



RESEARCH PAPER

Management and economics of ornamental nursery

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Abstract : There has been increasing demand for horticultural crops more particularly fruit and ornamental ones in both urban and rural areas of India. With this, the demand for good quality planting materials has gone up and hence, the nursery business has developed rapidly in the recent years in our country. The project entitled “Management and Economics of Ornamental Nursery” is carried out with an objective to study critical areas of management, cost and return structure and customer preference for purchasing ornamental plants. Annual total operating cost of Shrushti Nursery was Rs. 16,47,800. Amongst total operating cost maximum cost was incurred on Labour Charges is 72.82% followed by Input cost (11.23 %). Benefit cost Ratio of Shrushti Nursery was 1.50 which is greater than one. It is implied that expenditure of Rs. 1/- will fetch returns of Rs, 1.50 per annum. Certainly returns are comparable to returns obtained from any bank deposits or other guaranteed sources of income. Internal rate of return was 41%. It ensures that Shrushti Nursery investment makes more money than its actual cost. Delivering customer satisfaction is the heart of modern marketing theory. Flowering plants are mostly purchased from the nursery. Maximum Variety and good product display are the reason of purchase of plants from Shrushti Nursery.

Key Words : Nursery management, Customer preference, Critical areas

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