**Summer Internship Report on**

**“Towards Floriculture : Understanding Marketing and Supply Chain of Cut Flowers in Delhi ”**

Submitted By:

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2K11/MBA/09

Under the Guidance of:

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# CERTIFICATE

This is to certify that the project entitled **“Towards Floriculture : Understanding Marketing and Supply Chain of Cut Flowers in Delhi”** isthe bonafide work carried out by ***Ankur Rana*** student of MBA**, Delhi School of Management, Delhi Technological University**,during the year 2013, in fulfillment of the requirements for the award of the Degree of Master of Business Administration and that the project has not formed the basis for theaward previously of any degree, diploma, associate ship, fellowship or any othersimilar title.

Signature of the Guide:

Place:

Date:

**DECLARATION**

I hereby declare that the project entitled **“Towards Floriculture : Understanding Marketing and Supply Chain of Cut Flowers in Delhi”** submitted for the MBA Degree is myoriginal work and the project has not formed the basis for the award ofany degree, associate ship, fellowship or any other similar titles. It is the result of the project carried out by me under the guidance and supervision of **Mr. Abhinav Chaudhry, Assistant Professor, Delhi School of Management, DTU.**

I further declare that I or any other person has not previously submitted this project report to any other institution/university for any other degree/ diploma or any other person.

Signature of the Student:

Place:

Date:

# ACKNOWLEDGEMENT

Due to the fact that all the knowledge required was not in the literature, it was imperative that the people who guide be very resourceful and knowledgeable. A deep sense of gratitude for the above reason is thus owed to **Mr. Abhinav Chaudhry** for his continuous guidance and motivation and for helping in whatever capacity he could at various stages in the project. I would like to thank for his assistance in all the matters, whenever required. I really appreciate his involvement in the project and his regular advices that helped me refine the project as I went along and also inculcate all the points that help significantly with the growth in my learning..

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**ANKUR RANA**

**EXECUTIVE SUMMARY**

We religiously believe one should avoid waking up early unless something extraordinarily worth it requires it. Needless to say, there aren't many things we call "extraordinarily worth it”, the flower market happens to be one of them .

The three main flower markets of Delhi located at ’Baba Kharak Singh Marg’, ‘Chandni Chowk’, and ‘Mehrauli’ which have been operational for the past twenty years and more have been relocated to Ghazipur.This wholesale market supply flowers to an array of buyers ranging from event managers, wedding planners, designer florists to small scale vendors, thus catering to a myriad clientele.

I have visited the wholesale market time and again as a customer with a very basic understanding of the larger scheme of things. Flowers play an important role in the cultural heritage of India; they have been an essential part of Hindu worshipping for the past several centuries. It is seen as a symbol of wishing one luck when given as a gift, which holds a special place in the minds and hearts of traditional and modern inhabitants of India

This study aims at understanding and analyzing the current scenario of the wholesale flower market of Delhi, its functioning and system of operations from the mode of supply of flowers, their auction, the distributers, prices, and the type of flowers preferred by retailers, seasonal availability of various flowers, the market structure and demand scenario and to assess the costs, returns and profitability in marketing of cut flowers in Delhi **.**

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