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## Present status and future strategies of flower business in major cities of Chhattisgarh plain

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### Abstract

The major objectives of the study was to know the economics of major flowers. For the study Raipur, Durg, Rajnandgaon, Bilaspur, Dhamatri, Kanker, Kabirdham and Shivrinarayan city market had been selected. For this, both wholesale as well as retail markets were chosen. Data had been collected with structured interviews with 16 wholesalers, 32 retailers and three consultants involved with floriculture. 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 activity. Main source of supply of flowers in Chhattisgarh are west Bengal (Kolkata City) and Maharashtra (Nagpur city). In case of Rose flower Bangalore city is the major source of supply. About sixty percent flowers were traded through channel I (Grower- Retailer -consumer), and twenty percent through channel II (Grower- Wholesaler- consumer). Gladiolus and Marigold was the most profitable loose and cut flower in the study area. Large size bouquets were the most profitable followed by small and medium size bouquets. Study resulted that value addition of flower is more profitable as compared to loose and cut flowers. Most Profitable packages were large size packages involving more number of bouquets. Very high volatility in demand/ high price fluctuation was the major constraints in flower business. Value added floriculture is most profitable business. Basic infrastructure like permanent shop, dedicated flower mandi cold storage should be provided by the local governance.

**Keywords:** Future strategies, flower business, major cities

### 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, Liliun 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 / Value added products
- To analyze the market linkages of major flowers.
- To find out the constrains in floriculture business and suggest some measures to overcome them.

## Methodology

**Selection of study area:** For the purpose of the present study Raipur, Durg, Rajnandgaon, Bilaspur, Dhamatri, Kanker, Kabirdham and Shivrinarayan city market had been selected. For this both wholesalers as well as retailers were chosen for the study. "Flower market" gives the impression of the homogeneous segment with uniform rules and characters governing it. However, these are two distinctly different product ranges within cut flowers and traditional flowers. 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 wholesalers, retailers and consultants involved with floriculture. One consultant,

two wholesalers and four retailers had been covered in the interviews from each of the city.

## 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.

### Cost of cultivation of major Flowers Rs./ha

S. No	Particulars	Marigold	Rose	Gerbera	Gladiolus
1.	Total cost	257575	359725	1630914.6	299087
	Total Yield				
2.	a) Loose flowers (qu./ha)	80	-	-	-
	b) Spike (Spike/ha)	-	-	-	92583
	c) Corms (Corms/ha)	-	-	-	89805.
	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

### Supply Pattern of Major Flowers

Main source of supply of flowers in Chhattisgarh are west Bengal (Kolkata City) and Maharashtra (Nagpur city). In case

of Rose flower Bangalore city was the major source of supply.

### Wholesaler

S. No	Flower Name	Local Farmer (%)	Other district (%)	Other state (%)		
				Bangalore	M.H	W.B
1.	Marigold	30	10	-	20	40
2.	Rose	30	-	30	-	40
3.	Tuberose	10	-	-	90	-
4.	Gladiolus	10	10	-	20	60

### Retailer

S. No	Flower Name	Wholesaler	Local Farmer	Other district	Other state		
					Bangalore	M.H	W.B
1.	Marigold	10	20	-	-	70	
2.	Rose	10	10	-	50	30	
3.	Tuberose	30	-	-	60	10	
4.	Gladiolus	20	-	-	-	80	

### 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.

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

### Economics of Bouquets

Large size bouquets was the most profitable followed by small and medium size bouquets. Study resulted that value

addition of flower is more profitable as compared to loose and cut flowers.

**Economics of Bouquets (BOOKEY)**

S. No.	Particulars	Small (Rs.)	Medium(Rs.)	Large (Rs.)
1.	Raw material	39	62	73
2.	Labour charge	5	6	7
3.	Other	3	2.5	4
4.	Total cost	47	70.5	84
5.	Selling price	150	200	300
6.	Net income	103	129.5	216
7.	B:C Ratio	1:2.19	1:1.84	1:2.57

**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 Business**

- Very high volatility in demand/ high price fluctuation.
- Highly perishable characteristics.
- High-capital intensive production.
- Unorganized sector.
- Lack of infrastructure.
- 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 famer-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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