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17-19 July 2020

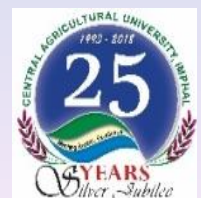
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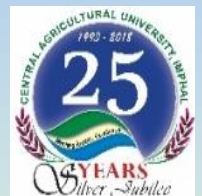
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III-15

Economic evaluation of protected cultivation of rose under polyhouse in Maharashtra

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Cultivation of high value crops under protected cultivation has potential to increase the productivity manifold with increased input use efficiency. There are several schemes and programmes for the promotion and development of protected cultivation in India. This study estimates the economics of protected cultivation of rose under polyhouse, evaluates the feasibility of polyhouse cultivation and assesses the supply chain for marketing of rose in Pune and Nasik districts of Maharashtra. The analysis shows that under various schemes, the National Horticulture Mission is the major scheme which is being taken up by the farmers. This scheme provides 50% subsidy for establishing protected cultivation structures and 50% for purchasing of planting materials and cultivation of flowers and vegetables under protected cultivation (polyhouse and shade net house). The cost of establishment of rose under polyhouse was very high (47.90 lakhs per acre), but offers higher net returns (11.08 lakhs per acre per year). Feasibility analysis of protected cultivation of rose under polyhouse revealed that both with and without subsidy was observed to be sustainable and viable. But, with subsidy support it was more remunerative and profitable for farmers. Five types of marketing channels were being followed in Maharashtra for marketing of rose. Therefore, it is suggested that the protected cultivation of rose under polyhouse should be promoted among the farming community for its larger adoption as it contributes to the farm income.

Keywords: Protected cultivation, Rose cultivation, Subsidy, Feasibility of polyhouse cultivation, Marketing channels, Maharashtra.

