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## Constraints and suggestion as perceived by the respondents in gerbera cultivation

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### Abstract

The present study was conducted in Osmanabad, Nanded and Latur district were selected purposively having maximum area under gerbera cultivation. A list of gerbera growers was obtained from state agriculture officer of each selected district 40 gerbera growers were selected randomly from that list. Thus total 120 respondents were the sample of the study with objective to measure management orientation of gerbera growers. Majority of the gerbera growers faced the problem regarding the price fluctuation 88.33 per cent also the gerbera growers given the suggestion that sufficient water through irrigation 95.83 per cent.

**Keywords:** constraints, gerbera growers, management orientation

### Introduction

Flowers are inseparable from the social fabric of human life. Flowers being adorable creation of god, befits all occasions, be it birth, marriage or death. In the past, flowers were not of much economic importance. One would grow flowers to fulfill his or her aesthetic desire. At times, flowers were offered for sale to meet the special requirements of people. With the passage of time, drastic changes have come about in the lifestyle of people leading to commercial cultivation of flowers.

Floriculture is a fast emerging and highly competitive industry. With the continuous introduction of new cultivars and new crops, cultural techniques are changing and hence new products are being developed. The science and art of commercial floriculture has been recognized as an economic activity with the potential for generating employment and earning valuable foreign exchange. In several countries of the world, floricultural products are amongst the main export items of agricultural origin. For any country to diversify its agricultural base geared towards export, the ornamental crop industry provides one of the most interesting and viable options. Floricultural exports from India comprise fresh cut flowers (to Europe, Japan, Australia, Middle East and USA), loose flowers (for expatriate Indians in the Gulf), cut foliage (to Europe), dry flowers (to USA, Europe, Japan, Australia, far East and Russia) and potted plants (limited to very few countries). The floricultural exports registered a phenomenal growth during the last decade. This research work was carried out to find out the constraints and suggestion as perceived by the respondents in gerbera cultivation.

### Methodology

The study was conducted in Osmanabad, Nanded and Latur district of Marathwada region of Maharashtra state. Two talukas from each district were selected purposively based on the maximum area under gerbera. Two villages from each talukas were selected purposively based on the maximum area under gerbera crop. Thus twelve villages from six talukas were selected for this study. From each of the selected village ten gerbera growers were selected randomly on the basis of management orientation. Thus a total of 120 respondents were selected as sample for this study.

The Ex-post facto research design was used in the present study, statistically analyzed by using statistical techniques like frequency, percentage. For the study, the interview schedule based on the objectives of the study was prepared for collecting data from the respondents. The findings regarding constraints faced and the suggestions given by gerbera growers were included in the study.

### Results and Discussion

#### Constraints faced by gerbera growers were given in

The findings showed from table 1 the constraints in cultivation of gerbera flower crop. It was found that majority of respondents had expressed price fluctuation 88.33 per cent,

followed by Absence of organized market 75.00 per cent, problem of insufficient credit 73.33 per cent, Scarcity of labour 68.33 per cent, lack of cold storage facilities 62.50 per cent, lack of Non availability of planting material 61.66 per cent, Huge investment 58.34 per cent, irregular supply of electricity 54.16 per cent and lack of govt. assistance 41.66 per cent.

#### Suggestions given by gerbera growers given

The data in Table 2 revealed that, suggestions for cultivation of gerbera flower crop. It was found that sufficient water through irrigation 95.83 per cent, high price for produce 90.83 per cent, reduce the cost of fertilizers 65.00 per cent, providing technical guidance 41.66 per cent and provision for storing the flowers 40.00 per cent were the major suggestions expressed by gerbera growers.

**Table 1:** Constraints faced by gerbera growers were given

Sr. No.	Constraints	Frequency (F)	Per cent (%)	Rank
<b>A. Production problems</b>				
1	Huge investment	70	58.34	VII
2	Non-availability of planting material	74	61.66	VI
3	Scarcity of labour	82	68.33	IV
4	Irregular supply of electricity	65	54.16	VIII
5	Insufficient credit	88	73.33	II
<b>B. Marketing problems</b>				
1	Absence of organized market	90	75.00	III
2	Lack of cold storage facilities	75	62.50	V
3	Price fluctuations	106	88.33	I
4	Lack of govt. assistance	50	41.66	IX

**Table 2:** Suggestions given by gerbera growers given in

Sr. No.	Suggestions	Frequency (F)	Per cent (%)	Rank
1	Sufficient water through irrigation	115	95.83	I
2	High price for the produce	109	90.83	II
3	Need for reduced the cost of fertilizer	78	65.00	III
4	Providing technical guidance	50	41.66	IV
5	Provision for storing the flowers	48	40.00	V

#### Conclusion

The first and foremost problem was price fluctuation. The prices varied according to prevailing demand and hence the respondents were not able to get reasonable price to their produce. Because of the existence of unstable market there was a feeling of insecurity.

The other constraint was non availability of skilled labour as one of the problem faced by growers, because of shortage of irrigation water farmers can't grow more than one crop in a year. Migration of rural people to main cities in search of jobs and higher wages might have resulted in shortage of labour.

Majority of respondents have given the suggestion declared minimum support price to produce. There was less availability of water and high fluctuation in prices of gerbera. Sometimes the growers had to sell their produce at throw away prices and were usually exploited by the middle men. Therefore, respondents have given these pivotal suggestions.

The next suggestion given by respondents was provision of technical guidance since it required high investment of inputs. Proper guidance on control of pests and diseases occurring in that area like thrips, flower eating caterpillars, root rot, yellow stunt virus, etc. was essential. Guidance by competent authority would help them to adopt better farm practices and enable them to overcome their problems.

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