

An Enquiry into the Marketing of Flower Pavement Stall-holder, Permanent Stallholder: Tiruchirappalli City

Dr. R. Arul

Assistant Professor
PG Department of Commerce Computer Application
St. Joseph's College (Autonomous)
Tiruchirappalli

Abstract

According to “**Aaron Neville**” *Be honest, be nice, be a flower not a weed*. Self-expression in some form of creative art is essential to human happiness. We discover our own possibilities in hundred different ways. Not many can compose or interpret music, write a poem, paint a picture. Love and concern are expressed through flowers. In India flowers are needed from the cradle to the grave. Flowers are used in our day-to-day life in strewn, or stringed or made into garlands, bouquets or wreaths. Buying and selling of flowers for important social occasions are necessary whatever the cost of the flowers. Flowers are beautiful to look at. Some of them appeal not only to the viewers' eyes but also to the senses or aesthetic sentiments. In this paper the researchers wish to Study on Marketing of flower pavement stall holder, permanent stall holder in Trichirappalli city.

Introduction

According to “**Aaron Neville**” *Be honest, be nice, be a flower not a weed*. Agricultural marketing is inferred to cover the services involved in moving an agricultural product from the farm to the consumer. It is also the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy the farmer, producer and the consumer. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing and packaging, transport, storage, agro- and food processing, distribution, advertising and sale. Effectively, the term encompasses the entire range of supply chain operations. However, its key function is to help direct these services, by providing competent and able market information, thereby linking the other operations into an integrated service with targeted outcomes (lectportal.net) Marketing of agricultural produce especially perishable commodities involve many difficulties. Perhaps, the difficulties are far too many in the case of highly perishable commodity like flowers. Flowers have to be consumed within hours of their harvest. They lose their charm and freshness within a few hours. Afterwards, they are useless and valueless. Apart from the traditional uses, people have found out new commercial uses of flowers. And flowers give a fair return to the growers. Production and marketing of flowers deserve attention of planners and researchers.

Scope of the Flower Business

The demand for flowers is on the increase in the urban areas of our country. The reason for the boom in the trade of cut flowers is perhaps due to the growing popularity of the flowers gifts. Indeed, there is an increasing demand for flowers from hotels, companies, offices, public sector undertakings and particularly five-star hotels.

The rise in growth of flower in India is due to the following major factors, viz., changes in social values of people, increase in income levels and changes in urban-rural population mix and population increase in cities.

The gradual process of trade liberation across the globe has accelerated the world trade. It has opened up immense opportunities for India to export all products in general and agricultural products in particular. There is a tremendous scope to export Indian flowers, especially to the European countries.

Rose, Carnation, Orchids, Anthurium, Tuberose etc. are some of the flowers with high export potentials. These flowers can be grown under poly-house or greenhouse in all the states in eastern India. Suitable environmental conditions including warm temperature and bright sunshine in this part of the country minimize greatly the cost in artificial warming and lighting that are necessary in the Western countries. Amsterdam in the Netherlands is the chief international auction for flowers.

Our low cost labour is an added advantage to make the flower price competitive in the international market. Singapore is also emerging as an Important buyer.

Objectives

1. To study the sources of Supply of various kinds of flowers in Tiruchirappalli Flower Market
2. To study the demand for various kinds of flowers in Tiruchirappalli District.
3. To study the channels of distribution operating in the flower marketing.
4. To analyze the pricing of flowers.
5. To determine the marketing costs and margin and the price spread in different marketing channels
6. To identify the problems in marketing of flowers.
7. To offer policy options to solve the problems.

Sampling Details

Size of the Sample: The sample size is 142 respondents who are distribution operating in the flower marketing

Sampling Technique: Systematic sampling technique was used to collect the data from the respondents.

The Producer-Farmers want the maximum possible price for their surplus produce from the system. They want the marketing system to purchase their produce without loss of time and provide the maximum share in the consumer's rupee and supply them the inputs at the lowest price.

The Consumers of agricultural produce are interested in a marketing system that can provide food and other items in the quantity and of the quality required by them.

Marketing Middlemen and Traders are interested in a marketing system which provides them a steady and increasing income from the purchase and sale of agricultural commodities. This objective of marketing middlemen may be achieved by purchasing the food grains from the farmers at low prices and selling them to consumers at high prices (Kumar, 2015).

Another area of interest in encouraging the traditional flower industry is "floral oils". There is a growing market for floral oils in the perfume industries of developed countries. This industry needs strengthening by diversifying the traditional products and also by involving non-traditional but indigenous flowers. The traditional flower industry is a booming employment generation proposition, particularly for women in semi-urban and rural areas since related activities like growing, picking, marketing and value additions (making garlands, veni etc) are all labour intensive. Added to this, essential oil industries can also create employment opportunities (Acharya and Agarwal, 1987).

Yet another area in which traditional flowers show potential is the 'pigment' industry. Traditional flowers like marigold and 'Bachelor's Button' are used for the extraction of pigments and used in multifarious items as natural colouring substances.

This is an upcoming and growing industry and shall stimulate the production of specific traditional flowers on a large scale. Corporate bodies are getting into this new field through contract farming.

The major advantage of traditional flowers is simple. Production could be carried out in outdoors like any other field crops unlike sophisticated structures and very high capital costs involved in cut flower production. Growing traditional flowers is also very lucrative and brings in handsome returns as compared to growing other agricultural crops (Rajagopal, 1997).

Table-1: Types of retailers-wise classification of the Respondents

Retailers	No. of Respondents	Percentage
Pavement Stall-holder	78	55
Permanent Stall-holder	64	45
Total	142	100

Source: Field Data

It could be found from the Table-1 that 55 percent of the respondents are pavement stall-holder and 45 Percent of the respondents are permanent stall-holder.

Table-2: Jasmine Flower-wise Classification of the Respondents

Jasmine (kg)	No. of Respondents	Percentage
Less than 5 kg	22	15
6 to 10 kg	25	18
11 to 15 kg	29	20
16 to 20 kg	32	23
More than 21 kg	34	24
Total	142	100

Source: Field Data

It could be ascertained from the Table-2, 15 percent of the respondents are less than 5 kg, 18 percent of the respondents are 6-10 kg, 20 percent respondents are 11-15 kg, 23 percent of the respondents are 16-20 kg, 24 percent of the respondents are more than 21 kg. Hence, 24 percent of the respondents are more than 21 kg for jasmine flower.

Table-3: Rose Flower-wise Classification of the Respondents

Rose (kg)	No. of Respondents	Percentage
Less than 5 kg	24	16
6 to 10 kg	26	19
11 to 15 kg	29	20
16 to 20 kg	33	23
More than 21 kg	30	22
Total	142	100

Source: Field Data

It could be ascertained from the Table-3 that 16 percent of the respondents are less than 5 kg, 19 percent of the respondents are 6-10 kg, 20 percent respondents are 11-15 kg, 23 percent of the respondents are 16-20 kg, 22 percent of the respondents are more than 21 kg.

Hence, 23 percent of the respondents are 16-20 kg for rose flower.

Table-4: Crossandra Flower-wise Classification of the Respondents

Crossandra	No. of Respondents	Percentage
Less than 5 kg	26	19
6 to 10 kg	32	22
11 to 15 kg	35	24
16 to 20 kg	26	18
More than 21 kg	23	17
Total	142	100

Source: Field Data

It could be ascertained from the Table-4 that 19 percent of the respondents are less than 5 kg, 22 percent of the respondents are 6-10 kg, 24 percent respondents are 11-15 kg, 18 percent of the respondents are 16-20 kg, 17 percent of the respondents are more than 21 kg. Hence, 24 percent of the respondents are 11 to 15 kg for crossandar flower.

Table-5: Chrysanthemum Flower-wise Classification of the Respondents

Chrysanthemum	No. of Respondents	Percentage
Less than 5 kg	31	22
6 to 10 kg	26	18
11 to 15 kg	23	16
16 to 20 kg	35	25
More than 21 kg	27	19
Total	142	100

Source: Field Data

It could be ascertained from the **TABLE-5** that, 22 percent of the respondents are less than 5 kg, 18 percent of the respondents are 6-10 kg, 16 percent respondents are 11-15 kg, 25 percent of the respondents are 16-20 kg, 19 percent of the respondents are more than 21 kg. Hence, 25 percent of the respondents are 16-20 kg for chrysanthemum

Table-6: Occupant Classification of the respondents

Occupant	No. of Respondents	Percentage
Owner	78	55
Rental	64	45
Total	142	100

Source: Field Data

It could be found from the Table-6 that 55 percent of the respondents are owner and 45 percent of the respondents are rental. Hence, 55 percent of the respondents are owner for shop owner character.

Table-7: Decision taken by use the unsold flowers of the respondents

Way of using the unsold flowers	No. of Respondents	Percentage
Use as fertilizer	42	30
Local distribution	29	20
Donate to temple	37	26
None of these	34	24
Total	142	100

Source: Field Data

It could be ascertained from the Table-7 that, 30 percent of the respondents use as fertilizer, 20 percent of the respondents are local distribution, 26 percent respondents are donate to temple, 24 percent of the respondents are none of these. Hence, 30 percent of the respondents are use as fertilizer the unsold flowers.

Table-8: Customers-wise Classification of the Respondents

Repay Money	No. of Respondents	Percentage
Men	30	21
Women	33	23
Temples	29	20
Companies	24	17
Total	142	100

Source: Field Data

It could be ascertained from the Table-8 that, 21 percent of the respondents are men's, 23 percent of the respondents are women's, 20 percent respondents are

temples, 17 percent of the respondents are companies, 18 percent of the respondents are others. Hence, 23 percent of the respondents are women's for customers.

Findings

- 24 percent of the respondents are more than 21 kg for jasmine flower.
- 23 percent of the respondents are 16-20 kg for rose flower
- 24 percent of the respondents are 11 to 15 kg for crossandar flower.
- 25 percent of the respondents are 16-20 kg for chrysanthemum
- 55 percent of the respondents are owner for shop owner character.
- 30 percent of the respondents are use as fertilizer the no sell flowers (unsold).
- 23 percent of the respondents are women's customers.

Conclusion

Agriculture continues to be the backbone of Indian economy. Therefore, its development is imperative to feed the increasing population of the vast country. Flowers form a part of Indian heritage and culture. Flowers are used from cradle to grave. The flowers are being cultivated on a commercial basis throughout India. In India, flower cultivation has been confined largely to the fields around major cities and pilgrimage centers to meet their day-to-day requirements. Flowers easily surpass almost all agricultural crops in respect of the profitability. In Tamil Nadu especially in Tiruchirappalli District, flowers like Jasmine, Rose, Crossandra, Marigold etc are being cultivated mostly in and around Tiruchirappalli villages. Production of flowers offers a very good source of income and also generates employment to the rural people. The sources of supply of flowers to the Tiruchirappalli Wholesale Flower Market are not uniform and differ on the land holdings by the flower growers around the different blocks of the District. The supply fluctuates by the seasons and the nature of land. The supply of flower to the Tiruchirappalli Wholesale Flower Market for the year 2001 shows that the total supply of flowers is the highest in October.

The demand for flowers is also not uniform every day. The demand for flowers varies during different hour in a day, during different days in a month, different seasons in a year. Only 25% of the flowers are consumed by the local people of the District and the other 75% are sent to meet the demand from other cities of the Tamil Nadu state and other states of India. The demand for flowers is for religious, social, cultural, and extraction industry purposes. Flowers are highly perishable. The life of the flowers is only one day.

The flowers are distributed to the consumers through the following channels of distribution - Commission Agents, Wholesalers, permanent Stall-holder Retailers, Pavement Temporary Stall-holder Retailers and the Street Vendor Retailers. Some times through the Contractors also the flowers are distributed. The price spread in the flower marketing reveals the imperfection, which is prevailing in the flower market. It is neither acceptable nor desirable, especially

from the point of view of income distribution. The farmers who invest and spend a large amount of money in flower cultivation are receiving a lower proportion of the consumers' rupee, and contrary to this, the market intermediaries are taking away a larger proportion from the consumer's rupee.

Unlike other commodities flowers do not have any stable market price. It fluctuates violently depending on the time of the day, and the prevailing occasion. Usually the highest price reigns during the early part of the day. It decreases the day advances. In spite of these great fluctuations the growers get an average income, which far exceeds the benefit from the other agricultural crops. However, the market for flowers is now very much limited, though it is expanding fast in recent years.

It is found that the price of most of the loose flowers was low during 2001. This clearly cautions that flower crops require proper marketing channels and support price and as well as cold storages to avoid middlemen and wastages of these perishable goods. Due to Globalization, export potential is growing. India is having natural advantage to go for cut flower cultivation and has the facility to learn this emerging business from other countries like Holland, France and Italy. There is wide scope for enlarging this flower based agro industry in India particularly in Tiruchirappalli District.

References

1. <https://www.lectportal.net/2018/07/agricultural-marketing.html> accessed on 16.07.2017 at 9.45am
2. N. Kumar (2015). *Introduction to Horticulture*, 1st edition, Rajalakshmi Publication, Nagercoil, pp. 1-25.
2. S. S. Acharya and N. L. Agarwal (1987). *Agricultural Marketing in India*, Oxford and IBH Publishing Co., New Delhi,
3. A. Rajagopal and Selvarasu (1997). *Ornamental Plants Cultivation and Methods*, Tamil Nadu Agricultural University Press, Coimbatore.