



Research Paper

## Identifying channels of marketing and price spread for rose in Satara district, Maharashtra

■ J.B. BAHIRAT AND H.G. JADHAV

See end of the paper for authors' affiliations

Correspondence to :

**H.G. JADHAV**  
Sharadchandrajai Pawar  
College of Horticulture,  
Chiplun, RATNAGIRI  
(M.S.) INDIA

**Paper History :**

Received : 07.05.2011;

Revised : 22.11.2011;

Accepted : 02.01.2012

**ABSTRACT :** To identify channels of marketing and price spread for rose, the Satara district was selected purposively, as there are many more growers for open field cultivation and has added advantages of nearness to Pune metropolitan region. Satara and Koregaon Tahsils of Satara district were selected purposively for this study because these Tahsils have 79 per cent area under rose. From the selected Satara and Koregaon Tahsils, ten villages were selected on the basis of area proportion from each Tahsil. Five sample cultivators were selected randomly from each village. Thus, final sample consisted of 50 rose growers. Most of the rose of this track were marketed in local market like Satara, Nagthane and Koregaon. The study was conducted for the year 2006-2007 by personal interviews. Regarding marketing of rose that, there were three marketing channels observed during survey viz., channel I- producer to consumer, II- producer florist to consumer and III<sup>rd</sup> channel producer to wholesaler cum commission agent to florist to consumer. Out of the total marketed quantity of flowers maximum quantity of flowers were sold through channel II, The marketing efficiency index was found maximum in the channel I followed by channel II and III. Cultivation of rose was profitable at all the levels of cost. Per hectare yield of rose was 2,24,166. The gross value received was Rs. 380242. Benefit: cost ratio was 1:1.29.

**KEY WORDS :** Marketing channels, Price spread, Intermediaries, Marketing of rose

**HOW TO CITE THIS PAPER :** Bahirat, J.B. and Jadhav, H.G. (2012). Identifying channels of marketing and price spread for rose in Satara district, Maharashtra, *Internat. Res. J. agric. Eco. & Stat.*, 3 (1): 63-66.

## INTRODUCTION

Rose is known as “Flower of Friendship” and “King of flower”. It is associated with mankind since time immemorial. In India, several species of wild rose, are mostly grown in the Himalayan ranges. The Mughal Samrat Babar introduced the Persian or Damask rose (*Rosa damascena*) in India during 1526. The scented rose (*Rose barbouniana*) was introduced in 1840 during the British rule. These two species of rose are scented and are cultivated in India to a large extent.

Rose, botanically identified as *Rosa* spp., is indigenous to Europe and is widely distributed in Europe. Also, disseminated in the Middle East countries, especially Iran, Afghanistan and Turkey. It is also grown in Bulgaria, Russia, Egypt, France, Morocco and India. There are several varieties of rose classified according to colour, size, type, use etc. The following varieties as per colour are Light pink- confidence, Navneet, Pink- First prize, Pink Peace, Surekha, Red / crimson -

Gladiator, Red masterpiece, Lavender- Blue moon, Lady x Multicolours- Candy strips, Sultana. The varieties as per types are Bush First prize, Superstar, Tree rose Hybrid Tea, Floribunda, Rambler and Climber-Casino, Golden shower, Crimson Glory. Hedges- Edges: - queen, Magic. Cutflowers- Superstar, Gladiator, Arjun, Pot plants - Cinderella. The varieties as per use are oil- *Rosa damascena*, Gulkand-*Rosa damascena*, *Rosa chinensis*.

Rose has become a part and parcel of the life. It is connected with all phases of life of the human beings. Rose are grown on a large scale for cutflowers and on small scale for planting shrubs, bushes, standard rose, climbers ramblers, edges, rockeries in the garden and pot plants for decorating the houses. There is a considerable demand for loose flowers for making garlands, bouquets and floral decoration. Rose is a perennial erect shrub with beautiful sweet – scented flowers valued for worship, making garlands and preparation of rose oil, rose water, rose attar and rose otto. Rose oil is one of the