

**RESEARCH ARTICLE :**

# Constraints faced by anthurium growers in Aizawl district of Mizoram state

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**SUMMARY :** The study was conducted with 120 anthurium growers in Aizawl district of Mizoram state. The study revealed that majority of the anthurium growers faced constraints like investment problem, lack of working capital, lack of planting material and manure; insufficiency of electricity, high cost of labour, lack of skilled labour, non-availability of labour, pest and disease management problem, transportation problem, lack of storage facilities, price fluctuation and lack of market knowledge. The entrepreneurial behaviour was positively and significantly related with area under polyhouse, annual income and marketing behaviour at 0.001 level of probability, education, total landholding, extension contact and mass media exposure had positive and significant relationship with entrepreneurial behaviour at 0.05 level of probability, whereas age had negative and non-significant relation with the entrepreneurial behaviour.

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**KEY WORDS :**

Constraints,  
 Anthurium  
 growers

## BACKGROUND AND OBJECTIVES

Floriculture is considered as the most colourful sector of horticulture, which includes flowers, foliage, potted, ornamental and green plants. The use of floriculture product is no longer confined to religious ceremonies but is now increasingly being used for bouquets, decorations and various levels, the demand for floriculture products has increased significantly. It is one of the fastest growing segments of the horticulture, having potential for providing enhanced returns to the farmers besides providing employment opportunities to unemployed youth.

*Anthurium* is a genus of herbs often

growing as epiphytes on other plants. Some are terrestrial. The leaves are often clustered and are variable in shape. The inflorescence bears small flowers which are perfect, containing male and female structures. The flowers are contained in dense spirals on the spadix. The spadix is often elongated into a spike shape, but it can be globe-shaped or club-shaped. Beneath the spadix is the spathe, a type of bract. This is variable in shape, as well, but it is lance-shaped in many species. It may extend out flat or in a curve. Sometimes it covers the spadix like a hood. The fruits develop from the flowers on the spadix. They are juicy berries varying in colour usually containing two seeds. The spadix and

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spathes are a main focus of *Anthurium* breeders, who develop cultivars in bright colours and unique shapes. *Anthurium scherzerianum* and *Anthurium andraeanum*, two of the most common taxa in cultivation, are the only species that grow bright red spathes. They have also been bred to produce spathes in many other colors and patterns.

Due to the cold climate, anthuriums are grown under controlled conditions in Holland, while in Mizoram, the flowers can be grown under ordinary shade due to the favourable climatic conditions. It is one of the most popular of the tropical cut flowers which are being grown commercially for export as well as for the local market. The average life span of a shade house and Hi-tech structure is about seven years and ten years respectively. A large percentage of the anthurium is marketed sold outside Mizoram to states like Kolkata, Bangalore, Mumbai and Delhi through Bangalore based exporter, ZOPAR Export Ltd. and Zo Anthurium Growers Society. After proper packing, the flowers are first flown to Kolkata and then to Bangalore, Mumbai, Hyderabad or Delhi. Total marketing expenses incurred by farmer is worked out to be Rs.0.79 per stem, of which cleaning and sorting consumed highest share of the marketing cost incurred by producer. The average price spread was found Rs.14.43 per stem.

The present study was conducted with following specific objectives:

- To study the constraints faced in cultivation and marketing of anthurium growers.
- To study the relationship of selected variables with entrepreneurial behaviour about the anthurium growers.

## RESOURCES AND METHODS

Aizawl district of Mizoram was selected purposively for the investigation of the study because it had the largest number of anthurium growers and had the highest anthurium production.

Data were collected by the researcher by interviewing 120 anthurium growers and visited in their field to see the problems faced by them.

To understand the background of anthurium growers, a total of number eight characteristics viz., age, education, size of landholding, land under polyhouse, annual income, marketing behaviour, extension contact and mass media

were studied under the socio-economic and personal characteristics in terms of the variables. The empirical measurements of these variables were done with the help of structures schedule specially designed and developed for the purpose of the investigation. The entrepreneurial behaviour included innovativeness, achievement motivation, decision making ability, economic motivation, leadership ability and management orientation. The entrepreneurial behaviour of the selected respondents was empirically measured with the help of the entrepreneurial index develop for this purpose.

## OBSERVATIONS AND ANALYSIS

Table 1 reveals that 68.33 per cent of the respondents expressed non-availability of inputs like good quality of planting materials, manures, chemical fertilizers, chemicals and electricity, whereas 67.78 per cent of the respondents labours problems. Cost of labourers are very high, skilled labourers are difficult to find and labourers are not available whenever they are needed. Major technical problems like occurrence of pest and diseases like aphids, thrips, bacterial blight, leaf spot, rotting and their management problems was expressed by 60.83 per cent of the respondents. Marketing problem was expressed by 31.33 per cent of the respondents which includes bad road condition, lack of storage facilities, lack of market knowledge and exploitation by middlemen. Financial problem is faced by 42.50 per cent of the respondents. Horticulture department of the state usually provides finance for the construction of poly-house which helps the farmers to save money and use savings for buying other farm inputs.

The findings of the present study are in accordance with the findings of Owere *et al.* (2014) and Ibeawuchi *et al.* (2009).

Table 2 reveals that the entrepreneurial behaviour had positive and significant relationship with area under polyhouse, annual income and marketing behaviour at 0.001 level of probability; education, total landholding, extension contact and mass media exposure had positive and significant relationship with entrepreneurial behaviour at 0.05 level of probability, whereas age had negative and non-significant relation with the entrepreneurial behaviour. The results of the present study are in line with the findings of Patel *et al.* (2014) and Ram *et al.* (2013).

<b>Table 1: Constraints faced by the anthurium growers</b>			
Sr. No.	Particulars	Frequency	Percentage
1.	<b>Input</b>		
	Planting material	80	66.67
	Manure	98	81.67
	Chemical fertilizers	110	91.67
	Chemicals	102	85.00
	Electricity	20	16.67
	Average		68.33
2.	<b>Labour</b>		
	Cost (high)	90	75.00
	Lack of skilled labour	89	74.17
	Availability	65	54.17
	Average		67.78
3.	<b>Technical</b>		
	Pest and disease management	86	71.00
	Lack of knowledge	35	29.17
	High cost	98	81.67
	Average		60.83
4.	<b>Financial</b>		
	Investment	34	28.30
	Working capital	68	56.70
	Average		42.50
5.	<b>Marketing</b>		
	Transport	40	12.50
	Storage	38	8.30
	Low price	80	16.67
	Lack of market knowledge	20	16.67
	Average		31.33

<b>Table 2: Relationship between socio-economic characteristics of anthurium growers and entrepreneurial behaviour</b>		
Sr. No.	Independent variables	Corelation co-efficient
1.	Age	-0.179 <sup>NS</sup>
2.	Education	0.230*
3.	Land holding	
	Total area	0.232*
	Area under polyhouse	0.321**
4.	Annual income	0.367**
5.	Marketing behaviour	0.299**
6.	Extension contact	0.194*
7.	Mass media exposure	0.215*
Significant @ 0.5 per cent, 0.180 = *		Highly significant @ 0.1 per cent, 0.235 = **
NS = Non-significant		

### Conclusion :

The study revealed that majority of the anthurium growers faced constraints like investment problem, lack of working capital, lack of planting material and manure; insufficiency of electricity, high cost of labour, lack of skilled labour, non-availability of labour, pest and disease management problem, transportation problem, lack of storage facilities, price fluctuation and lack of market knowledge. The entrepreneurial behaviour was positively and significantly related with area under polyhouse, annual income and marketing behaviour at 0.001 level of probability, education, total land holding, extension contact and mass media exposure had positive and significant relationship with entrepreneurial behaviour at 0.05 level of probability, whereas age had negative and non-significant relation with the entrepreneurial behaviour.

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