

A COMPENDIUM OF FARMERS' STORIES



SBI Foundation & MART Academy Project

*“Empowering 1000 farmers
through introduction of Exotic vegetable cultivation and formation
of 2 Farmer Producer Companies and 50 Producer Groups in Khordha and Cuttack District”*



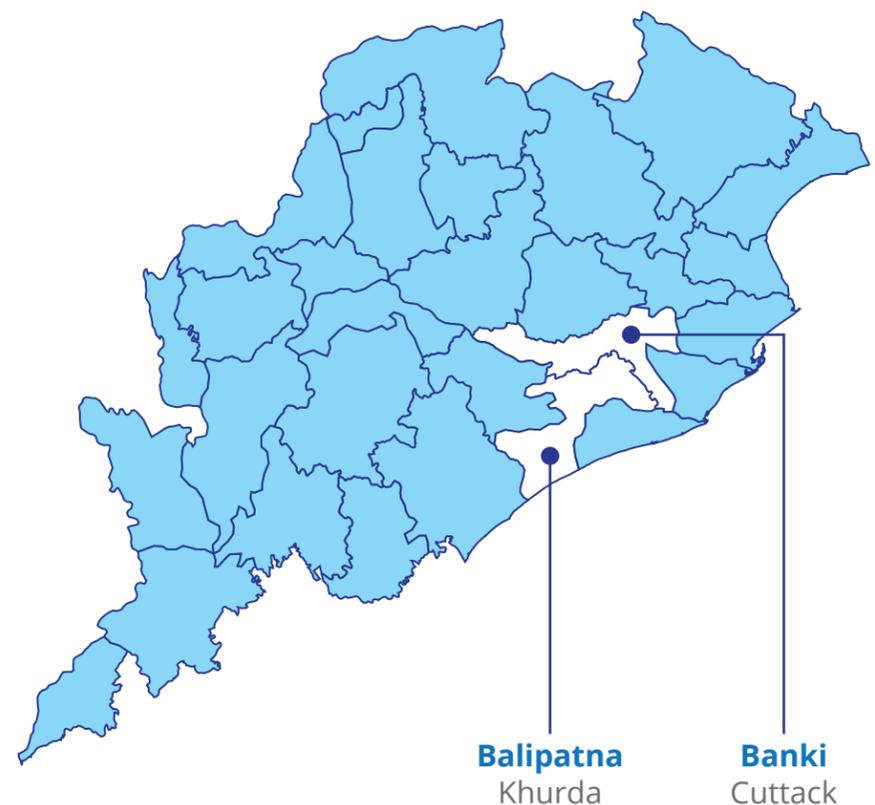
Major Objectives of the Project

To empower **1000** farmers and achieve inclusive growth by developing **50 Producer Groups and 2 FPC**

Income and Growth:

The project aims to enhance farming methods to enable **1000** small & marginal farmers to generate **40%** more income over two years.

Achievement Snapshot



50 Producer Groups
(25 each in the 2 blocks)

1000 Members in
the PGs

2 Farmer Producer
Companies

Initial Assessment indicates upto
43% of Income Enhancement



31
Drip Irrigation
Systems



6 CFCs
Agri
Equipment



1250
Crates
Provided



40
Vermi Compost
units



36
Water Pumps
given to PGs



41
Subjee Coolers
given to Farmers



The training and support from MART Academy and SBI Foundation have helped me increase my production and earnings. The knowledge and resources I received have made farming more profitable and sustainable.

Panchanan Sahu

A Lead Farmer Scaling New Heights in Chilli Cultivation

Panchanan Sahu, a progressive farmer from Phulabadi village, has established himself as a lead cultivator, with chilli as his primary crop. Alongside chilli, he grows ridge gourd, bitter gourd, pointed gourd, and long beans, receiving quality seeds and farm inputs through the project.

As an active member of the Trinath Producer Group (PG), Panchanan participated in training programs and exposure visits, where he learned scientific land preparation, vermi-composting, and mulching techniques. The project also enabled him to access farm equipment from the Central Facilitation Centre (CFC), which provides small farmers with low-cost machinery rentals, reducing labor-intensive work and cultivation expenses.

With VNR Krishna chilli seeds provided under the project, Panchanan has doubled his income over the last two years, now earning ₹5 lakhs annually, with ₹1.5 lakhs coming from chilli alone. Marketing is never a challenge, as traders from within and outside the state flock to his village, known for its high-quality chilli, ensuring competitive prices for farmers.

He has doubled his income over the last two years, now earning

INR 5 lac

with ₹1.5 lakhs coming from chilli alone.





The support from MART Academy and SBI Foundation has helped me adopt better farming techniques and increase my income. It has truly changed my life and that of many farmers in my village.

Dasarathi Rout

From Truck Driver to Successful Farmer

Dasarathi Rout, a 45-year-old farmer from Phulabadi village, Ostia GP, Banki block, Cuttack, has been cultivating vegetables for over a decade. Previously a heavy vehicle driver earning ₹8,000–₹10,000 per month, he left the strenuous and low-paying job in 2014 to pursue vegetable farming alongside his brother. Initially, he relied on traditional farming methods but struggled with pest attacks and climate variations, leading to declining yields and income.

That situation started to change when he joined Trinath Producer Group (PG) under the project, where he learned advanced farming techniques, pest control measures, and received quality seeds. Exposure visits introduced him to mulching and organic composting, which significantly improved his crop health. Cultivating beans, bitter gourd, brinjal, and green chili, he witnessed great success—earning ₹1 lakh from chili cultivation alone on his 40-decimal land.

Chili is the primary crop in Phulabadi village, with most households depending on it for their livelihood. Dasarathi cultivates vegetables and chillies on 2 acres, supplying markets in Varanasi, Ranchi, Kolkata, and local mandis in Cuttack (Chhatrabazar) and Bhubaneswar (Unit-1 Market). His elder brother manages marketing, ensuring competitive pricing for chillies, although vegetable rates fluctuate.

Since associating with the project, Dasarathi's annual income has grown from ₹3 lakhs (2022) to ₹5 lakhs (2024), benefiting from vermi-composting, technical training, and exposure programs.

Since associating with the project
Dasarathi's annual income
has grown from ₹3 lakhs to

INR 5 lac





The training and support from MART have helped me improve my farming techniques and reduce costs. With better seeds and machinery, I can now cultivate more efficiently and secure a better future for my family.

Adaita Samal's

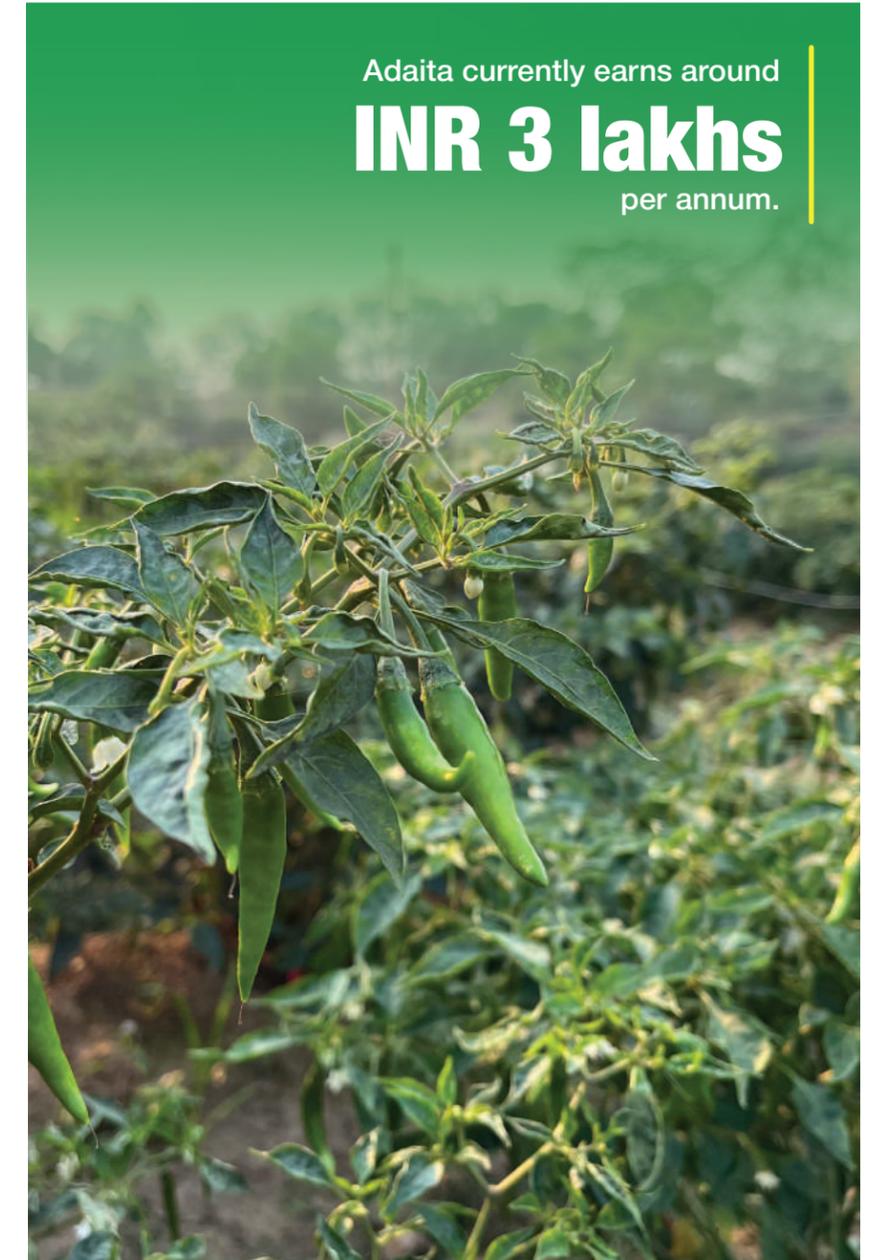
Journey of Adopting Smart Agriculture Practices

Adaita Samal, a 49-year-old farmer from Mukundapur, has been into agriculture activities since 1991, after completing his matriculation. Living by the Mahanadi river, he has witnessed both the challenges and benefits of farming in a flood-prone area. While floods bring hardships, that also deposit fertile soil, making the land ideal for vegetable cultivation.

Through MART Academy's project, Adaita learned modern and smart agricultural practices like line sowing, proper land preparation, and pest management. Exposure visits and training helped him and his fellow Trinath Deb PG members adopt efficient techniques to improve productivity. Additionally, the project provided him with high-quality seeds and access to farm machinery through the CFC, which has reduced labor costs and farming difficulties.

Adaita earns around *INR 3 lakhs per annum* from vegetable cultivation. His steady income allows him to cover medical expenses for his elderly mother and support the education of his two daughters and one son in school and college.

Adaita currently earns around
INR 3 lakhs
per annum.





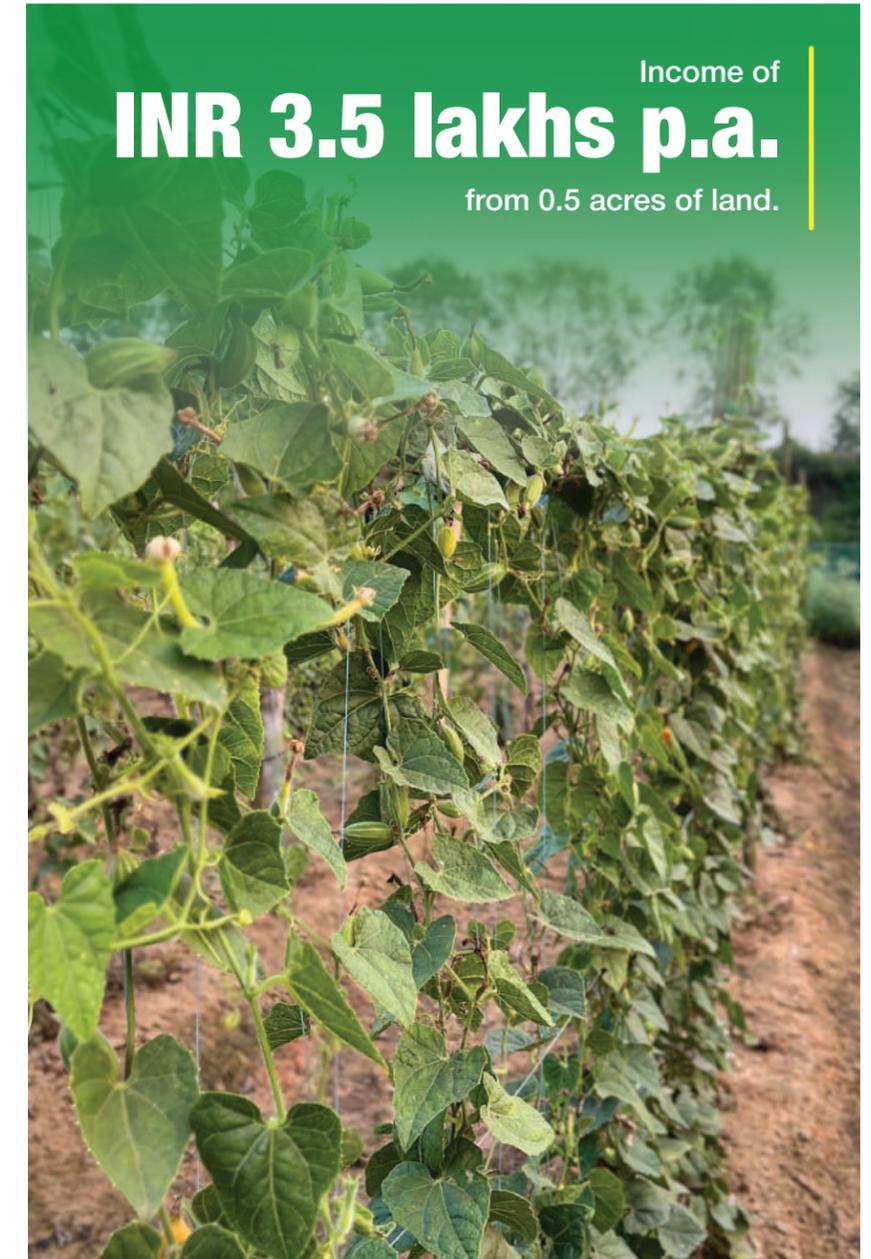
Farming gives me the happiness and independence that no government or corporate job ever could. With the support and training from MART, I have been able to improve my skills, increase my earnings, and build a secure future for my family.

Akhila Nayak

A Passionate Farmer Progressing with Modern Agricultural Tools

Akhila Nayak, a first-class graduate, once aspired to join the Air Force or Police but couldn't secure a government job. Instead of giving up, he turned to agriculture, embracing it in true letter and spirit. As a lead farmer of the Sanischar PG in Mukundapur village, he applies his scientific knowledge and actively seeks training opportunities from the local horticulture department to learn advanced farming techniques.

Through the MART Academy project, Akhila has mastered modern agricultural practices and gained recognition from his peers for his dedication and systematic approach. He grows a variety of vegetables, including bitter gourd, spine gourd, pointed gourd, ridge gourd, cauliflower, cucumber, potatoes, and green chili. The project has provided him with high-quality seeds, crates, machinery support through CFC, and a vegetable cooler for storage.



Income of
INR 3.5 lakhs p.a.
from 0.5 acres of land.



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With better training, equipment, and irrigation support, my income has tripled. I am confident that my farm will continue to flourish, and I am excited about the future.

Balaram Behera

Technical know-how empowering farmers to earn more from less land.

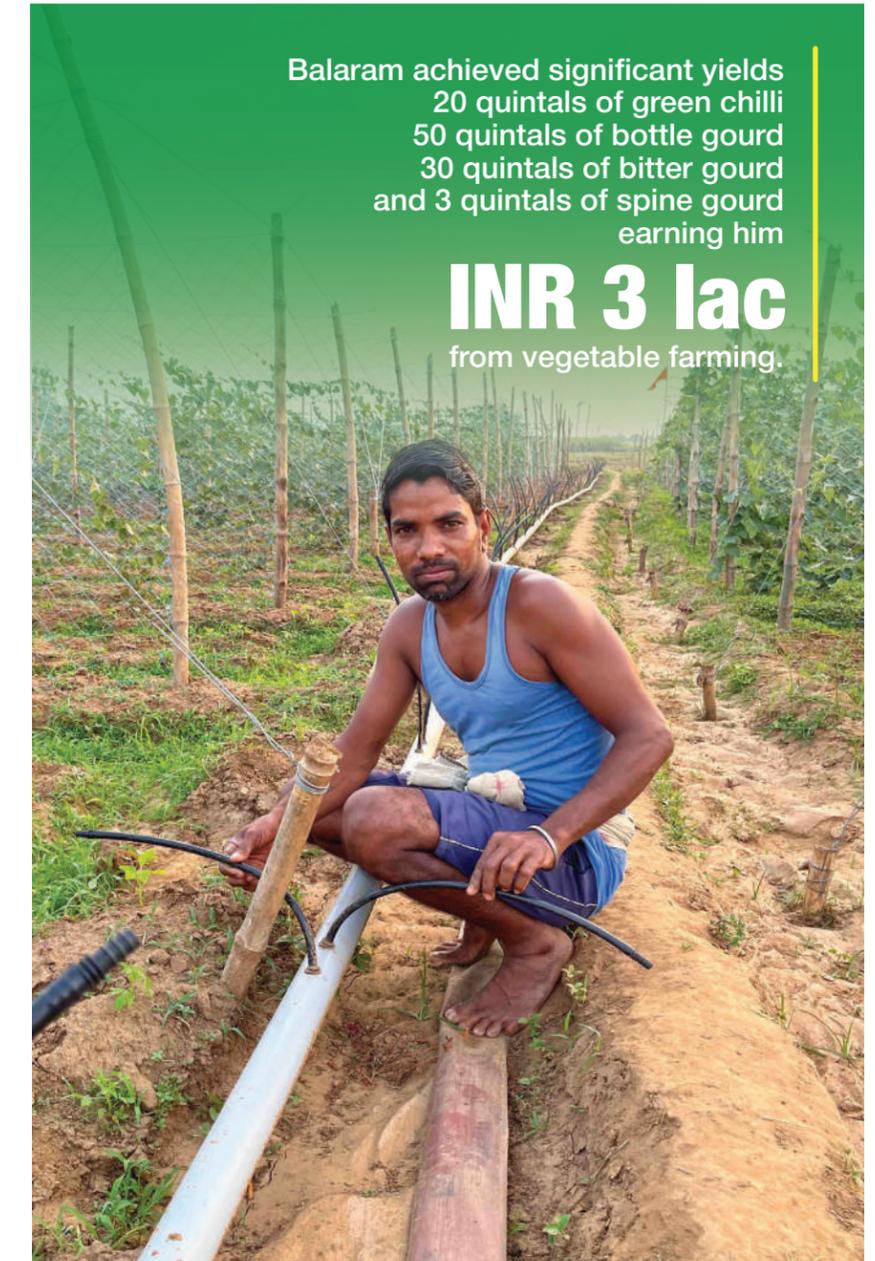
Balaram Behera, a 35-year-old progressive farmer from Masakhiakuda village, Balipatna block, is committed to integrated vegetable farming. He cultivates bitter gourd, pumpkin, long beans, cucumber, okra, pointed gourd, and bottle gourd, among others. His passion for agriculture led him to form a close-knit young farmers' group, which, with project support, evolved into the Banadurga Krushak Sangathan Producer Group (PG).

In the Rabi season, Balaram achieved significant yields—20 quintals of green chilli, 50 quintals of bottle gourd, 30 quintals of bitter gourd, and 3 quintals of spine gourd—earning him ₹3 lakhs from vegetable farming. Over the last two years, project interventions, including training sessions by MART Academy and access to agri-equipment from the Common Facility Centre (CFC), have helped triple his income.

A significant step from the project for Balaram has been the drip irrigation support provided by the project. He is excited about reduced labor costs, time efficiency, and optimized resource use in the coming seasons, ensuring sustainable growth and higher productivity.

Balaram achieved significant yields
20 quintals of green chilli
50 quintals of bottle gourd
30 quintals of bitter gourd
and 3 quintals of spine gourd
earning him

INR 3 lac
from vegetable farming.





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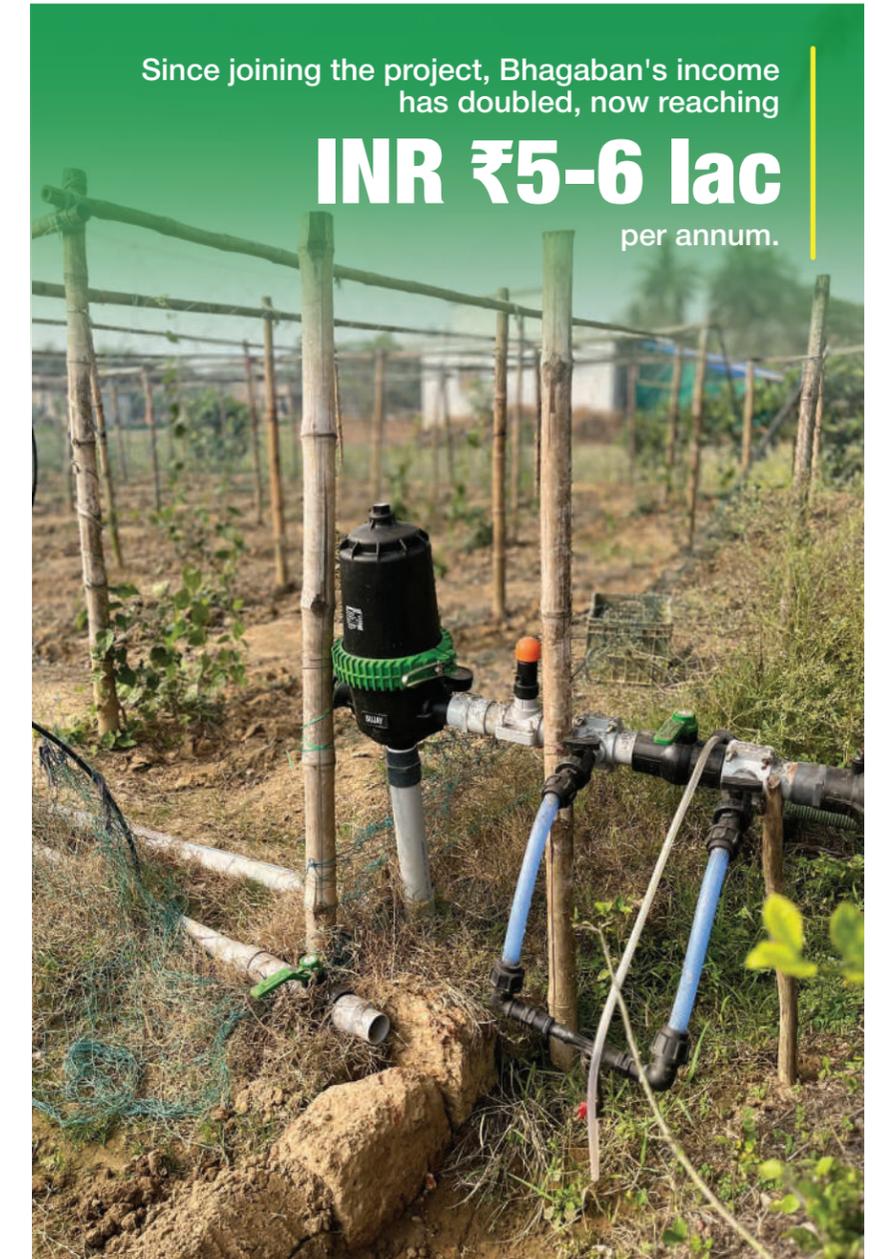
Earlier, I had to walk across my entire field, relying on daily-wage labor for irrigation. Drip irrigation has reduced my effort, saved costs, and ensured better water efficiency.

Bhagaban Pradhan

Dedication in the field brings financial stability to the family.

Bhagaban Pradhan lives at Somana Pradhan GP of Balipatna block and is a member of Baba Bateswar PG. At 60, Bhagaban continues to adopt modern techniques to improve productivity and income. A progressive vegetable farmer, he cultivates a variety of crops, including pointed gourd, cauliflower, and bitter gourd, while also experimenting with exotic vegetable like broccoli. With support from the project, Bhagaban received quality seeds, inputs, and a drip irrigation system—a cost effective & time-saver for his 2.5-acre farm. The availability of shared farm machinery through the CFC has further eased the workload and cut expenses.

Since joining the project, Bhagaban's income has doubled, now reaching ₹5-6 lakh per annum. With his son managing marketing operations, their produce finds a steady market at Nageswartangi haat in urban Bhubaneswar.



Since joining the project, Bhagaban's income has doubled, now reaching

INR ₹5-6 lac
per annum.



The training and extensive support I received have transformed my approach to farming. I am forever grateful to MART Academy and SBI Foundation for this life-changing opportunity.

Brahmananda Behera

A farmer's journey of adopting new methods for consistent returns.

Brahmananda Behera, a 47-year-old farmer from Denga village, Pampalo GP, Balipatna block, stands as an inspiration among his PG members. As a lead farmer of the Balunkeswara PG, his dedication to vegetable farming sets him apart. With meticulous care, he manages his one-acre farmland—fixing drip irrigation lines, preparing land, producing vermi-compost, and ensuring effective weed and pest control.

His relentless efforts—spending six hours daily in his field—support his seven-member family, including the education of his three children. Cultivating a diverse range of vegetables like pointed gourd, long bean, pumpkin, okra, brinjal, ridge gourd, cucumber, and bottle gourd, he has never struggled with marketing. Thanks to MART Academy's facilitation, traders from Bhubaneswar regularly procure his produce.

This year, after deducting all expenses, he earned approximately ₹5 lakhs, a steadily growing income. Recognizing his success, the project has supported him in establishing a Farm Field School (FFS) on his land to demonstrate best agricultural practices for fellow PG members. Additionally, he has received a vermi-compost unit, honeybee box, crates, and quality vegetable seeds. Encouraged by his progress, MART Academy is now proposing a polyhouse to further enhance his yield.



This year, after deducting all expenses, he earned approximately

INR 5 lac



The knowledge and support from MART Academy and SBI Foundation have transformed my farming approach. With better seeds, modern equipment, and scientific methods, I am more confident and successful in agriculture.

Chittaranjan Moharana

Finding Joy and Growth in Agriculture

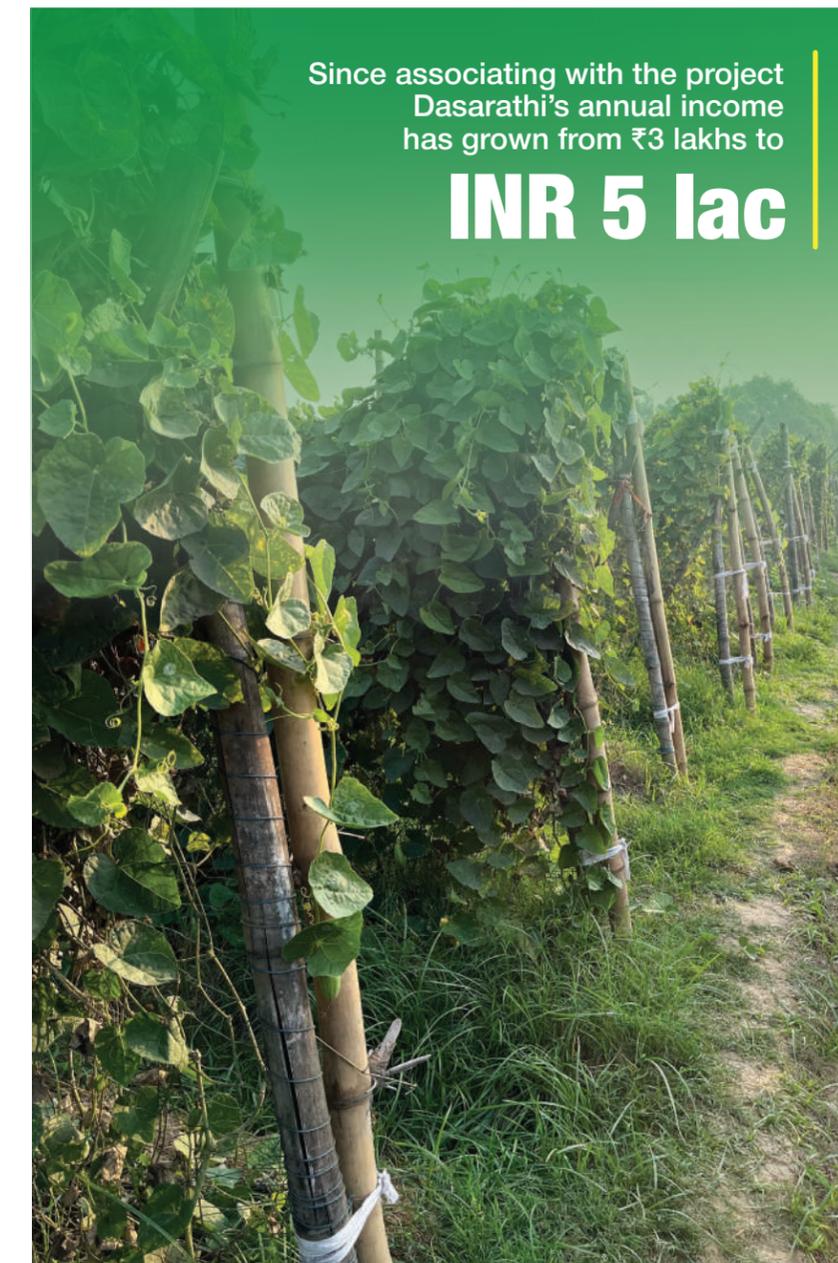
At 46, Chittaranjan Moharana is as energetic and passionate about farming as ever. Despite being well-educated and capable of securing a stable job, he firmly believes that no profession brings as much satisfaction as agriculture.

As a member of the Sri Ram Producer Group (PG), Chittaranjan has benefited from climate-resilient, high-quality vegetable seeds, cultivating pointed gourd, long bean, and ridge gourd, along with paddy and black gram. The project has equipped him with modern farming tools, enabling him to access rotavators, weeders, and other machinery from the Central Facilitation Centre (CFC). Additionally, he received a Sabjee Cooler (vegetable storage unit), allowing him to store up to 1 quintal of vegetables for four days, reducing spoilage and improving marketability.

Through exposure visits to CIFA, Keonjhar, and a soil health management center in Pipili, Puri, Chittaranjan learned about advanced agricultural techniques, climate-smart farming, and the SRI method of line sowing. He also discovered how Farmer Producer Organizations (FPOs) can enhance farmers' bargaining power and increase profitability.

Since associating with the project Dasarathi's annual income has grown from ₹3 lakhs to

INR 5 lac





This project has helped me scale up my farming with the right techniques and resources. Now, my farm is my biggest asset!

Dhusasan Behera

The Man Behind the Radish Revolution

At 35, Dhusasan Behera has earned a reputation in Masakhiakuda village as the farmer who sparked a radish revolution. A dedicated member of Banadurga Krushak Sangathan PG, he cultivates vegetables on 1 acre of his 4-acre land, making INR 1.5 lakh this season from pumpkin, bitter gourd, and ridge gourd, beside additional earnings from other vegetable varieties and crops.

Understanding the potential of his soil, Dhusasan focused on radish farming, a decision that transformed his earnings. Today, traders from Bhubaneswar visit daily to procure auto-loads of fresh radish.

With drip irrigation support from the project, he looks forward to boost farm production of pointed gourd and spiny gourd, both high-value crops in the local market. The training, seed, and input support he received have helped him enhance productivity and efficiency.

Dhusasan cultivates vegetables on 1 acre of his 4-acre land making

INR 1.5 lac

this season.





With the right techniques and support from MART, I now farm smarter, earn better, and secure a future for my family.

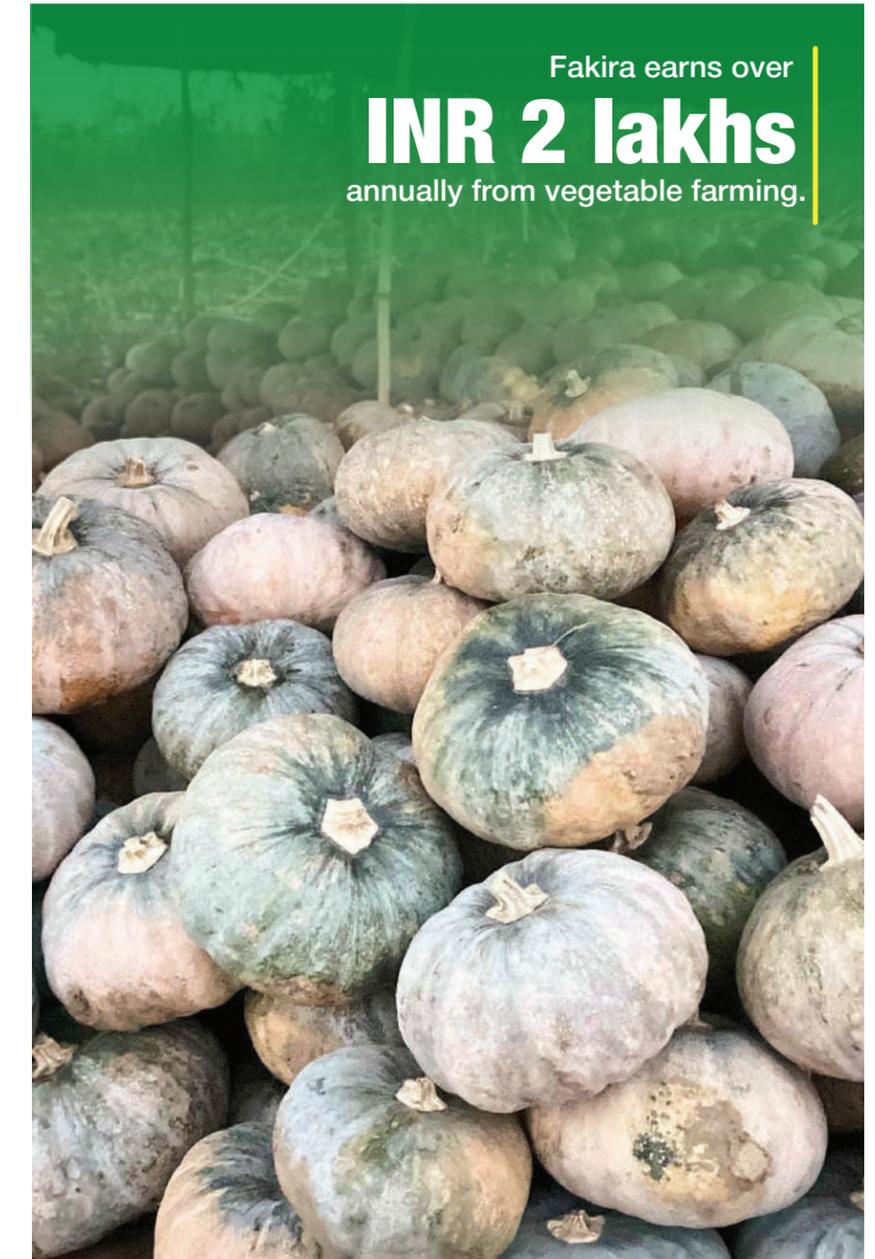
Fakira Biswal

Strength in Farming, Growth with Knowledge

Fakira Biswal, a 50-year-old farmer from Karabara Village in Banki block, has been passionately working in agriculture for over two decades. A lead farmer in the Kamana Gosain PG, promoted under the MART Academy project, he has witnessed the benefits of collective farming. Through the PG platform, farmers come together to discuss challenges, share knowledge, and explore better marketing opportunities.

Fakira cultivates various vegetables on his 1-acre farm, with pumpkin being his primary crop. The project has helped him realize that agriculture is not just labor-intensive but can be made efficient through modern techniques. By using high-quality seeds, organic composting, and improved storage methods, he has learned how to mitigate climate shocks and enhance productivity.

With support from the project, he has set up a vermi-compost unit and a vegetable cooler, to avoid post-harvest losses. Fakira now earns over *INR 2 lakhs annually* from vegetable farming, which he wisely uses to support his family and improve their quality of life.





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The training and support from the project have transformed my farming approach. With better techniques and resources, I am now more confident about my future in agriculture.

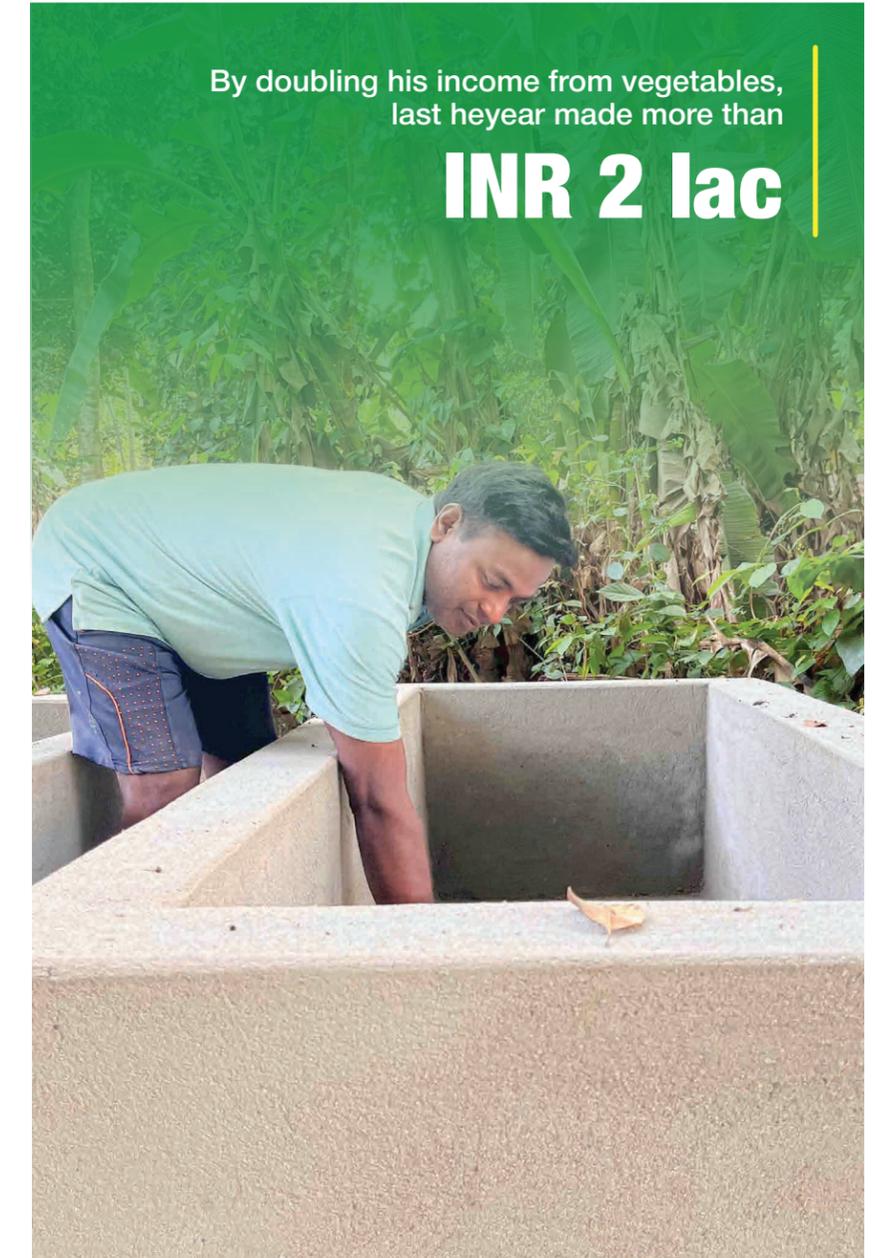
Hrudananda Nayak

Demonstrating smart farming practices & natural composting methods.

Hrudananda Nayak, aged 38 years and is a resident of Sumana Pradhan GP. A young and energetic farmer loves to seek knowledge on new farming techniques. Being a member of the Baba Bateswar PG promoted under the project, he thankfully shares about the support received to augment his production techniques. Hrudananda took part in different trainings organised under the project to boost productivity, reduce drudgery of manual work, reducing cost of cultivation, improving soil health and advanced pest control skills. Due to his agricultural acumen and hard-work, he was selected as one of the lead farmers to receive a vermi-compost unit. All the costs including the construction and input materials are being provided as part of the project activities. He undertakes vegetable cultivation in his 32 decimal of land, and over the last two years he was able to increase his income more than two times. It's more of a culmination of different reasons, increase in land area, support received from the project and his strenuous effort had made it possible.

Hrudananda Nayak, a young and energetic farmer, is always eager to adopt innovative farming techniques. As a member of the producer group under the project, he has actively participated in training sessions focused on improving productivity, reducing labor-intensive work, lowering cultivation costs, enhancing soil health, and adopting advanced pest control methods.

Recognized for his dedication and agricultural acumen, he was selected as a lead farmer to receive a vermi-compost unit, fully supported by the project. This intervention has significantly boosted soil fertility, leading to higher yields. Cultivating vegetables on his 32 decimal land, Hrudananda has successfully doubled his income over the past two years—an achievement he credits to the project's support and his relentless effort.



By doubling his income from vegetables,
last he year made more than

INR 2 lac



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With better seeds, equipment, and strong farmer support, my farm is more productive than ever. This project has truly transformed our farming and income!

Jagannath Behera

Smartly using the knowledge from the project to enhance his income.

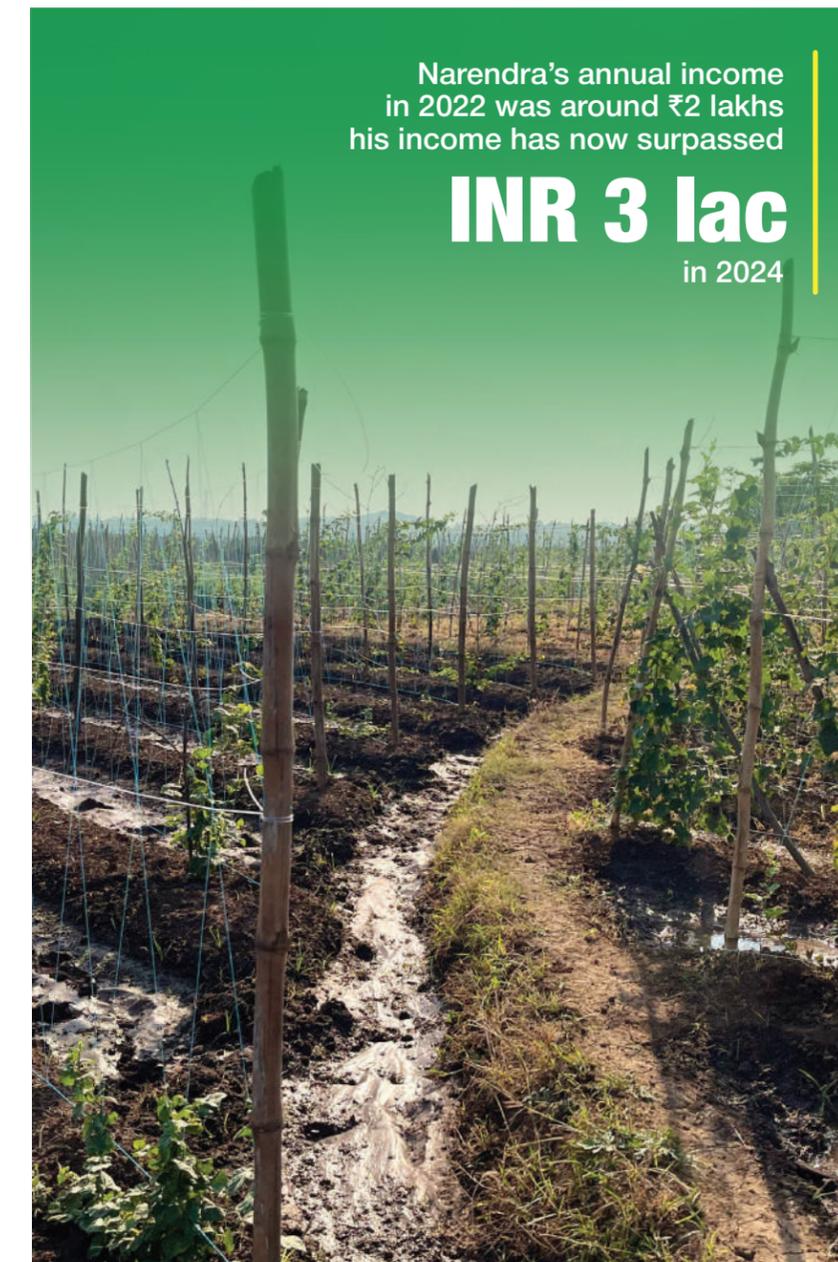
Jagannath Behera, a young farmer from Masakhiakuda village, is a proud member of Banadurga Krushak Sangathan PG, formed with the support of the project. Through MART Academy's intervention, he received high-quality seeds and input support for pumpkin, bitter gourd, okra, long beans, cucumber, and ridge gourd.

In addition to these crops, Jagannath cultivates radish, sending an auto-load of fresh produce daily to the Bhubaneswar market. Over the past two years, improved farming techniques and market access have tripled his income.

Beyond financial gains, the PG has fostered a strong community of young farmers, enabling them to share knowledge, exchange market insights, and support each other's growth. Jagannath has also benefited from farm equipment access at the Common Facility Centre (CFC), sabji coolers for vegetable storage, and crates for easy transportation, making his farming more efficient and profitable.

Narendra's annual income in 2022 was around ₹2 lakhs his income has now surpassed

INR 3 lac
in 2024





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*With the right support and our hard work,
we can take agriculture to new heights.
We just want MART Academy to stand by us
and keep encouraging us!*

Kalyani Nayak

A Multi-Talented Farmer Driving Change

Kalyani Nayak, a resident of Tala Pathapur village of Banki, faced a tough challenge after the sudden and unfortunate loss of her husband. With children to raise and no stable income, she had to find a way to support her family.

Determined to build a better future, Kalyani joined hands with other farmers in her village and became a member of Sri Ram PG, formed under the MART Academy-led, SBI Foundation-supported project. With training and guidance from the project team, she learned improved farming techniques and gained access to climate-resilient seeds and farm machinery from the project's CFC.

She started cultivating locally in-demand vegetables like cabbage, cauliflower, beans, cucumber, and tomatoes. The better-quality seeds provided through the project resulted in higher yields and improved income. In just two years, her earnings grew from INR 30,000 (2022) to INR 70,000, bringing much-needed financial stability.



In just two years,
her earnings grew from
INR 30,000 (2022) to
INR 70,000



The project has transformed the way I farm.

With better seeds, training, and new technologies,

I can now grow and sell my vegetables efficiently,

saving time and increasing my earnings. Farming is no longer

just about hard work—it's about working smart & building confidence!

Kishor Sahoo

Journey of Understanding Advanced Farming

Kishor Sahoo, a 45-year-old farmer from Amarendrapur village and a member of Mahavir PG (Banki, Cuttack), has always been eager to experiment with new crop varieties. His keen interest in agriculture led him to undertake hybrid guava cultivation, yielding sweet and high-quality fruits.

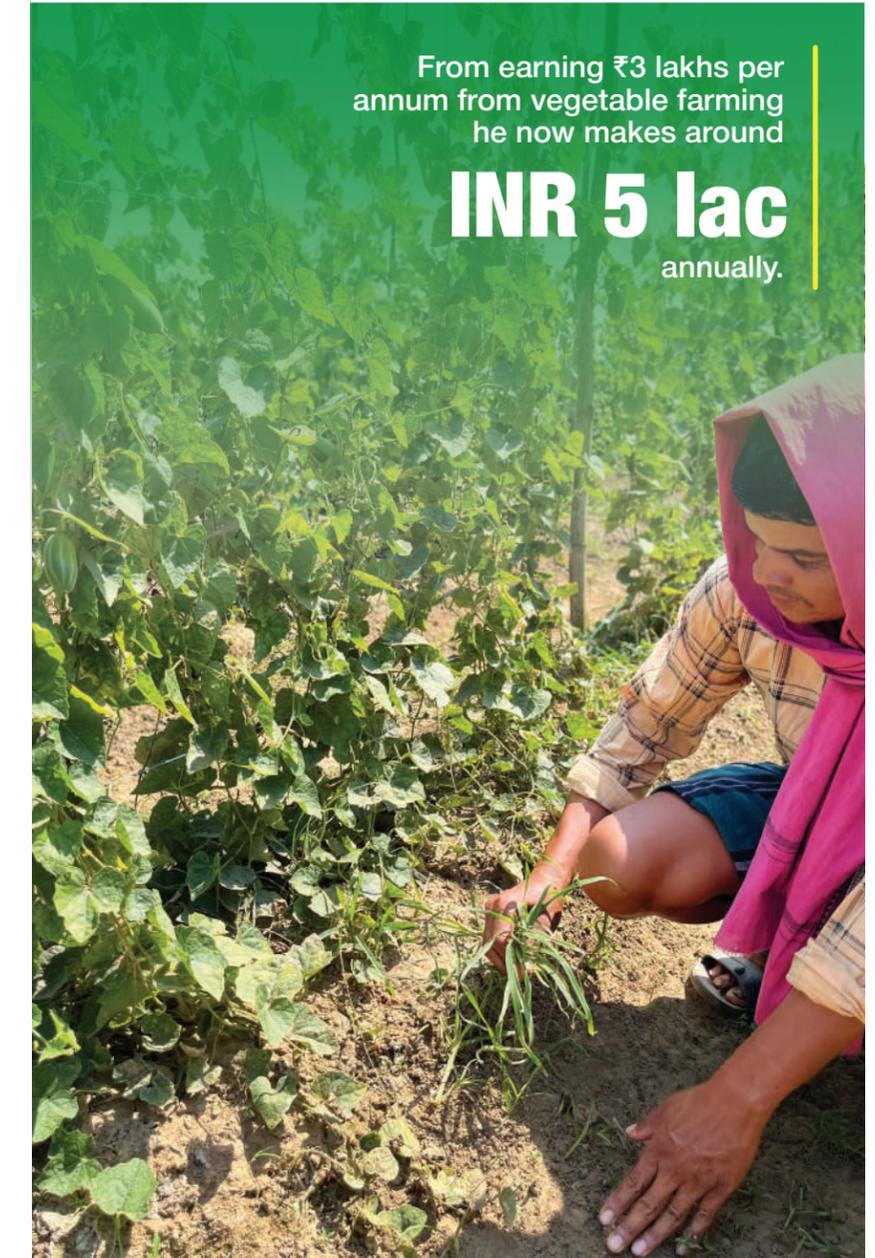
Through the support of the SBI Foundation and MART Academy project, Kishor participated in exposure visits to learn advanced agricultural techniques. Over the last 2 years, he has gained a better understanding of crop selection, leading to improved productivity. The project introduced him to modern farming tools, allowing him to save both time and money while reducing manual labor.

With project support, Kishor received high-quality seeds for potato, okra, beans, green chilli, and bitter gourd. He also attended training sessions on crop planning, soil testing, and natural composting to improve soil health. One of the key benefits he received was a vegetable cooler (Sabjee Cooler), which operates without electricity. This simple yet effective technology enabled him to store 30 kg of green chilli for five days, preventing spoilage and ensuring better market returns.

From earning ₹3 lakhs per annum from vegetable farming, he now makes around ₹5 lakhs annually, in addition to his income from other crops. He also received crates for easier transportation of produce like green chilli, long beans, pointed gourd, cucumber, and tomatoes, cultivated on his 2-acre farmland.

From earning ₹3 lakhs per annum from vegetable farming he now makes around

INR 5 lac
annually.





The project has given me access to better seeds and market linkages, directly improving my income. I now have the confidence to expand my farming and secure a better future for my family.

Narendra Barik

Showcases a practical example of providing quality education to his children through his round-the-year farming effort.

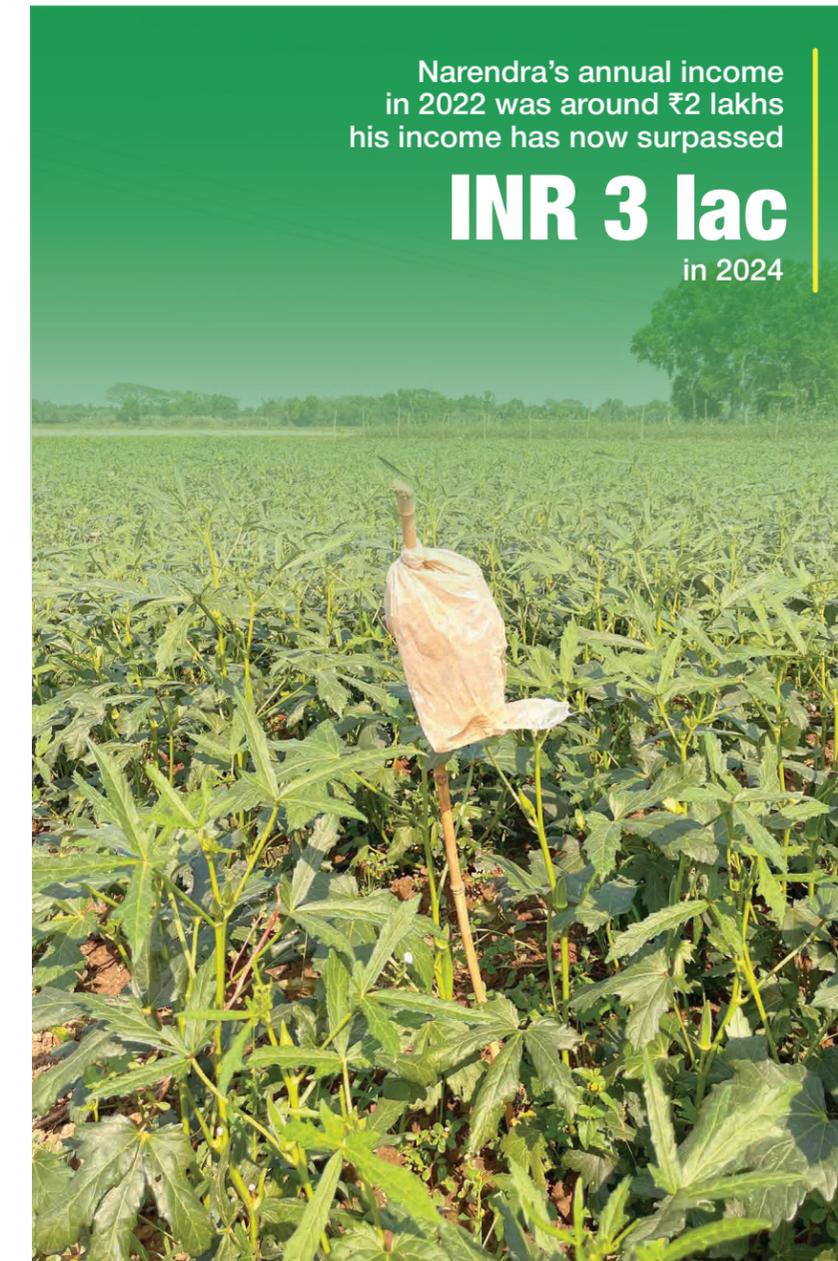
Narendra Barik, a 50-year-old farmer from Gadibrahma PG, promoted by MART Academy, has fully committed himself to agriculture and other income-generating activities. Engaging in round-the-year vegetable cultivation, he grows ridge gourd, pointed gourd, long beans, cauliflower, okra, and pumpkin, with traders from Bhubaneswar regularly procuring his produce.

As part of the project intervention, Narendra received VNR variety okra seeds, supplementing them with USM 5001 and Ankita varieties. Observing his fields, he acknowledges that VNR plants are healthier, taller, and yield better-quality fruits than the others. His harvest data speaks volumes—5-6 quintals of okra every alternate day, fetching ₹35-45 per kilo.

Before his association with the project, Narendra's annual income in 2022 was around ₹2 lakhs. Thanks to better inputs, improved cultivation practices, and direct market access, his income has now surpassed ₹3 lakhs in 2024. This financial stability has helped him educate his two sons—one preparing for the NET exam, while the elder son runs an Aadhaar updation kiosk in the village.

Narendra's annual income in 2022 was around ₹2 lakhs
his income has now surpassed

INR 3 lac
in 2024





*The project has been a blessing for farmers like me.
With better seeds, tools, and knowledge,
I can reduce my expenses and increase my earnings.*

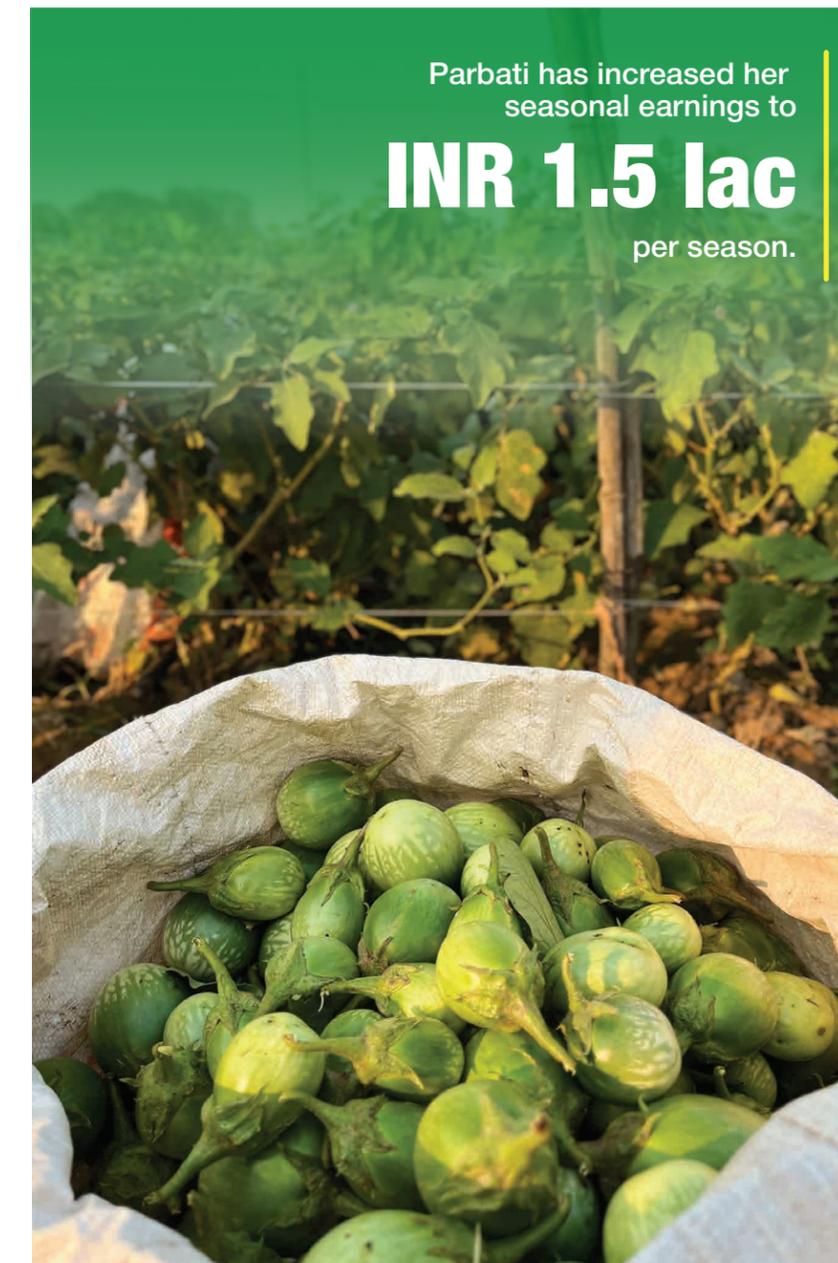
Parbati Dei

Has optimally used the CFC support to increase her farm productivity.

Parbati Dei, a widowed farmer from Amarendrapur village, Banki block, has been engaged in vegetable farming for years. She cultivates cabbage, cucumber, beans, brinjal, and pointed gourd on her 1.5-acre farmland, with the support of her two sons.

Through the SBI Foundation and MART Academy project, Parbati joined a producer group (PG), gaining access to quality seeds and modern agricultural tools from the CFC. These machinery support services have significantly reduced her labour costs and time, making farming more efficient and profitable.

Her sons transport the harvested vegetables in their own auto carrier and sell that in nearby town markets, ensuring better market access. With technical guidance, machinery provision and other relevant project support through the PG, Parbati has increased her seasonal earnings to ₹1.5 lakh per season.



Parbati has increased her seasonal earnings to

INR 1.5 lac

per season.



The project has made farming easier and more profitable for us.

With better seeds, storage, and machinery, I save time, reduce waste, and earn more.

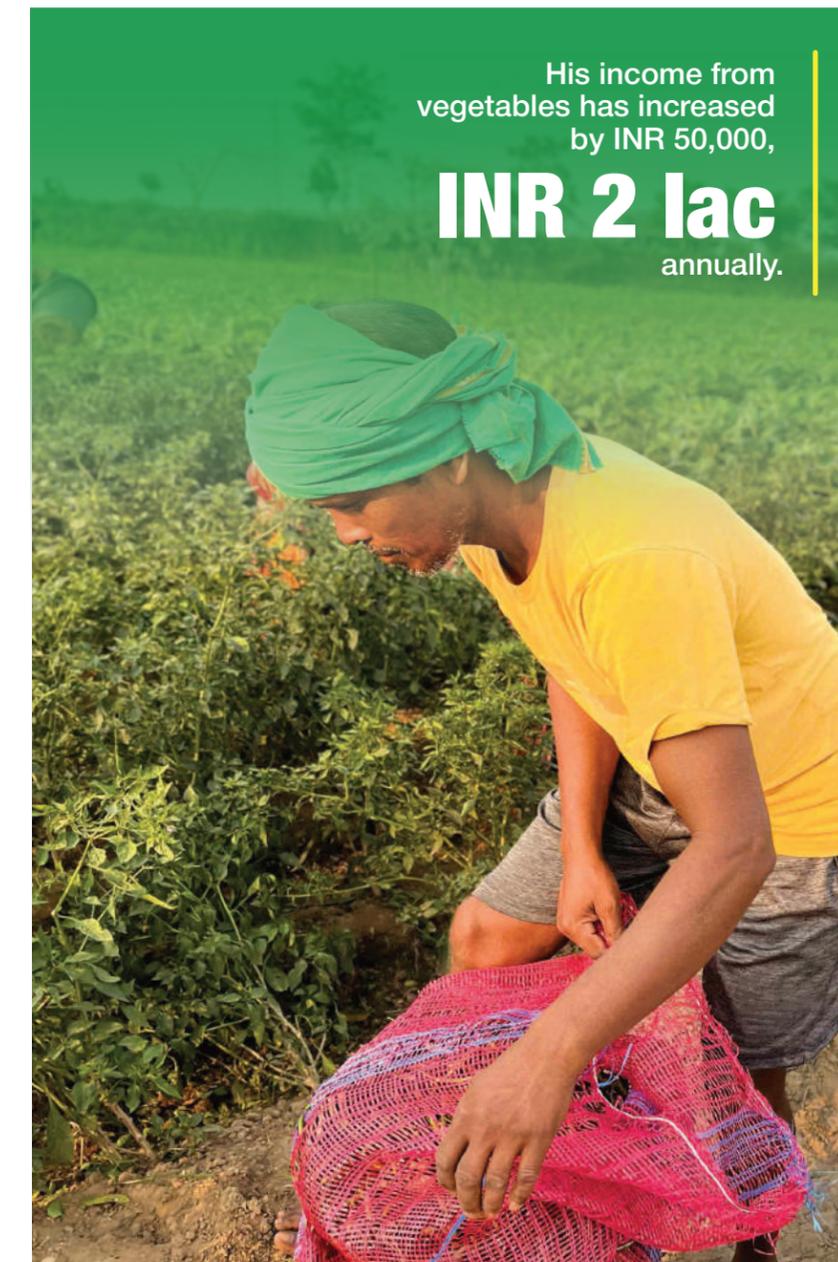
Pradyosh Nayak

A successful chilli farmer who uses the Sabjee Cooler in the truest form.

Pradyosh Nayak, a 48-year-old farmer from Mukundapur village in Banki block, cultivates vegetables on 1 acre of land while also growing paddy and groundnut on another 2 acres. Earlier, he had to travel long distances to buy vegetable seeds. After joining the Sanischar Producer Group (PG) under the MART Academy-implemented and SBI Foundation-supported project, he and his fellow farmers received high-quality, climate-resilient seeds of their preferred varieties.

Pradyosh also received a vegetable cooler that operates without electricity, using water-channelling technology developed by a start-up in partnership with IIT Bombay. This allows him to store up to 1 quintal of vegetables for 3-4 days, reducing wastage.

Having farmed for over 30 years, he has seen increasing labor shortages and rising wages. The machinery support provided through the CFC under the project has helped him save both time and money. The training sessions have also boosted his confidence in modern farming techniques. In the last two years, his income from vegetables has increased by INR 50,000, reaching INR 2 lakhs annually.



His income from vegetables has increased by INR 50,000,

INR 2 lac annually.



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The project has given us knowledge, quality seeds, and access to modern tools, making farming more profitable and less labor-intensive. It has united us as farmers, and we are growing together.

Radheshyam Swain

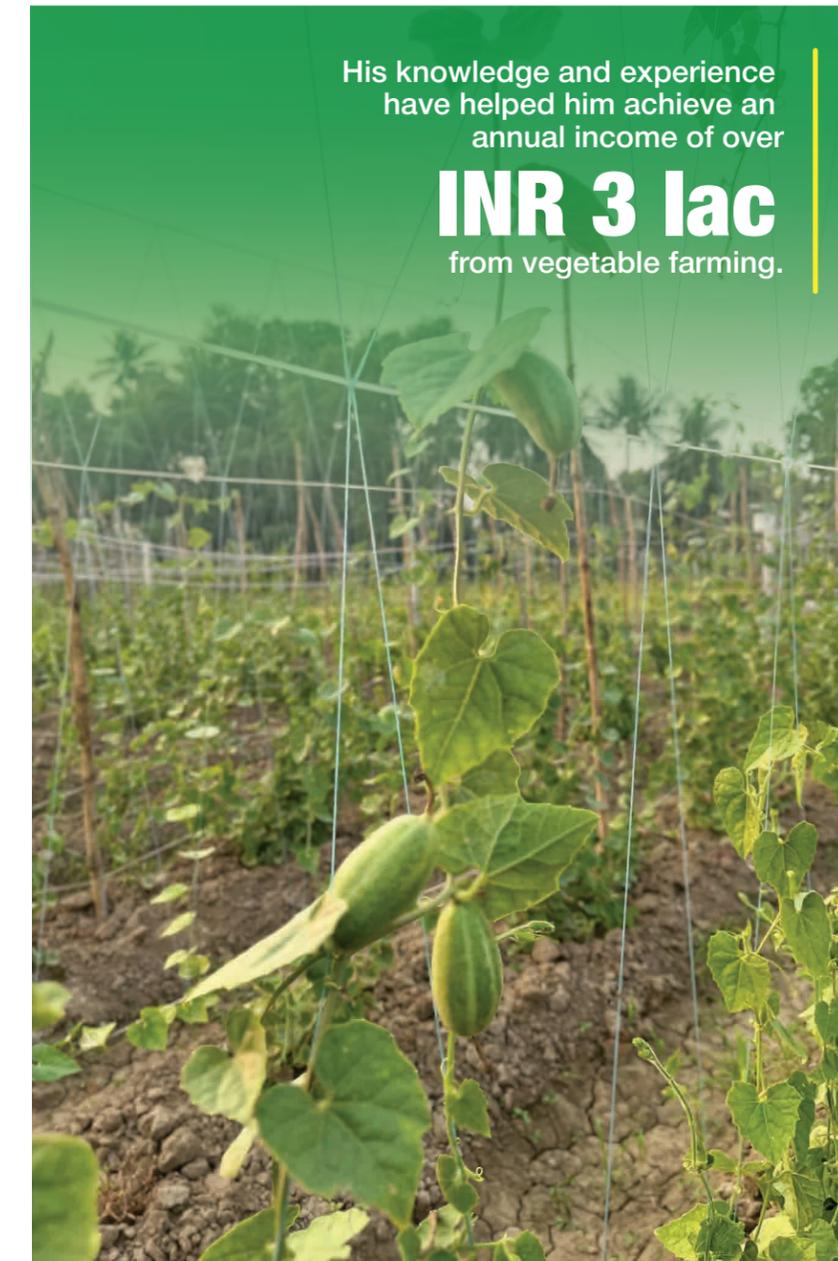
A lead farmer who guides the PG members through his agricultural acumen.

Radheshyam Swain studied up to matriculation, but his deep understanding of agriculture, seed selection, and pest management sets him apart. After quitting his transportation job in Maharashtra in 2002, he returned to his village Harirajpur of Banki block, to focus on farming. Over the years, he has gained extensive knowledge of soil health management and cultivation practices best suited to local climatic conditions.

His association with the MART Academy–implemented and SBI Foundation–supported project has strengthened unity among farmers in his village. Regular meetings, collective savings within the Producer Group (PG), and awareness sessions conducted by the project team have helped farmers collaborate better. Radheshyam received vegetable seeds of his choice under the project, and machinery support from the CFC has significantly reduced cultivation costs and saved time.

Recognized as a model farmer, Radheshyam follows the Government-prescribed Package of Practices (POP) for all his crops. Passionate about learning, he has actively participated in technical training sessions provided by the project. He also rears cows and uses cow dung to prepare organic manure, a practice he learned from training sessions. He now encourages other farmers to adopt organic farming techniques.

Radheshyam cultivates a diverse range of crops, including papaya, raw banana, spine gourd, pointed gourd, cucumber, mint leaves, ridge gourd, cabbage, bitter gourd, long bean, beans, cauliflower, and exotic vegetables like capsicum, broccoli, and red cabbage. His knowledge and experience have helped him achieve an annual income of over INR 3 lakhs from vegetable farming.



His knowledge and experience have helped him achieve an annual income of over

INR 3 lac
from vegetable farming.



The project has helped me adopt new techniques, reduce costs, and improve my earnings. With the right knowledge and support, farming is becoming more profitable and sustainable.

Rajkishore Sahoo

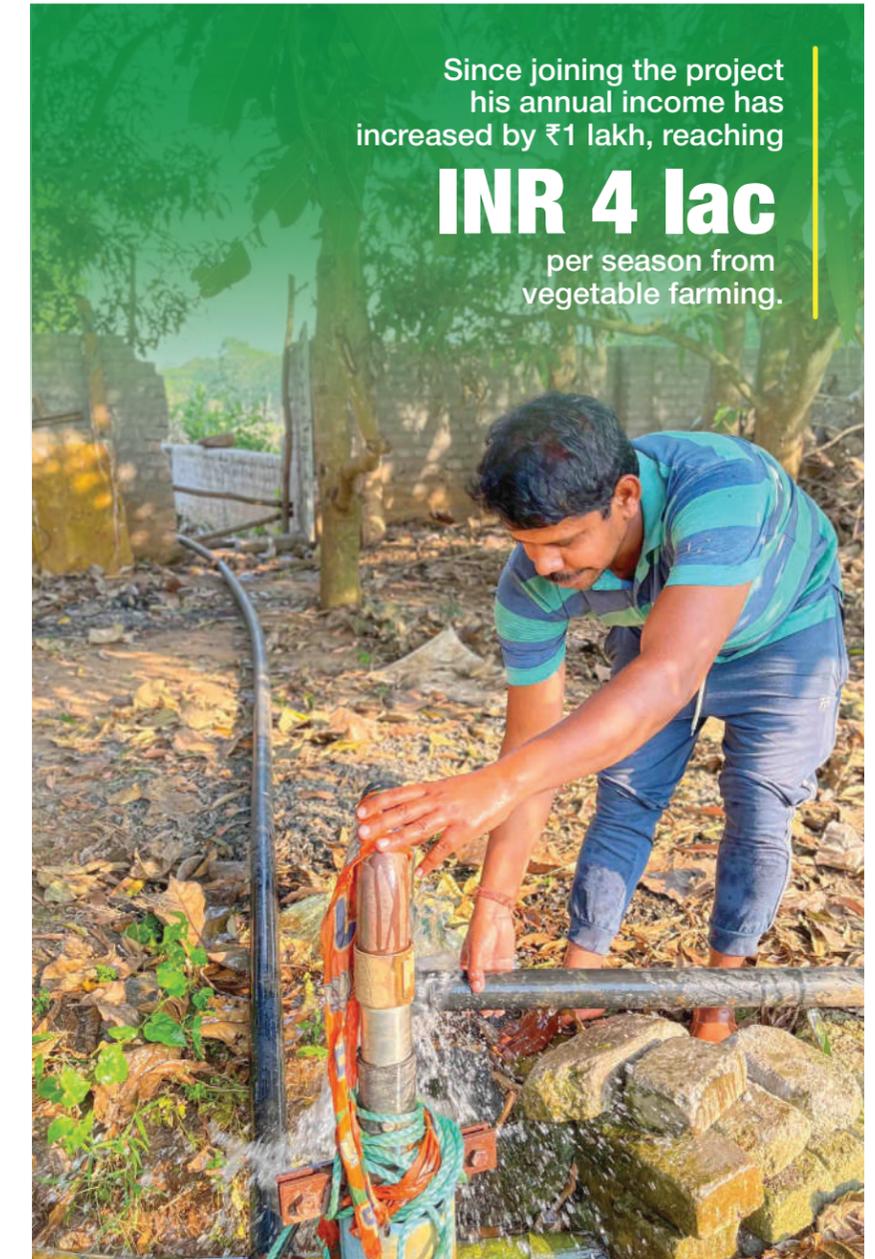
Advancing Agriculture with Innovation

Rajkishore Sahoo, a 40-year-old progressive farmer from Upar Pathapur village (Banki block), has earned a reputation for his dedication and skill in farming. Managing 4 acres of farmland, he cultivates pointed gourd, potato, ridge gourd, long beans, okra, brinjal, tomato, marigold, and more.

As the Secretary and Lead Farmer of Jai Sri Ram PG, formed under the SBI Foundation and MART Academy project, Rajkishore actively promotes knowledge-sharing among farmers. Through Farm Field School (FFS), he has received support for water pumps, solar fencing, vermi-compost units, and machinery from the CFC. Being part of the PG has provided him access to innovative farming techniques, solutions to crop-related challenges, and linkages to government schemes. The regular group meetings serve as a platform for farmers to exchange ideas and find quick solutions.

With increasing demand from traders in Cuttack and Bhubaneswar, marigold cultivation is gaining popularity in the region, and Rajkishore has also adopted it. Additionally, he has installed solar panels to power a lift irrigation system, ensuring efficient water supply across his farmland.

Since joining the project, his annual income has increased by ₹1 lakh, reaching ₹4 lakhs per season from vegetable farming. He attributes this success to the training, resources, and support he has received from the project.



Since joining the project his annual income has increased by ₹1 lakh, reaching

INR 4 lac

per season from vegetable farming.



The knowledge, support, and resources provided by MART Academy have transformed my farming and income. I am proud to share these benefits with fellow farmers, ensuring growth for my entire community.

Sanjay Swain

A Multi-Talented Farmer Driving Change

Sanjay Swain, a dedicated and enterprising farmer, is a key member of the MART Academy-promoted Gadibrahma PG. Committed to agriculture and multiple income-generating activities, he has built strong ties with the local administration, horticulture, and agriculture departments. Actively engaging with government schemes, he ensures that both he and his fellow farmers benefit optimally from available support.

With a year-round vegetable farm on his 0.5-acre land, Sanjay cultivates bitter gourd, pointed gourd, long beans, cauliflower, okra, pumpkin, and potatoes. Additionally, he grows marigold flowers, supplying them to traders in Bhubaneswar. Recognizing his dedication and leadership, the project provided him with a drip irrigation system, reducing labor costs and increasing efficiency. He has also benefited from technical training and affordable access to modern farming equipment through the Common Facilities Centre (CFC).

Beyond farming, Sanjay is an influential community figure. Though he recently contested for a nominee post at the Balipatna block, he lost by a narrow margin. Nevertheless, farmers from his panchayat continue to seek his guidance on government schemes. His wife, a former Naib-Sarpanch, actively coordinates SHG-related activities. In addition, Sanjay leverages his creativity by offering flower decoration services for local events in Balipatna and Bhubaneswar.

His hard work has yielded significant results—his monthly earnings from vegetable farming have increased from ₹20,000 to ₹30,000 in just two years, enabling him to support the education of his two daughters, one in college and the other in school.





*With the right support and our hard work,
we can take agriculture to new heights.*

*We just want MART Academy to stand by us
and keep encouraging us!*

Sasanka Behera

Combines tradition and farm innovation to unlock better productivity.

At just 28, Sasanka Behera is transforming his farmland into a thriving green hub. With a deep passion for cultivation, he ensures his fields never remain idle, experimenting with high-demand vegetables favored by the Odia populace.

Sasanka's farming journey is a blend of tradition and innovation. Learning indigenous techniques from his father while leveraging modern farm equipment—both self-purchased and accessed through the Common Facility Centre (CFC), established from the project support — he has built a sustainable farming model.

In his 4-acre land, Sasanka follows an alternate farming approach, cultivating vegetables and sugarcane. His dedication and project support have significantly boosted his earnings, with INR 5 lakh from vegetables and another INR 5 lakh from sugarcane, after deducting cultivation costs.

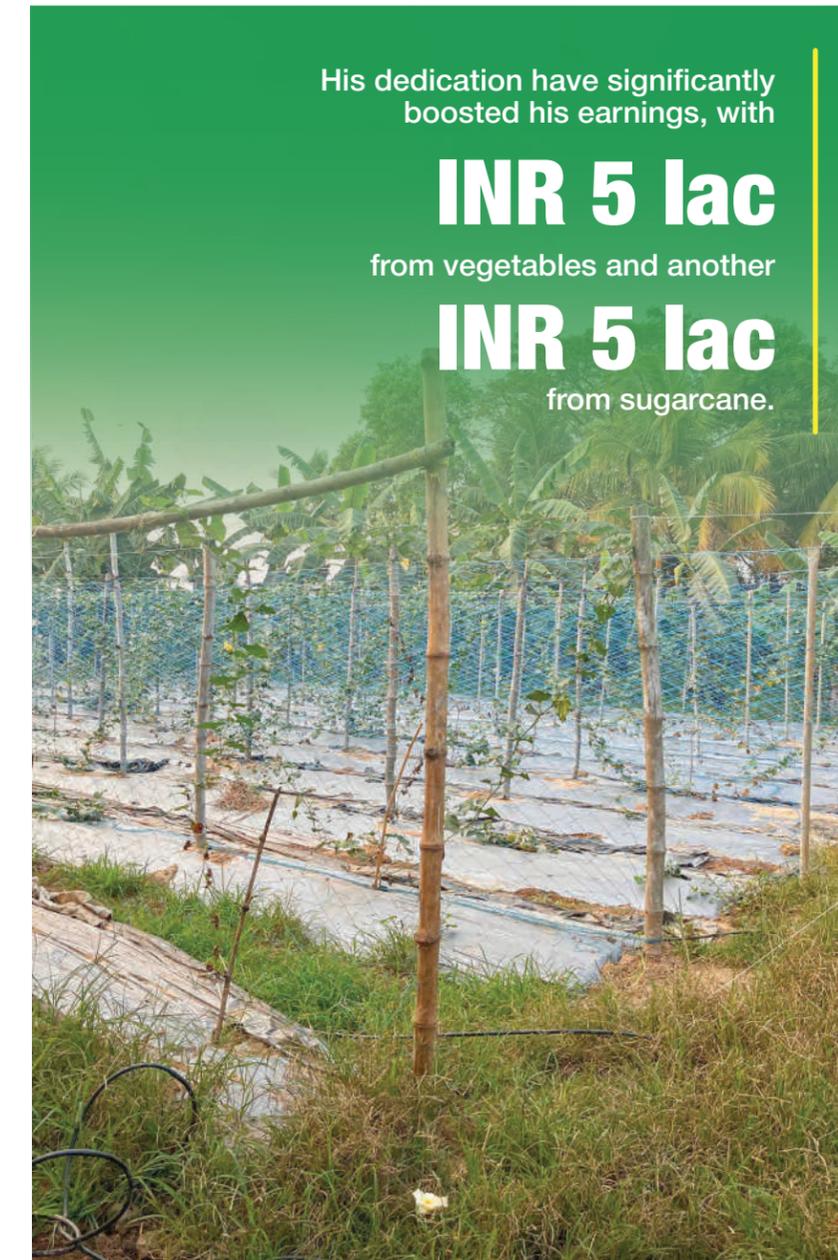
His dedication have significantly
boosted his earnings, with

INR 5 lac

from vegetables and another

INR 5 lac

from sugarcane.





This project has changed how we farm. With access to better technology, seeds, and knowledge, we are saving time, increasing yields, and earning more.

Sukhadev Sahoo

A veteran & well-experienced setting examples of best agricultural practices.

Sukhadev Sahoo, a 60-year-old progressive farmer from Pathapura village, is the lead farmer of Jogamaya PG, formed under the SBI Foundation and MART Academy project. Since joining the project, Sukhadev has witnessed a significant reduction in labor dependency and costs, a major challenge in his locality. The Central Facilitation Centre (CFC), established under the project, provides access to agricultural machinery at nominal rental rates. What once took him a full day of manual labor can now be done in just two hours using advanced equipment. To combat insect infestations, he has placed yellow traps around his fields. With project support, he has also installed a solar-powered fencing system, effectively protecting his crops from animal damage.

As one of the model farmers selected for the Farm Field School (FFS), Sukhadev has received different technical supports, converting his farm into a learning site for other farmers to adopt best agricultural practices. His younger son actively supports him in farm activities, while his elder son works in construction. Through the project, Sukhadev has benefited from high-quality seeds for green chilli, cucumber, long beans, potato, and bitter gourd. The impact is evident—previously, he could harvest long beans only four times per season, but now, with improved seeds and guidance, his yield has almost doubled.

Farming across one acre of vegetables and marigold cultivation, he is also set to establish a vermi-compost unit, further promoting organic composting through locally available resources. His income has seen a noticeable rise, increasing from ₹2.5 lakhs to ₹4 lakhs annually.

His income has seen a noticeable rise increasing from ₹2.5 lakhs to

INR 4 lac
annually.





*Farming is my identity, my passion.
With the right knowledge and support,
it has transformed my life.
I believe every farmer should have access
to scientific techniques to maximize
their potential.*

Tapan Samantaray

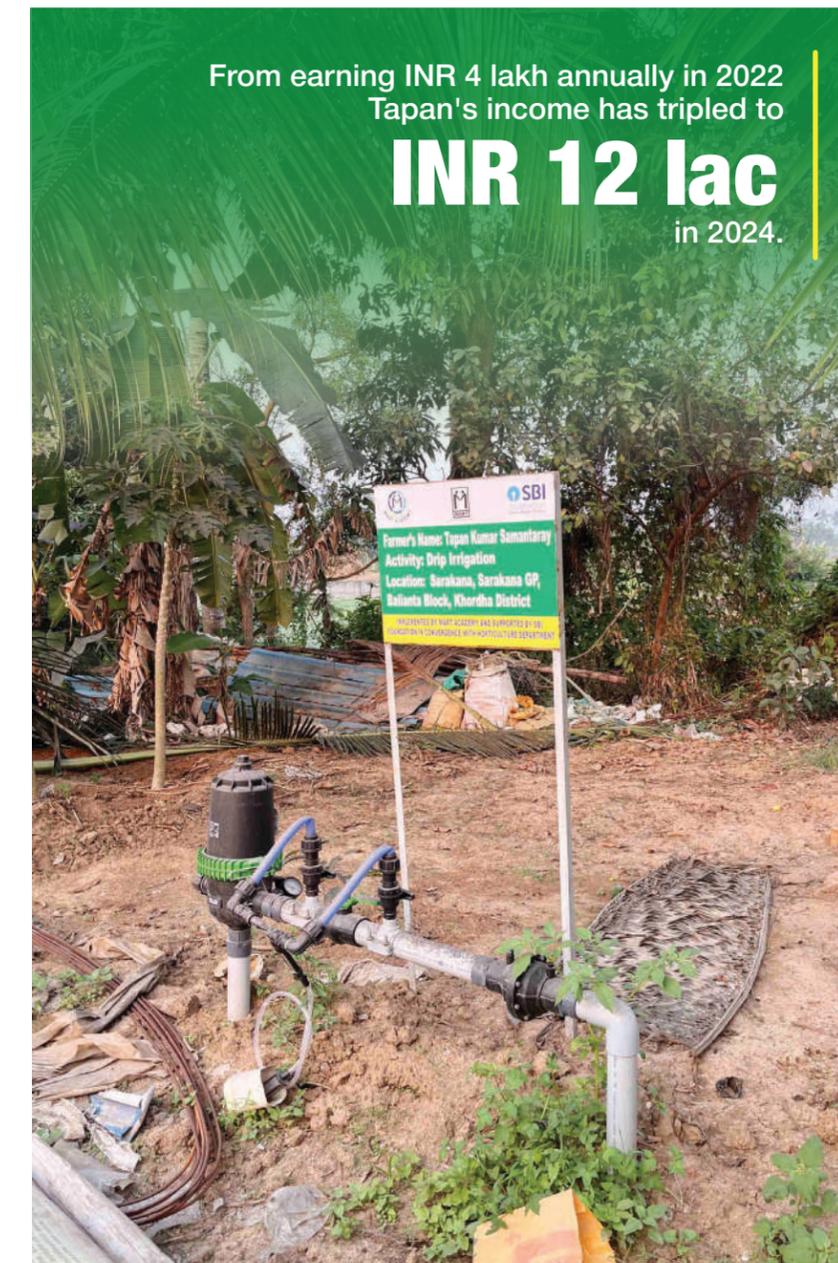
A Teacher Who Cultivates Prosperity

Mr. Tapan Samantaray resides in the Sarakana Sasan under Balipatna block of Khurda district. A teacher by profession and farmer by choice, Tapan has gradually developed a passion for agriculture, taking the learnings from his father. Farming, for him, is not just an occupation but a legacy passed down from his father, who instilled in him the vision of agriculture as a sustainable livelihood. For over 15 years, Tapan has cultivated a variety of vegetables, including spine gourd, bitter gourd, ridge gourd, brinjal, and raikia beans, all while managing his responsibilities as a teacher.

Tapan initially lacked exposure to modern farming techniques. In early 2023, he joined a Producer Group under the SBI Foundation-supported and MART Academy-implemented project. Through this initiative, he received training in INM, IPM and productivity enhancement techniques. By applying these scientific methods, he saw remarkable improvements in soil quality, plant health, and overall yield.

One of the most significant changes came with the introduction of drip irrigation support from the project. Previously, watering crops was a costly and labor-intensive task, with daily wages for laborers reaching INR 400 plus additional expenses. Moreover, manual irrigation struggled to reach the upland areas of his farm. With drip irrigation, Tapan not only reduced costs but also ensured efficient water usage, increasing productivity with less effort.

His hard work and adaptability have yielded extraordinary results. From earning INR 4 lakh annually in 2022, Tapan's income has tripled to INR 12 lakh in 2024. He credits this remarkable growth to the project's interventions and his willingness to embrace change.



From earning INR 4 lakh annually in 2022
Tapan's income has tripled to

INR 12 lac
in 2024.

SBI
Farmer's Name: Tapan Kumar Samantaray
Activity: Drip Irrigation
Location: Sarakana, Sarakana GP,
Balipatna Block, Khurda District

Central Facilitation Centre (CFC)



The CFCs were designed as a critical pillar of the project implemented by MART Academy and supported by the SBI Foundation in the Balipatna and Banki clusters. The effort was envisioned from the outset to ensure that small and marginal farmers gain access to essential farm equipment, close to their homes and at an affordable cost.

CFCs aim to address a key challenge faced by smallholders: the inability to own expensive machinery. By providing easy, rental-based access to tools like water pumps, sprayers, diggers, power weeders, and power tillers, the project ensures that farmers can carry out timely and efficient farming operations without heavy investment.

A total of 6 CFCs are being established across the two clusters, each managed by PGs. These PGs oversee daily operations, maintain a usage register, and track income generated through rentals. Individual farmers approach the PGs to rent machinery as per their requirements, making the process simple and community-driven.

Key Benefits of CFCs



Increased Productivity and Efficiency:

- Timely access to machinery enhances output and reduces crop losses.



Reduced Drudgery:

- Mechanization eases the physical burden of farming tasks.



Timely Operations:

- Important activities are carried out at the right time, improving yield.



Lower Cost of Cultivation:

- Shared use reduces input costs significantly.



Support for Crop Diversification:

- Farmers can diversify and adopt new technologies with the right tools at hand.



GET IN TOUCH

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