



ISSN 2278 – 0211 (Online)

Floriculture a Key to Success for Marginal Farmers in Vidarbha, India

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Abstract:

Floriculture is the sunshine industry in India which provides better opportunity and employment throughout the year with the annual growth rate of 8to10%. The study is about to increase living and economic standards of farm community specially of marginal farmers in Vidarbha region. By adopting floriculture instead of ordinary crops i.e. cereal, pulses in open cultivation and Hi-tech cultivation the farmers get much more benefit from the produce. The cultivation of commercial flowers in open and Hi-tech fits well in to the strategy to boost income for marginal farmers.

Keywords: Floriculture, Hi-tech, Marginal farmers, sunshine, strategy, evaluation of produce, rain-fed.

1. Introduction

Floriculture is the branch of horticulture that deals with cultivation of ornamental plants and flowering plants for sale or for use in perfume and cosmetics. Floriculture is the sunshine industry of India, as it offers excellent self-employment good remuneration for the small and marginal farmers. The world's annual growth rate of the Industry is 8 to 10% per annum. There are more than 120 countries who are active in floriculture on large scale. India is the second largest producer of floriculture and Roses after China with the area of 2,33,000 ha. India's ranking for flower buckeye export is 17th in the world with the share of 0.4% in 2015. In floriculture the total contribution of India to world trade is 0.61% in 2014 and up to 0.89% in 2015 according to sources. Floriculture has begun in England where flowers were grown in large estate later on this was popularized all over the world. Floriculture in India is the sunshine with its wide genetic diversity. The flower cultivation in India is grown in both conditions in Open as well as in Hi-tech cultivation. In recent years there are much more changes in trends of floriculture growing in which Hi-tech floriculture is having high profit margin. Maharashtra is leading in floriculture produce, Vidarbha is one of the region in Maharashtra which is rain fed and agro-climatic condition favors to floriculture. So, the present study reveals with the increasing production of floriculture in Vidarbha region and motivate farmers towards Hi-tech cultivation as well as outdoor cultivation of floriculture. For that Nagpur, Amravati, Wardha and Yavatmal district's flower producers selected which grow flowers in Outdoor as well as Hi-tech cultivation in the present study. The word marginal farmers mean to 'A farmer with a bare subsistence level of income from own land sometimes works as an agricultural labor or a farmer cultivating land up to 1 ha. (2.5acre)'. In India the percentage of marginal farmers is up to 60% according to sources.

2. Methods of Cultivation

2.1. Open Cultivation

Commercial flowers have been of recent origin through the traditional flower cultivation has been going on for centuries. The major commercial flower under the study area in outdoor cultivation are Rose, Tuberose, Aster, Gillardia, Chrysanthemum in the recent study it reveals that in open cultivation the flower plants has been grown in natural condition which required more man power for various operations i.e. pre harvest and post-harvest measures. The yield of open cultivation of floriculture plant is more beneficial than any traditional or ordinary crop in the relevant area.

2.2. Hi-tech Cultivation of Floriculture

The word Hi-tech cultivation means cultivation under protected condition in green house or polyhouse etc. In temperate region where climatic condition is extremely adverse man has growing some high value crop continuously by providing protection from the excessive cold or excessive temperature which is called Hi-tech cultivation. Hi-tech is a technique of favourable environment condition to the plants. It is also of vital importance to create an ideal micro climate around the plants. In green house/ poly house one can grow any plants in any place at any time by providing suitable environmental condition with minimum labour. The major commercial flower in the study area are i.e. Gerbera, Gladiolus and Rose in Vidarbha region climate is too hot and due to load

shedding continue electricity is not available to growers that's why Carnation crop is not preferred by the flower cultivators in the study area.

3. Methodology

The present study is the case study type in which three farmers of open cultivation of floriculture and three from greenhouse cultivation of floriculture (one farmer from each district) chosen randomly for the study in each condition i.e. under green house and under open condition. As there are not ample of growers are involved in floriculture in Vidarbha region present study is a case study type and data collected by personal interview of growers. The methodology adapted is as follows:

1. Three green houses and three open cultivation areas under floriculture selected.
2. The analytical approach in the present study has been extended primary to the evaluation of fixed investment and cost of cultivation of floriculture in the forms of cost A, costB, cost C.
3. Assessment of variable cost
4. Evaluation of the produce includes cost of cultivation per unit area and input, output ratio. The input -output ratio is calculated over different cost i.e. Cost A, Cost B and Cost C.
5. Marketing of flowers in this producers share in consumer rupee calculated in two channels in spot sale of flowers and in open market sale of flower

4. Result and Discussion

The Fixed investment per square meter for green house is Rs.1137.84 and for open cultivation of floriculture it is Rs.30.76. The receipt per square meter in green house for Gladiolus is Rs.400/sq.m., for Gerbera Rs 1500/sq.m. and for Rose Rs.592.56/sq.m. while in case of open cultivation of floriculture the receipt per square meter is Rs.148.14/sq.m. for Rose, Rs.79.99/sq.m. for tuberose, Rs.56.00/sq.m. for aster, Rs.36.00/sq.m. for Gillardia and Rs.75/sq.m. for Chrysanthemum. The input-output ratio in green house over cost A is for Gladiolus, Gerbera and Rose are 1:2.05, 1:2.65 and 1:1.94 respectively. The input -output ratio over cost A in open cultivation for Rose, Tuberose, Aster, Gillardia and Chrysanthemum are 1:2.85, 1:4.23, 1:5.24,1:3.08,1:6.79 respectively. The cost A is the important part of the study which include recurrent cost components while the working of cost B and cost C as usually relative to academic consideration. Gerbera is the highest profitable crop giving highest profit margin/sq.m. in green house while, Chrysanthemum is the highest profitable crop in open cultivation.

From the recent study it reveals that the per square meter return from floriculture is highest in Green house as compared to open house cultivation of flower but open house cultivation of flower gives much more profit than other ordinary crop. It is seen that Rose gives highest return per square meter in open cultivation of flowers out of selected flower but in greenhouse the net return per square meter is 3 times more in gladiola, 10 times more in Gerbera and 4 times more in Rose than the open cultivation of rose. After the study the conclusion comes out that the open cultivation of floriculture is much more profitable than other ordinary crops like wheat, cotton, bajra, soyabean (which gives maximum benefit of Rs.25/sq.m.) after interviewing data taken from concerned farmers. But the greenhouse cultivation of flowers gives 3 to 10 times more profit than that of open cultivation. Farmers having even 1acre of land (4000sq.m.) can earn much more in floriculture produce in open condition and farmer having only 0.25acre (1000sq.m.) of land earn much more by adapting Hi-tech cultivation. So, floriculture is the really plays a key role to success of marginal farmers.

4.1. Marketing of Flowers

Marketing of cut flower is highly challenging as there is unavailability of basic infrastructure facilities in Vidarbha region floriculture growers have to sell flowers in two channels in local market through commission agent to wholesaler or on the spot. The spot sale of flowers gives 100% producer's share in consumer's rupee as there is no transportation, local tax and commission involves. In the local market or open market sale of flower it is seen that producer's share in consumer's rupee is 70 to 80% varies flower to flower in the study area as it involves loading, transportation, local tax etc.

4.2. Suggestions for Improving Floriculture Industry in Vidarbha

1. Low level of awareness is the greatest hurdle in the downward dissemination of technical know-how and application of improved techniques in production process. So, awareness level of farmers through concerned extension education offer including demonstration trials.
2. The results of the study clearly show that maximum income can be generated through flower cultivation mainly Hi-tech. So, the hi-tech cultivation should be encouraged to increase economic standards of farm community.
3. Establishment of regulated market in nearby area of cultivation of flowers will go a long way in enhancing the income of farmers.
4. The cultivators should be encouraged to form their own marketing co-operative societies in order to reap the benefit of scale economics (low cost of handling, transportation, packaging and storage) and better bargaining and collective strength.
5. The village level collection and procurement centers should be established in potential areas.
6. Procurement center like Model Floriculture Unit, Rajgurunagar, Pune should be established in Vidarbha region for convenience to floriculture growers.

5. Conclusion

In conclusion it is necessary to emphasize that co-operation, research, funding, education and communication from government is very necessary to floriculture industry in Vidarbha. Maharashtra state is leading in floriculture produce as compare to state, Vidarbha region is backward or in infant stage in floriculture industry so motivation of farm community towards floriculture industry is very necessary. Study concluded that floriculture is the fast growing and emerging business to the marginal farmer in Vidarbha with providing employment throughout the year.

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