

Damask Rose

Success story



Damask rose

Damask rose is a multiyear crop from Rosaceae family. The flower is renowned for its finest fragrance among all the Rose varieties. In the state of Uttarakhand, it is also known as **Fasali Gulab** and **Chaiti Gulab**. Damask Rose is known as the best variety for Rose oil production, which is the most expensive products in the perfume industry.

The department of Cooperative Societies under UKCDP with the objective of doubling farmer's income through strengthening MPACS by Collective Cooperative farming, has taken the initiative of Damask Rose Plantation in **Takula and Bhakuna** region of **Almora** district. The technical support for the project was provided by CAP, Uttarakhand.

The project started in January 2020 in Takula region where a nursery was planted in 32 Nali land. These plants were then transplanted to the main field in 73 nali in February 2021. The land is taken on lease from 20 farmers for 10 years by the MPACS. Total 6000 plants are currently planted in the fields and the survival rate of the plants is very good. The funds were provided by UKCDP to the MPACS for carrying out different operations.

After the successful plantation and survival of the plants in the fields, now the MPACS Takula is planning to set up their **own distillation unit** for the processing of the flowers. The plan is to process the flowers to make Gulab jal, Rose powder, Rose oil and other processed items. These processed items will then be marketed and sold.

The idea of Damask Rose cultivation in Takula, motivated farmers from nearby villages as well. **Jharkot**, a village situated next to Takula is one of the examples of the successful replication of the project at farmers level, where 6 SHGs consisting of 100-150 farmers have started the cultivation of Damask Rose in their fields.

Second example of the replication of the project is **Bhakuna**, where 40-50 farmers have started cultivation Damask Rose in their fields.

This project will significantly improve the income sources for the farmers as well the MPACS by producing Planting material for other interested MPCAS like Panuanaula and Daulaghat, Processing of Damask Rose flowers, and promoting the **Gananath Valley** for tourism as the **Damask rose valley**.

Crop Name	Total Area Involved	Total No. of plants	No. of farmers Influenced
Damask Rose	73 Nali	6000	150-200

Way Forward:

- Fencing to be repaired to protect the plants from wild animals.
- Board mentioning the details about the project needs to be installed at the site.
- Establishment of distillation unit at Takula MPACS.
- Business plan/ Marketing strategy to be developed for the processed items.
- Training/ Capacity building of MPACS staff as well as farmers for value addition.



Figure 1 Damask Rose Plantation in Fields



Figure 2 Transplanted damask Rose Plant



Figure 3 Visit to the Damask Rose site



Figure 4 Damask Rose Site