

Economic analysis of mogra flower production in Nanded district of Maharashtra

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ABSTRACT

Mogra (*Jasminum sambac*) are important species of jasmine flower. Multistage sampling design was used for selection of district, tehsil, villages and flower growers. On the basis of high area under flower crops, 10 villages were selected. From 10 selected villages, sample size 30 mogra growers were selected for present study. The information collected on the aspect of cost, return and profitability were analysed in tabular form by using statistical tools *i.e.* mean, percentage etc. Data pertained to the year 1999-2000. The results revealed that use of hired human labour and family labour was 627.63 man days and 160.32 man days per hectare, respectively. Cost-A was Rs.49617.39 and cost-C was Rs.87248.78. The output-input ratio at cost-C was 1.41 per hectare.

Key words : Costs, Returns, Mogra, *Jasminum sambac*, Cost-A, Cost-C.

Flower symbolises the quintessence of human gift. It can blossom in the chilliest climates, in the harshest dry zones, and in affectionately nurtured beds in the garden. It can surprise use with its forms and texture of petals. Flower cultivation is widespread throughout the world. Several countries are engaged in cut flower cultivation. In India, flowers are used for adornment by women, offered in religious ceremonies and used for making garland on religions and social occasions. They are also used for decoration of houses, temples and other venues during social and religious festivities. In India, abundant sunshine, plenty of land, availability of cheap and skilled manpower are our strengths for cultivation of variety of flowers in different regions of the country. Total area under floriculture was estimated about 50,000 hectares in 2000 (Rathanam, 1998). In the country, commonly the cultivated flowers are jasmine, rose, chrysanthemum, crossandra, marigold, tuberose and gladiolus.

In Maharashtra, favourable climatic conditions, availability of transport and good demand for flowers provide an ideal situation for flower cultivation. In Nanded the important commercial flowers are grown as like kagda, mogra, rose, aster, tuberose and rose flowers due to their demand on one side and other side is favourable climate

to grow them. Mogra (*Jasminum sambac*) are important species of jasmine flower.

METHODOLOGY

Multistage sampling was used for selection of district, tehsil, villages and flower growers. In the first stage, Nanded district was selected for the present study because of its predominance in area of flowers on the basis of area. Mudakhed tehsil was selected for the present study in the second stage of sampling. In the third stage, 10 villages were selected from the tehsil on the basis of their highest area under flower crops. In the fourth stage, from each of selected villages, ten flower growers were selected. In this way, 30 flower growers were selected for present study. Cross sectional data were collected from the sampled flower growers by personal interview method with the help of pretested schedule. Data pertained to the year 1999-2000. Mogra garden started commercial production from second year after plantation. Establishment cost was distributed over year through amortization as one of the item of the total cost of cultivation. The annual amortized establishment cost was estimated by following formula :

$$A = P \left[\frac{I}{1 - (1 - I)^n} \right] = \left[\frac{PI}{1 - \frac{1}{(1 - I)^n}} \right]$$

where,

A = Annual amortized cost

P = Present establishment cost

n = Economic life mogra garden

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