

## Disposal pattern of Kagda, Mogra and Spider lilly in Konkan

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### ABSTRACT

In Maharashtra because of favourable climatic conditions, availability of transport facilities and good demand for flowers provide an ideal situation for flower cultivation. The Konkan region of the state having 310 ha area under flower cultivation with a production of 376 metric tones. The selected area is well suited for cultivation of the flowers as the soil and climate are congenial for their healthy growth. This is supplemented by the availability of ready market at Mumbai where continuous demand for flower exists and further, Mumbai is approachable by railway and good roads from the selected area. Therefore, an attempt was made to study the Disposal pattern of Kagda, Mogra and Spider lilly. The per hectare total expenditure incurred on disposal of selected flowers was Rs. 63,849.79, Rs. 55,037.14 and Rs. 28570.14 in case of Kagda, Mogra and Spider lilly, respectively. It is seen that major quantity of the flowers sold by the farmers through the wholesaler, because it was the most convenient way of selling of the flowers. Marketing charges consisted packing, commission, transport, hamali and postage. The commission was charged at the rate of 15 per cent in the Dadar and Bhulashawar market. Per hectare cost of marketing was Rs. 63849.79, Rs. 55037.14 and Rs. 28570.14 in case of Kagda, Mogra and spider lilly, respectively. Regarding production and disposal of flowers, per hectare production of Kagda, Mogra and Spider lilly was 8131.21 kg, 8092.89 kg and 5182.89 thousand flowers, out of which only 0.19 per cent, 0.22 per cent and 0.01 per cent were utilized for home consumption and remaining 99.81 per cent, 99.78 per cent and 99.99 per cent were disposed of through various ways

**Key words :** Disposal pattern, Spider lilly, Kagda, Mogra

Flowers play an important role in recreation and it keeps the mind in good spirits. The sight of beautiful flowers normally thrills everybody. For many people, growing of flowers is a fascinating hobby and financial aspect plays a minor role. In India famous domestic markets for flowers are namely Delhi for rose, jasmine and marigold, Bangalore for rose and jasmine, Shrinagar for gladiolus, Pune for rose and jasmine and Chandigarh for rose. Commercial floriculture industry in the country is export oriented. The export of floriculture has been in the order of Rs.80 crores during the year 1997-98. In addition to the natural advantages, our locations is close to the Gulf countries and relatively close to Russian market. In the south east Asian countries like Japan, Singapore, Hong Kong and South Korea, the floriculture market is expected to develop fast in the years to come. Possibly, our country likely to capture these markets, as it is located close to these markets. It is worth mentioning here that, export of flowers is neither easy nor economical particularly in a highly competitive international market. Exporter have

to take care of packing and transportation costs, auction cost of agent. In other words, the flowers have to be transported at growers cost. The grower also has to pay commission on the auction proceed to the auction agent. Agriculture and Processed Food Products Export Development Authority (APEDA) has fixed the target of Rs.100 crore for export of cut flowers in 2000. Besides, it also assists the entrepreneurs by providing financial assistance for post-harvest facilities, transportation and export promotion. ready market at Mumbai where continuous demand for flower exists and further, Mumbai is approachable by railway and good roads from the selected area. Therefore, an attempt was made to study the Disposal pattern of Kagda, Mogra and Spider lilly.

### METHODOLOGY

Out of the fifteen tahsils of Thane district, two tahsils *i.e.* Dahanu and Vasai were selected purposively because floriculture is adopted as a commercial enterprise in few villages of these two tahsils. This is due to the fact that, resources, particularly medium to black soils with irrigation facilities and weather conditions are very well suited for growing of both seasonal as well as perennial flowers intensively in this area. The ready market for flowers in Mumbai is another important reason for cultivation of flowers in this area. The necessary information was obtained from the selected farmers with the help of pre-

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