



FLORICULTURE DYNAMICS: A STUDY ON CUT FLOWER CULTIVATION IN PUNE DISTRICT

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Abstract - This paper explores the dynamics of cut flower cultivation in Pune district, a prominent agricultural hub in Maharashtra, India. The study highlights the Agro-climatic advantages, economic potential, challenges, and emerging trends in the sector. The research draws on data from local growers, market trends, and governmental reports, providing insights into improving productivity, quality, and marketability of cut flowers.

Keywords: Cut Flowers, Pune District, Floriculture, Market Trends, Sustainable Practices

1. Introduction

Floriculture, particularly cut flower cultivation, has gained significant momentum in Pune district owing to its favourable climate, availability of skilled labour, and proximity to metropolitan markets. This study aims to analyse the factors contributing to the growth of this sector, the challenges faced by farmers, and potential strategies for enhancing competitiveness in domestic and international markets.

2. Objectives

1. To assess the current status of cut flower cultivation in Pune district.
2. To identify the major cut flower species cultivated in the region.
3. To examine the socio-economic impact on local farmers.
4. To evaluate market trends and export potential.
5. To propose strategies for sustainable growth in the sector.

2. Methodology

The research is based on a mixed-method approach combining quantitative and qualitative data collection techniques. Primary data were collected through surveys and interviews with 50 floriculture farmers across Pune district. Secondary data were sourced from government reports, agricultural studies, and market analysis reports.

4. Findings

4.1 Major Cut Flower Species

- Prominent cut flowers grown in Pune district include:
- **Roses:** Dominant due to high demand in domestic and international markets.
 - **Gerbera:** Grown extensively under polyhouses.
 - **Carnations:** Valued for their long vase life.
 - **Gladiolus:** Popular for ornamental use in events.
 - **Chrysanthemums:** Grown both seasonally and perennially.

4.2 Agro-Climatic Advantages

- Moderate climate with adequate sunlight and rainfall.
- Availability of fertile soil and irrigation facilities.
- Adoption of advanced techniques like polyhouse and drip irrigation.



4.3 Economic Impact

- Higher income generation compared to traditional crops.
- Employment opportunities for local labour, particularly women.
- Contribution to rural development and reduction in urban migration.

4.4 Market Dynamics

- Pune serves as a distribution hub for flowers to Mumbai, Bengaluru, and Delhi.
- Growing export demand for roses and gerberas, particularly to Gulf countries and Europe.
- Seasonal price fluctuations affect profitability.

5. Challenges

- High initial investment for infrastructure like polyhouses.
- Vulnerability to pests, diseases, and weather fluctuations.
- Limited access to cold chain logistics for exports.
- Lack of awareness about advanced cultivation techniques.

6. Recommendations

6.1 Policy Support

- Subsidies for polyhouse construction and equipment.
- Training programs for farmers on advanced techniques and pest management.

6.2 Market Development

- Establishing cooperative societies for better bargaining power.
- Enhancing cold storage and transportation facilities.
- Promoting direct linkages with exporters and urban retailers.

6.3 Sustainability Measures

- Adoption of integrated pest management (IPM) and organic practices.
- Efficient water management through drip irrigation.
- Promotion of renewable energy sources in cultivation processes.

7. Conclusion

Cut flower cultivation in Pune district has immense potential to boost rural incomes and contribute to the region's economic development. By addressing challenges and leveraging market opportunities, the sector can achieve sustainable growth, catering to both domestic and international demands.

8. References

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