



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

**Progressive Farmer/ Entrepreneur  
KVK-Longleng**



**I. General Personal Profile**

1. Name and Address of the Progressive Farmer/ Entrepreneur:  
Mrs. Wanmei Phom  
Tangha Village, Longleng, Nagaland.
2. Age: 36 (years)
3. Sex: Female
4. Educational qualification: 9<sup>th</sup> Pass
5. Marital Status: Married
6. Cast: ST
7. Contact No.:  
Mobile: 7085477892 Email:

**II. Details on Farming/ Enterprises**

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

**Operational land holding** = (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): **Processing and value addition**
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): **Processing and value addition of locally available fruits and vegetables**

**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 : 20,000.00(Rs.)
- ii. Income from Non-farm activities :53,200(Rs.)

---

**Total income (i+ii) = Rs.73,200.00**

**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	3	4	2	09
2.	State Departments				
3.	ATMA/ RKVY		1		01
4.	ICAR institute		1		01
5.	SAU/CAU				
6.	Banking institute	1			01
7.	NGOs				
8.	Others (pl. specify)				
	<b>Total</b>				<b>12</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.)
Processing and value addition	Banana		1150 pkts banana chips (100 gms)	Rs.28,000
	Bamboo shoot		250 bottles bamboo shoot pickles (100gms)	Rs.4000
	Gooseberry		150 bottles Gooseberry pickles (100 gms)	Rs. 3000
	Vegetables		95 Mixed veg pickles (100 gms)	Rs.1800
	Pineapple		100 bottles RTS Juice (20 ml)	Rs.1400
	Ginger		Candy:150 pkts 350 bottles (300 ml)Ginger ale: 280 bottles ginger pickle (100gms)	Rs.2000 Rs.7000 Rs.6000

#### 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				√	