



## **9. “A analytical study of current organization and management of floriculture business in Nashik district”**

**Hetal N. Bhide\***  
**Dr. Shrinivas V. Joshi\*\***

### **Abstract**

**Floriculture, or flower farming, is a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry, comprising the floral industry. For selling flowers in markets it is necessary to have organised markets. A retailer/ wholesalers, flower cultivators and exporter may face number of the challenges for selling flowers. Flowers being perishable products, floriculture business is completely dependent on the structure and working of the floral markets. Well organized markets help to have rapid growth and development in business.**

**Key words:** Floriculture business, Nasik District, challenges

### **Introduction**

Floriculture, or flower farming, is a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry, comprising the floral industry.

Maharashtra is a leading state in agriculture and now emerging as an important horticultural state in country. Different type of soil, suitable agro-climatic condition, adequate technical work force, well developed markets transport and communication facilities, increasing trend in drip irrigation, greenhouses, use of cool chain facilities and progressive farmer organization offer wide opportunities for growing different horticultural crops. Floriculture in the state is of recent origin. Until recent past, floriculture in the state confined to the traditional flowers alone. District like Pune, Nasik, Aurangabad, Sangli, Satara, Kolhapur, Thane and Nagpur are well known for flower cultivation. Pune, Satara, Sangli, Kolhapur and Nasik are well developing hitech floriculture district. Whereas. Pune, Thane, Nasik Ahmednagar, Nagpur and Nanded are famous for open flower cultivation.

### **Organization setup of floriculture business at National (India) Level**

An apex body known as Board of Directors supervises the Management of National Horticulture Board, which is headed by Union Agriculture Minister as its President and

Union Minister of State for Agriculture as its Vice-President. The other members of the Board are as under :

- Secretary, Department of Agriculture, Cooperation and Farmers Welfare (Ex-Officio)
- Director General, Indian Council of Agricultural Research, (Ex-Officio)
- Horticulture Commissioner, Department of Agriculture, Cooperation and Farmers Welfare (Ex-Officio)
- Financial Advisor, Department of Agriculture, Cooperation and Farmers Welfare (Ex-Officio)
- Chairman, Agriculture & Processed Food Products Export Development Authority (APEEDA) (Ex-Officio)
- Managing Director, National Horticulture Board (Ex-Officio)
- Eight representatives in Horticulture Industry representing the interests of Cooperative Societies, leading horticulturists and leading exporters of horticulture produce. (To be nominated by State Government)
- A representative each of Food Processing Industry, Ministry of Shipping and Transport, Ministry of



Railways, Ministry of Civil Aviation and Tourism or any other Ministry

**Objective**

To analyse the current organization and management of floriculture business in Nashik district.

**Hypothesis**

H<sub>0</sub>: The current organization and management of floriculture business in Nashik district is organized.

H<sub>1</sub>: The current organization and management of floriculture business in Nashik district is not organized.

The hypothesis is based on the supposition that floral markets are organised and thus administration of floriculture business is completely dependent on the structure and working of the floral markets.

**Research Methodology**

**Sample:**

1. Flower cultivators :150
2. Retailers &wholesalers: 100
3. Exporters: 50

**Sampling method:** Stratified Random sampling and Convenience Sampling

**Data Collection**

**Primary data:** Questionnaire, Personal Interaction

**Secondary Data:** Web sources, Books

**Data collection, Analysis and Hypothesis testing**

The test does not measure the degree of relationship or the form of relationship between two attributes. It is only a technique of judging the significance of such association or relationship between two attributes.

Based on the research following responses were observed:

	Organized To a Great Extent (4)	Somewhat organized (3)	Very Little Organized (2)	Not at All organized (1)	Total
Retailers	22	69	7	2	100
Flower cultivators	16	129	3	2	150
Exporters	29	16	5	0	50

**Table Number 1 Trade procedure of floral products**

Thus in the above table using the formula, it can be found that,

Total Sample size = 300

Degree of freedom = (r-1)(c-1) = (3-1)(4-1) = 2\*3 =6

Hence,

$$\chi^2 =$$

$$\sum_{\text{all cells}} \frac{(\text{Observed Frequency} - \text{Expected Frequency})^2}{\text{Expected Frequency}}$$

Therefore, calculated value of  $\chi^2 = 60.07$  and table value for  $\chi^2 = 12.59$

Thus we can say that the calculated value is much higher than the table value. Hence the null hypothesis is accepted at 5% level of significance.

In other words, H<sub>0</sub> i.e. Trade procedure of floral products organized holds to be true.

**Findings**

**From retailers/wholesalers**

The study of various factors influencing floriculture business witnessed that maximum respondents i.e. 55% have an undecided view about the organization of floricultural business. But the remaining 19% and 23% of respondents are strongly satisfied and satisfied respectively with the current organization of floriculture business.



Considering monetary transaction methods in floriculture business, 42% and 48% respondents are strongly satisfied and satisfied respectively. This shows a positive sign in the business situation.

Taking into account the factor of markets in floriculture business, 48% and 35% respondents are strongly satisfied and satisfied respectively. This shows a optimistic growth symbol of the business condition.

Considering the view of labour availability in floriculture business, 68% respondents are strongly satisfied. This depicts that labours are available in market and the retailers are strongly satisfied with their availability.

Bearing in mind the view of Customers in floriculture business, 61% respondents are strongly satisfied with customers. This depicts that there are ample customers in market and the hence retailers are strongly satisfied with their availability.

#### **From flower cultivators**

In a study on satisfaction level of retailers/wholesalers with the current situation of floricultural business with reference to Organization, Monetary transaction methods, Markets, Labour Availability and Customers it was found that:

Maximum respondents i.e. 36% respondents are strongly satisfied about the organization of floricultural business. But the remaining 31% and 33% of respondents are satisfied and have an undecided view respectively with the current organization of floriculture business.

Considering monetary transaction methods in floriculture business, 44% and 31% respondents are strongly satisfied and satisfied respectively. This shows a positive sign in the business situation.

Taking into account the factor of markets in floriculture business, 60% and 19% respondents are strongly satisfied and satisfied respectively. This shows an optimistic growth symbol of the business condition.

Considering the view of labour availability in floriculture business, 65% respondents are strongly satisfied. This depicts that labours are

available in market and the flower cultivators are strongly satisfied with their availability.

Bearing in mind the view of Customers in floriculture business, 79% respondents are strongly satisfied with customers. This depicts that there are ample customers in market and the hence flower cultivators are strongly satisfied with their availability.

#### **From exporters**

1. The In a study on satisfaction level of exporters with the current situation of floricultural business with reference to Organization, Monetary transaction methods, Markets, Labour Availability and Customers it was found that:

- Maximum respondents i.e. 40% are satisfied about the organization of floricultural business. But the remaining 20% and 30% of respondents are strongly satisfied and have an undecided view respectively with the current organization of floriculture business.

- Considering monetary transaction methods in floriculture business, 50% and 30% respondents are strongly satisfied and satisfied respectively. This shows a positive sign in the business situation.

- Taking into account the factor of markets in floriculture business, 36% and 30% respondents are strongly satisfied and satisfied respectively. This shows an optimistic growth symbol of the business condition.

- Considering the view of labour availability in floriculture business, 30% and 50% respondents are strongly satisfied & satisfied. This depicts that labours are available in market and the exporters are strongly satisfied with their availability.

- Bearing in mind the view of Customers in floriculture business, 40% respondents are strongly satisfied with customers. Also 50% respondents are satisfied with customers. This depicts that there are ample customers in market and the hence exporters are strongly satisfied with their availability.



## CONCLUSIONS

The third aim of researcher was to analyse the current organization and management of floriculture business in Nashik district.. The hypothesis was based on the supposition that floral markets are organised and thus management of floriculture business is completely dependent on the structure and working of the floral markets. Based on the research conducted on floristry it was found that trade procedure of floral products is somewhat organized. Maximum respondents said that the trade procedure is organized and hence floral business has grown rapidly in Nashik. This has resulted in smooth business cycles and attraction of farmers to switch from traditional crops like onions and grapes to cut flowers like Rose, Gerbera, etc.

## SUGGESTIONS AND RECOMMENDATIONS

It was also found that trade procedure of floral products is somewhat organized. Maximum respondents said that the trade procedure is organized and hence floral business has grown rapidly in Nashik. This has resulted in smooth

business cycles and attraction of farmers to switch from traditional crops like onions and grapes to cut flowers like Rose, Gerbera, etc. Few of the respondents are dissatisfied with the trade procedure. This is basically because of lack of organization of market. Hence it can be recommended that organization level of floral trade should be improvised so that business can be boosted.

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\*Ph.D. Research Scholar, North Maharashtra University, Jalgaon.

\*\*Principal, Jawhar College, Jawhar (Palghar)