

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 article for authors' affiliations

Correspondence to :

**J.B. BAHIRAT**

Sharadchandraji Pawar  
College of Horticulture,  
Chiplun, RATNAGIRI  
(M.S.) INDIA

### 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 of each Tahsil. Five sample cultivators were selected randomly from each village. Thus, final sample consists of 50 rose growers. Most of the roses of this track are 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, there were three marketing channels observed during survey viz., channel I- producer to consumer, II- producer to 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 maximum found to be in the channel I followed by channel II and III. Cultivation of rose was profitable at all the levels of cost.

Bahirat, J.B. and Jadhav, H.G. (2011). Identifying channels of marketing and price spread for rose in Satara district, Maharashtra, *Internat. Res. J. agric. Eco. & Stat.*, 2 (2) : 219-222.

**Key words :** Marketing Channels, Price spread, Intermediaries,

### 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 roses are mostly grown in the Himalayan ranges. The Mughal Samrat Babar introduced the Persian or Damask rose (*Rosa damascena*) in India. The scented rose (*Rose barbouniana*) was introduced in 1840 during the British rule. These two species of roses are scented and are cultivated in India to a large extent.

Rose, botanically identified as species of *Rosa*, 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.

Rose has become a part and parcel of the life. It is connected with all phases of life of the human beings. Roses 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 oldest and most valuable perfumery raw materials. A mixture of distilled oil and extracted absolute combines the advantages of both the products. Also, vitamin C, A, B<sub>2</sub>, K and E are extracted from rose. Bulgarian rose oil is being used for flavouring certain types of tobacco, particularly snuff and chewing tobacco and in number of fruit flavours. Limited quantities of otto are employed in flavouring soft drinks and alcoholic liquors. Rose water has been valued for use in making syrups and medicinal preparation from ancient time. At marriages and other social functions rose water is sprinkled on the guests. Rose jam of unani medicine is used as a mild laxative and tonic.

The major markets for flowers are situated in country, which produce significant quantities of flowers. Kerala is one of the states that have a fairly large market without any production of flowers. The major markets in India are Chennai, Coimbatore and Madurai in Tamil Nadu, Bangalore,