

Success Stories under RKVY:

Sector : Sri Konda Laxman Telangana State Horticulture University

Project Name: Centre of Excellence for Floriculture (2016-17)

Title : Strengthening and promoting the floricultural research technologies for protected cultivation of flowers of high value cut flowers of Gerbera, Carnation, Tuberose and Chrysanthemum in Telangana State, A value chain approach.

1. A success story of Sri. Subash Reddy on tuberose cultivation

Category: Horticulture (on flowers)

Gaining more profit in tuberose cultivation..

Challenge:

Sri M. Subash Reddy resident of Palgutta village, Ranga reddy District having 10 acres of land. He previously cultivated agricultural crops like cotton, jowar, paddy etc and used to get low income from these crops due to various reasons. Farmer is very much interested in cultivation of tuberose with its high market demand and in adopting new techniques for the cultivation. He became successful in cultivation.

Initiative:

He attended a training programmes conducted at Floricultural Research Station, Rajendranagar under RKVY project - Popularisation of traditional flower growing in open field and production technology for controlled production of flowers under cover for exports. He got awareness about flower crops cultivation and market flower marketing through Gudimalkapur market by investigating about flower prices in various seasons, Later on, started tuberose cultivation by procuring bulbs from Floricultural research station , Rajendranagar. He practiced the paired row system of cultivation of tuberose with a spacing of 30 x 20 cm and drip irrigation system. By using drip irrigation system he saved the labour charges for watering, quantity of water to be applied to the crop and reduced weed growth in the field and increased water use efficiency.

Key result:

The farmer consulted scientist in Floricultural research station, Rajendranagar and attended skill development training programme for 20 days and got lot of awareness and techniques adopted in flowers cultivation. He regularly consults the scientist for suggestions

in production aspects, pest and disease management. He has invested Rs.40,000/- initially and got gross returns of Rs. 1,50,000/- with net profit of Rs.1.10 lakhs.

Impact:

FACTORS LEADING TO SUCCESS:

- 1) Diversifying the crop and cultivating new crop having commercial market.
- 2) Cultivating the tuberose crop after acquiring sufficient knowledge by means of training.
- 3) Understanding the market and sending the produce at right time.
- 4) Fungicide treatment to the tuberose bulbs before planting in the field and practiced regular cultural operations like weeding, hoeing, earthing up, spraying of insecticides and fungicides at correct time in correct dose.
- 5) Innovation in his ideas and his strong determination towards the successful tuberose cultivation.
- 6) Involvements of his own family members in cultivation and engaging of labour only few times for some cultural operations.

Lessons to be learned

- Learned about how the floriculture will be more profitable to farmers. Facing problems with small pest incidence, picking of flowers, packing and transport.
- With the help of research scientists and technology from research station I overcome the challenges.
- With this knowledge and support from the floricultural research station i will grow different other floricultural crops with more cultivable area.

Images and supporting quotes



FARMER FIELD



SPIKES FROM THE TUBEROSE FIELD GROWN BY FARMER



FARMER WITH HIS TUBEROSE FIELD

Additional information

- He suggested and encouraged all other farmers in the village about tuberose cultivation, today 60 per cent of farmers in his village are cultivating tuberose from his inspiration.
- Sri M. Subash Reddy
Palgutta village,
Ranga reddy District, Telangana State

2. CARNATION CULTIVATION- A FARMER'S SUCCESS STORY

Category: Horticulture (on flowers)

Earning good profit in carnation flower production.

Challenge:

Sri G. Prabhakar Rao, resident of Adarspalli Village, Shameerpet Mandal is a retired Government employ and now a successful farmer of carnation in poly house who is earning good profit from the land of half acre by protected cultivation of carnation. Since his childhood he was much fascinated towards farming, and fulfilled his passion to cultivate crops after his retirement.

Initiative:

He explored to many regions to bring something new out of already existing practices in horticulture as he dreamt of high tech agricultural farming. Finally, attended training programmes for skill development conducted at Floricultural Research Station, Rajendranagar under RKVY project – Popularisation of traditional flower growing in open field and production technology for controlled production of flowers under cover for exports. He got awareness about protected cultivation of flower crops particularly in carnation and after so many investigations through his experience and knowledge acquired from training programme he decided to start protected cultivation of carnation.

Key result:

The encouragement of Government helped him to start poly house cultivation with 75% subsidy. He started in half acre and he got 75% subsidy from the government of Rs. 11,25,000/- out of 15,00,000/- as fixed cost and working capital of Rs 10 lakhs was spent. The planting material was bought from the Kenya bio plants company and planted 42,000 plants in half acre of land each plant yielded eight stalks per year. From entire poly house 3,36,000 number of flowers stalks were obtained and they packed as bunches for marketing, each bunch carries 20 stalks and were sold at Rs.130/- per bunch and earned Rs.21,84,000/- per year as gross returns. After deducting the subsidy the fixed and working capital was Rs 13.75 lakhs and net returns in a year was Rs. 8.09 lakhs.

Impact:

Apart from the profits in addition he was much happier in generating employment to 5 people directly and 10 indirectly. One of the sound reason for his success is Government assistance of 75% subsidy, skill training before start of cultivation, availability of market facilities near to his farm land which is just 40 km away *i.e* Gudi malkapur market and constant technical support from the Floricultural Research Station, Rajendranagar.

Ultimately, the most and strongest reason for his success is his own motivation and confidence to give something best out of him to the nature.

Lessons to be learned

- Learned about poly house maintenance which more useful. The most difficult challenge during poly house maintenance is how to apply and when to apply the fertilizers and chemicals during the crop growth.
- By sound technical knowledge on poly house and with the help of research scientists I overcome the challenges.
- Form this small poly house gained more knowledge and confidence. Likely on how to maintain and how to overcome the problems. So I would likely extend my cultivation with more area with more poly houses.

Images and supporting quotes



FARMER POLYHOUSE WITH CARNATION FLOWERS

Additional information

Sri G. Prabhakar Rao,
Adarspalli Village,
Shameerpet Mandal
Telangana

3. SUCCESS STORY OF POLYHOUSE FARMER IN GERBERA CULTIVATION

Category: Horticulture (on flowers)

Earning good profit in gerbera cut flower production.

Challenge:

Sri K. Vittal Reddy, 42 years old a resident of Chenvelli Village, RangaReddy District of Telangana State, started farming from younger age. He lived with his parents in Chenvelli Village and the income from agriculture was not enough to sustain the family of five. Even though he was more inclined towards studies his family condition compelled him to support his family at younger age.

Initiative:

After he has learnt about poly house cultivation from fellow villagers, he attended training programmes on poly house cultivation of gerbera conducted at Floricultural Research Station, Rajendranagar under RKVY project - Popularisation of traditional flower growing in open field and production technology for controlled production of flowers under cover for exports. He acquired technical knowledge about cultivation of gerbera in poly house through hands on training and decided to start his own poly house cultivate in gerbera by utilizing the subsidy given by the government and by investing barrowed money from family and friends.

Key result:

His life is with full blooms by cultivating gerberas under protected conditions and earning nearly Rs. 10, 00,000/- per annum. He is cultivating five varieties of gerberas with yellow, red, pink, orange and white and getting a yield of 48,000 flowers per month, with an average cost of Rs. 5-8/- per flower in different seasons. He is earning total returns of Rs. 3,84,000/- per month and gross annual income of Rs. 46,08,000/-. The total fixed and working capital was around Rs. 32.0 lakhs and resulting in Rs. 13.0 lakhs as net profit in a year.

Impact:

Today he became a successful well settled poly house farmer and inspiring many other farmers in the village in gerbera cultivation.

Lessons to be learned

- Learned about poly house maintenance which more useful. The most difficult challenge during poly house maintenance is how to apply and when to apply the fertilizers and chemicals during the crop growth.
- By sound technical knowledge on poly house and with the help of research scientists I overcome the challenges.
- With the help of floricultural research station gained more knowledge and confidence. So I would likely extend my cultivation with more area with more poly houses

Images and supporting quotes



FARMER POLY HOUSE ASSISTED BY DEPARTMENT OF HORTICULTURE.



BEAUTIFUL GERBERA GROWN BY FARMER



FARMER WITH HIS POLYHOUSE GROWN GERBERA

Additional information

Sri K. Vittal Reddy,
Chenvelli Village,
RangaReddy District
Telangana State,