



IMPACT STORY

FARMER TO SERVICE PROVIDER: SANJU AND BHAGIRATHA EMBRACING CHANGE



Sanju Chaudhary from Sunsari, Nepal and Bhagiratha Pakurel from Jhapa, Nepal share similar stories and their struggle as a female agro-service provider.

Bhagiratha's interest in agriculture landed her as an office in-charge of an agriculture cooperative dedicated to serve smallholder farmers. While inability to get a decent job compelled Sanju to invest in farming that led her to become a President and lead farmer of another agriculture cooperative.

Both rural single female farmers supporting their families as service providers experience great struggles and challenges. "A single woman in a male dominated society should not progress. She should feel the burn of her husband's death all her life," Bhagirath expressed her great grievances.



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Overcoming obstacles of social biases in all forms, both women determined to bring convenience to smallholder farmers firmly decided to introduce CASI based agricultural equipment. Through their Custom Hiring Centers, both Bhagiratha and Sanju provided service to the farmers, helped in spreading knowledge on Conversation Agriculture and also adoption of Zero Till Machine, despite having to incur some losses in their business initially to gain trust of user farmers.

With an unfaltering belief that mechanization in agriculture is the only future of farming, the duo is certain that the CASI based machines help decrease the cost of production and increase productivity. And thus, seek their own future as CASI service providers.

“Everyone is free to choose their own occupation, but no one should disrespect agriculture and farming. Agriculture is the source of food. We are children of land, and it is our responsibility to improve it through new technologies and tools.” - Sanju Chaudhary