

Banana cultivation is the most widespread agricultural practice in the fruit segment in India. The production of the fruit has seen a robust growth in the country with the implementation of new agri business practices and technologies that provides inputs such as adoption of tissue culture, modern agronomic practices, drip irrigation.

Coming to the banana farming in West Bengal, the state contributes only 4% of national output in banana production in India. But with the adoption of tissue cultured banana cultivation, the annual production has increased to 11.7 lakh tonnes in West Bengal.

Keventer Agro Ltd (KAL) has been the torchbearer to take ahead banana cultivation through tissue culture in West Bengal and make it an attractive business proposition for the farmers. Aligned with the pan India growth of banana business, KAL has already brought in 100 acres of farming land under their innovative Demo Farm Project. The company has started this project with a firm vision to spread out its wings in mammoth proportion in different parts of Eastern India within a short span of time. The Demo Farms are dedicated exclusively towards showcasing the best practices of banana farming to the farmers. The farmer will be guided with information on best agri-inputs, modern agronomic practices and their fields will be monitored by the team of experts from KAL regularly.
