

## Profile of Commercial Floriculture Nursery Owners in East Godavari District of Andhra Pradesh

**Keywords:** *Extension contact, Nursery owners, Profile characteristics.*

Floriculture is a symbol for beauty and aesthetic value in attracting millions of people across the globe. As a passion, people are lending huge investment on products of floriculture to relish their day to day life and in the recent past, it is gaining importance due to intensive use of cut flowers, bulbs, flower buds, tuberous roots and other plants at different occasions as well as maintaining floral garden as a special part of the home.

Kadiyam nurseries, the brand value of floriculture industry in Andhra Pradesh with its long-lasting antiquity was playing a crucial role in supplying the new generation plants as per the increasing demand and needs of the customers making Kadiyam reach sky high in International horticulture map. Keeping in view of the above, this study is intended to measure the profile of nursery owners which are influencing their entrepreneurial behaviour.

The study was conducted in Kadiyam mandal in East Godavari district of Andhra Pradesh during the year 2018-19 as the locale is nationally and internationally known for commercial floriculture nurseries and was dominant with more area under floriculture among the mandals of East Godavari district. Ex-post facto research design was followed for the study. Three villages with highest number and area under commercial floriculture nurseries namely Kadiyam, Vemagiri and Veeravaram were purposively selected and later 120 nursery owners were selected randomly from the three villages in proportion to the number of nurseries in each village. The data was collected with help of structured interview schedule through personal interview method and data obtained was analyzed by using suitable statistical methods like Arithmetic mean, Standard deviation, Frequencies and Percentage were used.

The profile studied in the study were age, education, land holding, experience in nursery business, training undergone, family size, annual turnover, marketing pattern, credit acquisition and utilization, mass media exposure, material possession, social participation, extension contact and level of aspiration.

### Age

It is observed that, 60.83 per cent of the nursery owners belonged to middle age category succeeded by young age (20.00%) and old age (19.17%) categories.

Commercial floriculture nurseries at Kadiyam might be a more lucrative opportunity for the nursery owners and they might be continuing nursery business without losing its brand image. For this purpose, there might be thinking towards establishing a long-term income generating avenue with a substantial growth rate. On the other side, the old age owner's might be devoluting the responsibility of running their business to the next generation for its future development. Some of the nursery owners might be sending their children for higher education to see them in high profile jobs. Hence the above trend was noticed. The findings are in accordance with Wadekar (2016) and Gaikwad and Lalhriatpuii (2018).

### Education

Nearly half (46.67%) of the nursery owners were educated upto high school followed by primary school (14.17%), graduate (13.33%), can read and write only (10.00%), illiterate (8.33%), intermediate (05.00%) and post graduate (2.50%) categories.

Majority of the nursery owners might be forcing their children to be a part of the business after completing their high school or primary education. This might have led to the discontinuance of their education and becoming the nursery owners. On the other side, some of the nursery owners after completing their college education might have employed in different organizations and came back to the nursery business of their parents and continuing the same business. Further, some of the old age nursery owners still continuing their business with their limited or no educational qualification. Hence this might be the reason for the above trend. These findings were in agreement with that of Jaiswal (2011), Kabir *et al.* (2011) and Thakare (2013).

**Land holding**

More than one third (40.00%) of the nursery owners belonged to small land holdings category subsequently marginal (30.00%), large (15.00%), semi-medium (10.83%) and medium (4.17%) land holding categories.

The findings reveal the preponderance of small and marginal land holdings in the study area. The probable reason might be that in recent times most of the families are being separated from joint families into nuclear families which results in the fragmentation of land holdings among the family members. While large size of land holdings might be due to the capability of high capital investment, risk taking, mechanization and exportable quality production. The above findings were in agreement with the findings of Raghunath (2014) and Swati *et al.* (2017).

**Experience in nursery business**

It is observed that more than two-third (67.50%) of the nursery owners had medium experience in nursery business succeeded by 16.67 per cent of them with high experience in nursery business and 15.83 per cent of them with low experience in nursery business.

Since this business having a long-lasting antiquity most of the nursery owners with middle age category and high school education have showed proactiveness and dynamism to become an entrepreneur. Further some of second generation entrepreneurs without any experience have been settled in this business by taking it over from their parents.

This finding was similar with the findings reported by Ghadge *et al.* (2010), Kumar *et al.* (2013) and Swati *et al.* (2017).

**Training undergone**

More than two-third (68.33%) of the nursery owners have not undergone training and less than one-third (31.67%) of them have undergone the training.

Training will act as a driving force to perform any activity in the desired way to realize success. As most of nursery owners entered into nursery business at middle age category continuing forefathers business they might have been well trained and experienced from their forefathers itself and hence they have no exposure to training programmes and it can also be interpreted that there were no such training institutes providing training to the nursery owners in the study area. On the other side, remaining nursery owners who have undergone training were usually large sized land holders. The findings witnessed were in consistent with Ghadge *et al.* (2010) and Deepthi (2016).

**Family size**

More than two-third (64.17%) of the nursery owners had medium family size followed by large (25.83%), small (5.83%) and finally 4.17 per cent of them had very large family size.

The findings reveal the preponderance of medium family size (4- 6 members) in the study area. The probable reason might be that usually a nursery owner with a nuclear family might have a chance of independent decision making, free to express and execute innovative ideas in his nursery business. This finding was in concurrence with the findings of Neha (2014), and Shewale (2017).

**Annual turnover**

Majority (90.83%) of the nursery owners had an low annual turnover of less than 50 lakhs, followed by 5.00 per cent of them with medium annual turnover between 50 lakhs - 1 crore and finally 4.17 per cent of them with an high annual turnover of greater than 1 crore.

From the above findings most of the nursery owners had annual turnover of less than 50 lakhs which might be due to existence of more number of small holders (70.00%) and cent percent of the nursery owners marketing their plants directly to customers, local traders and other nurseries in Kadiyam respectively rather than exporting to other countries. Findings were in conformity with the results of Prabhu (2006).

**Marketing pattern**

Cent per cent of the nursery owners are marketing their plants directly to the local customers, local traders and other nursery owners in Kadiyam. Whereas 82.50 per cent of the nursery owners were marketing their plants to agents of other states and 5.00 per cent of the nursery owners were directly exporting their plants to outside the state and country.

As in the study area, major number of nursery owners were small holders (70.00%), educated upto high school (46.67%), with no training undergone in the areas of market-led extension, low extension contact (46.67%) and medium material possession led them to less exposure on the global floriculture market and marketing the plants directly to the local customers, local traders, other nurseries in Kadiyam and agents of other state instead of exporting to other states and countries. The result is similar to the findings of Mamathalakshmi (2010).

**Credit acquisition and utilization**

It can be concluded that nearly three-fourth (72.50%) of the nursery owners had borrowed credit from commercial banks followed by 18.33 per cent of

them from fellow nursery owners/ relatives and 09.17 per cent of the nursery owners haven't borrowed the amount from any source.

Since nursery business needs huge amount with longer repayment period for the maintenance and expansion of the nursery in the areas of production and marketing, majority of the nursery owners had chosen commercial banks as a source of finance. This might be the probable reason for the above trend.

It was reported that, majority (85.83%) of the nursery owners had utilized the credit for nursery business purpose whereas only 14.17 per cent of them had utilized the credit for other than nursery business purpose.

As the nursery owners having medium experience in nursery business (12-34 years) with long lasting association with banks, they usually meet the required credit discipline which results in easier sanctioning of loans for the succeeding years. This might be the reason for majority of the nursery owners utilizing the credit for nursery purpose only.

### **Mass media exposure**

It is clear from the table 1 that majority (80.83%) of the nursery owners had medium mass media exposure, succeeded by those with low (12.50%) and high (6.67%) mass media exposure.

This result was in agreement with findings of Shreekant and Jahagirdar (2017) and Gaikwad and Lalhriatpuii (2018).

### **Material possession**

Nearly two-third (65.83%) of the nursery owners belonged to medium material possession category, followed by low (19.17%) and high (15.00%) material possession category.

As the study area was found with majority of the nursery owners possessing small & marginal land holdings (70.00%) with annual turnover of less than 50 lakhs (90.83%) and on-time availability of the credit from the banks for purchase modern implements it might had led to medium material possession. On the other side large sized nursery owners having high annual turnover and mass media exposure might have better material possession for development of their nursery. This finding was in consistent with results of Chaurasiya *et al.* (2017)

### **Social participation**

Majority (85.00%) of the nursery owners had medium social participation succeeded by high (8.33%) and low (6.67%) social participation.

Being the owners of the nursery, they might be more concentrating towards management and

expansion of nursery and spending rest of the time to attend the meetings in the nursery associations. Very limited involvement was noticed as office bearers and members in any of the other social organizations such as banks, co-operative societies etc. Hence, the above trend was noticed. The results were in congruence with the findings of Raghunath (2014) and Shewale (2017).

### **Extension contact**

It is observed that nearly half (46.67%) of the nursery owners had low extension contact followed by 37.50 per cent of them with medium extension contact and only 15.83 per cent of them with high extension contact.

Contacting the extension personals pertaining to their field of nursery business is important for the nursery business. As major of the nursery owners were small holders (70.00%) with no training undergone in any aspects of nursery business and having medium social participation led to less extension contact. On the other side indigenous knowledge on various nursery aspects was also playing a vital role from generation to generation resulting in less dependency on various extension functionaries.

### **Level of aspiration**

It is clear that , nearly three fourth (74.17%) of the nursery owners had medium level of aspiration succeeded by high (15.00%) and low (10.83%) levels of aspiration.

Nursery owners in study area perceived to be dissatisfied with the existing situation and always desires for something better like expansion of nursery business and market boundaries towards national and international level, better annual turnover and also getting goodwill by serving the society. This might be the reason for the above trend. This finding was in line with results of Pandey and De (2015).

### **CONCLUSION**

The findings revealed that majority of the nursery owners were middle aged, educated up to high school, had medium land holding, medium experience in nursery business, no training undergone, medium family size, low annual turnover, medium low annual, medium mass media exposure, medium material possession, medium social participation, low level of extension contact, medium level of aspiration. Further it was also observed that major source of credit was from the commercial banks followed by its major utilization in nursery business itself. It was also revealed that cent per cent of the nursery owners were marketing their plants to the local customers, local traders and other nurseries in Kadiyam.

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