

Study on the knowledge level of rose cultivators about major rose cultivation practices

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Accepted : April, 2008
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ABSTRACT

Rose is one of the top selling flowers in the global flower trade and stands first among the commercial cut flowers. For achieving true potential of this sector, there is need to address issues affecting viability. Present study was conducted with an objective to check the cultivation practices adopted by farmers and their knowledge level about important practices. It will help in assessing the training needs of farmers and designing appropriate extension activities for enhancing their productivity and income.

Key words : Rose, Knowledge, Rose cultivators.

Rose is one of the top selling flowers in the global flower trade and stands first among the commercial cut flowers. There is considerable demand for rose in the form of loose flower, dry petals, long stemmed flower and its by-products such as Rose water, Gulkand, Perfume, etc in domestic as well as export market. The cut roses account for nearly 60 per cent of cut flower trade in global market. As far as Rajasthan State is concerned 536 ha of land is under rose cultivation, which is nearly 10 per cent of the total cropped area under rose crop in India. Pushkar valley in Ajmer district (400 ha), Haldi Ghati and Khamnore in Rajsamand district (20 ha) are the main rose growing pockets in Rajasthan.

In Rajasthan only two varieties of rose are widely grown, they are Edoward (*Rosa bourbaniana*) in Pushkar valley and Chetti (*Rosa damascena*) in Haldi ghati and Khamnore region of Rajsamand district. In Rajasthan, the rose cultivation in Pushkar and Haldi ghati region has been practiced from centuries, still there has been no major change in its cultivation and farmers are taking this crop on same old traditional system.

For achieving true potential of this sector, there is need to address issues affecting viability. These would include the identification of ideal locations, adopting low cost appropriate production systems, strengthening export infrastructure, providing marketing cost support and establishment of organized domestic markets to absorb the export surplus.

Present study was conducted with an objective to check the cultivation practices adopted by farmers and

their knowledge level about important practices. It will help in assessing the training needs of farmers and designing appropriate extension activities for enhancing their productivity and income.

METHODOLOGY

Sources of Information:

To fulfill the aforesaid objectives, information was gathered from primary as well farmers selected purposively were approached personally.

The location of the research was confined to the state of Rajasthan. Two places where the commercial production of rose is undertaken in Rajasthan were selected purposively for data collection. These two localities are Pushkar in Ajmer district and Khamnore in Rajsamand district. Information from respondents was gathered through survey by conducting personal interviews. Questionnaires were well structured and undisguised. Respondents were asked questions with multiple options. However open-ended questions were included wherever found necessary.

The samples of the respondents to be surveyed were selected using the convenience and purposive sampling method in such a way that sample was considered the best representation of universe.

Sample size :

Rose Cultivation in Pushkar valley is carried out in approximate 400 hectares of land and 20 villages. Whereas in Khamnore, area under cultivation is around 20 hectares and 6 villages. In Pushkar around 300 families and in Khamnore 30 families are engaged in rose