

Market Analysis of Rose Flower with Reference to Commercial Viability and Preferences: The Case of Lahore, Pakistan

Sadia Farooq

*Dept. of Family and Consumer Sciences
University of Home Economics, Lahore, Pakistan*

Mohammad Arif Kamal

*Architecture Section,
Aligarh Muslim University, Aligarh, India*

Abstract - Rose, the king of flowers, belongs to family Rosaceae is a larger plant family, which has hundreds of genera and over thousands of species including shrubs, herbs, and trees it is native from Asia while some species are native to Africa, North America, and Europe. The unawareness about cultivation and deficiency in production technology major issues in every part of the globe. The purpose of the study is to analyze the responses of the residents and gardeners in Lahore about growing more roses which indicate present value and the future of roses in cut flower industry in Pakistan. Most of the gardeners agreed to grow more roses because they are beneficial for our home environment and hospitals. Roses help in physical and mental healing. In conclusion, roses are very beneficial for the society and homes.

Keywords – Market Analysis, Rose Flower, Commercial Viability, Preferences, Lahore

I. INTRODUCTION

Pakistan is an agricultural country, where the agriculture sector directly adds 21.4 % to its GDP, provides 40% employment and 60% export. Horticulture as a sub-sector participates 11% in the agriculture sector. Agriculture in Pakistan mainly revolves around the major crops like wheat, rice, cotton, citrus, mango etc. Horticulture occupies 6% of arable land of Pakistan, while floriculture occupies only 0.5 % [1]. Horticulture is a science and art of gardening and of cultivating fruits, vegetables, flowers, and ornamental plants. Floriculture or flower farming is a discipline of horticulture that deals with the development, cultivation and marketing of flowering plants. Cut flower business deals with the growing of flowering plants and marketing of flowers cut along with some stem and leaf. These cut flowers are usually used for indoor decoration. Live cut flowers have a limited life. The majority of cut flowers can be expected to keep alive for several days with proper care. This generally requires standing them in water in shade. They can be treated in various ways to increase their life. To keep cut flowers beautiful and longer, cut stems should be placed in water immediately, as air will rapidly move into the water-conducting tissues and plug the cells that will cause early wilting of flower [2]. A study by Sadia Farooq and Arif Kamal analyzed the functionality and working of the cut flower industry in Pakistan [3].

A rose is a woody perennial flowering plant of the genus *Rosa*, in the family Rosaceae, or the flower it bears. There are over three hundred species and thousands of cultivars. They form a group of plants that can be erect shrubs, climbing, or trailing, with stems that are often armed with sharp prickles. Flowers vary in size and shape and are usually large and showy, in colors ranging from white through yellows and reds. Rose plants range in size from compact, miniature roses, to climbers that can reach seven meters in height. Different species hybridize easily, and this has been used in the development of the wide range of garden roses [4].

Despite the emergence of many advanced beauty care and medicinal products the primal uses of rose in the form of pure rose water and rose paste are still very much in practice throughout Pakistan. Out of the indigenous roses that are mainly used for the said purposes the most popular and common variety is Gulkandi Gulab or Baramasi. Due to

its great demand for commercial purposes, it is extensively planted in the plains of Sindh and Punjab, particularly in Hyderabad and Chakwal district [5].

“Compared to other provinces, floriculture is a booming business in Punjab. Pattoki is the major production and marketing center in the country [6].

The statement of the problem is to analyze production of roses in Pakistan their growth and the present value and the future of Roses in cut flower industry in Pakistan.

Statement of the Problem:

The statement of the problem is to analyze production of roses in Pakistan their growth and contribute to the environment in many different aspects and gives aesthetic beauty, becoming an important part of land scape architecture or design.

Purpose of the study:

The purpose of the study is to discuss roses in terms of

- Preferences of people of Lahore
- Types of roses
- Benefits
- Effects
- Growth and maintenance
- Sale and Profit

II. LITERATURE REVIEW

Roses are one of the main cut blooms in the worldwide gardening exchange. Over the most recent couple of years, cut bloom utilization and the market for top notch blossoms has expanded in Pakistan because of the nation's fast monetary development, improved expectations for everyday comforts, upgraded access to electronic media, and expanding request from the nation's developing cordiality industry. In Pakistan, where convenient climatic conditions give perfect situations to cut blossoms, rose creation produces work openings in provincial zones where not many different occupations exist. Be that as it may, industry challenges, including an absence of institutionalized creation strategies, restricted accessibility of nurseries, and absence of expert training for producers, are postponing endeavors to make Pakistan famous as a cut blossom exporter. An investigation distributed in Hort Technology gave an account of the present status and prospects of cut rose bloom creation and postharvest the board in Punjab, Pakistan. The scientists found that albeit cut roses were the main bloom crop in the zone, creation frameworks and practices were obsolete and crude, and the nature of cut stems delivered was not adequate in global markets [4]. While most of the cultivators met for the examination announced that they sold their items in nearby markets in Pakistan, none said they traded their blossoms. Makers demonstrated that they were restricted to nearby deals on account of variables, for example, resistance from government associations, obliviousness of worldwide guidelines, and low-quality creation [10][11].

The exploration uncovered a few positive patterns in the cut rose organizations, finding that the greater part of producers (52%) entered the business during the most recent five years and 30% of the investigation's cultivators had been doing business more than 10 years. "That practically 50% of the makers began developing roses over the most recent five years is a positive sign for advancement of the rose business as a non-conventional high worth harvest to consolidate into customary wheat–rice or wheat–cotton editing design in the area. Experienced cultivators were keeping up plants underway for a more extended period as contrasted and more up to date makers", the researchers clarified [12]. Developing conditions present novel difficulties for Pakistan's cut blossom producers. Due to the nations sweltering summer temperatures, great quality blossoms can be delivered uniquely from October to March. "Scarcely any cultivators in Pakistan have adequate cash-flow to manage the cost of the development of nurseries and the significant expense of vitality required to work them. Since most producers have little landholdings, it is improbable that they can spare adequate money to develop a nursery without help by administrative or different organizations. Notwithstanding, 14-33% of the cultivators who had been doing business over five years were utilizing nurseries, showing that they were effective enough to manage the cost of the nurseries", said Ahmad [1]. The scientists noticed that the utilization of high passages might be a lower-cost option in contrast to nurseries.

The examination inferred that cut rose creation can possibly grow in Pakistan. The group prescribed that the business receives increasingly present-day procedures and advancements and help producers by giving access to preparing. Different suggestions included: planting world class cultivars, improving infrastructural offices, giving premium free credits, and offering help with advertising [7,8]. Roses are lord of blooms and they develop well in Lahore. Here I might want to share a few hints on developing roses. Roses like mild atmosphere, neither hot nor freezing. In Lahore, the long stretches of October to April are useful for rose development. Roses don't care for mugginess henceforth rainstorm is hard for roses.

ROSES GROUPS

There are Three Major groups of roses

1. Miniatures
2. Hybrid Tea Roses
3. Floribundas

Miniatures: These are small flowers on clusters of flowers on a system (figure 1). They are short statured plant. These are also called as baby or fairy roses. They are neat and compact but dwarf plants. They have long blooming period and least affected by cold weather and diseases. These were introduced from china as pigmy or Lawrence rose. By hybridization, single to double flowers in various colors have been developed [14].

These are most ideally suited for edging, pots, rockeries or window gardens. These are easily propagated by semi-hard to hard wood cuttings.

- Sweet magic
- Fairy
- Heart breaker
- Pearl door
- Twister
- Ballerina pink
- Princess
- Prince



Figure1. Roses and their Clusters

Hybrid Roses: As the name indicates, the varieties of this group have been obtained by crossing between hybrid perpetual and tea roses of china. The first variety 'La France' of this class was produced blooms for longer period than hybrid perpetual (Figure 2).

Main characteristics of H.T. roses are production of blooms on long canes, elongated buds, slow opening of flowers and good keeping quality. H.T. roses are also used as cut flowers

- Angelique
- Perfume delight
- Gold medal
- Christian Dior



Figure 2. Hybrid Roses

Floribundas: These have been produced by crossing hybrid tea and dwarf polyantha by Danish breeder Poulson in 1912. Floribundas possess the characteristics of both parents and produce flowers in clusters like polyantha of better shape and bigger size than the flowers of polyantha but the flowers are smaller than hybrid teas. They are produced in greater profusion appearing like bouquets.

- Pink lady
- Samba
- Sunshine day dream

USES OF ROSES

Roses are best known as ornamental plants grown for their flowers in the garden and sometimes indoors. They have been also used for commercial perfumery and commercial cut flowers crops. Some are used as landscape plants, for hedging and for other utilitarian purposes such as game cover slope stabilization.

Ornamental Plants: The ornamental roses are hybrids that were bred for their flowers. A few, mostly species roses are grown for attractive or scented foliage (such as *Rosa glauca* and *Rosa rubiginosa*), ornamental thorns (such as *Rosa sericea*) or for their showy fruit (such as *Rosa myosii*). Ornamental roses have been cultivated for millennia, with the earliest known cultivation known to date from at least 500BC in Mediterranean countries, Persia, and China.

Cut Flowers: Roses are a popular crop for both domestic and commercial cut flowers. Generally, they are harvested and cut when in bud, and held in refrigerated conditions until ready for display at their point of sale. In temperate climates, cut roses are often grown in greenhouses, and in war countries they may also be grown under cover in order to ensure that the flowers are not damaged by weather and that pest and disease control can be carried out effectively. Significant quantities are grown in some tropical countries, and these are shipped by air to markets across the world. Some kinds of roses are artificially colored using dyed water, like rainbow roses.

Perfume: Rose perfumes are made from rose oil (also called attar of roses), which is a mixture of volatile essential oils obtained by steam distilling the crushed petals of roses. An associated product is rose water which is used for cooking, cosmetics, medicine and religious practices. The production technique originated in Persia and then spread through Arabia and India, and more recently into Eastern Europe. The main constituents of attar of roses are the fragrant alcohols geraniol and L citronella and rose camphor, an odorless solid composed of alkenes, which separates from rose oil.

Food and Drink: Rose hips are occasionally made into jam, jelly, marmalade, and soup or are brewed for tea, primarily for their high vitamin C content. They are also pressed and filtered to make rose hip syrup. Rose hips are also used to produce rose hip seed oil, which is used in skin products and some makeup products. Rose water has a very distinctive flavor and is used heavily in Middle Eastern, Persian especially in sweets such as barfi, baklava, halva, gulab jamuns, gumdrops, and Turkish delight. Rose petals or flower buds are sometimes used to flavor ordinary tea, or combined with other herbs to make herbal teas.

Medicine: The rose hip, usually from *R. canina*, is used as a minor source of vitamin C. The fruits of many species have significant levels of vitamins and have been used as a food supplement. Many roses have been used in herbal and folk medicines [1][9].

PLANTING

Planting is the process of transplanting trees, shrubs and climbers etc. seedlings generally for forestry, land reclamation and landscaping purpose (figure 3).



Figure 3. Plantation of Roses

There are two ways of planting roses:



Figure 4. Bare Rooted and Pre-Packed Plants of roses

The time for planting bare- rooted and pre- packaged plants is better to December to January (Figure 4).

- Container Grown

Container- grown plants can be planted at any time but it is advisable to avoid the depths of winter and midsummer (figure 5).



Figure.5. Roses in Different Colors in Containers

GROWTH OF ROSES

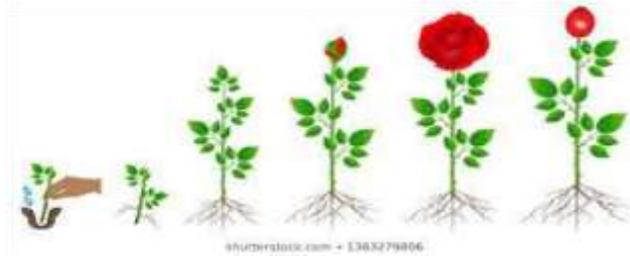


Figure 6. Growth of Roses

Some steps are very important for the proper growth of roses which includes:

Shifting/Planting Roses

Time to plant: Much the same as each plant is moved when it is torpid, roses are no exemption. Roses don't go completely lethargic in Lahore yet are semi torpid in winter months. So consistently move or purchase roses in long periods of December or January. Second greatest months incorporate November and February. Never at any point move your roses in hot months. When purchasing a joined rose, consistently picked the one with solid unite. It should always be shifted in the evening.

- Digger twice as profound before putting the root ball at new area so that the recent plant rose will have delicate, circulated air through soil underneath it to develop roots effectively.
- Do whatever it takes not to break the root ball (Gatchis). Although in winter months, breaking the Gatchis or root ball won't kill your plant however it is ideal to plant with however much soil joined as could reasonably be expected (figure 6).
- Plant as quickly as time permits in the wake of getting the new rose or existing one expelling from soil/pot. Even though in winter months, roses can get by for quite a long time on the off chance that they are kept clammy with root ball and not left completely dry.
- Subsequent to moving your rose, it might yellow its leaves and shed every one of the leaves. It is typical and plant will be being new development in couple of weeks.
- Give enough water just because in the wake of moving. After that, water, just when the dirt goes dry. On the off chance that you plant in pots, at that point water openly until water goes to base of pot and you can see it originating from base.

Fertilizing Roses:

- Never fertilize your recently moved roses until you see the new growth, For first year, utilize weaken manure and not full focus prescribed.
- For the most part roses in pots require more manure when contrasted with soil bed. Better to give 1/4 measurement at regular intervals. Try not to fertilize in winter when plant isn't developing effectively.
- Roses like phosphorus and magnesium so Epsom salt is useful for roses just as phosphorus based composts. Give less nitrogen so for NPK based manure first number ought to be low.
- I for one utilize neighborhood 5-15-45 NPK based water solvent compost with follow components. Continuously pick compost having follow components like magnesium, iron and so forth.
- Another great feed is to give one teaspoon of SSP and half teaspoon of nitro phosphate to roses consistently uncommonly in zones which water is antacid (Figure 5).



Figure 7. Fertilizing Roses

Sun:

- Roses full direct sun however much as could reasonably be expected. Anyway, give conceal in evening in blistering summer months.
- A few roses endure halfway shade; one model is ice shelf.
- Roses will grow in around 4 hours direct sun yet will give fewer blossoms. On the off chance that you have less than 4 hours direct sun, don't grow roses (figure 7).

Watering/Drainage:

- Roses love water however needs great waste. If water is remaining in your pot for a long time in the wake of watering, at that point it isn't great waste. Same applied to soil bed.
- To improve waste, blend natural issue like old decayed dairy animals' fertilizer or leaf manure and so forth in the dirt bed. I utilize neighborhood plant fret fertilizer for seepage.
- You can blend peat greenery too.
- Dairy animal's fertilizer compost must be in any event multi year old. In Punjabi it is called kameela. Cow fertilizer excrement is appropriate in winter months while leaf manure is reasonable in summer months.
- You can go for overhead watering yet not at night [1].

Disease /Pests:

- Bugs: Most normal bugs for roses are aphids (in spring exceptionally), vermin (for the most part in hot dry months), coarse bugs and so on. On the off chance that it is an early assault of bugs, at that point utilize a solid power of water on underside of leaves toward the beginning of the day (never in night). On the off chance that assault is extreme, at that point better to utilize natural homemade showers or as final retreat utilize bug sprays
- Black spot: Choose those plants which are impervious to dark spot. Pick contaminated leaves and consume them else it will spread quickly.



Figure 8. Parts of Rose Plant

General Tips for Growing Roses:

- As a rule, expel spent blooms will yield more blossoms.
- Pruning and hoeing is prescribed when you see rose breaking its lethargy.
- Expel blossom buds during May-September so plant places more vitality in root improvement rather than poor blooms in blistering summer months.
- You can likewise evacuate bloom buds in first year of planting new rose for the above explanation.
- Try not to prune your plant first year. Second year, light pruning.
- In hot atmospheres you can keep unite bud just beneath the dirt surface while in virus atmospheres you should keep it much underneath the dirt surface.
- Roses might be developed in any well-depleted soil with ideal daylight.
- Most Rose assortments are developed by sprouting on an under stock (lower segment of a plant) spread from seeds or cuttings. Request raised seeds on the web and let your nursery be filled with the glorious shading and scent of roses.
- Clay soils, warm temperatures are constantly liked, and the rose plants develop best when not set among different plants.

- Cow excrement is the favored manure for Rose development, yet other natural composts, particularly composts, are additionally utilized.
- Rose plants as a rule require extreme pruning, which must be adjusted to the expected use of the blossoms.
- Trim off all messed up and wounded roots on the Rose plant, slice top development back to 6 to 8 inches.
- Dig planting gaps in any event 6 inches further to suit the underlying foundations of the Rose plant without swarming or bowing.
- Mix 1 tablespoonful of manure with the dirt put over the waste material.
- Cover this blend with plain soil, carrying the level to wanted planting profundity.
- Make a hill in the inside to get the Rose plant.
- Set Rose plant roots over this hill, spread the roots, and fill in with soil.
- Firm the dirt firmly 2 or multiple times while filling the opening [1] (figure 8).

IMPORT AND EXPORT OF ROSES IN PAKISTAN

Pakistan is a growing market for floral products, particularly of cut flowers and there is a huge demand for cut flowers, especially roses and tulips. Market players have the potential to export cut flowers, but they need infrastructural support from the government. Exporting to the world's largest importers of roses like the United States, United Kingdom, Germany, France, Italy and Russia can be enhanced manifold, flower planters and growers said [3]. The largest exporters of roses are The Netherlands, Colombia and Kenya and Pakistan can be part of this list with the government's backing, suggested growers. Members of Pakistan National Rose Society, Horticulture Society of Pakistan and exporters said marketing of cut flowers is un-organized. In most cities, with large market potential, flowers are brought to wholesales markets, which mostly operate in open yards. The value-added products from non-conventional floricultural crops like essential oil of rose, tuber rose, jasmine etc. and plants extracts used in medicines and the pharmaceutical industry are unique and likely to face less competition in the international market post World Trade Organization (WTO) scenario and thus have the potential for export and import substitution. The opportunities existing in this business are proper development of high-quality flowers and bulbs for domestic and overseas markets, marketing of essential oils and other products like rose hip syrup, jam, jellies, cosmetics, perfumes and medicines, development opportunities for native flora for domestic and export markets both. In recent years, rose production has increased in Sheikhpura, Kasur, Faisalabad, Sahiwal, Gujranwala, Chuniat and Okara [3].

Production and Trade of Roses in Pakistan: There is no official record of the statistics on the production and consumption of the fresh roses in Pakistan. Evidently the production of roses is increasing day by day. The industry of growing the roses and other ornamental crops is mainly concentrated around the big cities: Karachi, Hyderabad, Lahore, Rawalpindi, Islamabad, Multan, Faisalabad and Quetta. Places such as Pattoki near Lahore, Sahiwal in Sargodha district and locations in the vicinity of Hyderabad have assumed importance because of growing sizable areas under these crops. Production of dried rose petals is well established in the southern zone of Pakistan. The climate there is very congenial for the development of dried rose petal business. This agribusiness is progressing for the last many decades. Domestic market for cut flowers is comparatively small and under developed characterized by a restricted product range which includes rose petals, marigolds, roses, jasmine, tuberose, gladioli, day lily and narcissus in season [2,3].

Pakistan's foreign trade in fresh roses is negligible. The data, regarding export of cut flowers + foliage as well as dried rose flowers for the period 1986 to 2002-03 is meager. Quantities of certain flowers, mostly dried rose petals, are also imported in Pakistan. In 1998-99 we imported rose flower for Rs. Ten million and exported the same commodity for Rs.8.5 million, next year in 1999-2000 we imported for Rs.11.35 million and exported for 7.3 million, in the year 2000-01 the imports amounted to Rs.3.8 million value for is exports of the same commodity was 11.3 million. During the year 2001-02 rose flowers: ere, imported for Rs.6.85 million while the value of the export for the same was rupees twelve million. We import dried rose petals from the neighboring countries Iran and Afghanistan [2]. The flowers especially roses, gladioli, carnation, day lily etc. are grown for sale as cut flowers. The area under roses is increases day by day. There is a well establishing market in these towns and flowers of one kind or other are available throughout the year. The prices of the flowers of these kinds vary according to the seasons and their availability. Many areas in this province are suitable for growing of flowers especially bulb flowers like tulip, lilies, narcissus, gladioli. Northern region (mainly area of Swat and Abbottabad), Daffodil, predominantly (Narcissus tazeta) grows naturally in abundance in these areas. As the demand of these flowers is increasing in the

cities and towns of all over the Pakistan, the people in the hilly areas have started growing them in their agriculture fields [2,3].

Import of Roses: Roses cultivated in Pakistan that are readily available in the retail market have weak and shorter stems typically ranging from 8 cm to 25 cm with the best qualities having stems 30 cm long at best. These characteristics make it difficult to place these roses in a vase which you would normally do straight after bring them home. Also, the local roses have relatively smaller buds that bloom fairly quickly specially in the summer months. In terms of colors, local roses are mostly available in red although pink and yellow can also be found at selected retail outlets [3]. Only a very small percentage of roses sold in Pakistan are imported from overseas. They are usually imported from Kenya, South Africa, Thailand and China. The imported roses go through the process of being frozen and air-freighted just to get to Pakistan, which means it could be more than a week from when the flowers were originally cut and before they end up at local florists. These roses will have longer stems ranging from 50 to 70 cm that are firm and strong. This makes them easier to be placed in a vase as opposed to locally grown roses. At the same time, imported roses tend to have larger blooms and healthy buds that have greater appeal and intrigue. There is high demand for red, pink and white colors although they are available in yellow and orange as well. Imported flowers available in the Pakistani market are considerably more expensive than their local counterparts and hence only available in the upscale areas of the metro cities of Karachi, Lahore and Islamabad. Prices vary with exchange rate fluctuations of the Pakistan Rupee to the US Dollar [3].

Local Roses and Imported Roses: We at The Flower Studio Pakistan would love to always use locally grown roses in order to promote the local farmer and industry but this is not practical due to the high appeal of the imported roses to the aesthetically aware consumer. Our local office in Lahore, Karachi and Islamabad stock all colors of imported roses (depending upon availability) and source them directly from the authorized importers that mean we have the freshest and richest blooms. Local roses are sourced from the best farms that yield premium qualities. That is why both our imported and local roses are loved by customers purchasing from within Pakistan and those buying from overseas and sending to their loved ones living in Lahore, Karachi, Islamabad and Rawalpindi [2,3]. The Flower Studio is the first choice for customers sending exquisite and exotic flowers including roses to their loved ones from abroad (like UK, USA, Canada, Saudi Arabia, UAE, Oman, Kuwait, Australia etc.) to major cities in Pakistan.

III. METHODOLOGY

This is a qualitative research. The data is collected through survey method questionnaire id designed and survey is conducted to evaluate the roses usefulness for people and extent of growth of roses in Pakistan. The questionnaire was filled by the residents and gardeners of Lahore.

Research questions:

- What is the average consumer price of one basket of rose?
- What is the major section of floriculture production in Pakistan?
- What is an international growth rate of cut flower in Pakistan?
- In which climatic conditions flower can be grown?
- What should Pakistan do to enhance their export?
- Who are the largest importers of fresh flower?
- What is the value of export flower from Pakistan?
- How many types of species does rose have?
- Rose belongs to which family?
- How to develop floriculture?
- What is rose flower description?
- What is the species name of rose?

IV. ANALYSIS AND SURVEY

1. Familiarity with the types of roses

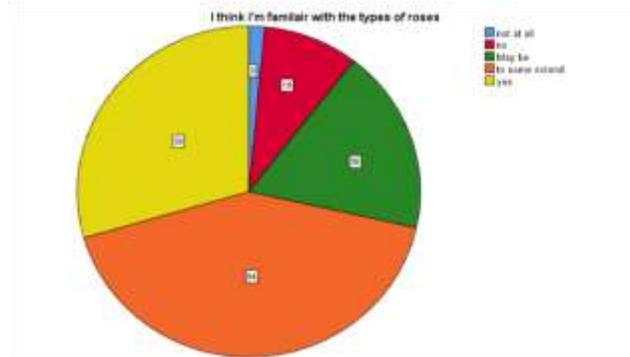


Figure 9. Familiarity with the Types of Roses

According to figure 9, the 59 people said yes, they know about types of roses, 84 people said to some extent, 36 people said maybe, 18 people said no and 3 people said not at all. Most of the people were familiar with the types of roses.

2. Use of roses- mostly used in commercial or residential digging

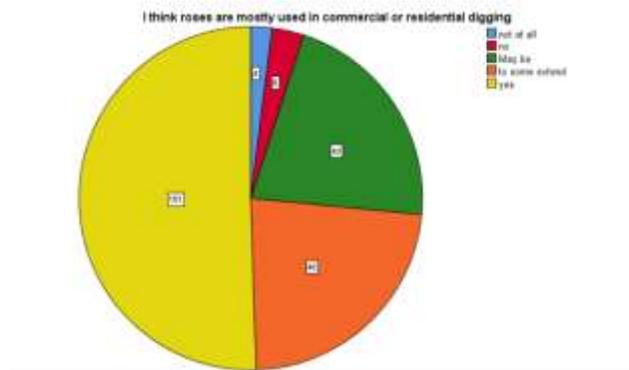


Figure 10 Use of Roses in Commercial or Residential Digging

Figure 10 shows that 10 people said yes roses must be grown in commercial and residential places, 46 people said to some extent, 43 people said maybe, 6 people said no and 4 people said not at all. Mostly people suggest to grow roses in residential and commercial sites.

3. Beauty of roses change the mood

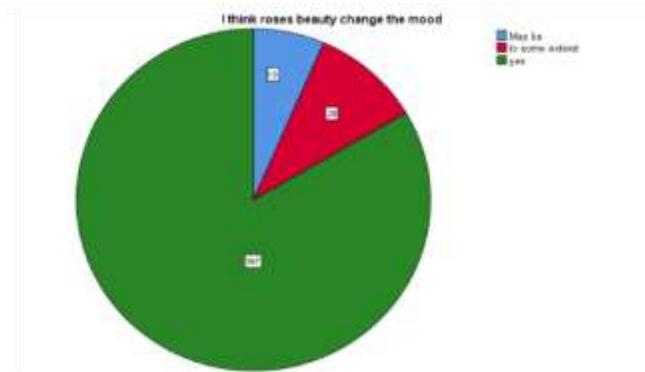


Figure 11. Beauty of Roses Change the Mood

Figure 11 shows that 67 people said yes roses can change the mood, 20 people said to some extent and 13 people said maybe so most of the people believe roses can change the mood.

4. Roses- beneficial for your home environment

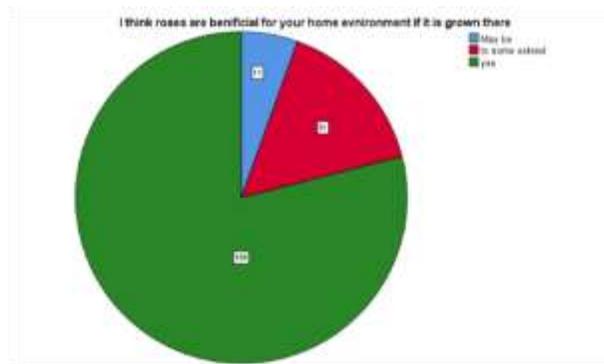


Figure 12. Roses Beneficial for Home Environment

Figure 12 shows that 58 people said roses are beneficial for home environment, 31 people said to some extent and 11 people said maybe. So, concluded that roses can be beneficial for home environment.

5. Roses- play a vital role in making of medicines

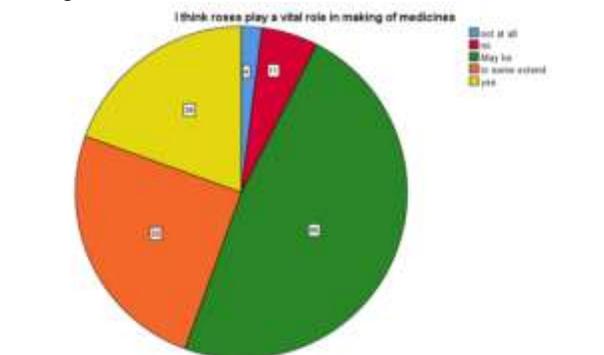


Figure 13. Use of Roses in Making Medicines

Figure 13 shows that 39 people said yes, roses are used in making medicines, 50 people said to some extent, 96 people said maybe, 11 people said no and 4 people said not at all. In conclusion, mostly people know that roses are used in medicines.

6. Roses- enhance the beauty of garden or landscape

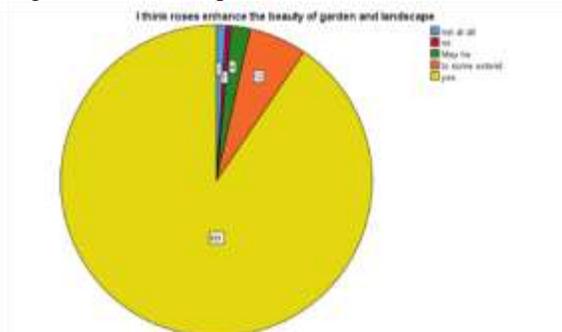


Figure 14. Roses Enhance Beauty of a Garden

Figure 14 shows that 181 people said yes, that roses enhance the beauty of a garden, 12 people said to some extent, 4 people said maybe, 1 people said no and 2 people said not at all. Most of the people agreed that roses enhance the beauty of a garden.

7. Roses- harmful effects on human health

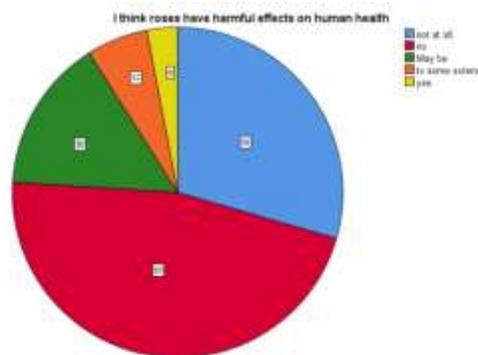


Figure 15. Harmful Impact of Roses on Human Health

Figure 15 shows that 6 people said yes roses have harmful impact on human health, 12 people said to some extent, 30 people said maybe, 93 people said no and 59 people said not at all. Most of the people agree that roses have no harmful impacts on human health.

8. Knowledge- how roses help in making of products

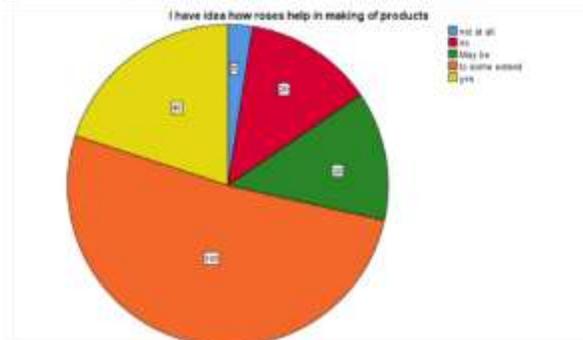


Figure 16. Roses and Products

Figure 16 shows that 40 people said yes roses are used in different products, 103 people said to some extent, 26 people said maybe, 26 people said no and 5 people said not at all, which concludes that people are not very agreed that are used in different products.

9. Roses might attract some insects that are harmful.

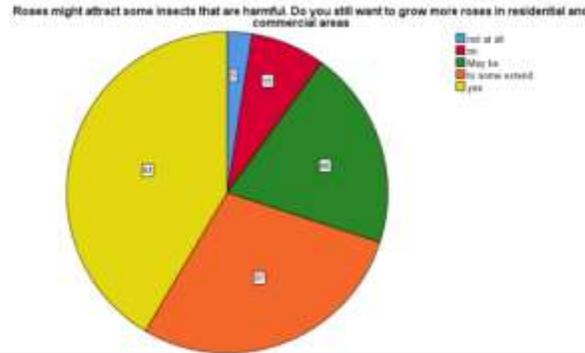


Figure 17. Roses Attract Insects

Figure 17 shows that 57 people want to grow roses even insects come on them, 33 said yes, 40 said may be , 15 said no, 5 said mot at all so concluded that mostly people want to grow roses even insects come on their plants.

10. Suggest to Grow More Roses in Residences and Hospitals

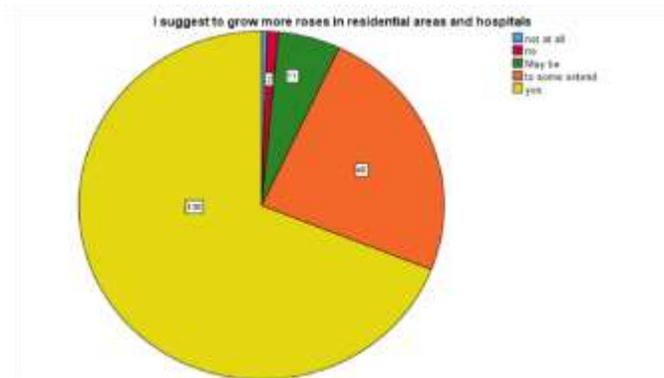


Figure 18. Suggest to Grow More Roses in Residences and Hospitals

Figure 18 shows that 138 people said yes, 48 people said to some extent, 11 people said maybe and 2 people said no so mostly people want to grow more roses in residences and hospitals.

11. Roses are in High Demand in Pakistan

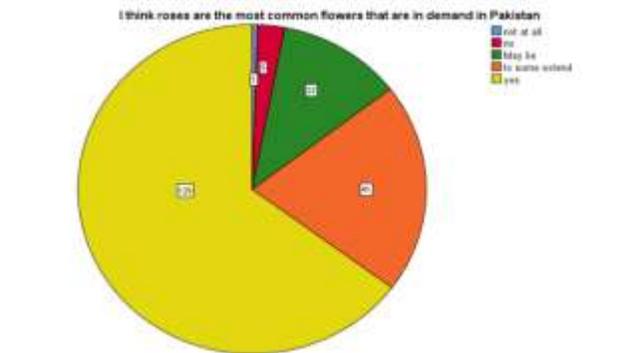


Figure 19. Roses are in High Demand in Pakistan

Figure 19 shows that 129 people said yes roses are the most common flowers that are in demand in Pakistan, 41 said to some extent, 23 said may be, 5 said no and 1 said not at all so concluded that people know that roses are high in demand in Pakistan.

12. Roses products nourishes our skin or health

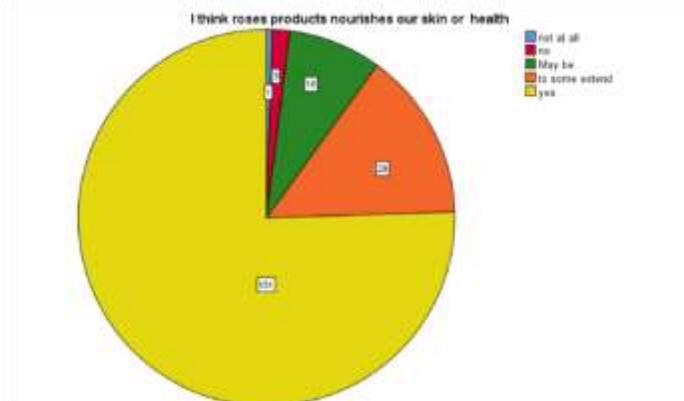


Figure 20. Roses Nourishes Skin and Health

Figure 20 shows that 151 people said yes roses nourishes skin and health, 29 people said to some extent, 16 people said maybe, 3 people said no and 1 people said not at all. So, it is concluded that people agreed that roses nourishes our skin and health.

13. Roses help in improving mental sickness

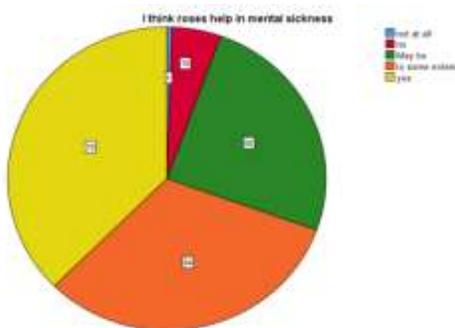


Figure 21 Roses help in Improving Mental Sickness

Figure 21 shows that 75 people said yes roses help in improving mental sickness, 64 people said to some extent, 50 people said maybe, 10 people said no and 1 people said not at all. It is concluded that mostly people agreed that roses help in improving mental sickness.

14. Climate impact on Roses Growth

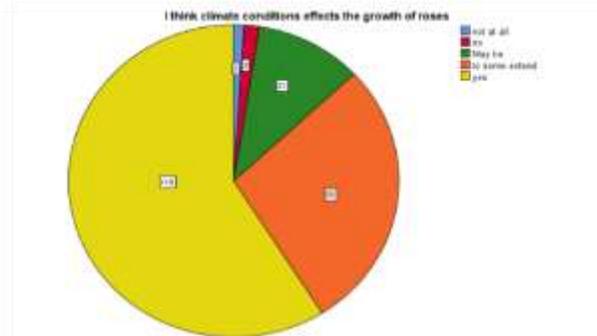


Figure 22 Climate impact on Roses Growth

Figure 22 shows that 185 people said yes climate impact on roses growth, 56 people said to some extent, 21 people said maybe, 3 people said no and 2 people said not at all. It is concluded that climate impact on roses growth.

15. Red roses- the most sold out flowers for the weddings

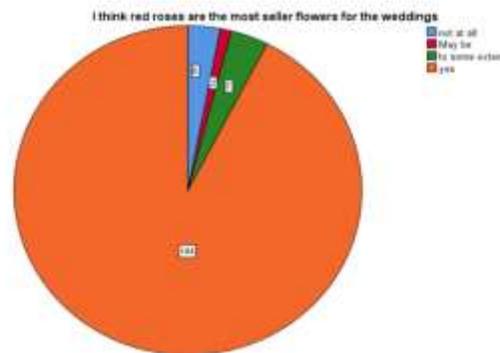


Figure 23. Roses are most seller Flowers for Weddings

Figure 23 shows that 18 people said yes roses are the most seller flowers for weddings, 7 people said to some extent, 2 people said maybe, 6people said not at all. It is concluded that roses are most seller flowers for wedding.

V. SUMMARY AND CONCLUSION

The roses are very unique because of its beauty, colors and fragrance so their production is also considered for import and profit. A cut rose production is a potential enterprise that can be expanded by adopting modern technique. Types of roses, production, growth, present value, future of roses in cut flower industry in Pakistan were being discussed in this research. This was a quantitative research to know about the knowledge, value and interest of people and gardeners in rose production. The research can help to analyze the use of roses in domestic and export market. A questionnaire was prepared for the people and gardeners. A quantitative research was conducted on 200 people. After collecting data, all the data was analyzed by statistical approach to generate a solid analysis demographic information, frequencies of responses towards every question and analysis of various responses of male and female on SPSS (Statistical Package of Social Sciences) commonly known as Microsoft Excel.

As a conclusion, statistics shows that more than most of the people agreed on the need of growing, and think that roses are beneficial for our home environment and suggested to grow more roses in residences and hospitals. People believe that products made from rose nourishes the skin and health. People also believe that roses help in improving mental sickness and can change the climatic impact on humans. They believe that we should grow more and more roses because it enhances the beauty of gardens and also used in medicines. In conclusion, people had a good response towards the idea of growing roses and statistics shows that they need it in the society and home. Most

people found that the roses are pleasing to the eye, enhancing the surrounding and refreshing the eyes and important for the society. They would also like to grow roses in their gardens to enhance the beauty despite of the fact that it may attract some kind of harmful insects. A very few numbers of people reject the idea of growing roses. In conclusion, roses are very beneficial for the society and homes. As it helps people in a number of ways such as environment, improves air quality, to reduce stress, human health, also help you in physically health.

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