

An Exploring Scenario of Gender Earning Differential in Flower Trading Market in Peculiar Flower Growing Districts of Uttar Pradesh

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ABSTRACT

In flower crop production area about 60 percent of working women are involved marketing agents in the domestic trade market of flower crop in Uttar Pradesh. Lower income of both women and male retailers are difference in quantity of flower traded, profit per unit for types of flower traded, types of market and period of trading flowers. Institutional credit is the urgent need of this hour for both male and female marketing agents to make domestic trade market of flower crop more profitable for marketing agents. Some schemes need to be launched by the institutional sources including government for providing greater supply of credit to these marketing agents.

Keywords: Gender, Wage, intra-occupational gender earnings, core group, marketing agents, households, informal loan

Today floriculture as a commercial venture was becomes high-tech activity under controlled climate condition inside poly house/green house. The domestic Indian market is growing at the rate of 27 percent per year in the country as a whole. There was a large demand for floriculture product in metropolitan cities. Uttar Pradesh has emerged as leading state for produce, export and consumption of flower in the country.

Over time the differences between men and women have become the basis for gender analysis often placing the women at a disadvantage in many ways. There exist genders earning differentials in which women usually receive lower wage/ income than men in the same occupation and this is true across all occupations. This study is an attempt to examine this issue in the trade market of flower crop in Uttar Pradesh, which employs a large section of women

work force (Sarkar, 2004; Government of West Bengal, 2001, 2004). Despite the fact that the intra-occupational gender earnings differentials may be due to labour market discrimination or differences in education, experience, effort and working conditions, the other crucial factors responsible for intra-occupational gender earnings differentials are demand side constraints of the participants in the labour market. This paper tries to explore whether the capital constraints act as an important part for intra- occupational gender earnings gap between women and men marketing agents. The evidence it is important to study as to whether

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seems to help us draw certain inferences on women employment in an informal sector, domestic trade market of flower crop in Uttar Pradesh which has to be substantiated by more intensive work Uttar Pradesh is India's third largest flower producer after Karnataka and Tamil Nadu in the production of cut flowers. Uttar Pradesh produces flower like rose, tuberose, marigold, gladiolus, gardenia, carnation, and gerbera, chrysanthemum which have vast scope for its external and internal demand. Though the history of growing flowers an ornamental plants is too old, the commercial trade on these have picked recently, mainly due to impact of economic reform. The five district namely, Kannauj, Farrukhabad, Aligarh, Etah, Hatharas mainly produce commercial flower crops in Uttar Pradesh. The traditional commercial flower crops produced in alluvial zone of Uttar Pradesh are mainly rose, tuberose, gladiolus, marigold, jui, bela and chrysanthemum. But the flowerer farming and marketing in alluvial zone and hill zone of Uttar Pradesh have hardly been studied. Also important is that the trade market of flower crop in Uttar Pradesh has employed a large section of women work force the weaker section of the society (Sarkar, 2004). So the constraints fail women marketing agents to receive the potential gains from trade of flower crops in Uttar Pradesh compared with their male counterpart.

Research Methodology

To examine the stated objectives field survey (primary source) is the main source of data collection for this study. As no published data relating to the marketing agents of the flower markets under study are available from any secondary source, hence data for the year 2018-19 were collected through the field survey method. This study undertook households survey of 200 flower crop marketing agents - 100 female marketing agents (core group) and 100 male marketing agents (control group)- taking samples from four types of markets, primary, secondary, sub-and metropolitan-under five districts of Uttar Pradesh, using stratified random sampling method.

According to the information from directorate of Horticulture, Government of Uttar Pradesh, five districts- Kannauj, Farrukhabad, Aligarh, Etah and Hatharas having higher proportion of area under commercial flower crops in alluvial zone of Uttar

Pradesh. Two markets of each type were selected from three types of market (village level, secondary and sub-markets) the village level markets selected for final survey are Kannauj, Farrukhabad, Etah Aligarh and Hathras district. Similarly the secondary level markets selected for survey are from the same districts.

RESULTS AND DISCUSSION

Participation of credit markets and sources of borrowings

First, we try to examine the incidence of dependence of credit market-formal and informal for both men and women retailers, the only type selected because they are the most prevalent women marketing agents in all types of flower crop markets (village level, secondary level, sub-level and metropolitan level) in the area we surveyed. Table 1 reveals two important facts. First women marketing agents belonging to 86 percent cases or more in each type of market depend on credit market as debtors, whereas for men marketing agents it accounts for about 62 percent cases or more in each type of market. Second women marketing agents depend on informal loan in cent percent cases whereas the dependence on formal loan is almost negligible for men marketing agents. These results, however suggest that the considerable majority of both female and male marketing agents depend on informal credit market as debtors to meet up their credit requirement and their dependence of formal loan is almost nil. Also the incidence of indebtedness on informal loan is much higher for all categories of female marketing agents who have no access to formal loan.

As informal loan is the only source of loan for almost all categories of female and male marketing agents of this study. This paper now explains lenders type, collateral and purpose of informal loan in different typed of market for both types of female and male marketing agents (Table 1). The important findings of table 2 are of the following lines, first as regards the informal loan is concerned the incidence of dependence of traders / vendors loan is much higher for female marketing agents whereas such a dependence of money-lender's loan is much higher for male marketing in all types of markets. The majority of men marketing agents, who receive

Table 1: Participation of market in middle men in credit market under different types of market

Types of market/ types of marketing agents	Percentage of marketing agents borrowing	Percentage of borrowing marketing agents under different category of loans		
		Formal	Informal	Both
Village level	50	—	100	—
Market retailers	(78)	—	(100)	—
Secondary level market retailer	40	—	100	—
	(62)	—	(98)	(02)
Sub-market retailer	50	(01)	95	—
	(76)	—	(100)	(04)

Note: Figures in parentheses indicate percentages for male marketing agents; **Source:** Field survey.

Table 2: Lender types' collateral and purpose for loan in different types of markets

Types of market/ types of marketing agents	Percentage of loan contract from different informal sources				Percentage of loan with collateral		Percentage of loan used for the purpose of	
	Money lenders	Traders/ vendors	Other (friends or relatives)	Percentage of loan without collateral	Land	Other	Production	Consumption
Village level	29	71	—	56	—	04	62	38
Retailer	(45)	(45)	(10)	(73)	(09)	(18)	(82)	(18)
Secondary level	19	79	02	93	—	05	67	33
Retailer	(54)	(26)	(20)	(62)	(11)	(27)	(79)	(21)
Sub-Market	48	50	02	98	—	02	65	35
Retailer	(72)	(19)	(09)	(71)	(10)	(19)	(93)	(07)

Note: Figures in parentheses indicate values for male marketing agents; **Source:** Field survey.

collateral loan, offer non-land collateral for obtaining informal loan. But women marketing agents obtain loan from informal sources without offering and type of collateral in any type of market. It seems to imply that women marketing agents have virtually negligible capital base as compared with their male counterparts in the domestic trade market of flower crop in the area we surveyed. Third, in majority of the cases both women and men marketing agents use informal loans for production purposes in all types of villages. The overall findings that emerge are that almost all marketing agents in all types of markets receive informal loans mainly either from money-lenders or from traders without any collateral and such loans are mainly used for production purpose.

Mode of repayment of informal loan

Table 3 represents the characteristics of the informal loan. Here loan are categorized into three types

depending on their mode of repayment viz., yearly, monthly and daily. Some issue of the table is worth noting. For daily repayment of loan the annual rate of interest varies between ₹ 547.65 and ₹ 1277.50 paid for the principal of ₹ 100 which is much higher than either of the monthly repayment of loan (the annual rate of interest varies between ₹ 111 and ₹ 159 against principal of ₹ 100) or of the yearly repayment of loan (the annual rate of interest varies between ₹ 29 and ₹ 40 against principal of ₹ 100). As the overall results, seems to suggest in all types of market, although almost all women and men marketing agents are tied with informal loan contract, majority of women marketing agents, unlike their male counterpart in all types of villages bear the burden of higher size of informal daily loan whose rate of interest is exceedingly higher than either of the monthly loan contractor of yearly loan contract compared with their male counterpart.

Table 3: Characteristics of informal loans (mode of repayment yearly / monthly / daily)

Types of market/ types of marketing agents	Yearly			Monthly			Daily		
	Agent percent	Average amount (₹)	Average rate of interest	Agent percent	Average amount (₹)	Average rate of interest	Agent percent	Average amount (₹)	Average rate of interest
Village level	24	1400	33	16	13333.33	120	60	625	730
Retailer	(24)	(2575)	(29)	(36)	(2000)	(111)	(40)	(225)	(547.65)
Secondary level	22	2463.64	34	26	1562.5	147.35	52	656.82	1195
Retailer	(16)	(4700)	(32)	(48)	(2700)	(139)	(36)	(462.5)	(912.50)
Sub-Market	22	8227.23	40	26	5576.92	159	52	688	1277.50
Retailer	(36)	(9000)	(36)	(40)	(6280)	(150)	(24)	(475)	(1000)

Note: Figures in parentheses indicate values for male marketing agents; **Source:** Field survey.

Table 4: Annual per capita net real incomes of marketing agents (₹)

Types of market	Types of marketing agents	Gross income	Marketing cost	Interest cost	Total cost	Net money income	Net real income
Primary market	Retailer	23400	2404	3896	6300	17100	4120.48
		(27360)	(3660)	(3180)	(6840)	(20520)	(4944.58)
		28080	2127	5433	7560	20520	4985.54
Secondary	Retailer	(33840)	(4300)	(4700)	(9000)	(24840)	(5985.54)
Sub-Market	Retailer	43700	4334.15	9485	13820	29880	7200
		(55800)	(5446.79)	(8553.21)	(14000)	(41800)	(17802.4)

Note: Figures in parentheses indicate values for male marketing agents; **Source:** Field survey.

Income status and Incidence of informal loan

In table 4 an attempt is made to examine the income status of marketing agents in four types of market. Here we present the annual net real income (average) of marketing agents which is determined by deflating the money income by cost of living index of agricultural labourers. Net money income is calculated by subtracting marketing cost and cost of interest from gross income. It shows that net income (money/real) is the highest sub-market market for both men and marketing retailer followed by secondary level market and village level market and as compared with male marketing agent female marketing agent receives lower net (money/real) income for all types of market.

In table 5 (Peak season) and table 6 (lean season), some important facts to be noted that the quantum of transaction and profit per unit of sale are much lower of female retailers as compared with their male counterparts for all types of flowers under all types

of markets during both peak and lean seasons. Both the quantum of transactions and profit per unit of sale much lower for both male and female retailers during lean season in relation to peak season in an agricultural year for all types of flowers and for all types of markets. The quantum of sale for both female and male marketing agents is higher in secondary markets in relation to sub and primary markets for all types of flowers under all types of markets. Despite the fact that rose is measured in number (100 flowers=1 unit). The profit per unit of sale for rose is the highest of all during both the seasons. When measurement unit is dozen spikes, profit per unit of chrysanthemum is somewhat higher than gladiolus in almost all markets for both male and female retailers during both the seasons; but These results, however seem to suggest that without increasing the cost of marketing there is scope for increasing income for both female and male retailers from the selection of the trade of those types of flower crops which yield higher profit per unit of sale instead of decreasing the

Table 5: Quantity traded (average) per day, type of flower traded and per unit profit for individual retailer level (average) in different types of markets during peak season

Types of market/ quantity sold/profit	Rose (1 unit =100 flower) (kg.)	Tuberose (1 kg.)	Bela (1 kg.)	Juhi (1 kg.)	Marigold (1 kg.)	Gladiolus (dozen spikes)	Chrysanthemum (dozen spikes)
Village							
Profit per unit (₹)	7.40	8.5	8.45	10.7	4.0	4.75	5.4
Quantity traded (per day in kg./unit/D.S.)	(8.75) 13 (38)	(12.5) 9 (21)	(11.5) 7.5 (23.5)	(12.20) 8.5 (24)	(5.22) 6.5 (18)	(6.38) 12 (29)	(6.92) 9 (22)
Secondary							
Profit per unit (₹)	9.85	3.35	9.4	9.25	5.18	6.79	7.75
Quantity traded (per day in kg./unit/D.S.)	(13.0) 18 (42)	(5.75) 16.5 (27)	(11.2) 15.5 (28)	(12.5) 9 (24.5)	(7.1) 10 (26.5)	(8.46) 15.5 (37)	(9.21) 16 (40)
Sub-level							
Profit per unit (₹)	14.40	7.00	11.00	9.70	7.30	7.00	7.00
Quantity traded (per day in kg./unit/D.S.)	(17.0) 12 (26.3)	(10.7) 9.5 (27.5)	(14.0) 6.5 (30.5)	(12.75) 8 (27.5)	(8.52) 7.5 (23)	(9.75) 10 (39)	(9.6) 8.5 (26)

Note: Figures in parentheses indicate values for male marketing agents; **Source:** Field survey.

Type 6: Quantity traded (average) per day, type of flower traded and per unit profit for individual retailer level (average) I in different types of markets during lean season

Types of market/ quantity sold/profit	Rose (1 unit =100 flower)	Tuberose (1 kg.)	Bela (1 kg.)	Juhi (1 kg.)	Marigold (1 kg.)	Gladiolus (dozen spikes)	Chrysanthemum (dozen spikes)
Village							
Profit per unit (₹)	3.10	1.00	3.90	5.00	1.50	2.50	0.90
Quantity traded (per day in kg./unit/D.S.)	(4.80) 7.00 (16.00)	(2.65) 4.00 (13.00)	(4.25) 3.00 (11.50)	(5.35) 4.50 (10.00)	(2.34) 3.00 (11.00)	(3.90) 6.00 (18.00)	(1.20) 5.00 (15.00)
Secondary							
Profit per unit (₹)	5.75	2.00	2.75	5.00	2.30	2.60	3.70
Quantity traded (per day in kg./unit/D.S.)	(7.40) 10.00 (22.00)	(4.37) 6.50 (14.50)	(5.17) 6.50 (15.00)	(7.00) 6.00 (13.50)	(3.25) 5.50 (15.00)	(3.20) 8.00 (19.00)	(3.10) 7.00 (18.00)
Sub-level							
Profit per unit (₹)	6.50	3.95	5.00	6.60	2.50	2.00	3.40
Quantity traded (per day in kg./unit/D.S.)	(9.50) 7.00 (16.50)	(5.75) 4.50 (11.50)	(8.00) 4.50 (18.00)	(8.20) 8.00 (16.50)	(4.35) 7.50 (14.40)	(4.70) 10.00 (16.50)	(6.30) 8.50 (15.50)

Note: Figures in parentheses indicate values for male marketing agents; **Source:** Field survey.

sale of those which yield lower profit per unit of sale. In this perspective both female and male retailers can increase their income through higher quantum of sale of rose, which yields the highest profit per unit of sale. They may also increase their income through increasing quantum of sale, particularly for bela and juhi in all types of markets during both the season, for chrysanthemum in village and sub-markets during peak season and in the village, secondary and sub-markets during lean season.

CONCLUSION

This study lends credence to the fact that women marketing agents in all types of markets receive lower annual net real income compared with their male counterparts, though all the reasons of lower income for the farmers is not tested directly. However the study suggests that one of the reasons for much lower per capita net real income for women retailer in relation to their counterparts is the farmer's higher indebtedness to informal source of credit with much higher rate of interest. This study also shows that informal loan is the only source of loan for almost all categories of female and male marketing agents, since institutional credit have been negligibly served to them, with female retailers having no access of formal loan. In effect, it may lead to the poverty trap, particularly for female retailers because they are in almost all cases, the main and major bread earners of their households and they receive their major income (real) from flower trading business only. These results also suggest that some other reasons for lower income of both women and male retailers are difference in quantity of flower traded, profit per unit for types of flower traded, types of market and period of trading flowers.

This study however has significant implication for policy. Most importantly, the provision of institutional credit is female marketing agents in particular must play an important role in lowering the intra-occupational gender earning gap between female and male marketing agents in the domestic

trade market of flower crop in Uttar Pradesh which employ a large section of women workforce who are both socially and economically weaker. So some schemes need to be launched by the institutional sources including government for providing greater supply of credit to these marketing agents because almost all female marketing agents have virtually no land or any valuable assets to offer as collateral. It would also help reduce the intra-occupational gender earning gap in the informal sector-domestic trade market of flower crop of a developing economy like India where a large section of women workforce, the weaker section of the society can participate in successful income generating programmes and there by augment rural employment of backward women.

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