

GUIDELINES FOR IMPLEMENTATION OF DEVELOPMENT OF FLORICULTURE UNDER STATE PLAN-2012-13

The agro-climatic condition of Odisha along with abundant water supply, offer a natural advantage for the commercialization of flora. A number of ornamental crop species grown wild and in households can be exploited for commercial cultivation. International air ports at Bhubaneswar and Kolkata are an added advantage to this sector providing the vital transport link.

After 2000, commercial floriculture was given importance and flower growers were motivated through demonstrations provided with planting material & inputs free of cost under NHM and Non-mission district programme. Primarily planting materials of rose, marigold, tuberose & gladioli are being supplied as per NHM which don't able to attract the farmers in a big way to this sector.

MAJOR MARKETS OF ODISHA

Although flowers are being cultivated and marketed in every townships, major floricultural consumption points remain at Bhubaneswar, Cuttack, Berhampur, Rourkela and Sambalpur. It is seen that demand is much higher in and around temples and places of worship.

BUDGETARY PROVISION FOR 2012-13

Viewing the growing demand of floricultural products in the state, Government has kept a budgetary provision of Rs.100.00 lakhs during 2012-13 for the development of floriculture under state plan.

AREA OF IMPLEMENTATION

As major markets remain near cities, it has been proposed to take up the floriculture scheme in and around Bhubaneswar, Cuttack, Puri, Berhampur and Ghatgaon.

CROP SELECTION

Rose, marigold, tuberose and jasmine

ASSISTANCE AND TARGETTED AREA

The crop wise targeted area, rate of assistance and break up of funds are as follows:

Crop	Plants per ha (nos)	Rate per ha (Rs.)	Assistance per ha (Rs.) @50%	Assistance per 0.1 ha (Rs.)	Total area (ha)	Total subsidy (Rs.)
Marigold	70000	115000	57500	5750	27	1552500
Tuberose	100000	120000	60000	6000	15	900000
Rose (MD)	20000	500000	250000	25000	28	7000000
Jasmine	10000	120000	60000	6000	5	300000
Misc & literature						247500
Total				42750	75	10000000

REQUIREMENT OF QUALITY PLANTING MATERIALS

Crop	Plant population per ha	Name of the QPM	Quantity / ha	Total area (ha)	Total requirement of QPM
Marigold	70000	Seedlings	70000 nos	27	1890000 nos
Tuberose	100000	Bulbs	20 qtls	15	300 qtls
Rose (MD)	20000	Budded plant	20000 nos	28	560000 nos
Jasmine	10000	Rooted cuttings	10000 nos	5	50000 nos
Total				75	2500300

SOURCING OF QUALITY PLANTING MATERIALS

Commercial floriculture depends on quality planting materials for growing crops. The planting materials will be sourced as per the following programme.

- The marigold seedlings will be produced in the departmental farms and nurseries.
- Tuberose bulbs will be procured from the farmers who have been supplied with planting materials during 2012-13. The balance requirement will be met from procuring bulbs from outside the state on tender basis.
- Rose budded plants will be procured from the nurseries within the state. The balance requirement will be met from procuring bulbs from outside the state on tender basis.

DISTRICT WISE BREAK UP OF TARGET

Name of the district	Marigold (ha)	Tuberose (ha)	Rose (ha)	Jasmine (ha)
Khordha	7		8	
Puri	5		5	
Cuttack	7		7	
Ganjam	6	15	5	(15) ✓
Keonjhar	2		3	
Total	27	15	28	(15) ✓

PROCEDURE FOR SUPPLY OF PLANTING MATERIALS

- ❖ The farmers having irrigated land should only be selected.
- ❖ Due representation of ST / SC / Women farmers should be made during selection.
- ❖ ~~All the farmers have to be entered online.~~ *All the Farmers have to be entered online.*
- ❖ The unit area of plantation will be 0.1 ha (minimum) or multiples thereof limited to 8 (Eight) units per farmer. Fraction of units is not permissible.
- ❖ Steps will be taken for growing flowers in clusters.
- ❖ One can avail one / two /three crops. Preference may be given for multiple cropping.
- ❖ The choice of the crop will be vested with the farmer.
- ❖ The farmer has to deposit 50% cost of the planting material well in advance with the concerned Horticulturist / AHO and obtains the Money receipt.
- ❖ Quality planting materials will be supplied by the Horticulturist / AHO.
- ❖ Farmers taking up rose cultivation have to install drip irrigation system and poly mulch in the garden.

RELEASE OF SUBSIDY

- i) Director of Horticulture shall allocate funds to the Horticulturist / AHO based on budgetary provision.
- ii) The Horticulturist / AHO has to release the subsidy online to the farmer after deducting 50% of the cost of planting material only after complete establishment of the plantation and verified by the field staff.

RECORD MAINTAINANCE

- > The Horticulturist / AHO have to maintain the list of beneficiaries with planting materials supplied, subsidy released along with performance and economics in both hard and soft form.