

MARKETING OF ROSE (DESI ROSE) IN PRAYAGRAJ DISTRICT OF UTTAR PRADESH

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ABSTRACT: Desi roses are native to the Indian subcontinent and are loved for their vibrant colors, appealing scents and cultural significance. Unlike hybrid varieties, Desi roses are known for their beauty and performance and require minimal care to thrive in different conditions. Roses come in many shades, including scarlet, scarlet and white, and often have a rich, heady scent, making them popular in traditional wreaths, perfumes and religious ceremonies. Desi roses are generally smaller and more delicate than hybrid roses, blooming for longer periods of time, providing constant beauty and fragrance throughout the growing season. They are often planted in the garden, adding a touch of elegance and nostalgia. Apart from their ornamental value, Desi roses also have medicinal and culinary uses. Rose petals are used to make gulhand (dessert), rose water and essential oils, all of which are valued for their healing properties. The flowers are also used in traditional Ayurvedic medicine for their cooling and relaxing properties. Overall, Desi roses are a symbol of beauty and cultural heritage; They offer a combination of beauty and value, making them an integral part of Indian gardening and daily life.. The Present study entitled "*A STUDY ON MARKETING OF ROSE (DESI ROSE) IN PRAYAGRAJ DISTRICT OF UTTAR PRADESH*". In this study, it was determined that the rose(desire) trade in the study area included three trades. (Channel-I Producer/Farmer-Consumer), (Channel-II-Producer/Farmer-Retailer-Consumer),(Channel-III-Producer/Farmer-Wholesaler- Retailer-Consumer). The price received by the producer in channel I is 107 rupees, the total cost of work done in channel I is 13 rupees, the price paid by the consumer in channel I is 120 rupees, the total cost of work of channel I is 9.23%, the spread in channel I is Rs. It is 13. In channel II, the price received by the producer is Rs 103, the total market value formed in channel 2 is Rs 13, the total profit from the market is Rs. 128, work Efficiency in channel II is 4.64% and transmission for Channel II is Rs 25. The cost of channel 3 is 145 rupees, the throughput efficiency of channel III is 2.76% and the transmission spread of channel III is 42 rupees.

Keyword: Marketing Channels, Marketing Efficiency, Marketing Cost, Marketing Margin and Price spread

Desi roses are native to the Indian subcontinent and are known for their enchanting beauty, rich fragrance and cultural significance. Unlike hybrid varieties, Desi roses are appreciated for their attractiveness and hardiness and can thrive in different climates with minimal care. These roses are available in many colors, including deep red, vibrant red, and white, and are known for their intoxicating scent. These scents make them highly valued in clothing, perfumes, and various religious and cultural practices throughout India. (Agarwal and Abhay 2018) .Desi roses are generally smaller and more delicate than hybrid roses, have a longer bloom time and provide continuous floral and aromatic enjoyment throughout the growing season. It is characteristic of the garden and adds a touch of elegance and nostalgia. These roses are not only ornamental but also have important medicinal and culinary uses. (Jadhav Vishwas 2017).Rose petals are used to make gulkand, a sweet jam known for its cooling properties, as well as rose water and essential oils, which are gifts for their healing properties. In traditional Ayurvedic medicine, rose petals have cooling and relaxing properties and are believed to help reduce stress and improve skin health. Apart from their beauty and practical use, desi roses also hold a special place in Indian culture and heritage. They are often used at weddings, religious ceremonies and festivals to symbolize love, purity and devotion. (Mishra R.L and Pathania N.S. 2018).The Desi rose evokes an emotional connection, and its many uses in daily life reflect its important role in

Indian horticultural and cultural practices. Overall, Desi Rose is a testament to the beauty of nature and culture, offering a combination of pleasure and good results.

RESEARCH METHODOLOGY

Prayagraj districts of Uttar Pradesh were purposively selected for conducting the study as have larger area under rose cultivation in Uttar Pradesh. A list of rose growing blocks was prepared on the basis of land holding and arranged in ascending order. Out of the total rose growing blocks in Prayagraj district, Chaka block were selected randomly. After selection of block, list of all the villages were prepared and five villages from the selected blocks were selected randomly. In this way, seven villages i.e. five percent villages were selected from Chaka block of Prayagraj district. List of all the rose growers of all five percent selected villages in each selected block were prepared along with their land holding. The list was rearranged in ascending order based on their land holding area under rose cultivation. From the list of all rose growers in a block, ten percent rose growers were randomly selected. In this way altogether one hundred rose growers were selected for detailed study. Data from rose cultivator were collected through survey methods through direct personal interview. Appropriate statistical tools were used to analyze the data and present the result. The Data pertained to the agricultural year 2023-2024.

Analytical Tools

1. Cost of Marketing :

$$C = Cf + Cm1 + Cm2 + Cm3 + \dots + Cmn$$

2. Marketing Margin

$$AMI = Pri - (Ppi + Cmi)$$

3. Marketing Efficiency

$$MME = FP / MC + MM$$

4. Price Spread

$$PS = MC + MM$$

RESULTS AND DISCUSSION

Table- 1: Marketing Cost, Marketing Margin, Price Spread and Marketing Efficiency in marketing of rose (desi rose) through channel-I.

Sr. No	Particulars	Rose (desi rose)
		Value in Rs./Kg
1.	Produce sale price to Consumer	120
A	Marketing cost incurred by producer	
i.	Packaging cost	4
ii.	Weighing charge	1
iii.	Labour Cost	3
iv.	Miscellaneous charges	5
B	Total Marketing Cost	13
C	Net price received by producer	107
D	Total Marketing margin	-
E	Marketing efficiency	9.23%
F	Price Spread	13

Table- 2: Marketing Cost, Marketing Margin, Price Spread and Marketing Efficiency in marketing of rose (desi rose) through channel-II.

S. No	Particulars	Rose
		Value in Rs. / Kg
1.	Producer sale price to retailer	116
2.	Cost incurred by the producer	
i.	Packaging cost	4
ii.	Weighing charge	1
iii.	Labour Cost	3
iv.	Miscellaneous charges	5
	Total Marketing Cost	13
3	Net price received by producer	103
4	Retailer sale price to Consumer	128
5	Margin of Retailer	12
A	Total Marketing cost	13
B	Total Market margin	12
C	Marketing Efficiency	4.64%
D	Price Spread	25

Table 3: Marketing Cost, Marketing Margin, Price Spread and Marketing Efficiency in marketing of rose (desi rose) through channel-III.

S. No	Particulars	Rose
		Value in Rs. / Kg
1.	Producer sale price to Wholesaler	116
a	Marketing cost incurred by producer	13
2	Net price received by Producer	103
3	Cost incurred by the Wholesaler	
i	Packing cost	3
ii	Transportation	3
iii	Miscellaneous charges	1
5	Total cost (i-iii)	7
6	Wholesaler price to Retailer	134
7	Margin of wholesaler	11
8	Marketing Cost incurred by retailer	
i.	Transportation cost	2
ii.	Packing cost	1.50
iii.	Miscellaneous charges	1.50
	Total Marketing Charges (i-iii)	5
9	Retailer price to Consumer	145
10	Margin of Retailer	6
A	Total Marketing cost	25
B	Total Market margin	17
C	Marketing efficiency	2.76%
D	Price Spread	42

It reveals in Table- 1 that the desi rose's (Rs. 120) marketing price is paid through channel I. The producer pays Rs. 13 for the marketing of the desi rose through channel I. The producer of desi roses obtained a net price of Rs 107. Finally, channel I shows 9.23% marketing efficiency and a price spread of Rs. 13, respectively.

The market value of Rose (Desi rose) under pipeline A II as reported by producers/farmers is Rs. 116/kg, market price for producer/farmer is Rs. The price of 1 kg of rose (desi rose) received by the producer is 150 TL. 103. The price of Roses sold by retailers to consumers is Rs.128/kg. Final total market cap of channel II is Rs.13, total market cap of channel II is Rs.12, spread visible in Rose (Desi rose) channel II market is Rs.25, business efficiency channel II is 4.64 per cent Jadhav Vishwas (2017) as dipiteced in Table-2..

It is stated in Table 3 that the market price of desi rose Path-III supplied by the manufacturer is Rs 116, while the price quoted from the desi rose company is Rs 103. Meanwhile, it was stated that the price announced by the producers in the rose market was Rs 32/ kg which is very low. The market price incurred by the seller in marketing rose (desi rose) through channel III is Rs 7. Rose flower (desi rose) is sold by retailers to

consumers at Rs 145/kg. rupee. The earning per kilogram of rose is 6/kg (desi rose). The market price incurred by the seller to market the Roses (desire) through channel III is Rs 5/kg. Finally, the variable cost of rose trading (desi rose) on channel III is Rs 42, the total cost of rose trading (desi rose) on channel 3 is Rs 25 and the total trading profit of channel III is Rs. 17. Rose channel-III market share 2.76 per cent Agarwal and Abhay(2018).

CONCLUSION:

From this study it can be concluded that there are large rose (desi rose) areas and expansion areas in Chaka block as well as other suitable areas in Prayagraj area. The cost of growing roses is higher, but the returns are good due to strong market demand. Producers can get the market price of 1 kg of rose (desi rose) at Rs 120 from Route I, Rs 116 from Route II and Rs 116 from Route III. Apart from our participation in Rose (Desi Rose) industry, Channel 3 is the most popular channel in the industry, the main limitation of farmers is that the prices of flowers are low, the main limitation of farmers is that roses are generally considered as the price of flowers should be for export. The products are used only for decoration and garland making. Most of the farmers trade roses through Canal III. The value difference in channel 3 is greater than in channel 1.

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