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Class – F.Y.B. Com

Introduction:

Department of Commerce and Management organized a field visit to Golani Market Basement, Navi Peth, Jaikisan Wadi, Jalgaon. On 24th February 2023, Friday. 21 students with 3 lecturers visited the flower market to get to know how flowers are auctioned and sold in a wholesale market.

Field objective:

The aim of the field visit was to be aware of the procedure and practice of auction of all the flowers and to familiarize us with the wholesale market.

Field Observation:

The flower market is a wonderful array of colors, sights, smells, and sounds. As soon as the sun rises, you'll find so many wholesalers here with their many kilos of colorful freshly cut flowers from the farmlands. Generally, here the flowers come from Shirsoli farms. Setting out early in the morning with our professors we arrived there at 8.30 am. The streets and bylanes were lined with flower sellers showcasing everything from budding sunflowers to endless strings of fragrant roses.

We were guided by the staff of the flower market who explained to us in detail how the flowers are brought from the farmers and sold to the retail vendors and the bouquet shops. They also told us how much care is needed to bring flowers from the farms. We learned how prices are determined based on the quality and type of flowers. We also noticed that the quality of the flowers was really fresh and the prices were also very low. Not surprisingly, the main reason was the proximity to the field. And we were happy that flower wholesale sellers were earning a good amount there. 2% of the commission was taken over by the vendors. They were busy bartering for sales and want to get rid of their wares as soon as humanly possible since flowers are delicate and perishable in nature. The time period of the flower market was only up from 11.00 am to 12.00 pm.

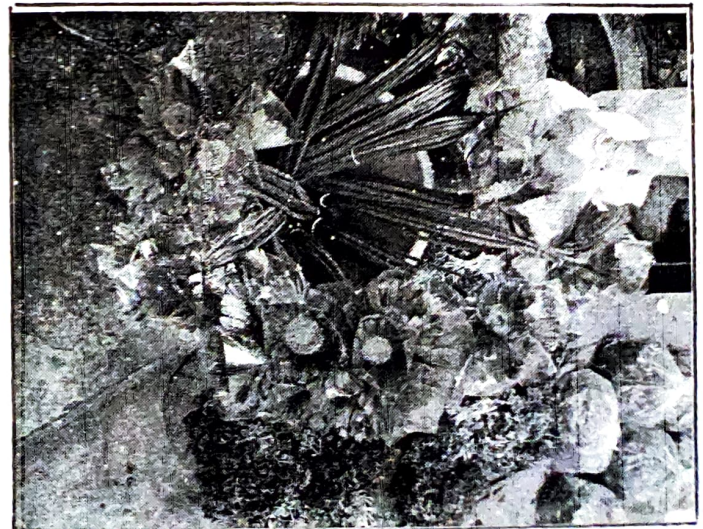
Sales are all done by then and flowers get droopy.

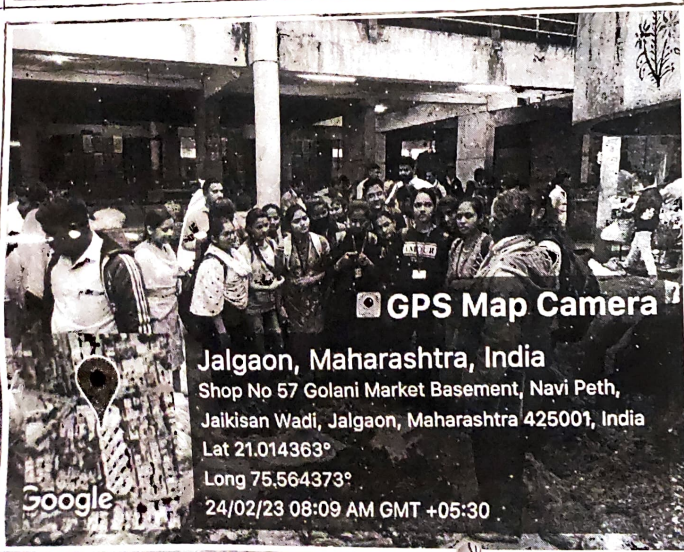
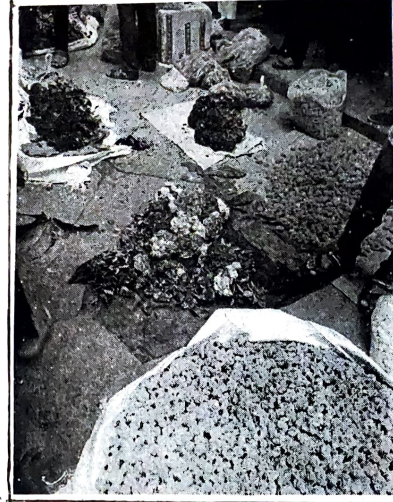
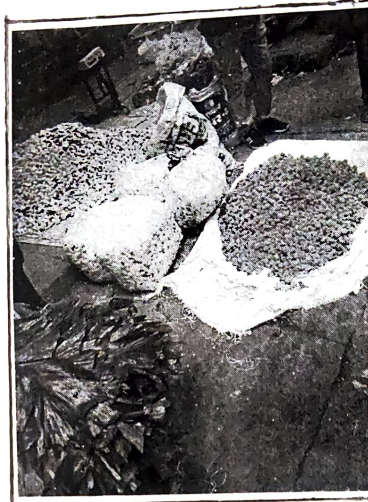
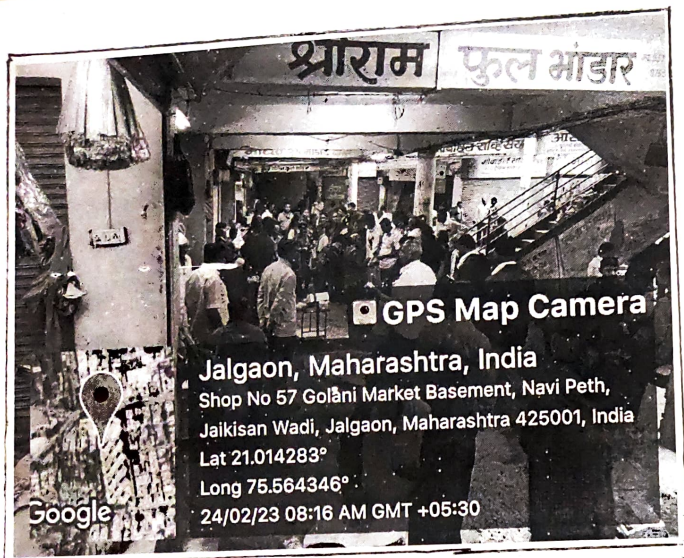
Festivals are a cause for much celebration in the flower market. With the advent of the festive season, business blossoms like never before. As people believe in religion and hence flowers are always needed to decorate the deities and the temples every single day.

Conclusion:

The field visit came to an end at about 9.30 am. It was about 1 hour of visit. The visit to the flower market served to be an informative visit to the complex realm of wholesale markets. It can be concluded that the visit was successful and we believed that our objective was achieved. We learn something new and beneficial for us.

Here are some pictures of our visit to this place.





Market Survey

F.V.B.Com Marketing

DATE 16/2/23

1) Pranali Dattu Thakur	224	<u>Pranali</u>
2) Vaishnavi Vijay Unhale	229	<u>Vahu</u>
3) Leena Jitendra Sonawane	208	<u>L. Sonawane</u>
4) Kalyani Tarachand Wavde	42	<u>K.T. Wavde</u>
5) Tejaswini Vitthal Wavde	43	<u>Te</u>
6) Bhavana Kishor Kule	66	<u>Bkkale</u>
7) Bhumika Jaiprakash Pahuja	113	<u>B. Pahuja</u>
8) Divya Ravindra Patil	134	<u>Rpatil</u>
9) Tejaswini Santosh Parbhane	118	<u>Parbhane</u>
10) Dhanshri Ajabsing Patil	131	<u>Apatil</u>
11) Shruti. Ravikumar. Matani	93	<u>Shruti</u>
12) Pinki Bhavsingh Badale	245	<u>Pinki</u>
13) Shmeeta Jitendra Patil	158	<u>Shmeeta</u>

1) Diplexmi tilottam Patil	132	<u>D. Patil</u>
2) Gayatri Deepak Patil	136	<u>Gayatri</u>
3) Resham Murlidhar Rathod	176	<u>Resham</u>
4) Diksha narayenrao Shinde	198	<u>D.N. Shinde</u>
5) Nikita Lahu Manore	90	<u>N. L. Manore</u>
6) Poonam Hari Ikade	49	<u>Poonam</u>
7) Payal Bhanudas Murkute	99	<u>Payal</u>
8) Mayuri Bhagwan Rane	171	<u>Mayuri</u>
9) Sujata shantaram Salunk	180	<u>Salunk</u>
10) Anjali Ashok Shinde	196	<u>Anjali</u>
11) Mahima		

500
460
40