

A STUDY ON BACKGROUND STATUS OF FARMERS WHO HARVEST THE FLOWER ROSE AND MARIGOLD

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ABSTRACT

The study of background status of farmers, who harvest the flowers rose and marigold is based on interview of villagers of block Chaka. In this study we got the background (age, sex, education, marital status, type of family and their income mode) information of 106 respondent in which 53 were females and 53 were males, they all were doing the job of harvesting of rose and marigold as well as commercial value of both flowers and also a table showed that number of flower harvesters accordingly females and males both. In study rose and marigold flowers are defined with their commercial value in word, their propagation area is also described here. Labor who work for rose are 76% and 24% for marigold in 63.64% were women and 36.36% were men.

KEYWORDS: Flowering, Harvesting, Entrepreneur, Propagation, Commercial, Crop

INTRODUCTION

Harvesters involved into floriculture get very high opportunities for entrepreneurship, so far has found that rose and marigold are the main cash crops of Allahabad that involves farmers at great number in villages. The harvesting processes of these crops are very drudgery prone according to observation. India being an agricultural country, where majority live in the rural areas, both men and women work very hard in the fields. There were two flowers- Rose and Marigold are very much demanding in Allahabad. Harvesting of these flower was very drudgery prone activity for the rural people because Rose thorns make them bleed from their hands and over all body and their dress get torn. At the time of harvesting of Marigold, they feel pain in their backbone, thighs, and legs; neck etc. because bending during harvesting causes pain. These are major drudgeries of harvesting the Rose and Marigold for these rural women. These two flowers are planted frequently because Allahabad is a Holy and Religious city. Here every day in all the temples people use the flowers for worship God as well as the Dhoopbatti and Agarbatti sticks also used in temple which has fragrance and these two flowers are being used especially for fragrance. Rose and Marigold are cash crops in Allahabad city.

According to Indian tradition of floriculture it has a long appreciation of the potential of commercial floriculture. It always spread blossom of this field into a valuable agri-business option. Presence of natural resources like diverse agro-climatic conditions permit production of a wide range of temperate and tropical flowers, almost all through the year in some part of the country or other. Easy advertising facilities have increased their availability in every part of the country. The commercial activity of production and marketing of floriculture products is also a source of gainful and quality employment to scores of people.

Resource Management, GBPUA & T Pantnagar (2000) endeavored to conduct technological interventions for reducing drudgery of farm women as women holds the key to rural prosperity and improved livelihood security. Women involved into floriculture get very high entrepreneurial opportunities. But, so far none or very little effort has been done on entrepreneur development among women farmers. Rose and marigold are the main cash crops of Allahabad that involves women at great number. According to the International Ergonomics Associations (1949) "Ergonomics (or human factors) is the scientific discipline concerned with the understanding of the interactions among human and other elements of a system and the profession that applies. Marketing of cut flowers in India is much unorganized at present. In most metropolitan cities, with large market potential, flowers are brought to wholesale markets, which mostly operate in open yards. A few large flower merchants generally buy most of the produce and distribute them to local retail outlets after significant mark up. The retail florist shops also usually operate in the open on-road sides, with different flowers arranged in large buckets. In the metros, however, there are some good florist show rooms, where flowers are kept in controlled temperature conditions, with considerable attention to value added service. The government is now investing in setting up of auction platforms, as well as organized florist shops with better storage facilities to prolong shelf life. Keeping the above fact in mind, the present study is planned to be carried out with many objectives. To find out the background information of the farmer who harvest the rose and marigold flower. To know that which flower is more demanding?"

METHODOLOGY

Methodology to be adopted for the study was discussed in the following sections:

Location of the Study

- District -Allahabad,
- Block- Chaka,
- Villages-Madauka, Markaini, Dabaun.

Sampling Procedure

- Sample selection and size –A sample of 106 harvester, 53 male and female from each flower Rose and Marigold were selected for the study..

Tools for the Data Collection

Interview schedule.

Anthropometry measurement.

RESULTS AND DISCUSSIONS

Table 1: Distribution of Flowers Harvesters

Sex	65 = N, Rose		41 = N, Marigold		106 = Total N	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Male	32	49.23	21	51.22	53	50.00
Female	33	50.77	20	48.78	53	50.00
Total	65	100.00	41	100.00	106	100.00

For the study firstly we select the Flower harvesters, so I have taken 106 Flower harvesters in which 53 are female and 53 are male Flower harvesters.

Table 2: Distribution of Flowers Harvester's Background Information

Personal Information of Respondent				
Age	Male	Percentage	Female	Percentage
18-25	18	33.96%	13	24.53%
25-35	20	37.74%	24	45.28%
35-45	11	20.75%	14	26.42%
45-55	3	5.66%	2	3.77%
55->	1	1.89%	-	0.00%
Height	Female	Percentage	Male	Percentage
150-160	48	90.57	8	15.09
161-170	5	9.43	28	52.83
171-180	-	0	14	26.41
181-190	-	0	3	5.66
Weight	Female	Percentage	Male	Percentage
40-45	6	11.32	-	0
45-55	27	50.94	18	33.96
56-65	20	37.74	15	28.3
66-75	-	0	18	33.96
76-85	-		2	3.74
Education	Female	Percentage	Male	Percentage
U.G.	3	5.66	7	13.21
12 th	7	13.21	8	15.09
10 th	12	22.64	15	28.3
8 th	6	11.32	13	24.53
5 th	10	18.87	6	11.32
Nothing	15	28.3	4	7.55
Weight	Female	Percentage	Male	Percentage
40-45	6	11.32	-	0
45-55	27	50.94	18	33.96
56-65	20	37.74	15	28.3
66-75	-	0	18	33.96
76-85	-		2	3.74
Marital Status	Female	Percentage	Male	Percentage
Married	42	79.25	21	39.62
Unmarried	11	20.75	32	60.38
Total	53	100	53	100
Income Mode	Female	Percentage	Male	Percentage
Daily	38	71.7	44	83.1
Weekly	-	0	0	0
Monthly	15	28.3	9	16.9
Total	53	100	53	100

There are 33.96% female respondents are from the age of 18-25, 37.74% are from 26-35 age, 20.75% are belong from 36-45 age, 5.66% respondents are from age 46-55 and 1.89% only are from 56-60 age while 24.53% male are from the age of 18-25, 45.28% are from the age of 26-35, 26.41% are from 36-45 age and only 3.74% are from 46-55 age group. the height of the respondent is divided in to four division in which 150cm.-160cm. 90.57% female respondent are doing this work of flower harvesting and only 15.09% male respondent are of this height and 161cm.-170cm. of height only 9.43% female respondent do this work but 52.83% male are doing harvesting of flowers then in range of 172 cm.-180cm. no more female worker is here but there is 26.41% male worker of this height and In last but not in least there is 5.66%

male workers are of 181cm.-190cm and there is no female of this height. weight of the respondent is divided in to five division in which 40-45kg 11.32% female respondent are doing this work of flower harvesting and no male respondent are of this weight and 45-55kg of weight 50.94% female respondent do this work but 33.96% male are doing harvesting of flowers then in range of 56-65 kg of weight 37.74% female worker are here but there is 28.3% male worker of this weight and then the weight of 66-75kg not any single

woman is of this weight while 33.96% male workers are here and In last but not in least there is 3.74% male workers are of 76-85kg and there is no female of this weight. About their education, the study says 5.66% female respondents have done under graduation while 13.21% male have the degree of U.G., there are 13.21% female have studied intermediate and 15.09% male have did it, the high school class is pass by 22.64% female in compare of 28.3% male respondent, 11.32% female and 24.53% male have pass out the class of 8, the 18.87% female and 11.32% male respondent have the result of 5 class, but it is very bad to says that 28.3% female and 7.55% male respondent of the study are illiterate. The respondent have married and unmarried, in which 79.25% female are married and 20.75% unmarried but in male respondent 39.62% are married and 60.38% are unmarried. The respondent have two type family nuclear and joint family, in which 64.15% female are belong from nuclear family and 35.85% from joint family but in male respondent 77.36% are from nuclear family and only 22.64% are belong from joint family. With the help of this table we understand their income mode in which 71.7% female got the income daily base while only 28.3% female respondent are take their income monthly base but the male respondent 83.1% are take their income daily while 16.9% are follow monthly income pattern.

Table 3: Flower which is More Demanding

Type of Flower	Flower Production GSR Analysis			
	Rose -Area (%)	Rose (Per kg. Rate)	Marigold -Area (%)	Marigold (Per kg. Rate)
Cut Flower	50%	Rs. 180/	65%	Rs. 60/
Buds	35%	Rs. 16-20/- each	10%	Rs. 50/
Loose Flower	15%	Rs. 60/	25%	Rs. 35/

According to this table 3 of the study I got that 50% rose cut flower in market yet 65% maigold, 35% buds of roses available in market and marigold is only 10%,15% loose flower but marigold 25%. If talk its price the cut flower of rose is they sale in 180rs. /Kg. while 60rs. /kg. of marigold and buds of rose sale in 16-20 each yet 50 rs /kg. And loose flower in 60rs. /kg of rose in compeer of 35rs.of /kg of marigold.

CONCLUSIONS

The study has been show that the demand of flower in the market and the percentage of people who harvest rose and marigold flower in which mostly women are uneducated compare of men. Rose flower are commercially more costly then marigold but both are very good for our health also during study on background of farmers of Rose and Marigold found that if they do their jobs based on current market strategy, may get more income by doing both flowers harvesting.

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