



Research Paper

## Economics of production of the rose cut flowers in South Gujarat

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**Paper History :**

Received : 05.08.2011;

Revised : 25.10.2011;

Accepted: 23.01.2012

**ABSTRACT :** The present study was carried out for rose cut flower grown in south Gujarat with the objectives of to estimate the cost of production per acre, returns over different costs, effect of inputs on yield and constraints of flower growers. The data about cost of cultivation were collected by survey method by using pre-tested interview schedule and analyzed by using cost concepts, percentage, production function etc. statistical tools. The study revealed that an average total cost and net return per acre were found to the tune of Rs.70137 and Rs.54749, respectively. The average price received per flower was Re.1 and net return on cost-C<sub>2</sub> was Rs. 0.44 per flower. The input-output ratio on cost-A, cost-B, cost-C<sub>1</sub> and cost-C<sub>2</sub> was 1 : 2.15, 1 : 2.05, 1:1.96 and 1:1.78, respectively. Family labour , human labour ,graft and total cost were the important variables to which the crop was responsive . The respondents were not satisfied with some point such as problems of storage facilities, mortality of rose grafts and price fluctuation of rose flowers.

**KEY WORDS :** Net return, Inputs response, Rose cut flower

**HOW TO CITE THIS PAPER :** Makadia, J.J., Patel, K.S. and Ahir, N.J. (2012). Economics of production of the rose cut flowers in South Gujarat, *Internat. Res. J. agric. Eco. & Stat.*, **3** (1): 111-114.

### INTRODUCTION

Flowers are one of the God's most beautiful boons to mankind which bring joy and happiness to one and all. Flowers are symbol of beauty, love and tranquility. They form the soul of garden and convey the message of nature to man. No ceremony or function can be considered complete without the use of flowers in ways more than one. The importance of flower crop has continued uninterrupted since the very dawn of civilization.

India is the second largest producer of flowers in the world after China. The major flower producing states of India are Andhra Pradesh, Karnataka, Maharashtra, Rajasthan, Tamil Nadu and West Bengal. The important commercial flower crops of Gujarat state are rose, jasmine, marigold, gaillardia, tuberose, spider lily and chrysanthemum. Large numbers of polyhouse owners have entered into the production of rose cut flowers around urban area in recent years. No doubt, the cultivation of roses, as open cultivation still exists around and far off the metropolitan city (Tilekar, 1997). However, the sale of rose flowers (either cut flower or loose flowers) produced under field condition is being carried out either traditionally or in

bulk in regulated markets (Jagtap, 1995).

In India total area under flower crops is about 1.14 lakhs ha. with the production of about 6.7 lakh tones of loose flowers and 13009 million cut flower (Business.gov.in).

The flowers worth Rs. 294.46 crores were exported from India in the year 2009-10 (apeda.gov.in). In Gujarat, area under flower crops and rose was 11473 ha. and 3372 ha. with the production of 85216 M.T. and 23972 M.T., respectively in 2008-2009 (Anonymous, 2010).

The main purpose behind this investigation is to work out the economy of rose cut flowers of this region.

#### Objective:

- To work out the cost of production of rose cut flowers per acre.
- To determine the returns per acre over different cost, to work out the input-output ratio, to find out effect of inputs on yield.
- To find out the major bottle necks of the flower growing respondents.