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## Social Innovation in Farming

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**Abstract:** *Social innovation could be used in a new farming with a new idea and creating new relationship. It is a case study based on the bio-farming in a community entrepreneurship of 72 farmers having success story of ten years of using indigenous and traditional knowledge. The objective is to find out the new methods used by farmers which evolved into highly scientific leading to knowledge transfer from grass root level to Agricultural University. Methodology used is qualitative analysis based on case study using secondary data source. The results highlight innovative method in rejuvenation of the soil cost effective sowing, bio-formation and preparation of the field, charting of farming calendar reconstructing the potentials of the field and the available climatic conditions for natural pest control and innovative lab for bio-seeds.*

**Key Words:** *Social Innovation, Bio Farming, Community Entrepreneurship, Traditional Knowledge*

### Introduction

A social innovation is a novel solution to a social problem that is more effective, efficient, sustainable, or just than current solutions. The value created accrues primarily to society rather than to private individuals. Social Innovation has an inter-sectoral approach and is universally applicable. Social Innovation focuses on the process of innovation, how innovation and change take shape. Social Innovation focuses on new work and new forms of cooperation especially those that work towards a sustainable society. Social innovations are new ideas that simultaneously meet social needs and create new relationships or collaborations. In other words, they are innovations that are both good for society and enhance society's capacity to act.

According to Hubert a precisely defined "social innovation is the capacity to address social needs that traditional policy seems increasingly unable to tackle; the empowerment of groups and individuals; and the willingness to change social relations". Hence, social innovation is often presented as a way to increase the quality of social services.

## **Methodology**

The topic 'Social Innovation in Farming' is studied with the following objectives.

- 1) To explore an innovative farming method in Arayidama village in Kerala.
- 2) To find out how the farmers focused in social welfare.
- 3) To find out how they transfer of indigenous knowledge in farming sector.

A qualitative research design is used and secondary data available from Malayala Manorama daily news paper is used for the study.

## **Case Study**

This farming innovation happened in Arayidam a place geographically located in Mayyil Panchayath in Kannur district in Kerala State India.

Before Ten years this place was not good for farming. But 72 farmers within ten years made this place as prosperous rice yielding farm.

## **Rejuvenation of Soil**

They have studied the field, fertility of the soil and the impact of the climate over the season. This gave life to the soil. They did the group farming. They learned about the new farming methods and seeds. The farmers formed different types of committees. Building teams of farmers from the community and used traditional knowledge. They used polytheen sheets for paddy seeding.

## **Farmers Calendar and Innovation**

The farmers treated the soil. They gave more importance to traditional methods. The farmers made a calendar. They used different seeds in 27 acres. They observed timeline in the entire process of farming. They discovered innovative method using traditional knowledge with modern equipments to increase yield.

## **A Model of Community Farming Towards Sustainability**

School students, teachers, people from different walks of life jointed hands with farmers in the transfer of knowledge in farming. This model is community owned.

## **The Place of Experiment**

Now the place is known as experimental place and the farmers are known as farmer scientists. According to Dr. Prof. D. Vanaja, senior grade assistant in Pilikkodu Agriculture Research Centre, "the farmers those who are in the

Arayidam are not only farmers but they are the farmer scientists because they had discovered innovative methods through their farming rejuvenation”.

### **Conclusion**

An unused land made fertile. Bio-farming is effectively introduced using traditional knowledge by getting the cooperation of the entire village community. The knowledge transfer for a sustainable farming is all an effective social innovation model that could be replicable.

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