

## ECONOMIC FEASIBILITY AND PROFITABILITY OF GLADIOLUS (*GLADIOLUS HYBRIDUS* L.) CULTIVATION UNDER OPEN FIELD CONDITION

Rashmi, R.\*<sup>1</sup> and Chandrashekar, S.Y.<sup>1</sup>

<sup>1</sup>Department of Floriculture and Landscape Architecture,  
College of Horticulture (UAHS Shivamogga), Mudigere - 577 132, Karnataka, India  
Email: [rashmi.hortico@gmail.com](mailto:rashmi.hortico@gmail.com)

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**Abstract:** Gladiolus occupies a pristine place in the garden for its magnificent inflorescence, wide array of colours, and fascinating varieties of shapes and sizes. The demand for gladiolus cut flower is gaining momentum with increasing aesthetic sense and higher socio-economic standard of the people. Owing to its ever increasing demand every year at a galloping speed has now created enough opportunities for economic growth potential in future. Hence, to evaluate economic viability of cultivation as a commercial cut flower crop the present investigation was carried out under open field condition. Economics study showed that there is a significant difference with respect to genotypes. Among the different genotypes studied highest gross returns were obtained from genotype Arka Amar (Rs. 17,58,000/ha), followed by Tilak (Rs. 12,78,000/ha), Sagar (Rs. 12,78,000/ha) and Aarti (Rs. 12,42,000/ha) with a net return of Rs. 12,75,050, 795050, and Rs. 759050/ha, respectively compared to other genotypes grown under open field condition. The investment in gladiolus crop was found to be economically sound and highly remunerative as these genotypes produce highest yield (flower spikes) per hectare resulted in maximum B:C ratio of 2.64, 1.65 and 1.5 respectively, hence the same can be exploited for commercial cultivation to meet the increasing global demand.

**Keywords:** Gladiolus, Genotypes, Economics, B:C ratio, Open field condition

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\*Corresponding Author