

Marigold Cultivation - A profit oriented enterprise

Rural women have very hectic life. Her work starts from dawn and ends at dusk. The daily routine work begins from house cleaning, fetching drinking water, dish washing, laundry, preparing food for family, care of children, tailoring and sewing clothes. Farm women apart from their household chores usually engage their leisure time in any profit oriented activities. Among these activities floriculture is one of the emerging and highly demanded enterprises.

Mrs Kumudini Mohapatra w/o Janmenjaya Mohapatra from village Durduri, always wanted to support her family by doing some earning activity. Through a training programme on 'Backyard Marigold cultivation' she came to know about the 'Ceracole' variety of marigold flower which has bigger flower size and good keeping quality.

The scientists of KVK, Kalahandi suggested them the recommended package of practices such as planting distance, planting time, application of manure and fertilizer, intercultural operation, plant protection measure and harvesting period of flower etc. She tried it on an experimental purpose in 10 decimal of land and planted 3000 no of seedling. She could able to harvest around 9 qtl of flowers. With the expenditure of Rs. 12,000/- she could get a gross return of Rs.27, 000/- and the B: C ratio comes around 2.2:1.

Now not only she but other women of her village have started cultivating marigold flower in their homestead land and collectively they are able to market their produce to nearby district in the time of heavy demand. This practice has been spread out horizontally in nearby all the villages and now the women more actively involved in floriculture due to its heavy demand and cost effective operation.