

Original Research Article

A Study on Socio-economic Characteristics and the Constraints Faced by Cut Flower Growers in Sangli District of Maharashtra

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ABSTRACT

Present study was carried out in two tehsils of Sangli district, tehsil Walwa and tehsil Shirala containing large number of flower growers. Data was collected by personal interview method from 32 flower growers of gerbera (16) and rose (16). It was observed that, the middle age farmers was 68.75 per cent. Education level of sample farmers, 100 per cent farmers were literate. About 68.75 percent of cut flower growers belonged to medium family size, most of the farmers belonged agriculture as main occupation i.e. 62.5 per cent. In case of operational land holding farmers have mostly felt under medium group ranging from three to six (3 to 6) acres i.e 53.125 per cent. It was show that farmers have positive relationship with knowledge and adoption. Production constraints faced by respondent growers were incidence of pest and disease, huge investment requirement, high labour cost, lack of cold storage facility, high cost of planting material, non-availability of labour and last was non-availability of planting material. Marketing constraints are delay in payments of purchase was faced by (100 %) respondents, low rate of flowers in the market, exploitation by middlemen, lack of co-operative societies for the purchase of flower, lack of storage facility, lack of market knowledge and inadequate transportation facility was considered by the cut flower growers.

Keywords

Flower, Growers,
market,
Middlemen and
constraints

Introduction

Flowers are an integral part of almost all cultures and heritages in the world. India has a long tradition of floriculture. Floriculture is the growing of cut flowers, potted flowering and foliage plants and bedding plants in greenhouses and/or in fields. Beauty, purity, love and passion are some of the emotions symbolized by the flowers. e.g. lily conveys purity, rose conveys love. Karnataka, Tamil Nadu, Andhra Pradesh, West Bengal, Maharashtra, Uttarakhand, UP, Delhi, Haryana, Kerala, Himachal Pradesh and North Eastern States are the major flower growing states in India. Tamil Nadu is the

largest loose flower producing state, while West Bengal is the leading cut flower producing state in India. Rose is the principal cut-flower grown all over the country. Other most important cut flowers in the country are Gladiolus, Gerbera, Carnation, Lilium, Asters, Tuberose, Anthuriums and Orchids. Kerala is one state that has a fairly large market without any production of flowers. The major markets in peninsular India are Coimbatore, Madras, and Madurai in Tamil Nadu; Trivandrum and Cochin in Kerala; and Bombay and Pune in Maharashtra; Mysore, Bangalore and Dharwad in Karnataka; Hyderabad and Vijayawada in Andhra Pradesh. The country's first and the only

Digital Flower auction Centre is located in Bengaluru, running by Karnataka Agro Industrial Corporation (KAIC) at Hebbal. www.rosebazar.com is the first and the only online flower auction facility at Bangalore initiated by Karuturi Floritech Ltd (Karuturi Networks Ltd.), started in March 2000. According to the horticulture production year book reports, total horticultural crop area of 25492 (000 ha) with a production of 313851 (000MT), and area under flower crops are 313 (000 ha) with production of 2865 (000 MT).

Materials and Methods

Area of the study

The present study was conducted in Sangli district of Maharashtra. Sangli district is the major cut flower growing district in Maharashtra because of favorable climate and easier access to the market. In the district two tehsils purposively selected because cut flowers are largely grown in Walwa and Shirala tehsil of district and many polyhouses are coming up in this area.

Selection of the respondents

A detailed list of cut flower production areas was obtained from Agricultural officers of selected tahsils. Four villages from each tehsil are selected on basis of area of the cut flowers grown.

The list of cut flower growers was collected from the Horticulture Department and classified into two categories i.e. rose, gerbera growers. The two cultivators from each category was selected from each village and thus total 4 growers was selected from each village. Thus 16 rose cultivators and 16 gerbera cultivators was selected randomly. In all 32 cut flower growers were selected for the study.

Agro-climatic background

The rainfall and temperature have pronounced effects on climate. The average annual rainfall in the district is 613.2 mm. The maximum average temperature in the district is 37.50 C and minimum temperature is 14.90 C. Sugar cane, turmeric, grapes, pomegranate are the major crops grown in the district. According to 2011 census, Sangli district has a population of 28,22,143. Literacy percentage was 81.48 per cent. Sex ratio is 965 females per 1000 males.

Preparation of Interview Schedule for data collection

An interview schedule was prepared in English based upon the objectives of the study. Very simple and easy language was used to avoid dual meaning of questions and ease to understand by farmers. The I part of the schedule contains the questions regarding knowledge and adoption and the II part contains constraints in production and marketing of recommended flowers.

Pre testing of interview schedule

Pre testing of interview schedule carried out before the actual collection of data from the selected 5 flower growers in order to know the whether the questions were right or easily understood by the farmers or any other corrections required with respect to furnishing the schedule to avoid the difficulties while interviewing.

Procedure for data collection

Only author conducted the interview of the farmers and collect the data to achieving the definite objectives. The list of flower growers obtained from the Agriculture Officers in that area accordingly author personally visited to the farmers in their free time at their home or field and collected all the data in friendly manner.

Statistical analysis

The data collected was processed, quantified, categorized and tabulated. The established parameters like frequency and percentage were calculated. Frequency was used to know the distribution pattern of respondents on different variables and categorize them. The percentage was used in descriptive analysis for making simple comparison.

Results and Discussions

Characteristics of the registered flower growers, their relationship with knowledge and adoption level of the recommended flower production practices

Age

In the present study, it was found that 68.75 per cent of the flower growers regarding middle age group (31 to 50) in the district and farmers in young (≤ 30) and old ($50 \leq$) age having 15.62 per cent of each category. It was observed that there is significant relationship in age and adoption as the middle age group farmers adopted more technology as compare to the young and old age category.

Education

In case of the education level classified into six different categories which are Illiterate, Primary, Secondary, Higher Secondary, Graduate and Post graduate. The study revealed that the all the registered flower growers are literate i.e. literacy was 100 per cent. Among which the most of the 43 per cent of the flower growers are take education upto graduate level and at least 6 per cent of the growers were post graduate. While secondary and higher secondary farmers were 22 per cent and 29 per cent of each. Higher the education higher is the knowledge and adoption of the of recommended flower

production practices. Therefore there was significant relationship between the parameters.

Family size

The family size is refers to the number of members in the family. Considering the number of members respondents were classified into three categories: small (upto3), medium (4-7), large (more than 7).In the present study most of the flower growers had medium type of family size i.e. four to seven members. Very few members have the small family size observed i. only 3 members.

Occupational level

Moreover most of the farmers engage in other income generating activities besides farming. But in case of the Sangli district most of the farmers i.e. 62.5 per cent of the farmers engaged in farming activities as a main occupation while 37.5 per cent of the farmers had farming is subsidiary occupation and involved in other occupation.

Land holding

The results of the present study reveled that more than 53 per cent of the farmers had land holding three to six acres and about fourty six per cent of the farmers had land holding upto three acres. Any registered flower growers does not had the land more than six acres.

Constraints faced by registered flower growers in adoption of recommended flower

Production constraints

The major problems faced in the production of cut flower as indicated by growers included Incidence of pest and disease was faced by 100 per cent respondent and ranked

first position followed by the constraints, Huge investment requirement (84.37 %) and High labour cost (78.12 %) of the respondents and ranked at second and thirds position. Moreover, it is also evident that the

constraints Lack of cold storage facility (59.37%), High cost of planting material (50 %) and Non-availability of labour (37.5 %) and ranked on fourth, fifth and sixth position.

Table.1 Socio-economic characteristics of cut flower growers (n=32)

Sr. no	Particulars	Frequency (n=32)	Percent
1	Age (Years)		
I	Young (≤ 30)	5	15.625
II	Middle (31 to 50)	22	68.75
III	Old ($50 \leq$)	5	15.625
2	Educational level		
I	Illiterate	0	0
II	Primary	0	0
III	Secondary	7	21.875
IV	Higher School	9	28.125
V	Graduate	14	43.75
VI	Post Graduate	2	6.25
3	Family Size		
I	Small (upto3)	3	9.375
II	Medium (4-7)	22	68.75
III	Large (more than 7)	7	21.875
5	Occupational Level		
I	Agriculture	20	62.5
II	Other	12	37.5
6	Land Holding		
I	Small (≤ 3 acres)	15	46.875
II	Medium (3-6 acres)	17	53.125
III	Large (≥ 6 acres)	0	0

Table.2

	Constraints	Frequency	Percentage	Rank
	Production Constraints			
1	Non-availability of labour	12	37.5	VI
2	Huge investment requirement	27	84.375	II
3	High cost of planting material	16	50	V
4	High labour cost	25	78.125	III
5	Incidence of pest and disease	32	100	I
6	Lack of cold storage facility	19	59.375	IV
	Marketing Constraints			
1	Low rate of flowers in the market	29	90.625	II
2	Lack of co-operative societies for the purchase of flower	22	68.75	IV
3	Delay in payments of purchase	32	100	I
4	Exploitation by middlemen	25	78.125	III
5	Lack of market knowledge	11	34.375	VI
6	Lack of storage facility	20	62.5	V

Marketing constraints

It was observed from data presented in table that the constraints, “Delay in payments of purchase” was faced by 100 per cent respondent and ranked at first position followed by constraints Low rate of flowers in the market (90.62 %) and Exploitation by middlemen (78.12 %) of respondents and ranked on second and third position. The constraints Lack of co-operative societies for the purchase of flower (68.75%), Lack of storage facility (62.5%) and Lack of market knowledge (34.37%) are ranked on fourth, fifth and sixth position.

In conclusion, the major conclusion drawn from the study is that most of the growers in the district have tremendous potential to adopt modern flower cultivation practices

and marketing. Involving low cost polyhouse structure and good quality varieties the floriculture industry should be encouraged by the government with the help of agricultural universities to overcome the constraints and boost up the flower production.

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