

## Young farmer Kartekeswar - Showing Pathway to Prosperity

Shri Kartekeswar Nayak, a 41-year-old award-winning farmer from Odisha, was honored with a prestigious invitation by the Hon'ble President of Bharat to attend an 'At-Home' Reception at the Rashtrapati Bhavan Cultural Centre on the occasion of Independence Day 2024.

Through his consistent efforts in seed production, marketing, and technology in agriculture, this young farmer from Nandrusahi village in Mayurbhanj district, has carved a name for himself as an avid young farmer who has inspired people around him to take up entrepreneurship and contributed to employing agriculture and mobilisation of youth towards agriculture.

Born into a farming family, Shri Kartekeswar Nayak began his journey in agriculture over two decades ago, starting with the cultivation of paddy on his own 4 hectares of land. Today, his farming enterprise spans 20 hectares, including leased land, where he cultivates a diverse range of crops, including paddy, groundnut, mung beans, and various vegetables. He has been particularly successful in leveraging the irrigation potential of the Kalo Irrigation Project and the Lift Irrigation Project, enabling him to adopt double cropping and maximize the productivity of his land.



One of his most notable achievements has been his involvement in seed production over the past decade. As a certified seed grower for the Odisha State Seeds Corporation (OSSC), he has been able to sell his high-quality produce directly to the agency, ensuring a stable market and income. This initiative has not only secured his financial stability but has also inspired and mobilized the youth in his village, with around 20-30 young farmers now actively engaged in agriculture, thanks to his persistent efforts and guidance.

In addition to his farming activities, Shri Kartekeswar Nayak has diversified his income through custom hiring of farm machinery. He owns an impressive array of equipment, including a combine harvester, tractor, seed drill, power tiller, rotavator, water pump, and axial flow thresher. This venture alone brings him an annual income of ₹5,00,000. His total net profit from seed production and farming activities amounts to approximately ₹5,00,000 annually.

Shri Nayak's contributions to agriculture extend beyond his success. He has been an active participant in the community as well through the Block Farmers Advisory Committee (BFAC) and the District Farmers Advisory Committee (DFAC) under the Agricultural Technology Management Agency (ATMA). His efforts have not only elevated his social status—enabling him to convert his kaccha house into a pucca house, purchase a car, and build a storage go-down for his produce—but have also made him a role model in his community.

He is also the recipient of an award at the State Level Agricultural Fair (Krushi Odisha-2021) for his outstanding contributions to the agricultural sector. His success story is an inspiring example of how dedication, innovation, and community engagement can transform the lives of farmers and foster growth in rural areas.