



Saplings of Nourishment-A success story of young entrepreneur

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“Krushī Tho Nasti Durbhiksham” a Sanskrit proverb means that, with hard work, there is nothing is impossible, Mr. Raju Poojar hails from an agriculture family completed Diploma in Engineering, resident of Pala, Mundgod(U. K.) Karnataka. Once a Medical Representative, Because of several reasons he became unemployed and undergone multiple financial adversities. But destiny showed its hand after Covid waves are over, he stood and formed Agri Input Shop “Shri Basaveshwara Agro Center” at Pala village. Now he has set an example for the youths who are migrating towards the cities in search of jobs leaving their potential lands barren. Pujar’s shop caters varieties of fertilizers and pesticides at very reasonable rate and earning 10 lakhs per annum. He play an vital role in the agricultural value chain, providing essential resources and inputs to farmers.

He doesn’t limit his area of operations not only to trading but also started a model nursery “Anugraha” in association with Mr.Divakar Bhat, one of the progressive local farmer. Initial days they

concentrated on commercial crops but later on farmers demand they started Coconut (Cocos nucifera), Jackfruit (Artocarpusheterophyllus), Mango (Mangifera indica), Banana(Musa spp), Blackpepper (Piper nigrum), Cocoa (Theobroma cacao), Coffee, Silver Oak, Cashew etc and the list goes on to reach 45 different species in his 2 Acres of farm land. Yearly he produced 1 lakh arec nut, 20,000 coffee, 30,000 cocout and 40,000 cardamum saplings to meet out the demands of farmers and earning Rs. 4, 00,000 per annum. Apart from above he is growing banana in his field with the help of drip and micro jet irrigation.

He provides information to the fellow farmers on usage of fertilizers- pesticides, conservation of local varieties and motivates them by distributing the saplings. He also does consultancy services for farmers through diagnostic field visits to cater the needs of local farmers. Pujar’s hard work, dedication and commitment have proven Agriculture as a profitable venture and model for today’s youth.



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