

Analysis of liliun cut flower supply chain

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ABSTRACT

The study was undertaken with the overall objective to analyze the supply chain for liliun cut flower in Nilgiris district. The study was undertaken to examine the current practices in supply chain of Liliun cut flower, to conduct value chain analysis for Liliun cut flower, to identify the major constraints in supply chain of Liliun and to suggest suitable strategies for efficient supply chain management of Liliun. The study was conducted in Ooty, Coonoor and Kotagiri Panchayat union in Nilgiris district as it occupied the major area in the production of hi-tech cut flower like liliun. A sample of 30 farmers, 25 intermediaries was selected from the study area by simple random sampling method. Data were collected from sample farmers by personal interview with the aid of a pretested interview schedule and published sources. There were four supply chains existing for marketing of liliun cut flower. More than eighty five per cent of liliun moved from Nilgiris to Bangalore through channel I, II, III and IV. Large farmers used channel II alone for sending their produce to Bangalore. Marginal and small farmers to sell their produce predominantly used I, III and IV. The producers expressed that the high cost of imported planting material was the most important problem followed by pest and disease attack. The intermediaries expressed lack of quality as the most important problem followed by lack of consistency in supply. The other problems were high handling cost, poor storage facility and high transport cost.

KEY WORDS : Supply chain, Value addition, Marketing efficiency

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