RESEARCH PAPER

Marketing management of cut flowers under protected cultivation

S. N. Patil*, S. R. Benke[1] **and** V. B. Gholap
Department of Agribusiness Management, Dr. D. Y. Patil College of Agriculture Business Management,
Akurdi, Pune (M.S.) India (Email: snpabm353@yahoo.co.in)

Abstract : Pune and Satara districts ofWestern Maharashtra are the important districts cultivating rose and gerbera flowers.Markets are impulses for improved farm production and quality produce.Marketing management is useful for decision making regarding viability. Hence, an attempt has been made to study the marketing management and constraints in marketing of cut flowers under polyhouses in the Pune and Satara districts of Maharashtra by estimating thecost of marketing and price spread with the information on packaging, transportation and selling pattern of cut flowers. For the present study a sample of 30 rose and 30 gerberacut flowers growers was drawn from Pune and Satara districts. The primary data requiredon the various aspects were collected through pre tested questionnaire by personnel interview of respondents pertained to the agriculture year 2018-19.The data were analyzed with simple statistical tools *viz.*, percentages and averages. Garrett's ranking technique was employed to rank the constraints in marketing of cut flowers.The results revealed that, about 85 per cent of the rose produce and 82 per cent of gerbera produce sold in Pune and Mumbai market.On an average 74 per cent rose growers and 62 per cent gerbera growers sold their produce at a predetermined price.Commission of commission agents shared more than 50 per cent in cost of marketing of rose and gerbera cut flowers.The margins of wholesalers and retailers were higher in the marketing of gerbera than rose cut flowers. Producers share in consumers' rupee was higher in rose cut flowersthan gerbera.Price fluctuations followed by increasing demand of dummy/artificial flowers was the major constraintin marketing of cut flowers.

Key Words : Protected cultivation, Marketing management,Cost, Price spread, Constraint

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***Author for correspondence:**
[1]Department of Agricultural Economics, Dr. D. Y. Patil College of Agriculture Business Management, Akurdi, Pune (M.S.) India