

CONSTRAINTS IN 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 "*CONSTRAINTS IN 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 major constraint in marketing of rose (desi rose) was the Low price of flower, Exploitation by middle man, Fluctuation in price / Seasonal demand, Lack of market information , High Package cost, High transportation cost affect over the marketing of rose in the study area respectively.

Keyword: Marketing Channels, Respondents and Constraints

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. The rose industry in Prayagraj faces some limitations. First, inadequate infrastructure, such as inadequate transportation and storage facilities, leads to

serious post-harvest damage. Second, limited access to modern agriculture and technology affects the quality and value of roses. Third, small farmers often face the problem of insufficient capital and credit facilities, making it difficult to invest in better ideas and business strategies. Additionally, competition from other regions with more marketable flowers will make it difficult for Prayagraj growers to reap commercial benefits. Finally, market price volatility and lack of market integration increase the uncertainty and risk of the business process.

RESEARCH METHODOLOGY

Prayagraj districts of Uttar Pradesh were purposively selected for conducting the study as have a 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

Garret Ranking: Per cent position = 100 (Rij-0.5) /Nj

RESULTS AND DISCUSSION

Table 1: Reveals that there are three marketing channels involved in marketing of rose (desi rose) in Prayagraj district of Uttar Pradesh in which channel-III is preferred by majority of respondents with 58.00 percent respondents response among total sample and secondly

preferred channel for marketing of rose (desi rose) in Prayagraj district of Uttar Pradesh is Channel-II with 30.00 percent respondents response among total sample and lastly channel-I is preferred by respondents with 12.00 percent response of respondents among total sample selected for the study.

CHANNEL -I: Producer/Farmer Consumer

CHANNEL – II: Producer/Farmer Retailer Consumer

CHANNEL -III: Producer/Farmer Wholesaler Retailer Consumer

Table -1: Reveals the preferred marketing channel by the respondents

S. N.	Channel Type	No of respondent	Percentage
1	Channel - I	12	12.00
2	Channel - II	30	30.00
3	Channel -III	58	58.00
Total		100	100.00

Table- 2: Constraint in marketing of Rose (Desi rose).

Sr. No.	Problems	Frequency	Ranking
1	Low price for flowers	27	I
2	Exploitation by middle men	26	II
3	Fluctuation in price / Seasonal demand	11	III
4	Lack of market information	10	IV
5	High package cost	11	V
6	High transportation cost	5	VI

Table 2: Reveals that it was found during the study that the major constraint in marketing of rose (desi rose) was the Low price of flower, with 27 respondents response ranked - I , Exploitation by middle man, with 25 respondents response ranked - II , Fluctuation in price / Seasonal demand with 11 respondents response ranked -III , Lack of market information with 10 respondents response ranked - IV is also a factor which was affecting in marketing of rose and followed by High Package cost with 11 respondents response ranked - V and High transportation cost with 5 respondents response ranked VI affect over the marketing of rose in the study area respectively.

CONCLUSIONS

The rose industry in Prayagraj district faces severe constraints that hinder the growth and profitability of the local flower industry. Significant problems such as inadequate infrastructure and poor transportation and storage facilities lead to slow post-harvest harvesting and a decrease in the quality of roses. Farmers' access to modern agriculture and technology is also limited, affecting the quality of crops and flowers. Financial constraints are another major issue; Many small business owners do not have enough capital and credit facilities to invest in good products and good business ideas. Additionally, competition from other regions with more established flower businesses makes it difficult for growers in Prayagraj to make a profit. The problem is exacerbated by the failure of joint ventures to enter the market, leading to uncertainty and often negative market prices. This

uncertainty discourages investment and innovation in growing local communities. To overcome these problems, infrastructure improvement, better access to agricultural technology, financial support and a business partnership should be established as desired. Addressing these constraints can improve the competitiveness of Prayagraj industry, increase farmers' income and contribute to the overall economy of the region.

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