



Case study on digital Package of practices

The Project has leveraged on social media as an immediate response for addressing the needs of farmers during the lockdown. One such measure was on ensuring the continuation of farming operations. PoP on crops such as soyabean, groundnut, arhar, blackgram, sesbania were produced digitally and disseminated through social media platforms such as Whatsapp and email. A success story on leveraging on social media for communication, its acceptance and success can be shared below.

Welhite Keyho (name acquired with permission) is a farmer from Mesulumi village, of Phek District Nagaland. He practices Jhum and Terrace farming in his village and is also currently the Lead Farmer for his village. Paddy is one major crop he farms in his terrace field and in jhum he cultivates maize and cardamom. This is the first time that the farmer is cultivating soyabean with seed supplied by the Project. Similarly like him, majority of other farmers in the village have not cultivated soyabean before. Since it was their first trial cultivating the crop, the farmers relied hugely on the POP on soyabean circulated through the whatsapp group.

Welhite tried to disseminate this knowledge through onsite demonstration on his farm. He followed the POP on his farm in order to let other farmers in his village observe and replicate. He stated that though the message/ steps in the POP circulated was clear, yet at the same time it was challenging since it was scientific and therefore if not the lockdown, an onsite hands on training would have been better.

Welhite and other farmers in the village have expressed that the quality of the soyabean seed was good. The yield from his soyabean cultivation was about 300 kgs approximately. Welhite intends to store half of his yield as seed for next year, and sell the remaining in the local market. He expects to receive a return of Rs. 10000 approx from the sale. He further shared that it will be good if the project can further extend production support of tree tomatoes and also machineries which can reduce workload for the fellow farmers.