Farmer is the Nation's Assurance
Agriculture is the Path to Prosperity

Farmer is Strength...
Nation is Strength

For the Farmers
of the Telugu States...
The Farmer's Voice

- Volume : 01
- Issue : 01
- Date : 11-10-2026
- Day : Sunday
- Pages : 08

AADRITHA

Agriculture Patrika

(T Media Supplement)



Agricultural Technology | Crop Information | Weather Updates | Government Schemes | Livestock Management | Market Prices

Arecanut Cultivation Brings Profitable Returns for Farmers

- Exports from the combined Godavari districts are increasing.
- Currently cultivated in 7,500 acres with varieties such as Mothi, Malnadu, Dhavanagiri, Shatamangala and hybrids like Mohitnagar, Mangala, Srimangala, Sumangala, Swanamangala, Inter-Srimangala.
- In coconut gardens 480 plants per acre, as a sole crop 650 plants per acre.
- Pest and disease incidence is very low.



Net income of ₹2.50 lakh per acre after 5 years (higher than coconut and cocoa).

Coconut (after 10 years) : ₹80,000 – ₹95,000
Cocoa (after 8 years) : ₹90,000 – ₹1.30 lakh

Demand Rises Due to Dussehra and Festival Season

- Higher demand during Dussehra, Diwali and Kartika month for religious rituals.
- Exports to Gujarat, Karnataka, Tamil Nadu, Kerala, Odisha, Bihar, Madhya Pradesh, Maharashtra, Telangana and all districts in the state.
- Both green and ripe arecanuts are in demand. Used in puja and betel quid.

Current Market Prices (per Quintal)

Green arecanut : ₹30,000 – ₹35,000
Ripe arecanut : ₹41,000 – ₹45,000

AP-AIMS App Checks Excessive Use of Fertilizers

Towards Balanced Fertilizer Use and Sustainable Agriculture



- Excessive use of fertilizers harms soil health and environment.
- Government introduced AP-AIMS app to regulate fertilizer usage.
- Based on Aadhaar and crop details, fertilizers are supplied only as per requirement.
- In Eluru district, fertilizer usage reduced significantly.
- In one Kharif season, 12,500 metric tonnes of urea and 4,500 metric tonnes of DAP usage decreased.
- Before the app, some farmers took excess fertilizer. Now the app prevents overuse, diversion and illegal supply.
- Kharif target in Eluru district: 1.18 lakh metric tonnes; actual usage: 71,218 metric tonnes.
- For Rabi season, requirement: 1.40 lakh metric tonnes; currently 48,336 metric tonnes available.
- Experts say reduced fertilizer usage is good for environment and soil health.

Benefits of AP-AIMS App

- Checks overuse
- Prevents illegal supply
- Fertilizers as per crop requirement
- Promotes sustainable farming
- Protects soil health

El Nino Hits Tomato Farmers Hard

High Prices.. Low Yield.. Farmers in Distress



- El Nino effect severely hit tomato farmers in Chittoor district.
- Unusual rise in temperatures and dry weather reduced yields.
- Sown in about 9,000 hectares in Annamayya district.
- Last year, Madanapalle market received over 150 metric tonnes per day; now less than 50 metric tonnes.
- Normally 10–12 pickings per crop, this time only about 3 pickings.
- High cost of cultivation due to sucking pests and heat. Flower drop affected both yield and quality.
- Though prices are good, low yield and poor quality are reducing profits.
- Total kharif cultivation in district: 46,000 hectares; only 16,000 hectares cultivated so far.
- Government proposed to declare 21 mandals in the district as drought-affected.
- Agriculture department is promoting alternative crops like horse gram and fodder in 30,000 hectares not yet cultivated.