

### Advices to the future entrepreneurs

One has to dream and make an action plan to turn it into reality. There is not a single formula to be successful. But one has to recognise the mistakes in business and learn from it to become successful.

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## CHAPTER FORTY

### A Study on a Horticulturist

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In a techno-savvy era, educated youths are moving towards the materialistic world. They are showing less interest on welfare of the people as well as development of rural sector. About 800 million people live in India's rural areas, which lack agricultural infrastructure and skilled jobs. In such a scenario in 2011 a young man, Haraprasan Nayak at the age of 31, started a horticulture nursery in the name of 'Bajrang Plant Resources and Research' in the rural area keeping in mind to provide income generation opportunities to the people. He started his project in 'Byree' an unknown village which is 20 kms away from Cuttack.

Although Mr. Nayak was born and brought up in the city, he has an emotional relation with this village. His grandfather Dr. Nagendranath Nayak, former Chief District Medical Officer, Cuttack was born in this village and spent his post-retirement life to help the poor people in the said area. He built a medical to provide free health service to the villagers.

Mr. Haraprasan Nayak is the eldest son of Dr. Chittaranjan Nayak (Cardiologist, SCB Medical College). Mr. Nayak completed his B.Sc (CBZ) from NSM City College Cuttack in the year 1999 and then joined in a course from GNIIT. After completion of his degree, he joined in a Bangalore based IT company. He worked there for 1 year and returned to Odisha and joined in a CA firm as a project manager and continued for 7 years. But his passion for agriculture compelled him to quit the job.

In his words, "I had a passion for agriculture even when I was child. I don't know how my love for agriculture started but I am always a nature lover. When I see my grandfather working in the garden, I always feel cherished".

### Why horticulturist?

The passion towards agriculture found expression in the year 2011, when he took the challenge to explore his dream in the village Byree with 2 acres of semi-arid land. Having keen interest on different kind of flora prompted him to bring greenery in the semi-arid lands of the region. He found that the hilly barren lands can provide livelihood to the village farmers by growing cashew plantation. However, there was no nursery in the near vicinity to provide quality cashew plants in the area to be grown. This inspired him to make an initial investment of 10 lakhs to establish a nursery. The seed capital was funded by his father Dr. C.R. Nayak. Dr. Nayak said, "When I saw his passion towards agriculture, I suddenly decide to give money to materialize his dreams".

### Challenges

To develop the nursery in a semi-arid land the major challenge he faced was scarcity of water. To solve the problem he depended on the groundwater. Labor problem was another challenge in this area. Frequent occurrence of natural disasters and invasion wild animals like elephants and wild boar was a perennial threat to the nursery. He never stopped his work and continuously striving to face the challenges. He says that "If one keeps faith on God and carry out the work with dedication then problems will be automatically vanished".

Now the worth of the nursery is Rs. 3 crore. "I never thought that I would earn profit from this business rather I started the nursery to develop greenery and provide opportunities of livelihood to the rural people" Mr. Nayak says.

His nursery deals with grafting of both cashew plants and mango plants. Mr. Nayak uses the v-grafting method in his nursery. He uses healthy and vigorous root stock and scions from desirable cultivars. His method is otherwise known as saddle graft. This is like an inverted apical-wedge graft, with the rootstock forming the V shaped end (cuts 1 and 2) and the scion forming the slit for it to fit into (cuts 3 and 4). This makes it appear that the scion is sitting on top