



**ICAR-Agricultural Technology Application Research Institute, Zone-VII,  
Umiam, Meghalaya-794103**

**Successful Progressive Farmer/ Entrepreneur  
KVK-Dimapur**

**I. General Personal Profile**

1. Name and Address of the Progressive Farmer/ Entrepreneur:  
Mrs. Veikhochong Misao,  
Molvom Village, Dimapur, Nagaland
2. Age: 48 years
3. Sex : Female
4. Educational qualification : Matriculate
5. Marital Status: Married
6. Caste : ST
7. Contact No.: 09862860081 (M)  
Mobile: 07421949992 (alternate number of her husband Shri Lalajon Misao )  
Email: NA



**II. Details on Farming/ Enterprises**

1. **Operational land holding (hectare):**
  - i) Operational land owned: **6.50 ha**
  - ii) Operational land leased in: NA
  - iii) Operational land leased out : NA

**Operational land holding** = 6.50 ha (Operational land owned) + (Operational land leased in) – (Operational land leased out)

2. **Type of farming activities being practiced for last 5 years**
  - i. Agriculture
  - ii. Horticulture (✓)
  - iii. Fisheries
  - iv. Agro-forestry
  - v. Livestock: (**Poultry** ✓/ Dairy/ **Piggery** ✓/ Duckery/ Goatary)
  - vi. Any other (Pl. specify)
3. **Farming sector (s) from which the farmer gets the maximum earnings per year**
  - i. Agriculture
  - ii. Horticulture ✓
  - iii. Fisheries
  - iv. Agro-forestry
  - v. Livestock: (**Poultry** ✓/ Dairy/ **Piggery** ✓/ Duckery/ Goatary)
  - vi. Any other (Pl. specify)

#### 4. Farming experience of the farmer

- i. <5 years
- ii. 5-10 years ✓
- iii. 10-15 years
- iv. >15 years

#### 5. Annual Income

- i. Income from Farm activities: Rs.7.0 lakh/- Pineapple
- ii. Income from Non-farm activities : Rs 25000/- (Poultry/ Piggery/ Duckery/

**Total income (i+ii) = Rs. 7,25000/-**

### III. Technology Application and Dissemination

#### 1. Trainings received from different institutes/ organizations during last 3 years

Sl. No.	Institute/ Organisation	Frequency of training received (No.)			
		2015-16	2016-17	2017-18	Total
1.	KVK	1	3	1	5
2.	State Departments	1	1	1	1
3.	ATMA/ RKVY		1	-	1
4.	ICAR institute	1			1
5.	SAU/CAU	-	-	-	-
6.	Banking institute	-	-	-	-
7.	NGOs	1	-	-	1
8.	Others (pl. specify)	-	-	-	-
	<b>Total</b>	<b>4</b>	<b>6</b>	<b>1</b>	<b>11</b>

#### 2. Mass media exposure as different sources of farming information and knowledge during last 3 years

Sl. No.	Mass Media	Frequency of exposure		
		Regular	Sometimes	Never
1.	Newspaper	✓		
2.	Radio		✓	
3.	Television		✓	
4.	Newsletter/ bulletins			✓
5.	Magazine/ Journal			✓

#### 3. Extension contact for technical support and help in farming during last 5 years

Sl. No.	Extension	Frequency of Contact		
		Regular	Sometimes	Never
1.	KVK Scientists	✓		
2.	Agril. Development Officer (ADO)		✓	
3.	Agril. University teacher/ professor		✓	
4.	Input Dealers			✓
5.	Journalists			✓
6.	NGOs		✓	

#### IV. Profile of Farming Activity

Major Crop/ Enterprise	Variety/ Breed	Area covered (ha)/ No. (in case of other enterprise)	Yield (q/ha)/ Production per unit	Annual Income (Rs.)
Pineapple	Kew	6.5 ha	450q/ha	7.0 Lakhs

#### V. Impact of farming on socio-economic status of farmers

Sl. No.	Socio-economic parameters	Response Category				
		1	2	3	4	5
1.	Employment gained (Man-days)				√	
2.	Additional Income generated (Rs.)			√		
3.	Increase farm size (in hectare)			√		
4.	Increase diversification of farming			√		
5.	Increase of cropping intensity		√			
6.	Increase in yield of crops			√		
7.	Increase in yield of livestock / fisheries			√		
8.	Enhanced role in decision making					
9.	Greater self-reliance				√	
10.	Increase in social participation			√	√	
11.	Improve status of family in society/ community				√	
12.	Increase influence and acceptability among fellow farmers			√		
13.	Increase purchasing power				√	
14.	Improve children education quality/ status				√	
15.	Increase materials possession			√		
16.	Increase higher accessibility to mass media/ ICTs			√		
17.	Establish marketing network/ channels		√			

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