



Flower Farmer's Awareness of The Floriculture In Solapur District

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Abstract

There are numerous flower and plant kinds that are grown for their economic benefit. The demand for floriculture products on a global scale is rising quickly. Many countries, especially the developed ones, import flowers to meet domestic demand. Commercial floriculture is a relatively recent occurrence in India. Maharashtra is home to the majority of floriculture producers in India. With a significant emphasis on direct marketing, market research, supply chains, and transportation, among other things, India's exports of floriculture could rise globally. The study focuses on the floriculture sector with particular reference to the Solapur District in order to ascertain the trade potentials of plants from the climatically rich region of Solapur, Maharashtra. Floriculture, also referred to as flower farming, is the practise of growing colourful, ornamental plants for use in gardens and floristry. It is a very promising and rapidly growing industry in India. It has developed into a prosperous industry with greater profit potential than other agricultural products. Numerous Indian enterprises now see floriculture as a potential sector due to the increased importance of flowers in Indian culture, the blending of eastern and western lifestyles, the rise in living standards, and the expanding flower export market. In recent decades, there has been a marked global increase in the demand for flowers. Growing market demand and product value have attracted an increasing number of people. The paper makes an effort to survey the current and potential of floriculture production in the Solapur District as well as the steps that should be taken to improve this valuable industry.

Keywords: Floriculture, Flower Farmer, Awareness, Industry.

Introduction

The potential for producing profitable self-employment within small and marginal farmers as well as earning foreign exchange is enormous in the field of floriculture. Global attention is being drawn to floriculture as a result of changes in people's lifestyles, environmental concerns, purposeful initiatives to go green, and more consumer power. Numerous options exist to utilise the potential of ornamentals due to their natural value and extensive biodiversity.

A new generation of producers is emerging who will use contemporary technology to maximise output, provide high-quality products for customer acceptance, and

command a higher price. In comparison to other agri-horticultural crops, it has emerged as a lucrative career with a significantly larger potential for profits.

Modern businessmen are investing in the floriculture sector due to the aesthetic value of flowers and decorative plants, their usage in social gatherings, general satisfaction from working with them, and high earning potential. Due to recent changes in lifestyle and urbanisation, floriculture has flourished as a profitable industry. The market for cut flowers and loose flowers has grown significantly, and research on floriculture will concentrate on the shifting market conditions, rising demand, and anticipated

future needs. It is a powerful method for understanding the floricultural sector and evaluating its success in terms of the economics, environment, and society.

Research Objective

The study's purpose is to better understanding of sustainability in floriculture, and awareness of flower farming in flower growers.

1. To inform the flower growers about the benefits of floriculture.

2. Encouraging them to invest in the floriculture market.

3. Understanding the current situation.

3. Only roses and marigolds will be considered for export in the research work.

Study Area

Solapur is a district in the Maharashtra state of India. Solapur is where the district offices are located. The Bhima and Seena basins completely enclose it, and it is located close to the state's southernmost tip.



The district as a whole is drained by the Bhima River. According to the 2011 census, the total population of the Solapur district was 43,15,527. Its geographical area is around 14,895 square kilometres, and it is divided into 11 tahsils (Barakade and Sule, 2011). It ranks fourth in Maharashtra's 36 districts in terms of area (4.88%) and seventh in terms of population (4.51 percent). The district receives an average of 584.3 mm of rain annually as a result of the study area's placement in a rain shadow.

Focus Of The Study

1. The scope of the research is limited to Solapur district.

2. The survey includes responses from flower growers only.

3. Only roses and marigolds will be considered for export in the research work.

Data Collection / Source Of Data

Primary Data: All prospective respondents in the Solapur District would be surveyed to obtain the primary data. Primary data is information that is obtained for the first time and is not derived from any previously collected information.

Secondary Data

Secondary data is information that has been obtained from previously published sources for purposes other than the current investigation. The secondary information was acquired from publications that are open to the public, committee and business reports, etc.

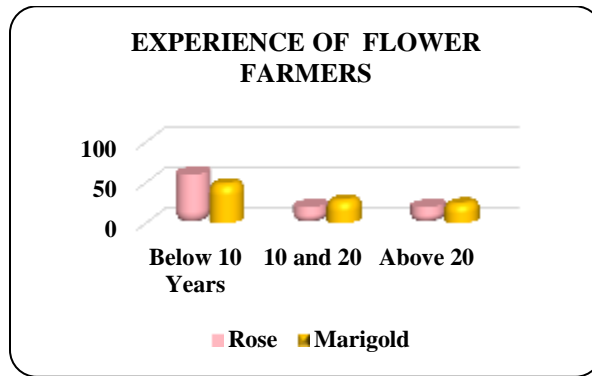
Sample Design

Respondent Type	No of Respondents		Total
	Rose	Marigold	
Flower cultivators	25	25	50

Data Analysis

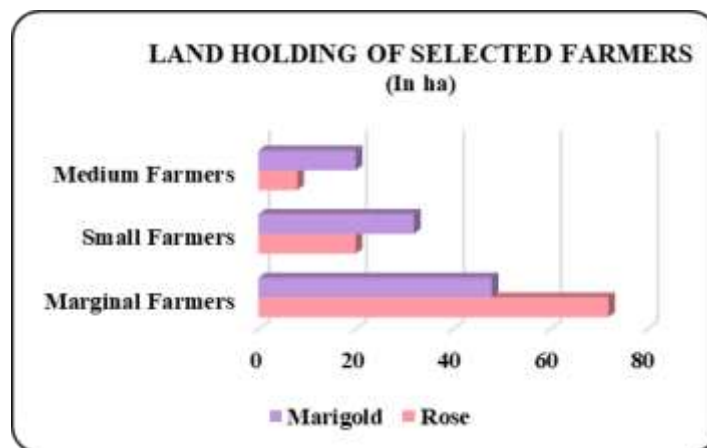
The following methods are used reach with the respondents: In-person interviews used in surveys.

Sr. No.	Respondent Type	No of Respondents		
		Rose	Marigold	Total
1	Experience in flower market			
	Below 10 Years	15 (60)	12 (48)	27(54)
2	10 and 20	5 (20)	7 (28)	12(24)
3	Above 20	5 (20)	6 (24)	11(22)
	Total	25	25	50



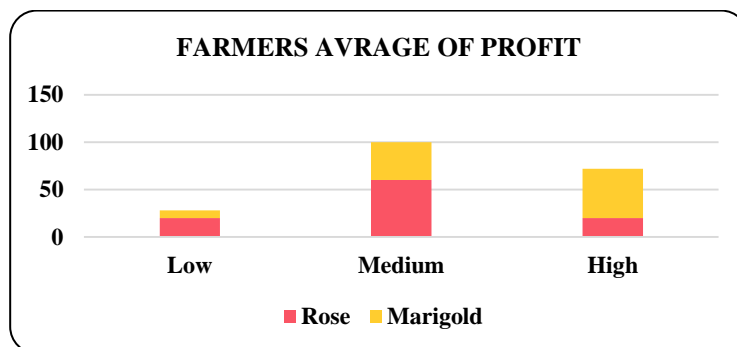
It is observed that in the above table some of the Rose and Marigold flower cultivators are experienced below ten year experience of flower cultivation.

Sr.No.	Respondent Type	No of Respondents		
		Rose	Marigold	Total
1	Marginal Farmers	18 (72)	12 (48)	30 (60)
2	Small Farmers	5 (20)	8 (32)	13 (26)
3	Medium Farmers	2 (8)	5 (20)	7 (14)
	Total	25	25	50



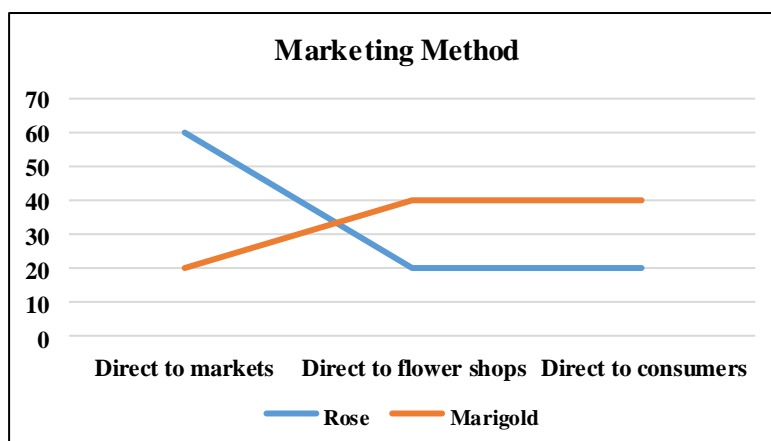
It is detected that in the above table more or less of the Rose and Marigold flower cultivators are under the land holders are marginal farmers of flower cultivation.

Sr. No.	Respondent Type	No of Respondents		
		Rose	Marigold	Total
1	Low	5(20)	2(8)	7(14)
2	Average	15(60)	10(40)	25(50)
3	High	5(20)	13(52)	18(36)
	Total	25	25	50



It is identified that in the above table average of the profit of the Rose and Marigold flower cultivators are medium and high.

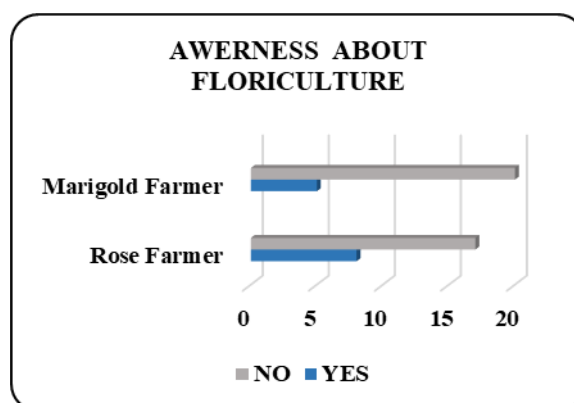
Sr. No.	Respondent Type	No of Respondents		
		Rose	Marigold	Total
1	Direct to markets	15(60)	5(20)	20(40)
2	Direct to flower shops	5(60)	10(40)	15(30)
3	Direct to consumers	5(20)	10(40)	15(30)
	Total	25	25	50



It is recognized that in the above table sale for marketing method of the Rose and Marigold flower cultivators are three ways: direct to markets, direct to flower shop, direct to consumer.

Are you aware of the floriculture market's potential?

Sr. No.		No of Respondents	
		Rose Farmer	Marigold Farmer
1	YES	8	5
2	NO	17	20
	Total	25	25



It is observed that most of the flower cultivators are unaware of Current floriculture Markets

Suggestions

Governmental organizations should arrange practical workshops and training sessions.

There are no policy initiatives that could improve the flower business and lead to an economically appealing segment of agriculture in Solapur because no work has been done on the production of various varieties of flowers.

To improve cultivation practises and make the best use of suggested inputs in

floriculture, a research wing needs to be established. This would improve flower yield in general while costing less overall. The income of farmers would rise as a result, and surplus produce would be available for export.

A successful extension programme serves as a link between academic inquiry and practical application. Therefore, it is necessary to start a well-equipped extension service programme to provide producers of

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flowers with useful instructions on flower growing, quality maintenance, reducing loss during harvest, and extending flower storage life. Additionally, this service ought to be able to inspire other farmers to take part in this kind of crop diversification at the farm level.

When cultivating flowers requires a lot of labour, the government has the opportunity to develop a policy framework that would help the industry improve from where it is now. As a result, extra labour might be used productively in various aspects of the production and marketing of the flower industry.

Conclusion

Flower growers' awareness of the flower industry and market can improve their understanding of the trade environment. Risk tolerance will be improved and flower farmers will learn international trade by making small financial investment decisions. The primary reasons for the drop in yield per hectare are unusual weather rains and weather variations, a lack of technology, farmers' lack of competence, and poor planting supplies.

Due to different agro-climatic zones and unique production techniques, floriculture has experienced significant commercialization as opposed to subsistence

farming. The production has increased globally.

The floriculture sector of the state currently faces a number of commercial constraints that must be overcome via careful planning and coordinated development efforts at all levels. However, the floriculture sector in Maharashtra as well as Solapur district has a very high potential from a technical standpoint. Utilizing this potential will help the state's socioeconomic situation. Additionally, because it is a significant export, it can significantly increase the country's overall foreign exchange earnings.

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