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# Improving livelihoods of rural smallholders in Myanmar through floriculture

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## Introduction

- ✿ Flower production is one of the promising enterprises to create job opportunities and income generation for smallholders in Myanmar as it tends to need a small amount of land, but generate high earnings.
- ✿ Apart from the daily usage of flowers for religious purpose, the flower demand is increasing due to urbanization, tourism, and life style changes in Myanmar.
- ✿ However, Myanmar agricultural policies focus only on staple food crop production, especially rice, pulses, and oil seed crops.
- ✿ According to the market demand, the government should consider to change the current agricultural policies to agricultural diversification.
- ✿ As a diversified agricultural system, developing the floriculture sector can be a useful tool in order to improve the livelihood of smallholders in rural Myanmar.



Figure 1 Cut flower retail shops in Hle Tang Market, Yangon

## Methodology

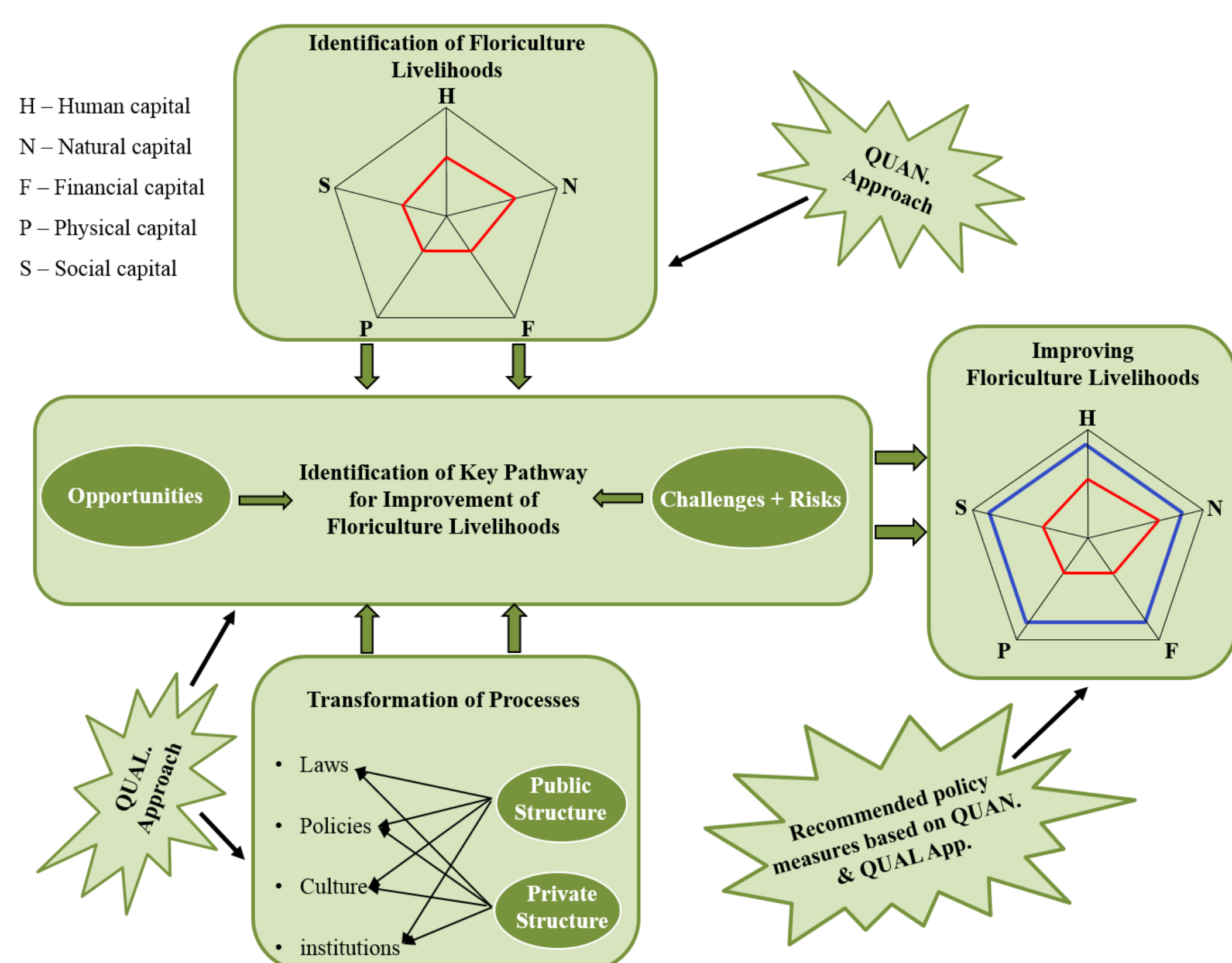


Figure 2 Conceptual framework of the research project: In the first phase, the floriculture livelihood in Myanmar will be identified based on the livelihood pentagon. In the second phase, the key pathway to improve the floriculture livelihood will be identified based on the opportunities and challenges in floriculture value chain. In the third phase, the strategy of the floriculture sector improvement will be developed.

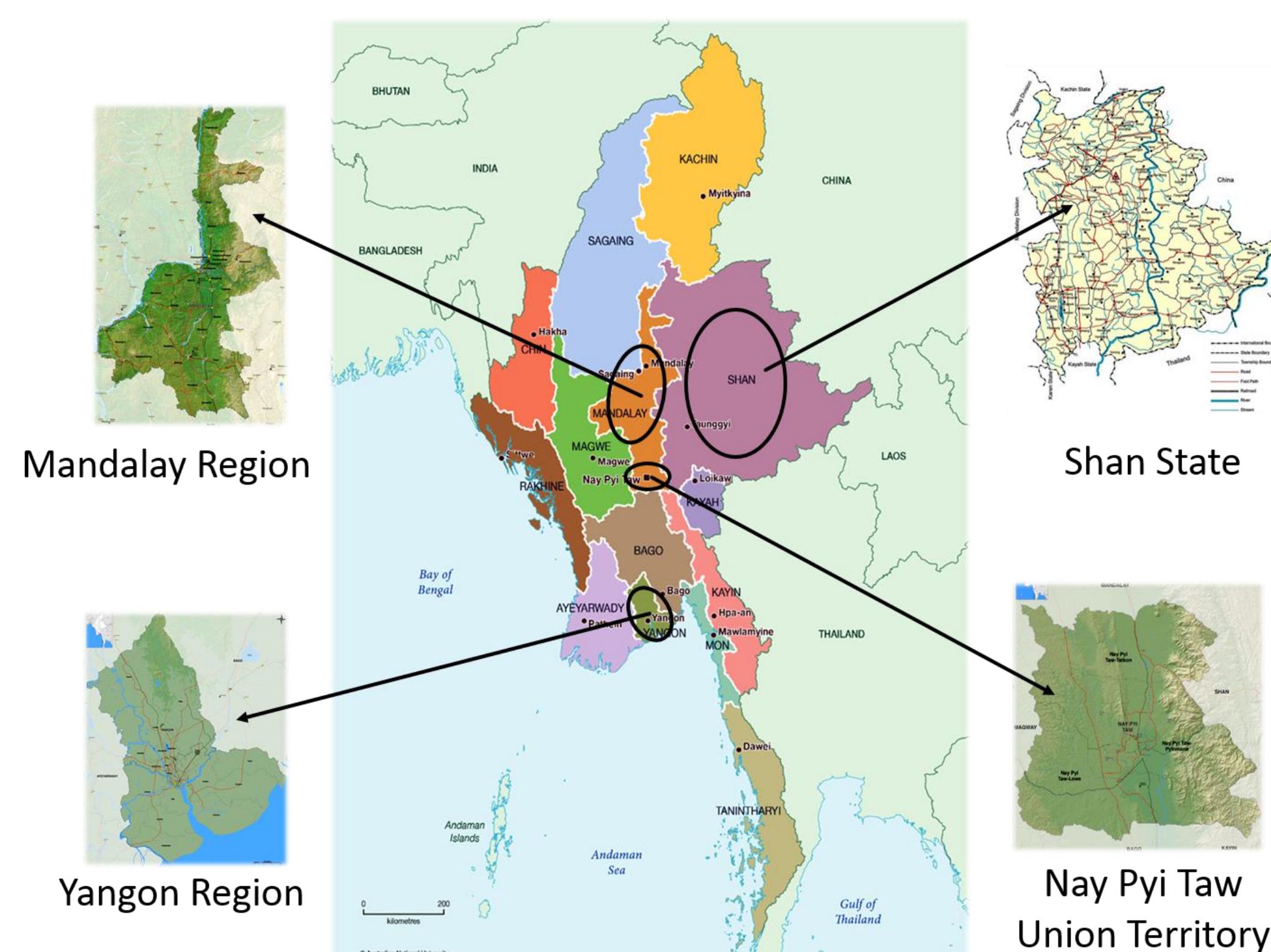


Figure 3 Three major flower producing areas (Hmawbi Township in Yangon Region, Pyin Oo Lwin Township in Mandalay Region, and Kalaw Township in Shan State) and three major marketplaces (Mandalay, Yangon, and Nay Pyi Taw) will be selected to study.

## Research questions

### Central research question

- ✿ What are the constraints and opportunities for the development of the floriculture sector in Myanmar?

### Primary research questions

- ✿ What are the socioeconomic conditions of smallholder flower producers?
- ✿ What is the current status of flower production in Myanmar?
- ✿ What are the constraints encountered in the production and marketing of floriculture crops?
- ✿ To what extent is there potential to develop an export flower industry?
- ✿ How can high quality flowers be produced to pursue high prices for both domestic and overseas markets?
- ✿ How can the policy measures be suggested for the healthy growth of the floriculture sector?

## Expected outcomes

- ✿ A strategic plan for the floriculture sector development in Myanmar will be developed as a higher level outcome.
- ✿ Moreover, the findings can be useful to improve the livelihoods of smallholders in Myanmar through employment generation, income increment due to increased yield of high quality flower products, and exploration of potential export markets.
- ✿ These in turn increase the economy of the nation and reduce the poverty in Myanmar to some extents.

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