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# ***Success Story of Tharani Nursery in Vanthavasi Block, Tiruvannamalai District, Tamil Nadu Visited by Students at Rural Agricultural Work Experience (RAWE) Programme***

Final year students studying in Adhiparasakthi agricultural college, Kalavai, Ranipet district going through RAWE programme 2022 at Vandavasi block, Tiruvannamalai district. In this programme students undergo experiential learning by visiting farmers and diffusion of new technologies about agricultural field practices by demonstrations conducted by the students to farmers. In this article we discussed about success story of Tharani nursery in Vandavasi block, Tiruvannamalai district visited by Students at Rural Agricultural Work Experience (RAWE) Programme.

## **INTRODUCTION**

RAWE programme is offered as a part of UG students of B.Sc (Hons) Agriculture to learn about real farming situation with the main goal of

rural livelihood analysis. This programme will help the farmers sharing their experience and passing new technologies to farmers by students. In vandavasi block totally 6 students are involved in this article as a part of course.

### **THARANI NURSERY IN VANDAVASI**

Students visited Tharani nursery on Wednesday, December 21, 2022, No 43, bazaar street, Vandavasi, Tiruvannamalai district 604408. Latitude: 12.503293761983514° and Longitude: 79.60279662162066°. Owner Ms.R.Tharani explained about activities carried out in nursery and shared her success story. R.Tharani, 41 years old and a resident of Akachiya garden, Melmaruvathur Road, Birudur village, vandavasi block. She married R. Raja in the year 2000 and she completed Diploma in Horticulture. So she has knowledge about the horticultural nursery business. So she then chose nursery Business for investing her money. Even though she faced some issues initially, she didn't lose hope and started constantly working to develop her business. Now she is a Successful nursery business women earning huge profit from her nursery. Hardwork, dedication and some innovative thinking made the tharani nursery got the national certification from National Horticulture Board (NHB), Haryana, 2007 for her nursery.



#### **PLANTS AVAILABLE IN THE NURSERY**

- Beetlevine, clove, sweet flag, black pepper, nela vembu, Athi Madhuram, vetiver, tincher plant, audathoda medicinal plants available.
- She sells ornamental plants like rose, snake plant, peace lily, money plant, bonsai, cactus etc.
- She also contains stock of fruit crops like guava, mango, pomogranate and vegetable crops like brinjal, tomato, chilly etc.,

#### **CURRENT SCENARIO OF THARANI NURSERY**

Today Tharani nursery's clientele include landscapers, builder, developers, local government, retail & whole sale nurseries, schools, house owners, college owner and commercial services. Her prime profit comes from the sale of avenue plants, bamboo, shrubs, fruit plants, ornamental plants & indoors plants such peace lily, aloe, snake plant, rubber plant, spider plant etc., she also Conducting training weekly once for preparation of Air layering Reed ball, cutting grafting in Mango and, it provide employment to all around the year.

#### **PROBLEMS FACED BY THARANI NURSERY**

- Transportation of seedlings is difficult and costlier.
- Establishment cost is high.
- Manuring of beds annually & intensive soil working is essential.
- Requires large labour forces throughout the year which is difficult to available in seasons.

#### **MANAGEMENT PRACTICES**

To control pest and disease weekly once spray Panchakavya, Neem oil and rarely spraying chemicals.

#### **ANNUAL INCOME**

On an average initial investment to the nursery is Rs.10 lakhs and cost of maintenance runs up to Rs.20,000 per year. The annual turnover is around Rs.4,20,000 to the owner.

#### **THARANI'S MESSAGE AND HER TAGLINE**

With a twinkle in her eye, she gives a clear message with conviction that "**Love the Nature**". She also added that, "If you give a stick to the small plant to grow straight, at your old age the tree will give one stick for your stand". "**Yesterday is history, tomorrow is a mystery but today is a gift that's why we call it the present**", it's her tagline.

#### **CONCLUSION**

In this article we discussed about success story of Tharani nursery by final year students of 2019 batch B.Sc (Hons) Agriculture during Rural Agricultural Work Experience (RAWE). Through the visit they learnt about activities of Tharani nursery and her success story.