ADREETHA

Agriculture Special

(Telugu Digital Media Initiative)

For Farmers
For Food Security
For a Prosperous
Rural India

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Farming | Water Resources | Farmers' Issues | Market Trends

Crossandra (Kanakambaram) Farming Brings Good Profits!





- Flower price ₹700 – ₹1,000 per kg (normal days)
- During festive season ₹1,500 – ₹1,700 per kg
- A profitable crop for small and marginal farmers
- Farmer Rambabu cultivating in 25 cents of land
- Low investment – good income
- High demand in women's hair decoration and temple use

Crossandra, popularly known as Kanakambaram, holds a special place among traditional flower crops. Though it has no fragrance, its bright orange flowers are widely used in women's hair and temple decorations. With higher market prices compared to other flowers, it has become a lucrative crop for small farmers. Farmer Rambabu from Ippatam village, Tadepalli mandal, Guntur district, is successfully cultivating crossandra in 25 cents of land. The plants cost around ₹3,000 – ₹3,500 per cent. Once planted, they yield flowers throughout the year. He harvests every alternate day, getting 1.5 to 2 kg of flowers, which he sells in Vijayawada market. Prices range from ₹600 – ₹700 on normal days and ₹1,500 – ₹1,700 during Karthika month and wedding season. Proper pest control, limited irrigation and use of complex, DAP, 10-26, 20-20 and organic manures are essential for good yield.

This Village Defeated Drought!



- Velichala in Ramadugu mandal, Karimnagar district, a role model
- Desilted tanks in summer and conserved every drop of water
- Two tanks are now full and overflowing
- Groundwater levels improved, irrigation secured
- Rabi crops assured, drinking water problem solved

Despite severe drought and El Niño impact, the farmers of Velichala village did not give up. With the initiative of Sarpanch Narsing Rao, they desilted tanks, cleared feeder channels and diverted flood canal water into the tanks. As a result, two tanks are now full, groundwater levels have increased and more than 7,000 acres are under cultivation. Paddy, cotton, maize and other crops are growing well. The village proves that if every drop of water is conserved, drought can be defeated.

Shock to Farmers.. Ban on Paddy Seeds?



- Restrictions on paddy seed sales in Rabi season
- Dealers warned of cancellation of licences
- Farmers asked to sign self-declaration
- Govt. cites water shortage and power problems
- Farmers demand withdrawal of restrictions

Reports suggest that paddy seed sales in the Rabi season are being restricted. Agriculture officials are allegedly warning dealers not to sell seeds, failing which licences may be cancelled. Farmers are asked to sign self-declaration forms, stating that the government will not be responsible for crop losses. The government says no official orders have been issued, but the move has created confusion and concern among farmers. Farmers' organisations are demanding immediate withdrawal of these restrictions and free supply of seeds.