

The Constraints Faced By The Flower Cultivators In Marketing

Authors

LATHA. R

*Assistant Professor of Economics,
Shrimati Indira Gandhi College, Tiruchirappalli, Tamil Nadu, India
Affiliated to Bharathidasan University, Tiruchirappalli
&*

Dr.R.PICHUMANI

*Assistant Professor of Economics,
Arignar Anna Govt Arts College, Musiri, Tamil Nadu, India
Affiliated to Bharathidasan University, Tiruchirappalli*

Abstract

Indian economy is primarily based on agricultural economy. The existence of economic activities of the entire people is bound with the state and health of this sector. Agricultural marketing system is an efficient way for the farmers to get fair and reasonable price of their surplus products. The flower cultivators also can sell the flowers at a reasonable price in the marketing. The flower cultivators face many problems during the marketing like transportation, distance, price, commission, time and low demand. This study is an attempt to enlist the constraints faced by the flower cultivators in marketing their produce.

Key words: Flower, Flower Cultivators, Marketing, Economy.

Introduction

Agriculture is considered as the largest sector and only source of primary occupation for the huge size of rural population of our country. This sector is the contributor of the largest amount of goods and services in the current production of the country. Horticulture is the branch of agriculture. Vegetables, fruits and flower cultivation are called as Horticulture. Flower cultivation provides mass employment to the majority of the rural people besides, a large number of labors of other farms. In our country, flowers are sanctified and are commonly used in worshipping the deities in our

homes and temples. Flowers are symbolic of beauty, love and tranquility. Besides their aesthetic value, they are important for their economic uses, such as for cut-blooms and for extracting perfumes and other products. According to an early survey made by the Indian council of Agricultural research, flowers are grown in about 4,000 hectares for commercial purposes, with an annual production of about 10,500 tonnes of cut flowers. The annual sale of flowers is 9.26 crores of rupees in the markets of Mumbai, Kolkata, Chennai, Bangalore and Delhi. However, with the increase in demand for cut- flowers in recent years, the production is estimated to have gone up considerably. The rapid development of hotels and tourism had a consequent impact on the demand for flowers and hence there is a sudden rise in the number of florist's shops and kiosks in the metropolitan cities. The perfumes extracted from some flowers, e.g. rose and jasmine, are no longer luxuries, as considered earlier; rather they have become the essential needs of our daily life. Perfumes are used in manufacturing soaps, cosmetics, hair oil and in food and tobacco industries. A market is essentially a place where goods and services are offered for sale. Different types of goods perishable and durable are sold in different market. So market is a place where buyers directly participate in the process of sale and purchase, sometimes the process of marketing take place without even direct contact of the buyer and sellers. According to Hansen, "Marketing is the process of discovering and translating consumer needs and wants into product and service specifications, creating demand for these products and services and then in turn expanding this demand". Improvement in the condition of floriculturist depends on the extent of elaborate arrangements in marketing the flowers without wastages. Flowers are perishable in nature. So the farmers have to dispose or market the flowers immediately at a reasonable price.

Review of literature

Sindhu.SS and Misra R.L (1997) explained in their article, "Problem and prospects of flowers in India" have analysed non-availability of organized marketing of sales promotion activates and insufficient cold storage facilities are main marketing constrains. The problem of excise duties, intellectual property rights, financial support lack of coordination and export promotion council are constraints of policy matters,

whereas inadequate incentives and financial support to growers, procedure of loan distribution and interest rate are financial problems faced by the farmers. Lacking of human resources infra structure facilities, inadequate production lacking of an efficient post-harvest handling, non-availability of propagation media and ignorance in planting schedule are problem in production. So marketing procedure of flowers should be channelized under the control of Government of India, State Government some incentive in basic facilities, marketing, Cargo space and cool. Chain must be given to the growers.

Dr.A.D.Ashok and Dr.M.Vijayakumar (2000) in their article on Indian floriculture has in the past restricted itself to the growing of traditional crops like marigold, jasmine, aster, chrysanthemum and rose have been used as loose flowers, sometimes value added in the form of garlands. These crops still occupy around Two thirds of the total area under floriculture in the country crops like marigold are now available all through the year. In terms of trade, their value covers nearly half of the total value of flowers marketed. Modern-day floriculture related more to production of high-value cut flower crops such as rose, gladiolus, carnation, orchids, cilium, and gerbera. The commercial cultivation of these crops started mostly in the farm house of affluent farmers. Their frequent travel abroad exposed them to the wealth of products available there, which looked better and latest longer. These farmers started importing seeds and other planting materials. Now growing of these cut-flower arrangements has increased subsistent and its share of the total trade has also improved.

Dr.M.Ignatius Joseph John (2011) in his article “floriculture Industry in Thovalai of Kanyakumari district has been identified as fabled centre of the production and marketing of flowers. The weather, soil and water conations at Thovalai are suitable for production of flowers. In this village more than 80% of the people are actively involved in flower cultivation. The flowers produced in and around Thovalai include Jasmine Rose, Marigold, Chrysanthemum, tuberose another flowers. One of the main problems failed by Thovalai is that there is no special area for a flower market in Thovalai. The present flower market is operating at a place covering an area of 25 cents devoid of facilities like electricity, cold storage, proper toilets, water taps, weighing arrangements and sheds. The

flower produces in Thovalai do not have opportunities for updating their knowledge of the scientific holding of flowers. The flower eco-system in Thovalai is quite unique and it should be freaked as bounty of nature.

Objectives

1. To enlist the constraints faced by the farmers in marketing the flowers
2. To provide suggestion for the farmers to choose better marketing sources

Methodology

Tiruchirappalli district is the centre place of Tamil Nadu. Srirangam is one the Taluk of Tiruchirappalli. Srirangam Taluk consists of two blocks, namely Andhanallur and Manikandam block. Flower cultivation is the main source of income in Andhanallur block. Majority of the people are engaged in flower cultivation. Srirangam market is the very famous for flower market. In Andhanallur block, out of 89225 populations 50 samples were collected from random sampling method. The data were collected from both primary and secondary sources. The primary data have been collected through well structured scheduled questionnaire. The researcher had personal discussions with the flower cultivators and the information was registered. The secondary data required for the study have been collected through journals, websites and publications of horticulture department. The collected data were tabulated, processed and subjected to statistical tools such as average and percentage.

Analysis of Data

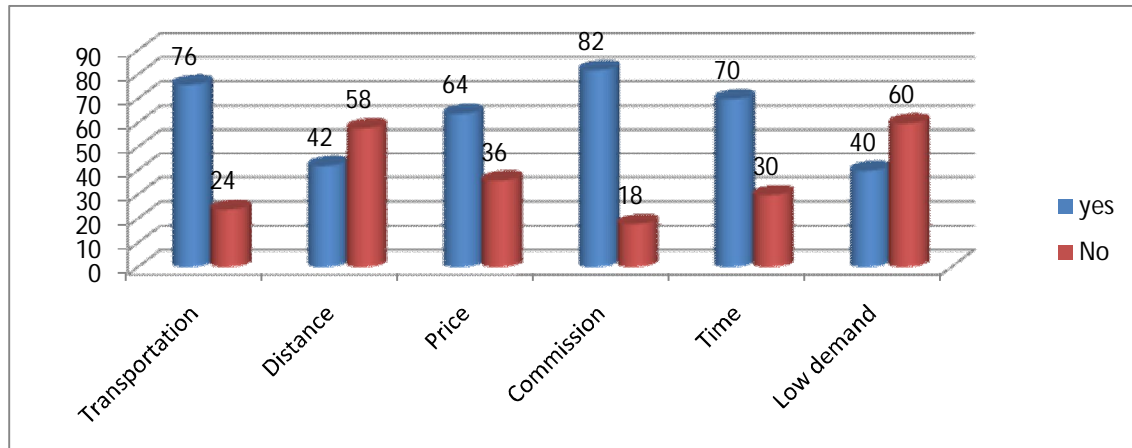
This study deals with the marketing problems faced by the flower cultivators in Tiruchirappalli district. The sample size of 50 respondents who are cultivating different types of flowers were selected and the necessary data were collected through detailed interview schedule.

Problems faced by the flower cultivators

S.No.	Problems	Yes		No	
		n	%	n	%
1	Transportation	38	76	12	24
2	Distance	21	42	29	58
3	Price	32	64	18	36
4	Commission	41	82	09	18

5	Time	35	70	15	30
6	Low demand	20	40	30	60

Source: Primary Data



The above table vividly depicts that majority 76 percent of the respondents were faced transport problems. Sometimes repairing of vehicles, they are not reached the market within time. 24 percent of the respondents were not faced the transportation problem, because the farmers have their own vehicle and reached the market early morning. More than half (58 percent) of the respondents were not faced distance problems some of the farmers are living in the nearest area and they have own vehicle. 42 percent of the respondents were faced distance problems because they are living in remote area. Majority (64 percent) of the respondents were faced price problems. During festival season the price rate is too high, other times like rainy season the price rate is very low 36% percent of the respondents were not faced price problems. Because the cultivators have own vehicles, they involve family members during plucking time. Vast majority (82 percent) of the respondents were faced commission problems. If the farmers are not reached the market within the time they get low commission 18 percent of the respondent was not faced commission problem. The reason is the farmers reached the market in correct time. Majority (70 percent) of the respondents were faced time problem. Most of the farmers were faced this problem. They are affecting the traffic problem and vehicle problem. 30 percent of the respondents were not faced the time problem, because

they are following the punctuality time. Majority (60 percent) of the respondents were not faced low demand problem. Because they maintain proper utilization of land, proper labour facilities etc. 40 percent of the respondents were faced low demand problems. If they have climate changes problems and improper land utilization, the result is getting low demand.

Findings

- Vast majority (76 percent) of the respondents were faced transportation problem.
- More than half (58 percent) of the respondents were faced distance problem during the marketing of flowers.
- Majority (64 percent) of the respondents were faced price problems.
- Vast majority (82 percent) of the respondents were faced commission problems.
- Vast majority (70 percent and 60 percent) of the respondents were faced time problem and low demand problem.

Suggestion

- The flower cultivators should have two wheelers for their transportation.
- The flower cultivators must follow the time management.
- The Government should help the flower cultivators for transport facility and the marketing facilities, warehouse facilities.

Conclusion

This study has given a clear picture about the marketing problems faced by the flower cultivators. The Government should provide the marketing facilities through the appropriate organizations to increase the flower cultivation. Therefore government should take enough steps to reduce the marketing problems.

References

- Dr.A.D.Ashok and Dr.M.Vijayakumar, ‘Cut flower export’, ‘Facts for You’, Vol.21, No.5, May 2000, P.17.
- Dr.M.Ignatius Joseph John, “Floriculture Industry in Thovalai of Kanyakumari”, Kisan World, Vol.38, No.12, Dec-2011, Pp.25-28.

- Latha R. and Dr.R.Pichumani, “An Economic Study on Jasmine cultivation in Ettarai Village in Tiruchirappalli District”, *International Journal of Research and Analytical Reviews*, Vol.5, Issue.3, July-Sept. 2018, ISSN:23481269, Pp.54-60.
- Latha R. and Dr.R.Pichumani, “Employment Opportunities of women in flower cultivation at Andanallur Block in Tiruchirappalli District”, *International Journal for Research in Engineering Application & Management (IJREAM)*, ISSN:24549150, Vol.04, Issue.05, Aug.2018, Pp.151-154.
- Sindhu S.S. and Misra R.L, “Problem and prospects of flowers”, *India Horticulture*, Vol.42, No.2, July-Sept.1997, P.53.