

**ECONOMIC ANALYSIS OF SMALL SCALE FLOWER
PRODUCTION IN SELECTED AREAS OF NUWARA ELIYA
DS DIVISION IN NUWARA ELIYA DISTRICT**

BY

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ABSTRACT

This study was on Economic analysis of small scale flower production in selected areas of Nuwara Eliya DS division of Nuwara Eliya district. The study was mainly based on primary data obtained from a sample survey in four GN divisions at Nuwara Eliya DS division of Nuwara Eliya district. Both primary and secondary data was used in this study. 100 small scale flower farmers in the study area were selected as the respondents. Data was analyzed using SPSS and MS Excel. Descriptive statistics, Gross margin analysis, Benefit Cost Ratio, Breakeven analysis and Regression analysis were done. Socioeconomic features of farmers, marketing sources of flowers and flower products, cost of production of flower farming and constraints in small scale flower farming were studied.

It was found that lack of preservation facilities between harvesting to marketing, higher transportation cost, lack of modern cultivation technologies, Lack of quality planting materials and drought caused by the reforestation at the area were the major problems faced by small scale flower farmers. 45% of farmers sell their products to flower collection centers. 65% of farmers were obtained loan for flower farming. 29% farmers only exposed to extension services and 56% of farmers participated in the training programs.

Regression model result reveal the age of the respondent, education level and marital status had significant impact on output of flower farming.

According to the gross margin analysis the net profit for Rose, Anthurium, daisies and Chrysanthemum were Rs 105650, Rs 55,500, Rs 137,274 and Rs 74,357 per annum per 1000sq.ft. Breakeven prices were Rs 2.95, Rs 2.72, Rs 1.71, Rs 1.31 and Benefit Cost Ratios were 5.07, 3.67, 6.98, 4.56 for Rose, Anthurium, Daisies and

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