

Marketing costs and price spread for kagda flower in Nanded district of Maharashtra

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ABSTRACT

The study was conducted for estimation of marketing cost, marketing margin and price spread through different channels at kagda flower in Nanded district of Maharashtra. Five wholesaler and ten retailers were selected for present study. The data pertained for year 2005-06. The results revealed that price paid by consumer was Rs.100.00 per quintal in channel-I (P-R-C) in which producers share in consumer rupee was 64.51 per cent. Price spread was found to be Rs.35.50. In channel-II (P-W-R-C) price paid by consumer was Rs.150 per quintal. In which producer share in consumer rupee was 42.45 per cent. Price spread found to be Rs.86.32 per quintal.

INTRODUCTION

Flowers happen to be a very important part of our social system. Flowers are symbolic of purity, beauty, love, passion and tranquility. Flowers are largely grown for cut flowers, making essential oils, water, gulkand, perfumes and medicines etc. The flowers can be grouped under two categories *i.e.* cut flowers and traditional flowers. The major traditional flower crops cultivated are rose, marigold, chrysanthemum, jasmine, aster, gladiolus, carnation, tuberose and orchids. These are also used as cut flowers.

Floriculture has emerged as one of the most lucrative business having much higher potential of returns in comparison to most of the field plantation and horticultural crops. Total area under floriculture in India is estimated at 1,06,000 ha in 2003 with bulk in south (Economic survey, 2005-06).

Maharashtra is an ideal state for cultivation of wide range of commercial floricultural crops. The important flowers which are grown in the state are jasmine, rose, chrysanthemum, marigold, gladiolus, tuberose, gaillardia and carnation. The most area under flower cultivation is concentrated around towns and cities like Nasik, Pune, Ahemadnagar, Akola, Amarvati, Aurangabad, Jalgaon, Mumbai, Nagpur, Nanded and Sangli.

METHODOLOGY

The study was undertaken in Nanded district because most of flower produce from the area was marketed in that market. The study was based on primary data collected from thirty six kagda flower growers of these selected tehsils for the year 2005-06. Beside this, five wholesaler and ten retailers were selected randomly. Two marketing channels found in the study area were studied for estimating the marketing cost, margins and price spread of kagda flowers.

RESULTS AND DISCUSSION

For estimating the marketing cost, margin and price spread for kagda flower, two marketing channels were identified in study area *i.e.* Channel I : Producer-retailer-consumer, Channel II : Producer-wholesaler-retailer-consumer.

Marketing cost incurred by grower:

Items of marketing cost in kagda cultivation included wages, transportation, commission and market fee. Marketing cost incurred by flower growers was calculated and presented in Table 1. The total marketing cost incurred by flower grower was Rs.5.51/kg in channel-I while that was Rs.16.32/kg in channel-II. The major proportion of cost was accounted by transportation (36.62 per cent)

Key words :

Marketing cost,
Margin, Price
spread, Producers
share, Kagda
flower

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