CHAPTER—VI

FINDINGS, SUGGESTIONS & CONCLUSIONS

6.1 INTRODUCTION:

Flower vending as a business provides a means of livelihood to many unemployed, especially, in the urban areas, and the fact is that it needs less investment. It often involves the entire family in the business from the procurement of raw materials to make it as garland. The vendors are often treated as a nuisance and obstruction to traffic. Though such difficulties exist, flower is very popular and in several cases provides livelihood to people belonging to different classes. Flower vendors ensure availability of flower at affordable prices on the Flower for all classes of consumers.

This study on marketing of flowers in Thiruvarur is basically intended to show how far the flower sellers are running their life in this area. The study began with a comprehensive introduction, which throws a flow of light over the kinds of flower marketed in Thiruvarur, their commercial significance and the potential with which India in general is endowed with flower production and the growth trajectory of the floriculture industry over the years. Review of related studies were undertaken detailed in the second chapter. In the previous two sections the secondary and primary data collected from the 300 respondents were tabulated and analysed in detail. Based on the discussions held in all these chapters key findings are listed below.
6.2 Findings of the Study:

6.2.1: Findings from the Secondary Data Analysis:

Findings analyzing 2013-14 NHB Database:

While the whole Indian horticulture area increased by 46% in the given 13 years (2001-02 to 2013-14), the floriculture area alone got increased by 141%, showing growing preference for floriculture over other forms of horticulture in India.

1. While the whole Indian horticulture production increased only by 90% in the given 13 years, the Indian loose flower production alone got increased massively by 329%, showing a nearly a fourfold increased production of flowers than that of the total horticulture.

2. Only 1.05% land under horticulture is used for floriculture in the year 2013-14. It varies from 0.43% to 1.09% only all through the years. Subsequently, the share of production of flowers in the total horticulture production also stood only as 0.37% to 0.83% over the past thirteen years.

3. In the period between the year 2001-02 and 2013-14 a CAGR of 7.59% was attained in the area growing flowers whereas only 4.21 % CAGR was attained by the whole of Horticulture Area.

4. Similarly, in the same period a CAGR of 12.91% was attained in the floriculture production whereas only 6.96 % CAGR was attained by the whole of Horticulture Production. The CAGR of Share of Area among the Indian Horticulture Area stood as 4.21% and the CAGR of share of production to the Indian horticulture stood as 6.96%.
Findings analyzing 2014-15 NHB Estimates:

5. Tamil Nadu ranks in the seventh place in terms of the horticulture area with 13,85,5601 ha in the year 2014-15.

6. Tamil Nadu ranks in the sixth place in the horticulture production with 19093.36 MT.

7. Of the total area of 2,48,506 Hectares under floriculture in India, Tamil Nadu State holds the first place with 55,300 Hectares.

8. In the production of loose flowers also, the state of Tamil Nadu holds the first place with 343.65 metric tonnes.

9. Tamil Nadu with the meagre cut flower production of 12.87 MT, holds 9th place among the 35 states and Union Territories of India.

10. Considering the production of both loose and cut flowers as a whole, the state of Tamil Nadu with a production of 290.78 MT ranks first in the floriculture in India.

11. Tamil Nadu stands in the first place with the share of the 3.97% of the horticulture plantation area being used for the floriculture one.

12. Tamil Nadu is in the first place in the floriculture area, as 22.14% of the total floriculture area is situated in Tamil Nadu only.

13. Tamil Nadu remains in the first place in the loose flower production in the country with 20.72% country’s production.

14. Tamil Nadu remains in the first place in the total flower production in the country with 16.64%.
15. Thus, the state of Tamil Nadu, holds the first place in the floriculture area to the horticulture plantation area ratio, the fourth place in the loose flower production to the horticulture production ratio, the third place in the total flower production to the total horticulture production, the first place in the flower cultivation area (having more than one-fifth of the country’s floriculture area), the first place in the loose flower production, (contributing one-fifth of the country’s loose flower production) the first place in the total flower production (contributing one-sixth of the country’s total flower production) in the year 2014-15 also.

6.2.2: Findings From the Primary Data Analysis:

The flower sellers were categorized into three forms as 'Mobile Vendors' - those vendors carrying loose floors and daily-use-semi-garlands in baskets, hung on their shoulders, bicycle, tricycle, and motorcycles, 'Semi-Mobile' vendors - those selling loose floors and daily-use-semi-garlands in carts, which may be stationary or moved from one site to another and 'Stationary' vendors – those selling their flowers from permanent structures at certain points in the city or even in front of shops. Hypotheses were framed checking the relationship of various socio-economic and business related variables with this categorisation.

1. Of the total respondents 50 percent are found stationary, followed by 29 percent respondents being semi-mobile flower vendors and 29 percent respondents being mobile.

2. Of the respondents surveyed, a majority of 38 percent fall under the age group of 31 to 40 years followed by 25 percent, 21 percent and 16
percent of the respondents, falling under the age group of 41 to 50 years, below 30 years and above 50 years respectively.

3. Of the total respondents taken for the study, 73 percent are male flower vendors and the rest 81 members are female ones.

4. In total, 66 percent of the respondents are married, 21 percent are unmarried and 13 percent are widowed.

5. Only 6 percent are found illiterates, 29 percent had school education, 55 percent had high school/higher secondary school education and 9 percent flower vendors had still higher college/technical education. Those illiterates were also the ones who are so aged.

6. Among the mobile small scale flower vendors surveyed, a majority of 39 percent respondents hail from the scheduled castes only. As a whole, a majority of 44 percent hail from backward community, followed by 30 percent respondents hailing from the scheduled castes, 15 percent respondents hailing from the most backward community and 10 percent respondents hailing from other forward community. As the Scheduled caste people are found economically weaker section, their presence in the flower market also dominant in the lowest form of mobile marketing, for which only very less amount of investment is needed.

7. Among the respondents surveyed, a majority of 86 percent are Hindus, followed by 14 percent respondents hailing from Christianity and only 1 percent respondents hailing from Islam. As the flowers are the main
offerings to Hindu Temples the dominance of Hindus in the flower marketing is also witnessed to a great extent.

8. Around 38% respondents are residing within 10 kilometre radius from the District Headquarters Thiruvarur; 40% respondents are found residing from the Taluk Headquarters other than Thiruvarur and 19% respondents only are hailing from the interior rural places. While a majority of the mobile (45%) and semi mobile (51%) flower vendors are from Taluk Headquarters, a majority of stationary flower vendors are from District Headquarters Thiruvarur itself.

9. Though three-fourth of the respondents lead only nuclear family system, in the case of stationary flower vendors a majority of 81 percent have the nuclear family system.

10. As a whole, a majority of 62 percent respondents were from a medium sized family comprising of 4 to 6 members, 20 percent respondents were from small sized family and only 17 percent hailed from a large sized ones.

11. A majority of 68 percent of the respondents reside in concrete houses or apartment, 20 percent respondents reside in tiled houses and only 11 percent reside in thatched houses. But among the small scale mobile flower vendor-respondents a high 30 percent reside only in thatched houses.

12. A majority of 71 percent reside in owned house and 29 percent respondents reside only in rented houses. In the case of mobile flower vendors, 47 percent are reported to be living in rented houses and in the
case of stationary flower vendors, a majority of 81 percent have their own houses.

13. Of the 300 respondents, only 5 small scale mobile flower vendors still are found living in thatched un-electrified house. Others reside in tiled or concrete houses.

14. Around 81 percent of mobile flower vendors and 57 percent of semi-mobile vendors have access to water supplied by the municipal corporation. But among stationary flower vendors, a majority of 58 percent of the respondents get the water from the bore well only.

15. A majority of 91 percent of the respondents opined that there is no hygienic toilet facility in usable form available near the vending places.

16. A majority of 62 percent of the respondents had the family monthly income of below Rs. 10000, 21 percent had the family monthly income range of Rs. 10000-Rs. 15000, 9 percent had the family monthly income more than Rs. 20000 and 8 percent had the family monthly income range of Rs. 15000-Rs. 20000.

17. A majority of 71 percent of the respondents had the personal monthly income of below Rs. 10000, 20 percent had the personal monthly income range of Rs. 10000-Rs. 15000, 7 percent had the personal monthly income range of Rs. 15000-Rs. 20000 and 2 percent had the personal monthly income more than Rs. 20000.

18. The mobile flower vendors have a family monthly average income of Rs. 8672, the semi-mobile flower vendors have a family monthly
average income of Rs.12040 and the stationary flower vendors have a family monthly average income of Rs.10923.

19. The mobile flower vendors have a personal monthly average income of Rs.8516, the semi-mobile flower vendors have a personal monthly average income of Rs.9109 and the stationary flower vendors, Rs.10185.

20. It is found that the family depends on the income of the vendor mainly as 89 percent of the family income comes from the flower vendor and the family members mainly assist indirectly facilitating the sales.

21. A majority of the 74% male respondents earn only below Rs. 10000 only and a majority of the 63% female respondent flower vendors also earn so. On the other hand 37% of the female respondents’ earnings are between Rs.10000-Rs.15000, only 14% of male counterparts could achieve it. Still more interesting fact that (though in minimal numbers) only male flower vendors are able to earn more than Rs. 15000 and the fair sex is out of the game.

22. A linear relationship is witnessed between the income and experience. A majority of the 84% respondents having less than 5 years of work experience, a majority of the 70% respondent flower vendors having less than 10 years but more than 5 years and a majority of the 60% respondent flower vendors having more than 10 years of work experience earn only below Rs. 10000. On the other hand, while no respondent having less than 5 years of work experience is able to earn more than Rs. 20000 per
month, 2 percent respondent flower vendors having experience less than 10 years but more than 5 years and a majority of the 4 percent respondent flower vendors having more than 10 years of work experience earn more than Rs. 20000.

23. A majority of the 63% respondents with no Education a majority of the 52% respondent flower vendors with highest form of education are able to earn in the range of Rs. 10000-Rs.15000 per month. On the other hand a majority of the respondents with primary (72%) and high school (84%) education are able to earn only below Rs. 10000 per month. This different form of trend is also witnessed among the higher earnings group also. While 5 percent respondents with no Education and 4 percent respondent flower vendors with higher education are able to earn in the range of above Rs. 20000 per month, only 2 percent of the respondents with primary and 2% of the high school education are able to earn so.

24. Analysing the expenditure pattern of the flower respondents, it is found that the expenditures on food, other miscellaneous items (including entertainment, religious and family functions, alcohol consumption, etc.,) education, cloth, rent and house maintenance, health and fuel and light have the priorities in the descending order for which an average monthly expenditure of Rs. 2947, Rs.1593, Rs.1467, Rs.1267, Rs.1023 and Rs.743 are spent respectively.
25. As a whole, 73 percent the flower merchants believe in the public sector institutions like the commercial banks (46%), Post Office(20%) and LIC (7%) to park their hard earned moneys.

26. Nearly 62 percent respondents save below Rs.1000 per month and 13 percent save more than Rs. 2000 per month. And one-fourth of the respondents save in the range of Rs.1000 to Rs.2000 per month.

27. Of the total respondents 17 percent did not borrow significantly, of whom 20 are semi-mobile, 17 are stationary and 14 are mobile flower vendors.

28. Of the total borrower respondents, a majority of 63% have borrowed for productive investments, followed by 18% for undergoing medical treatments, 11% for family obligations and 8% for developing business further.

29. Out of the borrowing mobile category flower vendor respondents, a majority of 48% borrower respondents fell into the debt trap primarily because of their medical treatment commitments in spite of many free health insurance programmes are in vogue in Tamil Nadu. Among stall flower vendors, a majority of 75 percent have borrowings for productive purposes like investments only.

30. As 18% got trapped in the debt trap, a question was asked about the awareness of Chief Minister’s Health Insurance Scheme (CMCHIS) of Tamil Nadu Government. Half of the respondents know only to some extent, not the complete details of the CMCHIS. While 20% of the
respondents are fully aware of the benefits of and procedures of claiming the benefits fully and 30% of the respondents are completely kept in dark.

31. Of the total borrower respondents, a majority of 41% have borrowed from banks, followed by 34% borrowing from unorganised financial markets and 25% approaching friends and relatives for the financial needs.

32. While 46 percent respondents are of the view that the commercial bank that they approach is not supportive in lending moneys to their business ventures, only 11% are so thankful to the bankers for their financial support with no cumbersome procedures. Nearly 43 percent have never approached the commercial bankers for loans.

33. Totally 61% respondents are from the family already in the flower selling business and the rest of 39% chose it as an optional business for their livelihood. While 94 percent of stationary flower vendors for a whopping 140 respondents for, the flower selling has been the family business and for the rest a newly learnt earning choice. In case of the mobile and semi-mobile flower vendors, the flower vending was mainly a chosen option as 72% and 71% of them are not inherited with that skill or business.

34. As a whole, 47 percent are selling mainly the daily-use-semi-garland form of flowers, 30 percent are selling mainly garland and 23 percent flower vendors are selling mainly the loose flowers.
35. A high 32% of the flower vendors did the marketing work for more than 8 hours, 24 percent are engaged in selling in more than 10 hours, 19 percent are selling in more than 6 hours but less than 8 hours, 14 percent are selling only in peak hours to the maximum of 4 hours and 12 percent selling more than 4 hours but less than 6 hours.

36. In the case of mobile flower vendors out of sample respondents, a majority of 66 percent have been in the flower marketing for less than 5 years, followed by 19 percent respondents have been in the flower marketing for more than 5 years but less than 10 years, 10(16 percent) respondents have been in the flower marketing for more than 10 years.

37. A majority of 36 percent have been in the flower marketing for more than 10 years, followed by 34 percent respondents have been in the flower marketing for more than 5 years but less than 10 years, 31 percent have been in the flower marketing for less than 5 years.

38. Around 64 percent of the mainly loose flower sellers are having only experience less than 5 years and a majority of 67 percent of the (mainly) Garland sellers are having experience more than10 years, expressing a linear relationship between these two variables.

39. Nearly, 24 percent of the respondents incur between Rs. 500 and Rs.750 as daily average working capital, 24 percent incur more than Rs.1000, 22 percent incur between Rs. 750 and Rs.1000, incur between Rs. 500 and Rs.750, 16 percent incur between Rs. 250 and Rs.500 and 14 percent incur below Rs. 250 only as daily average working capital.
40. As a whole, out of the total sample respondents, 11 percent achieve a turnover of amount below Rs. 250 only, 16 percent respondents achieve a turnover between Rs. 250 and Rs.500, 23 percent respondents achieve a turnover between Rs. 500 and Rs.750, 24 percent respondents achieve a turnover of between Rs.750 and Rs.1000 and 25 percent achieve a turnover of more than Rs.1000.

41. Location of flower vending operation is a vital factor. Generally for flower vending the location must be a busy area with floating population. The location may be a pavement or a platform or outside of the market place or a stall in an exclusive flower market. The flower vending operation is particularly carried on in front of places of worship, markets, shopping complexes, restaurants, bus stands, railway station, parks and exhibitions, etc.

42. Around 37 percent respondents preferred their selling location nearer to Places of worship, 20 percent respondents placed their shop nearer to Bus stands, 18 percent respondents placed their shop nearer to Established Markets, 17 percent respondents placed their shop nearer to other public places and the door delivery mode is placed in the choice of primary location of sales for 9 percent vendors.

43. The flower stalls situated nearer to the places of worship and established exclusive markets tend to sell more those stalls in other places. In the case of those flower vendors, whose location is near to the places of
worship, out of the sample respondents, a majority of 37 percent attain a sales return of more than Rs. 1000 a day;

44. It is a general belief that in case of seasonal demands on auspicious days there will be high demand for flowers resulting in the increased price and profit. Surprisingly, nearly half of the respondents declined the fact stating that in case of seasonal demands only the agents and wholesalers can encash the benefits. Due to the rise in price on procurement, resulting in rise in selling price make the demand fall down, they felt.

45. Each and every day the flower vendors can't sell the entire quantity. Some quantity is left over. They try to store in fridges and mini cold storages. In majority cases the flowers exposed to the air and sunlight used to wither when remain unsold and becomes a waste. So the flower vendors dispose of the unsold left over flower items daily. A majority of 67 percent respondents used to Refrigerate the unsold and reuse, which is followed by 18 percent respondents disposing as self-use /offering to Temple before it gets spoilt, 11 percent small scale flower vendors giving it away free of cost to friends, relatives and neighbors and the rest of 4 percent respondents throwing the unsold away.

46. The key problems identified are Fluctuation in Demand, Fluctuation in Supply, Fluctuation in Procurement Price, Poor Quality of Flowers, Harassments like Eviction and Bribery, Heavy Intermediary Commission,
Lack of structured market, Poor transportation, Poor storage Facility and Problem of Skill, Finance and Others.

47. With a weighted ratio of 18% the first most significant problem in flower marketing is the most unpredictable consumer behavior resulting in the Fluctuation in Demand; with a weighted ratio of 15% the second most significant problem in flower marketing is the Fluctuation in Procurement Price; with a weighted ratio of 12% the third most significant problem in flower marketing is the lack of storage facility to increase the shelf life and reuse the flowers; with a weighted ratio of 11% the fourth most significant problem in flower marketing is the Lack of structured market.

48. With a weighted ratio of 14% the first most profitable flower to the sellers is Jasmine (Mallligai); with a weighted ratio of 13% the second most profitable flower is Rose; with a weighted ratio of 12% the third most profitable flower is Arali; with a weighted ratio of 12% the fourth most profitable flower is Jasmine(Mullai) and other flowers are not that much marketable with consistent profitability.

49. Nearly half of the respondents are not the members of any union and are of the opinion that they take care of the needs of only the creamy layer of the flower marketers. The results also confirm this opinion 84 % of the stationary flower vendors are of members of one or other association.

50. Self Help Groups along with the micro financial institutions are doing vendors assisting its members to carry out their entrepreneurial adventures
and financial needs. As male SHGs are yet to get popular only 23 percent of the respondents are members of any SHG.

51. Environment in the working market area is not good. Occupational diseases emerge to the persons in the market. Eye and skin disorders prevails among the flower market related persons as they work from early morning. Hearing loss happening due to noisy areas. Mostly the merchants and other workers of flower market doing business and working only on sitting posture. It creates back pain and limb problem to them.

52. There is no improved packing. Flowers like marigold are packed only in gunny bags. The Retailers are also using mainly the polythene bags.

53. Transport and commission charges are the main items of costs in marketing the flowers.

54. To the Thiruvarur District, Flowers come from Hosur, Dindigul, Nilakkottai, Madurai, Thanjavur and Tiruchirappalli. Large amount of flowers like sendi, Chambangi, Sevanthi, Arali, etc., are coming from other districts like Dindigul, Tiruchirappalli. Jasmine also arrives from other district to fulfil the demand of the market. Flowers from other districts is directly procured by the agents and wholesale businessman and distributed to the merchants.

55. In Thiruvarur, the local production is very minimal as well as seasonal. There are certain vendors who procure the flowers directly from these producers and sell it. Of the total respondents 2 percent state that they mainly procure so. The flowers may be brought from the adjacent districts
especially from the wholesale markets situated at Thiruchirappalli like places. Nearly 21 percent respondents said that they mainly procure it only from the outstation wholesalers or Outstation agents. Accepting the perishability nature of the flowers and the transport constraints, from the local wholesalers at Thiruvarur, the procurement of flowers is done in majority cases. Of all the respondents interviewed, 77 percent used to procure the flowers from the local wholesale market also;

56. Thirty-five percent respondents accept that at least one of their children of above 15 years of age, know about the garland making or flower marketing. To the maximum of 38 percent of the stationary flower marketers inculcated the skill.

57. Some of the flower retailers feel that it is not so profitable business and likely to discontinue it. Of the total respondents 58% are not at all interested in quitting the business in the near future; 11% are thinking of quitting it in the near future as it is not profitable one as expected and nearly One-fourth of the total respondents are of the view that they may switch over only if situation warrants but not likely to happen so in the near future. While 81 percent of the stationary flower vendors are not likely to quit, a majority of the vendors from other forms are likely to quit if a better alternative is found

### 6.2.3 Results of Hypotheses Tested:

Following are the results of the Hypotheses tested in the present study.

1. There is no significant between the Age and Form of Flower Marketing
2. There exists a significant relationship between the Sex and Form of Flower Marketing

3. There is no significant relationship between the Marital Status and Form of Flower Marketing

4. There exists a significant relationship between the Level of Education and Form of Flower Marketing

5. There is no significant relationship between the Community and Form of Flower Marketing

6. There is no significant relationship between the Religion and Form of Flower Marketing

7. There exists a significant relationship between the form of marketing and the Residential Place.

8. There is no significant relationship between the Nature of Family and Form of Flower Marketing

9. There is no significant relationship between the Family Size and Form of Flower Marketing

10. There exists a significant relationship between the Nature of Housing and Form of Flower Marketing

11. There exists a significant relationship between the Ownership of Housing and Form of Flower Marketing

12. There is no significant relationship between the Electrification of House and Form of Flower Marketing
13. There exists a significant relationship between the Availability of Potable Water and Form of Flower Marketing.

14. There exists a significant relationship between the availability of toilet facility and Form of Flower Marketing.

15. There exists a significant relationship between the family income and Form of Flower Marketing.

16. There exists a significant relationship between the average personal income and Form of Flower Marketing.

17. There exists a significant relationship between the average personal income and Sex.

18. There exists a significant relationship between the average personal income and Work Experience.

19. There exists a significant relationship between the average personal income and Education.

20. There is no significant relationship between the Average Expenditure Pattern and Form of Flower Marketing.

21. There is no significant relationship between the Savings Mode and Form of Flower Marketing.

22. There exists a significant relationship between the Volume of Savings and Form of Flower Marketing.

23. There exists a significant relationship between the Volume of Savings and Family Size.
24. There exists a significant relationship between the Volume of Savings and Family Income

25. There exists a significant relationship between the Borrowings and Form of Flower Marketing.

26. There exists a significant relationship between the Reason Borrowings and Form of Flower Marketing.

27. There exists a significant relationship between the form of marketing and the Awareness about the CMCHIS.

28. There exists a significant relationship between the Source of Borrowings and Form of Flower Marketing.

29. There exists a significant relationship between the form of marketing and the Banking Experience when approaching for business loans.

30. There exists a significant relationship between the Family Inheritance and Form of Flower Marketing

31. There exists a significant relationship between the Nature of Flowers Sold and Form of Flower Marketing

32. There exists a significant relationship between the Working Hours and Form of Flower Marketing

33. There exists a significant relationship between the Experience and Form of Flower Marketing

34. There exists a significant relationship between the Experience and Nature of Product Sold
35. There exists a significant relationship between the Working Capital and Form of Flower Marketing
36. There exists a significant relationship between the Turnover and Form of Flower Marketing
37. There exists a significant relationship between the Sales Location and Form of Flower Marketing
38. There exists a significant relationship between the Sales Location and sales Turnover
39. There exists a significant relationship between the Unsold Disposal Methods and Form of Flower Marketing
40. There exists a significant relationship between the form of marketing and an Association Membership
41. There exists a significant relationship between the form of marketing and a Self Help Group Membership.
42. There exists a significant relationship between the form of marketing and mode of procurement.
43. There exists no significant relationship between the form of marketing and interest of the children on the flower marketing.
44. There exists a significant relationship between the form of marketing and the Desire of heirs pursuing the same business
45. There exists a significant relationship between the form of marketing and the desire to switch over the business in the near future.
46. There exists a significant relationship between the form of marketing and the Awareness about the Entrepreneurial Development Programmes (EDP) of the District Industrial Centre

47. There exists a significant relationship between the form of marketing and the Willingness to undergo the modern marketing training programmes.

6.3 Suggestions:

After making an in-depth study about various aspects of flower marketing in Thiruvarur, the following suggestions are made for giving consideration and timely implementations.

1. There is an urgent need for the intervention of government and private agencies for the introduction of new and innovative methods in the production and marketing of flowers, with the ultimate goal of boosting up net gains. Governments particularly should take initiation in the field of production and marketing activities through proper supervising agencies.

2. In the paddy market, regulated market committee do the needful to the paddy farmers. Like this the merchants of flower markets also be helped. A vibrant regulated market for flowers is absent in Thiruvarur and in major other towns also in Tamil Nadu. It is indispensable for the floriculturists as Intrusion of exploiting intermediaries could be kept away by a well-run regulated market,

3. The flower market at Thiruvarur is quite volatile. It witnesses insecure price fluctuations. In the interest of the small and marginal floriculturist as well as retailers this problem should be addressed with immediate effect.
4. Though Thiruvarur is the hub of very famous pilgrim centres, the demand for flowers is increasing day by day. More than 10000 people are engaged in flower are engaged in various activities like plucking, garland making, running retail flower shops, door-to-door selling of flowers etc. in the flower industry around Thiruvarur. Thus in Thiruvarur region flower industry is providing livelihood to thousands of people directly and indirectly. But the sad part is that the floriculture as well as its marketing in Thiruvarur region does not enjoy the protection and support of the state government or the local bodies.

5. There are innumerable problems crying for attention. There is no special area earmarked for a flower market in Thiruvarur. The present flower market is operating from a place devoid of any facilities like proper toilets, water taps and weighing arrangements. There is no protection from rain or shine for the traders. It is really unfortunate that the prices are dictated by extraneous factors like weather.

6. Self-Help Groups are already encouraged to take to the production and marketing of flowers. The Investigator has clearly found out that the problems faced by the traders are basically related to the marketing of flowers while the prices are fluctuating. So the immediate intervention of the government for opening a full-fledged flower market like Uzhavar Santhai at all the District Head Quarters with facilities for cold storage, vans with refrigerating facilities to operate between flower production centres and the flower markets.
7. It is mandatory on the part of the Government to popularize the cloning technique for the introduction of high breed varieties of flowering plants noted for their very high yield of flowers which may reduce lesser consumption of water but higher supply which may be helpful to market them round the year at a consistent price.

8. Nationalised banks must come forward to help and lend loan facilities to flower merchants equivalent to other entrepreneurs. Banks can appoint a collection agents to collect the loan dues from the merchants on the spot daily basis. This will be very helpful and can save the merchants from the financial constraints and from private higher interest rate lenders.

9. Government should announce minimum price policy to adjust the price variation and save them from huge loss.

10. Government must set up flower boards separately and began to enroll the merchant and other related labourers to provide help in off seasons and find out their problems.

11. During rainy seasons the sales meets depression and merchants usually meet heavy loss at the season. During this season the government may come forward to help the flowers related persons by providing free helps another alternative help as provided to the fisherman in different season. Alternative employment in the depression period may be provided and it is essential to save the families of flower merchants and other labourers related to their business.
12. Proper transport facilities should be provided to bring flowers to the market at earliest as like the help provided to vegetable growers to take their vegetable to UzhavarSandhai.

13. Government should help the merchants other techniques to export flowers to other countries and earn higher Income and improve their families’ financial conditions.

14. The market condition that is the environment should be improved to save their health. The environment of the market should be improved by providing rest rooms separately for male and females; drinking water facilities, sanitation facilities to improve their heats from working conditions health diseases.

15. Flower related courses may be started like certificate courses, diploma courses and degree courses. This will help to the merchants to go ahead in their business to the local level to all India level and new techniques will also be followed in their business.

16. Through Horticulture and Floriculture Boards Government must conduct workshops to the merchants to understand the uses of flower for different levels like preparation of perfume uses, export, etc., and other uses in different states and world level and teach them technical importance of flowers growing and marketing.

17. Roadside sellers or merchants be ensured safety and protection from the atrocious activities of police and government authorities who exploit their income by threatening. The municipality must come forward to recognise the
roadside business and prescribe places wake the merchant should do business without any trouble.

18. As the medical expenses are one of the reasons for making the respondents entrapped in debt, the health sector may also to be redgulated. Even a few respondents said that the free health insurance scheme, CMCHIS is not in vogue as there is no advertisement regarding this nowadays. A few experienced are of the view that though it is said as a cashless scheme, the patients admitted are asked to pay hefty advance amounts. So, the Government must have to undertake the advertisement campaigns again and has to ensure it as cashless.

6.4 Scope for further Research:
The present study concentrated only on the distribution side of flower industry in only one District only. The future research study may be in the following lines.

1. The problems of women vendors in the flower market and their socio economic problems may be analysed in detail.
2. Modern techniques in the flower marketing and merchants’ status may be studied in detail.
3. Problems of farmers in floriculture and the modern techniques to be adopted may be analysed in detail.
4. Flower merchants health care and the environmental conditions of the workers may be analysed in detail.
5. Different type of garland making and arrangement capacity to different functional be studied.
6. Export marketing of flowers alone may be studied in detail.

7. The water economics behind floriculture need to be studied in detail,

8. The nexus between religion and flower trade alone may be taken into special consideration.

9. Scope for more production of flowers with religious and other related sentiments may be given a separate detailed look.

10. How the flower vendors’ life differ from other street vendors and unorganized laborers needs to be studied.

6.5 Social Implications of the Study:

The unorganized sector receives only a secondary treatment by the Government Mechanism. That too the flower marketers, who are not in large numbers get no due attention. The flower vendors who inherited the trade believes their skill only and their livelihood is mainly at the mercy of demand and price mechanism for the flowers. Women take part in the flower marketing in large numbers directly and do the flower knitting work is undertaken the housewives indirectly contributing the family flower trade. So, any steps taken to take care of this industry will surely be felt on the women empowerment. Many Self Help Groups may exclusively be created for women to meet the financial needs and to get a collective bargaining in the wholesale market. Separate regulated flower market with all necessary amenities may help sustaining the prices of lowers helping the consumers as well as the producers. It further may eliminate the undue role played by the middlemen.
CONCLUSION:

Flower business is one of the ancient business in Tamil Culture. But, the flower merchants are not in unity. They are not associated themselves in an association. Still they are doing their business for their survival. Through their entire network, right from farmers to customers, they do their part in a faithful manner. Their work is not registered in a document level. Though there were number of studies carried on the production part of flowers, hitherto neglected part of marketing also needs to be studied and taken care of. Hence, the research is made in this field, to find out nuances of the flower marketing. In this research, the researcher made an attempt to elucidate their problems and difficulties of the business. Based on the field research the researcher offered appropriate measures to enhance the economic and social status of flower marketer in the study area. Further studies and implementations of the suitable policies may take the standard of the flower market as well as of the marketers to the level they deserve.