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Dr. AK Gauraha
Department of Agri-Business
and Rural Management, IGKV,
Raipur, Chhattisgarh, India

Dr. MR Chandrakar
Department of Agri-Business
and Rural Management, IGKV,
Raipur, Chhattisgarh, India

SK Joshi
Department of Agri-Business
and Rural Management, IGKV,
Raipur, Chhattisgarh, India

Economics of major flowers in Chhattisgarh plains

Dr. AK Gauraha, Dr. MR Chandrakar and SK Joshi

Abstract

Floriculture plays an important role to increase the income. In Chhattisgarh area under flower was 7130.4 Ha. Marigold, Gladiolus, Tuberose and Roses are the major flower traded in the cities. Rose is the principle cut flower grown all over the country. Other important cut flower crops are Gladiolus, Tuberose, Asters, Gerbera, Carnation, Anthodium, Liliium and Orchid. The major objectives of the study was to know the economics of major flowers. For the study one hundred thirty farmers were selected from nearby Raipur, Durg, Rajnandgaon, Bilaspur, Dhamatri, kanker, kabirdham and Shivrinarayan city. The study resulted that the average cost of cultivation of marigold, gerbera, Gladiolus and Rose were Rs. 257575, Rs.1630914.6, Rs.299087 and Rs.359725 per hectare respectively. The benefit cost ratios of marigold, gerbera, Gladiolus and Rose were 1:1.24, 1:1.85, 1:1.52 and 1:2.50 respectively. Human labor was the major component of total cost. This shows that flower cultivation is labor intensive. The cultivation of flowers on the samples farms was a profitable. Very high volatility in demand/ high price fluctuation was the major constraints in flower business. Basic infrastructure like permanent shop, dedicated flower mandi cold storage should be provided by the local governance.

Keywords: price fluctuation, local governance and benefit cost ratio

Introduction

Floriculture activity has evolved as a viable and profitable alternative with a potential to generate remunerative self-employment among small and marginal farmers and earn the much needed foreign exchange in developing countries like India. India has an ancient heritage when it comes to floriculture. Commercial floriculture is of recent origin. A consistent increase in demand for cut and potted flowers has made floriculture as one of the important commercial trades in Indian Agriculture. Around 80% of floriculture area is occupied by states like Tamil nadu, Karnataka, Andhra Pradesh, West Bengal, Haryana, Uttar Pradesh and Delhi. Floricultural products consist of a wide variety of different types of plants and plant materials. They are broadly classified into four category, namely, (i) bulbs, tubers, corms, etc., chicory plant (non-food) (ii) other live plants, roots, cuttings (iii) cut flowers, dried flowers for bouquets, etc. and (iv) foliage etc. except flowers for ornamental purposes. Rose is the principle cut flower grown all over the country. Other most important cut flower crops in the country are Gladiolus, Tuberose, Asters, Gerbera, carnation, Anthodium, Liliium and Orchid. While exports remain the prime motivator for Indian flower cultivators, the demand in the domestic market is also on the rise. Marketing of cut flowers in India is much unorganized at present. In the metro however, in the recent years, some modern florist showrooms have come up, where flowers are kept in controlled temperature conditions, with considerable attention to value added service.

Objectives

- To estimate the cost of cultivation of major flowers
- To find out the constraints in flower cultivation and suggest some measures to overcome them.

Methodology

1. Selection of study area: For the study one hundred thirty farmers were selected from nearby Raipur, Durg, Rajnandgaon, Bilaspur, Dhamatri, kanker, kabirdham and Shivrinarayan city. All the business attributes like production technology, investment requirement, target customers, market segments, supply chains etc. are very different parameters depending upon their relevance and requirement. The Methodology employed for the present study mainly consisted of structured interviews with the 5 flowers growers.

Correspondence
Dr. AK Gauraha
Department of Agri-Business
and Rural Management, IGKV,
Raipur, Chhattisgarh, India

Results and Discussion

Cost of cultivation of major flowers

The average cost of cultivation of marigold, gerbera, Gladiolus and Rose were Rs. 257575, Rs.1630914.6, Rs.299087 and Rs.359725 per hectare respectively. The benefit cost ratios of marigold, gerbera, Gladiolus and Rose

were 1:1.24, 1:1.85, 1:1.52 and 1:2.50 respectively. Human labor was the major component of total cost. This shows that flower cultivation is labor intensive. The cultivation of flowers on the samples farms was a profitable activity (Table.1).

Table 1: Cost of cultivation of major Flowers Rs./ha

S. No	Particulars	Marigold	Rose	Gerbera	Gladiolus
1.	Total cost	257575	359725	1630914.6	299087
2.	Total Yield	80	-	-	-
	a) Loose flowers (qu./ha)				
	b) Spike(Spike/ha)				
	c) Corms(Corms/ha)				
	d) CUT flowers (sticks / ha.)	-	360000	604150	-
3.	Gross income	320000	900000	3020750	457359
4.	Net Income	62425	540275	1389835.5	158272
5.	B:c Ratio	1:1.24	1:2.50	1:1.85	1:1.52

Marketing channels of flower (Farmers)

There are four marketing channel of major flowers.

1. Grower - Retailer - Consumer (60%)
2. Grower - Wholesaler - Retailer (20%)
3. Grower - Consumer (10%)
4. Grower - Exporter (10%)

About sixty percent flowers were traded through channel I,

and twenty percent through channel II.

Economics of Cut/ loose Flowers

Gladiolus and Marigold were the most profitable loose and cut flower in the study area. The Benefit cost ratio was higher for Gladiolus (1:2.33) followed by Marigold (1:1.28).

S. No.	Particulars	Rose (Rs.)		Gerbera (Rs.)	Gladiolus (Rs.)	Marigold
		Small size	Big size			
1.	Cost	4	10	4	1.5	35
2.	Sell price	10	20	10	5	80
3.	Profit	6	10	6	3.5	45
4.	B:C Ratio	1:1.5	1:1	1:1.5	1:2.33	1:1.28

Market characteristics

Price at consumers level generally increase from Oct-Nov. onwards till march when it starts declining and was lowest during the monsoon period of June-September.

Major constraints in flowers cultivation

The major constraints were Very high volatility in demand/ high price fluctuation, highly perishable characteristics, High-capital intensive production, Unorganized sector Lack of infrastructure and Lack of knowledge of processed flower/dry flower.

Suggestions

1. The loss of quantity is very high due to its perishable nature. Therefore, efforts should be made to find alternative uses (value addition) of flowers like extraction of oil, essence, colour, and use in paper making industry etc.
2. Value added floriculture is a process of increasing the economic value and appeal of any floricultural commodity through changes in genetics, processing and diversification.
3. There is unregulated flower marketing in Chhattisgarh which needs to be regulated. Flower market required permanent shop cold chain system and price protection.
4. Very high volatility in demand pattern: This volatility is countered by farmer-producers by creating a broad-based customer markets along with the export market – which may be difficult for medium & small farmers.
5. Basic infrastructure like permanent shop, dedicated flower mandi cold storage etc. should be provided by the local governance.

6. Training should be given to florist business men particularly on value addition etc.
7. Car decoration hub should be developed to counter demand fluctuations.
8. Women empowerment through making of flowers value added products.
9. Value added floriculture is most profitable business. Basic infrastructure like permanent shop, dedicated flower mandi cold storage. Should be provided by the local governance.

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