

## Marketing management of tuberose in Pune district of Maharashtra

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### ABSTRACT

In all thirty sample cultivators were selected from the villages of Haveli Tahasil of Pune district and data were collected for the year 2006-07. The collected data were analyzed by a simple tabular method and statistical tools such as arithmetical averages and percentages were worked out for the interpretations of results. Pune and Mumbai have been emerged as the most important centre for marketing of tube roses in the study area. The Pune market was found to be relatively better because net amount gained by producer in that market was higher due to low marketing cost as compared to Mumbai market. A study on price spread in marketing of tuberose flowers in Pune and Mumbai markets revealed that producer's share in consumer's rupee was not more than 33.66 per cent in the case of all flowers. However, Pune market was found to be efficient as producer's share in consumer's rupee was quite high in Pune market as compared to Mumbai market. The process of marketing of selected flowers has been engulfed by several problems at cultivator's level and within market yard. The labour, planting material, credit, packing materials and transportation were found to be inadequate and costly. There was lack of pre-cooling, cold storage and technical know-how.

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### INTRODUCTION

India has varying climatic conditions and varieties of soil types, providing ample scope for growing a wide range of flowers both tropical and temperate regions. More prominent flowers grown in India are jasmine, roses, marigold tuberose, zinnia etc. Flowers are recognized to be an important item in the day to day life as they are rich in recreational as well as aesthetic values. They serve as an important source of scents, glucose, etc. From the farmer's point of view, flowers are to be considered as cash crop enterprises.

It is necessary to take up marketing studies of flowers including marketing practices, marketing cost, prices and weakness in the existing marketing system and thereby to suggest remedial measures to improve the infrastructure of agricultural marketing for the benefit of farming community on one hand and consumers on the other hand.

Considering above, an attempt was made to study marketing of tuberose in Pune district with specific objectives to study the marketing practices, marketing cost and market margins of tuberose, to study price spread of selected flowers and to study the constraints in marketing of tuberose flowers.

### METHODOLOGY

The present study was undertaken in

Haveli block of Pune district of Maharashtra in the year 2006-07. The selection of Pune district and Haveli Block was made purposively because of maximum area under tuberose flower.

In all 30 sample cultivators were selected from the villages viz., Manjari, Kunjirwadi, Sortapwadi, Naygaon and Uruli-Kanchan having maximum area under tuberose for the present study.

The data were collected by the survey method with the help of specially designed pretested questionnaire from the cultivators growing tuberose and market agencies in the year 2006-07. The data so obtained for the 2006-07 were analyzed with a tabular method of analysis. Statistical tools such as frequency arithmetical average and percentages were worked out for the purpose of interpretation of results.

### RESULTS AND DISCUSSION

The results are as under:

#### *Marketing channels:*

The following most important market channel was identified for each of the two markets viz., Pune and Mumbai through which the trading of flowers was taking place on a large scale.

### Key words :

Tuberose,  
Marketing  
management,  
Consumer price

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