

NARDF Technical Paper Series

Duration of Project: Two years (September 2010 to August 2012)

Project Title:	Promotion of Floriculture (Gladiolus & Chrysanthemum) for income generation in Highway corridor VDC in Sarlahi
-----------------------	----------------------------------------------------------------------------------------------------------------

Technical Paper submitted to: National Agriculture Research and Development Fund, Nepal
Singhadarbar Plaza, Kathamandu



Submitted by: Rural Society Promotion Center

Gaur -9, Rautahat

Telephone # 977-9741113455

January, 2013

Promotion of Floriculture (Gladiolus & Chrysanthemum) for Income Generation in Highway corridor VDC in Sarlahi

-----Abstract-----

Despite of Agriculture technology being available for the better production of flowers within the country, it could not spread to large geographic area and the rural poor women farmers could not benefit from these technologies. Flowers can be grown in different types of land (low land, upland & marginal land) with appropriate technologies and farmers get benefit. Farmers prefer to adopt those technologies which offer them an additional income. Various implemented activities viz. farmers' exposure visit, onsite training on different disciplines, regular field monitoring of project staff & experts and district level learning sharing workshop were found effective in attaining the objectives of project.

A total of 90 households have been benefitted directly with different technologies related to cut flower production, and at the same time indirect benefit were disseminated to non targeted beneficiaries. Introduction of high yielding chrysanthemum & gladiolus varieties resulted in increased income of farmers.

1. Introduction

The main purpose of the project is to initiate floriculture enterprise as a new business & sustainable income generating source targeting the low-income category of people in the highway corridor VDCs of Sarlahi. This project was also focused on technology dissemination of successful flower nursery raising, organized commercial production, right choice of high-demand varieties/ cultivars of gladiolus and chrysanthemum, post-harvest handling and packing, disease and pest management and establishment of regular marketing channel and its consolidation for ensuring a continuous source of income. The project activities were implemented in a way that all targeted farmers, who are comprised of dalit, women and other marginalized people will have received technical know-how and training on floriculture cultivation in general and specifically for gladiolus and chrysanthemum. All targeted farmers were fully cooperated with the project staff & completed project activities with quality of standard.

As we all know that floriculture business is major cash generating enterprise which has recently evolved in Nepal and growing day by day. However, technical knowhow, farmers' access to information and financial support, choice of cultivars and market

linkage are the limiting factors for low level of adoption resulting in low production despite the ever increasing demand. Hence, the present study aims to disseminate appropriate technology of floriculture production to raise income of farmers' especially small holders and women farmers in selected potential pockets of Sarlahi district. To achieve the purpose of this project, package of production will be delivered to the interested farmers/ business entrepreneurs and simultaneously identifying buyers/consumers in nearby and distant markets by establishing effective marketing channels thereby ensuring regular supply and assurance of additional household income to the intended beneficiaries. The project results was widely disseminated through distribution of publication materials, workshops, training, visits, field day, demonstration, electronic media (website and CDs) and through audio-visual mass communication methods (Local FM Radio, Video documentaries). These publications were recognized by all concerned stakeholders.

We were not faced any major problems during the implementation of project activities. It was due to good and cordial relationship with target group and line agencies. They were fully cooperated us for the implementation of planned activities. This kind of project will help to promote economic conditions of poor farmers living in remote area.

2. Material and Methods/ methodology (Conceptual Framework, data, literature review)

The generated technologies were disseminated through different trainings, meetings, workshop and visits. Likewise, production of training materials (flip chart), booklets in Nepali and publication in different newspaper were also adopted. Stakeholders and participating farmers were identified based their need, interest and involvement in promotion of floriculture (Gladiolus & Chrysanthemum) for income generation in highway corridor VDC in Sarlahi district.

Since the last one decade, a number of studies and research work has already been carried out with respect to Floriculture enterprise and its promotion in Nepal. Among them few research study were consulted during the preparation of proposal and baseline study. These study report entitled: "A Report on Symposium on Prospective of Floriculture Industry in Nepal" (In 2001, FAN) with the support of Agro Enterprise Centre (AEC/FNCCI). In 2002, Centre for Policy Research and Analysis (CPRA),

Kathmandu has published a Research study entitled "A Study on Floriculture Development in Nepal" with the support of JICA. In 2002, District Agriculture Development Office, Kathmandu has published a study report "Flower Marketing in Kathmandu Valley" with support from MoAC. In 2003, FAN has organized a workshop and based on the discussion and the results published a report "An Insight into Floriculture Scenario of Nepal". In June 2005, the Centre for International Agriculture Development Cooperation (CINADCO) and Centre for International Cooperation (MASHAV) under the financial support of Government of Israel has undertaken a research task and published a report entitled: "Identification Mission Report- Flower, Dairy and Seed Development in Nepal". In January 2007, FAN produced a comprehensive study report "Trade Competitiveness of the Floriculture Sub-sector in Nepal" with the financial support of Agro Enterprise Centre (AEC)/FNCCI.

From June 2006 till May 2009, a series of Participatory Research Trials on plantations, establishment of marketing channels and commercialization for high value cut flowers (Chrysanthemum and Orchids) was carried out by a Kathmandu-based NGO- Love Green Nepal with the funding support from NARDF. For Chrysanthemum, trial plots were established at Bhumlutar VDC of Kavre with the involvement of Majhi community. Around 20 different varieties of Chrysanthemum plants were introduced during the first year. The results were highly encouraging in both environments. Harvesting of Chrysanthemum flowers was achieved till February in late flowering trials. Farmers achieved a net income of Rs. 29,600 from less than 300 sq. metres of land working together during the second year.

From April 2008 till June 2009, Floriculture Development Center (FDC), Godavari, Lalitpur together with the Mali community of Janakpur implemented a project entitled "Improving flower production and marketing practices of Mali Community of Janakpurdham" with the financial support of NARDF.

The promotional pathways of the results of this project will be the existing extension network of DADOs, (through Farmers' Groups, SMS/DADO Officers, Extension Agents-

JT, JTAs), Village level Extension Workers mobilized by VDC, CBOs and local NGOs working in the region, since all these stakeholders were mandatorily involved during the project implementation phase.

The proven technology were disseminated through workshop, training, visits, publication, technical reports, leaflets, farmer's manual and mass media such as FM, Radio and newspaper. The Project findings and outputs on floriculture promotion was created awareness and interest among farmers, extension and development agencies, and researchers about the adoption of proven technology. The DADO and Tropical Horticulture Center, Nawalpur, Sarlahi were involved heavily in all workshop/trainings and field visits. In the first year after the inception of the Project – general awareness of the farmers regarding Floriculture Cultivation, its scope in income generation as a sustainable business enterprise were widely circulated/ disseminated to involved stakeholders through group formation, trainings, On-farm demonstrations, market-linkage establishment through identification of suitable market outlets, quantification of demand and price assurance. In the next during the second year, production pockets were developed through nursery establishment, field visits and tours, sending bouquets and souvenirs as gifts to potential future buyers/consumers, linking leader farmers with retailers/wholesalers, distributing leaflets, brochures and price information to market outlets. The income of the involving women group members were increased (average income NRs. 30,000/hh). This project direct beneficiaries (involving the women groups) opportunities & income increased and it supported livelihood of targeted farmers.

3. Results

The result of floriculture (Gladiolus & Chrysanthemum) project was presented in the district as well as VDC level. The effective way of flower production technologies were introduced in the targeted communities (in all three VDC). Similarly, the technology was very effective for income generation of poor farm families, those who are living in highway corridor VDCs of Sarlahi district. In the course of project, flowers (chrysanthemum & Gladiolus) were identified as a good source of income from marginal areas as well. All introduced technologies are found economically viable and will be sustainable for small holder marginal farmers.

4. Discussion

Considerable efforts have made by collaborating NGO (RSPC) to promote & dissemination of improved technological practices of chrysanthemum & Gladiolus flowers cultivation. However, the adoption of technologies adaptation has been below the expectations. During the 2 years of the project period, it seems that chrysanthemum & gladiolus flower cultivation has been popularized. Many farmers are motivated to cultivate similar cultivars of chrysanthemum & gladiolus in more areas. The improved technology has been disseminated positively by mass media. Mass communication & disseminations of technologies plays a very important role in adaptation of improved technology. The technology is very simple, user and consumer friendly

5. Conclusion/Recommendation

The tangible outputs of the project activities should be well documented and major lessons learn would be shared to all concerned. If the flower cultivation farmers are more in the district then other sides of stakeholders involvement should increased accordingly like nurseryman, suppliers/traders, wholesalers and retailers involvement also increased to consume the available product in the market. We mean the floriculture production and marketing, which in turn raises farm income and reduces unemployment.

Likewise, the urban consumers and those needing cut-flowers on a regular basis such as hotel industry, diplomatic missions and travel agencies would benefit from the availability of wide choice of attractive bouquet and flower vase comprising of locally produced gladiolus and chrysanthemum at competitive prices even in the scarce period.

6. Acknowledgements

The collaborating NGO (Rural Society & Promotion Centre) is very grateful with Tropical Horticulture Farm in-charge of Nawalpur & DADO SMS of Sarlahi. The financial support provider NARDF is also gratefully acknowledged. We extended our thanks to NARDF chief & the staff member, who always encourage us for better implementation of project activities. Similarly, we would like to thanks targeted group member, external expert, Floriculture Development Centre Godawari, NARC Scientist, Agro-vets and local government staff VDCs & DDC.

7. References

- A study on Trade Competitiveness of the Floricultural subsector in Nepal. FAN, January, 2007.
- A Report on Symposium on Prospective of Floriculture Industry in Nepal" (43 pages) with the support of Agro Enterprise Centre (AEC/FNCCI). 2001
- A Study on Floriculture Development in Nepal" (70 pages); Centre for Policy Research and Analysis (CPRA), 2002.
- Flower Marketing in Kathmandu Valley" (62 pages), District Agriculture Development Office, Kathmandu, 2002.
- An Insight into Floriculture Scenario of Nepal" (44 pages), FAN, 2003.
- Improving flower production and marketing practices of Mali Community of Janakpurdham, Floriculture Development Center, Godavari/NARDF, 2008.
- Identification Mission Report- Flower, Dairy and Seed Development in Nepal" (42 pages). Centre for International Agriculture Development Cooperation (CINADCO) and Centre for International Cooperation (MASHAV), 2005
- Participatory Research on Plantation, Establishment of Marketing Channels and Commercialization for high value cut flowers, Love Green Nepal/NARDF, 2006-09.
- Trade Competitiveness of the Floriculture Sub-sector in Nepal" (117 pages), FAN 2007.

Thank You!