



Full Length Research Article

A STUDY ON KNOWLEDGE LEVEL OF FLOWER GROWERS IN CUDDALORE DISTRICT OF TAMILNADU

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ABSTRACT

India being a tropical country has several advantages in floriculture production. Knowledge studies are useful in acceptance of new technologies limited by insufficient inputs, credit, or marketing facilities. If it appears that farmers are unable to take advantage of a new technology because they lack inputs, this information can be presented to policymakers who have responsibility for the agricultural inputs that are available and the way they are distributed. Similarly, knowledge studies may be used to highlight marketing bottlenecks that limit the acceptability of new technologies. There is a need to study about the knowledge level of flower growers so as to improve the standard of living by getting more profit. The study was conducted in cuddalore district. The sample was taken with the help of the proportionate random sampling method. This paper deals with the technologies related to knowledge level.

Key words: Knowledge Level, Flower Growers.

INTRODUCTION

Now a day's farmers are very much interested to go for flower cultivation to increase their economic standard. Commercial floriculture however is of recent origin. Still 98.5 per cent of flowers are grown under open cultivation and hardly 1.5 per cent flowers are grown under greenhouse. Tamilnadu with seven agro climatic conditions and varied soil types is better placed for production of vegetables, fruits spices, plantation crops flowers and medicinal and aromatic plants. The traditional flowers like jasmine, chrysanthemum, tuberose, rose occupy nearly two thirds of the total area and forms the backbone of Indian floriculture, which is mostly in the hands of small and marginal farmers. Quality is important for flower crops as it fetches higher price in the market. So to bring the quality of the flowers the farmers should be aware of different recommended technologies. Keeping this in mind a study was taken to find out the knowledge level of flower growers.

RESEARCH METHODOLOGY

The present study was conducted in cuddalore district of Tamil Nadu. The respondents were selected from the sivapuri, the ethampalayam and mutlur villages by proportionate random sampling procedure.

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Thus a total of 120 respondents were selected as a sample for the study. The data were collected with the help of well structured and pre-tested interview schedule.

RESULTS AND DISCUSSION

The results on distribution of respondents according to their practicewise knowledge level of recommended practices are furnished in the table. Majority of the respondents (95.83 per cent) were possessing knowledge on the recommended varieties. Selection of particular variety is one of the important factors for obtaining the yield. As varieties are most important aspects for getting higher yield, the knowledge may obtain from mass media and through extension agency contact. This may be due to more awareness about the yield potential of the recommended variety. The finding is in line with the findings of Suhirdha (2009). More than ninety percent of the respondents possesses the practice Land preparation at proper time. Ninety per cent of the flower growers possess knowledge on Proper time of planting. More than eighty percent of the respondents had knowledge on correct spacing. The farmers were aware about the importance of spacing. They have got exposure about the importance of spacing by different mass media. Nearly eighty per cent of the respondents had knowledge on the recommended time of fertilizers application to flower crops as farmers were aware about the fertilizer application which will enhance the crop growth. The finding is in line with the findings of Mamathalakshmi and Nagabhushanam (2011). More than seventy percent of the flower growers possess knowledge on the recommended dose of fertilizer.

Practice wise knowledge level of recommended practices

n=120			
Sl. No	Practices	No.of respondents	Per cent
1	Varieties	115	95.83
2	Land preparation at proper time	109	90.83
3	Proper time of planting	110	91.66
4	spacing	98	81.66
5	Recommended dose of fertilizer	86	71.66
6	Recommended time of fertilizer application	95	79.16
7	Recommended dose of micro nutrients	65	54.16
8	Proper time and method of pruning and cutting	72	60.00
9	Use of hormones for proper growth of plants	52	43.33
10	Recommended dose of pesticides	66	55.00
11	Use of proper packaging and packing material for transportation of flowers	74	61.66

Farmers might have known from their experience that more dose will affect the flower crop. Around sixty percent of the respondents were having knowledge on the following practices like Proper time and method of pruning and cutting and Use of proper packaging and packing material for transportation of flowers. This might be due to information gained from the extension agency contact of the farmers. The finding is in line with the findings of Suhirdha (2009). Around fifty five percent of the farmers possess knowledge on the practices like recommended dose of micro nutrients and Recommended dose of pesticides. The farmers might have aware about the use of micronutrients will helps in growth and flowering of the plant. More than forty per cent of the respondents adopted the Use of hormones for proper growth of plants practices. This might be due to non availability of hormones.

Conclusion

From the study we can conclude that most of the farmers possess knowledge on the recommended technologies to greater extent. Still the farmers should be given with more training and they would have been exposed with field visits, demonstrations and regular visit by the officials will improve the knowledge level. The linkage between the extension official and farmers should be increased and strengthened so as to improve their knowledge of flower growers.

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