

**A STUDY ON FLOWER DECORATION BUSINESS
IN MARRIAGE HALLS OF BENGALURU CITY**

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GKVK, BENGALURU - 560 065**

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**A STUDY ON FLOWER DECORATION BUSINESS
IN MARRIAGE HALLS OF BENGALURU CITY**

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*Project report submitted to the
University of Agricultural Sciences, Bengaluru
in partial fulfillment of the requirements
for the award of the degree of*

**Master of Business Administration
(Agribusiness Management)**

BENGALURU

August, 2016




*Affectionately
Dedicated to
My Beloved Parents
All my Family Members
Friends & my Guide*

**DEPARTMENT OF AGRICULTURAL MARKETING,
CO-OPERATION AND BUSINESS MANAGEMENT
UNIVERSITY OF AGRICULTURAL SCIENCES
GKVK, BENGALURU - 560 065**

CERTIFICATE

This is to certify that the Project Report entitled, "A STUDY ON FLOWER DECORATION BUSINESS IN MARRIAGE HALLS OF BENGALURU CITY" submitted by MANOHARA BASANAGOUDA, K. G., ID No. MBAL 4008 in partial fulfilment of the requirement for the degree of MASTER OF BUSINESS ADMINISTRATION (AGRIBUSINESS MANAGEMENT) to the University of Agricultural Sciences, Bengaluru, is a record of bonafide research work done by him during the period of his study in this University under my guidance and supervision and the project report has not previously formed the basis for the award of any degree, diploma, associate ship, fellowship or other similar titles.

Bengaluru
August, 2016



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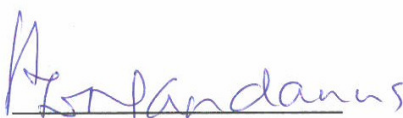
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Manohara Basanagouda, K. G.

**A STUDY ON FLOWER DECORATION BUSINESS IN MARRIAGE
HALLS OF BENGALURU CITY.**

MANOHARA BASANAGOUDA, K. G.

ABSTRACT

Karnataka is well known for floriculture right from the 18th century onwards **and Karnataka ranks second in the production of loose/traditional flowers. Decorators** play an important role in marriage halls decoration of cut flowers in the form of different arches, garlands. The specific objectives of the study were to assess the sources and types of flowers used in marriage halls decoration. A total of 60 flower decorators were selected from Bengaluru city. It was found that K. R. Market was the major source purchase of cut flowers for the decorators followed by IFAB and other near flower growing area of Coorg, Mysuru. The study reveals that more than 75 per cent of flowers purchased from wholesalers followed by agents, farmers, retailers. In Bengaluru city flower decoration in marriage halls amount ranges from 35,000 to 9,50,000 and profit margin varies from 31 to 43 per cent depending on low budget flower decoration to high budget flower decoration. The study has indicated that expenditure towards variable cost was more due to high cost of cut flowers hence contribution of dry flowers in marriage halls decoration cost remarkable and fluctuation in flower prices was the major constraint faced by flower decorators which supports the need for price analysis and forecasting of prices on a regular basis for streamlining flower supply.

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Dr. M. S. Ganapathy
(Major Advisor)

ಬೆಂಗಳೂರು ನಗರದ ಮದುವೆ ಸಭಾಂಗಣಗಳಲ್ಲಿ ಹೂವಿನ ಅಲಂಕಾರದ ಒಂದು

ಅಧ್ಯಯನ

ಮನೋಹರ ಬಸನಗೌಡ, ಕೆ. ಜಿ.

ಸಾರಾಂಶ

ಕರ್ನಾಟಕ ಹದಿನೇಂಟನೆ ಶತಮಾನದಿಂದ ಪುಷ್ಪ ಕೃಷಿಗೆ ಹೆಸರು ವಾಸಿಯಾಗಿದೆ. ಕರ್ನಾಟಕ ರಾಜ್ಯ ಬಿಡಿ ಹೂಗಳ ಉತ್ಪಾದನೆಯಲ್ಲಿ ಎರಡನೆ ಸ್ಥಾನದಲ್ಲಿದೆ. ಪುಷ್ಪ ಅಲಂಕಾರರು ಮದುವೆ ಸಭಾಂಗಣದಲ್ಲಿ ಕತ್ತರಿಸಿದ ಹೂಗಳಿಂದ ಹೂಮಾಲೆ ಕಮಾನುಗಳನ್ನು ಅಲಂಕರಿಸುವಲ್ಲಿ ಪ್ರಮುಖ ಪಾತ್ರವಹಿಸುತ್ತಾರೆ. ಪ್ರಸ್ತುತ ಅಧ್ಯಯನದ ಉದ್ದೇಶಗಳೆಂದರೆ, ಮದುವೆ ಸಭಾಂಗಣಗಳಲ್ಲಿ ಅಲಂಕರಿಸಲು ಬಳಸಲಾದ ಹೂಗಳ ವಿಧ ಮತ್ತು ಅವುಗಳ ಮೂಲ ನಿರ್ಣಯಿಸುವುದು. ಪ್ರಸ್ತುತ ಅಧ್ಯಯನಕ್ಕೆ ಬೆಂಗಳೂರು ನಗರದಲ್ಲಿ ಒಟ್ಟು ೬೦ ಹೂವಿನ ಅಲಂಕಾರರನ್ನು ಆಯ್ದುಕೊಳ್ಳಲಾಗಿದೆ. ಕೆ.ಆರ್. ಮಾರುಕಟ್ಟೆ ಕತ್ತರಿಸಿದ ಹೂಗಳ ಪ್ರಮುಖ ಖರೀದಿ ಕೇಂದ್ರವಾಗಿದೆ. ನಂತರ ಸುತ್ತ ಮುತ್ತಲಿನ ಹೂ ಬೆಳೆಯುವ ಪ್ರದೇಶಗಳಾದ ಮೈಸೂರು ಹಾಗೂ ಕೊಡಗಿನಲ್ಲಿ ಖರೀದಿಸಲಾಗುತ್ತದೆ. ಈ ಅಧ್ಯಯನದ ಪ್ರಕಾರ ಶೇಕಡಾ ೭೫ ರಷ್ಟು ಒಟ್ಟು ಹೂಗಳನ್ನು ಸಗಟು ಮಾರಾಟಗಾರರ ಬಳಿ ಖರೀದಿಸಲಾಗುತ್ತದೆ. ನಂತರ ರೈತರು, ಚಿಲ್ಲರೆ ವ್ಯಾಪಾರಿಗಳಿಂದ ಹೂಗಳನ್ನು ಖರೀದಿಸಲಾಗುತ್ತದೆ. ಬೆಂಗಳೂರು ನಗರದ ಮದುವೆ ಸಭಾಂಗಣಗಳಲ್ಲಿ ಹೂವಿನ ಅಲಂಕಾರಕ್ಕೆ ರೂ. ೩೫,೦೦೦ ದಿಂದ ೯,೫೦,೦೦೦ ವರೆಗೆ ವ್ಯಯಿಸಲಾಗುತ್ತದೆ. ಮತ್ತು ಲಾಭಾಂಶ ಶೇಕಡಾ ೩೦ ರಿಂದ ೪೩ ರಷ್ಟು ವ್ಯತ್ಯಾಸಗೊಳ್ಳುತ್ತದೆ. ಈ ಅಧ್ಯಯನವು ತಿಳಿಸುವುದೆಂದರೆ ಮದುವೆ ಸಭಾಂಗಣಗಳಲ್ಲಿ ಅನಿರ್ದಿಷ್ಟ ವೆಚ್ಚ ಹೆಚ್ಚಾಗಿರುವುದರಿಂದ ಒಣಗಿದ ಅಲಂಕಾರಿಕ ಹೂವುಗಳನ್ನು ಬಳಸಿ ವೆಚ್ಚವನ್ನು ಕಡಿಮೆಗೊಳಿಸಬಹುದು ಮತ್ತು ಹೂಗಳ ಬೆಲೆ ಏರಿಳಿತದಿಂದ ಪುಷ್ಪ ಅಲಂಕಾರಿಕರಿಗೆ ಪ್ರಮುಖ ತೊಂದರೆಯಾಗಿದೆ. ಆದ್ದರಿಂದ ಹೂವಿನ ಪೂರೈಕೆ ಸರಳೀಕರಿಸಲು ಬೆಲೆ ವಿಶ್ಲೇಷಣೆ ಹಾಗೂ ಬೆಲೆಗಳ ಮುನ್ಸೂಚನೆ ಅಗತ್ಯವಾಗಿದೆ.

ದಿನಾಂಕ: ಜನವರಿ, ೨೦೧೭

ಕೃಷಿ ಮಾರಾಟ ಸಹಕಾರ ಮತ್ತು ವ್ಯಾಪಾರ ನಿರ್ವಹಣೆ ವಿಭಾಗ,
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(ಎಮ್.ಎಸ್. ಗಣಪತಿ)

ಪ್ರಧಾನ ಸಲಹೆಗಾರರು

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I INTRODUCTION

Floriculture may be defined as the art, science and business of growing and marketing flowers. As an art, it refers to the cultivation of flowers; as a science it systematically studies botanical aspects of flowers and plants; and as a business it deals with the costs of production and income from flower production and marketing. The term flowers is used to cover flowers both fresh and dried as also ornamental plants and the filling material or foliage used for floral decorations.

Flowers have been an integral part of India's rich culture and heritage and are being used on all occasions for centuries. Particularly more use in marriage halls decoration, all religious and social offering is on the rise in recent years. This has led to the appreciation of the flowers not only for their aesthetic value, but also for their economic importance. The huge demand for the flowers has led to a growing market that with the passage of time has turned into an industry. During the last decade, high investments have been made in floriculture as a commercial activity with a large number of corporate enterprises entering the industry.

The flowers are now being used not only for religious and festival occasions but are also being used in bouquets and decorations to symbolize different moods and emotions. Today, no occasion is complete without floral arrangements and decorations. The use of flowers has come a long way to reach the present status and still has a very promising future ahead.

Floriculture has emerged as one of the leading industries in the world. The floriculture industry comprises not only cut flowers but also cut foliage, which may be fresh, dried, dyed or bleached, live plants including pot plants and bedding materials, production and sale of seed and bulbs of flower crop and floral perfumes. Floriculture industry in India considerably use cut flowers as decorative items in the offices, show rooms, hotels etc., is the new trend in the urban areas particularly in the cosmopolitan cities like Bengaluru. Expensive cut flowers have become the symbol of status as an item of presentation among the higher strata of the society.

Flower decoration is an art, it refers to the design of flowers; Flowers are one of the most essential parts of any occasion, whether it is wedding, birthday, engagement, ceremony, conference or any other important event. A flower can light up a person with a smile in just a few seconds, believing that many flowers can bring immense joy to the gathered people. There are many events that are important in a person's life and the most important event is his or her wedding. A Wedding is a precious event where two people vow to be with each other in good and bad times, it is also an event wherein their families and friends become part of their life in blessing and wishing them. Having a good wedding flower decoration is anyone's task, but having the best wedding flower decoration needs guidance of experts in wedding flower decoration.

1.1 World Floriculture Trade

The major auction centres for the flowers are in the Netherlands. The Netherlands imports flowers, auctions it and re-exports it to different destinations. The

largest bought and sold flower is Rose in almost all the countries, followed by other flowers like Chrysanthemum, Lilies, Carnations, Gerberas, Anthuriums, Orchids and Gladiolus. Flowers like Tulips, Cymbidium, Freesia, Alstroemeria, which are less known in the Indian markets are also grown and auctioned in large volumes. World trade in floriculture is estimated at \$100 billion, growing at the rate of 15 per cent annum. The developed countries account for more than 90 per cent of the total world trade in floriculture products. The major producers of cut flowers, apart from the Netherlands are Italy, USA and Thailand. The Netherlands leads the market with 33 per cent share followed Japan (24%), USA (12%), Italy (11%) and Thailand (10%) (Floriculture Today, 2014).

1.2 Floriculture Scenario in India

Flower decoration business is an age old activity in India having immense potential for generating gainful self-employment among small and medium entrepreneur. In the recent years it has emerged as a profitable Agribusiness in India and globally as improved standards of living and growing awareness among the citizens across the globe to live in environment friendly atmosphere has led to an increase in the demand of floriculture products in the developed as well as in the developing countries worldwide. The production and trade of floriculture has increased consistently over the last 10 years.

In India, Flower decoration business is fast growing. Though the annual domestic demand for the flowers is growing at a rate of over 25 per cent and international demand at around Rs 90,000 crore India's share in international market of flowers is negligible. However, India is having a better scope in the future as there is a shift in trend towards tropical flowers and this can be gainfully exploited by country like India with high amount of diversity in indigenous flora. After liberalization the Government of India identified floriculture as a sunrise industry and accorded it 100 percent export oriented status. The liberalization of industrial and trade policies paved the way for the development of export oriented production of cut flowers.

The new seed policy has already made it feasible to import planting material of international varieties. Floriculture products mainly consist of cut flowers, pot plants, cut foliage, seeds bulbs, tubers, rooted cuttings and dried flowers or leaves. The important floricultural crops in the international cut flower trade are rose, carnation, chrysanthemum, gerbera, gladiolus, orchids, anthurium, tulip and lilies. According to statistics indicated in the Handbook on Horticulture Statistics 2014, the total area under flower crops in 2012-13 was 232.70 thousand hectares. Total area under floriculture in India is second largest in the world and only next to China. Production of flowers was estimated to be 1,729.2 MT of loose flowers and 76,731.9 million (numbers) of cut flowers in 2012-13. Fresh and Dried cut flowers dominate floriculture exports from India. Among states, Karnataka is the leader in floriculture with about 29,700 hectares under floriculture cultivation. Other major flower growing states are Tamil Nadu and Andhra Pradesh in the South, West Bengal in the East, Maharashtra in the West and Rajasthan, Delhi and Haryana in the North.

The expert committee set up by Govt. of India for promotion of export oriented floriculture units has identified Bangalore, Pune, New Delhi and Hyderabad as the

major areas suitable for such activity especially for cut flowers. Of the four zones identified as potential centres for flower production namely Bangalore, Hyderabad, Pune and New Delhi, the area around Bangalore and Pune have got the advantage of ideal climatic conditions where the temperature ranges between 15 to 30°C. In view of this, the units established in these locations do not require either cooling or heating system. As a result maximum number of units has been established in these locations. There are more than 300 export oriented units in India. APEDA (Agricultural and Processed Food Products Export Development Authority) is the registering authority for such units.

1.3 Indian Dry Flower Market

The most promising area in floriculture is the dry flower industry. Dried flowers and plants have been exported for the last 40 years and today, India is one of the leading countries in the field. Export of dried flowers and plants from India is more than Rs 150 crores per year. The industry exports 500 varieties of flowers to 20 countries and dry flowers are highly in demand in USA and UK markets. The potpourri variety of dried flowers is a purely export oriented and has specialized processing units. India, with its vast resources, varied products and experience in the field of dried flowers and plants enjoy a distinct advantage. Tamil Nadu is the leader in dry flower industry.

Dried flower products are in very high demand and add an enriched value to the flourishing industry. Various types of dry flower products are handmade paper, lampshades, wall quilt, decorations, books, candle holders, etc. The flower arrangements using dried samples of cone, foliage, flowers like rose buds, lilies and other such plant material enhances the beauty of dry flowers, adding more export value to this industry.

1.3 Floriculture Scenario in Karnataka

Karnataka is well known for floriculture right from the 18th century onwards. During Hyder Ali and Tippu Sultan periods and also during the regime of Mysore kings, floriculture received great impetus and the colonial government also evinced lot of interest in this sector. Karnataka is considered as one among, the progressive states with excellent potential for horticultural development in general and floriculture in particular. The bountiful natural resources and diverse agro-climatic conditions prevailing in the state are congenial for cultivation of different flowers. These flowers are not only entwined in the social and cultural life of the people of the state but also have significant commercial importance since some of the flowers grown in the state are also being exported in addition to domestic trade.

Tamil Nadu leads in loose flowers production with 3,12,970 MT grown in an area of 28,700 hectares. Followed by Andhra Pradesh with 2,24,410 MT cultivated over 34,850 hectares, Karnataka at 2,07,500 MT cultivated in 29,700 hectares. West Bengal has emerged as the largest producer in cut flowers with 25,429 lakh pieces, followed by Karnataka and Maharashtra. Other prominent cut flower producing states are Andhra Pradesh, Orissa, Uttar Pradesh, Assam, Uttarakhand, Himachal Pradesh and Jharkhand.

The area adjoining Bengaluru has suitable climate for the production of quality traditional flowers round the year and has emerged as the floriculture capital of India. India's first flower auction centre was set up in Bengaluru by KAIC, which is being upgraded to international standards, with the assistance of APEDA (Agricultural and Processed Food Products Export Development Authority).

Bengaluru city is identified by the government of India as one of the regions suitable for growing of both loose flowers and cut flowers for domestic use and exports. In addition, Madikeri, Chikkaballapura, Tumakuru, Chitradurga, Mysuru and Bengaluru districts are also suitable for high-tech and open field floriculture. Bengaluru city is the major consumption point where flowers arrive from neighbouring states like Andhra Pradesh and Tamil Nadu, West Bengal, apart from nearby places like Chikkaballapura, Madikeri, Hoskote, Doddaballapura, Gouribidanuru, Tumakuru, Chitradurga and Mysuru. Which are being sold in the local markets and dispatched to cities like Chennai, Hyderabad, Vizag and Delhi.

The Lalbagh and Cubbon Parks established in Bangalore and the Brindavan Gardens established in Mysore in the early 20th century is testimony to these efforts. The flower shows are organized by the Mysore Horticultural Society, Bangalore twice a year at the historic Lalbagh Glass House. The farmers in the state have been growing traditional flowers such as rose, chrysanthemum, tuberose, aster, jasmine, crossandra, marigold, champaka, gladiolus, and bird of paradise in the open fields. Some of these flowers are also being cultivated as cut-flowers in recent years. Rose, carnations, gerbera, and anthurium were grown under protective covers and these have gained momentum in the last 10 years. Recently, new crops like lilies, calla lily, iris, limonium, alstroemeria, gypsophila, liatris, lisianthus and freesia have also emerged as potential cut-flowers in the state. Modern cut-flowers are relatively better in quality, have longer vase life and always fetch high unit price in the market. All these new trends have turned floricultural activity as an important Agribusiness activity in the state.

1.4 Government Programmes and Policies in Floriculture

Department of Agriculture and Cooperation under the Ministry of Agriculture is the nodal organization responsible for development of the floriculture sector. It is responsible for formulation and implementation of national policies and programmes aimed at achieving rapid agricultural growth through optimum utilization of land, water, soil and plant resources of the country. Production of cut flowers for exports is also a thrust area for support. The Agricultural and Processed Food Products Export Development Authority (APEDA), the nodal organization for promotion of Agri exports including flowers, has introduced several schemes for promoting floriculture exports from the country. These relate to development of infrastructure, packaging, market development, subsidy on airfreight for export of cut flowers and tissue-cultured plants, database up-gradation etc. The 100 per cent Export Oriented Units are also given benefits like duty free imports of capital goods. Import duties have also been reduced on cut flowers, flower seeds, tissue-cultured plants, etc. Setting up of walk in type cold storage has been allowed at the International airports for storage of export produce.

Initiatives have also been launched for the benefit of exporters by providing cold storage and cargo handling facility for perishable products at various international

airports. Direct subsidy up to 50 per cent is also available in cold storage units. Besides, subsidy is also provided by APEDA on improved packaging materials to promote their use. To attract entrepreneurship in floriculture sector, NABARD is providing financial assistance to hi-tech units at reasonable interest rates.

Several schemes have been initiated by the Government for promotion and development of the floriculture sector including “Integrated Development of Commercial Floriculture” which aims at improvement in production and productivity of traditional as well as cut flowers through availability of quality planting material, production of off season and quality flowers through protected cultivation, improvement in post-harvest handling of flowers and training persons for a scientific floriculture. Many state governments have set up separate departments for promotion of floriculture in their respective states.

1.5 Demand and Supply

The demand for flowers is seasonal as it is in most countries. The demand for flowers has two components: a steady component and a seasonal component. The factors which influence the demand are to some extent different for traditional and modern flowers.

(i) Traditional Flowers

The steady demand for traditional flowers comes from the use of flowers for religious purposes, decoration of homes and for making garlands and wreaths. This demand is particularly strong in Kerala, Karnataka, Tamil Nadu, Odisha and West Bengal, as the use of flowers for above mentioned purposes is part of their local culture. The bulk of seasonal demand comes from festivals and marriages. The demand is generally for specific flowers.

(ii) Modern Flowers

The bulk of the steady demand for modern flowers comes from institutions like hotels, guest houses and marriage halls. The demand is concentrated in urban areas. With increasing modernization and globalization, the demand for modern flowers from the individual consumers is likely to grow enormously as the trend of “say it with flowers” is increasing and the occasions which call for flower giving will continue to present themselves. Although there is an increasing demand for modern flowers from individuals, institutions continue to be the dominant buyers in the market. The price of these flowers also depends on their demand and varies accordingly.

Flower decoration business is constrained by the fluctuation of prices, lack of quality planting materials, inadequate infrastructural support, scarcity of skilled labour, lack of adequate capital, absence of organized markets, exploitation by middlemen, weak database, and absence of information on income and expenditure of business. Majority of the decorators not maintained records as they are running business on their experience. Many of the studies conducted so far have covered only the economics of

flower production, hence an attempt has been made in this study to analyse the economics of flower decoration business.

1.6 Need for the study

The flower decoration can play a significant role in promoting economic development of flower decorators. A developing city like Bengaluru every bride and the groom want to host the most lavish and chic wedlock ceremony. Flower decoration has become an integral part of marriage halls particularly in cosmopolitan cities like Bengaluru. Today, the occasion takes place in the luxurious ballrooms, hotels, marriage halls, open gardens, etc. A number of research studies in the past were carried out on cut flower marketing and production but no systematic study so far to address the issues flower decoration business in marriage halls. The floral arrangements are the most significant and popular way to enhance the beauty and ambience of the event. Therefore, in this study an attempt is made to address all the important issues encompassing flower decoration in marriage where they were sourcing and which type of flowers are using for decoration, what is the prices, expenses and profit margin to the decorators and as well as constraints.

There is a lot of demand of flowers for their attraction and aesthetic value. The outcome of the research will be useful in understanding flower decoration business, what is profit gain to the decorators and the constraints faced in flower decoration. The results will be useful in understanding the flower decoration business. It is proposed to a study on flower decoration business in marriage halls of Bengaluru city with the following objectives.

1. To assess the sources and types of flowers used in marriage halls decoration.
2. To analyse the economics of flower decoration in marriage halls.
3. To examine the constraints in flower decoration business in marriage halls.

1.7 Hypothesis of the Study

The above mentioned objectives are addressed with the use of following set of hypothesis

1. Major sources of flowers are from Karnataka.
2. Flower decoration business in marriage halls is profitable.
3. Scarcity of skilled labours in flower decoration.

1.8 Limitations of the study

The present study mainly relied on the data collected through survey method using schedule. Therefore, some amount of recall bias is associated with the collected data since the respondents did not maintain any record about the fixed material cost/expenses/expenditure and returns from flower decoration. However, efforts were made to reduce the bias through cross checks at the time of data collection. Further, the degree of discrepancy if any would be negligible as the results are presented in averages.

With regard to the price and quantity of flowers used for marriage halls decoration an approximate weight as obtained by the decorators, marriage celebrators, flower vendors were taken, which could be closer to reality but not accurate.

Since the study is on flower decoration it would be more elegant if the interviewer is owner come as decorator, most of the decorators are not owner of the business so they were not aware of all those costs and some owners are not decorators they were involving many other activities hence they are very busy with their works they are not showing interest to share detailed information about business and as well as constraints.

1.9 Presentation of the study

This project report is organized into six chapters. The chapter I, provides a brief introduction along with covering the history of cut flowers, world floriculture trade, floriculture scenario in India and Karnataka, demand of flowers, importance of the study and objective of the study. In the chapter II, an attempt has made to review of literature, which is presented in consonance with the study objectives. In the III chapter methodology is presented explaining main features of the study area, sampling procedure, data collection procedure, and various analytical tools employed in the analysis of the data. In the chapter IV presents the research results based on the interpretation of the primary data. In the chapter V, the results of the study have been critically interpreted under the heading 'discussion'. In chapter VI, summarizes the results of the study with practical utility. The last chapter VII, provides the list of literature referred for the present study.

II REVIEW OF LITERATURE

Past studies pave way for future research endeavors. An acquaintance with earlier studies has been felt necessary to develop better understanding of the present study and to formulate an appropriate research methodology. Keeping in view the objectives of the study, an attempt has been made to review the past studies related to the subject. Since, research work pertaining to the flower decoration business are very few in number. Hence, reviews of studies of other comparable crops and business pertaining to the objectives of the present study have been presented under the following sub-headings.

2.1 Sources and types of flowers used for decoration.

2.2 Economics of flower decoration business.

2.3 Constraints in the flower decoration business.

2.1 Sources and types of flowers used for decoration.

Satish (1980) in his temporal and spatial analysis of prices and arrivals of Jowar in Karnataka during 1956 -78 used multiplicative mode of time series. The study has indicated a strong seasonality of arrivals of Jowar. The arrivals were highest during harvest months. The seasonal variation in prices showed that the seasonal pattern had changed over years.

Janardhan (1982) examined the nature and extent of fluctuations in the arrivals and prices of turmeric and analysed the relationship between prices and arrivals of turmeric. He reported that the prices of turmeric were not influenced by the seasonal variation of prices was very less. He further indicated that the prices were influenced more by cyclical variations than by any other components in time series.

Miller (1983) performed an extensive sub-sector analysis for the fresh cut- flower industry in the U.S. by analyzing the structure, conduct and performance of the existing conditions of the industry to try to predict future trends. He observed that there were special calendar occasions when the demand was substantially higher and other non-calendar occasions when the demand was substantially lower. He also determined that the demand for flower arrangements was inelastic, meaning that consumers were not highly responsive to changes in price of floral products.

Hosamani *et al.*, (1985) examined the structure and movement of market arrivals and price behavior of cotton in Belgaum district. The pattern of market arrivals of cotton indicated a seasonal character in both the markets, a major proportion of the total annual market arrivals coming to the markets during peak months of the harvest. They reported that the seasonal pattern of arrivals was due to the high post-harvest sales which in turn was due to financial pressures, inadequacy of warehousing facilities, inability to withhold stocks and incur not only additional costs on storage but also bear the consequences of price fluctuations. They mentioned the need for developing

storage facilities and linking them up with credit and marketing functions to prevent the farmers from exploitation.

Divakar (1987) examined the seasonal fluctuation in prices and arrivals of potato in Farrukhabad. His study revealed large seasonal fluctuations in all the markets. The market arrivals and prices were found to be inversely related. His study further indicated that in all the markets, changes in arrivals of potato had corresponding effect on prices in opposite directions. He attributed these seasonal fluctuations to poor storage capacity of potato growers and their immediate requirement of cash.

Gill and Singh (1989) studied on the pattern of market arrivals and prices of groundnut in Punjab for the period 1972-73 to 1987-88 and reported that there was a significant decrease in the arrivals of groundnut and this decrease was found to be due to the decrease in area under groundnut which intern was due to its less responsiveness than its substitute crops like paddy and cotton. The market arrivals and prices were found to be inversely related. Arrivals were highest during the post-harvest months (October -December) while the prices were highest in the lean period (May-September).

Sangwan (1989) in a study on seasonal variations in potato prices in important markets of the country for the period 1963 -1985 reported that the level of seasonal variations in the prices of potato was considerably lower in Delhi market than that of Farrukhabad, Meerut, Patna and Kanpur markets.

Nagaraj and Achoth (1989) conducted a survey on economic analysis of fruit processing by Karnataka Agro Fruits Limited in Bengaluru city. They noted that almost all the fruits except mango were procured through Horticultural Producer's Co-operative Marketing and Processing Society Limited (HOPCOMS). Mango was purchased directly from the producer-farmer.

Umapathi (1994) studied the seasonal variations in arrivals and prices of cotton kapas in Davangere market by computing seasonal indices with the application of time series analysis of monthly data on arrivals and prices. This study reveals that arrivals are above average from October to January and below average from February to September. Arrivals are found to be highest in the month of November. Whereas price of cotton is observed to be highest during the month September and lowest during April. The range of Price index from lowest to highest was 43.86.

Bogahawatte (1998) employed the Box Jenkins Auto Regressive Integrated Moving Average (ARIMA) approach to study the seasonal variations in retail and wholesale prices of rice in markets of Colombo and found that, seasonality in retail prices was more prominent than the wholesale prices. He also reported that the interaction between retail and whole sale prices and the influence of current retail price on wholesale prices of periods $t+1$, $t+2$, $t+3$ were significant. Findings of the study implied that any increase in the supply of rice due to retail price in period 't' will arrive in the market at period $t+3$, thus, preventing any further increase in price.

Mitrannavar and Gummagolmath (1998) studied seasonal indices of arrivals and prices and market concentration of potato in regulated markets of northern Karnataka. They found that arrivals were highest in the month of November in both the markets. An analysis of market concentration revealed that Belgaum wholesale market was more concentrated than Hubli market.

Khan (2006) analyzes the trend and seasonal indices for arecanut arrival and prices. The study revealed that there is an increasing trend is observed in arrivals and prices. And the Arrivals are higher in the month of March and June whereas arrivals are lower in the month of November. It was observed that the seasonality in arrivals varied more from variety to variety, while the seasonal pattern in prices was more or less similar in all varieties.

Shanker (2007) analyzed the procurement costs of cut flowers by florists in Bengaluru and Dharwad. He observed that the florist purchased cut flowers from two sources namely wholesalers and local markets. The florist procured cut flowers from the local markets depending on the availability in different months was comparatively less than the procurement from wholesalers.

Chen and Guo (2013) analysed strategic sourcing in the presence of uncertain supply and retail competition at International level. The study developed an analytical model to evaluate competing retail firm's sourcing strategies in the presence of supply uncertainty. They considered a common supplier that sells its uncertain supply to two downstream retail firms engaged in price competition in a horizontally differentiated product market. The focal firm has a dual-sourcing option while the arrival firm can only source from the common supplies. They assessed the system-wide effects of supply uncertainty on the focal firm's incentive to pursue the dual-sourcing strategy. They found that the focal firm's dual-sourcing strategy can create a win-win situation that leads to increased retail prices and expected profits for both firms. Furthermore, under certain conditions, they showed that it is beneficial for the focal firm to strategically source from the common supplier, even if its alternative supplier offers a lower wholesale price. Overall, they identified two types of incentives for adopting the dual-sourcing strategy. The incentive of mitigating supply risk through supplier diversification and the incentive of strategic sourcing for more effective retail competition.

2.2 Economics of flower decoration business.

To understand the concept of cost and returns of flower decoration, few studies related to the cost and returns have been reviewed.

Singh and Singh (2001) conducted an economic study on cultivation and distillation of Damask Rose in Palampur, Himachal Pradesh. From their study they concluded that Damask rose is a capital intensive and highly specialized enterprise wherein heavy initial investment on plantation and installation of distillation plant is required. Secondly, variant and seasonal demand for labour specially during short plucking period may also pose management problems to the entrepreneurs for which the possibilities of contractual labour need to be explored before taking this venture.

Thirdly, at least four-hectare land unit is needed under Damask rose plantation while adopting large size rose oil steam –fed-single-distillation unit plant. Lastly, the scale of Damask rose cultivation may be regarded as the most important consideration while recommending its cultivation at the farmer’s level. Based upon these peculiarities and specific requirements of Damask cultivation, it is emphasized that the farmers may be persuaded to start cultivation on collective or co-operative basis so that they may produce the minimum desired quantity for distillation in each village/ region. Therefore, the farmers in a village should put at least three- hectare area under Damask rose to make it just economically viable.

Gajanana *et al.*, (2004) studied the economic analysis of integrated pest management (IPM) in Cabbage using Indian mustard as a trap crop and spraying of neem and pogramia soaps for control of major pests of cabbage was developed at IIHR, Bangalore. Result revealed that IPM technology was found to be economically viable as it enhanced the yield by 7.2 per cent, reduced the cost by 13.33 per cent and increased the net returns by 44 per cent. The technology was also found to reduce the use synthetic pesticides and environment friendly.

Nagpure *et al.*, (2004) in their study on economics of sugarcane production in Vidarbha region of Maharashtra estimated the per hectare cost of cultivation in Suru crop at cost A, B and C as Rs. 35,178.86, Rs. 53,207.91 and Rs. 54,011.11, respectively. In case of ratoon, it was estimated to be Rs. 25,612.88, Rs. 42,326.52 and Rs. 43,162.62, respectively. The net income per hectare (Rs. 15,766) was found out to be higher in the case of ratoon crop as against Rs. 11,334 from suru main crop. The efficiency of per rupee investment in the cultivation of ratoon vis-à-vis sole crop of suru at cost C was estimated to be 1.36 and 1.21, respectively.

Saikumar (2005) studied the cost and returns structure of major farming systems in tank command of north eastern Karnataka. The study revealed that, of the three major farming systems identified in the study area, dairy enterprise was found to be most common as a complimentary enterprise. The highest net return realized was Rs. 53,404.59 per hectare and per hectare cost of cultivation was Rs. 84414.21 in Farming System comprising of.

Umesh *et al.*, (2005) observed that the establishment cost of cashew was Rs. 15631 per hectare in all the variety studied during the first three years. The maintenance cost per ha from fourth year onwards varied from Rs. 5881 to Rs. 7882. In Ullal-3 and Rs. 5821 to 7229 in Ullal at the net returns of cashew orchard per ha being fairly high were in the order of Rs. 61314, Rs. 62425, Rs. 49672 and Rs. 34231 in Chintamani-1, Ullal-4, Ullal-3 and Ullal-1.

Rane and Bagade (2006) studied economics of production and marketing of banana in Sindhudurg district of Maharashtra. The study revealed that the per hectare cost at cost C in Dadamarg and Sawantawadi tahsil were Rs. 1.52 lakhs and Rs. 1.53 lakh respectively. In Dadamarg tahsils banana was grown as a sole crop where per hectare cost of cultivation was Rs. 1.28 lakh and in Sawantawadi tahsil the per hectare cost was Rs. 1.15 lakh benefit cost ratio in Dadamarg tahsil and Sawantawadi tahsil were 2.20 and 2.33 respectively. The average benefit cost ratio of banana cultivation was 2.27.

Meena *et al.*, (2006) examined the economic viability of different sizes of chilli processing units in Rajasthan. The results showed that the cost of processing per quintal of chilli was Rs.180.06, Rs.167.30, and Rs.234.42 for small, medium and large processing units, respectively. Margin of processors increased with an increase in the size of processing unit. However, the difference in the size of processing units had no influence on the recovery of chilli powder. Value addition for investment of a rupee as processing cost and returns per rupee of investment also increased with an increase in size of processing unit. All the processing units were operating above the break-even quantity, but failed to utilize their installed capacity.

Tanveer (2006) made a comparative analysis of paddy based farming systems in Mandya district, Karnataka. He found that, among the four major farming systems identified in the study area, the gross returns in FS-I (crop production and poultry enterprises) was Rs.940879.80, while total cost was Rs.768945.99 with a net returns of Rs.171933.81, which was found to be most profitable, which was due to rearing of poultry birds, followed by FS-III (crop production and sericulture enterprises), FS-IV (only crop production enterprises) and FS-II (crop production and dairy enterprises), with net returns of Rs. 83658.40, Rs. 57739.53 and Rs. 54720.59, respectively.

Biradar (2007) in their study of economics of redgram based cropping systems in Bidar district medium farmers incurred highest total cost in cropping system (Redgram + black gram, redgram + Soyabean, redgram + green gram) and large farmer in cropping system (Redgram + Jowar, redgram sole). Net return obtained by small farmers were highest in cropping system (Redgram + Jowar, redgram sole) highest net return obtained by large farmers in cropping system (Redgram + black gram, Redgram + Soyabean, Redgram + green gram).

Naphade and Tingre (2008) conducted a study in Buldhana district of Maharashtra to find out the costs and returns from guava orchard. The result revealed that the per hectare cost of establishment of guava orchard was Rs. 34,333 (up to 5 years) and per hectare annually cost of production was Rs. 22,522 (after 5 years). Per hectare average yield estimated was 372 quintals with a profit of Rs. 82,036 per year. It was found that profit was increasing with the age of orchard.

Rajur *et al.*, (2008) studied economics of chilli production in Karnataka. The multistage random sampling technique was adopted in designing sampling frame for the study. The sample size constituted 120 farmers for the study. The primary data from sample farmers were collected by personal interview method. The tabular presentation technique was employed for estimating the cost and returns structure. Economic analysis of data indicated that cost A2 accounted for 30.70 per cent in Gulbarga, 28.81 per cent in Raichur and 32.30 per cent in Bijapur district. Cost B2 accounted for 50.25 per cent in Bijapur, 44.54 per cent in Raichur and 47.09 per cent in Gulbarga district. It is obvious from cost C3 that use of family labour was more in the case of Bijapur district than Gulbarga and Raichur districts due to nonavailability of hired labour during peak period. The returns over cost C3 was the highest in Raichur district (Rs. 34955.50) followed by Gulbarga (Rs.33870.40) and in Bijapur (Rs. 28836.26) districts, which was due to the lower total cost of chilli production in Raichur district compared to Bijapur and Gulbarga districts.

Singh *et al.*, (2008) studied economics of sugarcane-based farming system in western Uttar Pradesh. The main objectives of study were evaluation of the economic status of sugarcane based farming systems in western UP and exploring the possibilities of optimum combination of crop and non-crop enterprises for improving the income of farmers in the study area. The sample farmers were selected by using three-stage random sampling method and analytical tool used to estimate was Harfindahal index. The study revealed that the marginal farmers take highest credit, while larger farmers take minimum credit. It has also been observed that facility of kisan credit card (KCC) is being availed by only 21 per cent farmers. Farming activity-wise analysis has revealed that sugarcane provides maximum employment, followed by livestock and wheat. In terms of income, the study has observed that a family worker earns Rs 41,270 per year in the study area, which was much lower than that in Punjab (Rs 74,080). The study has suggested that a combination of technology, policy and institutional innovations was needed for improvement in productivity and profitability of crops and livestock in the area.

Devi and Ponnarasi (2009) worked out the economics of modern rice production technology in Tamil Nadu. The results revealed that the cost of cultivation per hectare was lower by about 10 per cent in SRI method (₹ 21,655) than conventional method (₹ 25,914). Among the components of the total cost, human labour occupied the highest share in both SRI method (43.61 %) and conventional method (41.87 %).

Thennarasu and Banumathy (2011) studied the economics of sugarcane production in Tamil Nadu. The study revealed that the total cost of cultivation per hectare was ₹ 42,794.85 in bio-input adopted farms, which was 2.35 per cent higher than the total cost in bio-input non-adopted farmers. Among the components of total cost in bio-input adopted farms, human labour (45.46 %) occupied the highest percentage followed by setts (21.37 %) and value of bio-inputs (18.03 %), whereas in bio-input non-adopted farms, the highest percentage of total cost was incurred for human labour (49.50 %) followed by setts (21.60 %) and fertiliser (14.71 %).

Adhikari (2012) estimated the economics of finger millet production in peri urban area of Pokhara valley of Nepal. Ragi producers were selected from two different regions (Kalabang and Begnas). The results revealed that cost of production (NRs. 23,847.60/ha) and gross revenue (NRs. 24,638.23/ha) were significantly higher at Kalabang site than in Begnas. The productivity (1,156.12 kg/ha) of finger millet was significantly higher in Kalabang than in Begnas (985.87 kg/ha). Profit of finger millet cultivation was higher (NRs. 790.58/ha) at Kalabang than in Begnas (NRs 602.45/ha) while higher benefit cost ratio (1.058) was in Begnas than in Kalabang (1.049) because of higher price in Begnas (NRs. 17.35/Kg) when compared with Kalabang (NRs. 16.91/kg). Share of female labour cost to total cost of cultivation was highest among cost factors in both the study areas.

Narayanamoorthy (2013) conducted a study on profitability in crops cultivation in India by using cost of cultivation survey data. Results revealed that profitability ratio in paddy cultivation was less than one in all the time periods indicating paddy cultivation is not profitable. Profitability ratio of bengalgram, sugarcane was greater than one indicating that cultivation of these two crops were profitable.

Praveen and Banafar (2013) analysed the economics of minor millets cultivation in Bastar district of Chhattisgarh. Major findings of the study revealed that average cost of cultivation per hectare of Kodo was calculated as Rs. 2,866.75, kutki Rs. 2,751.01 and ragi Rs. 3,342.10 per hectare, respectively. On an average, input-output ratio in Kodo, Kutki and Ragi was 1:1.33, 1:1.28 and 1:3.25, respectively. The study also suggested that there is no support price for procurement for minor millets and for the survival of these crops government must declare minimum support price.

Verma *et al.*, (2013) estimated the economics of Cumin in Jodhpur district of Rajasthan. The study has revealed that Cumin cultivation in Rajasthan is a profitable enterprise as the returns per rupee invested have been found to be 1.95 on overall basis, varying from 1.84 on small farms to 2.16 on large farms. The costs on machine labour (14.40 %) and human labour (13 %) have emerged as the major components in the total operational costs.

Sureshkumar *et al.*, (2014) carried out a study on costs and return structure and resource use efficiency of wheat crop in South Gujarat. The results of the study revealed that average cost of cultivation was highest (₹ 45,784.31) on large farms followed by medium farms (₹ 45,720.79) and small farms (₹ 39,016.69). The average net profit per hectare over (Cost-C2) was ₹ 20,017.55 and it increased with the increase in size of farms. Input-output ratio was 1: 1.48, 1:1.43 and 1:1.35 on large, medium and small farms, respectively. Functional analysis of wheat crop revealed that, regression coefficient of seed (0.511), N fertilizer (0.371), irrigation (0.288), human labour (0.188), No. of weeding (0.171), P fertilizer (0.148), F.Y.M (0.059), bullock labors (0.029) and No. of spray (0.020) were positive and statistically significant, which indicated that, if expenses were made on these resources, will give profitable returns.

Jimjel *et al.*, (2015) analyzed the comparative cost and returns of sorghum in India and Nigeria. The results revealed that the total cost of cultivation in India was ₹ 25,624.05 and in Nigeria it was about ₹ 28,738.64 per hectare. Variable cost accounted to about 57 per cent and 68 per cent in India and Nigeria, respectively. Out of total variable cost, labour cost was found to be highest followed by fertilizer cost in both India and Nigeria. Net income generated were ₹ 17,354.30 and ₹ 20,642.10 per hectare in India and Nigeria, respectively. Benefit- Cost ratio was found to be 1.7 in both the countries.

2.3 Constraints in the flower decoration business.

Vedini and Gracy (1994) studied the problems in production and marketing of jasmine in Mysore district and stated that inadequacy of financial resources, lack of technical know-how, non-availability of labour and incidence of pests and disease were some of the problems faced by farmers in production, while high commission charges, inadequate transport facility and high cost of transportation were the major problems faced by them in marketing.

Chengappa *et al.*, (1998) highlighted the major production constraints in cut flower marketing. These comprised of high cost of inputs, irregular supply of electricity, high incidence of pests and diseases, lack of knowledge of recommended

practices, infrastructural constraints, scarcity of trained labour and non-availability of quality planting materials. The problems identified in marketing of cut flowers related to the absence of organized markets, high commission charges, price fluctuations, high cost of transportation and high handling charges.

Gajanana and Subrahmanya (1999) studied the constraints in the production and marketing of anthuriums in Karnataka and Kerala. The non-availability of the required quality and quantity of the planting material, high cost of the seedlings, incidence of pests and diseases were found to be the major constraints in the production of flowers. With regard to marketing, the absence of organized markets was the major problem followed by high costs of transportation. Besides, exploitation by the florists in the form of delayed payments and purchase of only quality flowers were the other constraints faced by the growers in marketing of anthuriums.

Choudhary *et al.*, (2000) identified some of the major bottlenecks in traditional flower growing. The important constraints identified are Low productivity levels followed by lack of quality planting material, apart from it over dependence on local varieties, lack of suitable agro-technology for programming of flowering and enhancing quantum of yield, Absence of suitable technology to enhance the post-harvest life and Lack of suitable organized marketing system were some of the constraints identified in the study.

Jalal ud Din and Khan (2008) studied the socio-economic and cultural constraints of women in Pakistan with special reference to Mardan district. The study revealed that Men had more decision-making power than the women regarding family, choice of selecting male partners and household expenditure. Women were culturally constrained to remain at home and care for their children. Although they were in favour of getting formal education, only a few of them were able to take independent decision in getting formal education. Independent decisions about family type, level of income, landholding and level of literacy of the sampled respondents had no significant effect on the living standard, socio-economic and cultural status of women. Lack of education and low literacy level contributed to woman's ignorance in the society in terms of decision-making on employment. The low level of economic status of women was due to lack of availability of earning skills on the one hand and cultural constraints on the other hand.

Vorghees (2008) studied the problems of coconut growers in Tamil Nadu. The study reveals that majority of coconut growers faced the marketing as well as production constraints like small size of holdings, decline in proportion of bearing palms, prevalence of root disease, lack of irrigation, insignificant changes in cultivation, use of low productive hybrid varieties etc. Marketing problems like low price for produce, price fluctuation, irregularity of payments, lack of market information, lack of transportation facilities etc.

Pouchepparadjou *et al.*, (2009) examined the production risk and problems associated with rice seed production as well the profitability vis-à-vis commercial production by using 220 sample farmers in 2005-06 in Pudcherry, India. Farmers faced the risk of rejection due to presence of other distinguishable varieties and germination

failures. The farmers also faced the problems of late payment made by the purchasing agency, late release of subsidy, timely non availability of seeds and delay in processing.

Yusuf *et al.*, (2010) studied the constraints to women's participation in agricultural production in rural areas of Kaduna state, Nigeria. The constraints faced by rural women farmers towards actualizing their aim for household food security and improved income from farming enterprises revealed that about 70 per cent of sampled women farmers practiced farming on a subsistence basis. Also, 96 per cent claimed that their productive potential was not maximized while 83.64 per cent encountered several socio-economic constraints like financial and socially-embedded constraints with 33.18 per cent and 87.27 per cent responses, respectively.

Manjunatha and Prasad (2012) conducted a study to analyze the modus operandi and problems existing in the vegetable seed production under contract farming in Ranebennur taluk of Haveri district, in Karnataka. In hybrid tomato seed production, it was observed that 66.67 per cent of the farmers were introduced to the crop by the company staff, 30 per cent by fellow farmers. 3.33 per cent farmers took up the crop cultivation due to the advice of friends and relatives. Nearly 26.67 per cent of the seed growers complained about non-availability of foundation seeds on-time. It was reported that nearly 90 per cent of seed growers experienced the problem of non-availability of trained labour in crossing operations.

Pavithra and Kunnal (2013) in their study on Performance of cotton crop in non-traditional areas of Karnataka to analyse problems in production and marketing of cotton crop in the non-traditional cotton producing areas of Karnataka. They concluded that low yield, high seed cost, non-availability of quality seeds and pest occurrence are the major problems faced by the farmers in production. The problems in marketing of cotton were lack of regulated markets, large price spread, high commission charges, lack of transport facilities, non-remunerative price and lack of grading facilities.

Sudhagar (2013) studied the production and marketing constraints faced in cultivation and marketing of rose and gerbera cut flowers by the farmers of Hosur Taluk (Tamil Nadu). The major problems faced in the production of cut-flowers as indicated by the hi-tech growers included huge investment in cut-flower production (83.63%), irregular supply of electricity required for irrigation (81.81%), scarcity of labour (74.54%), non-availability of quality indigenous planting material (67.27%), poor harvest during the rainy season (63.63%) and pest and disease attack on crops (47.27%). With regard to marketing, the prominent constraints were seasonality in demand (96.36%), frequent power cuts affecting irrigation of the standing crop, inadequate cold storage facilities (81.81 %) and price fluctuations (54.54%). Almost all the growers opined that there was need for an exclusive flower market in Bangalore on modern lines with all requisite infrastructure facilities. The need for developing general infrastructure and setting up of cold storage facilities was expressed by the majority, i.e., 89.09 percent and 83.63 per cent respectively of the sample respondents. Adequate Government support for export promotion and improving the facilities and competitiveness at the IFAB were suggested by 58.18 per cent and 45.45 per cent respectively for the sample growers.

Taj *et al.*, (2013) in a study on price spread and marketing margin of cut rose in Punjab and Pakistan observed that farmers faced Problems in production and marketing of cut roses. The respondent farmers reported a number of problems they faced in the cut rose flowers marketing. The problems in order of their severity were; lack of proper infrastructure (e.g. cold storage facilities and affordable refrigeration), high price instability due to highly delicate/perishable nature of the produce involved, improper transport facilities, disease and insect infestation, and delayed payments from commission agents.

Veerabhadrapa (2013) conducted an opinion survey of Bt cotton seed producers in northern Karnataka. Non-availability of trained labour, high incidence of disease and higher wage rate were identified as the major production constraints while poor technical assistance and low contract price were the major contractual problems faced by the farmers. With respect to marketing constraints, majority of the farmers ranked low price of the seeds offered by the agencies and high price of parents of Bt cotton seeds were major constraints.

Kiran and Keshava Reddy (2014) conducted the study on economics of groundnut based cropping systems in Pavagada taluk of Tumkur district to know the constraints in production and marketing of groundnut. The study indicated that high wage rate, non-availability of labour, pest & diseases, uneven distribution of rainfall, high cost of production are the major problems in the production. The major marketing constraints are low price for the produce, high price fluctuation, lack of marketing information, lack of storage facility, high marketing cost and lack of transportation.

Nagaraja *et al.*, (2014) conducted their study on evaluation of Bt cotton with local hybrid cotton variety in Haveri district to identify the constraints in the cultivation of Bt cotton and hybrid cotton. They identified high seed cost of Bt cotton, high pest and disease incidence other than bollworm, in turn less yield and low market price are the main constraints in production of Bt and hybrid cotton.

Avinash (2015) conducted a study on participation of women in retailing of traditional flowers in Chikkaballapura and Bengaluru city. Results revealed that fluctuations in flower Prices was the major constraint faced by retailers in both markets, lack of regular customers was the second most important constraint in Chikkaballapura, while, too much time in flower dispensing was the second most important constraint in Bengaluru city. The study has indicated that price fluctuation is the major constraint faced by retailers which supports the need for price analysis and forecasting of prices on a regular basis for streamlining flower supply.

From the foregoing reviews it is evident that, there are so many problems faced by flower decorators and marriage celebrators. Lack of research facility some of the important constraints were incidence of pest and disease, non-availability of quality seeds, non-availability of fertilizer, high cost of pesticide, lack of transportation facility, low price during harvesting period, high investment cost for establishment of processing unit, and non-availability of skilled labours.

III METHODOLOGY

The methodology chapter deals with the description of the study area, the sampling techniques adopted, the method of survey, nature and sources of data and the various tools and techniques employed in analyzing the data and evaluating the problems. This chapter is arranged in an appropriate sequence with the following sub-headings.

- 3.1. Description of the study area.
- 3.2. Sampling design and data collection
- 3.3. Analytical tools and techniques
- 3.4. Definition of the terms and concepts

3.1 Description of the study area

The study was conducted in Bengaluru city of Karnataka, which has more number of marriage halls, and large number of flower decorators, with important flower markets and other strategic flowers marketing locations hence purposively selected for Bengaluru city.

Bengaluru city

Bengaluru lies in the south-east of south Indian state of Karnataka. It is in the heart of the Mysore Plateau (a region of large Precambrian Deccan plateau) at a height of over 900 m (3,000 ft) above sea level, Bangalore is known for its pleasant climate throughout the year. Its elevation is the highest among the major large cities of India. It is located at 12° 1' to 13° 3' North Latitude 70°7' to 77°4' East Longitude and covers an area of 2,196 km. Bengaluru city is located at the heart of Bengaluru Urban district of Karnataka. Bengaluru city's population is growing faster than ever before and has crossed the eighty lakh mark already. The city's population stands at 84,43,675 persons according to 2011 census.

Bengaluru city is one of the fastest growing city in India, has attained the fame of 'Silicon Valley of India' for heralding and spearheading the growth of Information Technology (IT) based industries in the country with the advent and growth of IT industry, as well as numerous industries in other service sectors. Bengaluru city is leading in service-based industries fuelling substantial growth of the city both economically and spatially.

Bengaluru has become a cosmopolitan city attracting people and business alike, across the world. The presence of important business houses, judiciary, government departments, railway station and airport has attracted a large number of floating population and tourists.

Bengaluru's reputation as the "Garden City of India" began in 1927 with the Silver Jubilee celebrations of the rule of Krishnaraja Wodeyar IV. Several projects such as the construction of parks, public buildings and hospitals were instituted to improve the city. Bangalore played an important role during the Indian independence movement.

Table 3.1 General features of the study area

Sl. No	Particulars	Bengaluru Urban
1.	Geographical area (sq km)	2,196
2.	Forest area (ha)	5,055
3.	Non-agricultural land (ha)	1,15,806
4.	Hoblies	17
5.	Villages	699
6.	Gram panchayats	86
7.	Population (no)	84,43,675
	Female	40,51,952
	Male	43,91,723
8.	Density of population (per sq km)	4,381
9.	Sexratio	923
10.	Literacy rate (%)	88.71
11.	Annual average rain fall (mm)	1049
12.	Temperature	15-38 °C
A.	Minimum	15.4
B.	Maximum	38

Source: Bengaluru Urban district at a glance 2011 sensus.

Rainfall, climate and soil

Bengaluru urban district received annual average rain fall of 1049 mm. contribution from southwestern monsoon is 54.18 per cent and 26.53 per cent from northeastern monsoon. In addition to this, Pre-monsoon showers contribute significant rainfall of 18.53 per cent. A perusal of the departures of actual rainfall from respective normal reveals that the pre-monsoon season rainfall is highly variable. In the case of monsoon season, the rainfall is either normal or above normal in most years. Post monsoon rainfall is also highly variable on annual basis. In general, pre-humid to semi-arid climatic conditions prevail in the district with an average temperature of 23.1°C.



Fig. 1: Map of Bengaluru showing study area

The soils of the districts can be broadly grouped into red loamy soil and lateritic soil. Red loamy soils generally occur on hilly to undulating land slope on granite and gneissic terrain. It is mainly seen in the eastern and southern parts of Bengaluru north and south taluks. Laterite soils occur on undulating terrain forming plain to gently sloping topography of peninsular gneissic region. Anekal taluk and western parts of Bengaluru North and south taluks are predominantly laterite soils.

Kharif is an important season, which starts from middle of June and extends up to middle of September. The rabi season begins from mid-September and extends up to mid-February. This is followed by summer season. Both these seasons are not important since rain fed agriculture is practiced in this district.

Cereals like rice, ragi and maize are cultivated in the district. Besides, gram, tur, groundnut and sugarcane are also cultivated. Coconut, tamarind, mango, jack fruit, papaya, potato, tomato, brinjal and beans form the major horticultural crops cultivated in the district. Flower crops like rose, chrysanthemum, aster, jasmine, crossandra and marigold are also cultivated extensively in open conditions.

3.2 Sampling design and data collection

The study was confined to a detailed inquiry of flower decorators and marriage celebrators in Bengaluru city. For the study sample size consists of 60 flower decorators including event managers and marriage celebrators in Bengaluru city. The respondents were classified into flower decorators and marriage celebrators (30 each), in marriage halls were selected randomly for eliciting information for the study. The Flower decoration were classified into low, medium and high budget based on the amount charged by the flower decorators per marriage in Bengaluru city.

To accomplish the objectives, the required data were collected from the respondents by personal interview method with the help of a pre-tested schedule. Two separate interview schedules were used covering flower decorators and marriage celebrators. In order to get better co-operation and reliable data from the respondents. The sample respondents were interviewed at marriage halls in different areas of Bengaluru city were interviewed during the month of February 2015 through April 2015. The schedule consisted of two parts, namely general information and specific information.

The general information pertaining to the age, sex, education, marital status, main and subsidiary occupation, religion, type of family, composition of the family, monthly income and expenditure of the flower decorators and marriage celebrators in Bengaluru city.

The specific information elicited included the information regarding type of flowers preferred for marriage hall decoration, sources of purchase of cut flowers, quantity of flowers purchased per marriage hall decoration, factors influencing on flower decoration business and what are the materials used and cost of materials used per marriage and constraints in the flower decoration business in marriage halls.

Period of study

The reference year of the study was 2015-16 and the data were collected during the period of February and April 2016.

3.3 Analytical tools and techniques

The tools and techniques used for analyzing and fulfilling the specific objectives of the study, the following analytical tools and techniques were used.

3.3.1 Descriptive Statistics

3.3.2 Cost and returns analysis

3.3.3 Garrett's ranking

3.3.1 Descriptive Statistics

Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. The measures used to describe the data set are measures of central tendency like averages, percentages and ratios etc, which are used for analysis of the study.

3.3.1.1 Average

A single value (as a mean, median, or mode) that summarizes the general significance of a set of unequal values.

3.3.1.2 Percentage Analysis

Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

3.3.1.3 Ratio Analysis

Ratio analysis is an attempt to express the relationship between two or more accounts or variables in a simpler, more comprehensive way.

3.3.2 Cost and returns analysis

The costs were classified into variable and fixed costs. Variable costs are includes costs incurred on labour (Skilled & Unskilled), Transportation cost, Anchor pins, foam or Sponge, floral Wires or stem tapes, ribbon & tags, garland balls, paper

lanterns stem & leaf materials, cut flowers, etc.,. Fixed costs includes depreciation on wooden and iron poles, boards, office rent, Designed materials like cloths, artificial flowers, and interest on fixed assets. The measurements and definitions of various cost components are as follows:

I. Variable Cost Components

Those costs which vary with the level of flower decoration are included in this category. The items included under this section are given below.

- a) Transportation costs: these costs were computed by taking into account the actual amount paid for flower transportation.
- b) Labour cost: wages for hired labour were computed by taking into account the wages paid by the owners for different operations. The wage bill for the skilled and unskilled labour was calculated by imputing at the prevailing wage rate.
- c) Interest on working capital: interest on working capital was calculated at the rate of 8 per cent per annum since the commercial banks charge at this rate for most business loans. This was calculated depending on the duration of materials used.

II. Fixed Cost Components

This consists of those cost items which don't vary with the level of flower decoration. The items included under this section are,

- a) Rental value of land: The prevailing rental value of the land for office purpose and storage of equipment's per year depending on the level of business.
- b) Interest on fixed capital: Interest on fixed capital was computed at the rate of ten per cent per annum. The interest was worked out on the values of fixed assets, after deducting depreciation for the year.
- c) Depreciation cost: Depreciation on each capital equipment owned by the decorators were calculated separately, by using straight line method. The average life of the equipment is indicated by each decorators was used in computation of the depreciation.

III. Total Cost

Total cost is the summation of total variable cost and total fixed cost.

IV. Returns

a) Gross returns

Gross return including the gross value of all items imputed on the flower decoration business.

b) Net returns over total cost

Net return was computed by subtracting the gross returns from total cost of flower decoration.

c) Returns per rupee of expenditure

Return per rupee of expenditure was calculated by dividing the gross return by total cost.

3.3.3 Garrett's Ranking Technique

Garrett's ranking technique was followed to analyze the constraints in flower decoration business. In this method, the flower decorators were asked to rank the given constraints and the outcome of such ranking has been converted into score value with the help of the following formula.

$$\text{Percentage position} = \frac{100(R_{ij} - 0.5)}{N_j}$$

Where,

R_{ij} – Rank given for the i^{th} factor by the j^{th} individual

N_j – Number of factors ranked by the j^{th} individual.

The percentage position is converted into scores by referring to the table given by Henry Garrett (1969). Then for each constraints the scores of the individual flower decorator were added together and divided by the total number of the flower decorators for whom score were added. These mean scores for all the constraints were arranged in descending order and the most preferred constraints were identified through the ranks assigned.

3.4 Definition of terms and concepts used in the study

Price spread:

The difference between the price paid by consumer and price received by the producers was the marketing margin or price spread.

Wholesalers:

Wholesalers played an important role in the marketing process. He is the first agency to receive the produce from farmers and sell to the wholesalers cum commission agents at distant market.

Retailers:

Retailers sell the flowers directly to consumers in the market. They purchase the produce from both wholesaler cum commission agent and producers.

Gross return:

Total value of produced when it was marketed is referred as the gross return.

Net returns:

Return obtained by subtracting the total cost from gross return.

Floral foam:

Floral foam provides support and stability for the stems. Floral foam crushes easily and does not return to form. There are two types of floral foam. One type is a porous material that holds water for fresh cut flowers. It is most often green and available in a brick measuring 3"× 4" × 9". The brick is easily cut with a floral knife, butter knife, or heavy-gauge wire to fit the container being used. The other type is dry foam typically used for dry arrangements. It is usually available in brown.

Floral tape:

Floral tape is paper coated with paraffin or wax. It is available in ½ and 1-inch widths. Half-inch floral tape is used to cover wires and stems of corsage and boutonniere work, while 1-inch floral tape is used for bouquets and wreaths. Floral tape is available in many colors. When it is stretched and pulled tightly around the work, it sticks to itself.

Ribbon:

Ribbon may be satin, cotton, silk, paper, or burlap. Common ribbon sizes are #1, #1 1/2, #3, #5, #9, and #40. Ribbon sizes #1, #1 1/2, and #3 are used for corsage work. Ribbon sizes #5 and #9 are used for potted plants. Large bows used for funeral sprays require #40 ribbon.

Floral wires:

Floral wires or stem wires are used to lengthen and support stems and for holding up the heads of flowers. In addition, floral wire can be used to attach arrangements to forms and for hanging arrangements, such as wreaths or swags. Floral wire comes in different gauge sizes, colors and styles. The higher the gauge number the more flexible and thinner the wire is. Floral wires come covered and uncovered as well as in different painted colors. Choose between spooled or pre-cut wires. A smaller gauge number means a thicker wire. Usually #26 wire is used for bows, #24 for medium-weight flowers, and #22 for heavier flowers.

Anchor pin:

Anchor pins are slender stakes 3 inches or longer. They are used to secure flowers with fragile/weak stems to give them strength.

Floral Shears:

Floral Shears are designed to cut floral stems without crushing them.

IV RESULTS

The findings of the study are presented in this chapter under the following headings in consonance with the objectives of the study.

- 4.1 Profile of flower decorators
- 4.2 Sources and types of flowers procured by decorators
- 4.3 Purchasing prices of cut flowers by following months
- 4.4 Availability of flowers in different seasons
- 4.5 Socio-economic profile of marriage celebrators
- 4.6 Cost and returns of flower decoration business
- 4.7 Constraints in flower decoration business

4.1 Profiles of flower decorators

As indicated in the methodology, Table 4.1 presents the profile of flower decorators, totally 30 flower decorators were selected randomly for the study. Among 30 respondent flower decorators majority (56.67 %) of the respondents belonged to the age group of 31 to 40 years. followed by 6 respondents are in the age group between 41 to 50 years constituted 20 per cent and 4 respondents are below 30 years of age constituted 13.33 per cent. Only 3 respondents were the above 51 years constituting 10 per cent.

The classification of respondents according to their level of education revealed that 14 were pre-university level constituting 46.67 per cent of the total. Followed by 9 respondents had graduation constituting about 30 per cent. And 5 respondents were below secondary school level constituting 16.66 per cent. The remaining 2 respondents had post-graduation constituting 6.67 per cent.

In the study around one third of respondents belonged to the Hindu religion (63.34 %) followed by Muslims (20 %). Four respondents were Christians constituted 13.33 per cent. Only one respondent belonged to other religion constituted about 6.67 per cent of the total.

Among the total respondents 29 were men forming 96.67 per cent followed by only one woman constituting 3.33 per cent.

It was observed that 56.67 per cent of the flower decorators have small family with average family size of 3 members, 30 per cent belonged to medium sized family group with an average of 5 members. Only 13.33 per cent belonged to big families with an average of about 9 members.

Majority (70 %) of the families of flower decorators were nuclear in nature while the remaining (30 %) were joint families. Surprisingly 3 per cent of the respondents were found to be women around 70 Per cent of the respondent flower decorators nuclear families in Bengaluru city.

Table 4.1: Profiles of flower decorators

(n=30)

Sl. No.	Group	Number	Per cent
I	Age group		
	a. Upto 30 years	4	13.33
	b. 31-40 years	17	56.67
	c. 41-50 years	6	20.00
	d. 51 and above	3	10.00
	Total	30	100
II	Literacy group		
	b. S.S.L.C	5	16.66
	c. pre-university	14	46.67
	d. Graduate	9	30.00
	e. Post-graduates and above	2	6.67
	Total	30	100
III	Religious group		
	a. Hindu	19	63.34
	b. Muslim	6	20.00
	c. Christians	4	13.33
	d. Others	1	3.33
	Total	30	100
IV	Gender group		
	a. Men	29	96.67
	b. Women	1	3.33
	Total	30	100
V	Family size		
	a. Small (<4)	17	56.67
	b. Medium (4-6)	9	30.00
	c. Big (>6)	4	13.33
	Total	30	100
VI	Type of family		
	a. Nuclear	21	70.00
	b. Joint	9	30.00
	Total	30	100

4.2 Sources and types of flowers purchased by decorators

The study clearly reveals the sources and types of flowers used in marriage halls decoration by the decorators. Table 4.2 presents the sources of procurement of cut flowers by the decorators. It was found that K. R. Market was the major source purchase of cut flowers for the decorators followed by IFAB and other near flower growing area of Coorg. The entire quantity of Lotus, Blue daisy, 95 per cent of Dutch amaryllis, Gardenia, China aster and 90 per cent of Chrysanthemum, Gladiolus, Lilly, Bird of paradise and 85 per cent of Carnation, Tulips, were procured by the decorators from the K. R. Market

The study reveals that more than 75 per cent of flowers purchased from wholesalers followed by agents, farmers, retailers. And it was observed that 26 per cent of flowers used for decoration of marriage halls were Roses followed by Gerbera (13 %) and Cornation (10 %), Anthurium (9 %).

4.3 Purchase price of cut flowers by following months

Looking at the availability of flowers by following months seasonal indices of prices Table 4.3 one can observe that all the cut flowers were experiencing more fluctuations in prices but Anthurium experiencing higher fluctuation.

The Roses had indices ranging from Rs.75 to Rs.153 per bunch with the highest price in December and the lowest in April. Gladiolus had its highest price in December Rs.163 followed by January Rs.148 while the Index was lowest in the month of April Rs.70. The indices for Gladiolus range between 70 and 163. Anthurium had indices ranging from Rs.72 to Rs.162 with prices reached peak in January followed by December and the minimum in April.

To sum up it was observed that the seasonal fluctuation of price does varied much from flower to flower, the prices were higher during the months of December, January and February. Anthurium flowers were experiencing higher price fluctuation followed by Gladiolus and followed by roses, due to the seasonal availability of flowers was also more or less variation in those months.

4.4 Availability of Flowers in Different Seasons

These days, availability of any flower is not a big problem since flowers are being imported from the places of availability to those of non-availability (since seasons vary across different parts of the globe). But, one has to pay huge amounts to be able to do so. But broadly, the following flowers are available during respective months of different seasons mentioned in the Table 4.4.

In order to study finds the seasonal availability of wedding flowers was observed for all the cut flowers Table 4.4 shows that more than 50 per cent of flowers available around the year like Baby's Breath, Bachelor's Button, Calla lilies, Carnations, Delphiniums, Gardenias, Heather, Lily of the valley, Orchids, Proteas, Roses, Scabiosas. Majority of the flowers available in spring months followed by summer and winter seasons. Based on the florist experience data found roses are available peak in February followed by one more peak in January and December, while they were lowest in March.

Table 4.2: Source of procurement of cut flowers by flower decorators

SI. No.	Name of cut flowers	Source-wise purchase (in Per centage)			Agency wise purchase (In per centage)			Composition of flowers used per marriage
		K. R. Market (foot path area)	IFAB	Other Places *	Wholesalers	Agents	Others **	
1.	Rose	80	15	5	75	20	5	26
2.	Gerbera	75	10	15	75	15	10	13
3.	Carnation	85	10	5	85	10	5	10
4.	Anthurium	70	10	15	70	20	10	9
5.	Chrysanthemum	90	10	0	90	0	10	3
6.	Tulips	85	5	10	80	8	12	5
7.	Gladiolus	90	5	0	95	5	0	7
8.	Lilly	90	10	0	90	10	0	7
9.	Birds of Paradise	90	10	0	90	0	10	2
10.	Dutch amaryllis	95	0	5	95	5	0	5
11.	Gardenia	95	5	0	95	0	5	2
12.	Heliconia Pendula (Frosty)	70	5	20	75	5	20	2
13.	Lotus	100	0	0	100	0	0	1
14.	Orchids	95	5	0	95	0	5	4
15.	Blue Alpine Daisy	100	0	0	100	0	0	3
16.	China aster	95	5	0	90	0	10	1

Note: Others places* - Coorg, Chikballapur, Mysuru, Ooty, Kolkotha,
Others**- Farmers, Retailers.

Table 4.3 Purchasing prices of cut flowers by following month

Month	Rs. per bunch of flowers*		
	Rose	Gladiolus	Anthuriums
January	136	148	172
February	126	138	123
March	115	64	122
April	75	70	72
May	88	98	115
June	79	74	96
July	94	72	75
August	86	98	120
September	89	105	74
October	92.	85	115
November	132	135	75
December	153	163	136

Note: 1 Bunch=20 flowers

Table 4.4: Availability of Flowers in Different Seasons

Sl. No.	Flowers available around year	Flowers available in rainy	Flowers available in Summer	Flowers available in Winter
1.	Baby's Breath	Alstroemeria	Anemones,	Asters
2.	Bachelor	Bells of Ireland	Bells of Ireland	Chrysanthemums
3.	Button	Chrysanthemums	Boronia	Dahlias
4.	Bird of paradise	English lavenders	Casablanca Lily	Marigolds
5.	Calla lilies	Freesia	Daffodils	Statice
6.	Carnations	Gerbera	Delphiniums	Zinnias
7.	Delphinium	daisies	Hyacinths	
8.	Gardenias	Hydrangeas	Lilacs	
9.	Heather	Irises	Narcissi	
10.	Lilly	Larkspurs	Peonies	
11.	Orchids	Liatris	Ranunculi	
12.	Protea	Lilies	Stargazer Lilies	
13.	Roses	Asters	Sweet peas	
14.	Scabiosas	Monte Casino	Tulips	
15.		Queen Anne's Laces	Wax flowers	
16.		Snapdragons		
17.		Solidastors		
18.		Statice		
19.		Stephanotis		
20.		Sunflowers		
21.		Tuberose		
22.		Yarrows		
23.		Zinnias		

4.5 Socio-economic profile of marriage celebrators

The demographic profile indicated in the Table (4.5 to 4.11) include, socio economic aspects such as age, educational levels, religious group, gender, family sizes, household income. The demographical characteristics of the households are essential when analysing the primary data because such factors influence the household's economic behavior.

4.5.1 Age of the marriage celebrators in Bengaluru city

The distribution of the respondent of marriage celebrators according to their age is presented in Table 4.5 The age wise classification of respondents marriage celebrators showed that 43.33 per cent of the celebrators belonged to the age group of above 50 years followed by 41-50 years (30 %). The remaining marriage celebrators were under the age group of 31-40 (23.34 %) and the rest 3.33 per cent belonged to the age group of up to 30 years.

Table 4.5: Age of the marriage celebrators in Bengaluru city

(n=30)

Sl. No.	Particulars (Years)	Number	Per cent
1.	Below 31	1	3.33
2.	31 to 40	7	23.34
3.	41 to 50	9	30.00
4.	Above 50	13	43.33
Total		30	100

4.5.2 Educational status of marriage celebrators in Bengaluru city

The distribution of respondent marriage celebrators by educational level has been presented in the Table 4.6. Out of the cumulative sample of 30 marriage celebrators 43.33 per cent had post-graduation, 11 studied up to graduation (36.67 %), 3 studied S.S.L.C (10 %), 2 studied up to PUC (6.67 %), and remaining 1 studied only primary school.

Table 4.6: Educational status of marriage celebrators in Bengaluru city**(n=30)**

Sl. No.	Education level	Number	Per cent
1.	Primary school	1	3.33
2.	SSLC	3	10.00
3.	PUC	2	6.67
4.	Graduate	11	36.67
5.	Post Graduate and above	13	43.33
Total		30	100

4.5.3 Distinguish the sample according to the religion

From the table 4.7 it could be observed that more than 50 per cent of the sample respondent marriage celebrators belonged to the Hindu religion followed by Muslims (23.34 %). Six respondents were Christians constituting 20 per cent. Only 1 respondent belonged to other religions, constituted only 3.33 per cent of the total.

Table 4.7: Distinguish the sample according to the religion**(n=30)**

Sl. No.	Particulars	Number	Per cent
1.	Hindu	16	53.34
2.	Muslim	7	23.33
3.	Christians	6	20.00
4.	Others	1	3.33
	Total	30	100

4.5.4 Gender group in marriage celebrators

The gender variable plays a decisive role in the marriage celebrators behavior. Table 4.8 indicated among the total respondents 26 were men and 4 were women forming v 86.67 and 13.33 per cent to the total of respondents respectively.

Table 4.8: Gender of marriage celebrators**(n=30)**

Sl. No.	Gender	Number	Per cent
1.	Men	26	86.67
2.	Women	4	13.33
Total		30	100

4.5.5 Family size of marriage celebrators

The distribution of respondent according to the family size of marriage celebrators is presented in Table 4.9. The range of the size of family was between one to eight members in a family. The highest number of marriage celebrators comes under the category of medium family 4-8 members (46.67 %) followed by big >8 (36.67 %), and small <4 (16.66 %)

Table 4.9: Family size of marriage celebrators**(n=30)**

Sl. No.	Family size	Number	Per cent
1.	Small (<4)	5	16.66
2.	Medium (4-8)	14	46.67
3.	Big (>8)	11	36.67
Total		30	100

4.5.6 Family structure of marriage celebrators

With regard to family type, Table 4.10 indicates majority (63.33 %) of respondent marriage celebrators belonged to joint family followed by nuclear family (36.67 %) in Bengaluru city.

Table 4.10: Family structure of marriage celebrators**(n=30)**

Sl. No.	Family type	Number	Per cent
1.	Nuclear	11	36.67
2.	Joint	19	63.33
Total		30	100

4.5.7 The monthly income of marriage celebrators

The socio-economic status of the marriage celebrators in Bengaluru city is presented in Table 4.11. The range of the household income per month between Rs. 80,000 to Rs.1,60,000 with respect to the monthly income 30 % belonged to low income group (up to Rs. 80,000 per month) with an average income of Rs. 60,000 per month constituting 30 per cent of the total respondents and ten respondents (32.5 %) belonged to the medium income group (Rs. 80,000 to 1,60,000 per month) with an average income of Rs.1,20,000 per month. Top eleven respondents were categorized under high income group with an average income of Rs.2,20,000 per month constituting 37.50 per cent of the total

Table 4.11: Monthly house hold income of marriage celebrators**(n=30)**

Sl. No.	Income in Rupees	Number	Per cent
1.	Up to 80,000	9	30.00
2.	80,000-1,60,000	10	32.50
3.	1,60,000 above	11	37.50
Total		30	100

4.6 Cost and returns of flower decoration business

The details on the costs incurred on variable factors and fixed factors in flower decoration business are presented in Table 4.12 to Table 4.14.

The flower decoration in marriage halls were classified into three categories viz., low (Rs. <1 Lakh), medium (Rs.1 to 2 Lakh) and high budget (Rs. > 2 Lakh) flower

decoration based on the amount charged by the flower decorators in marriage halls per marriage for flower decoration.

4.6.1 Cost and returns of low budget flower decoration

The results of the analysis are presented separately in Table 4.12 presented the cost and returns of low budget flower decoration in Bengaluru city. Variable cost accounts for 62.33 per cent of the total cost, includes the flower cost 21.27 per cent followed by labour cost 11.41 per cent, stem and leafy materials 7.78 per cent, transportation cost 7.26 per cent, were found to be major variable cost.

Fixed costs accounted 37.67 per cent of the total cost includes the cost of artificial and dry flowers 7.78 per cent was the major fixed cost followed by office rent 5.71 per cent, cost of designed cover clothes 5.19 per cent and poles wooden boards constitute 4.67 per cent.

Returns from low budget flower decoration details are presented in the Table 4.12 The gross returns per marriage hall decoration was Rs. 50,500 and net returns of flower decoration per marriage was Rs. 11,956 (31 %). The rate of returns per rupee of expenditure incurred in low budget flower decoration was found that Rs.1.31

4.6.2 Cost and returns of medium budget flower decoration

Table 4.13 presents the cost and returns of medium budget flower decoration in Bengaluru city is indicated in variable cost accounts 63.36 per cent of the total cost, includes the flower cost 26.07 per cent followed by labour cost 7.78 per cent, stem and leafy materials 8.98 per cent, transportation cost 4.93 per cent, were found to be major variable cost items.

Fixed costs accounted 36.64 per cent of the total cost including the cost of artificial and dry flowers 6.02 per cent is the major fixed cost followed by office rent 5.48 per cent, cost of designed cover clothes 4.16 per cent and poles wooden boards constitute 4.6 per cent.

Returns from medium budget flower decoration details are presented in the Table 4.13 The gross returns per marriage halls decoration was Rs. 1,24,000 and net returns of flower decoration per marriage was Rs. 32,782 (36 %). The rate of return per rupee of expenditure incurred in medium budget flower decoration was found to be Rs.1.36

Table 4.12: Cost and returns of low budget flower decoration**(n=10)**

Sl. No.	Particulars	Cost (Rs)	Per cent
I	Cost per marriage		
I. a	Variable costs		
	Labour cost (man days)	3,000	7.78
	a) Skilled labour	1,400	3.63
	b) Unskilled labour		
	Transportation cost	2,800	7.26
	Anchor pins or foam Sponge	1,800	4.67
	Floral Wires or stem tapes	1,100	2.85
	Ribbon & tags	800	2.08
	Garland balls	400	1.04
	Paper lanterns	634	1.64
	stem & leafy materials	3,000	7.78
	cut flowers	8,200	21.27
	Others	750	1.95
	Interest on variable capital @ 7 per cent	140	0.36
	Total variable cost per marriage	24,024	62.33
I. b	Fixed costs		
	Office rent	2,200	5.71
	Designed cover clothes	2,000	5.19
	Standing poles and wooden boards	1,800	4.67
	Pots	1,200	3.11
	Florist scissors	100	0.26
	Mister	100	0.26
	Knife & cutters	50	0.13
	Cocktail sticks	350	0.91
	Containers & Basket	200	0.52
	Vase & Jug	1,000	2.59
	Bowls & Tray	400	1.04
	Artificial and Dry flowers	3,000	7.78
	Feathers	700	1.82
	Others	100	0.26
	Interest on fixed capital @ 10 per cent	1,320	3.42
	Total fixed cost per marriage	14,520	37.67
	Total cost per marriage	38,544	100.00
II	Returns of low budget flower decoration per marriage		
	Gross returns (Rs) per marriage	50,500	
	Net returns (Rs) per marriage	11,956	31.02
	Returns per rupee of expenditure per marriage flower decoration	1.31	

Note: Low budget Rs. < 1 Lakh.

Table 4.13: Cost and returns of medium budget flower decoration**(n=10)**

Sl. No.	Particulars	Cost (Rs)	Per cent
I	Cost per marriage		
I. a	Variable costs		
	Labour cost (man days)	5,000	5.48
	a) Skilled labour	2,100	2.30
	b) Unskilled labour		
	Transportation cost	4,500	4.93
	Anchor pins or foam Sponge	4,200	4.60
	Floral Wires or stem tapes	1,900	2.08
	Ribbon & tags	1,600	1.75
	Garland balls	1,200	1.31
	Paper lanterns	2,400	2.63
	stem& leafy materials	8,200	8.98
	cut flowers	23,800	26.07
	Others	2,600	2.85
	Interest on variable capital @ 7 per cent	346	0.38
	Total variable cost / marriage	57,846	63.36
I. b	Fixed costs		
	Office rent	5,000	5.48
	Designed cover clothes	3,800	4.16
	Standing poles and wooden boards	4,200	4.60
	Pots	3,800	4.16
	Florist scissors	450	0.49
	Mister	400	0.44
	Knife & cutters	300	0.33
	Cocktail sticks	950	1.04
	Containers & Basket	800	0.88
	Vase & Jug	2,950	3.23
	Bowls & Tray	850	0.93
	Artificial and dried flowers	5,500	6.02
	Feathers	1,150	1.26
	Others	350	0.38
	Interest on fixed capital @ 10 per cent	2,950	3.23
	Total fixed cost / marriage	33,450	36.64
	Total cost / marriage	91,296	100.00
II	Returns of medium budget flower decoration per marriage		
	Gross returns (Rs) per marriage	1,24,000	
	Net returns (Rs) per marriage	32,704	36.00
	Returns per rupee of expenditure / marriage flower decoration	1.36	

Note: Medium budget Rs. 1-2 Lakh.

4.6.3 Cost and returns of high budget flower decoration

The cost and returns of high budget flower decoration in Bengaluru city is indicated in the table 4.14 variable cost accounts 63.40 per cent of the total cost, includes the flower cost more 34.94 per cent followed by labour cost 3.43 per cent, stem and leafy materials 8.20 per cent, transportation cost 3.88 per cent, were found to be major variable cost

Fixed costs accounted for 36.60 per cent of the total cost including the cost of poles, wooden boards constitute 7.59 per cent was the major fixed cost followed by artificial and dry flowers 4.43 per cent, office rent 4.17 per cent, and cost of designed cover clothes 3.51 per cent.

Returns from high budget flower decoration details are presented in the Table 4.14 The gross returns per marriage hall decoration was Rs. 4,96,000 and net returns of flower decoration per marriage was Rs. 1,48,202 (43 %). The rate of returns per rupee of expenditure incurred in high budget flower decoration was found that Rs. 1.43

4.7 Constraints in flower decoration business

The opinion of flower decorators was collected regarding the major constraints faced in the flower decoration business. The important constraints indicated by flower decorators are fluctuation of price of flowers, difficulty in buying flowers, scarcity of skilled labour, non-availability of required quantity of flowers, uncertainty in prices during festivals, many competitors and bargaining by marriage celebrators, lack of market information, too much time to decorate the flowers, quick deterioration in quality of flowers, lack of regular suppliers, high transportation cost, low profit margin, lack of adequate capital, with ranking first to thirteenth with a mean score of 79.6 to 20.8 respectively.

The constraints in flower decoration was collected from three categories viz., low (Rs. <1 Lakh), medium (Rs.1 to 2 Lakh) and high budget (Rs. > 2 Lakh) flower decoration marriages based on the amount charged by the flower decorators in marriage halls per marriage.

The study found that major constraints faced in the low budget flower decoration presented in Table 4.15. The fluctuation of prices is major constraints with a mean score 79.6 followed by difficulty in purchasing flowers (63.7), scarcity of skilled labour (63.1), non-availability of required quantity of flowers (62.5), uncertainty in prices during festivals (60.9).

Table 4.14: Cost and returns of high budget flower decoration**(n=10)**

Sl. No	Particulars	Cost (Rs)	Per cent
I. a	Cost per marriage		
	Variable costs		
	Labour cost (man days)	8,400	2.42
	a) Skilled labour	3,500	1.01
	b) Unskilled labour		
	Transportation cost	13,500	3.88
	Anchor pins or foam Sponge	11,200	3.22
	Floral Wires or stem tapes	4,450	1.28
	Ribbon & tags	4,200	1.21
	Garland balls	3,200	0.92
	Paper lanterns	11,850	3.41
	stem & leafy materials	28,500	8.20
	cut flowers	1,21,500	34.94
	Others	8,800	2.53
	Interest on variable capital @ 7 per cent	1,367	0.39
	Total variable cost / marriage	2,20,467	63.40
I. b	Fixed costs		
	Office rent	14,500	4.17
	Designed cover clothes	12,200	3.51
	Standing poles and wooden boards	26,400	7.59
	Pots	12,400	3.57
	Florist scissors	1,200	0.35
	Mister	1,000	0.29
	Knife & cutters	1,450	0.42
	Cocktail sticks	6,500	1.87
	Containers & Basket	2,700	0.78
	Vase & Jug	4,000	1.15
	Bowls & Tray	2,350	0.68
	Artificial and Dry flowers	15,400	4.43
	Feathers	9,500	2.73
	Others	5,250	1.51
	Interest on fixed capital @ 10 per cent	12,440	3.58
	Total fixed cost per marriage	1,27,290	36.60
	Total cost per marriage	3,47,757	100.00
II	Returns of high budget flower decoration per marriage		
	Gross returns (Rs)	4,96,000	
	Net returns (Rs)	1,48,243	43
	Returns per rupee of expenditure / marriage flower decoration	1.43	

Note: High budget Rs. >2 Lakh.

Table 4.15: Constraints faced in the low budget flower decoration business**(n=10)**

SI. No.	Constraints	Mean score	Garret's rank
1.	Fluctuation of prices of flowers	79.6	I
2.	Difficulty in procuring flowers	63.7	II
3.	Scarcity of skilled labour	63.1	III
4.	Non availability of required quantity of flowers	62.5	IV
5.	Uncertainty in prices during festivals	60.9	V
6.	Many competitors and Bargaining	57.7	VI
7.	Lack of market information	56.7	VII
8.	Too much time to decorate the flowers	42.5	VIII
9.	Quick deterioration in quality of flowers	42.3	IX
10.	Lack of regular suppliers	38.3	X
11.	Huge transportation cost	32.8	XI
12.	Low profit margin	31.1	XII
13.	Lack of adequate capital	20.8	XIII

Table 4.16 presented the major constraints faced in medium budget flower decoration, the fluctuation of prices is major constraints with a mean score 79.6 followed by difficulty in procuring flowers (63.7), scarcity of skilled labour (63.1), non availability of required quantity of flowers (62.5), uncertainty in prices during festivals (60.9).

**Table 4.16: Constraints faced in the medium budget flower decoration business
(n=10)**

Sl. No.	Constraints	Mean score	Garret's rank
1.	Fluctuation of prices of flowers	76.6	I
2.	Uncertainty in prices during festivals	69.6	II
3.	Difficulty in procuring flowers	62.0	III
4.	Scarcity of skilled labour	58.0	IV
5.	Lack of market information	57.3	V
6.	Many competitors and Bargaining	56.9	VI
7.	Non availability of required quantity of flowers	56.0	VII
8.	Deterioration in quality of flowers	45.4	VIII
9.	Lack of regular suppliers	41.1	IX
10.	Too much time to decorate the flowers	38.8	X
11.	Huge transportation cost	34.4	XI
12.	Low profit margin	33.5	XII
13.	Lack of adequate Capital	22.4	XIII

The major constraints faced in high budget flower decoration is presented in the Table 4.17. The scarcity of skilled labour is major constraints with a mean score 81 followed by too much time to decorate the flowers (72.6), fluctuation of prices (65.2), non-availability of required quantity of flowers (60.3), difficulty in procuring flowers (57.1), many competitors and bargaining (51.7).

Table 4.17: Constraints faced in the high budget flower decoration business**(n=10)**

Sl. No.	Constraints	Mean score	Garret's rank
1.	Scarcity of skilled labour	81.0	I
2.	Too much time to decorate the flowers	72.6	II
3.	Fluctuation of prices of flowers	65.2	III
4.	Non availability of required quantity of flowers	60.3	IV
5.	Difficulty in procuring flowers	57.1	V
6.	Many competitors and Bargaining	51.7	VI
7.	Lack of market information	47.6	VII
8.	Uncertainty in prices during festivals	42.3	VIII
9.	Deterioration in quality of flowers	40.7	IX
10.	Lack of regular suppliers	47.0	X
11.	Huge transportation cost	36.4	XI
12.	Low profit margin	29.1	XII
13.	Lack of adequate Capital	21.0	XIII

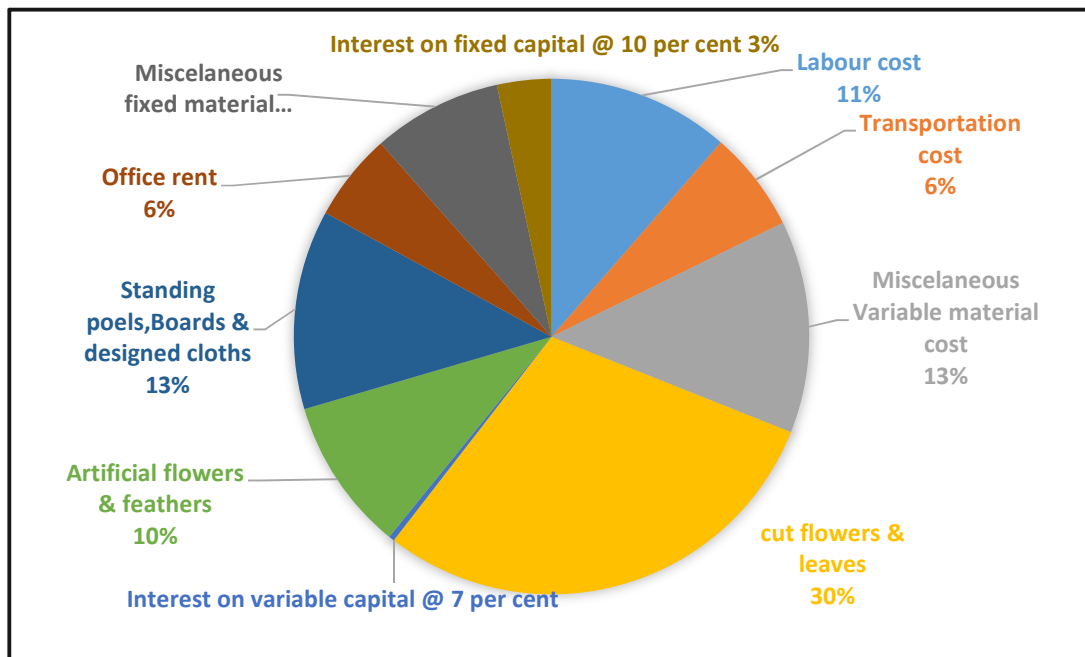


Fig. 2: Cost composition of low budget marriage flower decoration

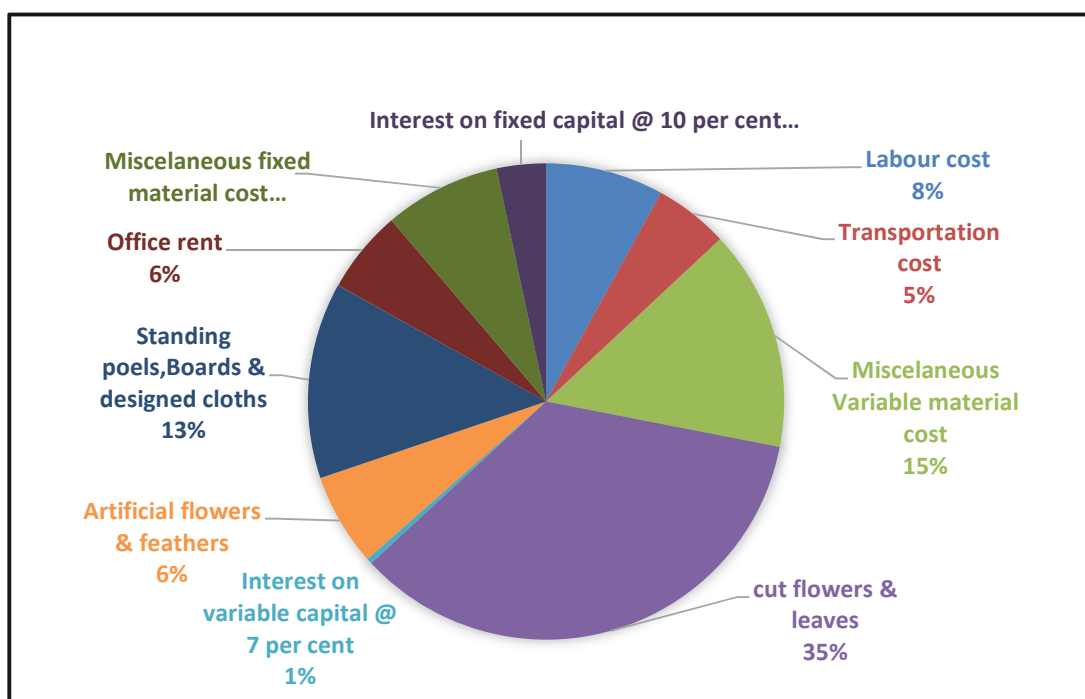


Fig. 3: Cost composition of medium budget marriage flower decoration

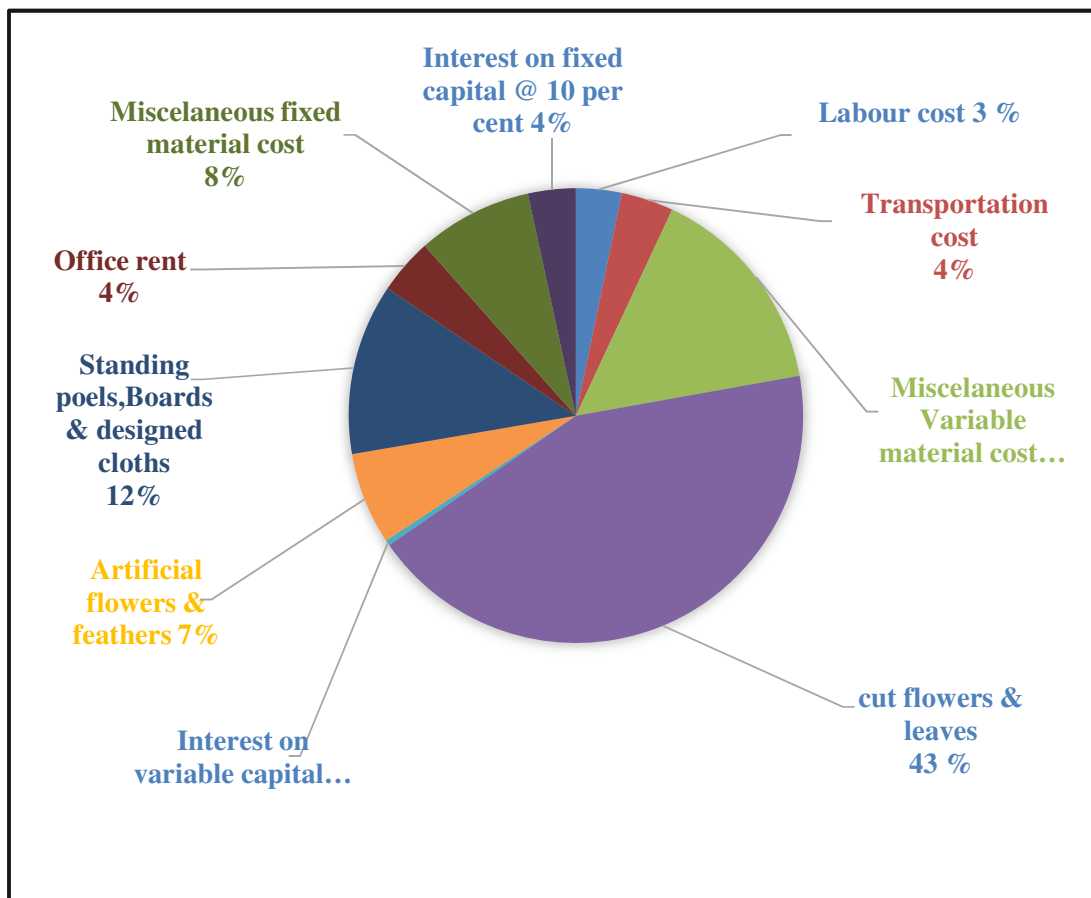


Fig. 4: Cost composition of high budget marriage flower decoration

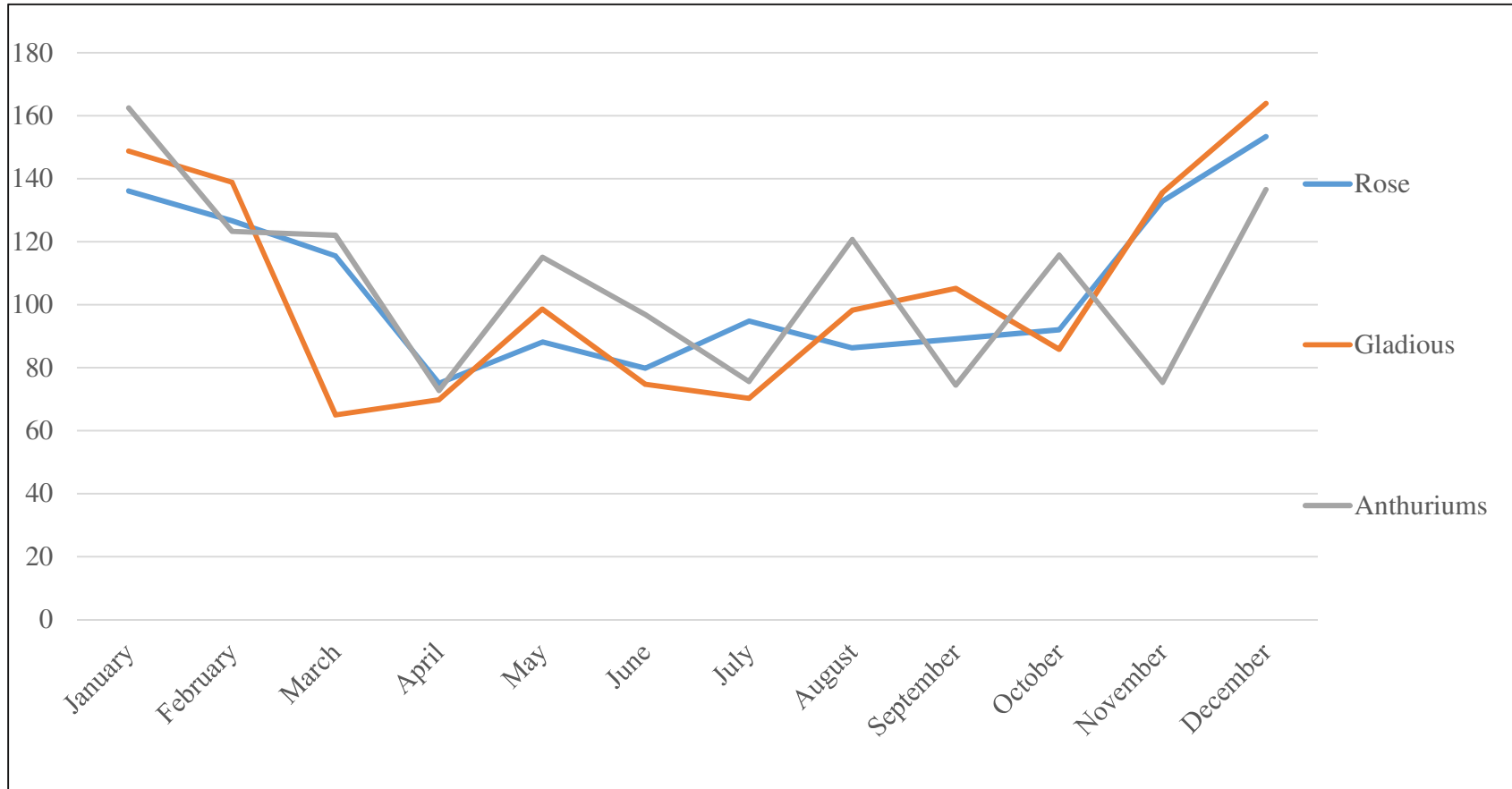


Fig. 5: Purchasing price of cut flowers across the months

V DISCUSSION

The results of the study are discussed systematically in this chapter under the following headings.

- 5.1 Profile of flower decorators
- 5.2 Sources and types of flowers procured by decorators
- 5.3 Purchasing prices of cut flowers by following months
- 5.4 Availability of Wedding Flowers in Different Seasons
- 5.5 Socio-economic profile of marriage celebrators
- 5.6 Cost and returns of flower decoration business
- 5.7 Constraints in flower decoration business

5.1 Profiles of flower decorators

Bengaluru city was selected for the study. From the study area 30 flower decorators were selected for the detailed survey. The profile of flower decorator contains age, gender, literacy levels, religion, family type and composition of family.

The age of the flower decorators is an important aspect in flower decoration business since experience in decorating realizing high income. The flower decorators were classified according to the age group (Table 4.1). The study reveals that more than 50 per cent of the flower decorators belonged to the age group of 31-40 years. This is followed by age group of 41-50 years, below 30 years and above 50 years which accounts for 20 per cent, 13.3 per cent and 10 per cent respectively. This clearly indicates that the middle age group flower decorators are actively engaged in flower decoration business activities compared to other age groups.

Education plays a key role in enhancing the knowledge of the flower decorators and their knowledge about particular features of flowers. In the cumulative sample of 30 flower decorators (Table 4.1) 46.7 per cent of them had pre-university level education, followed by 30 per cent studied up to graduation and 16.7 per cent studied up to SSLC. The flower decorators who have completed post graduate degree involved in decoration business were only 6.7 per cent.

In all the categories of sample respondents, found that majority of the respondent flower decorators were belonged to Hindu religion 63.3 per cent, and more than 50 per cent of flower decorators were belonged to medium (4-6) family, 70 per cent of families were nuclear in nature.

5.2 Sources and types of flowers procured by decorators

K. R. Market is the major source of purchase of decoration flowers (Table 4.2). More than 75 per cent of cut flowers sourced from K. R. Market, due to the decorators were more convenient to purchase required quantity of flowers with a reasonable prices comparatively less transportation cost encourage them to procured in local market followed by IFAB and other nearby places in and around Bengaluru city like Coorg, Mysuru, Chickballapur, Ooty,

Study reveals that more than 75 per cent of cut flowers procured from wholesalers due to available of varieties of flowers with a reasonable prices followed by agents, farmers, retailers.

Study found that more than 40 types of flowers used in marriage halls decoration. Among them rose is the major flower 26 per cent followed by gerbera, carnation, anthuriums lilly, gladiolus, tullips, dutch amaryllis, orchids, daisy, chrysanthemum, bird of paradise, gardenia, heliconia pendula, and rarely used in lotus and china aster 1 per cent respectively.

5.3 Purchasing price of cut flowers by following months

When looking in to the table 4.3 we can see that rose flowers experienced lesser fluctuations in prices while the Anthurium and Gladiolus experienced higher fluctuations in prices. But when compared seasonality in prices was observed more or less similar in all the cut flowers.

The indices for the prices for all the varieties were lower in April to June, which indicates the prices were less at that periods, which co-insides with the low demand season and the arrivals of cut flowers in the markets were also less. And in contrary during the peak season i.e February, January and December the prices reached a highest peak in all flowers. As these are peak seasons for all the cut flowers, the arrivals were more in the markets because of higher demand for flowers during these months, as a result the prices of it goes up in that periods.

The findings of the study are in conformity with Prasad *et.al* (1989), who reported that the indices of arrivals were high while the price indices were on lower side for bulbs and fingers of turmeric in Guntur market, during the post-harvest months.

5.4 Availability of Flowers in Different Seasons

The study found that availability of flowers was classified into three seasons looking in to the table 4.4 seasonality available was observed more than 50 per cent of flowers available around the year due to those flower suitable for cultivation in all climatic conditions and most of them grown in shade net, poly house. Some flowers are available in rainy months due to those flower require suitable climatic condition and some flowers flowering only in rainy months and twice in a year. The highest availability of roses to the market reached a peak in February followed by December

and January the peak in February was mainly due to which was the season of higher demand because of Valentines day and coincides with marriage season. The lowest peak of it was in the month of April, which was an off season period.

It's very difficult to notice the seasonal availability of different flowers because modern days flowers are growing based on the demand the more number of flowers available reached a peak in February followed by January, December and November as these periods' co-insides with the Marriage, Christmas, New Year and Valentines Day. Hence study reveals that the producers increase the production by pruning through meet the demand during that season.

5.5 Socio-economic profile of marriage celebrators

5.5.1 Age of the marriage celebrators in Bengaluru city

The age of the marriage celebrators is an important aspect in flower decoration. The marriage celebrators were classified according to the age group (Table 4.5). The study reveals that nearly 50 per cent of marriage celebrators belonged to the age group of above 50 years. This is followed by age group of 41-50 years, 31-40 years, and below 30 years which accounts for 30 per cent, 23.3 per cent and 3.3 per cent respectively. This clearly indicates that the above 50 years age group marriage celebrators are actively engaged in marriage celebration compared to other age groups.

5.5.2 Educational status of marriage celebrators in Bengaluru city

Education plays a key role in enhancing the knowledge of the marriage celebrators. Their knowledge about how much spend for particular type of marriage flower decoration. In the cumulative sample of 30 marriage celebrators (Table 4.6) 43 per cent had post-graduation, 11 studied up to graduation (36.7 %), 3 studied S.S.L.C (10 %), 2 studied up to PUC (6.7 %), and remaining 1 studied only primary school. Study reveals that nearly 45 per cent of marriage celebrators had post-graduation studies it indicates flower decoration is a significant part in marriage halls

5.5.3 Religious group of marriage celebrators

In the study revealed that (Table 4.7) more than 50 per cent of the respondent marriage celebrators belonged to the Hindu religion followed by Muslims (23.3 %). Six respondents were Christians constituting 20 per cent. Only 1 respondent belonged to other religions, constituting only 3.3 per cent of the total. It indicates Hindus are given more importance to the floral arrangements

5.5.4 Gender group in marriage celebrators

The gender variable plays a decisive role in the marriage celebrators behaviour. Table 4.8 presented among the total respondents 26 were men and 4 were women constitute about 86.7 and 13.3 per cent to the total of respondents respectively. It indicates Bengaluru has a more number of paternal family.

5.5.5 Family size of marriage celebrators

The distribution of respondent according to the family members of marriage celebrators is presented in Table 4.9. The range of the size of family was between one to eight members in a family. The highest number of marriage celebrators comes under the category of medium family 4-8 members (36.7 %) followed by big >8 (36.7 %), and small <4 (16.7 %). It indicates the medium size of family gives more importance towards the floral arrangements in marriage.

5.5.6: Family structure of marriage celebrators

Table 4.10 presented 63.3 per cent of respondent marriage celebrators belonged to joint family followed by nuclear family (36.7 %) in Bengaluru city. It indicates joint family gives more importance to the floral arrangements rather than nuclear family.

5.5.7 Monthly income of marriage celebrators

The socio-economic status of the marriage celebrators in Bengaluru city is presented in Table 4.11. The range of the household income per month between Rs.80,000 to Rs.1,60,000 hence study prove that belonged to more income group of households willingly spent high amount of rupees towards the floral arrangements in marriage halls

5.6 Cost and returns of flower decoration business

Costs of inputs play an important role in deciding the extent of profits. The cost incurred on different inputs in flower decoration were estimated for low (Rs. <1 Lakh), medium (Rs.1 to 2 Lakh) and high budget (Rs. > 2 Lakh) flower decoration based on the amount charged by the flower decorators per marriage flower decoration and the results presented in Table 4.12 to Table 4.14 respectively.

5.6.1 Cost and returns of low budget flower decoration

Study revealed that major cost in low budget flower decoration is towards variable cost accounted 62.33 % of the total cost, among those cost of purchasing flowers is the major accounted 21.27 per cent followed by labour cost and transportation cost.

The total fixed cost per low budget flower decoration accounted 37.67 per cent of the total cost, among those artificial and dry flowers are the major cost accounted 7.78 per cent due to purchasing of dry flowers and maintenance charges are high, followed by office rent and standing poles, boards.

As presented in the Table 4.12, nearly average gross return per low budget flower decoration is about Rs. 50,500 and net returns Rs. 11,956. The returns per rupee of expenditure per low budget marriage flower decoration accounted 1.31 which means decorators get 31 per cent of profits per low budget marriage flower decoration.

5.6.2 Cost and returns of medium budget flower decoration

Study finds that major cost in medium budget flower decoration is towards variable cost accounted 63.36 % of the total cost, among those cost of purchasing flowers is the major accounted 26.07 due to cut flowers are mainly used for marriage hall decoration and cut flowers procured from far away places hence price of cut flowers is more this reason variable cost is more.

Fixed cost per medium budget flower decoration accounted 36.64 per cent of the total cost, among those artificial and dry flowers are the major cost due to huge maintenance charge.

As result showed in the Table 4.13, gross return per medium budget flower decoration is about Rs. 1,24,000 and net returns Rs. 37,782. The returns per rupee of expenditure per medium budget marriage flower decoration accounted 1.36 which means decorators get 36 per cent of profits per medium budget marriage flower decoration.

5.6.3 Cost and returns of high budget flower decoration

The Table 4.14 revealed that major cost in high budget flower decoration is accounted variable cost 63.4 per cent, among those cost purchasing of flowers is the major accounted 34.94 per cent due to high budget flower decoration used more varieties of exotic flowers and those flowers use to grow in poly house, green house and procured from far of places hence price of cut flowers is more this reason variable cost accounts more.

Fixed cost includes standing poles, wooden boards and dry artificial flowers in decoration those depreciation around 10 years hence fixed cost is less.

Present study revealed that profit is more in case of decorating high budget marriage flower decoration (43 %) followed by medium (36 %) and low budget (31 %) marriage flower decoration.

5.7 Constraints in flower decoration business

In recent years flower decoration business become more profitable. Even though flower decorators facing many problems in their business. The Garret's ranking technique was used to analyze the data and to identify the major constraints in the flower decoration business. The 30 sample flower decorators were asked to rank the preferred constraints.

The constraints in flower decoration was collected into three category viz., low (Rs. <1 Lakh), medium (Rs.1 to 2 Lakh) and high budget (Rs. > 2 Lakh) flower decoration based on the amount charged by the flower decorators in marriage halls per marriage flower decoration.

There were 13 constraints which the flower decorators faced during flower decoration in marriage halls. Among these constraints, Price fluctuation was the major constraint (Table 4.15 and Table 4.16).in low and medium budget flower decoration. It may be because of the fact that seasonal demand for the cut flowers. Seasons like marriage, New Year, Christmas and Valentines Day. During these seasons there was a lot of demand for the flowers.

The other important constraints faced by the flower decorators is difficulty in procuring flowers scarcity of skilled labour, non-availability of required quantity of flowers, uncertainty in prices during festivals, many competitors and bargaining, lack of market information, too much time to decorate the flowers, quick deterioration in quality of flowers, lack of regular suppliers, huge transportation cost, low profit margin, lack of adequate capital. With ranked first to thirteenth with a mean score of 79.6 to 20.8 respectively.

The table 4.17 presented the scarcity of skilled labour is major constraints faced in high budget flower decoration. Because of flower decoration is a skilled oriented job required well trained labour. Followed by too much time to decorate the flowers due to floral arrangement very tedious job need to arrange individual flowers consume more time to decorate the flowers. Among those lack of adequate capital is document the least constraints because of flower decorators are well financed.

FLOWERS USED FOR DECORATION



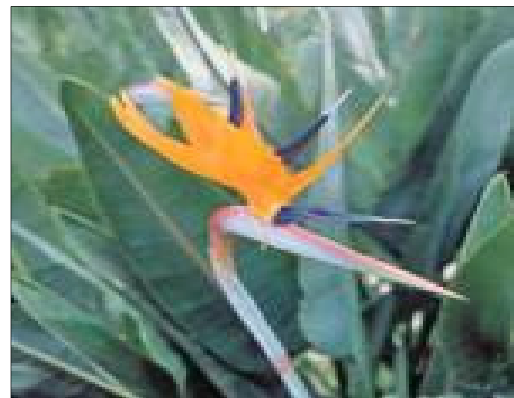
Dutch amaryllis



Anthuriums



Calla Lily



Birds of Paradise



Roses



Gardenias

Plate 1: Different flowers used for flower decoration



Lilacs



Lily of the valley



Oriental



LilyTulips



Musas



Heliconia Pendula

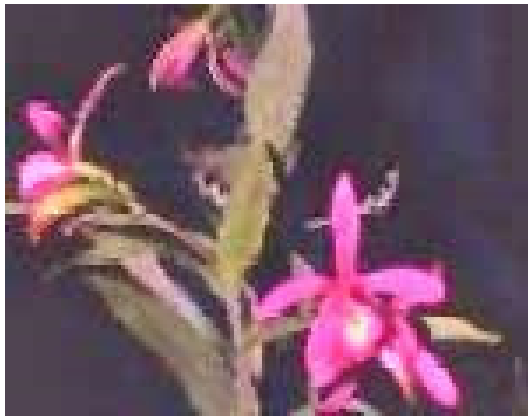
Plate 2: Different flowers used for flower decoration



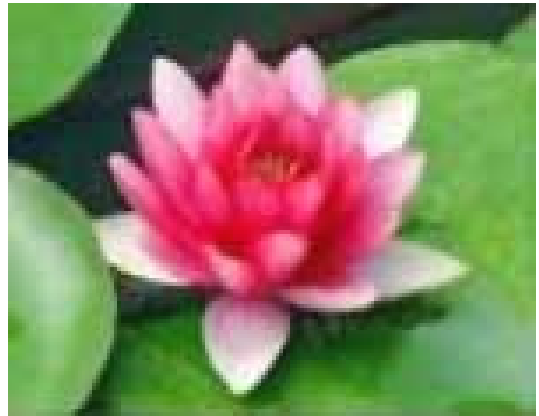
Gingers



Calatheas



Orchids



Lotus



Alstroemeria



Chrysanthemum

Plate 3: Different flowers used for flower decoration

Flower arrangements in marriage halls of Bengaluru city



Plate 4: Flower arrangements in marriage halls of Bengaluru city



Plate 5: Different types of flower arrangements in marriage halls



Plate 6: Different types of flower arrangements in marriage halls of Bengaluru city



Plate 7: Different types of flower arrangements in marriage halls of Bengaluru city

VI SUMMARY AND PRACTICAL UTILITY

Flowers have been an integral part of India's rich cultural heritage and are being used on all occasions for centuries. Flowers are admired by both young and old all over the world for their attraction, fragrance and aesthetic value. Usage of flowers, particularly for religious and social offering is on the rise in recent years. This has led to the appreciation of flowers not only for their aesthetic value but also for their economic importance. Floriculture is fast emerging as a major commercial venture in the world scene. Currently, floriculture has emerged as a lucrative profession with a higher demand for flower decoration and returns than most field crops and even some highly profitable horticultural crops. During the last decade, high investments have been made in floriculture as a commercial activity with a large number of corporate enterprises entering the industry.

The flowers are being used not only for religious and festival occasions but are also being used in bouquets and marriage hall decorations to symbolize different moods and emotions. The flower decoration comprises not only cut flowers but also cut foliage, which may be fresh, dried, dyed or bleached, live plants including pot plants and bedding materials, bulbs of flower crops and floral perfumes. Today, no occasion is complete without flower arrangements and decorations. The use of flowers have come a long way to reach the present status and still has a very promising future ahead.

The flower decorators procured the flowers from nearby markets based on their quantity of indent for marriages. Since flowers are highly perishable, requires careful handling and speedy disposal, therefore, the flower decoration places near to the market its helpful to decorators, perishability makes flower decoration more complex and risky.

In addition, the demand for flowers is not uniform and steady. Factors like location, season and socio-religious festivals affect the demand-supply relationship in flower marketing. The changing socio-economic and religious, cultural factors of marriage celebrators have a bearing on day-to-day demand for flowers decoration in marriage halls. The dwindling water availability, scarcity of labour and crop shifts have affected the availability of flowers. The unorganized marketing scenario and uncertain demand for flowers has contributed to wide price fluctuations.

Karnataka is the pioneer state with a long history of floral arrangements in the country. The bountiful natural resources and diverse religious groups and range of economy peoples prevailing in the state is congenial for flower decoration business.

World trade in floriculture is estimated at \$100 billion. It has reportedly been growing at the rate of 15 per cent annum. Developed countries account for more than 90 per cent of the total world trade in floriculture products. The major producers of cut flowers, apart from the Netherlands are Italy, USA and Thailand. The Netherlands leads the market with 33 per cent of share the major auction centres for the flowers are in the Netherlands. The Netherlands imports the flowers, auctions it and re-exports it to different destinations. The largest bought and sold flower is Rose in almost all the countries, followed by other flowers like Chrysanthemum, Lilies, Carnations, Gerberas,

Anthuriums, Orchids and Gladiolus. Flowers like Tulips, Cymbidium, Freesia, Alstroemeria, which are less known in the Indian markets are also grown and auctioned in large volumes.

In India, The total area under floriculture cultivation was estimated to be more than two lakh ha. Maharashtra, Karnataka, Andhra Pradesh and Haryana have emerged as major floriculture centres. Tamil Nadu is estimated to have the highest area under floriculture production followed by Karnataka, West Bengal, Andhra Pradesh and Maharashtra. Production flowers are estimated to be 2 lakh tonnes of loose flowers and 5 crores (numbers) of cut flowers.

Karnataka stands first in the flower market, the state has the highest area under modern cut flowers. About 40 flower production and export oriented units are located in the state. The country's first flower auction centre is located in Karnataka.

The present study is confined to a detailed enquiry of flower decorators and marriage celebrators for knowing the present situation of flower decoration business in Bengaluru city.

6.1 The specific objectives of the study were:

1. To assess the sources and types of flowers used in marriage halls decoration.
2. To analyse the economics of flower decoration in marriage halls.
3. To examine the constraints in flower decoration business in marriage halls.

6.2 Sampling:

The study was conducted in Bengaluru city of Karnataka, which has more number of marriage halls, and large number of flower decorators, with important flower markets and other strategic flowers marketing locations hence purposively selected for Bengaluru city.

The sample size consists of 60-flower decorators including event managers and marriage celebrators in Bengaluru city. The respondents were classified into flower decorators and marriage celebrators (30 each) among them they were classified into 3 category viz., low, medium and high package flower decoration.

6.3 Data Base

The study was based on primary data collected from the respondents using pre-tested structured schedule through personal interview. The flower decorators and marriage celebrators were chosen randomly in Bengaluru city for the financial year 2014-15. The data pertains to flower decoration business in marriage halls, and taking up flower decorators profits, expenditure and constraints in flower decoration business.

6.4 Analytical techniques

The sources and types of flowers used in marriage halls decoration was computed through descriptive statistics. Cost and profitability analysis was used to analyse the economics of flowers decoration in marriage halls. Garrett's ranking technique was used to rank various constraints faced by the flower decorators in marriage halls flower decoration.

6.5 Major findings of the study

1. Flower decoration has become an integral part of marriage halls particularly in cosmopolitan cities like Bengaluru.
2. Majority of sample respondent flower decorators belonged to the middle aged group of (31 to 40 years) followed by 41 to 50 years in Bengaluru city.
3. Majority (46.67 %) of the flower decorators have education up to pre university level and 30 per cent of the decorators are graduated.
4. Nearly 2/3rd of flower decorators belonged to the Hindu religion in Bengaluru city.
5. In Bengaluru city about 96.67 per cent of the flower decorators reported that men were working as labourers and also owners.
6. Majority (56.67 %) of the flower decorators have the small size family of less than 4 members.
7. Majority (70 %) of sample respondent flower decorators belonged to nuclear families in Bengaluru city.
8. Foot path of K. R. Market area was the major source of cut flowers for the decorators followed by IFAB and other near flower growing areas Coorg, Chikkaballapura, Mysuru.
9. The study reveals that more than 60 exotic and non-exotic flowers were used for marriage halls decoration in Bengaluru city.
10. Flower decorators purchased more than 75 per cent of flowers from wholesalers followed by agents, farmers, retailers
11. The fluctuation of price does varied much from flower to flower, the prices were higher during the months of December, January and February. Anthurium flowers were experiencing higher price fluctuation followed by Gladiolus and followed by roses, due to the seasonal availability of flowers was also more or less variation in those months.

12. The more than 50 per cent of flowers available around the year. Among roses were used more numbers in marriage halls decoration followed by Gerbera, Cornation, Anturium.
13. Majority of sample respondent marriage celebrators belonged to the age group of above 52 years followed by 31 to 40 years in Bengaluru city.
14. All the sample respondent marriage celebrators were literates with a literacy level ranging from primary to post graduation and above. Among them majority of marriage celebrators had a post-graduation.
15. More number of marriage celebrators those who are showing interest to floral arrangements in marriage halls belonged to Hindu religions.
16. About 86 per cent of the marriage celebrators were considered as men.
17. The families of majority of all categories of respondent marriage celebrators were joint in nature and medium size family 4-8 members.
18. With regards to preference for marriage halls floral arrangements is high towards high income family households.
19. The flower decorators coming under the category of high budget flower decoration were able to get higher margin of profit compared to medium and low budget due to high volume of business resulting in higher net returns.
20. The expenditure towards variable cost is more due to high cost of flowers and wages.
21. The costs incurred by flower decorators the highest cost is incurred towards purchasing of flowers (26%) which are procured mainly from far of places like Kolkata, Coorg, Ooty.
22. The study finds that in Bengaluru city the amount spent on flower decoration ranges from Rs. 35,000 to as high as Rs. 9,50,000.
23. The profit margin varies from 31 to 43 per cent depending on low budget flower decoration to high budget flower decoration.
24. The average standing time of the cut flowers is around 20 hours in a marriage halls.
25. Fifty per cent of flower decorators have their own shops for storing the materials the remaining 50 per cent have rented shops for the same.
26. The lower decorators average monthly income ranging from Rs. 50,000 to Rs. 2,50,000 from flower decoration business in marriage halls.

27. Price fluctuation was the major constraint faced by the low and medium budget flower decoration business followed by difficulty in procuring flowers and uncertainty in prices during festivals
28. In the high budget flower decoration business scarcity of skilled labour was the major constraints, followed by too much time to decorate the flowers.
29. The least constraints in the flower decoration business was noticed lack of adequate capital.
30. Flower decoration in marriage halls, red was the most preferred colour for Roses followed by white, whereas pink was the least preferred colour. While in case of Gladiolus orange was the most preferred colour, in case of Anthurium red colour was the most preferred by a majority of the respondents.
31. Low priced flowers were preferred in general for low budget marriage halls decoration compared to medium and high budget marriage halls flower decoration. Price was the least attribute consider by the decorators.

6.6 Practical Utility

1. The majority of flower decorators source the flowers from venders in K. R. Market and majority of purchase from wholesalers hence decorators may plan to purchase directly from flower growers, it may eliminate the middle man and as well as achieve the efficiency in their business.
2. The study indicated that the expenditure towards variable cost was more due to high cost of cut flowers hence contribution of dry flowers in marriage halls decoration cost remarkable.
3. The price fluctuation and scarcity of skilled labour was the major constraints in the flower decoration business hence flower decorators make contract with the organised poly house flower growers and make arrange the training for interesting youngsters.

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