

## Production of Rose and Marigold Flower in Allahabad City

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### Abstract

This topic describes the production of rose and marigold flower in Allahabad city. We have some data which are collected by survey and presented here by table and graph in part of result and discussion. This topic explain the commercial activity of production and marketing of floriculture products is also a source of gainful and quality employment to scores of people The harvesting processes of these crops are very drudgery prone. India being an agricultural country, where majority live in the rural areas, both men and women work very hard in the fields. The harvesting of rose comes under the severe drudgery prone activity (Ergonomic practices, 2003). Marigold is an annual flower plant. The harvesting of the Marigold flower is considered as the severe most drudgery prone activity (Ergonomic practices, 2003) where women have to keep their posture in bending position from the back facing the ground for the harvesting of flowers found that rose and marigold are the main cash crops of Allahabad that involves farmers at great number.

### Keywords

Floriculture; Buds; Commercial; Agro-climate; Entrepreneurial; Drudgery; Rose; Marigold.

### Introduction

India has a long tradition of floriculture. Appreciation of the potential of commercial floriculture has resulted in the blossoming of this field into a viable agri-business option. Availability of natural resources like diverse agro-climatic conditions permit production of a wide range of temperate and tropical flowers, almost all through the year in some part of the country or other. Improved communication facilities have increased their availability in every part of the country. The commercial activity of production and marketing of floriculture products is also a source of gainful and quality employment to scores of people.

Farmer involved into floriculture get very high entrepreneurial opportunities but, so far has found that rose and marigold are the main cash crops of Allahabad that involves farmers at great number. The harvesting processes of these crops are very drudgery prone. India being an agricultural country, where majority live in the rural areas, both men and women work very hard in the fields. The present study will be taken in Allahabad's rural areas where the women are engaged in harvesting of Roses and Marigolds. These two flowers- Rose and Marigold are very much in demand in Allahabad. Harvesting of these is a very drudgery prone activity for the rural women because Rose thorns make them bleed from their hands and over all body and their dress get torn. At the time of harvesting of Marigold, women feel pain in their backbone, thighs, and legs, neck etc. because

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bending during harvesting causes pain. These are major drudgeries of harvesting the Rose and Marigold for these rural women. These two flowers are planted frequently because Allahabad is a Holy and Religious city. Here every day in all the temples people use the flowers for worship God as well as the Dhoopbatti and Agarbatti sticks also used in temple which has fragrance and these two flowers are being used especially for fragrance. Rose and Marigold are cash crops in Allahabad city.

Rose is planted commercially by women in Allahabad city and nearby areas. The women are facing lot of difficulties in the cultivation of rose flowers. Rose thorns keep hurting them to their hands and other parts of body (that are in the contact with thorns) start bleeding and their clothes get thorn as well. Rose is grown in the city of Allahabad throughout the year. The Farm women have to harvest rose flower in standing posture by hand and collect them in a cloth wrapped around the waist, which result in decreasing the commercial value of flowers.

The harvesting of rose comes under the severe drudgery prone activity (Ergonomic practices, 2003).

Marigold is an annual flower plant. The harvesting of the Marigold flower is considered as the severe most drudgery prone activity (Ergonomic practices, 2003) where women have to keep their posture in bending position from the back facing the ground for the harvesting of flowers. It leads them to severe pain in their backbone, leg, and thigh and feet etc. To reduce such problems, the 'hybrid variety of tall plant' of Marigold as well as rose can help reduce or completely abandon the bending position of women while the harvesting process goes on.

### Objective

The major objective of the study is to know number

of harvesters in block Chaka of Allahabad city.

To know the income which comes from production of rose and marigold?

### Methodology

**The research procedure and technique used in arriving at**

**(i) Location of the study:-**

- District -Allahabad,
- Block- Chaka,
- Villages of Block Chaka

**(ii) Sampling Procedure:-** Sample selection and size –A sample of 106 farmer, 53 from each harvesting of Rose and Marigold respectively will be selected for the study.

A village inventory and interview schedule will be developed and administered with the BDO, Sabhapati and farm women respectively.

**(iii) Tools for the data collection: -** The following tools will be selected for the data collection:

**(A) Interview schedule:**

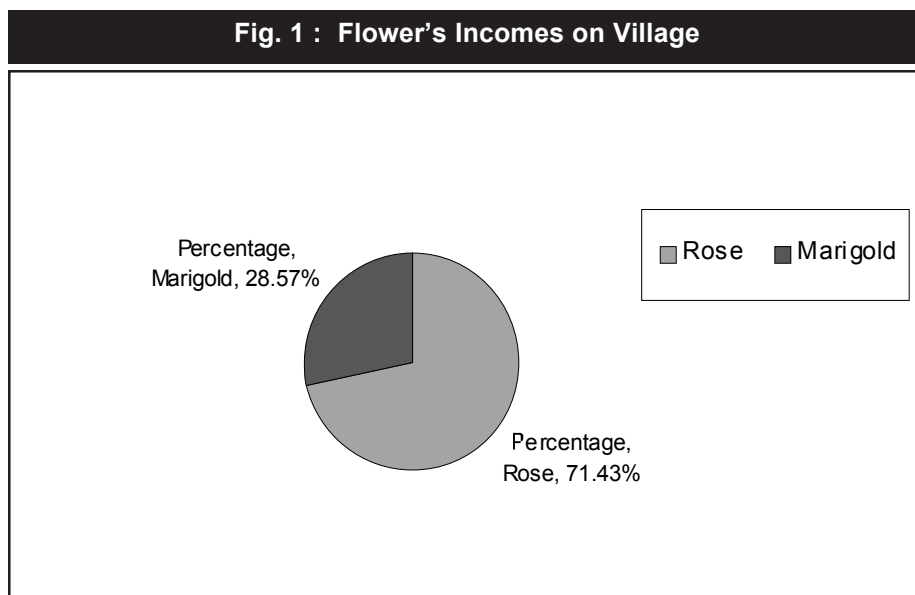
An interview schedule will be prepared to know the income of village by production of rose and marigold as well as got the information of male and female harvesters in selected area.

**Table 1 : Flower's Incomes on Village**

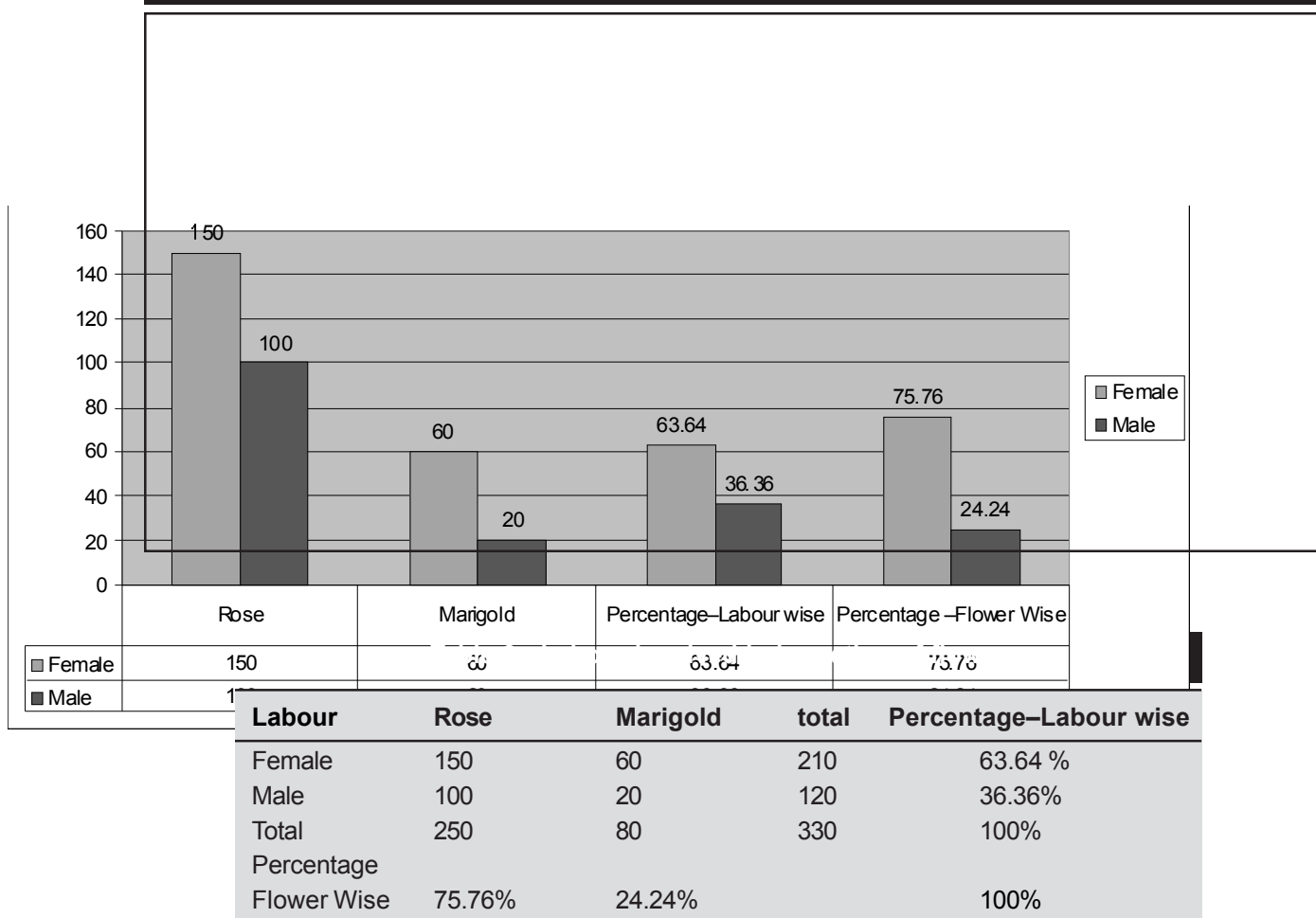
Flower	Income	Percentage
Rose	10,000	71.43%
Marigold	4000	28.57%
Total	14,000	100%

According to the table 3 of the study I got the information that the village earns approximately every

month, 10,000rs by rose and 4000 by the marigold .The reason of this result is the production of rose is more than marigold.



**Fig. 2 : Labour involved in harveting of flower**



According to the study for rose harvesting 150 women and 100 men works and for marigold 60 women and 20 men works for marigold harvesting. Total 330

harvesters work for these flowers in which for study we select only 53 male and 53 female harvesters.

**Table 3 : Type Of Flower Which Is Demanding**

Type Of Flower	Flower Production GSR Analysis			
	Rose -area (%)	Rose (per kg. rate)	Marigold -Area (%)	Marigold (per kg. rate)
Cut Flower	50%	Rs. 180/	65%	Rs. 60/
Buds	35%	Rs. 16-20/- each	10%	Rs. 50/
Loose Flower	15%	Rs. 60/	25%	Rs. 35/

According to this table 4 of the study I got that 50%rose cut flower in market yet 65%maigold ,35%buds of roses available in market and marigold is only 10%,15%loose flower but marigold 25%. If talk its price the cut flower of rose is they sale in 180rs. / kg. While 60rs./kg. of marigold and buds of rose sale in 16-20 each yet 50 rs /kg. and loose flower in 60rs./ kg of rose in compeer of 35rs.of /kg of marigold. This data has been collected from market of Allahabad city. In village people work for only desi breed of both flowers means they sale only buds and loose flowers, the cut flower are comes from other areas of city.

### Conclusion

This paper has been show that rose is costly flower then marigold and 210 female harvesters are working in compare of only 120 male for both flowers but in the research area famers use desi verities and are not able to sale cut flowers, they sale only buds and loose flowers in Allahabad market. There is need of awareness about different hybrid verities of both flowers for farmer's better income.

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