

RRA-Comprehensive Pilot Program

SMALL HOLDER HORTICULTURE & FLORICULTURE INTENSIFICATION

Doulatabad Mandal has semi-arid climate with acute water shortage for irrigation. For lack of appropriate options and knowledge, paddy has been the major choice of the farmers with irrigation; irrespective of its high usage of water.

Purpose of the Program:

Diversification in crop choices and intensification of agriculture where water is available are important to make the agriculture more resilient and to enhance farmers' incomes. Promoting intensive vegetable cultivation and cultivation of flowers in small patches will be taken up as a part of this program.

Objectives:

The program envisaged to achieve the following :

1. Improve the production technology of vegetables and flower cultivation and make it more efficient in water resource use.
2. Scale up the vegetable and flower cultivation particularly replacing paddy where it is not sustainable and to ensure high supplementary incomes to the small and marginal farmers with family labour.
3. Improve sustainability of vegetable production by introducing improved measures of pest management with bio-pesticides.
4. Develop the support systems required (seeds, nursery, machinery on custom hiring, supply of NPM concoctions, etc.) with in the Mandal level for production
5. Organise the vegetable and flower farmers within the umbrella of the Mandal Farmers Cooperative for aggregation and value realisation.

Target:

The program envisages to intensively work with about **400 vegetable farmers** covering an area of 250 acres under intensive improved vegetable cultivation and with **200 floriculture farmers** (particularly *kanakambara*, *lily*, *chysanthimum* and *marigold* which have ready market and less water consuming).

The target group are small holder farmers with good family labour and access to irrigation with a typical area under these at half acre for vegetables and 1/4th acre for floriculture.

Approach:

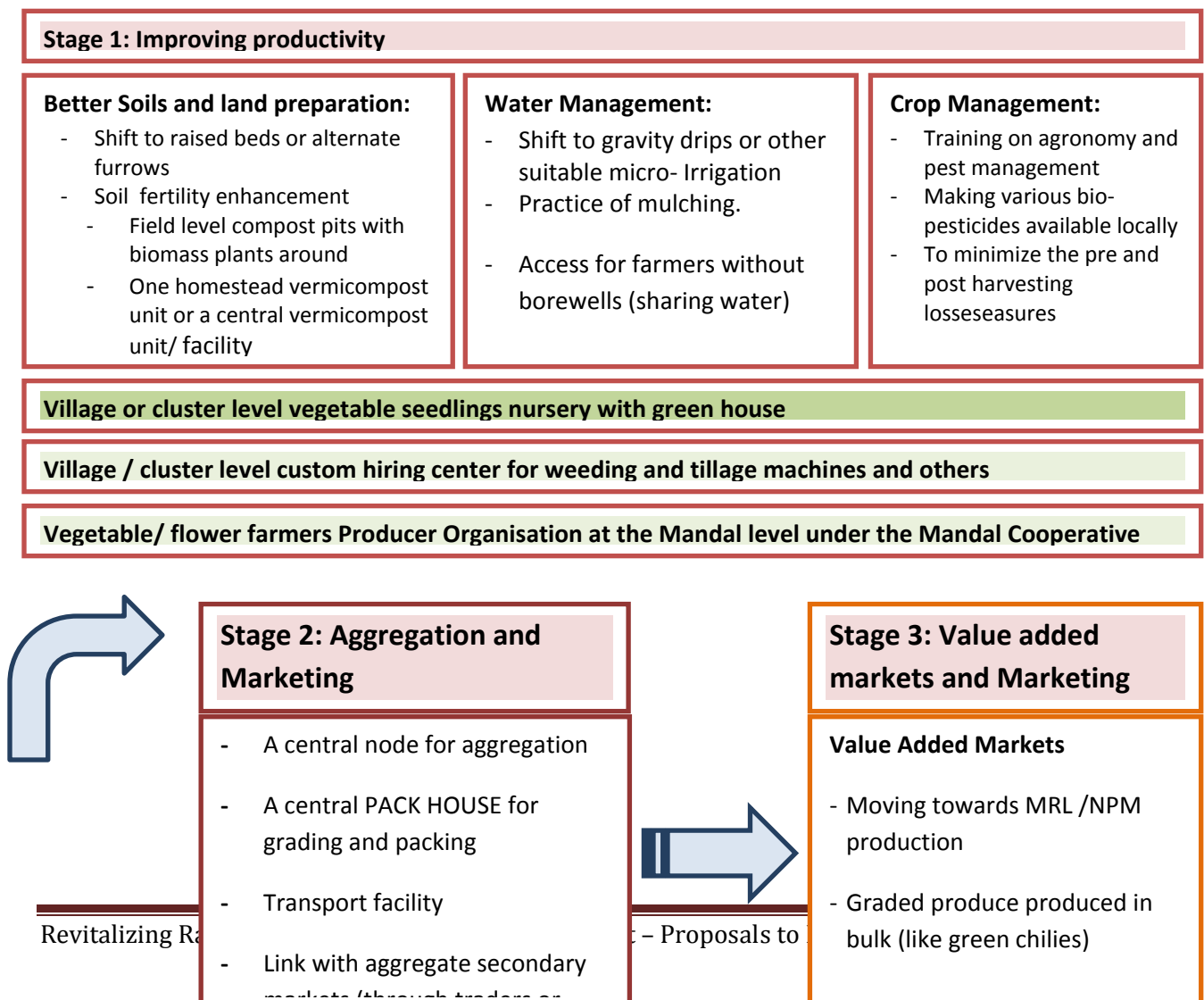
The program is envisaged in three stages as detailed in the following Figure.

Stage 1 : is envisaged to improve the production system to enhance productivity. Improving soils and tillage, shift to micro-irrigation and improved crop management. Central nurseries for vegetable seedlings, custom hiring center for labour saving machines/ implements and door-step supply of bio-pesticides shall also be established. The vegetable/ flower producers shall be organised into a Producer Organisation for aggregation and marketing.

Stage 2: Once the back-end producers organised with improved productivity and at scale, value chain realisation work will be initiated by establishing a pack-house for grading and arranging for transport vehicle to reach out to markets. This work will start with a lag of one year from start of the program.

Stage 3: This starts during the second year – mainly to evolve MRL methods and establish NPM produce (vegetables without usage of pesticides) value chains.

Figure 1: Schematic diagram of various stages and actions under the program



OUTPUT:

1. 200 vegetable farmers (old and new) are trained and move towards quality vegetable production in at least 100 acres.
2. 100 flower farmers (old and new) are trained and start production
3. Vegetable farmers shift towards improved practices of land preparation and manuring with assured supply of compost.
4. Systems of seed/ nursery, custom hiring, bio-pesticides etc., are established accessible for each farmer to reduce costs, reduce labour intensity and increase productivity
5. Farmers are organised into functional producer organisation with aggregation and market linkages.
6. Better value realised for the produce through collective marketing interventions.



BUDGET:

Target Farmers – vegetables	400	no
Target area – vegetables	250	ac
Target Farmers - flowers	100	no
Target area - flowers	25	ac
Number of villages	20	

	Components	Quantity	Rate (Rs)	Total (Rs)	Assitance	Subsidy eligible (Rs)
Stage 1:						
1	Biomass development and soil fertility					
	Compost pits (in situ)	250	2939	734750	100%	2939
	Household vermi compost units	250	10000	2500000	50%	5000
	Input package	250	5250	1312500	100%	5250
2	Special incentives for farmers					
	Conversion to furrow method					
	Drip system / micro-irrigation	250	39513	9878250	90%	35562
3	Vegetable seedlings-nursery on enterprise mode	8	60000	480000	50%	30000
4	Custom hiring - weeders/ small rotovators	20	50000	1000000	100%	50000
5	Organising farmers and capacity building of their groups	30	30000	900000	100	3000000
Stage 2:						
6	Aggregation and pack house	4	300000	1200000	100%	300000
7	Transport vehicle	2	400000	800000	50%	200000



8	Facilitation support for one year per group		30	200000	6000000	100%	200000
Stage 3:							
9	Prmotion of MRL		Lumpsum/yr	50000	50000	100%	50000
10	PGS Certification of NPM produce/ farms or certification for MRL and nutritious vegetables						
	Total				24855500		3878750.7



PROMOTING SMALL HOLDERS FLORICULTURE FOR DIVERSIFICATION OF CROP SYSTEMS

Objective:

Promotion of 'risk-free' floriculture in marginal/ small farmer families with irrigation and adequate family labour and establish organized marketing.

Target:

At a rate of 0.25 acres per family, targeting 200 farm families = 50 acres

Organize them into one producer group with established linkages in procurement and collective marketing.

Strategy:

1. Narrowing down to few crops – *Crossandra (kanakambaram), lily and mari-gold to start with.*
2. Establish shade-net nursery for supply of seed lings
3. Linking with micro-irrigation : gravity drips in particular
4. Providing a package of support : land development (with bund maker), manures and seedling subsidies.
5. Intensive training in the cultivation practices along with exposure visits
6. Organising the group at Mandal level as a sub-set of the Mandal Farmers' Cooperative
7. with monthly meetings and establishing a communication system for database maintenance
8. Establishing Linkages with markets in Hyderabad/ Mahabubnagar
9. Organizing the collection and aggregating

Summery Budget for Department of Horticulture:

Target farmers –flowers: 200

Target Area: 50

Total villages: 10

	Components	Quantity	Rate (Rs)	Total (Rs)	Assistance	Subsidy eligible (Rs)
Stage 1:						
1	Biomass development and soil fertility					
	Compost pits (in situ)	50	2939	146950	100%	2939
	Household vermi compost units	50	10000	500000	50%	5000
	Input package	50	5250	262500	100%	5250

2	Special incentives for farmers						
	Drip system / micro-irrigation		50	39513	1975650	90%	35561.7
3	Seedlings-nursery on enterprise mode		1	60000	60000	50%	30000
4	Mulching						
5	Custom hiring - weeders/ small rotovators		20	50000	1000000	100%	50000
6	Organising farmers and capacity building of their groups		5	30000	150000	100	3000000
Stage 2:							
7	Aggregation and pack house		2	300000	600000	100%	300000
8	Transport vehicle		1	400000	400000	50%	200000
9	Facilitation support for one year per group		5	200000	1000000	100%	200000
	Total				6095100		3828751

** ** *