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## PROBLEMS FACED BY THE FARMERS CULTIVATING FLOWERS IN TIRUCHIRAPALLI DISTRICT

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### *Abstract*

*Agriculture has become the most important occupation of our country. The development of agriculture turned to be boon for the human civilization as it also gave way to their development. Flower cultivation is a branch of agriculture and a segment of horticulture. It deals with the culture of flowers and ornamental plants; it has great importance in our daily life as well as national economy. Flower cultivators faced many problems. So this study is an attempt to identify the problems faced by the farmers cultivating flowers.*

**Keywords:** Agriculture, Development, Horticulture, Flower.

### **Introduction**

Agriculture plays a crucial role in the entire life of an economy. It has been associated with the production of essential food crops. It is the basic source of food supply of all the countries of the world. It is the backbone of the economic system of a country. In providing food and raw material, it also provides employment opportunities to very large percentage of the population. Agriculture supplies source of raw material to major industries such as cotton and jute fabric, sugar, tobacco, edible as well as non-edible oils ect. Flower cultivation is a branch of agriculture and a segment of horticulture. Flower cultivators still face a lot of problems in every walk of life which affects the pace of socio-economic development and their sustainability and

livelihood. They invest all financial resources, but they are unable to generate enough production of flowers.

### **Definition of Floriculture**

Floriculture may be defined as “the art and knowledge of growing flowers to perfection. It is a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry, comprising the floral industry. The development, via plant breeding of new varieties is a major occupation of floriculturists.

### **Flowers and their Uses**

Flowers are one of the nature’s most beautiful gifts to man. Their beauty and fragrance being joy and happiness to our lives. In any garden, flowers in great variety are always the main attraction.

Since time immemorial, flowers have been considered as the symbol of grace and elegance and a feast for our eyes. They are used on all religious and festive occasions. Flowers are given as birthday presents, wedding gifts or while meeting ailing people and even at funerals. Most of the Hindu ladies adorn their hair style with flowers, and it is one of the auspicious symbols of their married life and add to their grace.

Flowers creating beautiful scenery, having a garden in front of one's house or it not possible a little hand-made garden in the balcony of one's house adds enormous beauty to the house.

Flowers are amazing part of maintaining healthy relationship. Colourful flowers gifted in occasions like marriage, birthday in Valentine's Day. Red roses increase the feeling of love to the people being gifted. Besides, a yellow rose is the best symbol of friendship.

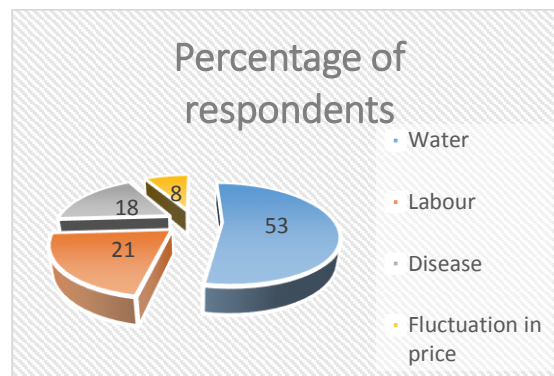
Flowers play an important role in the interior decoration of a house. A flower pot which has fresh flowers on the breakfast table maintains the essence of the food being served.

Many flowers are crushed and used as medicines. It is used in cough and cold medicines that increase the sweating rate in fever and help it to recover sooner.

Now-a-days, there is an increase in awareness in people to use cosmetics, less artificial and more herbal. Besides the colour and smelling beauty, flowers are important ingredients of cosmetic products. It can be used successfully and profitably in many purposes of our daily lives, which are beyond scent and beauty of the flower.

### Area of Study

The area of the study was Andanallur Block in the Tiruchirappalli District. There are 14 blocks in the study district. Among these, Andanallur block is the leading of flower cultivation. Majority of the respondents are engaged in flower cultivation like Jasmine, Rose, Ixora, Chrysanthemum, tube rose, Fire crackers, Sunflowers and marigold. This study was conducted during 2016-2017. The data were collected from both primary and secondary data. So the researcher has attempted to describe various aspects of the problems faced by the farmers cultivating flowers in the study area. The average is calculated by using simple statistical tools in this study.



### Water Problems

Water supply is the significant factor in farming. Rain is also an important source. In a country, the supply of water is based on the amount of rainfall. Farmers suffer a lot due to the insufficient the scarcity of water. Because of this, the yielding field reduced. In this study area highlights 53% farmers faced water problems. The ratio of ground water level decreases, even the water scarcity continues after constructing bore well. Due to the water scarcity, farmers can't able to get high yielding of flowers. If the amount of rainfall increases, they can get high water supply decreases, due to less rainfall so that production of flowers will be reduced automatically.

### Labour Scarcity

Nowadays, people in villages prefer cities for their education and medicinal purpose. In order than that youngsters refused to do farming. Illiterate people immigrate to cities and work there as salesman. Because of this, there arises the scarcity of labours. In case the yielding of flower is in large numbers, the farmers are in need of more labours. Nearly 21% of the flower cultivators faced labour scarcity during over production. Due to the scarcity of producers and labourers, yielding of flowers face many difficulties. So labours create problems of salary wages.

### Disease

Nearly 18% percentage of the flower cultivators faced disease problems for the plants in the study area. Diseases either affected the plants or flowers. The most common reason for affecting disease in the flowers is the water problem and natural changes like season or climate etc. In the foggy days, the flowers growth is lesser than in other days. The size of the flowers become very small and sometimes it shrinks. Because of this reason, the

cultivators are not able to sell the flowers at a high price.

The flowers get affected by different diseases. They are as follows,

Flower variety	Diseases
Jasmine	Blackspot, Stem blight, Aphids
Ixora	Leaf Spot, Sooty mold, Root rot
Rose	Powdery Mildew, Mosaic, Black Spot
Chrysanthemum	Blight, Alterianaria, Bacterial blight

### Fluctuation in Price

There is always fluctuations in the price of flowers. More than 8% of the farmers experienced this problem. The increasing price of flowers reduces the demand for flowers. It changes from times to times and place to place. In the wedding ceremony and also in festival days, the people need more flowers and especially, they demand more flowers on exclusive days. So they are forced to buy more flowers in such days. Most of the people reduced the usage of flowers due to increasing high rate of flowers. The flower cultivators sell the flowers in low rate in normal days, other than in festival season due to more flowers and mild retailing. Thus their affects the flower cultivators in many ways.

### Conclusion

Agriculture is the backbone of our country. It generates 22% of National gross product. The technical improvements have changed the traditional system and pattern of agriculture. Flowers are perishable in nature. So suddenly sell the flowers in the market everyday. Govt of India identified floriculture as a sunrise industry and accorded it 100% export oriented status.

Sometime farmers receives low price for their crops. There is no pricing policy followed by the government to the development of flower cultivation. So the Government should set reasonable prices for flower cultivation to develop the farmer's standard of living.

Use of modern techniques, provision of credit facilities, basic infrastructure and floriculture research facilities are needed to remove the problems of flower cultivation in future.

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