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Marketing of rose in Akola district of Maharashtra

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Abstract

The present study was carried out to study marketing of rose in Akola district during the year 2018-2019. The primary data of 90 farmers were collected from 15 villages from 5 tehsils of Akola district and market functionaries involved for the year 2018-19. In rose marketing channel, producer, wholesalers and retailer were selected for collecting the information on marketing. The important channels of distribution have been observed while studying the marketing of Rose under study area are Channel I include Producer - Consumer, Channel II include Producer - Retailer - Consumer, Channel III include Producer - Wholesaler - Retailer - Consumer. As Producer - Wholesaler - Retailer - Consumer was the important channel through which maximum quantity was sold by the cultivators. From this, it was concluded that channel-I was most profitable than channel II and channel III.

Keywords: rose, marketing channels, marketing cost, market margin and price spread

Introduction

Floriculture is increasingly regarded as a viable diversification from traditional field crops due to increase per unit returns and increasing habit of "saying it with flowers" during all the occasions. Rose has always been admired for its beauty and fragrance. It occupies the first position in International market of cut flowers. Rose cultivation in India is becoming more and more popular because of its increase in demand as cut flower and higher commercial gains. Commercial rose flower growing include production and sale of plants, flower and their products. The rose flowers are marketed either as loose flowers or as cut flowers. In loose flower trade fully developed flowers suitable for garland making are marketed. For profitable transaction a careful planning of marketing is must. Most of marketing of flowers belongs the yield of efficient and successful farm management. Marketing includes all the steps from the time the produce is harvested until it is in hand of consumer. The process of agricultural production cannot be regarded as complete without the sale of produce. The aim of marketing is that the production should realize a suitable net return from his produce. Improvement of marketing conditions unable the farmer to secure a share of a consumer's price of almost importance.

Data and Methodology

The present study was undertaken in Akola district of Vidarbha region. The data pertained for the year 2018-19. Out of Seven tahsils in Akola district, five tahsils were selected for the study, since there is concentration of Rose area in Akola, Patur, Balapur, Barshitakli and Akot tahsils. Overall, ninety Rose cultivators were selected for the present study. For the study of marketing 10 wholesalers and 15 retailers were selected from Akola and Akot flower market. Data was collected from farmers, wholesalers and retailers about price spread, labour charges, transportation costs, commission charges, other charges if any and also the price received by them.

Producer's share in consumer's rupee (P_s)

It is the price received by the farmers expressed as a percentage of the retail price (i.e., the price paid by the consumer). If it is the retail price the producers share in the consumer's rupee (P_s) be expressed as follow:

$$P_s = \frac{\text{Net price received by the producer (P}_f\text{)}}{\text{Price paid by consumer (P}_c\text{)}} \times 100$$

Result and Discussion

From the table 2 it is revealed that, number of the selected farmer was 90 out of which 50 farmers belongs to small holding, 29 farmers belong to medium and 11 farmers to large size holding with average size of holding 1.58, 3.14 and 5.72 hectare respectively.

Table 2: Average size of holding of selected farmers (ha)

Sr. No.	Size of holding	No. of farmer selected	Average size of holdings
1	Small (less than 2 ha.)	50 (53.33)	1.58
2	Medium (2.01 to 4.00 ha.)	29 (32.22)	3.14
3	Large (4.01 & above)	11 (14.44)	5.72
	Overall	90 (100.00)	3.48

(Figures in parentheses indicate percentage to the total farmers)

Marketing of rose in Akola district

In the preceding section, economic aspects viz., costs, returns and the efficiency of investment in the production of rose selected for study have been discussed. But the process of

production is not completed till the product reaches into the hands of final consumer. As such various aspects pertaining to marketing of rose viz., channels of distribution, price spread, producers share in consumer's rupees etc. have been studied and discussed.

Channels of distribution

Marketing channels are the root through which produce move from producer to consumer. Following important channels of distribution have been observed while studying the marketing of rose under study area.

Channel I: Producer → Consumer.

Channel II: Producer → Retailer → Consumer.

Channel III: Producer → Wholesaler → Retailer → Consumer

During the study it was observed that channel III i.e., producer → wholesaler → retailer → consumer is the major channel of distribution. In channel I i.e., producer → consumer quantity sold was low and this channel was mainly followed by small farmers. The producer's share in consumer rupee is maximum when less intermediaries are included.

Table 3: Cost of marketing of Rose (Rs/Per. 1000 Flowers)

Sr. No.	Particulars	Total Price		
		Channel I	Channel II	Channel III
A	Marketing cost incurred by producer			
1	Cost of Mesh Bag	15.09	15.75	15.49
2	Packing	5.70	5.98	6.03
3	Cost of Loading	5.00	5.00	5.00
4	Transportation	7.03	10.17	10.63
5	Hamali	5.00	5.00	5.00
6	Dalali	-	-	231.07
7	Unloading	5.00	5.00	5.00
8	subtotal	42.82	46.90	278.22
	Selling Price of Producer	2030.09	2120.34	2310.72
B	Marketing cost incurred by Wholesaler			
1	Mesh bag	-	-	15.02
2	Hamali	-	-	5.00
3	Cess fund	-	-	2.00
4	Total	-	-	22.02
	Selling price of Wholesaler	-	-	2433.82
C	Marketing cost incurred by Retailer			
1	Transportation	-	8.14	8.80
2	Hamali	-	5.00	5.00
3	Total	-	13.14	13.80
	consumer price	2030.09	2248.48	2597.62

It is revealed from Table 3 that maximum cost of Rs. 278.22 incurred by the producer out of the total cost of marketing was Rs. 2310.72 in channel III in marketing of Per. 1000

Flowers rose. It decreases channel wise as in channel II it is Rs. 2248.48 and total cost of marketing is Rs. 46.90 and in channel I it is low as compared to other channels as Rs. 42.82.

Channel wise price spread of rose

Table 4: Channel wise price spread of Rose (Rs/Per. 1000 Flowers)

Sr. No.	Particulars	Channel I	Channel II	Channel III
A)	Producer			
1	Gross price received by producer	2030.09 (100.00)	2120.34 (94.30)	2310.72 (88.96)
2	Marketing cost incurred	42.82 (7.27)	46.90 (2.09)	278.22 (10.71)
3	Net price received by producer	1987.27 (92.73)	2073.44 (92.22)	2032.50 (78.24)
B)	Wholesaler			
1	Purchase price	-	-	2310.72 (88.96)
2	Marketing cost incurred	-	-	22.02 (0.85)
3	Net Margin	-	-	101.08 (3.89)
4	Selling price	-	-	2433.82 (93.69)
C)	Retailer			
1	Purchase price	-	2120.34 (94.30)	2433.82 (93.69)

2	Marketing cost incurred	-	13.14 (0.58)	13.80 (0.53)
3	Net Margin	-	115.00 (5.11)	150.00 (5.77)
4	Selling price	-	2248.48 (100.00)	2597.62 (100.00)
D)	Consumer			
1	Purchase price	2030.09	2248.48	2597.62
2	Net price received by producer	1987.27	2073.44	2032.50
3	Price spread	42.82	175.04	565.12
4	Producer's share in consumer's Rs.	97.89	92.22	78.24

Producer's share in consumer's rupee in channel III was 78.24 per cent, in channel II 92.22 per cent and in channel I was 97.89 per cent. It showed that if share of various intermediates decreases the producers share in consumer's rupee increases. The per 1000 flowers gross price received by producer in channel III was Rs. 2310.72, net price received was Rs.2032.50, selling price of wholesaler was Rs. 2433.82 and retailers selling price was Rs.2597.62.

Conclusions

During the study it was observed that channel III i.e., producer → wholesaler → retailer → consumer is the major channel of distribution. In channel I i.e., producer → consumer quantity sold was low and this channel was mainly followed by small farmers. The producer's share in consumer rupee is maximum when less intermediaries are included. Maximum cost of Rs. 278.22 incurred by the producer out of the total cost of marketing was Rs. 2310.72 in channel III in marketing of Per. 1000 Flowers of rose. It decreases channel wise as in channel II it is Rs. 2248.48 and total cost of marketing is Rs. 46.90 and in channel I it is low as compared to other channels as Rs. 42.82. Producer's share in consumer's rupee in channel III was 78.24 per cent, in channel II 92.22 per cent and in channel I was 97.89 per cent. It showed that if share of various intermediates decreases the producers share in consumer's rupee increases. The per 1000 flowers gross price received by producer in channel III was Rs. 2310.72, net price received was Rs. 2032.50, selling price of wholesaler was Rs. 2433.82 and retailers selling price was Rs. 2597.62.

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