

MARKETING OF CHRYSANTHEMUM IN MAHARASHTRA

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The marketing possibilities of the perishable commodities depend largely upon the rapidity with which they can be transported to the large consuming market centers. If the cultivators are unable to adjust their production pattern in accordance with the market demands, there can be no appreciable gain even with a good harvest. The time factor is more important particularly in the marketing of flowers. The technique of marketing of flower is, therefore, equally important as that of the production of flowers. Apart from this, the quality and quantity of flowers produced by cultivators as well as intermediaries involved in the marketing influence the demand for flowers by consumer and the price of the flowers. In view of the above, the data relating to various aspects of marketing of Chrysanthemum flowers in Ahmednagar, Pune and Bombay markets have been collected and the same are summarized.

OBJECTIVES-1. To study the marketing cost and price spread in Chrysanthemum marketing. 2. To study the marketing channels. 3. To highlights the problems of Chrysanthemum marketing and suggest some concrete measures to solve them.

SOURCES OF DATA AND METHODOLOGY- Twenty commission agents/cum wholesalers and fourteen retailers to whom the produce from the selected area was generally sent where selected for the present study. Thus, ten commission agents from Bombay, six commission agents from Pune and four commission agents from Ahmednagar were selected. Similarly, five retailers each from Bombay and Pune and four from Ahmednagar were interviewed for getting the information. The major proportion of the produce from the selected area is marketed through Dadar, Goregaon Market Centre in Bombay, Phule Market in Pune and Ahmednagar Market Yard in Ahmednagar. Various methods were used for the collection of data. The survey method of economics investigation was adopted for the work of data collected. For the primary data a specially questionaries for getting the information was used. The intermediaries involved in the marketing of Chrysanthemum flowers viz. commission agents-cum-wholesalers and the retailers were contacted individually, They were convinced about the purpose and importance about study. It may be pointed out

here that the commission agents cum wholesalers and even the retailers were reluctant to give the required information. However, every attempt was made by the author to acquaint himself with the traders for obtaining reliable information from them. The cost of marketing of chrysanthemum has been analysed by adopting the normal pattern. Weekly functions in the prices of Chrysanthemum were also analysed.

METHOD OF SALE BY RETAILERS AND DISCUSSION-The data on the mode of sale of flowers by the selected retailers were analysed and the same are presented in the (See Table No.1) It can be seen from the table that relatively larger proportion of flowers (20.20 percent) were used for big garlands and bouquets because net profit per kg was the highest (Rs. 6.52) in this category. Very little quantity of flowers was used for other miscellaneous purposes.

MARKETING CHARGES-In Bombay, Pune and Nagar market producer have to pay different market charges like commission, transport, hamali etc. Cost of Marketing of Chrysanthemum in the Bombay Market The per kg itemwise average marketing cost of Chrysanthemum in the Bombay market is given in the Table No-2

1. Packing charges	2.11 (29.08)
2. Transport Charges	1.58 (21.76)
3. Hamali	0.68 (9.37)
4. Losses during handling	0.28 (3.80)
5. Commission	2.63 (36.23)
6. Total marketing cost	7.26 (100.00)

It can be seen from the table that, the significant item of cost was the commission (36.23%). The next important item of cost was the packing charges (29.06%). It was followed by the transportation cost (21.76%) and Hamali contributed to the extent of (9.37%).

Price spread in marketing of Chrysanthemum-The marketing cost and margin of various intermediaries involve in the Chrysanthemum marketing have been worked out and are presented in

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the (See Table No-3) It can be seen that the producer's share in consumer's rupee worked out to 23.40 percent, while the margins of commission agent and retailers were 13.33 percent and 14.82 percent, respectively.

The total marketing cost incurred incurred by all the intermediaries and producers accounted to 54.94 percent of the consumers price. Out of the net profit Rs. 10.25 per kg in the consumers price, the percentage shares of the net profit received by the producers, commission agents and retailers were 21.24 and 40.29 respectively. The market middle men jointly shared 78.53 percent of the net profit moreover the commission agents have borne very less expenses as compared to

the producer and retailers in the marketing process.

CONCLUSION-* The technique of marketing of flower, equally important as that of the production of flowers. * A large proportion of the produce was marketed in Bombay market. The price in the Bombay market were high during the first week of November and during the last week of October. * The cost on account of packing charges, commission and transport were the major items of cost of marketing.* The producer had the share to the extent of 23.40 percent in the consumer price, whereas the market middle-men received the remaining share of 56%.

Table No.1- Mode of sale by retailers (average)

Sr. No.	Items	Quantity of flowers (kg)	Value of flowers (Rs.)	Expenditure of items (Rs.)	Salevalue (Rs.)	Per kg net profit (Rs.)
1.	Floral decoration	148.70 (15.40)	2602.25	920.00 (19.47)	3903.38 (15.50)	2.56
2.	Small garland (for worship)	165.60 (17.16)	2898.00	1078.69 (22.83)	4347.00 (17.27)	2.24
3.	Veni	156.80 (1624)	2744.00	1000 (21.17)	4116.00 (16.35)	2.37
4.	Gajra	92.20 (9.55)	1613.5	609.13 (12.89)	2420.25 (9.61)	2.14
5.	Loose flowers for worship	117.00 (12.13)	2047.5	-	2225.25 (8.84)	1.75
6.	Big garlands and bouquets	195.00 (20.20)	3412.50	1117.00 (23.64)	5801.25 (23.04)	6.52
7.	Others	90.00 (9.32)	1575.00	-	2362.50 (9.38)	1.75
	Total	935.30 (100.00)	16892.75	4724.82 (100.00)	25175.63 (100.00)	3.69

Table No. 3- Per kg price spread in marketing of Chrysanthemum in Bombay Market (2006-07)

Sr. No.	Particulars	Per kg.	Percentage to total
1.	Net price received by the producer	6.88	23.40
2.	Marketing charges paid by the producer	7.26	24.70
3.	Gross price paid by the commission agent to producer	14.14	48.11
4.	Expenses of commission agents	1.13	3.84
5.	Profit of commission agent	3.92	13.33
6.	price paid by retailer	17.50	59.54
7.	Expenses of retailer	7.76	26.40
8.	Profit of retailer	4.13	14.82
9.	Price paid by the consumer	29.39	100.00
10.	Net profit share of the consumer price	2.20	21.46

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