

Rose cultivation in open fields

Mr. Manjunath Reddy has been able to cultivate Dutch Rose in open air under precision farming. For Manjunath Reddy precision farming's strength is not only profit but also innovation. Till date Rose was being cultivated in polyhouse. Based on his own experimentation, Manjunath brought Rose out of polyhouse to the open field. The result was 100% success and profit upto Rs.2 lakhs.

Dutch rose variety is grown in Krishnagiri which is close to Hosur. Presently each village occupies 10 acres of Dutch rose in open field. Market is at Bangalore which is just 40km away. One bunch of flower is priced at Rs.60/-. Each bunch consists 20 flowers in red and yellow shades. The gross income from 1 acre of land is more than Rs.4000/-, per day while the expenditure per day is Rs.1000/-. Hence on an average the net profit is Rs.3000/-. Rose cultivation requires high care for fertilization, pest and disease management, hence farmers do not cultivate rose in large stretches. They cultivate it along with 'Marigold, Chrysanthemum, and Aster'.

Another important flower that yields well in precision farming is Marigold (Banthi). One acre can hold 12,000 plants. Harvesting can be done 2 ½ months after planting, and it can be continued for 150 days @ 1 pinch /week. In one season about 8 tonnes of flowers can be harvested. The price for 1kg is Rs.5 to Rs.40/-. On an average one gets Rs.20kg. in conventional system the yield is 4 tonnes, while in precision farming the yield is 8 tonnes/acre.

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