

## Swot analysis of Indian export oriented rose cultivation

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Rose is one of the top selling flowers in the global flower trade and stands first among the commercial cut flowers. There is considerable demand for rose in the form of loose flower, dry petals, long stemmed flower and its by-products such as rose water, Gulkand, Perfume, etc in domestic as well as export market. The cut roses account for nearly 60 per cent of cut flower trade in global market. As far as Rajasthan state is concerned 536 ha of land is under rose cultivation, which is nearly 10 per cent of the total cropped area under rose crop in India. Pushkar valley in Ajmer district (400 ha), Haldi Ghati and Khamnore in Rajasamand district (20 ha) are the main rose growing pockets in Rajasthan.

In Rajasthan only two varieties of rose are widely grown, they are Edoward (*Rosa bourbaniana*) in Pushkar valley and Chetti (*Rosa damascena*) in Haldi ghati and Khamnore region of Rajsamand district. In Rajasthan, the rose cultivation in Pushkar and Haldi ghati region has been practiced from centuries, still there has been no major change in its cultivation and farmers are taking this crop on same old traditional system.

For achieving true potential of this sector, there is need to address issues affecting viability. These would include the identification of ideal locations, adopting low cost appropriate production systems, strengthening export infrastructure, providing marketing cost support and establishment of organized domestic markets to absorb the export surplus. Present study was conducted with an objective to assess the strengths and weaknesses, and opportunities and threats for commercial rose production in Rajasthan. Important strengths, weaknesses, threats and opportunities identified are as follows:

### **Strengths:**

- Suitable agro climatic conditions.

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- Cheap labor
- Good soil quality
- Varieties grown suitable for value added products
- Availability of land for production

### **Weaknesses:**

- Poor technology and infrastructure
- Scarcity of water
- Varieties grown do not produce flowers of international standards.
- Absence of green house production
- Low capital availability
- Absence of marketing linkages
- Low production volume
- Poor government support

### **Opportunities:**

- Vast potential in new markets
- Change in life styles and consumption patterns.
- Nearness to big markets like Delhi, Jaipur, Ahmedabad and Bombay.
- Agro climatic conditions suitable for production of improved varieties of rose sold as cut flowers.
- Rise in domestic and International demand for Rose extracts in perfumery and cosmetics.
- Online marketing

### **Threats:**

- Changing consumer preferences
- High competition
- Absence of cooperative production

### **Conclusion:**

Suitable agroclimatic conditions, cheap labour and availability of land are strengths of state. The major constraints in commercial cultivation of roses are poor infrastructure, scarcity of water, low quality produce, poor government support and absence of marketing linkages.

Opportunities are great because of vast potential in new markets, nearness to big markets, change in lifestyles, suitable agroclimatic conditions for cultivation of modern roses and rise in domestic and international demand for rose extracts and dried flowers. However absence of