



Precision Production Technology for Marigold

Technology Description

Precision production technology was standardized for African marigold (*Tagetes erecta* Linn.) which involves adoption of improved technologies viz., raising seedlings in protrays, seedling dip with *Pseudomonas fluorescens*, intensive field preparation, application of fertilizers through drip and fertigation system, spraying of biostimulants and micronutrients and adoption of eco-friendly pest and disease management practices for major pests and diseases. Adoption of this technology resulted an increase in 42% flower yield and 38% xanthophyll content. Following are the key technologies to be followed under this system. § Seedlings raised in protrays § Seedling dip: *Pseudomonas fluorescens* 0.5% § Field preparation - chisel, disc plough, cultivator and rotovator § Fertigation - 75% RDF at weekly intervals (90:90::75 kg NPK/ha) § Micronutrients : 0.5% FeSO₄ and ZnSO₄ - through foliar application at 30 & 45 days after transplanting § Biostimulants: 0.2% Humic acid) - through foliar application at 30 & 45 days after

Benefits / Utility

§ Increase in flower yield by 42.27% (35.74 t/ha against 25.12t/ha) § Increase in flower xanthophyll content by 38.19% (1.99g/kg of fresh flowers against 1.44g/kg) § Procurement price to the farmers increased from Rs. 2750/t to Rs.6000/t § Incidence of thrips was reduced to 3.68% from 45.51%, mites to 10.02% from 70.10%, caterpillars to 7.30% from 40.29% and leaf spot to 24.50% from

Country Context

India

Scalability

At Sathyamangalam region in Tamil Nadu the area under cultivation has increased from 2000 ha (2008) to 6000 ha (2012)



Potential investors to this technical innovation

Xanthophyll extraction units Xanthophyll exporters



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Target Market / Customer

Potential Clients: Farmers



Limiting factors for large scale commercialization

Marketing of the end product Lack of awareness of this technology

Social impact of the technology

Socio-economic status of the farming community can be increased



Name Of institute:
Dept of Floriculture and landscaping, HC & RI, TNAU
Stage of development:
Ready for Commercialization
Patent status: No

Scientific Experts:
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