

A Case Study

Production and marketing of Gerbera cut-flowers

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ABSTRACT

The cut-flower farmer was having single polyhouse of gerbera on 0.1 hectare of land. The cost of cultivation and gross return of gerbera was found to be Rs. 10,26,740 and Rs. 11,72,466 for 'first year'. Net profit from gerbera cultivation was Rs. 1,45,726. Output-input ratio was 1.14 and per box cost of cultivation of gerbera was Rs. 1,711.23 for first year. The marketing channels found were, channel I *i.e.* Producer-Wholesaler-Florist-Consumer was and channel II *i.e.* Producer-Florist-Consumer. The consumer's price for the same produce in channel I and channel II was Rs. 2400 and Rs. 3200, respectively. Per box cost of marketing of gerbera of producer in channel I and channel II was Rs. 181.03 and Rs. 309.49 per box, respectively.

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Key words : Cut-flower, Cost, Returns, Price spread

Case study means to study the each and every aspect of single unit. The present study is based on A case study of cut-flower growing farmer, Mr. Ashok Khandu Gawde. He has single cut-flower on his farm on an area of 0.1 hectare. *i.e.* gerbera. Gerbera (*Gerbera jamesonii* Hook.) belongs to family Asteraceae. This group at present comprises of 45 species, native to tropical Asia and Africa. Gerbera species of Indian origin are *Gerbera andria*, *G.kunzeana*, *G. languinosa*, *G. macrophylla*, *G. nivea*, *G. ovalifolia* and *G. poiloselloides*. The cultivated species in this genus are *Gerbera asplenifolia*, *G. aurantica*, *G. kunzeana* and *G. viridifolia*. These are stem less perennial herbs. Gerbera produces attractive flowers known as 'head' or capitulum. It is considered as one of the natures beautiful creations because of having excellent flowers with exquisite shape, size and bewitching colours. In modern 'Hi-tech' method, the gerbera flowers are grown in polyhouse requiring high capital investment. But the quality of flowers produced is superior.

The crop is mostly grown in Western Maharashtra region hence, Pune district was selected. Considering the importance the present study was undertaken with the following specific objectives: to study socio-economic characteristics of cut-flower growing farmer, to estimate costs and returns of cut-flower production, to estimate the marketing cost, market margin and price spread in cut flower marketing and to know constraints and suggestions

of cut-flower grower

The present study was taken in Pune district of Maharashtra state. Purposively, one cut-flower grower was selected from village Dawdi of Tehsil Khed. The economics of cut-flower growing farmer were calculated.

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

Socio-economic characteristics:

Socio-economic characteristics of gerbera/cut flower grower were calculated and are presented in Table 1. The result revealed that age of owner was 37 years, Agricultural Diploma holder having five members in his family which included two male, one female and two children. It was observed that the total land holding was 0.2 hectare. Out of that cultivated land the area under gerbera was 0.1 hectares. Occupation level of gerbera owner was only agriculture. Owner was having single milch animal *i.e.* cow. The gerbera polyhouse was of two years.

Cost of cultivation of gerbera production:

The cost of cultivation of gerbera as per area under the crop with respect to various items of expenditure was calculated and it is presented in Table 2. It was observed