DETAILED PROJECT REPORT ON

CUILTIVATION OF MERIGOLD FLOWERS

SUBMITTED BY

Promoter Name:
xxxxxxxxxxxxxxx

Project Location:
xxxxxxxxxxxxxxxx

Prepared By:

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C O N T E N T S

CHAPTER - I

ABOUT THE PROMOTER

PARTICULARS	ABOUT THE PROMOTER

1. Name : xxxxxxxxxxxx
2. Address : xxxxxxxxxxxx
3. Contact Number : xxxxxxxxxxxx
4. Date of Birth : xxxxxxxxxxx
5. Educational Qualification : xxxxxxxxxx
6. Project Location : xxxxxxxxxxx
7. Constitution : xxxxxxxxxxxx
8. Experience : xxxxxxxxxxxx

CHAPTER – II

PROJECT DESCRIPTION

INTRODUCTION

Marigold is one of the famous flowers belongs to “compositae” family and cultivated throughout India all around the year. These flowers are used for many purposes like, religious/spiritual, party/functions and most of the festivals. Marigold flowers are available in attractive shapes and colours and sizes. Local Names of Marigold in India are : Marigold (English), Genda/ □□□□□ (Hindi), Zandu/□□□□□ (Marathi), Banthi puvvu (Telugu),Camanti □□□□□□□ (Tamil), □□□□□□□□□□ (Malayalam) Chandu Hoovu (Kannada), Ganda (Bengali).

PRODUCTION TECHNOLOGY

Climate : Marigold flowers thrives best in hot and dry as well as humid weather conditions. They grow best throughout the year under both tropical and subtropical conditions, but require mild climatic conditions for best growth and flowering. The ideal temperature for optimal growth is 15 °C – 29 °C. Very hot climate may impact the flowering growth.

Growing environment: 75% shade net house with 70 - 80% relative humidity, day temperature of 24 - 280C and night temperature of 15 - 220C.

Varieties :

African Marigold Hybrid Varieties: New Alaska, Aapricot, Glitters, Happiness, Primrose, Fiesta,Cracker jack,Climax, Yellow supreme, Hawai.

French Marigold Hybrid Varieties: Petit spray, Harmony, Gypsy, Lemon drops,Rusty red, Star of India, Red Bokardo, Flash.

Other Local Varieties : Local types (yellow & orange), MDU 1 & Pusa Narangi Gainda, Pusa Basanthi Gainda (IARI varieties).

Soil Requirement :-

This flower grows on wide range of soils. However, fertile sandy loam soils with good internal drainage is best suitable for marigold cultivation. Acidic and Saline soils are not suitable and the soil pH range should be 6.5 to 7.5.

Land Preparation :- Plough the field with tractor or desi country plough till fine tilth of the soil is achieved.

Seed Rate :– An average seed rate in marigold cultivation is 1.5 to 2 kg/ha.

Growing season :- Throughout the year.

Propagation:- Propagation in marigold farming is done by seeds.

Seed Sowing and Transplantation:-

Before sowing, seeds should be treated with “Azospirillum” of 200 grams in 50 ml of rice gruel. Seeds are sown all-around the year and for raising seedlings, seeds should be broadcasted on the raised bed during May – June months. These sowed beds should be watered frequently, after 1 month of sowing or when the plant reaches about 15 cm height, these can be transplanted in the main field on one side of ridge at 45 cm x 35 cm spacing.

Manures and Fertilizers :-

This depends on the fertility of soil. In case of nutrient deficiencies in soils, during last ploughing, add 25 tones of Farm Yard Manure (F.M.Y) per hectare at the time of land preparation. Apply these in organic fertilizers Nitrogen = 25 to 30 Kg/ha, Phosphorus = 25 to 30 kg/ha, Potash = 25 to 30 kg/ha.

Irrigation :-

As this crop requires constant moisture in the soil from bud formation to harvesting of flowers, Irrigation should be given once in a week or as and when needed. Irrigation should be given immediately after planting in the field and life irrigation is recommended on 3rd or 4th day after planting..This crop is sensitive to water logging. Hence this should be avoided and should maintain well internal drainage especially in rainy season.

Weed Control :- Weeding should be carried out as and when needed and hand weeding will be fine.

Pinching :-

Usually, Pinching practice results in high yield of flowers. Earthling should be done after 20 days after transplanting, after 1 week of earthling up, pinching should be followed for bushy growth of the marigold plant and development of lateral branches of the plant.

Pests and Diseases :- Thrips and Caterpillar, Mealy bug, Root rot, Spider, Black spot, leaf spot etc.

Crop duration :- The Marigold crop duration is about 4 months to 5 months.

Harvesting :-

Normally Marigold flowers can be picked up once in 3 days after 60 days of planting.

Yield of Marigold:– Yield depends on the soil type, farm management practices and variety of seed cultivated. The average yield is about “12 to 14” tonnes/ha.

Grading : Flowers for export are graded according to the size of the spathe. The size is determined by averaging the length and breadth of the spathe.

CHAPTER – III

MARKET POTENTIAL

The demand for Marigold flowers in the domestic and world market is so high that there is a tremendous potential for India, but to tap this market the country must step up production. Due to short cropping period and low investment and care made this flower to become popular among flower growers. The demand for Marigold flowers at the time Dashara and Diwali and Ugadi festivals is very high. Hence retail market price may reach up to 100 to 150 rupees/kg of marigold flowers.

At present there is a good demand for bright red and orange colored flowers. Marigold is one of the top flowers sold for it is excellent both in India during festive season. It is an excellent floriculture crop for commercial projects and the farmer could earn maximum income per acre and the demand is ever increasing due to less availability and higher demand.

CHAPTER-IV

ECONOMICS OF THE PROJECT

A. PROJECT PROFILE (Financial)

Sr. No.	PARAMETERS	VALUE
1	Mango Variety	African marigold
2	Area in acre	5.14
3	Product	Merigold Flowers
4	Cost of the project	8,59,255
5	Bank loan	6,44,441
6	Own Contribution	2,14,814
7	Financial Indicators	
	BC R	1.89 :1
	N P W 15% (Rs.)	12,77,024
	I R R %	65.05
	Average DSCR	3.5
8	Interest Rate (% per annum)	12
9	Repayment	5 Years

B. BASIS & PRESUMPTIONS

1 Subsidy receives @40% from N.H.B. treated as F.D. in bank @ 6%. This amount of subsidy is used for repayment of loan.

2 Payback period 5 years.

3 Tax on income ignored.

4 Promoters share includes self-contribution plus loan from friends and relatives.

5 There is no change in Government policies and interest rates in next 5 years.

C. TOTAL COST OF PROJECT

SR. NO.	PARTICULAR	UNIT	UNIT RATE(Rs.)	QUANTITY	AMOUNT(Rs.)
1.	**Land Development**				
i)	Land Leveling & pit digging	Acre	5.14	10000	51,400
ii)	Fencing	Mtr	150	539.7	80,955
iii)	Farm Road	Mtr	150	205.6	30,840
	SUB TOTAL – 1				**1,63,195**
2.	**Irrigation**				
i)	Cost of Open/Tube Well	No	1	150000	1,50,000
iii)	Cost of Pipeline 110mm/4kg	Mtr	150	771	1,15,650
	SUB TOTAL – 2				**2,65,650**
3.	**Cost of Cultivation**				
a.	Cost of Planting Material				
i)	Planting Material (Spacing 40 cm* 40 cm)	Saplings	15	12850	1,92,750
b.	Initial cost of inputs				
ii)	Fertilizer and Manure	Acre	5.14	5000	25,700
iii)	Insecticide and Pesticide	Acre	5.14	2500	12,850
iv)	Labour Charges	Acre	5.14	11500	59,110
	SUB TOTAL – 3				**2,90,410**
4.	**Infrastructure**				
i)	Cost of Storage Room (20'x10')	Sq. ft.	150	400	60,000
ii)	Pump House (12'x10')	Sq. ft.	120	250	30,000
	SUB TOTAL – 4				**90,000**
5.	**Mechanization**				
i)	Cost of Sprayer & other farm equipments	No	Ls		50,000
	SUB TOTAL – 5				**50,000**
	GRAND TOTAL				**8,59,255**

D. MEANS OF FINANCE

Sr. No.	Particular	Unit	Quantity	Amount in Rs.
1	Term loan	%	75	6,44,441
2	Own contribution	%	25	2,14,814
			TOTAL	**8,59,255**
3	Subsidy entitlement from NHB	%	40	**3,43,702**

E. PROJECTED PROFITABILITY

Sr. No.	Particular	Unit	Unit rate in Rs.	Quantity	I year	II year	III year	IV year	V year
	Income								
	Production Capacity	%			80	90	100	100	100
a.	Sales of Flowers	Ton	25,000	30	6,00,000	6,75,000	7,50,000	7,50,000	7,50,000
c.	Interest on subsidy @ 6%				20,622	20,622	20,622	20,622	20,622
d.	Subsidy				0	0	0	0	3,43,702
				TOTAL (A)	**6,20,622**	**6,95,622**	**7,70,622**	**7,70,622**	**11,14,324**
	Expenditure								
a.	Mannures & Fertilisers	acre	5,000	5.14	25,700	25,700	25,700	25,700	25,700
b.	Insectisides & Pesticides	acre	5,000	5.14	25,700	25,700	25,700	25,700	25,700
c.	Manpower (For land preparation, planting, Inter -cultural operation, harvesting & other farm operations)	acre	10,000	5.14	51,400	51,400	51,400	51,400	51,400
d.	Packaging, Transportation etc.	acre	10,000	5.14	51,400	51,400	51,400	51,400	51,400
e.	Overhead (Electricity, Water etc.)	acre	5,000	5.14	25,700	25,700	25,700	25,700	25,700
f.	Contengencies	acre	5,000	5.14	25,700	25,700	25,700	25,700	25,700
				TOTAL (B)	**2,05,600**	**2,05,600**	**2,05,600**	**2,05,600**	**2,05,600**
	Net Income			**TOTAL (A-B)**	**4,15,022**	**4,90,022**	**5,65,022**	**5,65,022**	**9,08,724**

F. Financial Analysis

Particulars		I year	II year	III year	IV year	V year
Capital Costs		8,59,255				
Recurring cost		2,05,600	2,05,600	2,05,600	2,05,600	2,05,600
Total Cost		**10,64,855**	**2,05,600**	**2,05,600**	**2,05,600**	**2,05,600**
Benefit		6,20,622	6,95,622	7,70,622	7,70,622	11,14,324
Depreciated value of buildings, fencing etc. @ 10%						1,48,246
Depreciated value of Machinery & equipments @ 15%						1,35,256
Total Benefit		**6,20,622**	**6,95,622**	**7,70,622**	**7,70,622**	**13,97,826**
Net Benefit		**-4,44,233**	**4,90,022**	**5,65,022**	**5,65,022**	**11,92,226**
Discounting Factor@ 15%		0.87	0.76	0.66	0.57	0.50
NPV cost at 15% DF		9,26,424	1,56,256	1,35,696	1,17,192	1,02,800
NPV benefits at 15% DF		5,39,941	5,28,673	5,08,611	4,39,255	6,98,913
NPW at 15% DF	**12,77,024**					
BCR at 15% DF	**1.89**	**:1**				
IRR %	**65.05**					

G. Term Loan Repayment

Rate of interst - % per ar 12

Opening balance of term 6,44,441

Year	Loan Outstanding	Net Income	Principal	Interest	Total Repayment	Net Surplus	DSCR
1	6,44,441	4,15,022	128888	77333	206221	2,08,801	2.0
2	5,15,553	4,90,022	128888	61866	190755	2,99,268	2.6
3	3,86,665	5,65,022	128888	46400	175288	3,89,734	3.2
4	2,57,777	5,65,022	128888	30933	159821	4,05,201	3.5
5	1,28,888	9,08,724	128888	15467	144355	7,64,369	6.3
						Avg. DSCR	**3.5**