RESEARCH ARTICLE

HOLY BASIL CULTIVATION FOR DOUBLING THE FARMER'S INCOME IN SANDY LOAM SOILS

Parmeshwar L. Saran*, Ganga Devi[1], Kuldeepsingh A. Kalariya and P. Manivel

ICAR-Directorate of Medicinal and Aromatic Plants Research
Boriavi–387310, Anand (Gujarat)
[1]Anand Agricultural University, Anand (Gujarat)
Email: plsdehradun@gmail.com

Received-11.03.2018, Revised-26.03.2018

Abstract: Effective use and management of cultivable land through cultivation of suitable medicinal and aromatic plants has become keen agenda. Tulsi has an important option for livelihoods and sustainability of farmers income in central Gujarat. Large scale Front Line Demonstration (FLD) was conducted in farmers field using tulsi accession "DOS-1". A total of 7.36 t h^{-1} fresh leaves were harvested. On an average, farmers got ₹ 1, 28, 528 net returns per hectare from cultivation of tulsi as a sole crop. The B:C ratio over net return of 1.39 showed the suitability of tulsi as a commercial crop. The accession DOS-1 having higher leaf yield and found suitable for main as well as two ratoon crops. The results clearly gave an idea that medicinal plant like tulsi can be integrated into existing farming systems as one of the viable options for enhancing income of poor farmers**.**

Keywords: *Ocimmum sanctum,* Tulsi, DOS-1, Net return, Cost of cultivation, FLD

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*Corresponding Author