

## CONSTRAINTS FACED BY FARMERS IN ADOPTION OF ROSE CULTIVATION

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### **ABSTRACT**

*The purpose of this study was finding out the constraints and to suggestion for solving problem faced by the rose growers in Anand taluka of Gujarat state. Major important constraints faced by the farmer in adoption of rose cultivation were: adverse effect on flower quality by adverse weather sometimes, fluctuation in price of rose, unavailability of improved varieties of rose crop, high cost of insecticide and pesticides, high cost of fertilizers and FYM, lack of market facility, respectively. Valuable suggestions given by the farmer to overcome their constraints in adopting rose cultivation were: Information about rose cultivation should be made available at proper time by extension personal, various production inputs in sufficient amount should be made available in time, incentives and input subsidies should be provided to encourage rose production, efficient marketing system should be developed, respectively.*

**Keywords:** constraints, adoption of rose cultivation, suggestions

### **INTRODUCTION**

Today, the cultivation of rose is recognized as a lucrative profession with potential of higher returns per unit area than the most of field and even some horticulture crops. Gujarat is one of the major rose growing states in India, where rose cultivation has been increasing day by day. The area under rose cultivation was 2034 hectares in the year 2005-06 which was doubled (4106 hectares) in the year 2011-12. However, the potential of the crop remains underutilized, which necessitates that improved varieties, improved techniques for propagation and other agro- techniques including post harvest technology of rose cultivation should be adopted by the farmers. But the adoption of new practices and there by attainment of targeted production can be possible but rose cultivators might be facing many constraints because of which they could not exploit fully the potential of this crop. This also necessitates that the constraints faced by farmers in adoption of rose cultivation should also be studied.

### **OBJECTIVES**

- (a) To identify the constraints faced by farmers in adoption of rose cultivation
- (b) To explore the suggestions from farmers to overcome the constraints faced in adoption of rose cultivation.

### **METHODOLOGY**

The present investigation was carried out in Anand taluka, which was purposively selected out of 8 talukas of Anand district of Gujarat state. Further, a list of villages with higher number of rose growers having at least two years of experience in rose cultivation was obtained from the Office of Deputy Director of Horticulture, Anand and from this list, 6 villages were randomly selected. From each selected village, 10 rose growers were randomly selected making the total sample of 60 rose growers for the investigation. The data were collected through the personal interview.

**RESULTS AND DISCUSSION****Table 1 : Constraints faced by farmers in adoption of Rose cultivation****n = 60**

Sr. No	Constraints	Number	Per cent	Rank
1	Adverse effect on flower quality by adverse weather sometimes	46	76.66	I
2	Fluctuation in price of rose	42	70.00	II
3	Unavailability of improved varieties of rose crop	40	66.67	III
4	High cost of insecticide and pesticides	37	61.67	IV
5	High cost of fertilizers and FYM	35	58.33	V
6	Lack of market facility	32	53.33	VI
7	Heavy charge of commission agents	29	48.33	VII
8	Heavy transportation charge	25	41.67	VIII
9	Lack of technical guidance at proper time	21	35.00	IX

As seen from the Table 1, the major important constraints faced by the farmer in adoption of rose cultivation were: adverse effect on flower quality by adverse weather sometimes (76.66 per cent), fluctuation in price of rose (70.00 per cent), unavailability of improved varieties of rose crop (66.67 per cent), high cost of insecticide and pesticides

(61.67 per cent), high cost of fertilizers and FYM (58.33 per cent), lack of market facility (53.33 per cent), heavy charge of commission agents (48.33 per cent) and heavy transportation charge (41.67 per cent) and lack of technical guidance at proper time (35.00 per cent).

**Table 2 : Suggestions made by farmers to overcome the constraints faced by them****n = 60**

Sr. No.	Suggestions	Number	Per cent	Rank
1	Information about rose cultivation should be made available at proper time by extension personal	49	81.67	I
2	Various production inputs in sufficient amount should be made available in time	45	75.00	II
3	Incentives and input subsidies should be provided to encourage rose production	39	65.00	III
4	Effective and efficient marketing system should be developed	32	53.33	IV
5	Cold storage facility at various points of production should be created	25	41.67	V
6	Training should be provided for export oriented production	20	33.33	VI

As seen from the Table 2, The major suggestions as endorsed by the farmer to overcome their constraints in adoption of rose cultivation were: Information about rose cultivation should be made available at proper time by extension personal (81.67 per cent), various production inputs in sufficient amount should be made available in time (75.00 per cent), incentives and input subsidies should be provided to encourage rose production (65.00 per cent) and effective and efficient marketing system should be developed (53.33 per cent). Some other suggestions were: establishment of cold storage facility at various points of production should be created (41.67 per cent), training should be provided for export oriented production (33.33 per cent).

Information about rose cultivation should be made available at proper time by extension personal, various production inputs in sufficient amount should be made available in time, incentives and input subsidies should be provided to encourage rose production, efficient marketing system should be developed, respectively.

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**CONCLUSION**

Constraints faced by the farmer in adoption of rose cultivation were: adverse effect on flower quality by adverse weather sometimes, fluctuation in price of rose, unavailability of improved varieties of rose crop, high cost of insecticide and pesticides, respectively. Suggestions as endorsed by the farmer to overcome their constraints in adopting rose cultivation were: Information about rose cultivation should