



## IMPACT STORY

# CLEANER ENVIRONMENT



Photo: Satmile Satish Club, Coochebehar, India

### *Farmers adopting Happy Seeder planting in Jute cultivation, India*

There is an age-old history of jute cultivation as a cash crop, and it is the second most important vegetable fiber after cotton in India. But many farmers wondered how jute could be produced without tillage which would result in major weed problems. They continued with conventional method which also included crop residue burning that continues to generate various environmental problems across India.

The Happy Seeder has been used to plant jute for the first time in India. Satish Satmile Club (SSCOP), UBKV and West Bengal DoA, all partners of SRFSI Project, initiated the use of Zero Tillage Seed drill under CASI (Conservation Agriculture based Sustainable Intensification) in Jute around 2016 in West Bengal.



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After four years of continuous effort and successful demonstrations, this partnership has successfully helped farmers adopt Happy Seeder planting in Jute cultivation. Creating history, the method of line sowing through the Happy Seeder seed drill left a lasting impact on jute farmers, convincing them to use this technology.

This technology has been used this season for the first time in jute, which is also happening for the first time in India. Adopted by a good number of farmers in West Bengal, Happy Seeder technology is bringing satisfaction to the jute farmers, along with positive environmental impacts.