



Agriculture Production Cluster, SEWA, Jharsuguda

# WATERMELON

## CASE STUDY

**B**ringing prosperity by securing economy of the farmers is prime concern of the SEWA. SEWA has left no stone unturned to establish a model of production center in its intensive area. Augmenting in



production trigger to secure economic status of the farmers by receiving fair price to the production as well



as their invested labour. This is story of PRIYADARSANI PG Muradipali, GOURI PG A. Bagdihi, KALAYANI PG Aitapli of Laikera block and BHARATI PG S.Pandikimal village of Kolabira Block, Jharsuguda district.

The seasonal fruit Watermelon increases market demand during summer. Jharsuguda is a district which comes under high instance heat wave every year and watermelon is the only fruit be found selling throughout the city to meet consumer demand. In foreseen the situation, during the rabi-summer session SEWA has promoted large scale of watermelon cultivation over 104 acres by 5 Producer Groups



with focused on collective approach. Within a time period of 3<sup>rd</sup> week of March to 2<sup>nd</sup> week of April they sold 123 MT to different traders of Bihar, Rourkela, Ranchi, Jharsuguda and expect to sold 230 MT more within May2020. Of course lock down for COVID-19 affect in price as well as distress sale of product. Besides, this SEWA take initiative and efforts to selling of product from farmer's field. The traders taking product from farmers field @Rs. 4.50 -5.00 per KG bearing transportation cost by their own.