

Blossoms of Success: A Floripreneur's Inspiring Journey of Protected Cultivation in Chrysanthemum



Farmer Profile:

- Name : Bukya Bitchu Naik
- Address : Jalalpuram (Vi), Tirumalagiri (M), Suryapet (D), Telangana
- Mobile Number : 9000138543
- Age : 36
- Education Qualification : B.Tech (Biotechnology)
- Tribal Community : Lambadi
- Family Size : 6
- Land Holding : 11 acres
- Farming Experience : 10 years
- Crops Grown : Chrysanthemum, Chilli, Cotton and Paddy
- Recognition/Awards : Best Farmer Award from Rythumitra NGO, KVK and Millionaire Farmer Award
- Annual Income : ₹18,12,900

Background of the farmer:

Mr. Bukya Bitchu Naik, a 36-year-old farmer from Jalalpuram Village in Suryapet District, Telangana, faced considerable challenges in supporting his family of six through traditional farming. Although, he was still pursuing studies, financial responsibilities from a young age pushed him into agriculture. Limited returns from conventional crops made it difficult for him to achieve financial stability.

Intervention of KVK, Gaddipally:

In search of new opportunities, Mr. Naik attended a training program on protected cultivation organized by SAIRD-KVK, Gaddipally. During the training, he gained in-depth knowledge on Chrysanthemum cut flower cultivation under polyhouse conditions.

Motivated by the prospects, Mr. Naik:

- Decided to establish his own polyhouse unit.
- Utilized government subsidies and borrowed funds from family and friends

Adopted scientific practices in polyhouse management, including fertigation, disease control, and crop scheduling with the guidance of KVK experts.

Outcome & Achievements:

Mr. Naik's venture into Chrysanthemum cultivation under polyhouse was proven to be a remarkable success.

- He cultivates three commercial varieties of Chrysanthemum, harvesting 11,000–12,000 bunches per crop.
- Each bunch contains 6–7 high-quality flowers, ideal for the floriculture market.
- He completes two cropping cycles annually, producing approximately 24,000 bunches per year.

Parameter	Value
Total annual yield	24,000 bunches
Average price/bunch	₹120
Gross Income	₹28,80,000
Total cost of cultivation	₹12,50,000
Net annual profit	₹16,30,000

Broader Impact:

- Mr. Naik's entrepreneurial spirit and successful adoption of protected cultivation have made him a role model for floriculture-based livelihood in the region.
- Several farmers in and around Jalalpuram village have been inspired to explore polyhouse farming, particularly in high-value crops like Chrysanthemum.
- In addition to floriculture, Mr. Naik also cultivates Chilli, Cotton, and Paddy, each on 3 acres, earning an additional net income of ₹8,25,000 per annum.

Lessons Learned:

Mr. Naik highlights the following key learnings:

- Timely application of fertilizers and plant protection chemicals is critical to maintaining flower quality and controlling pest/disease outbreaks.
- Regular maintenance and environmental monitoring inside the polyhouse are essential for consistent yields.
- Technical guidance from KVK scientists was instrumental in building his confidence, solving field-level challenges, and scaling his enterprise sustainably.

Conclusion:

Mr. Bukya Bitchu Naik's transformation from a struggling traditional farmer to a high-income polyhouse agripreneur is a true testimony to the impact of scientific training, institutional support, and farmer determination.

With the continued support from KVK, Gaddipally and a growing network of inspired farmers, Mr. Naik's success is paving path for a vibrant, flower-based rural economy in Telangana.

