



RESEARCH PAPER

Financial feasibility and profitability of rose cut flowers under protected cultivation

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Abstract : In Maharashtra rose is one of the major commercial flower crops cultivated in polyhouses. Pune and Satara districts of Western Maharashtra are the important districts cultivating rose flowers. A major challenge before the rose cultivators is to minimize the cost and increase the returns. Hence, the present study was conducted to estimate costs and returns, assessing the marketing cost, financial feasibility and profitability of rose cultivation under protected condition. For the present study a sample of 60 rose cut flowers growers was drawn from Pune and Satara districts. The primary data required on the aspects of profitability, financial feasibility and marketing and their relative costs were collected through pre tested questionnaire by personnel interview of respondents pertained to the agriculture year 2018-19. The budgeting technique was followed for estimating various costs and returns. This paper examined benefit cost ratio, internal rate of return and net present value of rose cut flower cultivation under protected condition for the evaluation of financial feasibility of investment. The results revealed that, capital investment on construction of rose polyhouse was Rs. 29.30 lakhs and the cost of production, gross and net returns per acre for rose cut flowers were estimated to be 38,86,593 72,60,137 and 33,73,544. The per cent share of frame work cost (46.72%) in the total capital investment of rose poly house construction was more. In the cost of cultivation, the share of fixed cost in the total cost was 58.32 per cent and the variable cost was 41.68 per cent. The benefit cost ratio (1.87) of rose polyhouses was more than unity and the internal rate of return (52.00%) was more than the opportunity cost of capital indicated that, investment on rose polyhouses is financially feasible and cultivation of roses in polyhouses is profitable agribusiness.

Key Words : Protected cultivation, Polyhouse, Rose cut flower, Cost, Financial feasibility.

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