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A CASE STUDY

Success of marigold farming: an intervention by NAIP–value chain on flowers for domestic and export markets

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ABSTRACT

Marigold gained popularity amongst farmer and flower dealers on account of its easy culture, wide adaptability, attractive colour, shape, size and good keeping quality. Lack of technical know-how of scientific flower cultivation among the growers and high level of post-harvest losses, lack of awareness on market opportunities, lack of timely and precise price information were the major missing links in the marigold value chain in India. To address all those missing links in the marigold value chain Tamil Nadu Agricultural University (TNAU), proposed a project entitled 'Value chain on flowers for domestic and export markets' to the NAIP, with the aim of contributing to the promotion of the nation's floriculture industry. The project period is September 2008 to June 2012 and it is operated in the Department of Floriculture and Landscaping. R. Rangasamy one of the farmer in the project area, marigold is the major source of income for his family and his livelihood depends mainly on the marigold farming. Since, he is having ten years of experience in marigold farming he says that over the year the yield marigold was reduced to 4-5 tonnes per acre due to indiscriminate use of pesticide, fungicides and fertilizer. Before NAIP intervention he received very low price (Rs. 2-3 per kg.) due to exploiting nature of market channel. After NAIP intervention the farmer undergone different training programs related to production, post-harvest and marketing aspects and adopted most of the technologies recommended by the NAIP scientist. Because of the adoption of advanced technologies he got the yield of 10-13 tonnes per acre. The farmer received daily price information through the cell phone that was disseminated by the NAIP scientists based on which he is able to get correct price from the buyer in the market. The farmer was entered into the contract farming with AVT natural Pvt. Ltd. who buys the marigold for xanthophylls extraction. Under this arrangement the farmer gets assured price of Rs. 6 per kg. of marigold, timely inputs and consultancy services from the company. Now the farmer was reaping the benefit of Rs. 2-3 per kg. as net profit from the Marigold farming due to intervention of NAIP.

KEY WORDS : NAIP, Value chain, Technology adoption, Contract farming

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