

## Constraints in production and marketing of flower in Nanded district of Maharashtra

P.S. SINGARWAD, D.S. PERKE, J.B.TAWALE AND MOHD. ASMOTODDIN

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### ABSTRACT

A purposively selected sample of 90 respondents from Nanded district was surveyed. A specially designed interview schedule was administered on the respondents to find out the constraints faced and suggestions made by flower growers. Data pertained to the year 1999-2000. Frequency and percentage method were used to the present study. The results revealed that constraints like difficulties in control of pests and diseases were severe problem which was expressed by 93.33 per cent of flower growers. In the next order, non-availability of transport facilities was opined by 92.22 per cent of them. Then the difficulties faced were pruning (86.66 per cent) and control of weeds (84.44 per cent). As regard the suggestions, about 91.11 per cent of flower growers gave emphasis on pests control and 84.4 per cent for provision of training over pruning problem.

**Key words :** Constraints, Suggestion, Flower, Growers.

Flowers are one of the nature's most beautiful gifts to humanity. Their beauty and fragrance bring joy and happiness to our lives. Their colour combination, fragrance and the skill with which they have been grown and displayed count a lot. They are used on all religious and festival occasions, wedding gifts or as respect while meeting ailing people and even at funerals. All people irrespective of their ethnic origin, race, sex and cadre, love flowers. Most of the flowers like rose, gerbera, carnation, lilly, dahlia, gladiolus, chrysanthemum, tuberoses etc. are cultivated and exported. Their production is influenced by the demand, customs and fashions of a country. Indian floriculture industry has been shifting from traditional flowers to cut flowers for export purposes. Maharashtra is well known state in production of horticultural crops in the country. Marketing of flowers in Maharashtra can provide employment through various way such as packaging, storage, transport and selling. The liberalization of the country's economy has given a boost to agri-business in demand of flower. Floriculture has become one of the important commercial trades in agriculture.

### METHODOLOGY

The study was purposively conducted in Nanded

#### Correspondence to:

D.S. PERKE, Department of Agricultural Economics and Statistics, Marathwada Agricultural University, PARBHANI (M.S.) INDIA.

#### Authors' affiliations:

P.S. SINGARWAD, J.B.TAWALE AND MOHD ASMOTODDIN, Department of Agricultural Economics and Statistics, Marathwada Agricultural University, PARBHANI (M.S.) INDIA.

district, as the large area was under flower cultivation and was selected for the present study in the second stage of sampling. In the third stage, 10 villages were selected from the tehsil on the basis of their highest area under flower crops. Nine flower growers were selected from each village. In this way ninety flower growers were selected for present study in which kagda (30), mogra (30) and rose (30) growers were selected. Cross sectional data were collected from the sample farmers by personal interview method with the help of pretested schedule and the data pertained to the year 1999-2000. Frequency and percentage method were used to analyze the data in the present study.

### RESULTS AND DISCUSSION

#### *Constraints of flower growers:*

Various constraints of flower grower were calculated in the form of frequency and percentage and are presented in Table 1. It was observed that the constraint like difficulties in control of pests and diseases were several problems which was expressed by 93.33 per cent of flower growers. In the next order, non-availability of transport facilities was opined by 92.22 per cent of them. Then, difficulties in pruning, difficulties in control of weeds and lack of market facilities were also serious constraints which were expressed by 86.66, 84.44 and 84.44 per cent of flower growers, respectively. Lack of credit facilities and non-availability of planting materials were found considerable problems which were opined by 80.00 and 75.55 per cent of flower growers. Lack of labour force in establishment of garden, non-availability