

Case Study: Floriculture as an Income Generation Activity

Title: Promoting Floriculture in Nanded District under the Parivartan Program

Name of the Beneficiary: Shri Ganesh Nagal Bhosale

Village: Pimpalgaon

District: Nanded

Family Members: 4

Income Source: Agriculture and Livestock

Agricultural Land: 2 Acres

Background:

In the villages of Nanded District, dairy farming and traditional agriculture are the primary sources of income. These traditional farming methods involve excessive water use and flood irrigation, leading to reduced soil salinity and lower crop yield and productivity.

Under the Parivartan program, we are working in 13 project villages in Nanded district, Maharashtra (Tuppa, Kakandi, Siddhanath, Rahati, Pimpalgaon, Sugaon BK & KH, Hassapur, Nasratpur, Kamtha, Puyani, Dhanegaon). Commonly cultivated crops in these villages include soybean, sugarcane, banana, and vegetables.



To encourage farmers to shift away from traditional farming methods, we have introduced floriculture as an income-generating activity. We selected 100 farmers from the project villages and chose marigold and gaianda crops for promoting floriculture, as these are seasonal crops with short harvesting times and higher market prices.

Success Story:

Shri Ganesh Nagal Bhosale, a resident of Pimpalgaon in Nanded district, owns 2 acres of land and has a family of four. In the current financial year, Ganesh decided to participate in the Holistic Rural Development Program (Parivartan) sponsored by HDFC Bank and implemented by the Centre for Advanced Research and Development (CARD). He registered for the floriculture initiative and was selected by the Village Development Committee (VDC) during a village meeting.

Under the mentorship of our team, Ganesh planted marigold on 0.5 acres of his land in the first week of August 2021. He diligently tended to the crop, and the flowers bloomed within 45 days.

Ganesh started selling the flowers in the second week of September. During the Ganesh Chaturthi festival, he sold the flowers at Rs. 50 per kg. After the festival, the average rate dropped to Rs. 20-25 per kg, with prices



decreasing continuously. Ganesh has sold between 850 to 900 kg of flowers so far, earning approximately Rs. 20,000 in just two months. Motivated by his earnings, Ganesh aspires to earn Rs. 30,000 during the upcoming festive season.

In addition to technical guidance, Ganesh received seeds, pesticides, fertilizers, and a drip irrigation system for water management as part of project support. He contributed by preparing the land, applying farmyard manure (FYM), and covering labour charges for various field operations, including transporting his produce to the flower market.

Conclusion:

The introduction of floriculture under the Parivartan program has significantly increased Ganesh's income and demonstrated the potential of this new agricultural activity. This initiative not only provided him with financial benefits but also inspired other farmers in the village to adopt floriculture, thereby enhancing the overall economic well-being of the community.