

## SUCCESS STORIES

### **Cluster Promotion Programme: A trend setter for success through participatory mode**

To interlink the different statures of the sericulture industry and to boost the production of quality silk the “Cluster Mode Approach” in the sericulture sector was thought for. The “Cluster Approach” has repeatedly proved its utility and success at the village level. The idea for cluster development is to integrate the activities and support offered by various developmental agencies to consolidate in the sericulture sector in a meaningful manner. The programme was taken up to act as a unique and effective tool for Transfer of Technology evolved by the Research Institutes that could make a tangible impact on quality of silk. With this kind of approach, the technical innovations could also be disseminated systematically to improve the production and productivity.

This programme was aimed at exploiting the available resources in the district to the best advantage of the mulberry sericulture sector and to bring about desired output in terms of productivity and quality. With this aim, the programme was implemented during 2008-12 at Kaliachak block of Malda district in West Bengal, covering 675 stakeholders implemented jointly by Central Silk Board and Directorate of Textiles (Sericulture), Government of West Bengal.

In this cluster, assistance was provided to the selected stakeholders for construction of rearing houses, providing pump sets, rearing appliances, disinfectants, establishment of Seri poly clinic, Chawki Rearing Centers and Farmers’ Field School. In addition, under “Beneficiary Empowerment Programme”, farmers were trained and exposed to advanced sericulture areas through visits. Technical guidance was provided and specially during crop season close monitoring is being done by the Research Extension Centre, Central Silk Board, Mothabari and Extension units of the Directorate of Textiles (Sericulture).

With the conjoined thrust provided by both Central and State agencies, a remarkable improvement in the economic returns of the stakeholders was recorded. The outstanding success achieved by two sericulturists through this programme is being projected in the following success stories.

**1. Name of the Farmer : Md. Sufian Ali**  
**Father's Name : Sher Mohammad**  
**Village : Alinagar**  
**Block : Kaliachak-I**  
**District : Malda (West Bengal)**  
**Mobile : 9734016330**



**Fig. 1**

Sufian Ali (32) is a traditional sericulturist of Alinagar village of Kaliachak-I block of Malda district. Being separated from his joint family 3 years back with only 1.0 acre mulberry land, he made himself self reliant within a short period by reaping the benefits of Cluster Promotion Programme.

From this innovative programme coined by Central Silk Board, he availed Pump set with shallow tube well in the year 2009-10 which curtailed the irrigation expenditure by 50%. Further, he was supplied with rearing implements (plastic trays, hygrometer, and hand sprayer) at a subsidized price.

Sufian Ali is a man of courage who has set himself as an idol for the other sericulturists to take up Bivoltine rearing. With his wife and 2 kids, he is conducting Bivoltine rearing for the last three years.

Before introduction of Cluster Promotion Programme, he used to rear 600 dfls of M x Bi and 200 dfls of M x M hybrid in the 4 crop seasons, with annual income of Rs.29,833/-. During the Cluster Promotion Programme, he was encouraged by the implementing agency REC, Mothabari to take up Bivoltine rearing in November (Agrahayani), February (Chaitra) & April (Baishakhi) crops. With great courage, he ventured for M x Bi rearing during the unfavourable season, i.e. August (Bhaduri).

The newly evolved technologies like: Planting of S1635 variety with 2' x 2' spacing, application of Morizyme-B, using room disinfectant (Bleaching powder) and bed disinfectant like Labex /Vijeta / Vetcare & Vijeta Supplement have been adopted by him. His keenness and urge to adopt new technologies has helped him to get the assistance for constructing Rearing House under the Cluster Promotion Programme.

During November (Agrahayani)'11 crop, he reared Bivoltine (SK6 X SK7) under crop insurance programme and produced 61.0 kg / 100 dfls and got sale price of Rs.10,446/ of the produce. Thus, his annual income boosted to Rs. 52,870/- registering a gain of 77.22%.

He has become a "role model" in his village and nearby areas for the success achieved as a progressive Bivoltine rearer. Encouraged by him, 10 other farmers initiated Bivoltine rearing since November (Agrahayani) '11. He has

made up his mind to guide other new Bivoltine rearers by implementing chawki rearing centers under his supervision.

### Performance Details of Md. Sufian Ali, Malda (W.B.)

Sl.No.	Cultivation / Rearing Details		No. / Value
1.	Total Land holding (Acre)		0.33
2.	Mulberry Area (Acre)		0.33
3.	Mulberry Variety		S1635
4.	Plantation Pattern		2' x 2'
5.	Leaf Yield (mt/ha/yr)		33 - 35
6.	No. of rearings per year		4
7.	No. of Dfls brushed/year	M x M : (N x M12W)	100
		MxB:Nx(SK6xSK7)/ (NxNB4D2)	300
		B x B: SK6 x SK7	100
8.	Cocoon Yield (kg/100 dfls)	M x M	30.0
		M x B	50.0
		B x B	61.0
9.	Revenue generated/year(Rs)		52,870/-
10.	Cost of production (Rs)		2515/-
11.	Net Profit (Rs)		50,355/-

2. **Name of the Farmer** : Md. Mahiuddin  
**Father's Name** : Md. Jhabru Shaikh  
**Village** : Debipur Diara  
**Block** : Kaliachak-II  
**District** : Malda (West Bengal)  
**Mobile** : 9564333681



**Fig. 2**

Md. Mahiuddin (47) is a lead farmer of Debipur Diara village of Kaliachak-II block of Malda district. Initially he was having 1.00 acre of mulberry plantation. Encouraged and emboldened by the Awareness Programme conducted by REC, Mothabari at their village, he has taken up plantation with High Yielding Variety (S1635) in 0.33 acre.

At present this Lead Farmer is organizing Farmers' Field School in his village. While dealing with the participants during on-job training class he elaborates about the current technologies to be adopted in sericulture viz., S1635 with 2' x 2' spacing, application of Morizyme-B, dichlorvos (for control of Whitefly)

and using room disinfectant (Bleaching Powder) and bed disinfectant like Labex / Vijeta Vetcare / Vijeta Supplement etc.

He was provided with the Rearing House in 2010-11 by which his rearing capacity enhanced from 200 dfls to 300 dfls per crop. He also availed assistance under CPP to procure rearing appliances (rearing trays, mountages, hygrometer, hand sprayer) worth Rs.3,000/- at subsidized rate. He strongly advocated the use of bed disinfectant in successful prevention of diseases and ensured good harvest.

Being encouraged with the facilities received and regular supervision by the REC, Mothabari, he reared Bivoltine hybrid (SK6 x SK7) in November (Agrahayani)'11 crop which yielded 63.00 Kg /100 dfls with an income of Rs.10,710/- which has boosted his morale. This performance not only satisfied him but also uplifted him in the category of successful Bivoltine rearers in the district. He also endeavored to take the risk of M x Bi rearing during the unfavourable season, Bhaduri (August '11) and succeeded.

By availing the benefits of Cluster Promotion Programme, his annual income from sericulture enhanced by 88.29% (from Rs.33,450/- to Rs.62,983/-). Moreover, after being associated for 2 years with the Cluster Promotion Programme, he managed to purchase a land of 0.10 acre for Rs.25,000/-.

Enriched by his graduate qualification, he believes in hard and sincere work of any nature. Other rearers in the village respect him for his performance as well as his experience in the field. When any farmer in the village is in crisis, he is there with him till a solution is emanated. That is the reason why he has become a lead farmer, always leads from the front, with a remarkable success record for any sericulturist to emulate.

The successful completion of Cluster Promotion Programme has motivated several nodal agencies for tapping the resources for Sericulture development under MGNREGA and RKVY. There is a vast potential for the successful farmers like Sufian Ali and Md. Mohiuddin to take lead in organizing Self Help Groups so as to establish backward (establishment of Kisan Nurseries, seri-polyclinics, mobile disinfection units, grainage, chawki rearing centers etc.) and forward linkages (identification of potential buyers, establishment of reeling units, weaving and printing units) for bringing self-sustainability among the stakeholders of this successful cluster. Research Extension Center, Mothabari, Malda is continuously projecting these farmers to motivate the other farmers in their villages and adjoining areas so as to replicate the achieved success.

**Performance Details of Md. Mahiuddin, Malda (W.B.)**

Sl.No.	Cultivation / Rearing Details		No. / Value
1.	Total Land holding (Acre)		2.33
2.	Mulberry Area (Acre)		1.00
3.	Mulberry Variety		S1635
4.	Plantation Pattern		2' x 2'
5.	Leaf Yield (mt/ha/yr)		33 - 36
6.	No. of rearings per year		4
7.	No. of Dfls brushed/year	MxM: N x M12(W)	250
		MxB: Nx(SK6xSK7) / N x NB4D2	820
		BxB: SK6 x SK7	100
8.	Cocoon Yield (kg/100 dfls)	M x M	32
		M x B	51 - 53
		B x B	63
9.	Revenue generated/year (Rs)		62,983/-
10.	Cost of production (Rs)		6115/-
11.	Net Profit (Rs)		56,868/-



**Fig. 3. Hard work pays:** Sufian Ali with his bivoltine rearing  
(Hybrid : SK6 X SK7)



**Fig. 4. White Gold :** Sufian Ali with Bivoltine cocoons  
(Hybrid : SK6 X SK7)



**Fig. 5. Sharing the laurels too:** Mr. & Mrs.Md. Sufian Ali with their proud produce of Bivoltine crop (Hybrid : SK6 x SK7)



**Fig.6. Caring yields:** Personnel of CDC, Mothabari monitoring the Bivoltine rearing of Md. Mahiuddin during Autumn, 2011 (Hybrid: SK6 X SK7)



**Fig.7. Pioneer of Bivoltine:** Mrs. Mahiuddin with her produce (Hybrid : SK6 x SK7)



**Fig. 8. Success creates enthusiasm:** Md. Mahiuddin with fellow rearers while his daughter is harvesting cocoons of Multi x Bi. (Hybrid: N x (SK6 x SK7))