

Floriculture is a Lucrative Vocation Mainly for the Landless Farmers

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Introduction:

Floriculture has become one of the important commercial trades in agriculture due to its vast domestic market. In the past, it was always considered an object of joy and beauty, always firing up human emotions and imagination. Nowadays, floriculture is being viewed as a high-growth industry both for the domestic as well as export markets. Floriculture in North East India represents a burgeoning industry characterized by diverse climatic conditions, fertile soil, and a rich floral biodiversity. The hilly terrain and suitable temperatures provide an ideal environment for cultivating a wide array of flowers throughout the year. This diversity allows for the cultivation of both tropical and temperate flowers, catering to diverse market demands with certain indigenous varieties gaining popularity due to their uniqueness and aesthetic appeal. The demand for flowers has gone up with liberalization, due to changes in lifestyle, increases in income level, corporate culture, increase in the standard of living, increase in purchasing of individuals, increase in educational status, etc. Hence, Floriculture will be one of the avenues for employment for women empowerment, unemployed educated youth, development of weaker sections of the society (SC/ ST, women), and poverty alleviation programs. Despite its potential, the floriculture industry in North East India faces challenges such as inadequate infrastructure, limited access to markets, lack of post-harvest facilities, and issues related to quality control and standardization.

Background information of the grower

Miss Kayia Florence, aged 30-year-old, from Karong village, Senapati District, Manipur is a COVID returnee. She took up flower cultivation in 2020 soon after she return to the village in the year 2020 and could earn meagre income finding it difficult to sustain family.

Institutional Involvement:

Considering the difficulty and hardship she faced for procurement of agri input, KVK-Senapati has selected her as one of the beneficiaries of ARYA project. Accordingly, she was imparted skill-based training on cultivation of flower including production technology of potted flower, seedling and saplings of different commercially important flower and also provided with critical inputs like low-cost poly house, flower seed and saplings, agri-chemicals and cocopeats under ICAR sponsored ARYA project in the early part of 2021.

Suitability and adaptability in the existing farming systems:

Due to diversified soil and climatic condition, there is a great scope for the production of different flower. It provides ideal growing condition for flowers therefore; flower production technology has well adapted to the existing system.

Acceptance of technology/process in terms of views of the farmers:

Female youth, in general, show a favorable attitude towards flower production. The technology is being adopted by the female youth for increased income as viewed by the flower growers though the rate of adoption and spread is slow.

Impact of intervention:

Impact factor	After adoption of ARYA
Name of Enterprise	Floriculture
Size of enterprise	60 X 25 sq ft
Individual/group	Individual
Cost of production (Rs per year)	38000
Gross income (Rs per year)	218000
Net income (Rs per year)	180000
B:C	5.7:1

**Calculated based on the average of three-year pooled data.*

Socio-economic impact:

During 1st year of enterprise, she could earn 1.64 lacs from sale of flowers. With the advance in year, she added a greater number of flower species including high value species and also taken up seedling and sapling production. Very recently, she could open a sale outlet named as “High Land Flora” for cut and potted flower in Karong Bazar at her own effort for the sale

of her produce in the district, state and neighbouring state Nagaland. Now she could provide employment to 3 farm women on regular basis. KVK has provided technical support and guided in marketing of inputs and produces. She could earn an average income of Rs. 180000 per year from the sales of flowers. Considering her experience as floriculturist, she has now played an important role in creating awareness in her community about the economic advantages of floriculture as sustainable source of income. Also on different occasions, she has been invited as resource person by different organizations including women SHG. Under her initiative, 9 nos. of flower production units have been developed in nearby villages.

Activity related photographs: