

# A General Analysis of Asia's Largest Flower Market Mullick Ghat Flower Market

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## Abstract

The Mullick Ghat Flower Market is the oldest place in the Northern part of Kolkata. The city holds a huge historical chapter with it, along with the Mullick Ghat flower market's historical background. The flower market is well known for the fragrance and vast varieties of the flowers throughout the market. The whole market is depending upon the chain analysis in which the producers, sellers and resellers have the significant role. The demographic and economic patterns are described here by analyzing the current status of the producers, sellers and resellers. Though the market is the heritage of the city but due to lack of funding and government support the market is facing various issues. The relationship between the producers, sellers and the resellers are dependable upon each other.

**KEYWORDS** – *Mullick Ghat, Producers, Sellers, Retailers, Profit, Relationship.*

## 1. Introduction

Kolkata has rightly been called “City of Joy” by French author Dominique Lapierre. Kolkata is said to be the most economical city and it is also famous for its inexpensive nature. The city Kolkata carries a lot of heritage specially the North side of this city. North Kolkata is the older area of Kolkata, a fascinating district dominated by narrow lane and hundred century-old buildings. It includes Barabazar, Chitpur Road, Baghbazar, Shyambazar, Sovabazar, Maniktala, Jorasanko and the College Street area. North Kolkata is enriched by the essence and colors of various beautiful flowers that makes the city a delightful place. Mullick Ghat Flower Market is the foreground of North Kolkata that gathers all the essence of the flowers in a single area. This is the largest flower market in Asia. It is a market that has a huge

historical background. The market consists of various kinds of flowers like Lilies, Orchid, Sunflower, Rose, Lotus etcetera that sprinkle the colors in the air.

## 1.1 Objectives

- To explain the current status of cultivators, sellers and retailers.
- To examine and analyze the reason behind the problems in Mullick Ghat.
- To propose some suggestions against the problematic situations of the market.
- To analyze the socio-economic nature of Asia's largest flower market.

## 1.2 Methodology

Methodology is a system of method in a particular area of study. Methodology can be defined as Pre-field Study and Post-field Study. Pre-field study generally describe the distribution system of the flowers from producers to end consumer through a balanced questionnaire. The primary data has been collected randomly. Secondary data have been collected through various articles and E-sources. All diagrams are based on primary survey.

## 1.3 Literature Review

- Pranav (Thursday, April 5<sup>th</sup>, 2018) in his paper 'Mullik Ghat Flower Market In Kolkata' has experienced such a phenomenon in the Mullik Ghat flower market, located below the beautiful Howrah Bridge, adjacent to the Hooghly river. The market is a soothing sight to capture for those who come looking for an aesthetic appeal. Most of the vendors here live in small makeshift homes within the market and are engrossed in making floral arrangements and bouquets which are of great demand especially during festivals and other religious occasions. He has described about the specialty and demand for the beautiful flower named as "TogorPhool". and additionally he also mentioned that the place is indeed a very great place for the photographers to capture countless images of the vibrant and colorful scenes which can be spotted in the narrow alleys of the market and as well in the bamboo baskets.
- Dutta (Mat 5<sup>th</sup>, 2018) in his paper 'Mullick Ghat: The Flower market by the Ganges' has described how the riveting aura of the flower market has made him believe the myth that he kept listening for years. While experiencing the fanciest street in the flower market he also mentioned about the various kinds of flowers like Marigold, tulips, night jasmine which soothed his eyes and articulated their beauties.

- Ruma(March 1<sup>st</sup> , 2019) in her article ‘Wholesale flower market Kolkata and Howrah’ she described the beauty of flowers that can make a person to love flowers. She advised that Mullick Ghat Flower Market is the best place for diversity of flowers. She describes about how the market attracts more than 2000 vendors from different places every day. She explored the history of the flower market describing it very efficiently. She mentioned the ways to reach the flower market and she also mentioned the timings of the market.

## 2. Historical Background

Down the river, next to the Jagannath Ghat of SobharamBasak stands NemaiMullickGhat. RammohanMullick built it in 1855 in memory of his father Late NimaicharanMullick on the ground of the old ‘NoyanerGhat’ that their forefather NoyanchandMullick made before 1793.



JadunathMullick, a great son of Mullick family, renovated the MullickGhat. The south portion of this market is connected with the New Howrah Station through the Howrah Bridge.

### 2.1 Current status of producers

Fig:1

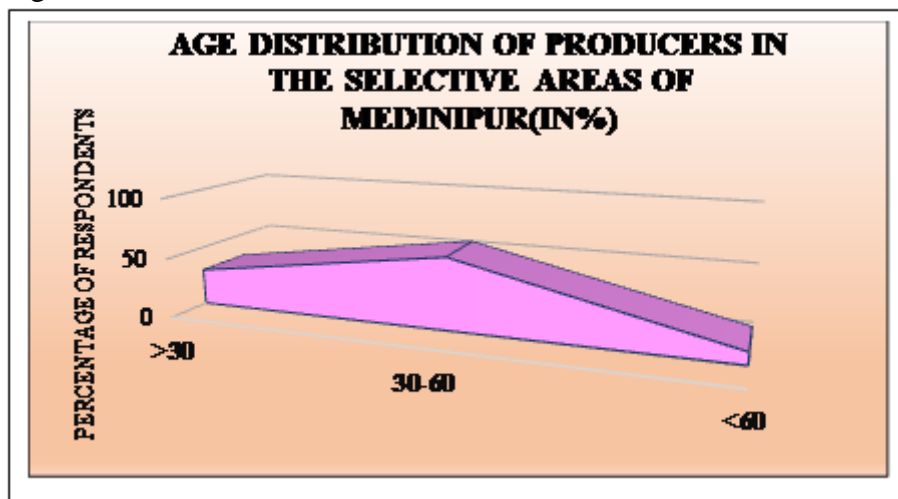
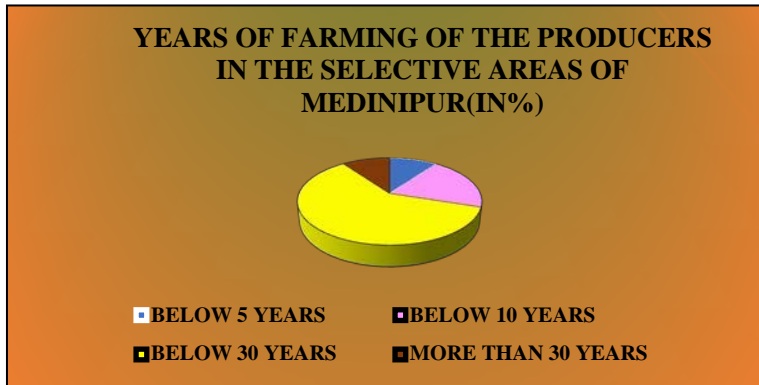


Fig:1 In the first diagram, it has been shown age distribution of producers in the selective area of Medinipur. The group of 10 people have surveyed in the Kolaghat and Bagnan area. The survey has been done in three different categories- i) >30, ii)30-60, iii)<60.

In the first category the percentage of the people is 30%, in the second category the percentage is 60% and the last category the percentage is 10%. So, according to the data it can be concluded that, the maximum producers belong to the age group of 30-60yrs.

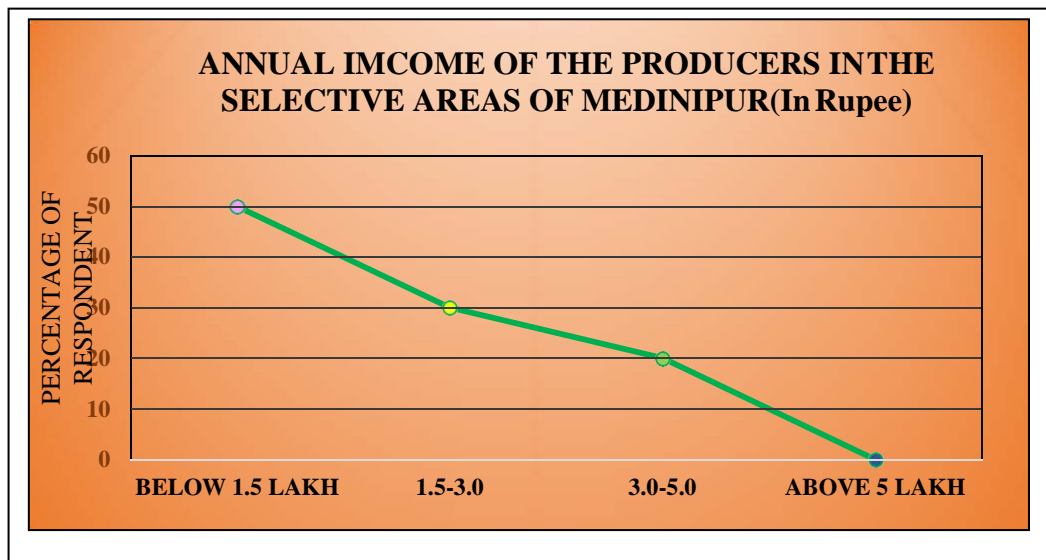
**Fig:2**



It has been shown that the years of farming in the selective area of Medinipur. We have surveyed a group of 10 people. The farming year can be categorized into four categories- Below 5 years, Below 10 years, Below 30 years and more than 30 years.

In the cone diagram the first category holds 10%, the second category hold 20%, the third category holds 60% and the last category holds 10% of the total area. Hence, it can be concluded that the maximum years of farming of the producers are in between 10 to 30 years.

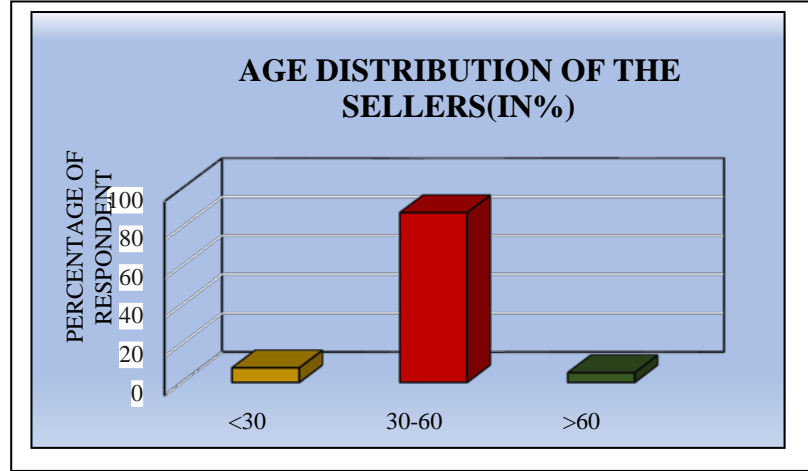
**Fig:3**



In the line graph, it has been shown the annual income of the producers in the selective areas of Medinipur. The maximum income of cultivators lies within 1.5 Lakhs and the other range that we have surveyed are 1.5-3 Lakhs, 3.0-5.0 Lakhs and above 5Lakhs.

# Current status of sellers in MullickGhat Flower Market

In the diagram, it has been shown the age distribution of the sellers in MullickGhat area. According to the survey age distribution can be categorized into three types- i) <30, ii)30-60, iii) >60. According to the data it can be concluded that the total percentage of seller belongs to the age group of 30-60.Fig:4



In the diagram, it has been shown the types of flowers sold in Mullick Ghat area. The surveyed data showed that the maximum percentage of flower that has been sold in the market is Gada. Other than that Rose, Rajanigandha, Jarbera, Jaba, Lotus, Jui, Orchid, Gladious, Golden, Gulmuh, Chandra Mullick etc.

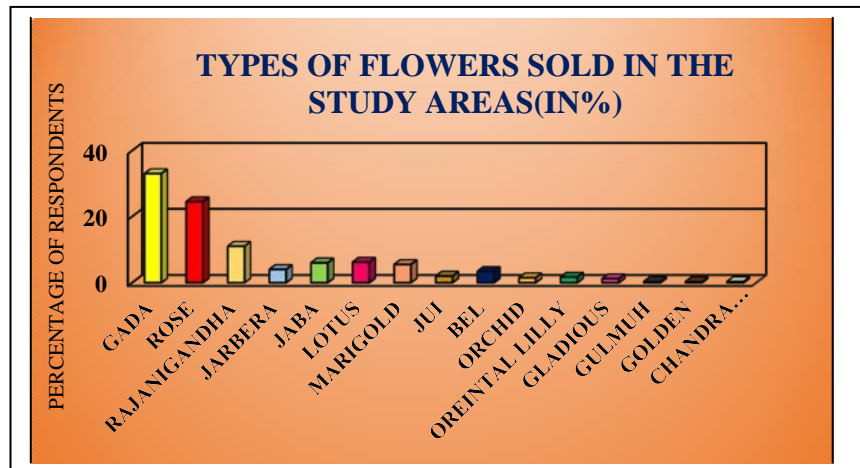


Fig:5

In the diagram, it has been shown the profit margin of the sellers in the Mullick Ghat area. According to the surveyed data it can be concluded that maximum sellers keeps 10% margin as their profit. Other sellers keep 5%,15% an 20% profit.

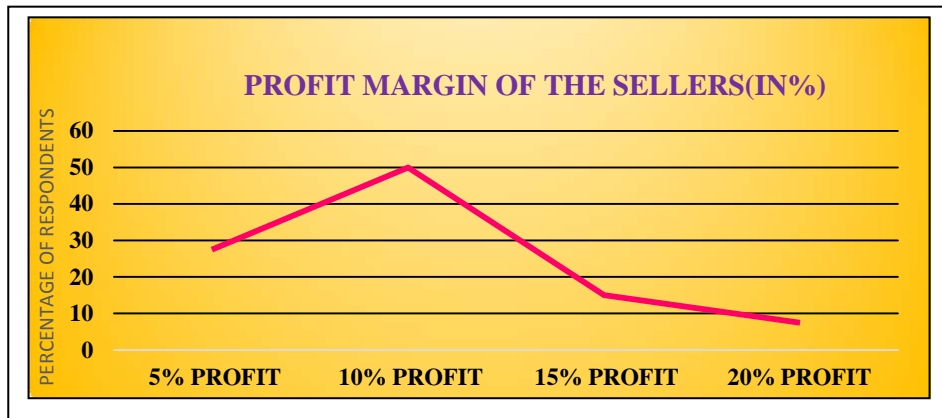


Fig:6

## Current status of Retailers in Kolkata

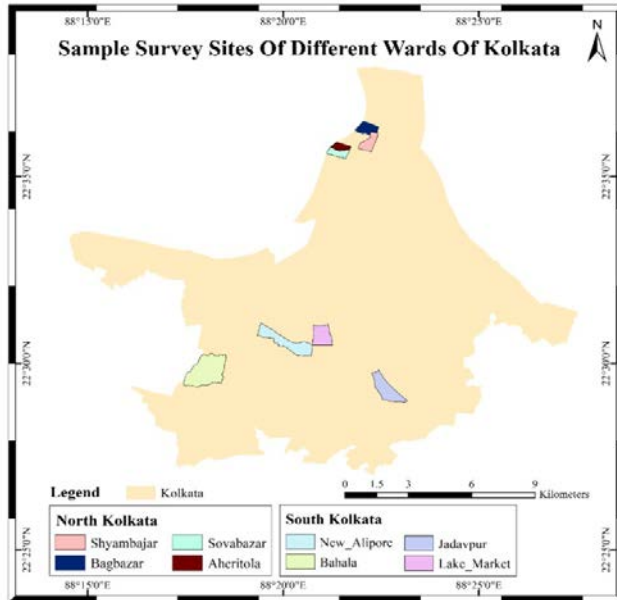


Fig:7

➤ In the diagram, it has been shown the selling profit of the retailers. According to the data it can be seen that the maximum respondents prefer the profit of 10%. Other retailers are habituated with 15%, 20%, 25% of profit for selling.

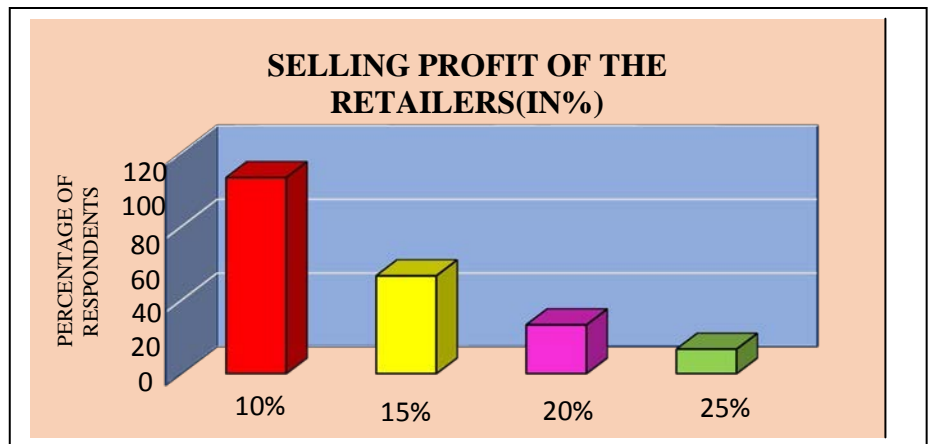


Fig:8

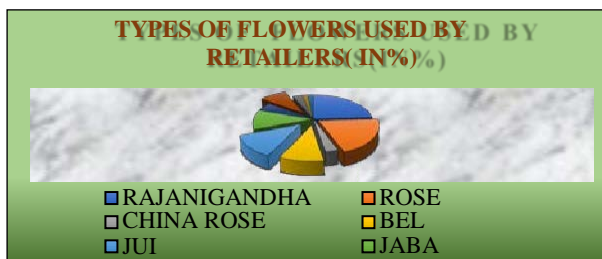
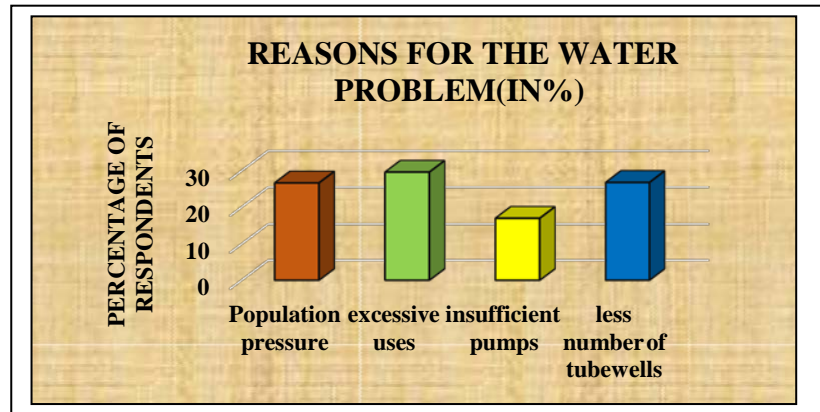


Fig:9

## Water Problem in Mullick Ghat Flower Market:

.Fig:10

In Mullick Bazar flower market, water problem is very identical problem. In this area availability of drinking water is in very poor condition. Different uses of water are highly affected in this area.

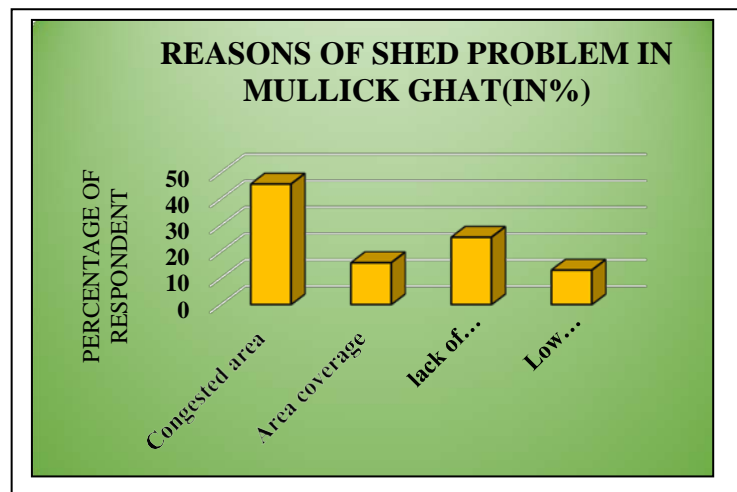


Water is not an affordable lifeline for the people but in this area it is not. In this area the total number of shops are 244 but the people do not get sufficient water for their daily use

## Shed Problem

In the flower market the people pressure are huge because it is the biggest flower market in the country. It is one of the most beautiful and congested area in the MullickGhat.

Fig:11



## Waste problem



In the MullickGhat flower market, waste disposal problem is very major issue for the environment. In the area wastage of flowers are very much harmful for the environment as well as people also.

Fig:12

### PROFIT ANALYSIS OF CULTIVATORS,SELLERS AND RETAILERS

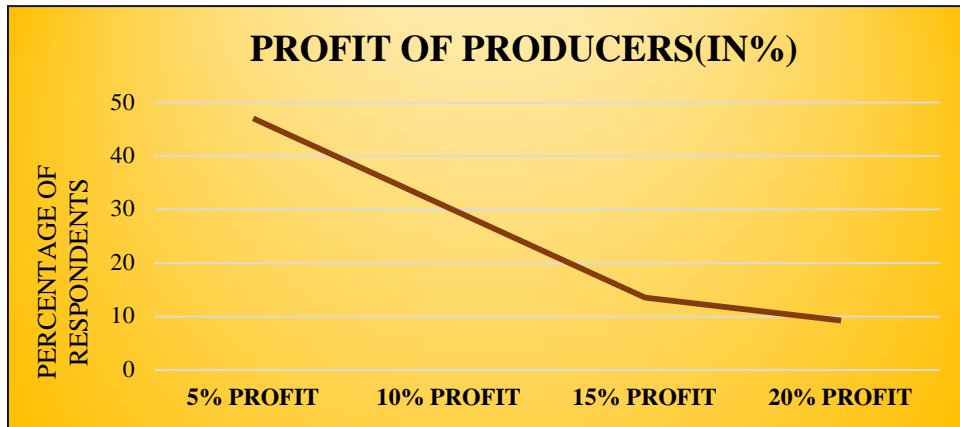


Fig:13



Fig:14

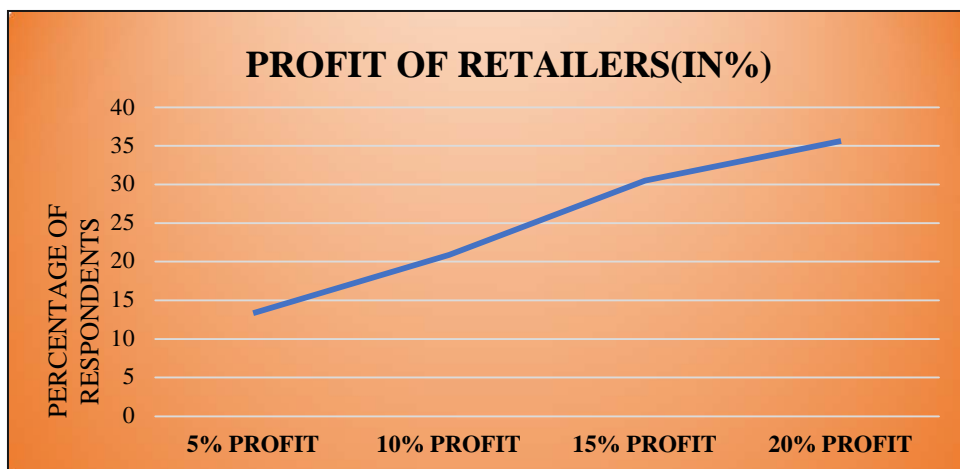



Fig:15



## Relationship Status

	<u>PRODUCERS</u>	<u>SELLERS</u>	<u>RETAILERS</u>
<u>LOCATION</u>	KOLAGHAT	MULLICK FLOWER MARKET	NORTH KOLKATA
	BAGNAN		SOUTH KOLKATA
<u>SEQUENCES</u>	FIRST STAGE	SECOND STAGE	THIRD STAGE
<u>NATURE</u>	MACRO	MESO	MICRO

## Main Findings

- The main findings about the area is that, the area is very much small and congested due to huge rush of the producers, sellers and retailers.
- The place has serious issues regarding waste disposal. There are no specific place for waste gathering. So, everywhere it is dirty and filthy, which makes the place unhygienic.
- Due to overcrowding, the place cannot get sufficient water for their daily use. More tubewell and pumps are needed in this area.
- The place is not at all accessible during the peak hours.
- Government needs to focus more about this place's infrastructure and facilities for the sellers of the market.

## Conclusion

Mullick Ghat flower market is one of the largest flower market in Asia. So the popularity of this market area is increased day by day. But there are so many problems like water problem, shed problem and waste disposal problem. Due to these problems the regular people face so much trouble. MullickGhat is a 130 years old flower market, the largest in Kolkata, and one of the biggest in Asia. People travel all over the city and suburbs to sell flowers here. At present the situation of the market is not so good. Government needs to look after this heritage of the city so that it can hold the same heritage value for the upcoming years.

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