

Work out of the cost, return and profitability of selected flowers in Thane district of Maharashtra

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Accepted : January, 2009

ABSTRACT

Thane district is known for flower production. Many cultivators in the Thane district, looking to enhanced demand for flowers, have shifted from traditional crops to commercial cultivation of some flowers. Different types of flowers are grown in Thane district. Some of the areas are specially known for certain flowers only. For example, Dahanu tahsil for Spider lilly cultivation and Vasai tahsil for Kagda and Mogra. Therefore, an attempt was made to study the work out the cost, return and profitability of selected flowers in Thane district of Maharashtra total cost of cultivation for maintenance of Kagda garden (cost C) worked out to Rs. 283348.15, where as cost A and cost B was Rs. 140368.19 (49.54 %) and Rs. 226058.54 (79.78 %), respectively among the various items of cost in the Mogra, maximum cost was incurred on rental value of land (27.65%) followed by human labour (27.19%), marketing (24.25%). Amortization value (6.13%), plant protection (6.00%), supervision (4.58%) and fertilizers (2.62%). the per hectare total cost of maintenance of Spider lilly garden (cost C) worked out to Rs. 1,39,723.11. wherease cost A and cost B were Rs. 85447.44(61.15%) and Rs. 1,31,178.37 (93.88%), respectively. The per hectare total cost of production in case of Kagda was more than Mogra and Mogra and Spider lilly. The profit at cost A, cost B and cost C was maximum in case of Mogra with benefit : cost ration 1.65 and hence Mogra production was more profitable than the Kagda and Spider lilly.

Key words : Cost, Return, Profitability

In Maharashtra, flowers are commonly used for beauty by women and worship in temples. They are also used in all occasions like marriage, religious ceremonies and social functions. The important flowers grown in the state are jasmine, rose, chrysanthemum, marigold, gladiolus, tuberose, galardia, carnation, kagda, and mogra.

The Thane district of Konkan region had a total area of 100 ha under flower cultivation (Joshi, 1999). The cultivators of Thane district produce flower on large scale primarily for sale. The important flowers grown are Kagda, Mogra and Spider lilly. These are perennial flower crops. Spider lilly was taken as inter crop in sapota orchards in early years. Therefore, an attempt is made to study the work out the cost, return and profitability of selected flowers in Thane district of Maharashtra. The findings of the study will be helpful to know the cost structure at various stages of production viz., establishment and maintenance as well as to know the flow of returns from the crop. It would also help to the farmers to know productivity of different resources used in the production process and there by to make use of

these resources effectively and optimally.

METHODOLOGY

Thane district from Konkan region was purposively selected for the study as flower cultivation is concentrated in this district. The data were analysed by using tabular methods, simple mathematical tools like averages, percentages, ratios etc, were used for analysis. The Cobb-Douglas type production function was employed to estimate resource use efficiency in flower production. The MPPs were calculated at the geometric mean level of the variables. The MVP of each resource was calculated by multiplying the marginal physical product (MPP) of the resource by the unit price of the product (Y) $MVP = MPP \times \text{unit price of output}$. The marginal cost was taken as the average unit prices of input as told by the respondents. Estimation of maintenance cost includes labour cost, material cost, amortization cost, depreciation, land revenue, interest on working capital and fixed capital.

FINDINGS AND DISCUSSION

The findings of the present study as well as relevant discussion have been summarized under following heads:

Per hectare cost of production :

The per hectare cost incurred on different inputs

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