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ROSE FLOWERS MARKETING ITS PROBLEMS, CHANNELS, PRICE SPREAD: A CASE STUDY OF AJMER DISTRICT, RAJASTHAN

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Abstract: *This study reports an objective assessment of identifying marketing channels for Rose flowers in Rajasthan, India and its profitability to farmers. Six marketing channels were identified in this study. The result of the study gives an insight for the management of overall effectiveness of marketing of Rose flowers and increase in profitability of farmers and consumers by tackling the problems associated with it.*
Keywords: *Channel, Consumer, Export firm, Marketing efficiency, Marketing Margin, Producer's share in consumer rupee, Price spread, Producer, Retailer, Rosaceae, Village Trader.*

Introduction: The cultivation of floricultural crops has assumed the shape of a lucrative commercial enterprise in the horticultural sector in many parts of the world. In the past two decades, India has integrated to world more closely and opening of Indian economy has led to increased cultural interaction and high purchasing power of people. Floriculture is a sector in which India has very good potential. Bestowed with wide range of agro-climatic conditions makes it possible to grow most of the commercially important flowers crops throughout the year in one part of the country or the other. Flowers like Rose, Gladiolus, Tuberose, Chrysanthemum, Aster, Carnation, Orchids, and Marigold are the most popular flower varieties in market. In India Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan and West Bengal are the major states where floriculture practices are high. In India about 232.74 thousand hectares area was under cultivation under floriculture in 2012-13 and production of flowers approximately 1.729 million tonnes loose flowers and 76.73 million tonnes of cut flowers [1]. The commercial activity of production and marketing of floriculture products is also a source of gainful and quality employment to scores of people. Among several floriculture crops, rose is a popular scented flower in India. It is a plant belonging to family Rosaceae. Major rose growing states in India are Karnataka, Tamil Nadu, West Bengal, Andhra Pradesh, Maharashtra and Rajasthan. Production of rose in India is Loose 75.66 M.T. and Cut Rose 19902.76 M.T. [2]

Rajasthan contributes about 8.37% of flower cultivation area of the country. In 2012-13, Rajasthan rose flower production was 1206 M.T. from an area of 1226 ha [3]. Main rose growing areas of Rajasthan are Pushkar Valley in Ajmer district, Haldighati in Rajsamand district and Girwa in Udaipur district. Rose is primarily produced for ornamental purpose. Petals of rose are used for fragrance, essential oil, rose water and edible products. Perishability of flowers and decrease in market value with passage of time hence effective channels of marketing is essential components for determining the profitability [4].

In the present paper, study has been made to understand the role of marketing channel, its types, impact on profitability of floriculture in case of rose flowers marketing in Rajasthan. Pushkar of Ajmer was selected for study as it occupies first place in terms of area and production of rose flowers in Rajasthan. Study is with the objective of finding most effective channels of marketing for rose, which can be utilized by farmers.

Research Methodology

1.1 Selection of Villages: Five villages were selected on the basis of high yielding rose cultivars and ease of data availability in Ajmer district.

Categorization Rose Cultivators: A list of the rose growing cultivators of each village was prepared along with their size of operational holdings. These farmers were categorized to small, medium and large farmers on the basis of their land size holdings, as given below:

a) Small farmers : Below-2 hectares
b) Medium farmers : 2 to 4 hectares
c) Large farmers : Above 4 hectares

Table-1: Total number of rose growing farmers in the selected villages

Size group	Number of Farmers					Total
	Ganehera	Pushkarkhoti	Pushkar Nala	Neriladegh	Devgargh	
Small	25	20	30	35	18	128
Medium	22	18	25	32	16	113
Large	15	10	20	22	12	79
Total	62	48	75	89	46	320

1.2 Selection of Farmers: From each village twenty five rose growers were selected randomly. Thus in all, one hundred and twenty five rose growers were selected for the purpose of study from five selected villages of Ajmer district.

Table-2: Distribution pattern of selected cultivators on the basis of their size group

Size group	Number of farmers in different villages					Total
	Ganehera	Pushkar-khoti	Pushkar Nala	Neriladegh	Devgargh	
Small	12	14	11	16	10	63
Medium	8	7	8	5	9	37
Large	5	4	6	4	6	25
Total	25	25	25	25	25	125

2. Analytical Tools and Techniques: The collected data were properly tabulated and analyzed. The data was analyzed by applying following analytical procedure.

2.1. Marketing Cost: Marketing cost (MC) at different sale point was worked out by dividing Total cost (TC) paid by farmer at different sale point by Total quantity (TS) sold by farmer at different sale point, i.e. MC= TC/TS [7]

Marketing cost is calculated on per unit basis.

2.2. Total marketing cost: Total cost of marketing was calculated as under:

$$C = Cf + Cm1 + Cm2 + \cdots \ldots \ldots Cmi$$

Where:

C = Total cost of marketing

Cf = Cost born by the producing farmer from the time at which the produce leaves the farm till the sale of the produce.

Cmi = Cost incurred by i^{th} middleman in the process of buying and selling the produce.

i = 1, 2, 3……..n

2.3 Price Spread: The channel wise producer's share and margins of middlemen in marketing of rose were worked out by using the following formula:

A. Producer's Share in Consumer's Rupee: It is the price received by the farmer expressed as a percentage of the retail price (i.e. the price paid by the consumer)

$$\mathbf{Ps} = \frac{pf}{pc} \times 100$$

Where,

Ps = Producer share in consumer's rupee,

Pf = Price of the produce received by the farmer and

Pc = Price of the produce paid by the consumer.

B. Marketing Margins of a Middleman: This is the difference between the total payment (cost + purchase price) and receipts (sale price) of the middleman (with agency).[8]

(a) Absolute margin of with middleman (Ami)

$$\mathbf{Ami = Pri\ (\ Ppi + Cmi\ )}$$

(b) Percentage margin of ith middleman (Pmi)

$$\mathbf{Pmi} = \frac{Pri - (Ppi + Cmi)}{Pri} \times 100$$

Pri=Total value of receipts per unit (sale price)

Ppi=Purchase Price

Cmi=Cost incurred on marketing of rose per unit.

C. Marketing Efficiency

Acharya's Modified Marketing Efficiency [5]

MME = FP/ (MC+MM)

Where, MME is modified measure of marketing efficiency, FP is price received by farmers, MC is marketing cost and MM is marketing margin

3. Marketing Channels and Cost & Price Spread in them: Rose is the main export oriented cut flowers of India as well as has a high share in the domestic market. Marketing channels are sets of interdependent organizations involved in the process of making a product or service available for use or consumption [6]. A marketing channel is the route through which produce moves from the producers to the ultimate consumers. The length of the channels varies from commodity, depending on the quantity to be moved, the form of the consumer demand and degree of regional specialization in

the production. In the study area, rose producers adopted following six channels in marketing of rose flowers (Table-3).

No. of roses producers–125

Table: 3 Distribution of rose producers adopting different marketing channels (2012-13)

(Figures in parenthesis shows the percentage of their respective total columns)

S. No.	Marketing Channels	Size of Group			Total
		Small	Medium	Large	
	Channels for fresh rose flowers				
1	Producer→ Retailer→ Consumer	15 (23.81)	2 (5.41)	-	17(13.6)
2	Producer→ Contractor-cum-village trader→ Processor	12 (19.05)	4 (10.81)	2 (8)	18 (14.4)
3	Producer→ Village trader→ Processor	10 (15.87)	8 (21.62)	5 (20)	23 (18.4)
4	Producer→ Village trader→ Wholesaler-cum-commission agent→ Retailer→ Consumer	20 (31.74)	16 (43.24)	12 (48)	48 (38.4)
	Channels for dry rose flowers				
5	Producer→ Village trader→ Export firm	4 (6.35)	2 (5.41)	1 (4)	7 (5.6)
6	Producer→ Village trader→ Wholesaler-cum-commission agent→ Export	2 (3.18)	5 (13.51)	5 (20)	12 (9.6)
Total		**63 (100)**	**37 (100)**	**25 (100)**	**125 (100)**

Table- 4: Marketing cost incurred in the sale of fresh rose flowers in Different marketing channels

(Figure shows the percentage of their respective total row)

S. N.	Channels	Producer (farmers)	Retailers	Pro-cessor	Village trader	Contractor-Cum- village trader	Wholesaler-cum-commission agent	Export firm	Con-sumer	Total cost
1	Channel–I	(TC 1.00+CPC 0.04+LC 2.00+VQL 1.50)= 4.54 **[58.13]**	(TC 0.20+CJP 0.07+VQL 2.20+OC0.80)=3.27 **[41.90]**	-	-	-	-	-	-	7.81 [100]
2.	Channel–II	(VQL) =0.80 **[18.05]**	-	-	-	(TC 0.60+CPC0.03+LC 2.00+VQL 1.00)=3.63 **[81.95]**	-		-	4.43 **[100]**
3.	Channel–III	(TC 0.30+CPC 0.03+LC 1.50+VQL 1.46)=3.29 **[57.83]**	-	-	(TC 0.20+CPC 0.03+LC 1.00+VQL 1.17)=2.4 [42.17]	-	-	-	-	5.69 **[100]**
4.	Channel–IV	(TC 0.30+CPC 0.03+VQL 1.46)=1.79 **[18.99]**	(TC 0.25+CJP 0.08+LC 0.20+OC 0.80+VQL 1.50)=2.83 **[30.01]**	-	(TC 0.20+CPC 0.03+LC 1.00+CMC 1.61+VQL 1.17)=4.01 [42.52]	-	(VQL) 0.80 **[8.48]**	-	-	9.43 **[100]**
5.	Channel–V	(TC 0.30+CPC 0.04+VQL 1.46)=1.80 **[11.9]**	-	-	(TC 0.20+CPB 0.40+LC 1.5+STC 1.20+VQL 3.00+STX 7.02)=13.32 **[88.10]**	-		-	-	15.12 **[100]**
6	Channel–VI	(TC 0.30+CPC 0.03+VQL 1.46)=1.79 **[6.97]**	-	-	(TC 0.20+CPC 0.03+LC 1.00+CMC1.61+VQL 1.10)=3.94 **[15.33]**	-	(CPB 0.80+LC 0.83VQL 9.50+STC 1.80+STX7.02)=19.95 [77.7]	-	-	25.68 **[100]**

Abbreviations: *TC= Transportation Cost, CPC= Cost of Cotton Pallies, CJP= Cost of Jute Pallies, CPB= Cost of Plastic Bag, LC=Labour Charges, VQL= Value of Quantity Loss, CMC= Commission Charge, STC=Storage Cost, STX = Sales Tax, OC= Other Cost*

Table-5: Price spread in marketing of fresh rose flowers in different marketing channels

(Figure shows the percentage of their respective row total producer share in consumer's rupee)

S.N /Channels	Producer's net Price – Rs./kg (percentage)	Cost incurred by different intermediaries Rs./kg	Total Cost – Rs/kg (percentage)	Margin earned by Middleman/ Agent – Rs./kg	Price Paid by Consumer/Processor/export Firm/Wholesaler (Rs./kg)	Final Selling Price – Rs/kg
1.Channel – I	25.00 (49.50)	RP – 4.54 RT- 3.27	7.81 (15.47)	RT-17.69 (35.02)	Rs. 50.50/kg (100) by Consumer	RP- 29.54 RT-50.50
2.Channel –II	22.50 (60.81)	RP-0.80 CONT-VT-3.63	4.43 (11.97)	CONT-VT- 10.07 (27.22)	Rs. 37.00/kg (100) by Processor	PR-23.3 CONT-VT-37.00
3.Channel-III	23.00 (65.71)	RP-3.29 VT-2.4	5.69 (16.26)	VT- 6.31 (18.03)	Rs35.00/kg (100) by Processor	RP-26.29 VT-35.00
4.Channel-IV	19.50 (37.86)	RP-1.79 VT-4.01 WHCA-0.80 RT-2.83	9.43 (18.31)	VT-3.00 (5.83) WHCA-6.4 (12.43) RT-13.17 (25.57)	Rs. 51.50/kg (100) by Consumer	RP-21.29 VT-28.30 WHCA-35.50 RT-51.50
5.Channel-V	20.00 (32.52)	RP-1.80 VT-13.32	15.12 (24.59)	VT-26.38 (42.89)	Rs. 61.50/kg (100) by Export firm	RP-21.80 VT-61.50
6.Channel- VI	19.50 (31.45)	RP-1.79 VT-3.94 WHCA-19.95	25.68 (41.41)	VT-2.77 (4.47) WHCA-14.05 (22.66)	Rs. 62.00/kg (100) by Export firm	RP-21.29 VT-28.00 WHCA-62.00

Abbreviations: *RP- Rose Producer, RT- Retailer, CONT.VT- Contractor-cum-Village Trader, VT- Village Trader, , WHCA- Wholesaler-Cum-Commission–Agent, PS- Producer Share in Consumer's Rupee*

3.1 Channel–I (Producer–Retailer–Consumer): In this channel, producers (farmers) sell the produce to the retailers who in turn sell it to the consumers. Out of the total sample farmers, this channel was adopted by only 13.6 per cent rose producers. Among the different size groups, this channel was adopted by 23.81 per cent of small farmers and 5.41 per cent of medium farmers. None of the large farmer adopted this channel for sale of roses (Table-3). It was also observed that sale to Dargah bazaar retailers, was preferred by the farmers who have their farms on approach road and near to Ajmer city. This channel is shortest as it involved only one middleman.

Table- 4 and 5 depicts the analysis of marketing cost and price spread in different marketing channels. In channel 1st the total marketing cost was Rs. 7.81 per kg. Producer's share in this cost was Rs. 4.54 per kg (TC+CPC+LC+VQL) and retailer share was Rs. 3.27 per kg (TC+CJP+VQL). In this channel, producer got Rs. 25.00 per kg of fresh rose flower out of the price of Rs. 50.50/kg paid by the consumer; thus producer's share in consumer rupee in this channel was 49.50 per cent. Marketing margin earned by retailer (the only middleman) was Rs. 17.69 per kg which is 35.02 per cent of the consumer's rupees. Thus in channel-I, the producer's share in the consumer's rupee was slightly more than the margins earned by the retailer.

3.2 Channel–II (Producer–Contractor–cum-village trader–Processor): This is the short channel in sale of rose flowers as only one middleman is involved in the marketing process. In this channel, rose producer used to sell fresh rose flowers to the processors of the area through contractor- village trader. This channel was adopted by 14.4 per cent of selected rose producers. Among the farmers of different size groups, this channel was adopted by 19.05 per cent of small farmers, 10.81 per cent of medium farmers and 8 per cent of large farmers (Table-3). Further investigation revealed that farm level sale was adopted mainly by small size producers who have their farms situated away from village with no roads and have taken finance from middleman. Thus, low quantity of produce, lack of time and proper transport facilities, comparatively higher cost involved in the transport of low quantity to local market and compulsion of financier may be the probable factors responsible for farm sale of roses at farm itself.

In this channel total marketing cost was Rs. 4.43 /kg; which is very low costs incurred by farmer (producer) compared to other marketing channels. This channel is suitable for producer for sale of rose flowers. In channel-II, marketing cost incurred by rose producer was Rs. 0.80/kg (VQL) and retailer cost was Rs. 3.63/kg (TC+CPC+LC+VQL). Price spread in this channel as received by producer net price was 22.20 Rs/kg. Margin earned by contractors-cum-village trader was Rs. 10.07 kg and selling price for consumer was Rs. 37.00/kg.

3.3 Channel- III (Producer–Village trader–Processor): This also comes under category of short channel in sale of fresh roses as only one middleman is involved in the process. In this channel, rose producer used to sell fresh roses to the processor of the area through village trader. This channel was adopted by 18.4 per cent of the selected rose producers. Among the farmers of different size group, this channel was adopted by 15.87 per cent of small farmers, 21.62 per cent of medium farmers and 20 per cent of large farmers (Table-3).

In this channel, marketing cost born by rose producer-sellers was Rs. 3.29/kg (TC+CPC+LC+VQL), village-traders was Rs. 2.4/kg (TC+CPC+LC+VQL) and total marketing cost amounted to Rs. 5.69/kg which was second lowest marketing cost among the six channels. Price spread and marketing margin in this channel received by producer's net price was Rs. 23.00 Rs/kg which accounted for 65.71 percent of the processor's rupee. Margin earned by middleman was Rs. 6.31/kg. Producer's selling price Rs. 26.29/kg and village trader selling price was Rs. 35.00 Rs/kg.

3.4 Channel–IV (Producer–Village trader–Wholesaler-cum-commission agent–Retailer–Consumer): This is the largest marketing channel in the sale of rose flowers as three middlemen were involved in the marketing process. Rose producer used to sale their producer to the ultimate consumer through a chain of middlemen like, village traders, wholesaler-cum-commission agent and retailer. This channel was adopted by maximum number of rose producers i.e. 38.4 per cent. Majority of fresh roses were marketed through this channel to the consumer. Among all the farmers of different size groups, 31.74 per cent of small farmers, 43.24 per cent of medium farmers and

48 per cent of large farmers adopted this channel for marketing their rose produce. The village traders play a pivotal role in marketing of rose flowers in this channel. They also establish relationship with producer-farmers by providing finance and other basic necessities from time to time. Further interrogation revealed that the producer to market their producer in village due to lesser quantity of produce available with them as well as due to high cost incurred in marketing of small lots of producer on per unit of quantity in the nearby market.

The total marketing cost in this channel was Rs. 9.43 per kg. Rs 1.79 (TC+CPC+VQL), Rs. 4.01 (TC+CPC+LC+CMC+VQL), Rs. 0.80 (VQL) and Rs. 2.83 (TC+CJP+LC+OC+VQL) of total cost was incurred by producers, village-traders, whole-sale-cum-commission agent and retailer, respectively. Price spread and marketing margin in this channel revealed that the average cost paid by the consumer for fresh rose flowers in this channel was Rs. 51.50 per kg. Producer net price was Rs. 19.50; thus net share of producer was 37.86 per cent of consumer's rupee Marketing margin earned by VT-3.00, WHCA-6.4, RT- 13.17, the total marketing cost incurred by various intermediaries constituted 18.31 per cent of the consumer's rupee.

3.5 Channel–V (Producer–Village trader–Export firm): This is also a short channel in the sale of rose flowers as only one middleman is involved in the marketing process. In this channel, rose producer used to trade their produce to the export firm through village trader. Out of the total sample farmers, this channel was adopted by only 5.6 per cent of rose producers. Among the farmers of different size group, this channel was adopted by 6.35% small, 5.41% medium and 4% large farmers. In this channel, large farmers were engaged because they buy and sale their produce to export firm through village trader due to having higher production on their farms. In this channel, marketing cost incurred in marketing of dry rose flowers by producer was Rs.1.80/kg (TC+CPC+VQL) and by village trader was Rs.13.32/kg (TC+CPB+LC+STC+VQL+STX). This channel in second largest marketing cost sales rose flowers. Price spread and marketing margin in this channel showed that producer got only Rs. 20.00/kg (32.52 per cent of the export firm's rupee) Total cost incurred in marketing of dry rose accounted for 24.59 per cent of the price paid by the export form. A large part of the price paid by the export firm was shared by village trader, i.e. 42.89 per cent of the export firm's rupee.

3.6 Channel–VI (Producer–Village trader–Wholesaler- cum-commission agent–Export firm): This is the second largest channel in the sale of rose flowers as two middlemen are involved. In this channel, rose producer used to trade their produce to export firm through village trader and wholesaler-cum-commission agent. This channel was adopted by 9.6 per cent of the total sample farmers. Among different size groups, this channel was adopted by 3.18 per cent of small farmers, 13.51 per cent of medium farmers and 20 per cent of large farmers. Further investigation revealed that a large number of big farmers preferred this channel because they dry their produce and sale it to export firm through the proper channel.

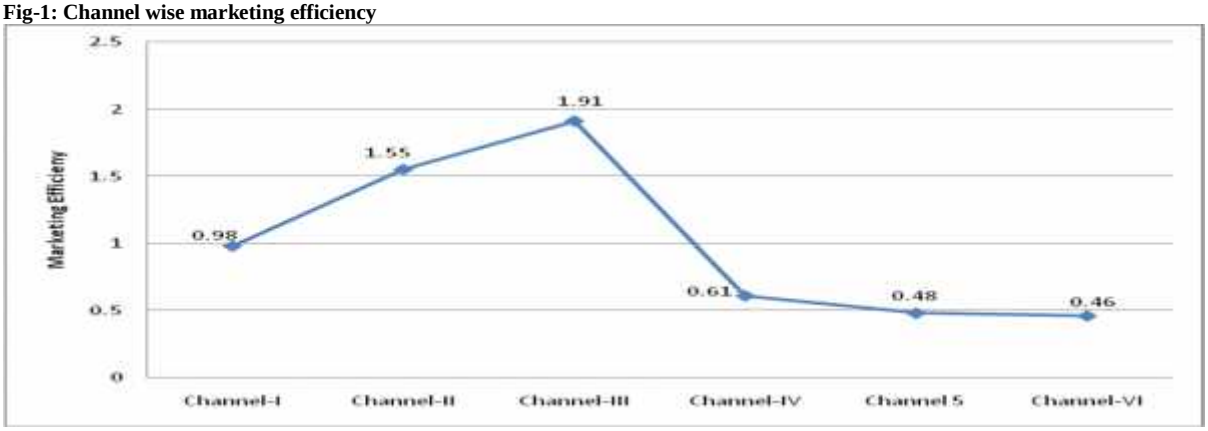
In channel–VI, the total marketing cost was Rs. 25.68/kg higher than all the channels. This Channel is not suitable for producer and middlemen for sale of rose flowers. In this channel marketing margin received by producer was Rs. 19.50 Rs/kg of dry rose flowers which accounted for 31.45 percent in consumer rupee. Market margin earned by village trader was Rs. 2.77/kg and by wholesaler was Rs. 14.05 Rs/kg. Wholesaler-cum-commission-agent selling price to export firm was Rs. 62.00 Rs/kg of dry rose flowers.

4. Marketing Efficiency: For evaluating the marketing efficiency of six channels; Acharya's method of estimating and evaluating the marketing efficiency was utilized. The table-6 analyzes the marketing efficiency Rs/kg of rose flowers in the adopted six channels. The estimated channel wise marketing efficiency (Fig-1) revealed that channel –III has the highest market efficiency of 1.91 followed by channel II in high market efficiency. The market efficiency of channel-1, IV, V, VI is 0.98, 0.61, 0.48, and 0.46, respectively.

Table-6: Estimation of marketing efficiency of six channels for marketing of rose flowers

S.N	Particulars	Channel-I	Channel-II	Channel-III	Channel-IV	Channel-V	Channel-VI
1	Retailer's sale price (RP)	50.50	37.00	35.00	51.50	61.50	62.00
2	Total marketing costs (MC)	7.81	4.43	5.69	9.43	15.12	25.68
3	Total margins of intermediaries (MM)	17.69	10.07	6.31	22.57	26.38	16.82
4	Price received by farmer (FP)	25.00	22.50	23.00	19.50	20.00	19.50
5	Value added by the marketing system (1-4)	25.5	14.5	12	32	41.5	42.5
6	Acharya's method (MME) [4 / (2+3)]	0.98	1.55	1.91	0.61	0.48	0.46

Fig-1: Channel wise marketing efficiency



5. Problems in Marketing of Rose Flowers: To assess the problems in marketing of rose, 125 farmers were taken, out of which 63 were small, 37 medium and remaining 25 were large farmers. Various problems *viz.*, sale immediately after harvest, low production, high dries and spoilage, high cost of transportation, high commission charges at phool mandi, dominance of trader at village, lack of co-operative and government marketing agencies and high fluctuation in price were the major problems faced by all the small, medium and large farmers. Lack of storage facilities were the major problem faced by all the small and medium farmers and 96 per cent of large farmers.

Table -7: Marketing problems of rose faced by the sample farmers of Pushkar-Nala, Ganahera, Devgargh, Pushkar- khoti and Nerladegh (2012-13)
(Figures show percentages of the total number of farmers (N) in each category (col. 3 to 5) and of the grand total (col.6).

S.N.	Marketing Problems	Size Groups			Total (N=125)
		Small (N=63)	Medium (N=37)	Large (N=25)	
1.	Farmers selling immediately after harvest	63 (100)	37 (100)	25 (100)	125 (100)
2.	Lack of storage facilities	63 (100)	37 (100)	24 (100)	124 (100)
3.	Produce quantity is less	63 (100)	37 (100)	25 (100)	125 (100)
4.	Drainages and spoilages are high	63 (100)	37 (100)	25 (100)	125 (100)
5.	Non-availability of transportation facilities	20 (31.75)	15 (40.54)	12 (48)	47 (37.6)
6.	High cost of transpiration	63 (100)	37 (100)	25 (100)	125 (100)
7.	High commission charges at phool-mandi	63 (100)	37 (100)	25 (100)	125 (100)
8.	Undue deduction in weight by trader at time of weighing	60 (95.23)	30 (81.08)	20 (80)	110 (88)
9.	Delay in payments to producer by the trader	40 (63.49)	20 (54.05)	12 (48)	72 (57.6)
10.	Dominance of trader in village	50 (79.36)	30 (81.08)	20 (80)	100 (80)
11.	Lack of co-operative and government agencies	63 (100)	37 (100)	25 (100)	125 (100)
12.	Information on prices	8 (12.70)	5 (13.51)	0 (0)	13 (10.4)
13.	High fluctuation in prices	63 (100)	37 (100)	25 (100)	125 (100)
14.	No improvement of rose flower variety	63 (100)	37 (100)	25 (100)	125 (100)
15.	No establishment of government market	63 (100)	37 (100)	25 (100)	125 (100)

Undue deduction in weight by trader at the time of weighing was the major problem faced by 95.23 per cent of small farmers, 81.08 per cent of medium farmers and 80 per cent of large farmers. 31.75 Small farmers, 40.54 per cent of medium farmers and 48 per cent of large farmers considered non-availability of transport facilities as a major hurdle in the marketing of rose flowers. Delayed payment by trader was a problem faced by 63.49 per cent of small farmers, 54.05 per cent of medium farmers and 48 per cent of large farmers, however, lack of information on price was not a problem faced by any of the large farmers, only 12.70 per cent of small farmers and 13.51 per cent medium farmers faced these problem in the marketing of rose flowers. The entire sample farmer in the study area expressed that the commission charges collected by wholesaler cum commission agent were high at phool mandi, Ajmer. This forces the farmers not to sale their produce at phool mandi. Majority of the sample farmers (88 per cent) complained of under deduction in weight by trader at the time of weighing. In case of small farmers, all the sample farmers reported to have faced this problem as against medium and large size farmers. It was 95.23, 81.08 and 80 per cent, respectively in payment. Regarding the problem of delay of farmers highlighted that they were not getting prompt payment. Generally payment is made to them in installments generally, 15-20 days after the sale proceeds. It was also revealed by the sample farmers that the prices of rose were highly fluctuating. Only 10.4 percent of the respondents were reported to receive information about prices of rose from the follow orchardists who visit the village/market. The farmers still continue to depend upon informal sources of market information on prices.

Conclusion: Among the six marketing channels adopted by rose producers, channel-IV was

found most important channel in the study area as it was adopted by 38.4 per cent of total sample farmers for trading their produce followed by channel III and channel IV. The heavy commission charged by the whole – seller - cum-commission agent in phool mandi prevented the farmers to sale their produce in phool mandi and therefore, 95 per cent of rose producers sold their produce either at village or at farm level. Only 5 per cent rose producers sold their produce directly to the market. The total marketing cost ranged between Rs. 4.43 per kg for fresh rose flowers to 25.68 per kg for dry rose flowers in different channels. Value of quantity loss, labour charges, and sales tax, commission and transportation charges accounted for major share of marketing cost. Producer got higher share in the processor's price than the price paid by the consumer and export firm and the margin earned by the producer varied from 6.31 per cent of export form's price to a maximum of 26.38 per cent of processor's price. A large part of the price paid by the export firm was shared by village trader (42.89 %) in channel-V as compared to wholesaler-cum-commission agent (22.66 per cent) in channel VI.

In the process of rose marketing, high commission charges, under weighing and delay in payment were the major problems faced by the farmers. Further, inadequate and proper storage facilities, low production of rose flowers on continuous basis coupled with perishable nature of the produce were the major reasons for immediate sales after harvesting by all the cultivators. In addition, to this sample farmers reported to have faced the problems of non-availability of quick and cheap transportation facilities. Lack of Co-operative and government marketing system, inadequate information about the prices and high fluctuations in prices for rose flowers are another hurdle coming in the efficient marketing of rose flowers. No improvement in hybrid rose flowers variety, only growing of two variety red rose and desi rose/pink rose flowers and non intervention of government in the marketing of rose in Ajmer and Pushkar is also a major factor in the proper marketing of rose flowers.

Rose cultivation in Rajasthan is yet at its infancy stage and there is dearth of desired infrastructure both at the farm as well as institutional level. The growing demand of flowers in the domestic as well as the export market will require a concerted effort on the part of the government as well as the private entrepreneur to develop floriculture on scientific lines.

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