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## Constraints in the production and marketing of rose and marigold

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### Abstract

India has a long tradition of floriculture. Flowers have been depicted in ancient paintings. However, the social and economic aspects of flowers growing were recognized only later. It is only in the last three decades with changing lifestyles and under increased urban affluence. The decrease the area, production and shrinkage in of flowers in Varanasi district in the last some years. Therefore, an attempt has been made in the present study to identify major constraints in the production and marketing of some cut & loose flowers i.e. Rose and Marigold with the help of Garrett ranking. To derive the inferences of the study, 2 blocks were selected for present study. The study covered 10 villages & it covered 120 farmer in the selected villages. Data collected for study pertaining to the period 2021-22. Primary data was collected from selected Rose and Marigold growers through personal interview method with the help of pretested schedule. The main production constraints noticed were Non-availability of Credit, Assistance by Government, Non-availability of HYV seed, lack of knowledge about latest production technology and Unfavourable weather conditions. The main marketing constraints were lack of scientific storage facilities, Price fluctuations, Lack of availability about market news, Lack of scientific knowledge and training, High cost of transportation in the marketing.

**Keywords:** Constraints, production, marketing, rose, marigold

### Introduction

India has a long tradition of floriculture. Flowers have been depicted in ancient paintings. However, the social and economic aspects of flowers growing were recognized only later. It is only in the last three decades with changing life styles and under increased urban affluence. Marigold is an important and popular flower of India and ranks third in number after roses and chrysanthemum. Therose ranks first and chrysanthemum ranks second (Dutch flowers actuation). The commercial cultivation of seedling plot of marigold, Rose 'T- Budding' or 'Shield Budding' and chrysanthemum 'Terminal stem cutting' is a source of income and employment to marginal farmers as well as large farmers.

Rose (*Rosa* spp.) flower cultivation is getting increasingly popular among farmers. Rose; belonging to family *Rosaceae*, Rose is one of the top selling flowers in the global flower trade and stands first among the commercial cut flowers. There is considerable demand for rose in the form of cut & loose flower, dry petals, long stemmed flower and its by products such as Rose water, Gulkand, perfume, etc. in domestic as well as export market. The cut rose account for nearly 60 percent of cut flower trade in global market nearly one lakh hectare of land is estimated to be under production in India. The leading flower is jasmine which is grown in 6270 hectares followed by rose (5564 ha). The major rose growing states are Maharashtra, Karnataka, Tamilnadu, Rajasthan, Uttar Pradesh and West Bengal. As for as Uttar Pradesh state is concerned 612 hectares of land is under rose cultivation, which is nearly 10 per cent of the total cropped area under rose crop in India. Marigold (*Tagetes erecta*, *Tagetes patula*) flower cultivation is getting increasingly popular among farmers.

Marigold, belonging to family *Asteraceae*, is an important ornamental herb grown for its highly decorative and long lasting flowers. Marigold is a very important flowering plant useful for cut flowers, garlands, garden display, loose flowers and perfume industries. Marigold is one such potential flower crops for natural colour extraction. Marigold is not only grown as ornamental cut flowers and landscape plant but also as a source of ceremonies like wedding, birthday, and marriage day greetings, religious offerings and sometimes in social, political, and historical occasions. The universal usage has created a real trend of producing flower on a commercial basis to fulfil increasing demand within the market.

Keeping in the view the above facts the study was conducted on Constraints in the Production and Marketing of Rose and Marigold in Varanasi district (U.P.).

### Materials and Methods

The present study is based on an analysis of primary data at the Varanasi district of Uttar Pradesh. The 2 blocks were selected for present study. The study covered 10 villages & it covered 120 farmer in the selected villages. Data collected for study pertaining to the period 2021-22. Primary data was collected from selected Rose and Marigold growers through personal interview method with the help of pre tested schedules for getting the information on Constraints in the Production and Marketing of Rose and Marigold related aspects was used. The collected data were compiled, tabulated and analyzed to accomplish the objectives of the present study.

In order to study the constraints, a schedule was developed in accordance with the available literature. Accordingly, constraints were identified and sub divided into production and marketing constraints and there after the response of the sample farmers were recorded. The data will be analysed by using simple statistical tools such as Garrett's Ranking Technique.

### Analytical Tools Garrett's Ranking Technique

The ranks given by the respondents were then converted into percentage position with the help of formula given by Garrett. Garrett's formula for converting ranks into percent is:

$$\text{Percent position} = \frac{100(R_{ij} - 0.5)}{N}$$

Where,  $R_{ij}$  is the rank given to  $i$ th item by the  $j$ th individual and  $N$  is the number of item ranked by the  $j$ th individual. The per cent position of each rank thus obtained was converted into scores using Garrett's table. Then for each reason the scores of individual respondents were added and divided by the total number of respondents. Thus the mean score for each constraints was ranked by arranging them in a descending order.

### Result and Discussion

#### 1. Production constraints faced by Marigold growers

Marigold growers faced by different types of Production constraints in the study area. It is presented in Table 1. It is also clear from the table 1 that the major Production constraint faced by most of the Marigold growers was Lack of knowledge about latest production technology with a score of 52.80 (rank I). Keeping this in view, there was a strong need to strengthen extension services amongst the Marigold growers in the study area. The second most important constraint faced by the Marigold growers was unfavourable weather condition (overall Garrett score 52.06) i.e. delayed precipitation during Rainy season or excessive rainfall or prevalence of winter rains.

The other most important constraints reported by the Marigold growers were Assistance by Government overall Garrett score 51.90 (rank III), Inadequate knowledge of recommended package and practices overall Garrett mean score 51.25 with rank IV and Non-availability of Credit seed overall Garrett score 51.06 (rank V). In addition to the above problems, the minor problems faced by also Non-availability of HYV seed (VII), Availability of Input (VIII), Non-availability of quality water for irrigation (IX), and Poor quality land (X) in the study area.

**Table 1:** Marigold Production Constraints

S. No.	Marigold Production Constraints	Total	Average Score	Final Rank
1	Availability of Input	5773.00	48.11	8
2	Poor quality land	5454.00	45.45	10
3	Assistance by Government	6228.00	51.90	3
4	Non-availability of quality water for irrigation	5625.00	46.88	9
5	Unfavorable weather conditions	6247.00	52.06	2
6	Lack of knowledge about latest production technology	6336.00	52.80	1
7	Lack of adoption of plant protection measures	5948.00	49.57	6
8	Non-availability of Credit	6127.00	51.06	5
9	Non-availability of HYV seed	5872.00	48.93	7
10	Inadequate knowledge of recommended package and practices	6150.00	51.25	4

#### 2. Marketing constraints by Marigold growers

Marigold growers faced by various types of marketing problems in the study area. It is presented in table 2. From the contents of table 2.it was indicated that Problem faced due small quantity of marketable surplus was ranked as the most important constraint among the Marigold growers with mean score value of 52.40 (rank I) followed by Lack of skilled labour for grading of flower Garrett score 52.15 (rank II). High cost of transportation was ranked mean score value of 51.66 (rank III), Fourth major constraint reported by the

Marigold growers Delay in payment overall Garrett score 50.45. Lack of availability about market news were not available for most of Marigold growers which got rank V with a score of 50.18. In addition to the above problems, Price fluctuations (VI), higher commission charges (VII), Lack of scientific storage facilities (VIII). The minor problems faced by also the Lack of demand of produce in local area (IX) and Lack of scientific knowledge and training (X) in the study area.

**Table 2: Marigold Marketing Constraints**

S. No.	Marigold Marketing Constraints	Total	Average Score	Final Rank
1	Delay in payment	6054	50.45	4
2	Lack of demand of produce in local area	5674	47.28	9
3	Problem faced due small quantity of marketable surplus	6288	52.40	1
4	Lack of scientific knowledge and training	5638	46.98	10
5	Price fluctuations	6004	50.03	6
6	Lack of skilled labour for grading of flower	6258	52.15	2
7	Lack of availability about market news	6021	50.18	5
8	High cost of transportation	6199	51.66	3
9	Higher commission charges	5816	48.47	7
10	Lack of scientific storage facilities	5808	48.40	8

### 3. Production constraints faced by Rose growers

The Rose growers faced by various types of Production constraints in the study area. It is also clear from the table 3 that the major Production constraint faced by most of the Rose growers was Non-availability of Credit with a score of 51.40 (rank I). Keeping this in view, there was a strong need to strengthen extension services amongst the Rose growers in the study area. The second most important constraint faced by the Rose growers was assistance by Government (overall Garrett score 51.11) i.e. the government servant is unable to

reach to the farmer's field. The other most important constraints reported by the Rose growers were non-availability of HYV seed overall Garrett score 50.81 (rank III), Lack of knowledge about latest production technology measures overall Garrett score 50.80 (rank IV) and Unfavourable weather conditions overall Garrett score 50.23 (rank V). In addition to the above problems, the minor problems faced by also the Availability of Input (VIII), Poor quality land (IX), and Non-availability of quality water for irrigation (X) in the study area.

**Table 3: Rose Production Constraints**

S. No.	Rose Production Constraints	Total	Average Score	Final Rank
1	Availability of Input	5843	48.69	8
2	Poor quality land	5791	48.26	9
3	Assistance by Government	6133	51.11	2
4	Non-availability of quality water for irrigation	5634	46.95	10
5	Un favorable weather conditions	6027	50.23	5
6	Lack of knowledge about latest production technology	6096	50.80	4
7	Inadequate knowledge of recommended package and practices	6007	50.06	6
8	Non-availability of Credit	6168	51.40	1
9	Non-availability of HYV seed	6097	50.81	3
10	Lack of adoption of plant protection measures	5964	49.70	7

**4. Marketing constraints of Rose growers:** The Rose growers faced by various types of marketing problems in the study area. It is presented in Table 4 From the contents of Table 4, it was indicated that Lack of scientific storage facilities was ranked as the most important constraint among the Rose growers with mean score value of 52.73 (rank I) followed by Price fluctuations overall Garrett score 51.50 (rank II). Lack of availability about market news was ranked mean score value of 51.29 (rank III), Lack of scientific knowledge and training were not available for most of Rose

growers which got rank IV with a score of 50.28. Fifth major constraint reported by the Rose growers was High cost of transportation in the marketing which resulted in decrease of farmer's share in consumer's rupee overall Garrett score 49.68 (rank V). In addition to the above problems, Lack of skilled labour for grading of flower (VI), higher commission charges (VII), Problem faced due small quantity of marketable surplus (VIII). The minor problems faced by also the Lack of demand of produce in local area (IX) and Delay in payment (X) in the study area.

**Table 4: Rose Marketing Constraints**

S. No.	Rose Marketing Constraints	Total	Average Score	Final Rank
1	Delay in payment	5662	47.18	10
2	Lack of demand of produce in local area	5703	47.53	9
3	Higher commission charges	5914	49.28	7
4	Lack of scientific knowledge and training	6033	50.28	4
5	Price fluctuations	6180	51.50	2
6	Lack of skilled labour for grading of flower	5957	49.64	6
7	Lack of availability about market news	6155	51.29	3
8	High cost of transportation	5962	49.68	5
9	Problem faced due small quantity of marketable surplus	5866	48.88	8
10	Lack of scientific storage facilities	6328	52.73	1

### Conclusion

It is clear concluded that as - The major common production constraints for Rose and Marigold growers, i.e. Non-

availability of Credit, Assistance by Government, Non-availability of HYV seed, Lack of knowledge about latest production technology, Unfavourable weather conditions etc.

in the study area.

The major common Marketing constraints for Rose and Marigold growers, i.e. Lack of scientific storage facilities, Price fluctuations, Lack of availability about market news, Lack of scientific knowledge and training, high cost of transportation, etc. in the study area.

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