



**Ecofarming**  
e-Magazine for Agriculture and Allied Sciences  
<http://www.rdagriculture.in>  
e-ISSN: 2583-0791  
Ecofarming Vol. 03(03): 187-189, 2023

# Adopting commercial floriculture as an alternative source of livelihood in North Tripura District, Tripura

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*Received: May, 2023; Revised: May, 2023 Accepted: May, 2023*

## Initial status / Practice of farmer before intervention

- Traditional crop cultivation especially winter vegetables and paddy
- Losing interest earlier in farming due to high input cost including labour cost day by day
- Market gluts & fewer prices of the paddy and vegetables

## Need for the new practice

- Demand is so high for flowers in this district but production is very less.
- Per unit area income is more than vegetable crops.

- Year-round sale of Marigold/ Anthurium/ Gerberas/ Orchids/ gladiolus.

- Lack of ideas & technologies regarding the benefits of suitable flower

### Intervention & Extension tool

On farm Testing (OFT), Frontline Demonstrations (FLDs), Training, Farmer

& Scientist Interaction, developing market linkage.

### Targeted group & Commodity

Rural youth, Farmers, farm women & Marigold (Pusa Narangi Gainda, Pusa

(Single & Doubled), Anthurium/ Gerberas/ Orchids/ gladiolus.

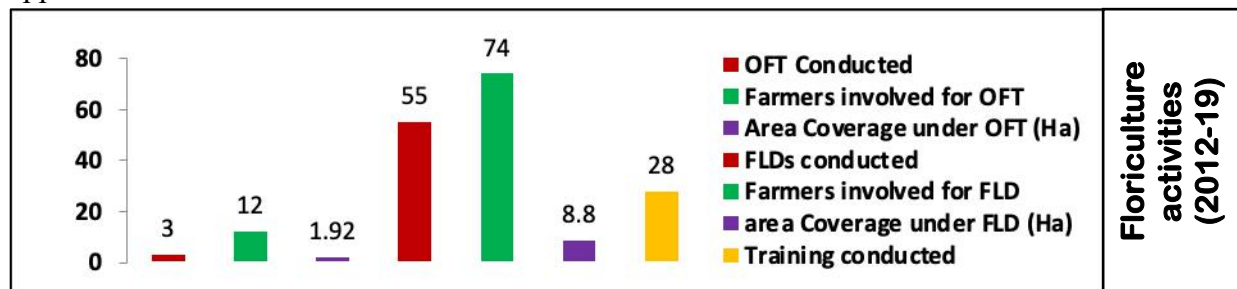


### Traditional crops and Training & Interaction on floriculture

### Technopolitical contribution by OFT/FLDs/ training

Commercial cultivation of Marigold by Adoption of proper scientific techniques specially Nipping/tipping incorporation of soil test-based fertilizer & micronutrient application.

Scientific Cultivation of tuberose (*Polianthes tuberosa* Linn.) (type "Single") Protected cultivation of Gerbera, Anthurium, orchids (MIDH)



Floriculture activities (2012-19)



Adoption of improved practice by the growers after technology intervention: -  
Qualitative & Quantitative impact

Technology	Yield /acre	Gross Cost (Rs/acre)/	Gross Return (Rs/acre)	Net Return (Rs/acre)	B:C Ratio (GR/GC)
commercial cultivation of Marigold by Adoption of proper scientific techniques specially Nipping/tipping incorporation of soil test-based fertilizer & micronutrient application	18.0 lakhs	1,17,375.00	5,40,000.00	422625.00	4.60:1
Scientific Cultivation of tuberose ( <i>Polianthes tuberosa</i> Linn.) (type “Single) under North Tripura	1.024 lakhs	78,498.00	2,56,000.00	1,77,502.00	3.36:1
Commercial cultivation of winter vegetables (Cole crops) - cabbage	20 mt	60,000.00	1,40,000.00	80,000.00	2.33 :1

#### Horizontal Spread of Technology & Scalability (after 2019-20)

Technology	Spread in nearby villages		
	No. of villages	No. of farmers adopted	Area (ha)
Commercial cultivation of Marigold	17	147	24.56
Scientific Cultivation of tuberose	6	76	8.08

#### Marketing Channel and contract in occasion

(Lead Youths in the district for market linkage in Capital (Agartala, other districts & Assam). Making of garlands or Mala,

stalls, decorations in marriage orders from different locations and other districts, car decoration, Awarded Floriculture farmer.

