DETAILED PROJECT REPORT ON

Rose Cultivation Under Open Field

SUBMITTED BY

Promoter Name:
xxxxxxxxxxxxxx

Project Location:
xxxxxxxxxxxxxxx

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 : xxxxxxxxx
2. Address : xxxxxxxxx
3. Contact Number : xxxxxxxxx
4. Date of Birth : xxxxxxxxxx
5. Educational Qualification: xxxxxxx
6. Project Location : xxxxxxxxxx
7. Constitution : xxxxxxxxxx
8. Experience : xxxxxxxxx

CHAPTER – II

PRODUCTION TECHNOLOGY

1. Climate: Moderately cool climate with bright sunshine and free ventilation is very good for rose cultivation in India. Most rose cultivars grow best at a temperature range of 15-27C producing good quality and quantity of flowers.

2. Soil and its Preparation: The ideal soil for rose flowers should be medium loam having sufficient organic matter, proper drainage and pH of 6.0 to 7.0. The soil should be thoroughly dug or ploughed 20-30 cm deep and kept open to sun for at least 15 days.

For rose plant cultivation, after removing the weeds, the field should be reploughed and leveled. The land with high water table is not suitable for rose cultivation.

3. Planting: Before rose planting, prepare a small pit (30×30 cm) to accommodate the earth ball of a new plant. Though the planting of roses on plains can be done from August to March but the best time is September-October.In the hills the best planting time is February-March.

4. Spacing: Different spacing is recommended for cultivation different types of rose used for different purpose. Hybrid Tea and Floribunda roses for beautification in the gardens are planted at a distance of 75 cm while, Polyantha and Miniature roses require about 45 cm spacing and climbers and standards planted about 2 meters apart. A closer spacing of 40×20 cm is normally followed for plantations in green house.

5. Propagation: Rose flowers are commercially propagated by ‘T’ or shield budding on the rootstock. But rootstocks and miniature roses are propagated by cuttings. The best time of budding is from December to February.

(i) Selection of rootstock: The selection of rootstock depends on the soil and climatic condition of the place and different rootstocks are used under different conditions. Rosa indica var. odorata in Jammu conditions is commonly used for budding.

(ii) Budding Procedure: The budding is done about 5-8 cm above the ground level on a strong stem of the root-stock, about the thickness of an ordinary pencil after cleaning the stem and removing the thorns. The other branches on the root-stock plant are removed, leaving only a single stem for budding. Bud wood about 2.5 cm long is taken from below the faded flower with the help of a sharp knife by cutting a little in to the bark. This bud is then inserted in the T shaped incision (about 2.5 cm) made on the stem of root-stock after opening the top with the help of the flat end of the knife. Later, alkathene taps, about 45 cm long and 6 cm wide is bound around the bud point, keeping the eye open and after union of buds, budding starts growing.

6. Manure and Fertilizer: Manuring in case of new planting is done at the time of preparation of rose beds or pits, and for the established plants the normal practice is to add well decomposed FYM 8-10 kg/pit just after pruning.For applying NPK through fertilizers we require a mixture of about 50 gm/ plant or 10 kg/ 100 sq mt. A mixture of Urea, Single Super phosphate and Potassium Sulphate in the ratio of 1:3:2 in three applications, first at pruning second at the end of December when the first flush is over and third at the end of February.For rose plant care, you can also try this organic formula for beautiful and sturdy plant.

7. Irrigation: The frequency of irrigation depends on many factors such as growth, soil texture, climate and glass house or field condition etc. Maintain adequate soil moisture at all stages of its growth and flowering is essential.

9. Interculture operations:(i) Pruning: Correct pruning is an essential factor for success in rose growing and therefore, it should be done with precision and care.

The best time of pruning is when rains are completely over and winter is approaching. This condition prevails under North Indian Plains from end of September to middle of October.

(ii) Pinching: Removal of a part of terminal growing portion of stem is called pinching which is practiced in newly budded plants to promote axillary branching.

(iii) Disbudding: To keep only the central bud and removal of others bud cause development of a quality bloom which is generally followed in hybrid tea roses for cut flower purpose.

9. Harvesting stage: The flowers for decoration and marketing should be cut at the tight bud stage when the buds show their colour but the petals have not yet started unfurling.

10. Rose Plant protection:

(A) Pests:(i) Aphids: These appear in winter months on leaves and flower buds.Control: Spraying 0.1% Metasystox or Rogor

(ii) Chafer beetles: The adults of these beetles appear in August-September and cut away the leaves.Control: Controlled by spraying of 0.1% Sevin.

(B) Rose Flowers Diseases:(i) Die-back (Diplodia roseum): This is very serious disease of rose and appears after pruning. As the name indicates the disease enters from the top and proceeds downwards mostly through cut wounds or dried flowers/ branches.

Control: Removal of affected part about an inch below in the healthy tissues and use of Bavistin paste/spray afterwards control the disease.

(ii) Black spot: Dark brown to blackish circular spots appear on leaves. Older leaves on lower side are infected first then the disease spreads on upper leaves.

Control: It can be easily controlled by spraying 0.2% Captan at fortnightly intervals.

(iii) Powdery mildew (Sphaerotheca pannosa var. rosae): It is a serious disease in warm, humid and cool weather conditions. Flower stalk (peduncle) and tender leaves are affected first showing whitish powder on upper surface of the leaves.

Control: It can be checked by dusting 80% Sulphur or spraying 0.2% Karathane fungicide

CHAPTER – III

MARKET POTENTIAL

Rose has always been admired for its beauty and fragrance. Rose cultivation in India is becoming more and more popular because of its increase in demand as cut flower and higher commercial gains. Commercial rose flower growing include production and sale of plants, flower and their products. The rose flowers are marketed either as loose flowers or as cut flowers. In loose flower trade fully developed flowers suitable for garland making are marketed. These flowers are also used for worshiping.

The demand for Rose 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 Rose flowers at the time Dashara and Diwali and Ugadi festivals is very high.

At present there is a good demand for bright red- and orange-colored flowers. Rose 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	Rose Variety	Mirable. Varnish, Yello star, Mango yellow
2	Area in acre	3.75
3	Product	Rose Flowers
4	Cost of the project	12,68,750
5	Bank loan	9,51,563
6	Own Contribution	3,17,188
7	Financial Indicators	
	BC R	1.53 :1
	N P W 15% (Rs.)	19,06,288
	I R R %	63.72
	Average DSCR	3.6
8	Interest Rate (% per annum)	9.0
9	Repayment	5 Years

B. BASIS & PRESUMPTIONS

1 Payback period 5 years.

2 Tax on income ignored.

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

4 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 & Site Development**				
i)	Land				Own
ii)	Land Devlopment leveling	Lumpsum		3.75	1,00,000
iii)	Land Devlopment Rose lines	Acre	5000	3.75	18,750
iv)	Fencing	Lumpsum			1,50,000
v)	KEB (BESCOM)	Lumpsum			60,000
	SUB TOTAL – 1				**3,28,750**
2.	**Irrigation**				
i)	Cost of Bore Well (900 Ft)	No	2	100000	2,00,000
ii)	Cost of Sub Mercible Pump Set (Pump, Motor , Cable , Swtiches)	Lumpsum			1,10,000
iii)	Cost of Pipeline 110mm/4kg	Mtr	150	375	56,250
iv)	Drip System to Govt	Lumpsum			30,000
	SUB TOTAL – 2				**3,96,250**
3.	**Cost of Cultivation**				
a.	Cost of Planting Material				
i)	Planting Material @ 2500 sapling per acre	Saplings	15	9375	1,40,625
b.	Initial cost of inputs				
ii)	Fertilizer and Manure	Acre	10000	3.75	37,500
iii)	Insecticide and Pesticide	Acre	2,500	3.75	9,375
iv)	Labour Charges	Acre	15,000	3.75	56,250
	SUB TOTAL – 3				**2,43,750**
4.	**Infrastructure**				
i)	Cost of Multipurpose Shed (Storage & Other- 30'x10')	Sq. ft.	250	300	75,000
ii)	Quarters (2 nos. - 20'x10')	Sq. ft.	250	400	1,00,000
ii)	Pump House (12'x10')	Sq. ft.	200	125	25,000
	SUB TOTAL – 4				**2,00,000**
5.	**Mechanization**				
i)	Cost of Sprayer & other farm equipments	Lumpsum			50,000
ii)	Other Misc items	Lumpsum			50,000
	SUB TOTAL – 5				**1,00,000**
	GRAND TOTAL				**12,68,750**

D. MEANS OF FINANCE

Sr. No.	Particular	Unit	Quantity	Amount in Rs.
1	Term loan	%	75	9,51,563
2	Own contribution	%	25	3,17,188
			TOTAL	**12,68,750**

E. PROJECTED PROFITABILITY

Sr. No.	Particular	Unit	Unit rate in Rs.	Quantity	I year	II year	III year	IV year	V year
A.	**INCOME**								
	Production Capacity	%			50	100	100	100	100
a.	Sales of Flowers	Kg.	50	36,000	9,00,000	18,00,000	18,00,000	18,00,000	18,00,000
	(Production 300 Kgs /per month for 3.75 acres)								
				TOTAL (A)	**9,00,000**	**18,00,000**	**18,00,000**	**18,00,000**	**18,00,000**
B.	**EXPENDITURE**								
a.	Mannures & Fertilisers	acre	5,000	3.75	18,750	18,750	18,750	18,750	18,750
b.	Insectisides & Pesticides	acre		3.75	1,00,000	3,00,000	3,00,000	3,00,000	3,00,000
c.	Manpower (one family)	Month	15,000	12.00	1,80,000	1,80,000	1,80,000	1,80,000	1,80,000
d.	Manpower (For land preparation)	Month	7,500	12	45,000	90,000	90,000	90,000	90,000
e.	Manpower for flowers plucking, planting, Inter -cultural operation, harvesting & other farm operations)	Month	7,500	12	45,000	90,000	90,000	90,000	90,000
f.	Packaging, Transportation etc.	Month	10,000	12	60,000	1,20,000	1,20,000	1,20,000	1,20,000
g.	Overhead (Electricity, Water etc.)	acre	5,000	3.75	18,750	18,750	18,750	18,750	18,750
h.	Contengencies	acre	5,000	3.75	18,750	18,750	18,750	18,750	18,750
				TOTAL (B)	**4,86,250**	**8,36,250**	**8,36,250**	**8,36,250**	**8,36,250**
C.	**NET INCOME**			**TOTAL (A-B)**	**4,13,750**	**9,63,750**	**9,63,750**	**9,63,750**	**9,63,750**

F. Financial Analysis

Particulars		I year	II year	III year	IV year	V year
Capital Costs		12,68,750				
Recurring cost		4,86,250	8,36,250	8,36,250	8,36,250	8,36,250
Total Cost		**17,55,000**	**8,36,250**	**8,36,250**	**8,36,250**	**8,36,250**
Benefit		9,00,000	18,00,000	18,00,000	18,00,000	18,00,000
Depreciated value of buildings, fencing etc. @ 10%						3,09,583
Depreciated value of Machinery & equipments @ 15%						1,91,218
Total Benefit		**9,00,000**	**18,00,000**	**18,00,000**	**18,00,000**	**23,00,801**
Net Benefit		**-8,55,000**	**9,63,750**	**9,63,750**	**9,63,750**	**14,64,551**
Discounting Factor@ 15%		0.87	0.76	0.66	0.57	0.50
NPV cost at 15% DF		15,26,850	6,35,550	5,51,925	4,76,663	4,18,125
NPV benefits at 15% DF		7,83,000	13,68,000	11,88,000	10,26,000	11,50,401
NPW at 15% DF	**19,06,288**					
BCR at 15% DF	**1.53**	**:1**				
IRR %	**63.72**					

G. Term Loan Repayment

Rate of interst - % per annum **:** 9.0

Opening balance of term loan **:** 9,51,563

Year	Loan Outstanding	Net Income	Principal	Interest	Total Repayment	Net Surplus	DSCR
1	9,51,563	4,13,750	1,90,313	85,641	2,75,953	1,37,797	1.5
2	7,61,250	9,63,750	1,90,313	68,513	2,58,825	7,04,925	3.7
3	5,70,938	9,63,750	1,90,313	51,384	2,41,697	7,22,053	4.0
4	3,80,625	9,63,750	1,90,313	34,256	2,24,569	7,39,181	4.3
5	1,90,313	9,63,750	1,90,313	17,128	2,07,441	7,56,309	4.6
						Avg. DSCR	**3.6**