

Tuberose Women Empowered



In Mysore district, tuberose is grown as a major flower crop in 1100 ha. Out of which 95 % of the area occupied in T Narsipur and Nanjangud taluqs and mainly grown in medium black soil. Predominantly tuberose is cultivated by farmers for loose flowers. In recent times, they are not getting remuneration from tuberose cultivation mainly due to growing local varieties, maximum of 10-20 gunts cultivation by each farmer and increase of labour wages especially for flower harvest. With this background, KVK Mysore introduced improved variety of tuberose Arka Shrinagar released by Indian Institute of Horticultural Research, Bangalore.

Ms Rajamma, daughter of Shri Parashivappa of Jeemarhalli village of Nanjangud taluk in Mysore, adopted tuberose cultivation in 0.4 ha under the guidance of KVK in 2006 and she earned Rs 30000/year. Further, she worked as techno agent linking fellow farmers to get subsidy/training/SHG formation etc., from KVK and other line departments and established Triveni SHG consisting of 15 women members with the financial assistance in the form of loan from Infra Sys Eco Management Pvt, Ltd., Bengaluru. Group had taken up tube rose cultivation in 2.0 ha leased land with the technical backstopping from KVK and they are producing tuberose flowers year round. They are harvesting yield range between 5-6 t/ha based on the season, more production in summer and less production in winter. Group is selling flowers with wide range between Rs 60-150/kg as per the demand



Salient Features

- Ms Rajamma self employed, raised from toe to two wheeler and created self employment for other farm women
- She was recognized as techno agent
- Each member of Triveni SHG earned @ Rs 3000/month by cultivation of tuberose on leased land
- Farm women got socio-economic empowerment through tuberose cultivation
- Improved variety of tuberose is now adopted by many farmers in 2 blocks of Mysore where it is mostly being cultivated.

in local market, the highest price they get during festival and marriage seasons. On an average each member of group is earning Rs 3000/month. Besides, they are providing employment opportunities to rural women by engaging them for harvesting of flowers especially during peak season of the crop. With the leadership of Ms Rajamma and constant guidance of KVK, group is continuing tube rose cultivation.

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