

DIVERSE INFORMATION NEEDS OF FLORICULTURE COMMUNITY AND ROLE OF PUBLIC LIBRARIES IN WEST BENGAL: AN OVERVIEW

Bela Mondal¹, Sabyasachi Haldar²

¹Research Scholar, Dept. of Library and Information Science, Jadavpur University, Kolkata, India

²Librarian, Familia School, Chougacha, 24 PGS(N), West Bengal, India

Abstract - West Bengal has a blooming future as far as floriculture is concerned. Varied agro-climate, ample sunshine, proximity to the markets offer great opportunities to harness potential in floriculture. ASSOCHAM (The Associated Chambers of Commerce and industry of India) report said that Bengal shines in floriculture. But due to lack of infrastructural facilities the floriculture industry is affected as a whole. In this context a well infrasructured floriculture information system is needed to provide better future to the Floriculture Community. The role of Public Libraries and Librarians are very much important in this aspect to develop knowledge bank, preservation and conservation of indigenous knowledge and also bridging the gap between the local primitive knowledge (West Bengal) with modern Information Communication Technology (ITC).

Key Words: Floriculture Community, West Bengal, Agro-Industrial information System, Floriculture Information System, Public Libraries, Librarians.

1.INTRODUCTION

Floriculture or Flower cultivation is a discipline of Horticulture, and is the study of growing and marketing of flowers and foliage plants. Floriculture includes cultivation of flowering and ornamental plants for sale of for use as raw materials in cosmetic and perfume industry and the pharmaceutical sector. The persons associated with this field are called Floriculture Community.

In West Bengal floriculture is a lucrative line of business and its importance is ever increasing and information need for the particular field is also increasing day by day^[6]. For varied ago-climatic condition in west Bengal the information need of floriculture community is varied. For this reason a well organized Floriculture Information System is very much needed to provide a platform that can provide support to the Floriculture Community to satisfy their information need. It would help in uplifting them and improving their quality of living and facilitate the exchange of information at National, Regional and International levels by promoting collaboration and information sharing. But in West Bengal well infrastructure floriculture information system is still not developed and existing information system is not sufficient to provide information to the Floriculture Community. Due to some constraints like poor marketing system, poor transport system, lack of knowledge, training facilities, application of modern technology, poor irrigation system, etc are responsible for

backwardness of this state^[5]. Therefore, without the collaboration and proper analysis of the Floriculture Information, Business- Economic Information and Sociological Information development of Floriculture Information System is not possible.

In this context Public Library should play a very important role to increase the service strength of Floriculture Information System to provide valuable information to the Floriculture Community.

The article states the role of Public Libraries to increase the service strength of floriculture information system to provide fruitful information to satisfy the information need of Floriculture Community.

2.OBJECTIVES

1. To promote interactions and information exchanges between the floriculture community and with their information resources.
2. To provide dissemination of relevant information particularly on climatic and agronomic requirement of floriculture community.
3. To establish the link between Floriculture Information System and Public Libraries.
4. To promote the role of Librarians for the development of Floriculture Information System and Services.
5. To provide effective extension work so that Farmers can maximize their flower production, minimize cost of cultivation and also eliminate the risk of frequent devastation of the entire flower cultivation.
6. To provide information about the Government and Non- government initiatives taken in the field of floriculture to the floriculture community.

3.FLORICULTURE IN WESTBENGAL

West Bengal is talented as a flower producing state in the atlas of Indian floriculture because it is one of the foremost state in flower production and trade. West Bengal with diverse agro-climatic conditions is placed in a very advantageous position in respect of climate and soil for producing different flowers. In West Bengal floriculture is comprises of both traditional flowers and modern flowers. Most traditional flowers are grown in open field while modern flowers are under protected conditions. The traditional flowers grown in the open include chrysanthemum, jasmine, crossandra, tuberose, aster, marigold, champaka, etc. The chief flowers grown under greenhouse conditions(Cut Flowers) are rose, gerbera, carnation, and anthurium etc [10].

3.1.Major flower produced in West Bengal:

Rose, Gerbera, Tuberose, Gladiolus, Carnation, Cockscomb, Marigold, Hibiscus, Jasmine, Anthurium etc.

3.2.In West Bengal main flower producer districts are :

1. Darjeeling (Kalimpong),
 2. Purba Medinipur (Panskura, Kolaghat),
 3. Nadia (Ranaghat, Thakurnagar),
 4. Howrah (Bagnan) etc.
- From West Bengal Flowers and Floriculture products are sent to different parts of India particularly to the metropolitan cities like Delhi, Mumbai, Ranchi, Ahmedabad and Bhubaneswar
 - Through excellent logistics system the state capturing export markets of Europe and Japan.
 - The main flower importers are Holland, Middle East, UK [7].

3.3.Government Initiatives:

Many initiatives have been taken by Govt. of India to uplift the floriculture industry in West Bengal.

1. The floriculture business in India is expected to get a boost with the government deciding to set up various facilities for the trade. Floriculture regional centres, agro export zones for floriculture and flower clusters are being planned in different parts of the country. Floriculture regional centres are coming up – or are being planned – in cities like Bangalore, Chennai, Thiruvananthapuram, Pune, Lucknow, Mohali, Srinagar, Kolkata and Gangtok. These centres would not only conserve important varieties of flowers of the region, but would also encourage large-scale multiplication.

2. The Agricultural and Processed Foods Export Development Authority (APEDA) [1] has set up half a dozen agro export zones in Maharashtra, Sikkim, Tamil Nadu, Uttarakhand and Karnataka. It has also set up export facilitation centres in the Netherlands, Dubai and Tokyo, and plans flower auction centres in Mumbai, Bangalore, Kolkata and Noida.
3. National Bank for Agriculture and Rural Development (NABARD) [8], the Indian apex bank for agriculture development and finance, in its Strategic Action Plan addressing the State and Union Governments, highlights the problems faced by entrepreneurs in these non-traditional farming sectors.

And also many initiatives have been taken by Govt. of West Bengal to uplift the floriculture industry.

1. They develop a floriculture park at Mungpoo in North Bengal, which provides the infrastructure to entrepreneurs. Cold storage facilities, grading or packaging room, tissue culture lab, and refrigerated vans are proposed.
2. There has been a spurt in floriculture activities in the State. Mullickghat(Kolkata) [9] Flower Market adjacent to Howrah Bridge is a wing of the West Bengal State Food Processing & Horticulture Development Corporation Ltd., which has been playing a key role in the development of floriculture in the State. The Market provides big outlet to the growers and traders for sale and purchase of flowers and involves the growers directly for export and provide Mega Flower Mart in Mullick ghat with flower preservation facilities.
3. Under the guidance and assistance of the Corporation, several floriculture projects have already come up in the State. Shantineketan-Shrineketan Development Authority has set up a large floriculture project at Bolpur producing good quality flowers like gladiolus, cock's comb and rose. Kalyani Municipality has also successfully taken up big flower project at Kalyani. Private entrepreneurs have set up several green houses for production of gerbera of international standard [11].
4. Multi-storied flower market in Panskura.
5. Floriculture park at Jagulia near Haringhata.

4.FLORICULTURE COMMUNITY

Floriculture Community is the group related to the science or practice of flower farming, including flower cultivation, flower marketing, research etc.

4.1. The stake holders of this community are:

- Govt. Of India sponsored Floriculture Sector Organization.
- State Govt. Sponsored Floriculture Sector Organization.
- Floriculture Research Centre
- Non-Govt. Organizations (NGOs)
- Flower growers or Farmers
- People related to flower marketing
- Producers of seeds, manure, pesticides which are used in floriculture.

5. FINDINGS

Present Scenario of Floriculture in West Bengal, ASSOCHAM (The Associated Chambers of Commerce and Industry of India)^[3] report



West Bengal has been the highest producer of cut flowers, of over 250 crore pieces, in the domestic market and recorded the highest compounded annual growth rate (CAGR) of over 597 per cent during five-year period of 2007-08 and 2011-12, ASSOCHAM noted in a study. This has happened despite shrinkage in area under floriculture in the State.

West Bengal was also at the top in terms of share of flower production (about 34 per cent) in the country's total output of 740 crore pieces in 2011-12, the industry body said.

West Bengal ranked eighth in terms of production of loose flowers. The State produces about 64,000 tonne loose flowers clocking a CAGR of over seven per cent during the aforesaid period. The country's loose flower production is growing at a CAGR of over 17 per cent as India produces over 16.5 lakh tonne annually.

The area under flower production in the State, however, shrunk from about 27,000 hectares in 2007-08 to about 24,000 hectares in 2011-12, a study prepared by the ASSOCHAM Economic Research Bureau (AERB) found. ASSOCHAM said that about two lakh people were estimated to be involved in cut flower production in the State, blessed with diverse agro-climatic conditions.

6. Floriculture Information System

Floriculture Information System is a part of Agro-Industrial Information System, where agricultural information is generated, transformed, consolidated, received and delivered to the target groups. It is a platform for floriculture information and knowledge sharing and exchange for Floriculture based research & development for target groups and stake holders.

It serves as an information and knowledge repository and a gateway to the knowledge system for Floriculture research and development at a country level aiming for strengthen, coordinating and increase agricultural production and improving performance of floriculture community and industries.

Different web based services in Agricultural Information System as well as Floriculture Information System in India are as follows:

6.1. Government Initiatives

- Kisan Call Centre
- Agriculture Technology Information Center (A T I C)
- National Portal of India
- Agmarket
- FARMER'S PORTAL
- Seed net India
- National Agriculture Bio-computing Portal

6.2. Non-government Initiatives

- E-choupal
- India : m-krisshi
- India-IFFCO Kisan Sanchar Limited
- India: Nano Ganesh

7. ROLE OF PUBLIC LIBRARIES

To satisfy the information need of the Floriculture Community, Public Libraries can play a very important role by performing the following functions:

1. By collecting, organizing and provision of floriculture information materials.
2. By developing special bibliographic database on literature available on floriculture, public library can disseminate floriculture information directly and indirectly to the farmers through floriculture information system.
3. Public Library can help the researcher by providing CAS and SDI services, Literature Search facility on Floriculture.
4. By receiving and disseminating technical reports and information related to floriculture.
5. Networking of public libraries state wise would be an additional boon to the Call Centres (like Kisan Call Centre, Agriculture Information Centre etc) for sharing information related to Floriculture not available in their system which can be shared from different Agriculture Universities.

8.ROLE OF LIBRARIAN

A Librarian can play a very crucial role to providing and dissemination of floriculture information. These are as follows [2]:

1. To bridging the gap between existing knowledge and modern technology on floriculture
2. To give personal assistance for information dissemination
3. To provide information regarding day to day information need of the Floriculture Community like market information, cultivation problems, weather forecast, disease control management etc.
4. To provide information in regional language and by arranging information literacy program, user awareness program, user meet up program for the identification of information need of floriculture community.
5. Explore the indigenous knowledge and extract as well as archive with contemporary technology.paragraph. Irjet template sample paragraph.

9.CONCLUSION

West Bengal is blessed with varied and dynamic agro-climatic condition, good quality soil and water made suitable for floriculture. Traditionally West Bengal is an agrarian economy where floriculture industry improving the earning capacity of the farmers of west Bengal. Socio-economic profile is getting change gradually based on this sector [4]. Every year some farmers are shifting themselves from agriculture to floriculture because of expectation of higher income. Along with tremendous opportunities in floriculture due to lack of proper knowledge and information on modern floriculture production techniques , lack of proper infrastructure of floriculture information system the floriculture industries in west Bengal is not getting proper

support. To cope up with this situation different Govt. and Non-govt. initiatives have been taken which will hope to provide better future to the Floriculture Community. And also to increase the knowledge bank of Floriculture Community and to boost the strength of Floriculture Information System, in this context the role of Public Libraries and librarians are incredible.

REFERENCES

- [1] APEDA.(n.d.). Retrieved from http://apeda.gov.in/apedawebsite/SubHead_Products/Floriculture.htm
- [2] M. Ash, & Panigrahi, P.K.(2015). Community Information Service to Enhance Information Literacy and Develop Local Knowledge Bank for Agrarian Community of India: A Perspective View. IASLIC 30th All India Conference- 2015 on Library Legislation and Community Information Services, 24,PaperRef: MT-2/51.
- [3] ASSOCHAM. (n.d.). Retrieved from <http://aitcofficial.org/aitc/bengal-shines-in-floriculture-shows-assochem-report/>
- [4] Biswas, N. K. (2013). Floriculture in Chapra Village in Ranaghat-II Block, Nadia district, West Bengal. IOSR Journal Of Humanities and Social Science (IOSR-JHSS),7, 2279-0845. Retrieved from <http://iosrjournals.org/iosr-jhss/papers/Vol7issue1/D0711723.pdf?id=5961>
- [5] Biswas, N. K. (2013). Floriculture Concentration Zone of Nadia District, West Bengal. Internation Journal of Humanities and Social Science and Invention, 2 (1), 2319-7722. Retrieved from <http://www.ijhssi.org/papers/Version4>
- [6] Das, S. K. (2012). Commercial prospects of Floriculture : A study on Purba Medinipur District of West Bengal. Business Spectrum,2(3), 2249-4804. Retrieved from https://iaamidnaporebranch.in/8_article_4.pdf
- [7] Majumder, J., Kadam, G. B., Kumar, G., Tiwari, A.K., Girish, K.S., & Kumar, R. (2014). Role of all India Coordinated Research Project in development of floriculture in India. International Journal of Bio-resource and Stress Management,5, 159-165. Retrieved from [file:///D:/Documents%20and%20Settings/user/My%20Documents/Documnts/Downloads/Role%20of%20AICRP%20in%20floriculture%20development%20in%20india%20\(1\).pdf](file:///D:/Documents%20and%20Settings/user/My%20Documents/Documnts/Downloads/Role%20of%20AICRP%20in%20floriculture%20development%20in%20india%20(1).pdf)
- [8] NABARD.(n.d.). Retrieved from <https://www.nabard.org/english/home.aspx>
- [9] Sahu, A., Chatterjee. S., & Paul, A.K. (2011). Growth of Floriculture and its role in promoting Socio-economic status of floriculturists of Panskura and Kolaghat Blocks, Purba Medinipur. Indian Journal Of Geography and Environment,12,0972-7388. Retrieved from <http://vidya.sagar.ac.in/journal>

- [10]Sarkar, D. & Chakravorty, S. (2005). Flower farming and flower marketing in West Bengal: A study of efficiency and sustainability. Labour and Development,7(1),337-76X. Retrieved from <https://mpa.ub.uni-murche.de/id/eprint/33776>
- [11]WEST BENGAL STATE FOOD PROCESSING & HORTICULTURE DEVELOPMENT CORPN. LTD.(n.d). Retrieved from <http://www.ipshabengal.com/flower.html>

BIOGRAPHIES



Bela Mondal- B.Sc (Hons.), BLIS
PhD Scholar in Dept. of Library &
Information science, Jadavpur
University, Kolkata, W.B. India.



Sabyasachi Haldar MA, BLISc,
MLISc, Librarian, Familia School,
24PGS(N), W.B., India