

**CASE STUDY OF JHARGRAM KRISHI VIGYAN KENDRA**  
**Noticeable shift in Flower Production in Jhargram: A CASE STUDY**

**Introduction:** Jhargram district comes under Chota Nagpur Plateau region and the land gradually slopes down creating an undulating area with infertile laterite rocks / soil. The entire area is drought prone. Jhargram district covers an area of 3,037.64 km<sup>2</sup> and had a population of 1,136,548 in the 2011 census. 96.52% of the total population was rural and only 3.48% was urban population. 20.11% of the total population belonged to scheduled castes and 29.37% belonged to scheduled tribes.

Rice based crop production system is the traditional farming system in Red and Lateritic agro-climatic zone.

Although the Floriculture Scenario in Jhargram of West Bengal, has witnessed significant changes over the years. Traditionally, Jhargram has been known for its rural agricultural practices, with floriculture being a lesser-known activity. However, there has been a noticeable shift in the recent years due to various factors:

- Intervention of KVK (through Trainings, Exposure Visits, Field Days, Technological Support, OSTs, OFTs and FLDs)
- Increased awareness and market demand.
- Diversification of Agriculture.
- Climate and soil suitability.
- Export and commercialization.

**Advantages of growing flowers in Jhargram:**

- Soil and weather condition is suitable for flower as well as flower seed production.
- More benefit than conventional crops.
- Availability of fallow land (high land).
- Nearby Howrah Mallick ghat and Tatanagar market.
- It can be an alternative option for the flower purchasers of Purba Midnapore flower cultivable area in Monsoon flood conditions.

In the district the cultivation of some major commercial flowers has been established as a promising profitable crop. Jhargram KVK has taken a drive to cultivate flowers commercially in the district.

**Background:** Rice based crop production system is the traditional farming system in Red and Lateritic agro-climatic zone. Through the intervention of Jhargram KVK over the years the farming community of this red and lateritic area tends to grow flowers commercially instead of following their traditional cropping pattern.

KVK motivated to the farmers to grow flowers in the Kharif as well as in Rabi season. For the same KVK provided training to the farmers and conducted FLD in farmers' field in several villages.

**Comparative income statement from per unit area (Marigold)**

| Crop                | Cropping Season | The climatic Area  | Name of the technology demonstrated | No. of Farmers | Area (ha) | Yield (q/ha) |       | % Increase | *Economics of demonstration (Rs./ha) |              |            |         | *Economics of check (Rs./ha) |              |            |         |
|---------------------|-----------------|--------------------|-------------------------------------|----------------|-----------|--------------|-------|------------|--------------------------------------|--------------|------------|---------|------------------------------|--------------|------------|---------|
|                     |                 |                    |                                     |                |           | Demo         | Check |            | Gross Cost                           | Gross Return | Net Return | ** BC R | Gross Cost                   | Gross Return | Net Return | ** BC R |
| Mari gold (Serakol) | Kharif & Rabi   | Flower cultivation | Cultivation of marigold             | 54             | 3.53      | 165          | 125   | -          | 150000                               | 495000       | 345000     | 2.30    | 150000                       | 375000       | 225000     | 1.50    |

**Brief Summary:**

**Number of Beneficiaries (2024):**

**Training:** (SC) 72, (ST) 41, (Others) 95

**OFT:** (SC) 14, (ST) 05, (Others) 31

**FLD:** (SC) 53, (ST) 01, (Others) 51

### Villages under flower cultivation (2024):

Nuniakundri and Radhanagar village of Jhargram (Marigold, Tuberose, Gerbera); Dharsa and Kendbani village of Jamboni (Marigold); Belatikri and Bhadrupal village of Binpur-I (Marigold); Jamirasuli, Simulpal, Binpur and Basajurui village of Binpur-II (Marigold, Gerbera, Orchid, Tuberose, Gladiolus); Gopiballavpur and Alampur village of Gopi-I (Rose, Marigold, Gladiolus).

Farmers of the above mentioned villages are successfully growing flowers in different season instead of traditional crops and gaining more profit.

