



A STUDY ON PRODUCTION AND MARKETING OF FLOWERS IN THOVALAI TALUK IN KANYAKUMARI DISTRICT

Dr. S. Murugapoobathi

Assistant Professor, Department of Commerce, Vivekananda College,
Agasteeswaram.

ABSTRACT :

Floriculture is an important industry in many nations and can be an ideal area of prosperous economic development. It is the second largest foreign exchange earner in India, with flowers contributing more than half of fresh horticultural exports. However information on the potential domestic market and the capacity and constraints to small-scale production and domestic marketing is inadequate. India area is endowed with good climate have shown that the area is very suitable for flower production, which were the main traditional exports.

KEYWORDS : *Floriculture , small-scale production and domestic marketing.*

1.INTRODUCTION:

Flowers are very intimately associated with the social and religious activities in India. In social life, flowers are offered to welcome, felicitate and to greet friends or relatives and guests in functions. Flowers are needed in all the religious ceremonies and functions including marriages. Garlands and wreaths are offered on dead bodies of martyrs and national heroes as a gratitude for the work done and sacrifice made by them. Flower is a token of love and tenderness. They are wanted due to various attractive colours and fragrance. Flowers are also used for extracting essential oils, which are used in perfumes. Many flowers have medicinal values and hence it is used in Ayurveda. In India, large numbers of flowers are grown in different parts according to soils and climate and also likings and preferences of the people for specific type of flowers. Important flowers are rose, marigold, chrysanthemum, jasmine, lily, tuberose, aster, zinia, carnation, gladiolus and galardia.

2.PRODUCTION OF FLOWERS IN THOVALAI:

The weather, soil and water conditions at Thovalai are suitable for the production of flowers. People believed that flower production was started in the early eighteenth century in Thovalai. Flower cultivation is the primary occupation in this village as more than eighty percent of the people are actively involved in activities such as cultivation, harvesting, distribution, garland making and marketing. The flowers produced in and around Thovalai include are Pitchi, Malligai, Rose, Bachalors Button, Marigold, Marikolunthu, Arali Kanakambaram, Chevanthi, Tulsi, Kolikondai, Pachi and Champanki. Plucking of these flowers starts early in the morning around 5.00 a.m. Youngsters, elders and school children irrespective of their age or occupation are engaged in this work.



3.STATEMENT OF THE PROBLEM:

Cultivation of flower is a lucrative business to various farmers and this is an important crop which helps to increase the economic condition of the flower growers. At the same time cultivation of flowers is not at all in aromatic proposition and marketing of flower remains highly unorganized. Marketing of flowers posses more problems compared to other agricultural commodities as they have a high degree of perish ability and steady decline in price. Further the flowers are affected by the problems like time of sales, price fluctuation, non-availability of fertile seedling, high wage rate, non-availability of labourers, high transport lost high commission and malpractice by the middlemen. In addition to that inadequate technical know-how and Government's apathetic attitude have compounded the problems of cultivation and marketing of this crop. Farmers are thus facing a number of difficulties in the disposal of the produce. As such a large number of problems connected with marketing of flower emerge in the minds of farmers and traders. Hence, the present study had been taken by the Researcher as an attempt to analyse the problems encountered by the flower cultivators and marketing pattern of different flowers.

4.OBJECTIVES OF THE STUDY:

- To analyze the socio economic conditions of flower cultivators
- To study the motivational factors of the flower cultivators
- To study the problems encountered by the flower cultivators
- To study the marketing pattern of flowers

5.SCOPE OF THE STUDY:

The present study has a special bearing on the production and marketing of flowers in Thovalai taluk, Kanyakumari District. An analysis was conducted to identify the problems encountered by the flower cultivators and motivational factors of the flower cultivators. This study also exhibits the factors like socio economic conditions of the flower cultivators and marketing pattern of flowers in Thovalai taluk.

6.METHODOLOGY:

The study was conducted in the Thovalai taluk of Kanyakumari district in Tamil Nadu. The study mainly based on primary data. The primary data has been collected from the sample flower cultivators by direct personal interview with the help of structured questionnaire. Sampling has been chosen by convenience sampling method. The size of the sample is 150.

7.DATA ANALYSIS AND INTERPRETATION:

The present study is confined to the study of marketing of flowers and various problem faced by marketers and cultivators in Thovalai taluk.

8.PROBLEM ENCOUNTERED:

8.1.Cultivation and Production Problem

Cultivation problem of the flower cultivators has been presented in the table.1

Table.1
Cultivation Problem and Production Problem

Factor	SA	A	N	DA	SDA	Total	Mean Score	Rank
Cultivation Problem	5	4	3	2	1			
Labour shortage	0 (0)	56 (224)	44 (132)	50 (100)	0 (0)	150 (456)	3.04	II
Seedlings problem	0 (0)	0 (0)	72 (216)	78 (156)	0 (0)	150 (372)	2.48	IV
Higher wage	0 (0)	50 (200)	60 (180)	40 (80)	0 (0)	150 (380)	2.53	III
Water scarcity	73 (365)	77 (308)	0 (0)	0 (0)	0 (0)	150 (673)	4.48	I
Production Problem	5	4	3	2	1	Total	Mean Score	Rank
Problem of pests	74 (370)	76 (304)	0 (0)	0 (0)	0 (0)	150 (674)	4.49	II
High cost of plant	0 (0)	69 (276)	81 (243)	0 (0)	0 (0)	150 (519)	3.46	V
Limited power supply	0 (0)	0 (0)	46 (138)	47 (94)	57 (57)	150 (289)	1.92	VI
High investment	0 (0)	89 (356)	61 (183)	0 (0)	0 (0)	150 (539)	3.59	IV
Several of diseases	75 (375)	75 (300)	0 (0)	0 (0)	0 (0)	150 (675)	4.5	I
Lack of technology	63 (315)	44 (176)	43 (129)	0 (0)	0 (0)	150 (620)	4.13	III

Source: Computed data

Note: SA- Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree

The table.1 exhibits the cultivation problems of the flower cultivators in Thoivalai taluk of Kanyakumari district, Water scarcity with the mean score of 4.48 ranked I, Labour shortage (mean score 3.04) contributed second place, Higher wage (mean score 2.53) contributed third place, Seedlings problem (mean score 2.48) contributed fourth place.

The table.1 further reveals that the production problem of the flowers cultivators, Several of diseases with the mean score of 4.5 ranked I, Problem of pests (mean score 4.49) contributed second place, Lack of technology (mean score 4.13) contributed third place, High investment (mean score 3.59) contributed fourth place, High cost of plant (mean score 3.46) contributed fifth place and Limited power supply (mean score 1.92) contributed sixth place.

8.2. Marketing Problem:

Marketing problem of the flower cultivation has been presented in table.2

Table.2
Marketing Problem

Factor	SA	A	N	DA	SDA	Total	Mean Score	Rank
Marketing Problem	5	4	3	2	1			
Poor transportation facilities	42 (210)	61 (244)	47 (141)	0 (0)	0 (0)	150 (595)	3.96	II
Low price for the flower	47 (235)	32 (128)	35 (105)	36 (72)	0 (0)	150 (540)	3.6	IV
Fluctuations in the price	0 (0)	33 (132)	45 (135)	38 (76)	34 (34)	150 (377)	2.51	VI
Exploitation by middleman	68 (340)	82 (328)	0 (0)	0 (0)	0 (0)	150 (668)	4.45	I
Lack of markets for flower	40 (200)	48 (192)	62 (186)	0 (0)	0 (0)	150 (578)	3.85	III
Lack of storage facilities	0 (0)	52 (208)	54 (162)	44 (88)	0 (0)	150 (458)	3.05	V

Source: Primary data

Note: SA- Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree

This table.2 exhibits the marketing problems of the flower cultivators, Exploitation by middleman with the mean score of 4.45 ranked I, Poor transportation facilities (mean score 3.96) contributed second place, Lack of markets for flower (mean score 3.85) contributed third place, Low price for the flower (mean score 3.6) contributed fourth place, Lack of storage facilities (mean score 3.05) contributed fifth place and Fluctuations in the price (mean score 2.51) contributed sixth place.

8.3.Flowers Sold Through Retailers, Wholesalers and Commission Agents:

Flower sold through retailers wholesalers and commission agents has been presented in table.3

Table 3
Sold Through Retailers

Factor	SA	A	N	DA	SDA	Total	Mean Score	Rank
	5	4	3	2	1			
Easy method of sale	86 (430)	64 (256)	0 (0)	0 (0)	0 (0)	150 (686)	4.57	I
No price difference	0 (0)	0 (0)	43 (129)	49 (98)	58 (58)	150 (285)	1.90	IV
Long– term practice	0 (0)	46 (184)	50 (150)	54 (108)	0 (0)	150 (442)	2.95	III
No transport cost	0 (0)	0 (0)	0 (0)	75 (150)	75 (75)	150 (225)	1.50	V
No commission charges	0 (0)	0 (0)	0 (0)	70 (140)	80 (80)	150 (220)	1.47	VI
Immediate payment	0 (0)	76 (304)	74 (222)	0 (0)	0 (0)	150 (526)	3.51	II
Factor	5	4	3	2	1	Total	Mean Score	Rank
Easy method of sale	75 (375)	75 (300)	0 (0)	0 (0)	0 (0)	150 (675)	4.50	I

Long term practice	72 (360)	78 (312)	0 (0)	0 (0)	0 (0)	150 (672)	4.48	II
Less commission charge	45 (225)	54 (216)	51 (153)	0 (0)	0 (0)	150 (594)	3.96	IV
Credit facilities	0 (0)	55 (220)	45 (135)	50 (100)	0 (0)	150 (455)	3.03	V
Better price	53 (265)	48 (192)	49 (147)	0 (0)	0 (0)	150 (604)	4.03	III
More Off – take	0 (0)	0 (0)	78 (234)	72 (144)	0 (0)	150 (378)	2.52	VI
FACTOR	5	4	3	2	1	Total	Mean Score	Rank
Available of credit facilities	0 (0)	83 (332)	67 (201)	0 (0)	0 (0)	150 (533)	3.55	I
Better price	0 (0)	0 (0)	77 (231)	73 (146)	0 (0)	150 (377)	2.51	II
Immediate cash after sale	0 (0)	0 (0)	53 (159)	45 (90)	52 (52)	150 (301)	2.01	III
Long term practice	0 (0)	0 (0)	0 (0)	63 (126)	87 (87)	150 (213)	1.42	V
Higher Off – tack	0 (0)	0 (0)	48 (144)	52 (104)	50 (50)	150 (298)	1.99	IV

Source: Computed data

Note: SA- Strongly agree, A-Agree, N-Neutral, DA-Disagree, SDA-Strongly disagree

This table.3 exhibits the sold through retailers of the flower cultivators, Easy method of sale with the mean score of 4.57 ranked I, Immediate payment (mean score 3.51) contributed second place, Long– term practice (mean score 2.95) contributed third place, No price difference (mean score 1.90) contributed fourth place, No transport cost (mean score 1.50) contributed fifth place and No commission charges (mean score 1.47) contributed sixth place.

The table.3 exhibits the wholesalers of the flower of the flower cultivators, Easy method of sale with the mean score of 4.50 ranked I, Long term practice (mean score 4.48) contributed second place, Better price (mean score 4.03) contributed third place, Less commission charge (mean score 3.96) contributed fourth place, Credit facilities (mean score 3.03) contributed fifth place and More Off – take (mean score 2.52) contributed sixth place.

The table.3 further reveals that the commission of the flower cultivators of Thovalai taluk, Available of credit facilities with the mean score of 3.55 ranked I, Better price (mean score 2.51) contributed second place, Immediate cash after sale (mean score 2.01) contributed third place, Higher Off – tack (mean score 1.99) contributed fourth place and Long term practice (mean score 1.42) contributed fifth place.

9. FINDINGS:

The study express that the cultivation problems of the flower cultivators, Water scarcity with the mean score of 4.48 ranked I and Seedlings problem (mean score 2.48) contributed fourth place.

The study reveals that the production problem of the flowers cultivators, Several of diseases with the mean score of 4.5 ranked I and Limited power supply (mean score 1.92) contributed sixth place.

This study shows that the marketing problems of the flower cultivators, Exploitation by middleman with the mean score of 4.45 ranked I and Fluctuations in the price (mean score 2.51) contributed sixth place.

This study express that the sold through retailers of the flower cultivators, Easy method of sale with the mean score of 4.57 ranked I and No commission charges (mean score 1.47) contributed sixth place.

The study shows that the wholesalers of the flower of the flower cultivators, Easy method of sale with the mean score of 4.50 ranked I and More Off – take (mean score 2.52) contributed sixth place.

The study shows that the exhibits the commission of the flower cultivators, Available of credit facilities with the mean score of 3.55 ranked I and Long term practice (mean score 1.42) contributed fifth place.

10. CONCLUSION:

Flowers are inextricably connected with human life throughout the cosmos from time immemorial. Their economic, social, cultural religious and aesthetic significance have been a veritable avenue for fascinating studies in the years which have passed by. Flower production in India has been given enormous importance for the remarkable role it has played in adding to foreign exchange reserves. Changes in the size of the existing flower market and improvements on the channels of marketing available to flower farmers is a must to regain the reputation enjoyed by Thovalai in flower production.

The study concluded that the flower farmers are face number of problems like cultivation problem, production problem and marketing problem. But at the same time the flower farmers are implemented effective marketing strategies to improve the marketing of flower. Finally, in Thovalai taluk the flower cultivation and marketing were satisfied.

REFERENCES:

1. Rengasamy et al. (2009), "Dry Flower – A Profitable Floriculture Industry", Kisan World, Vol.26, No.10, pp.61-62.
2. Acharya.P and Panda.P.K, (2011), "Floriculture: a Promising Foreign Exchange Earner", Yojana, Vol. 40, no.12, pp.17-19
3. Banumathy.V and Sita Devi.K (2013) "An Economic Analysis of Marketing Costs, Margins and Price Spread of Jasmine in Chidambaram Taluk of Cuddalore District, Tamil Nadu", Indian Journal of Agricultural Marketing, Vol.17, No.2, pp. 40-44
4. Jahan.Z, Zahearullah Khan and Khan.A.S, (2007), "Marketing of Agriculture in NWFP", Sarhad Journal of Agriculture, Vol, 23, No.3, pp.815-822
5. Karthikeyan.C and Chandrakandan.K (2000), "Profile and Problems of Cut Flower Growers", Madras Agricultural Journal, Vol,87, No.7, pp. 500-503
6. Mehra.E (2004), "Wholesale marketing of flowers in Delhi", Floriculture Today, Vol.1, No.3, pp.7-10