



Short Communication

Locational and income patterns of florist and flower market with reference to Guwahati city of Assam, India

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Abstract

Floriculture is rising as a profitable business in several parts of the world. Nearly two-thirds of the floriculture trade are from the USA, Europe and Japan. The business is in addition growing in some Indian states also. The state of Assam possess a favorable factors for growth of flower gardening business. The demand of cut flower for various functions has augmented in recent time. To meet the present need, the flower business has been a good option that has been adopted by people as a source of income and in the rise of increasing retail flower trade in and around the city of Guwahati. The present paper attempts to examine critically the economic merits of those people associated with the business and the other purpose is mark out the location distribution of flower market and its associated reasons geographically. Floriculture in India is catching up with the rest of the world at a great speed with the era after post globalization has increased the demand of cut flowers and potted plants with increasing aesthetic sense, standard of living and awareness in people. Floriculture has emerged as the alternative to growing of conventional crop as it has more potential to generate remunerative to small and marginalized farmers Floriculture in India is catching up with the rest of the world at a great speed with the era after post globalization has increased the demand of cut flowers and potted plants with increasing aesthetic sense, standard of living and awareness in people. Floriculture has emerged as the alternative to growing of conventional crop as it has more potential to generate remunerative to small and marginalized farmers Floriculture in India is catching up with the rest of the world at a great speed with the era after post globalization has increased the demand of cut flowers and potted plants with increasing aesthetic sense, standard of living and awareness in people. Floriculture has emerged as the alternative to growing of conventional crop as it has more potential to generate remunerative to small and marginalized farmers.

Keywords: Floriculture, Florist, Flower market, Agricultural activities

Introduction

Globally floriculture business is increasing at growing rate of 8-10% per annum amounting to be value of US \$60 billion. Europe, the USA and Japan together account nearly two third of the floriculture trade. An extended tradition remaining of the use of flower in India, the share of the country is negligible in an international market. During the last 20 years, variety of floriculture units have established within the nation for production and export. But most of these units are located to cities of Mumbai, Bangalore and Delhi. Floriculture can generate sustainable employment in rural India. Floriculture offers huge employment opportunities in both production and selling lines Chetan and Yogish³.

Now states namely West Bengal, Maharashtra, Uttar Pradesh, Karnataka, Tamil Nadu, Andhra Pradesh are developing floriculture Kalita A¹. Floriculture is found highly remunerative. It is not limited only to commercial production. It creates scopes for subsidiary agro-business like export/import, nursery and seed production organic manure production, and agro-

industries like manufacturing of horticultural implements like drip & sprinkler etc Kalita A¹.

Recently China and Honkong, of Asian continent are giving much importance to the flower industry. With holding of international conferences and events, such as Olympic games and APEC, Beijing's flower industry gets unprecedented development ever before Sun and Zhang⁴. The South African countries have also a good hold in the global flower market. In terms of competitiveness of Kenya and Zimbabwe in the international arena, shown that African nations have the ability and potentiality to compete in Europe Rooyen & Rooyen². Recently, flower market in the city have gained momentum. Primarily from religious festivals and for various puja rituals, need of flower are linked naturally. Presently flower market in the city is very much scattered and is mainly concentrated in the city, stretching from the southern bank of the Brahmaputra to the Sukreswar temple in Panbazar area connecting via Fancy Bazar area. Those outlets sell flowers are not used only for religious purposes and as offering to the deities but also used for decorations and presentations purpose, nowadays.

Particularly, no area is solely devoted for the flower business in the city unlike other goods and services. But generally, a few important areas exists dealing in this product could be identified and one very outmost observation is assessed that the probable growth, development and future of the flower market in the city is very much linked with the religious institutions scattered all over the city. Some of the important trading areas of flowering in the city as identified from the study can be stated as Sukreswar temple area in Panbazar area, Dr. J. C. Das Road linking Fancy Bazar, Kamakhya temple area, Basistha Ashram area, Ganeshguri area near Ganesh Mandir, Balaji temple near Lokhra. In addition to the above identified areas, there exists a few more retailing outlets at the nearby religious centers located almost all over the city. Availability of flowers in the markets of Guwahati city are brought from a number of sources and from local sources that are mostly grown in the areas of nearby Hajo town and a few are from famous areas for flower cultivation are Dodhi, Kulhati and Ganeshtola. Special varieties are procured and when the demand is more, flower are brought in from the major flower growing centers of the country mainly by the means of air transport. The Borjhar area near the airport serves as a distribution point for the flowers arriving from outside the state. In recent years Hajo, a small town under Kamrup district has been seen flourishing floriculture production. Flowers farmers are busy in producing varieties of flower and are engaged in different floriculture activities with some of them having their own flower gardens. The ever increasing floriculture business and driven by their demands, motivated many families of Nagaon, Morigaon and Rangiya to opt for floriculture as source of earning and to promote livelihoods. With the ringing of festivals seasons and the onset of wedding months flower business considered to be in bloom. Original, fresh and exotic flower are on the top list even the imported flowers saw a huge demand during weddings that are procured from Bangalore to meet specific demand during special events.

Objectives: To analyze and assess the locational and income patterns of the flower market and of florists.

Methodology

The data were collected by carrying out a field survey around different flower markets of the study area as well as the flower growing area of the city. Collected data were analyzed with and are represented in the form of a table.

Results and discussion

Locational Pattern of the Flower Markets: The flower market is distributed and scattered to some specific areas, dominating by Hindu shrine. Such a cause of localized distributions of the market is because of the demand in terms of devotees offerings, but also for some other demands like event and party decorations Altogether four hotspots are being identified for the study. They are: i. Kamrup Kamakhya Temple area: Kamakhya temple is the home to those small flower stalls primarily linked

to the famous shrine atop the Nilachal hills on the southern bank of the river Brahmaputra. The devotees offer flowers to the shrine from the available source that are found nearby the temple premises and the business of flower depends on the flow of tourists and devotees comes to the temple from various corners. Outlets and stalls are also engaged in secondary trade apart from the flower activities, by selling other things which are also considered a part of religious offering such as images of deities, items of religious needs etc. ii. Sukreswar Shiva Shrine area: This place is considered to be a busy and populace flower trading areas, comprising small outlets/stalls of the city. From the gate of Sukreshwar shrine generally extends towards the west of the temple premises almost 500 meters along the river bank of MG road. Customers are offered different variety of flowers according to their need, as used for religious and events decorations. Organizations engaged in different event decorations activities finds a good source of flowers of different varieties. iii. Ganapati Mandir, Guwahati: Closely lies to the capital complex of Dispur, the stalls/outlets of this area are very much in unorganized way and the volume of trading is also not very much high. Few stalls exists only at the doorstep of the temple, selling not only flower based items but also other religious nature items such as earthen lamps, incense sticks, ghee, etc. Sale of flowers from those outlets much depends on the footfall of the devotees to the shrine and the varieties available are also very small in number. iv. Tirupati Balaji Temple, Lokhra: At present this temple has emerged as an important tourist spot of the city. Situated in the Lokhra area towards the south part of the city. A lot of religious activities take place in this temple and due to its attraction to the flow of tourist is also relatively high. As such, of late a couple of flower outlets have emerged near the temple premises. This premise holds a lot of promises for flower vendors in future course of time. Presently, the sale at the outlets depends on the inflow of tourists to the temples premises and rising religious demands.

Income Pattern: Economic gain of the flower market seems to be influential though it has not gained widespread acceptance leaving for the specific group of people.

Table-1: Income patterns of shops/stall.

Average Income (per month/in Rs.)	No. of shops/stall	Total % age	Income of shops/stall (category wise)
Below 10,000	11	22	V
10,001 – 20,000	15	30	IV
20,001 – 30,000	14	28	III
30,001 – 40,000	7	14	II
40,001 & above	3	06	I
Total	50	100	

Inference: Of the total monthly income of shop/stall owners 72% of them has an income falls between 10,000 to 40,000 rupees. It has been also seen that the income of owners under category I only 6% of them have been able to earn an income more than 40,000 rupees. Now, it is necessary to chalk out the probable area for commercial floriculture activities.

Table-2: Income patterns of Florist.

Average Income (per month/in Rs.)	No. of Florists	Total % age	Florist Income (rank wise)
Below 5,000	4	13.33	IV
10,001 – 20,000	11	36.66	I
20,001 – 30,000	9	30	II
30,001 – 40,000	6	20	III
40,001 & above	-	-	
Total	30	100	

Inference: It is evident from the table that, only 36.66% of florist income fall under monthly income 10,000 to 20,000 rupees, followed by 30% are under 20,000 to 30,000 rupees. But if we look at the higher income bracket of above 40,000 rupees, the bracket goes to zero i.e. nil. Hence, a florist could able to earn an income of around 20,000 to 30,000 monthly. It has been seen that the flower shop owner could able to earn a lot depending on the flower business.

Flowering profession and its related causes: The scattering of flower market further because the profession of flowering by the folks square measure the results of completely different causes mainly, in the ancient, economic and geographical spheres. It's return to note that they need learned the flowering and also the selling from their ancestors, that is already a longtime economic activity to their family. The traditions of giving flowers in numerous temples of the region by some specific communities since ancient days the main reasons for opting flowering as profession with the passage of time. Economically gaining could be one more reason to opt flowering as a profession. As there exists many livelihoods, however the practice of flowering is a kind of exceptional right from the planting to plucking of it, create a profession of a singular one from the opposite and eventually release the avenue for a monopoly market up to an excellent extent. On the other hand, the concentration of fine range of temples within the space has observed an enormous demand for flower which has ultimately unbroken the flower growers to retain the profession. Flowering is focused in some special fields round the metropolitan space of the city. Mostly, concentration is seen within the north bank of river near the areas of Hajo town. Fields are used appropriately for flowering because the areas are naturally free from flood and water work.

This has facilitated the growers to follow the flowering around the year that help them to satisfy the demand at each purpose of time of the year.

Observations: i. The flower market of the city in real terms made its growth due to the presence of the several big and small religious institutions areas in the city. ii. The present flower market of the city is not managed in an organized way. iii. The scenario of sales volume of flower has experienced a tremendous change during recent years, because of the substantial fact during this period a such few showrooms especially offer cut-flowers designs that come up in the city and the present trend of competition is rising in full swing. iv. The flower market possesses the potentiality to boost the state economy and can promote an entrepreneurial venture among the local youth. v. Lucrative and positive government policies for this business to flourish further, is the need of the hour.

Conclusion

Guwahati, as a political and economic hub of Assam, possesses a relative character which is compared to the other metro cities of the country in several aspects. The varied taste of the people renders a very complex mosaic to the character of the city which is observed in the trade and market scenario of the city that has undergone varied amount of changes during the last few years and can be stated that the people of the city now has a greater purchasing power and the living standard of a section of the people has gone up by quite a margin, which is more prominent reason. The present study is only a humble attempt to bring out some of the aspects of the flower market of the city. Researchers of various fields should be encouraged to undertake more exhaustive research in various areas of floriculture.

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