got clicked off and now the farmer is doing natural farming in 20 bighas of land. He also got a **Prakritik Sansadhan Bhandhar** from Department of Agriculture; where he is preparing and selling the natural farming spray liquid viz., Beejamrit, Jeevamrit, Dashparni Ark, Agniastr and Sanjeevani. His farm has become a **“Model Farm”** and a large number of farmers, often visit his fields to see the production technology used by him in the field of Natural Farming of vegetable and flower cultivation. He has formed and running a **Whatsapp Group of 300 farmers** which has now become a strong platform for the farmer practicing Natural Farming. He has been playing an instrumental role in the dissemination of technology to the fellow farmers and farmers are getting benefitted from his scientific temperament.

**Linkage with KVK:** Mr. Rohit Kaushik is a very innovative farmer of Solan block of the district. He is always in touch with the scientists of the Kendra especially Dr. Seema Thakur, Senior Scientist (Veg. Sci). Every now and then, he keeps calling scientists for solving his

queries. He is always available for answering any queries raised by KVK. Overall, he is very cooperative and sincere farmer.



*A view of different activities of farmer*



*Creating awareness as Master Trainer of Prakritik kheti*



*Award being received from Hon'ble Agriculture Ministe for natural farming , Himachal Pradesh in 2019*