

NEW LIFE WITH “JEEVAMRITAM” - AN ELIXIR OF LIFE

- *A case story from Tumukunta Village.*

Mr. Golla Era Nagappa belongs to Tumukunta village of Kundurpi Mandal. His five-member family depends mainly on agriculture for their livelihood. They have 5 acres of dry land and 2 acres of irrigated land with an undependable water source. Because of insufficient water availability for other cash crops, they took up



floriculture in their 2 acres of irrigated land and planted 500 jasmine plants. They used to spend about Rs. 12,000 per year towards the cost of chemical fertilizers and pesticides alone. Rs. 4,000 was spent on providing irrigation and other expenses, which means a total investment of Rs.16,000 on their 2 acres of land. Initially they harvested good yield of about 480 Kgs of flowers per year and a decent return of Rs. 24,000 per year @ Rs.50/Kg. After deducting all expenditure, the family used to get a net income of Rs. 8,000 per year from their 2 acres of land.

But after 2 years i.e., in 2008 the growth of the plants was affected and the leaves started turning pale and yellow. Nagappa, tried many chemical fertilizers and pesticides, but all in vain. The annual flower yield came down

“We were practicing chemical agriculture, which ruined our family health and the health of our soil. Now we have realized the value of Jeevamritam and our locally available material” said Nagappa.

from 480 Kgs to 96 Kgs causing heavy reduction in the returns from a handsome Rs. 24,000/- to a meager Rs. 4,800/- per annum, from their 2 acres of land. This was less than even their investment on chemical fertilizers and pesticides. The family incurred a heavy loss of Rs. 11,200 on their investment during the year. They got panic-stricken and approached the Agriculture Officer of Settur area for some guidance.

After visiting the plot, our Agriculture Officer advised the family to apply "Jeevamritam" @ one litre / plant once in 20 days, and convinced them of its benefits. The family prepared "Jeevamritam" by using 10 Kgs of cow dung, 10 litres of cow urine, 2 Kgs of Jaggery, 2 Kgs of Bengal gram flour and 1 Kg of soil. All the ingredients were put in a drum, 200 litres of water was added and stored for 4-5 days with required stirring at regular intervals.

Jeevamritam was applied to the Jasmine plants and the family was surprised to see normal growth of the plants. When they applied it for the second and third time, the plants started yielding flowers like never before. During 2009-10 the family harvested a bumper yield of 720 Kgs, fetching a very good return of Rs. 36,000 @ Rs.50/Kg. The investment on Jeevamritam was a paltry Rs. 1200/- for the 3 applications. After deducting all expenditure, the family earned a net income of Rs. 30,800 during the year from their 2 acres of land.

Mr. Era Nagappa and his family are extremely happy to get such a huge income with minimum investment and expressed their gratitude to AF staff for extending their support, in their hour of distress.