



Monthly e - Newsletter November 2025



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INDIAN COUNCIL OF AGRICULTURAL RESEARCH
Ministry of Agriculture and Farmers Welfare

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FRAGRANCE OF FORTUNE LIES WITH TUBEROSE FARMING: THE INSPIRING TRANSFORMATION OF RALABA INTO ODISHA'S FLOURISHING 'FRAGRANCE VILLAGE'

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Fragrance of Fortune Lies with Tuberoses Farming: The Inspiring Transformation of Ralaba into Odisha's Flourishing 'Fragrance Village'

Ralaba, a modest village near Hinjilicut in Odisha's Ganjam district, has undergone a remarkable transformation evolving from a traditional rice-vegetable cultivation belt into a vibrant centre of tuberoses (Rajani Gandha) production. Guided by scientific interventions, institutional support, and the resilience of its farming community, Ralaba has demonstrated how high-value floriculture can emerge as a sustainable and profitable pathway to rural prosperity.

For decades, the village's farming families depended primarily on rice, vegetables, and betel vine. However, repeated cyclones and subsequent crop failures pushed the community into economic distress. Seeking a more reliable and remunerative alternative, a few progressive farmers began experimenting with tuberoses cultivation on small plots. Their early success revealed the flower's strong market demand and higher returns, laying the foundation for a village-wide agricultural shift.



A Turning Point in Ralaba's Agricultural Journey

The real momentum began when Mr. Jhumar Dalei, a forward-looking farmer, learned about tuberoses cultivation during an agricultural extension programme. With quality bulbs supplied by the horticulture department and the adoption of scientific practices appropriate spacing, organic manuring, and timely disease management he cultivated tuberoses on half an acre and earned nearly ₹1.10 lakh in a single year. His success story inspired neighbouring farmers, and over time, vegetables were gradually replaced by tuberoses as Ralaba's primary commercial crop.

Today, around 35 hectares in and around Ralaba are devoted to tuberoses cultivation, supporting nearly 100 farm families who have established a stable livelihood around floriculture.



A Continuous Journey of Growth and Opportunity

Tuberoses blooms almost throughout the year, offering farmers a dependable income stream. Flowers from Ralaba now reach major markets such as Kolkata, Berhampur, Bhubaneswar, Cuttack, Puri, Sambalpur, and Rourkela, with traders from Andhra Pradesh procuring in bulk as well. With facilitation from the KVK, farmers formed the **Ralaba Flower Growers' Association**, strengthening collective marketing, improving price realization, and securing long-term market linkages. Demand peaks during festivals and wedding seasons, significantly boosting farmer earnings.

KVK promoted tuberoses hub, Ralaba village in ICAR website
Link:
<https://www.icar.org.in/en/fragrance-fortune-lies-tuberoses-farming-inspiring-transformation-ralaba-odishas-flourishing>



CAIC, Hinjilicut under RIISE - OUAT project inaugurated by Ms Elisabeth Faure, Country Director, World Food Programme



A step towards digitalization of Maa Bharabhi Women Farmers producer organization



Demonstration of frontier technologies in pest management observed by WFP team in KVK adopted Nandika village, Hinjilicut



Guiding rural
educated youth
for self
employment
through
ornamental
pisciculture



Latitude: 19.172952
Longitude: 84.672759
Elevation: 45.22±15.2 m
Accuracy: 3.79 m
Date: 17-11-2025 13:44
Location: Kalinga paddy, Verity, Hinjilgaon

Assessing of rice
variety Kalinga
dhan 1203,1204
and 1205 at
farmer's field
Village -
Hinjilgaon, chikiti





An OFT on economic performance of different species in Biofloc system, village Ramachandrapur, Chikiti block



BPH surveillance with Agri. Dept. officers in various blocks and interacting with farmers on control measures



Former Dean, CoF, Prof S K Udagata felicitating a ladyfish farmer during awareness programme on disease and health management in aquaculture, sponsored by NFDB, Hyderabad



Students of five Agri universities visited KVK campus demo units & interacted with scientists.

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