

Case Story – Village Juvi

Farmer's Name: Pusu Gheba Pungati

Village: Juvi, Post Dhodraj, Block Bhamragad

Occupation: Agriculture

Age: 59

Education: 3rd Std.

Family Members: 6



Pusu Gheba Pungati, a resident of Juvi village, has been engaged in farming as his primary livelihood for many years. He, along with his wife, son, and daughter, managed a small-scale farm, primarily cultivating paddy and growing vegetables for household consumption. Additionally, the family raised 10 chickens and 5 goats. Despite their hard work, Pusu's income was limited, and the family faced challenges meeting their financial needs.

In November 2023, the High Impact Mega Watershed Project (HIMWP), implemented by Bharat Rural Livelihood Foundation (BRLF) and Yuva Rural Association (YRA), was introduced in the Bhamragad Block. During the project's introductory village meeting in Juvi, Pusu attended and expressed interest in improving his farming practices. Following the meeting, our team visited his farm, where we observed a small-scale vegetable cultivation of tomatoes, brinjals, chilies, spinach, and amaranth.

Recognizing the potential for growth, YRA team led by our Livelihood Expert provided Pusu with tailored advice on scaling up his vegetable farming. We introduced him to scientific techniques and suggested growing a wider variety of vegetables and creeper crops. In October 2024, we facilitated the procurement of high quality seeds from the local agriculture department. We also developed a comprehensive farming plan for him, focusing on both staple crops and diverse vegetables.

With guidance and support, Pusu expanded his vegetable cultivation to 1.5 acres, including crops such as maize, brinjals, chilies, tomatoes, spinach, fenugreek, amaranth, bottle gourd, ridge gourd, and ambadi. His daughter, Kumari Tulshi Pusu Pungati, became actively involved in the farm work, providing significant assistance. With this positive reinforcement Pusu has also stocked his Bodi (pond) with 5 Kg of fish fingerlings to further augment his farm based livelihood.



The transformation has been remarkable. From struggling to meet basic needs, Pusu's farm now generates substantial income. Maize cultivation alone is expected to yield earnings of ₹30,000–₹35,000, while daily vegetable sales in Dhodraj village markets fetch ₹300 – ₹400. Surplus vegetables are consumed by the family, enhancing their nutrition. In addition, with proper guidance and holding by YRA team, the fisheries activity also stands to generate approximately ₹30,000 - ₹40000 in coming months.

Importantly, Pusu has adopted organic farming methods, avoiding chemical fertilizers and pesticides. Instead, he uses natural alternatives like Dasparni extract, neem-based solutions, and Jeevamrut, ensuring sustainable and eco-friendly farming.

The intervention under the HIMWP has empowered Pusu to improve his livelihood significantly. His story highlights the transformative potential of sustainable agricultural practices and targeted support, creating a brighter future for small farmers in rural India.