Constraints Encountered by the Flower Growers in Krishnagiri District

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ABSTRACT

The study entitled "Constraints encountered by the flower growers In Krishnagiri District" was aimed to identify the constraints encountered in flower cultivation and marketing and suggest suitable strategies to overcome the same. Krishnagiri district was purposively selected based on higher area under flower cultivation. The study was undertaken in ten villages in Kelamangalam and Thally blocks of Krishnagiri district in Tamil Nadu. One hundred and twenty flower growers were selected by using proportionate random sampling technique representing sixty farmers from each flower growers *viz.,* Chrysanthemum and Rose. Data were collected and analyzed using Garette ranking technique. Major constraints encountered by the flower growers in cultivation of flowers were imbalanced manuring, lack of rain fall, lack of information, high cost of input, unawareness about that diseases and pests, lack of knowledge on other market price.

Key Words : Constraints, Knowledge, Marketing, Strategies.

INTRODUCTION

India is second largest in the world in floriculture next to China. Production of flowers was estimated to be 2910 thousand MT of which loose flowers accounted to 2263 thousand MT and cut flowers to 647 thousand MT. Tamil Nadu is a foremost state in area under production of flowers in the country. Tamil Nadu takes the third place in regard to area, by cultivating the flowers in an area of 34,227 Ha and Dharmapuri, Salem, Dindigul, Krishnagiri, and Tiruvannamalai districts. A huge number of flowers jasmine, tuberose, rose, chrysanthemum, marigold, crossandra, barleria, lily, limonium, alstemeria, liatris, freesia, iris, lisianthus, calla, carnation, gerbera and anthurium are commercially cultivated in the state. Many hi-tech units with export tie-ups are there in the state. Dindigul, Krishnagiri, Dharmapuri, Salem, Vellore, Madurai, Tiruvannamalai, Tirunelveli and Erode are the major flowers growing districts in our state (TANHODA). The major flowers grown are jasmine, rose, crossandra, chrysanthemum, marigold, tuberose, China aster and nerium (Kumar et al, 2016). The soil and climatic conditions of South India are ideally suited for floriculture (Shivkumar, 2009). Krishnagiri district was purposively selected based on higher area (2852 ha) under flower cultivation. Flower cultivation is the primary occupation in Krishnagiri district as more than 80 percent of the people are actively involved in flower cultivation, harvesting, distribution, garland making and marketing. Thus, the study was undertaken to delineaat constranits being faced by the flower growers.

MATERIALS AND METHODS

The study was undertaken in ten villages in Kelamangalam and Thally blocks of Krishnagiri district in Tamil Nadu. One hundred and twenty flower growers were selected by using proportionate random sampling technique representing sixty farmers from each flower growers *viz.,* Chrysanthemum and Rose. Data were collected from each respondent through pre-tested interview schedule and the collected date were analyzed by using appropriate statistical tool, Garrett ranking method.

RESULTS AND DISCUSSION

Data were collected on Technological, Physical, Extension, Economics, Personal and marketing constraints in flower cultivation from each respondent through pre-tested interview schedule. The collected date were analyzed by using Garett Ranking method and presented in Tables

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Technological and Physical constraints

Table 1. Technological and Physical Constraints encountered by the flower growers.

Sr. No	Constraint	Flower growers (n=120)	
I	**Technological constraints**	**Mean Score**	**Rank**
1.	Imbalanced manuring	70.88	I
2.	Undesirable climatic factors	69.74	II
3.	High risk and uncertainty of returns	68.33	III
4.	Major incidence of pest and diseases	63.23	IV
II	**Physical Constraints**		
1.	Lack of rainfall	76.00	I
2.	Labour scarcity	75.13	II
3.	Lack of drainage facilities	73.63	III
4.	Lack of irrigation	73.50	IV
5.	Non availability of inputs	71.63	V

With regard to technological constraints on flower cultivation, imbalanced manuring was the major constraint and was assigned first rank (70.88 mean score) followed by undesirable climatic factors (II rank, mean score 69.74). High risk and uncertainty of returns was the third technological constraint (68.33 mean score) followed by major incidence of pest and diseases (IV rank, 63.23 mean score). Regarding the physical constraints on flower cultivation, lack of rain fall was the major constraint and was assigned rank first (76.00 mean score) followed by labours scarcity (II rank, 75.13 mean score), lack of drainage facilities (III rank, 73.63 mean score). Lack of irrigation was the fourth physical constraint (73.50 mean score) followed by non-availability of input (V rank, 71.63 mean score). This finding was in conformity with the findings of Phukan *et al* (2017) who revealed that non availability of bio-fertilisers and bio control agents were the constraints of horticultural growers of East Sikkim. Due to drought or scarcity of rainfall in the past years, the respondents experienced minimum flower production. High wages and guarantee of employment almost throughout the year offered in the secondary and tertiary sectors tempted the labours to prefer non-agriculture oriented jobs. Migration of agricultural labourers caused labour scarcity especially during peak season. The same has been resulted in the study area.

Flower crop, plucking of flowers is a labour consuming work. Early morning is ideal time for flower plucking and it is seen as part time work among labours so, they are showing less preference towards flower plucking and there will be a heavy demand of labour and they in turn will demand higher wages.

Extension and Economic constraints

With regard to extension constraints on flower cultivation lack of information was the major constraint and assigned was rank first (71.02 mean score) followed by lack of training on export process (II rank, 66.77 mean score). Lack of technical guidance was the third extension constraint (66.20 mean score) followed by lack of training on flower crop protection practices (IV rank, 66.06 mean score). Respondents in the study area showed lack of awareness about any technological information and trainings. The extension officers and agricultural officers should visit the respondents at regular internets and should provide technical guidance, training on export process and training on flower crop protection for the betterment of the farmers.

Table 2. Extension and Economic Constraints encountered by the flower growers

Sr. No	Constraint	Flower growers (n=120)	
III	**Extension constraints**	**Mean Score**	**Rank**
1.	Lack of information	71.02	I
2.	Lack of training on export process	66.77	II
3.	Lack of technical guidance	66.20	III
4.	Lack of training on flower crop protection practices	66.06	IV
IV	**Economic constraints**		
1.	High cost of input	71.73	I
2.	High rate of interest	71.02	II
3.	Lack of credit	70.59	III
4.	High cost of labour	69.60	IV

* Multiple responses

With regard to economic constraints on flower cultivation high cost of input was the major constraint and was assigned first rank (71.73 mean score) followed by high rate of interest (II rank, 71.02 mean score). Lack of credit was the third economic constraint (70.59 mean score) followed by high cost of labour (IV rank, 69.60 mean score). As the cost of input is high and the respondents required a huge amount which was not affordable by them. Banks who is providing finance to the respondents gives only a limited amount by which the respondents are not able to meet the cost of input and cost of labours.

Personal and marketing constraints

Unawareness about the pest and diseases on was the major personal constraint which was assigned first rank (70.59 mean score) followed by Lack of knowledge on post-harvest technologies (II rank, 67.90 mean score). Lack of scientific knowledge on cultivation practices was the third personal constraint (66.06 mean score) followed by lack of disease resistant variety (IV rank, 65.92 mean score).

Due to Unawareness of trainings, meeting by the extension officials, the flower growers were not aware about that diseases and pests on the flowers. This problem could be solved only when the flower growers attend meeting and training. The extension officials should also give proper and regular awareness and training to the flower growers. Lack of knowledge on other market price was the major marketing constraint which was assigned first rank (76.08 mean score) followed by lack of transport facilities (II rank, 75.86 mean score), lack of adequate marketing facilities (III rank, 75.32 mean score), lack of regulated markets (IV rank, 74.99 mean score), exploitation by middleman (V rank, 73.48 mean score). Lack of knowledge on export process was the sixth marketing constraint (72.93 mean score) followed by lack of storage facilities (VII rank, 71.31 mean score).

Proper and timely transport facilities can be solved by provided good transport facilities by the government. The market prices prevailing in nearby markets should be known to the flower growers through display the rates in Uzhalavar Sandhai and trade centre notice boards and newspaper also so that there is less prices fluctuation. Direct procurement of flowers can reduce the exploitation of middlemen, so that there farmers get complete profit. Good ware house

Table 3. Personal and marketing Constraints encountered by the flower growers.

Sr. No	Constraints	Flower growers (n=120)	
V	**Personal constraints**	**Mean Score**	**Rank**
1.	Unawareness about the pest and diseases	70.59	I
2.	Lack of knowledge on post -harvest technologies	67.90	II
3.	Lack of scientific knowledge on cultivation practices	66.06	III
4.	Lack of disease resistant variety	65.92	IV
VI	**Marketing constraints**		
1.	Lack of knowledge on other market price	76.08	I
2.	Lack of transport facilities	75.86	II
3.	Lack of adequate marketing facilities	75.32	III
4.	Lack of regulated markets	74.99	IV
5.	Exploitation by middleman	73.48	V
6.	Lack of knowledge on export process	72.93	VI
7.	Lack of storage facilities	71.31	VII

and cold storage units should be set up by the government at every market and provided with minimum charges to farmers so, by that there is no loss during storage.

CONCLUSION

Direct procurement of flowers can reduce the exploitation of middlemen, so that there farmers get complete profit. Good ware house and cold storage units should be set up by the government at every market and provided with minimum charges to farmers so, by that there is no loss during storage. The growing demand of flowers in the domestic as well in as the export markets need concerted effort for its marketing on the part of the government as well as the private entrepreneurs. At present, due to lack of a proper market patch and cold storage in market, growers are often forced to sell their produce at whatever price prevailing in the market. This problem can be addressed by establishing cold storage facility in the market. Developing an integrated approach for floriculture including input needs, technology and guidance, resource management, infrastructure development, marketing facilities, financial assistance, export promotion, entrepreneur friendly policies etc., would lead to a balanced growth of the floriculture industry.

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