

Jaswant Singh: A determined farmer and flower entrepreneur

Sh. Jaswant Singh is a small land holder doing cultivation of cut and loose flowers. He is earning a handsome income from production and sale of fresh flowers and seeds.

Jaswant Singh is known for flower cultivation among flower growers. He is 35 year old resident of Rode



Jalewala village of district Ferozepur. He is 10+2 educated and look after a joint family. He has made a commendable progress in floriculture and has experience of only 10 years in the cultivation of flowers mainly Gainda, Gladiolus, Rose and “Guldaudi” (Chrysanthemum). He is doing rotation based flower cultivation i.e. from August to March he grows Gladiolus, Rose (both loose

and cut flower) and Guldaudi. Then from end March to July he grows Ladoo Gainda in place of Guldaudi and Gladiolus whereas Roses are grown throughout the year. According to him being a traditional grower of rice-wheat crops, initially it was difficult for him to adopt the floriculture but he didn't lose determination and besides all his family agony and hindrances he enthralled the flower growing in place of traditional crops. Jaswant Singh received training in cultivation and management of fruits, flowers and vegetables from PAU. He is an active member of ‘Naujawan Kisan Sabha’ at FASS Ferozepur and later on come in contact with the KVK during 2010-11.



Jaswant Singh with Team of KVK Scientists at his farm

Jaswant Singh narrated that the beginning of his floriculture started from sowing of Gainda on 2 marlas and fetched handsome income around Rs. 6000-7000. In this way, he got boosted and started adopting other flowers and increased area under flowers up to 4 ac for cultivation of ‘Gainda’, Roses and Gladiolus etc. In august he sows Gladiolus on 2 ac land and has adopted double line sowing with mix seeds of different varieties. He intervened that the concept of mix seed growing is based on consumer demand for buying different color of Gladiolus flower sticks instead of single flower stick. With time and experience in this cropping system, he has developed a machine for bed and ridge preparation with his own instincts and innovation which not only saves time but also proved to increase the yield year after year. Presently, he is growing different varieties of gladiolus of various colours mainly Advance,

American beauty, Eurovision in Red gladiolus, for pink color he sows Rose supreme and in white it is white prosperity. He tooks Tata rose for cut flower and desi rose for loose flower cultivation. He has scientifically managed the sowing of various flowers on such a small area which fetches him good income at the end of season. He told that he not only grows flower but also now is self-sufficient in seed production which has improved his economic condition.

According to Jaswant Singh's analysis, it is revealed that he is not only a devoted farmer but also a keen estimator of his farm operations in terms of expenditure and earnings.

He marketed the flowers as cut and as fresh flowers at Amritsar, Jalalabad, Fazilka and Malout cities He prefer to use self prepared vermicompost in flower cultivation. He also has own small dairy farm having 3 buffaloes. He also cultivates turmeric, sugarcane and improved fodder on small scale for house hold consumption. He shared that his expertise in floriculture is due to his regular visits at KVK and FASS Ferozepur and having healthy interactions with scientist He also remain in contact with Department of Land scaping and Floriculture, PAU. He is fond of reading literature regarding farming and trying to adopt new strategies. To save water, he has adopted drip irrigation method and to maintain soil health, uses organic manures and follows green manuring.

Sh. Jaswant Singh receiving "S. Surjit Singh Dhillon" award from Sh. Tota Singh, Agriculture Minister, Punjab at PAU Kisan Mela in September, 2014.

Jaswant Singh has been honoured with "Sardar Surjit Singh Dhillon Award 2014" for making tremendous progress in flower cultivation by adopting scientific techniques. He acknowledged that his wife Mrs. Gurvinder kaur and two children not only boost his moral support but practically aid in this enterprise. He is fully contented and is determined to expand this enterprise in future at large scale. His message to small land holders is that they must adopt scientific way of farming for strengthening their economic condition.



