

Advancing Lifelong Learning for Farmers

Scaling up, scaling out and scaling deep



From Farmer to Entrepreneur: Adding Value to Moringa through Learning



Ms. Vasantha Mary

I cultivate moringa, vegetables, and fruits. Earlier, chemical pest control increased costs and affected quality. Joining the L3F network, I learnt to make organic inputs like panchakavya and amirtha karaisal and adopted biofertilizers and trap crops. These practices reduced costs by 20% and improved yield, aroma, and appearance, fetching better prices. Regular soil testing and organic practices enhanced soil health. I now promote organic farming and L3F learning among fellow farmers.



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Click, Post, Prosper: Promoting My Farm through Social Media



Mr. Rameshkannan

I cultivate vegetables and moringa and am a shareholder of RESAPCOL and an L3F learner. Through mobile learning, I adopted Good Agricultural Practices, reducing input costs and improving soil fertility and yield. Active in MSSRF's WhatsApp and Facebook groups, I gained useful information on farming and animal husbandry. Additionally, I run a cattle mediation business, using social media to promote animals for sale, which expanded my market and increased my income.



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**Turning Lessons into
Harvest: Expanding Crops
through Digital Learning**



Mr. Selvaraj

As a small farmer and L3F learner, I faced water scarcity due to low rainfall and stopped farming. Through the MobiMOOC course and voicemails, I learnt about drip irrigation and farm pond subsidy schemes. I applied for and installed drip irrigation on two acres and dug a large pond for water storage. Using stored rainwater, I cultivated maize on 1.5 acres. These interventions expanded my cropping area and improved productivity significantly.

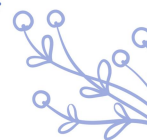


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**From Knowledge to
Enterprise: The Power of
Farmers' Digital Networks**



Mr. Sureshbabu

Through MSSRF's COL project, I learnt organic input production methods such as preparing panchakavya, fish amino acid, and EM solution via Facebook, YouTube, and WhatsApp groups. By mastering these processes, I became an entrepreneur producing and marketing organic inputs to farmers through social media platforms. My high-quality, affordable products gained popularity, and I now earn Rs. 25,000–30,000 monthly. Using farmers' digital networks effectively transformed my knowledge into a profitable organic enterprise.



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**Knowledge in My Pocket:
Boosting Maize Yield through
Mobile Learning**



Mr. Gnanavel

Continuous participation in MSSRF's mobile learning program transformed my farming. Earlier, I lacked knowledge about soil testing, seed treatment, and pest prevention. With daily voice advisories and field support, I adopted scientific methods and micronutrient application, which enriched soil health and reduced pest attacks. My maize yield increased from 32 to 41 bags on 2.5 acres. Continuous learning under L3F improved productivity, profitability, and sustainability in my farming practices.

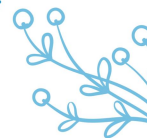


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Mobile Learning Brought Me Back to Farming



Ms. Selvi

Frequent crop failures and pest attacks forced me to stop farming and work as a labourer. Later, I joined MSSRF's voicemail service and became a mobile learner. The guidance helped me adopt proper pest and disease control measures, choose suitable crop varieties, and apply correct input proportions. These practices improved my maize yield from 10–12 bags to 17 per acre. Timely voice-based advisories encouraged me to resume farming successfully and confidently.



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Learning on the Go, Growing in Dairy



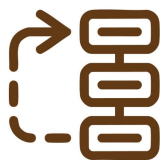
Ms. Muthulakshmi

I am a school dropout engaged in family farming. Due to crop failures, I sought alternate income sources and joined the “Cattle and Feed Management” course. Through mobile learning, I learnt about feed, disease control, and clean milk production. With TNGB Bank support, I purchased two milch animals and implemented learned practices, earning Rs. 15,000 extra. The knowledge empowered me to plan a dairy enterprise focusing on milk value-added products for sustainable livelihood.



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**Seithisolai to Success: Print
Media that Transformed My
Farming Enterprise**



Mr. Muthaiah

After losing my private job during COVID, I started vegetable cultivation, which was not profitable. Reading Seithisolai, MSSRF's monthly newspaper, introduced me to organic inputs such as vermicompost, panchakavya, and fish amino acid. With MSSRF's technical support, I produced and marketed these inputs. Due to their quality and affordability, my enterprise grew quickly. Today, I earn around Rs. 35,000 monthly and have developed a sustainable livelihood through print-based learning and organic input entrepreneurship.



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Learning that Leads: How L3F Shaped a Progressive Local Farmer



Mr. Velankanni

After returning from Singapore, I joined Matha Men's SHG and became an L3F learner. Using my smartphone, I accessed voice messages, Facebook, and YouTube to update my skills. By adopting organic farming technologies from these platforms, I converted my land into an organic farm, reducing cultivation costs by 30%. I now share knowledge with fellow farmers on technology and farming practices, emerging as a progressive and resourceful local farmer.

