



A STUDY ON SOCIO-ECONOMIC STATUS OF FLORICULTURE FARMERS IN SHIRVA

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ABSTRACT

The present study aimed to find out socio-economic status of floriculture farmers in Shirva village of Udupi district. Floriculture in Shirva consists on large-scale cultivation of a traditional flower, the jasmine flower. Because of its favorable temperature and proximity to a market facility, this region is one of the major producers of Jasmine flower in Karnataka State. Total 40 farmers were selected, randomly from mentioned region. Researcher used standard Socio Economic Status Scale constructed by Rajbir Singh, Radhey Shyam and Sathish Kumar to collect data. The data from farmers were collected by contacting them personally with the help of structured interview schedule.

The outcome reveals that most of Floriculture farmers have middle socio-economic status. The respondents were allocated according to their scores to different socio- economic status groups. They were analyzed by calculating the percentage and then the attempt was presented in suitable tables and figures. The outcome reveals that most of Floriculture farmers in Shirva have middle socio-economic status.

KEYWORDS: *Floriculture, Shirva, Jasmine flower, Socio-economic status etc.*

INTRODUCTION

Floriculture is becoming a significant commercial crop in India. Floriculture is an ancient occupation, but until the 1990s, it was limited to a few families. However, over the previous decade, the situation has shifted. A growing number of farmers are growing a variety of flowers for both local and export purposes. According to Katyayan (1989), the annual flower commerce in our country reaches 100 crores. Karnataka is the state with the largest flower production in the country. This state produces 34,200 tons of flowers every year on an area of 6,900 hectares, accounting for almost one-third of national production. Singh (1997) underlined that floriculture is a rapidly growing business in India, it has increased 12.5 times in area and 33 times in trade from 1962. This rise in area and trade is due to socioeconomic reasons such as changes in people's social values and the environment, as well as an increase in population and living standards.

According to the Department of Horticulture, the district has approximately 8,000 jasmine cultivators. In the district, Udupi Mallige is grown on 116 hectares. There are 68 hectares in Udupi taluk, 45 in Karkala taluk, and three in Kundapur taluk. Jasmine flower cultivation occupies a unique position in the life and economy of Udupi and

Dakshina Kannada in coastal Karnataka so much that it is not only a household work but also a source of income and occupation for quite a number of households.

About Shirva

Shirva is a village located 15 kilometers from Udupi, which serves as both the district and sub-district headquarters for Shirva village. Shirva village is also a gram panchayat, according to 2009 statistics. The village has a total land area of 3216.13 hectares. Shirva is home to a total of 13,396 people (Census 2011 data). Udupi is the closest town to Shirva. Floriculture in Shirva consists on large-scale cultivation of a traditional flower, the jasmine flower. Because of its favorable temperature and proximity to a market facility, this region is one of the major producers of Jasmine flower in Karnataka State.



METHODOLOGY

The study was restricted to Shirva village located in Udupi district in Karnataka state. The list of farmers growing traditional flowers in Shirva village is collected through horticulture department of Udupi. Total 40 farmers were selected, randomly from mentioned region. Researcher used standard Socio Economic Status Scale constructed by Rajbir Singh, Radhey Shyam and Sathish Kumar to collect data. The data from farmers were collected by contacting them personally with the help of structured interview schedule.

The respondents were allocated according to

their scores to different socio- economic status groups. They were analyzed by calculating the percentage and then the attempt was presented in suitable tables and figures.

ANALYSIS AND DATA INTERPRETATION

The collected information is labeled and tabulated using percentage measurements. The data were analyzed and interpreted according to the objective of the study. This chapter includes tables and figures which follow.

Table 1. The below table described the socio-economic status of floriculture farmers in Shirva

Level	Raw score	Percentage
Low SES	03	3.75
Middle SES	58	72.5
Higher SES	19	23.75

Table 1 showing the raw score distribution and percentage of floriculture farmers of Shirva village. The research founds 3.75 percent of low SES, 72.5 percent middle SES and

23.75 percent higher SES farmers. The outcome reveals that most of Floriculture farmers have middle socio-economic status.

Figure 1. The following figure reflects the middle level socio economic status of floriculture farmers in Shirva

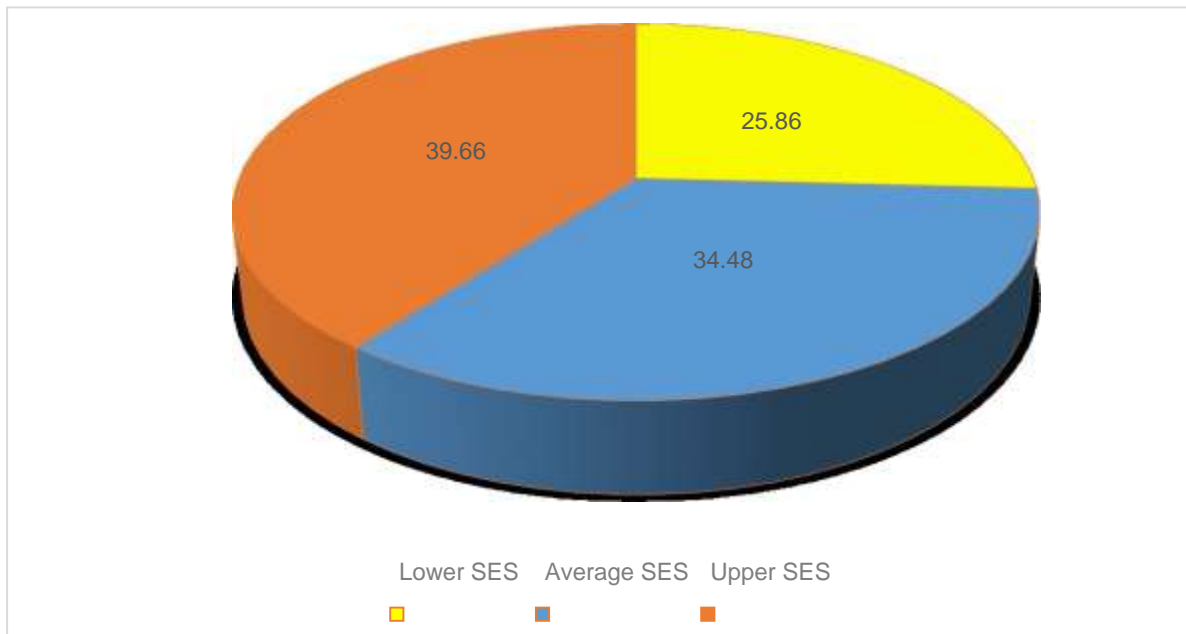


Figure 1 shows the proportion of the middle level socioeconomic status of floriculture farmers in Shirva. 25.86 percent of farmers have lower SES, 34.48 percent of farmers have average SES, and 39.66 percent of farmers have upper SES. It shows that most floriculture farmers are in upper socioeconomic status among Middle SES. Almost 80 percent of the land



area has been converted to flower agriculture. The majority of this area is dedicated to Jasmine cultivation (Mangalore Mallige). The most prevalent considerations are market proximity, low cultivation costs, easy of maintenance, and profitability.

SUMMARY, CONCLUSION AND RECOMMENDATIONS

According to the demographics of the sample households, nearly 65 percent of families rely heavily on floriculture. Among the sample growers, the Christian community is found in large numbers. Behari (1993) reported that flowers can be used for decoration, adornment, garland making, banquets, extracting perfumes, preparation of Ayurvedic medicines, gulkand, essence industry, cosmetic preparation and soap manufacturing. Dried flowers, floral craft items and floral arrangement are used during festivals and marriages.

According to the farmers the family's well-being is dependent on the income generated from jasmine cultivation. Their income from floricultural activity accounts about 60% of their entire income. The welfare of the family depends on the income that they receive from Jasmine cultivation. Out of their total income 60% of income they receive from floricultural activity. The trends in area and production in the Shirva have shown rapid increase. However, the increase in yield is not significant. Apart from this, the area under floriculture is mainly concentrated in few villages despite the soil conditions in other villages being conducive to the growth of flowers.

Farmers were expected to convert to modern floriculture over time since it is more profitable than traditional floriculture and also they reports various problems which were coming in the way of better performance. Among these, lack of proper transport, market information, cold storage facilities and menace of middlemen were cited as major problems.

Recommendations

Efforts are needed to increase the yield by providing technical guidance and supply of improved plants and seeds to increase yields and avoid concentration of flower cultivation in few village by extending extensive services to other districts for undertaking floriculture. The allocations to the floriculture development in Shirva are inadequate. Considering its potential in generating more income and employment than other crops the outlays have to be increased in the coming plans. The farmers lack adequate and cheap mode of transport and proper roads for quick marketing of the flowers, which are highly perishable in nature. These have to be provided to the villagers, which not only help the flower growers, but also for the overall development of the villages. Several farmers have indicated that

there is lack of suitable technology, proper knowledge about the use of quality planting materials, inadequate or absence of guidance have resulted in low productivity. These have to be made available to the farmers so that the farmers can reap the benefits of technology and increase their productivity.

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