

## Constraints analysis and identification of strategies for the cut flower producers

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### ABSTRACT

The study was conducted in Pune and Satara districts of Maharashtra with the objective to identify the constraints and to propose strategies for promoting the entrepreneurship among the cut flowers producer. It was found that 42 per cent of the cut flower producers had high level of constraints. Various kinds of problems related to the labour, markets, supporting agencies as well as credit are coming up accompanying the potentials of the industry. To mitigate these constrains, govt. and private sectors should formulate integrated approaches of supportive services and appropriate infrastructure facilities.

### INTRODUCTION

Floriculture, till recently considered to be a simple garden activity to get flowers for religious offering and home decoration, has emerged as an important agri-business enterprise. Floriculture as a catchword on the agricultural front is entering a higher growth phase in India. It has blossomed into a profitable agri-business, both for domestic and export market. India has several advantages in floriculture, particularly cut flowers and endowed with suitable agro-climatic conditions and low cost of agricultural land etc. As a result of liberalisation of Indian economy, there is a craze for export of cut flowers like rose, gerbera, anthurium, orchids, etc. An area of about 66,000 hectares is devoted exclusively to production of various types of flowers in the country (Sundaram, 2003). Greenhouse technology being highly capital intensive, added with high cost of finance and dependence on expensive imported technology with high risk makes the cut flower producer to behave as a true entrepreneur.

However, due to its recent emergence as a potential and precise avenue, the cut flower industry is yet to reap its fruit. Though it is a commercial and hi-tech crop cut flower producers do not reap its potentialities since they are not equipped with expected knowledge of updated technologies. Various kinds of problems related to the labour, markets, supporting agencies as well as credit are

coming up accompanying the potentials of the industry. On the other side, various steps are being taken by government and private sector to ride over these constraints. For instance, 'Agricultural Export Zone' (AEZ) for flower export has been identified by Government of India under EXIM POLICY 2002-07. These efforts along with effective strategies can make a big difference in the ultimate output of the industry.

In this context, it is worth to study the constraints of cut flower producers and propose strategies for their entrepreneurship development, so that those who are concerned with these entrepreneurs like scientists, development workers, policy makers and planners can appropriately work for the development of cut flower producers.

Hence, this study was undertaken with the following objectives: to identify the constraints faced by the cut flower producers while running the enterprise and to propose strategies for promoting the entrepreneurship among the cut flower producers.

### METHODOLOGY

The present investigation was carried out in Junnar, Maval and Khed taluks of Pune district and in Satara and Koregaon taluks of Satara district in Maharashtra. Cut flower producers, who produce the gerbera cut flower in polyhouse units under green house conditions were selected at random by using simple

### Key words :

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