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*Shaping Lives...
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Center for Smart Agriculture

High value Cut flowers



Module 2: Dutch Rose Cultivation **Session 12: Market Analysis**



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Estimated cost of production of Gerbera in Polyhouse (per 1000 m²)

Fixed Cost

Particulars	Total cost (Rs in Lakhs)
Depreciation on machine or equipment	0.32
Interest n fixed capital @ 10% P.A.	0.44
Total Fixed cost	0.76

Sridevi, 2014



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Variable Cost

Particulars	Total cost (Rs in Lakhs)
Labour cost	0.6
Electricity Charge	0.08
Fertilizer and Pesticide	0.96
Marketing cost	0.94
Interest on working capital @ 12% p.a.	0.30
Total Variable cost	2.88
Total Annual cost	3.64

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Estimated Returns per 1000 m²

- Total yield: 2.44 Lakh stems per year
- Sale price per flower (Rs): 2.5
- Gross Returns (Rs in Lakhs): 6.10
- Cost of cultivation (Rs in Lakhs): 3.64
- Net Returns (Rs in Lakhs): 2.46

Sridevi, 2014



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THANK YOU