

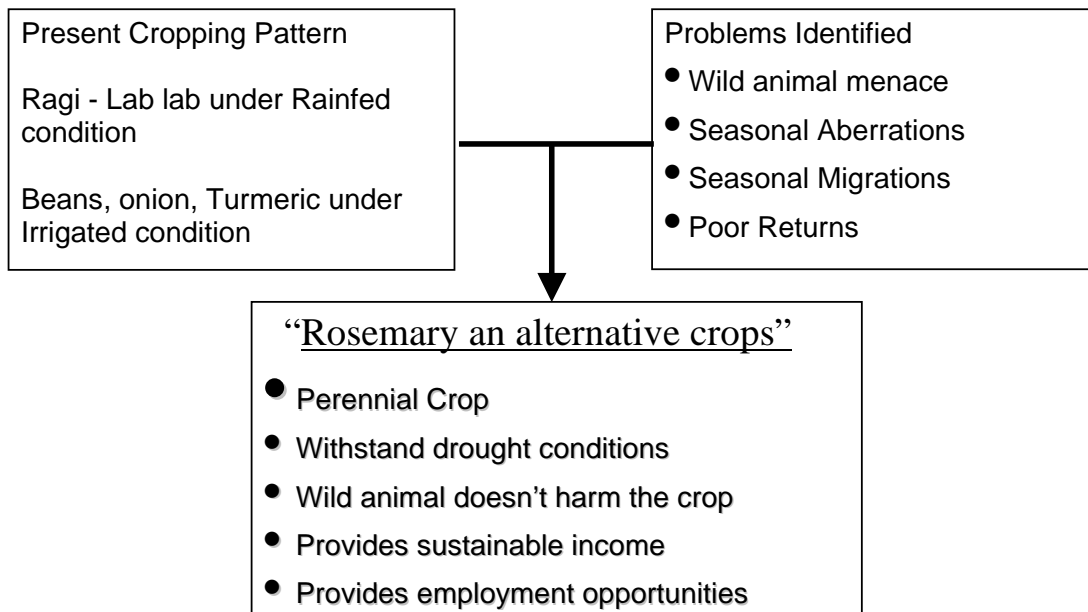
INSTITUTIONAL APPROACH TOWARDS A SUSTAINABLE LIVELIHOOD FOR POOR AND MARGINAL FARMERS IN ERODE DISTRICT OF TAMIL NADU

Introduction

Bargur hills is located 70 Km north of Erode, at the border of Tamil Nadu and Karnataka States. The elevation of this area is 1000m MSL. The temperature during the summer is 25-32 and in winter 20-28 degree Celsius. Annual rainfall ranges between 900 – 1200 mm. Bargur hills is a cluster of 33 hamlets in a total area of 5000 ha. These hamlets are surrounded by reserve forest.

Rationale

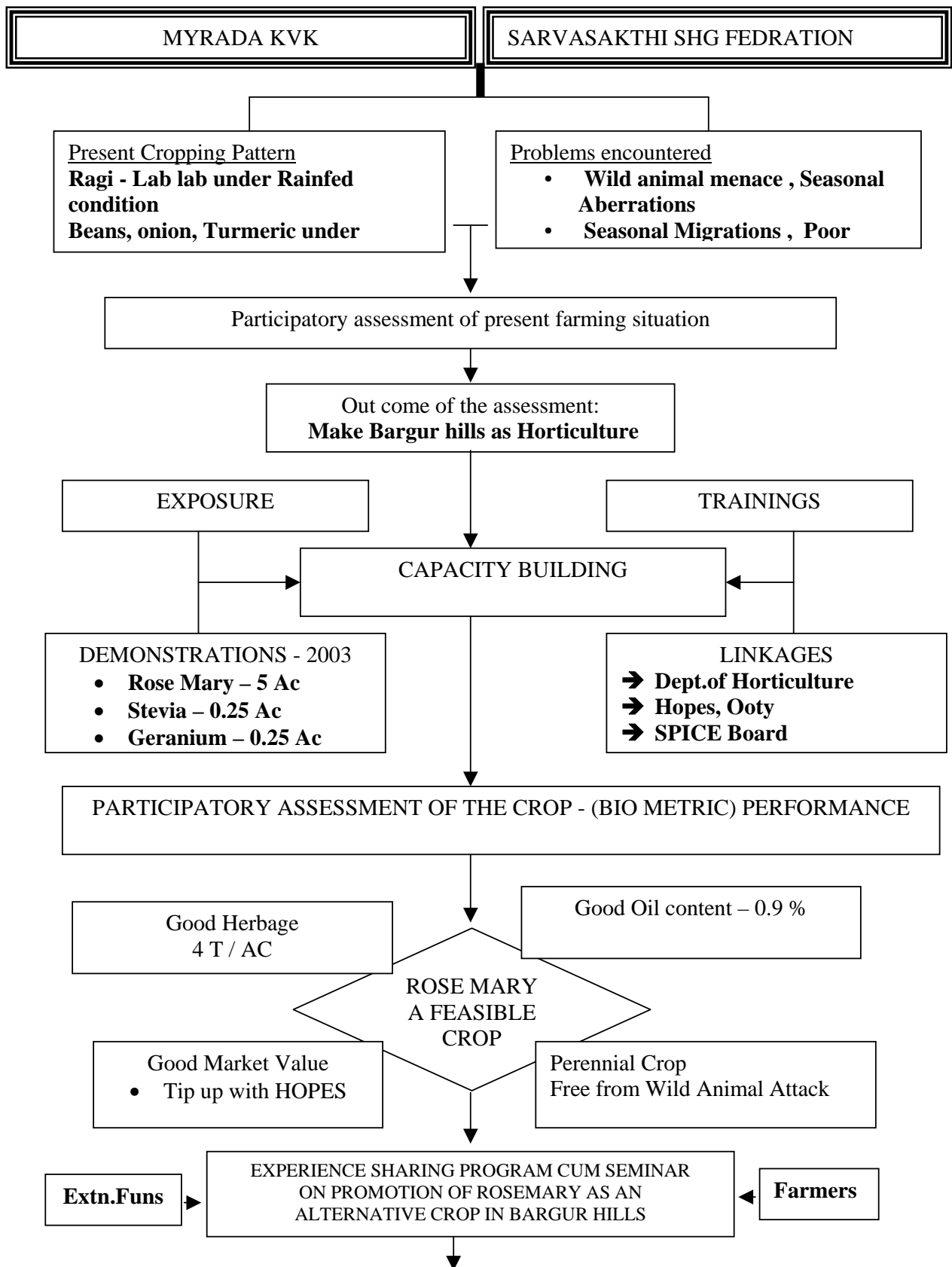
The main crop is Ragi, lab lab under Rainfed condition and beans, onion, turmeric under irrigated conditions. Since, the area is located adjacent to forest, wild animal like wild boar, deer and elephants are damaging the crops. Some times the farmer could not able to get viable yield from the crop, even after watching in night times. This problem resulted in migration. In order to solve this problem, KVK Erode established Rosemary as an alternative crop through institutional approach.



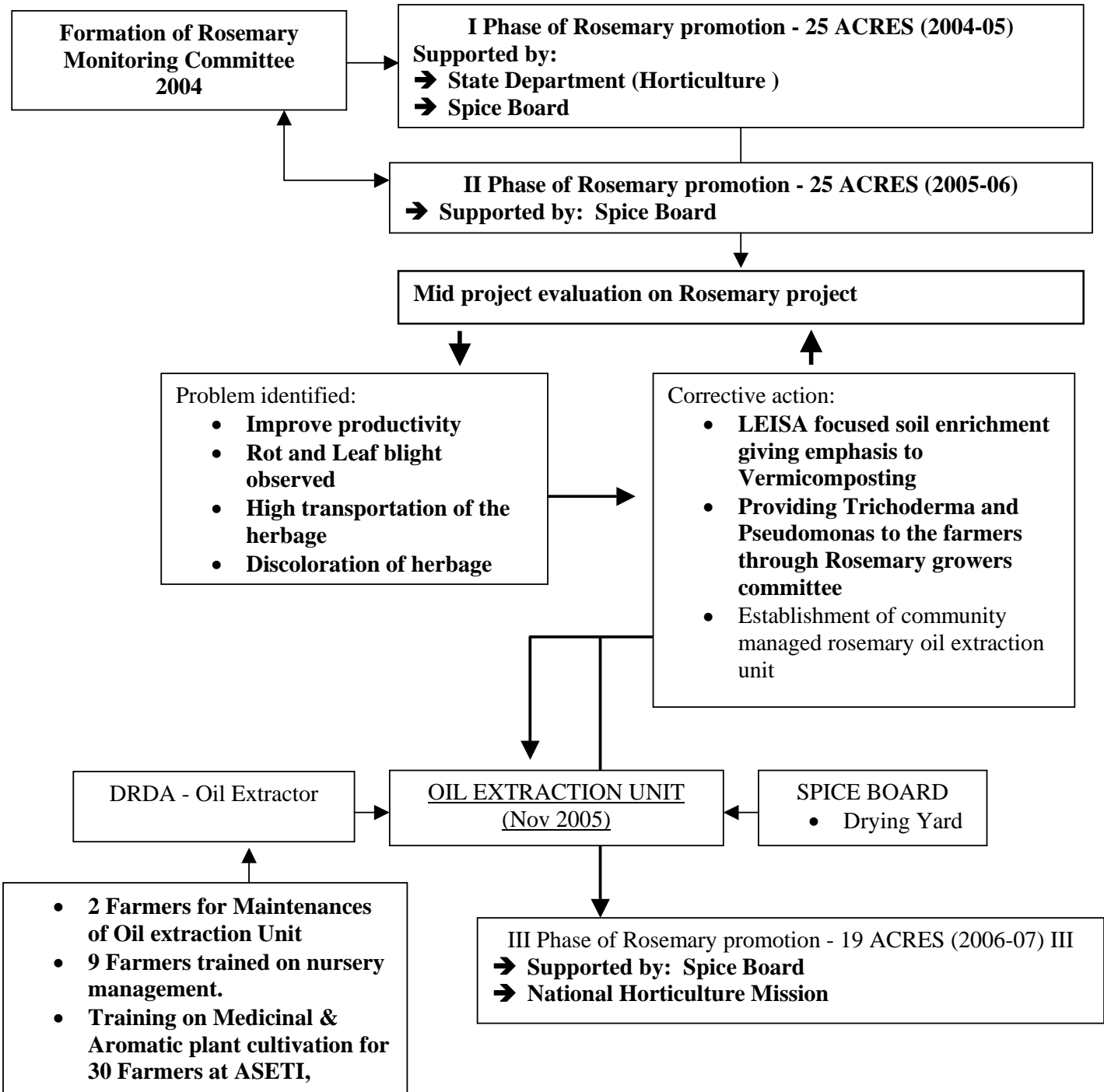
About Rosemary (*Rosemarinus officinalis*) – Lamiaceae

- It is perennial evergreen shrub, highly aromatic plant growing up to one meter high.
- The plant is characterized with woody trunk; leaves are linear, revolute, green colour on the dorsal side and woolly greyish on the ventral side.
- Oil glands are found in ventral side of the leaves. The flowers are pale blue in clusters. The calyx contains high oil content.
- Principle constituents: Pinenes, camphene, limonene, cineol, borneol with camphor, linalool, terpineol, octanone, bornyl acetate.
- Use of Rosemary: Pharmaceutical products - relax muscles, stimulant, mild analgesic and prevention of cancer. Cosmetics - skin care, hair care, and perfumery. Nourishment - common ingredient in most of the European cuisine

The Process.....



Contd.



Economics of Rosemary Production.

COSTS

Initial Cultivation Costs / 1 Acre

Purpose	Labour man-days	Wages (Rs)	Material (Rs)	Total cost (Rs)
Land preparation (Ploughing , Weeding, Drainage)	120	7800	-	7800
Manure , Compost preparation, fertilizer, application work	20	1300	5000	6300
Aligning, marking and planting	30	1950	-	1950
Planting material	-	-	22,500	22,500
Total	170	11050	27500	38550

Yearly maintenance costs / Acre

Purpose	Labour man-days	Wages (Rs)	Material (Rs)	Total cost (Rs)
Weeding	120	7800	-	7800
Manuring, Compost preparation, fertilizers, pesticides, application work	20	1300	-	6300
Harvesting	60	3900	-	3900
Total	200	13000	5000	18000

BENEFITS

Purpose	Oil content (%)	Quantity oil (kg)	Unit rate (Rs.)	Amount (Rs)
6000 Kg of fresh leaves (2000 Kg per harvest)	1	60	1400	84000
Dried herbage after oil extraction	-	1200 (material)	10	12000
Gross Income				96000

ACCOUNTING PROFIT

Purpose	Rs.
Benefits	96,000
- Annual maintenance costs	18,000
- Cost for Oil extraction for 3 times	5,040
Accounting Profit	72,960

B: C Ratio - 4.16

Functional linkages with various institutions

Name of Institution	Nature of linkage
District Rural Development Agency , Erode	Financial support for establishment of oil extraction unit
Department of Horticulture, Erode	Financial support in implementing in promotion of Aromatic crops under NHM
Department of seed certification , Erode Dt	Organic certification for rosemary crop
SPICE Board, Cochin	Financial support in promotion of Rosemary
TNAU, Coimbatore	Supply of Rosemary cuttings (Ooty 1)
ARS, Bhavanisagar	Diagnostic support in management of Root rot in Rosemary
NABARD, Erode	Implementation of Village Development Programme
Nationalized banks	Financial support for the promotion of rosemary crop
Hope in The Nilgiris	Technical support Procurement of Rosemary herbage and oil
SHG Federation	Ensure transparency in Implementation of the project
SHG	Identification of appropriate beneficiaries Loan mobilization from banks
Rosemary Commodity Group	Interaction with various stakeholders. Learning and evaluation

Advantages of linkages with above institutions (2004 - 2007)

Mobilization of Rs.36, 16,491 from the various institutions for the promoting and scaling up of Rosemary crop cultivation as an alternative livelihood.

Name of the Institution	Amount Mobilized (Rs.)
DRDA , Erode Dt	Rs.19,45,991
SPICE BOARD, Cochin	Rs.8,16,000
Department of Horticulture	Rs.2,54,500
Other Funding agencies	Rs.6,00,000
Total	Rs.36,16,491

As a path of sustainability, till date (2004-07) rosemary farmers selves have invested Rs.10, 50,000 (kind) in land preparation, weeding, manuring, pest and disease management and harvesting.

Involvement of people institutions (69 SHG - 10 Women SHG, 49 Men SHG & 10 Women SHG, 2 SHG Federations and 1 Rosemary commodity group) have been a strong basement for building rosemary enterprise.

Impact

Impact created in promotion of Aromatic crops in Bargur hills:

- Increase in farmers enrolment in rosemary growers association
- 280 % increase in farmers enrolment in Rosemary grower association when compared between strength of the farmers from 2003-04 to 2006-07

Year	No.of Farmers	Area (acres)
2002-2003	5	5
2003-2004	30	30
2004-2005	55	63
2005-2006	74	89
2006-2007	99	114

Spread effect

Year	Spread in terms area (ac.)	Radial distance from the point of origin	Location of dissemination / Remarks
2002- 2007	114	45 km	In and around Bargur Hills
2007 – 2008	25	140 km	Talavadi hills
	40	125 km	Karamu hills Model and process created in the Bargur is replicated here. ITC have shown interest in venturing into the enterprise. ITC have invested Rs.8, 49,250 in promotion of Rosemary in Kadambur hills. Kadambur farmers (40 Nos.) invested Rs.3, 74,990 have invested for rosemary promotion.

Income pattern among rosemary farmers (2003-2004 to 2006-2007)

- Income of the individual farmers the group have doubled have DOUBLED in the group
- Previous B: C ratio in their farming (Rainfed Ragi) - 1.27
- Present B:C Ratio - 4.16
- Sustainable increase of income is observed among the rosemary commodity group.Rs.29, 564 (03-04) to Rs.5, 68,360 (06-07) was an increase in income made by the farmers group.

Income/Class	Before	After
Rs.10,000 – .20,000	71	-
Rs 20,000 – 30,000	28	24
Rs 30,000 – 40,000	-	39
Rs.40,000 – 50,000	-	30
Rs.50,000 – 60,000	-	6
TOTAL	99	99

Summary

KVK Erode introduced Rosemary crop in the Bargur Hills of Erode district in the tribal belt. PRA techniques were used for problem identification and corrective measures were implemented. Oil extraction unit was established for marketing value added product. Institutional approach was adopted for promotion of Rosemary cultivation. The realized Benefit Cost Ratio was 4.16 for farmers.

[BACK](#)