

Original Research Article

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Marketing Pattern, Value Addition and Major Constraints of Marigold Production in Surajpur District of Chhattisgarh, India

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ABSTRACT

Keywords

Marketing channels, Random proportionate method, Producer, retailer, Consumer

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The present study was based on Performance of Pilkha Agro Producer Company Limited Silphili: A Case Study of Marigold production in Surajpur district of Chhattisgarh. 100 marigold farmers were selected by random proportionate method from the district. The primary data was collected from the marigold producers through personal interview method with the help of well-prepared questionnaire for the production and marketing year for kharif marigold 2016-17. The numbers of house hold is taken on category wise was 48 Marginal and 52 small farmers. The overall marketable surplus of marigold was observed as 84.16 quintal. Three marketing channels were observed in the sale of marigold viz., Channel-I: producer-consumer, Channel-II: producer-retailer-consumer and Channel-III: producer-wholesaler-retailer-consumer. It was found that the price received by the marigold producer was Rs. 2300 per quintal, Rs. 2650 per quintal, Rs.3040 per quintal in channel –I, channel-II and channel-III respectively. Producer's share in consumer rupee was highest in channel-I (99.13%).The study suggested that efforts should be made to increase the area, production and productivity of marigold by providing good quality planting material, Infrastructure and value addition, improved technology for marigold production along with proper package and practices of floricultural crops for better flower management, cold storage and value addition in marigold flower can significantly increase its marketing and profitability on sales.

Introduction

Marigold, belonging to family Asteraceae, is an important and popular flower of India and ranks third in number after roses and chrysanthemum. It is the native of America. Marigold is a high value and labor intensive crop and it is cultivated by most of the farmers on small scale. The area under marigold has increased from 1961.45 ha to 2145.70 ha in Chhattisgarh during the year of 2010-2011 and 2011-2012 (Anonymous

NHM Chhattisgarh database). Chhattisgarh state occupied the good acreage for commercial cultivation of flower. The acreage is mostly concentrated around cities and towns.

The cultivation of flowers is being noticed as cash crop in Raipur, Durg and Bilaspur. The area under flowers cultivation in India was nearly 191 thousand hectares in 2010-2011 and their production was 1031 thousand metric tons.

During the same period, there was 7130.40 hectares area of flower and the production of flower was 26603.96 metric tons (Anonymous, Agriculture Ministry database). About 248.51 thousand hectares area was under Cultivation in floriculture in 2014-15.

Production of flowers is estimated to be 1,685 thousand tones loose flowers and 472 thousand tones cut flowers in 2014-15. Flowers occupy an important position in today's life. Flowers are required for religious festivals, marriages and other social gatherings, to greet the sick as well as to offer condolences. Flowers were grown at home for daily worship as well as for decoration purposes.

Materials and Methods

Chhattisgarh state consists of 27 districts, out of which Surajpur district was selected purposively for the present study. The 100 marigold farmers were selected by random proportionate method from the district.

The numbers of house hold is taken on category wise was 48 Marginal and 52 small farmers. The methodology employed for the present study mainly consisted of structured interview farmers involved with floriculture. Simple average and percentage method were used for analysis the collected data.

Primary data

The primary data was collected from the marigold producers through personal interview method with the help of well prepared questionnaire for the production and marketing year for *khariif* marigold 2016-17. The methodology employed for collection of primary data in the present study mainly consisted of structured interviews with farmers from Pilkha Agro Produce Company Limited.

Secondary data

The secondary data were collected through various sources like Government Site and other Non-Government organization.

Period of study

The detail enquiry was done for the year 2016-17.

Analytical tools

Simple average and percentage method was used to analyze the collected data.

Analysis of data

In order to fulfill the objectives of the study, the collected data was analyzed by using appropriate techniques and tools like marketing cost, marketing margin, price spread and marketing constraints.

Results and Discussion

Marketing pattern and value addition of marigold

Marketing of marigold

Like other agricultural commodities, marketing is playing very important role for the disposal of Marigold. The Raipur district of Chhattisgarh lacks of infrastructural development for the marketing of agricultural commodities especially for the flowers.

The Mundra, Raveli and Bhatagaon villages of the study area were situated in adjoining areas of Raipur having market near them but have unorganised market. During the course of study, producers, village merchants, wholesalers and retailers were generally engaged in assembling of Marigold and their marketing (Table 1).

Producers

Marigold growers dispose their produce by themselves in Raipur flower market. It has been observed that about 70-80 per cent of the total produce was assembled by the growers themselves. Generally, the farmers of the nearby villages bring their produce to sell in the market in order to secure better prices. Small producers consider it better to sell their produce in the village to avoid deception existed in the marketing at Raipur flower market.

Wholesalers

Mostly, Marigold producers were sold their produce to wholesalers in market. After

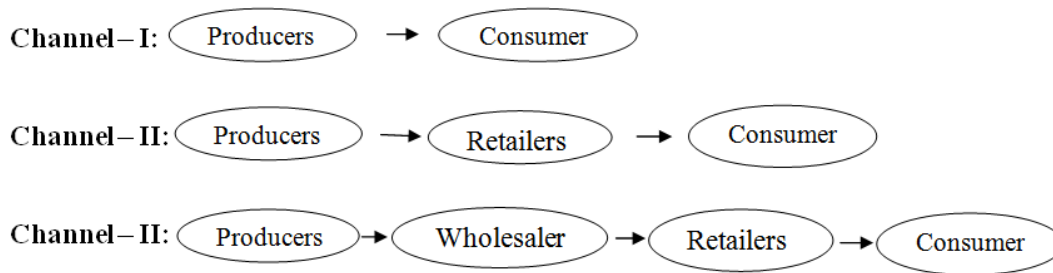
purchase the wholesale traders transfer the product to other district markets or at processing units.

Retailer

The retailer is the last intermediary in market. The retailer purchases the Marigold in market by farmers and sold out them by to various small markets at their own prices.

Marketing channels and cost of marigold

There were three types of marketing channels identified, in the study area (Table 2). Those which are as follows:



The marketing charges paid by the Marigold flower producer to the agents for different operations in Channel-I, which was worked out and found to be Rs. 2300, per quintal. The marketing charge paid by the marigold producer to wholesaler and retailer (channel-II) was Rs. 2650 per quintal, respectively. Total marketing charges were higher being Rs.120 per quintal in channel-II. In channel - III the total marketing cost incurred (channel - III) was 3040 Rs/q. Therefore, producer has paid (Table 3-6).

Disposal pattern of marigold

Table-4 shows the disposable pattern of the marginal through 3 channels. For marginal farms, the total production 57.90 qt. has sold

out of which 7.82 was sold through channel I, 34.28 qt. was sold through II and 15.8qt. was sold through channel III. For small farms, total production was sold, out of which 14.56qt., 6379qt. and 51.67qt. was sold through channel I, channel II and channel III respectively overall 11.19qt.,49.04qt.and 33.74 qt. were sold through channel I, channel II and channel III respectively.

Value addition of marigold flower

This chapter was concerned with the assessment of value addition by marigold producers. Value addition was mainly interpreted as the difference between the total expenses involved in making or buying of a commodity and the total revenue accruing

from its sales, Value addition activities were mainly concerned with the change of utilities. For those reasons this chapter goes through the cost and returns at different levels that were incurred and obtained by flower producers finally estimation of value addition of marigold.

Large size marigold garland was profitable than small size garlands. The net profit for large garland of marigold was Rs. 11 and the B.C ratio were 1:1.57 respectively.

Problems faced in production, marketing and value addition by growers

The problems of production and marketing arise when the objectives of production and marketing are constrained to be achieved. For the sake of convenience, the problems faced by the selected flower farmers in the study area have been categorized under three general groups such as economic, technical and marketing problems (Table-6). The economic problems that prevailed in the study area were high price of fertilizer and manure.

The study revealed that the high price of fertilizers and insecticides was the major problem of the farmers got IIIrd rank and Lack of labour got VIth rank on overall farms. The technical problems presented in the study area were Attack by pest and diseases IXth rank, Lack of scientific knowledge and training IVth rank, Environment related problem VIIth rank and Instability in yield got XIth rank.

The major marketing problems encounter in the study area on overall farms were Low demand for flowers in some seasons IInd rank , Low market price Ist rank, Lack of market information VIIIth rank, Price fluctuation Vth rank, Lack of storage facility XIth rank and Delay in Payment Xth rank .

Value addition is one of important task which performed after harvesting of the crop to increases their shelf life, time utility and price of the flower. But in study area farmers faces lack of knowledge regarding value addition of the flower by different extension institutes. And it ranks XIV among all problems.

Table.1 Average costs and margins of various agencies in the marketing of marigold per quintal through Channel- I

S.No	Particulars/ Market functionaries	Amount (Rs./q)
1.	Marketing costs at producer level	
2.	Loading ,Unloading ,Weighting	00
3.	Transportation charge	00
4.	Other	20
5.	Sub total	20
6.	Producers sale price	2300/qt.
7.	Net price received	2280
8.	Producers share in consumer rupees (%)	99.13

Table.2 Costs and margins born by various agencies in the marketing of marigold per quintal through channel- II

S/No.	Particulars/ Market functionalities	Amount (Rs./q)
1.	Marketing costs incurred by producer level	
	Loading ,Unloading ,Weighting	20
	Transportation charge	20
	Other charge	10
	Sub total	50
	Producers sell price	2200
	Net price received	2150
2.	Cost incurred by Retailer	
	Loading ,Unloading ,Weighting	20
	Transportation charge	40
	Market Fee	10
	Sub Total	70
	Marketing cost	10
	Net price received	60
	Retaiars sell price /consumer purchase price	2650
	Net Margin of Retailar	480 qt.
	Producer share in consumer Rupees	81.13 %

Table.3 Costs and margins born by various agencies in the marketing of marigold per quintal through Channel- III

S/No.	Particulars/ Market functionalities	Amount (Rs./q)
1.	Marketing costs incurred by producer level	
	Loading ,Unloading ,Weighting	20
	Transportation charge	150
	Other including charge	00
	Sub total	170
	Net price received	2030
2.	Cost incurred by wholesellar	
	Loading ,Unloading ,Weighting	20
	Transportation charge	40
	Other including mandi fees	10
	Sub Total	70
	Wholesaler sell price/Retailer purchase price	2610
	Net margin wholesaler	340
	Retaiars sell price /consumer purchase price	2650
3.	Cost incurred by retailer	
	Loading, Unloading, Weighting	20
	Transportation	40
	Other including bazaar fees	10
	Retailers sell price /consumer's purchase price	3040
	Retailer net Margin	360
	Producer share in consumer Rupees	66.77

Table.4 Disposal pattern of marigold (qt/farm)

Farm Size	Total production	Total sold	Channel-I	Channel-II	Channel-III
Marginal	57.90 (100)	57.90 (100)	7.82 (13.51)	34.28 (59.20)	15.8 (27.29)
Small	130.02 (100)	130.02 (100)	14.56 (11.20)	63.79 (49.06)	51.67 (39.74)
Overall	93.96 (100)	93.96 (100)	11.19 (11.91)	49.04 (52.19)	33.74 (35.91)

Table.5 Cost of production of 1 large garland of marigold

S. No.	Description	Price(Rs)
1.	Raw material	6
2.	Labor and other charge	1
3.	Total cost	7
4.	Selling price(1 garland)	18
5.	Net Income	11
6.	B:C Ratio	1:1.57

Table.6 Problems faced by the growers in production, marketing and Value addition of marigold

Problems	Marginal	Small	Total	Rank
Economic Problem				
High Price of fertilizers and insecticides	38	43	81	III
Lack of Labour	40	47	87	VI
Technical Problem				
Attack by pest and diseases	32	37	69	IX
Lack of scientific knowledge and training	43	34	77	IV
Environment related problem	33	39	72	VII
Instability in yield	18	21	39	XII
Marketing Problems				
Low Demand for Flowers in Some Seasons	41	47	88	II
Low market price	46	48	94	I
Lack of market Information	33	37	70	VIII
Price fluctuation	35	44	79	V
Lack of storage facility	28	35	63	XI
Delay in Payment	22	29	52	X
Value Addition				
Lack of knowledge in this field	13	23	36	XIV

An efficient marketing channel and system is crucial for successful marketing of marigold in terms of yield and income. Proper marketing information and facilities will ultimately improve the producer's share in consumer's price. Farmers are needed to be acknowledged with recent research techniques under this crop which will help them to improve in production business. The researchers and extension agencies should contribute to narrow the gap between potential and actual yield.

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