

COTTON *Innovate*



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'Mera Gaon Mera Gaurav' – SWOT analysis and road map for implementation at Sokkanur PV

“Mera Gaon Mera Gaurav” (MGMG) – an innovative initiative implemented at Regional Station CICR, Coimbatore by team of scientists Drs. K. Rathinavel, M. Sabesh, C. Karpagam and M. Amutha visited adopted five villages viz., Sokannur, Muthugoundanputhur, Palarpathy, Veerapagoundanur and Rangaiyagoundanpudur in Sokkanur panchayat village, Kinathukadavu block, Coimbatore district for the second time on 23.10.15 for assessing the ground realities and for base line survey. The team had discussion with Mrs. Mani, Panchayat President, Mr. Nataraj, Vice President, Mr. Sivamurugan, Ex. Vice President, Mr. Narayanasamy, Executive secretary, Mr. Selvakumar, Village Administrative Officer and other members and several farmers in the villages and collected the base line information of the villages for formulation further implementation strategies. Based on the exploration and discussion with various clients, the team worked out issues through SWOT analysis and formulated the programme .

SWOT Analysis of MGMG Villages and Road Map for Implementation

Strength	Weakness
<ul style="list-style-type: none"> Major crops under cultivation in the villages are tomato, coconut, maize, groundnut, cotton, millet and other vegetables. Potential area for tomato cultivation and farmers earning lucrative profit from short duration vegetable crops compare to other crops Significant cattle population and good scope for further development of dairy enterprises. Good roads connecting nearby markets for sell out their produce. 	<ul style="list-style-type: none"> Technological backwardness Lack of interest in crop enterprise due to less profit Fully depends on rainfed agriculture Poor infrastructural facilities like lack of vegetable storage and processing units. Cotton cultivation was predominant in earlier times but now the area under cotton has been reduced significantly due to remunerative income from vegetable cultivation.
Opportunities	Threats
<ul style="list-style-type: none"> Scope for technological backstopping for vegetable cultivation and dairy enterprises Implementing efficient tree planting programme with available resources. Educate the famers about cattle management to improve the milk production Improved intercropping with existing vegetable cultivation for maximum returns Promoting high yielding cotton cultivation Arranging infrastructural facilities for vegetable processing and marketing Create awareness about sanitation and construction of common toilet facilities for villages to improve the sanitation Desilting of local water bodies to improve the irrigation water facilities in the villages. 	<ul style="list-style-type: none"> Pest and disease problem in coconut and tomato Labour scarcity, high labour cost forces farmers to adopt tree crop instead of labour intensive field crops Since the adopted villages depends on rainfed agriculture and continuous failure of monsoon creates high water deficit. Switching over of agriculturalists and labours to non-agricultural remunerative job in nearby town/cities.

Road map for ensuing strategies for Implementation

Based on the initial base line survey and based on focused group discussion, the team formulated the following strategies for further implementation.

To create awareness among the farmers about modern scientific agricultural practices for vegetable cultivation & dairy enterprises.

To create awareness among the farmers about sanitation, climate change, good agricultural practices.

To Strengthen the interface with farmers by holding regular meeting and visits in the villages

To promote cotton cultivation in the study area to the significant level

To provide demand driven technical literature in local language for knowledge updating

To create linkage with other organization and utilizing their services for development of the adopted MG-MG villages

To create awareness among school children about various developmental programme of the government.

To provide regular technological back stopping for further development of the villages.



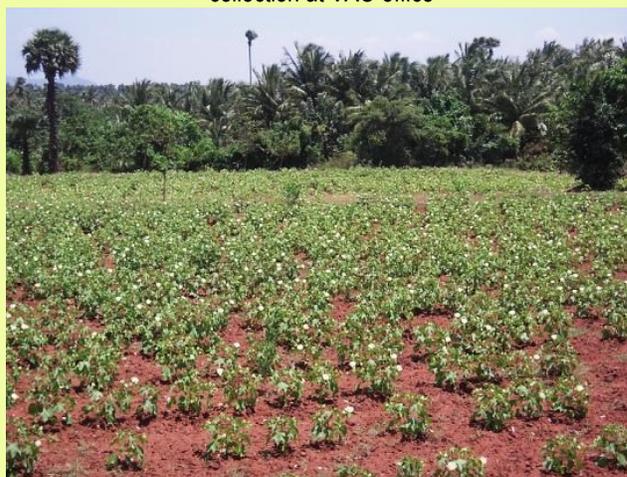
Focused group discussion with Panchayat officials at Panchayat office



Focused group discussion and information collection at VAO office



Discussion with Progressive farmer Mr. Sundaram at Veerapagoundanur village



State of cotton cultivation in the MG-MG villages

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