



Economic Viability of Glory Lily Cultivation in Western Tamil Nadu: A Comprehensive Cost- Return Analysis

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Abstract

Tamil Nadu has a significant horticulture sector that contributes plays a vital role in the economy by generating employment, supplying raw materials to various food processing industries, and earning high profits due to high production and export earnings from foreign exchange. Glory Lily (Sengandal Flower-State Flower of Tamil Nadu) is one of the horticultural crops. The seed of glory lily is of great medicinal value and is used for various purposes in the paramedical industry. Due to its medicinal benefits, this plant, which is a source of income for Tamil Nadu farmers, grows well in Dindigul, Tiruppur and Karur districts. About 80 percent of the export-quality seeds are procured from farms in Thoppmpatty and Ottanchatram in Dindigul district, Mulanur and Dharapuram in Tiruppur district, and Aravakurichi in Karur district. Against this significance, the present paper focuses on the cost-benefit analysis of glory lily cultivation in Ottanchatram block of Dindigul district. From the sample block, seven villages were selected on the basis of number of farmers and maximum acreage under crop cultivation, where 50 farmers comprised the empirical validation. The data was analyzed using various tools like percentage, Garrett rank, and regression analysis. The main finding of the paper is that glory lily is more profitable than other crops. The main cost components in glory lily cultivation are pesticides/insecticides and labour, accounting for 66 percent and 88 percent of farmers, respectively. The yield of glory lily ranges from 400–600 kg per acre in favorable climates, but decreases to 10–200 kg under unfavourable conditions. Half of the respondents received Rs. 2000–3000 as the highest price for Glory Lily seeds. The average net profit per acre from Glory Lily cultivation is Rs. 2,29,000, with the second year being the most profitable.



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Introduction

India is a major exporter of herbs and medicinal plant extracts. The country's diverse climate allows for the cultivation of a wide variety of medicinal plants, and India has established itself as a global hub for both raw herbs and processed herbal products. It ranks among the top exporters of herbal products, with a growing in the global pharmaceutical, cosmetic, and wellness sectors.¹ The country is responsible for supplying nearly 80 percent of the global demand for medicinal plants, with key export markets in Europe, the United States, and parts of Asia. The export of herbs and value-added medicinal plant extracts has been steadily increasing in India. India exported herbs worth USD 330.18 million in 2017-18, marking a growth of 14.22 percent compared to the previous year. Additionally, the export of value-added medicinal herb extracts and herbal products reached USD 456.12 million in the same period, showing a growth rate of 12.23 percent over the previous year.² Tamil Nadu plays a pivotal role in India's medicinal plant export sector.³ It accounts for approximately 40 percent of the country's total herbal exports. The state is one of the top contributors, with districts like Dindigul, Tiruppur, and Karur being major hubs for the cultivation of medicinal plants such as Glory Lily, Senna, and Aloe Vera.⁴

Glory Lily (scientifically known as *Gloriosa Superba*), also called "Senganthal Poo" in Tamil and "Flame Lilly" in English, is the state flower Tamil Nadu and the national flower of Zimbabwe. This striking flower blooms during the rainy season (October to December), and Karthigai Month (Mid-November to Mid-December), which coincides with the North East monsoons. Despite being highly toxic, the glory lily possesses significant medicinal properties, though it must be processed before use in treatments.⁵ Its tubers are used to treat snake and scorpion bites as well as conditions such as cancer, and skin diseases. Additionally, the seeds contain a chemical called Colchicine, which is used to treat joint pains and rheumatism.⁶ Due to its medicinal and economic benefits, the plant has become a lucrative source of income for farmers in Tamil Nadu, with cultivation spanning over 10,000 acres across the districts of Dindigul, Tiruppur, and Karur. Approximately 80 percent of the exports-quality seeds of glory lily are procured from farms at Thoppampatty and Ottanchatram in Dindigul district, Mulanur and Dharapuram in Tiruppur district, and

Aravakurichi in Karur district. Among these areas, the Oddanchatram block in Dindigul district stands out as a major cultivation hub for Glory Lily. Over the past two decades, many farmers in the region have shifted to growing the Glory lily, initially finding it economically beneficial to the farmers.

Despite the growing demand, farmers in the region have faced several challenges, particularly with fluctuating prices. For example, the price of Glory Lily has dropped from Rs. 2000 per kg in 2021 to Rs. 1200 in 2022, largely due to middlemen's intervention. Additionally, issues such as inadequate government financial support, poor marketing facilities, and high input costs have further hindered farmers' profitability. In light of these challenges, this study aims to examine the economics of Glory Lily cultivation in Oddanchatram block, Dindigul district.

Objectives

The specific objectives of the study are.

- To study the socio-economic profile of glory lily cultivators.
- To estimate the cost, profit, and determinants of glory lily cultivation, and
- To examine the marketing channels and the challenges faced by glory lily cultivators.

Materials and Methods

The study is based on primary data, collected through a pre tested personal interview schedule. For the present study, Dindigul District was selected purposively due to the significant number of farmers cultivating Glory lily in the region. There are 14 blocks in the district and Oddanchatram block, where the cultivation of Glory lily is highly concentrated, was identified from secondary data and a pilot study. Seven villages - Ambilikai, Paravalasu, Thumbichipalayam, Vadaparuthiyur, Kulathuputur, Esakampatti, and Vadukavalasu were chosen as sample villages, and total 50 farmers were selected randomly from these selected villages. The data collected were analysed using various tools like percentages, averages, Garrett Ranking Technique, and regression analysis. In the regression analysis, various relevant variables such as land ownership size, input costs, access to irrigation, price, and market access were included. This approach aims to assess the extent to which these factors influence variations in farm income across the study area.

Results and Discussion

This section presents an in-depth analysis based on field data. The researchers have also calculated the cost, revenue, and marketing channels of glory lily cultivation, and this provides valuable economic insights into the livelihoods of glory lily farmers.

The data in table 1 provides an overview of the distribution of farmers based on landholding size and ownership among the surveyed respondents. A total of 50 respondents were considered for the study. Among them, the majority are marginal farmers holding less than 1 hectare of land, comprising 32

percent of the respondents. This is followed by small farmers with land between 1 to 2 hectares, accounting for 24 percent. Medium farmers (4–10 hectares) make up 18 percent, while semi-medium farmers (2–4 hectares) constitute 14 percent of the total. Smaller proportions, 12 percent, are large farmers owning more than 10 hectares of land. The data reveals that marginal and small farmers comprise the majority of respondents; representing more than 56 percent. This reflects a pattern typical of many Indian rural areas, where landholdings are fragmented and small.⁷

Table 1: Type of Farmers, Land Size and Ownership

Type of Farmers with Land Size	No. of Respondents	Percent
Type of Farmers with land Size for Cultivable Purpose		
Marginal Farmers (less than 1 hectare)	16	32
Small Farmers (1- 2 hectare)	12	24
Semi-Medium (2-4 hectare)	7	14
Medium (4 -10 hectare)	9	18
Large Farmers (above 10 hectare)	6	12
Ownership of Land		
Own Land	50	100

Access to government subsidies or any other benefits from the government might be easier due to clear land ownership. The universal ownership pattern underscores opportunities for sustainable agricultural development programs. The total land owned by 50 respondents is 535 acres, out of which only 270 acres are used for agricultural purposes. The majority of the respondents have livestock on their farms, and the remaining land is used

as grassland to feed them. All respondents own their land; none of them have rented land for the cultivation of glory lily.

Experience in Agriculture and Glory Lily Farming

The distribution of the Glory Lily farming activities based on their farming experience is provided in the following table.

Table 2: Farming Experience of the Respondents

Farming Experience(years)	Agriculture	Glory Lily
	No .of Respondents (Percentage)	No .of Respondents (Percentage)
Below 10	17 (34)	15 (30)
11-20	9 (18)	30 (60)
21-30	13 (26)	5 (10)
Above 30	11 (22)	-
Total	50 (100)	50 (100)

The majority of farmers have less than ten years of experience in agriculture, 22 percent of respondents have been cultivating since they were young, and 18 percent of respondents have between eleven and twenty years of experience. It can be concluded that nearly all of the respondents have extensive agricultural experience overall. The experience of the growers in the cultivation of Glory Lily is an important factor influencing the area, production, and productivity of Glory Lily. Also, specialized knowledge in medicinal crops such as glory lily is often transmitted or adopted based on regional agro-climatic advantages and market demand.⁸ In order to get an insight into this data on experience in Glory Lily cultivation, obtained from the respondents. 60 percent of the respondents had 11-20 years of

experience growing glory lilies. Approximately one-third (30 percent) of those surveyed have less than ten years of glory lily growing experience. Those with twenty-one to thirty years of experience come next (10 percent). The majority of the sample farmers had more than five years of experience. There are significant differences between the experience patterns in general agriculture and the production of glory lily.

Land used for Glory Lily Farming

Land use of Glory Lily cultivation is an important factor that influences the cost-benefit analysis. It is classified under three categories, such as below 1 acre, 2-4 acres and above 4 acres.

Table 3: Land used for the Cultivation of Glory Lily

Glory Lily farming (Acres)	Present No. of Respondents	Past No. of Respondents
Below 1 acre	7 (14)	1 (2)
2-4 acres	39 (78)	43 (86)
Above 4 acres	4 (8)	6 (12)
Total	50 (100)	50 (100)

The table highlights the change in the acreage distribution of Glory Lily farming among 50 respondents between the past and present. In the present scenario, the majority (78 percent) of respondents cultivate Glory Lily on 2 to 4 acres, compared to 86 percent in the past, indicating a slight decrease in this category. Meanwhile, the proportion of respondents farming on less than 1 acre has increased significantly from 2 percent to 14 percent, suggesting a shift toward smaller-scale farming. Similarly, those cultivating on more than 4 acres have decreased from 12 percent in the past to 8 percent in the present, reflecting a possible reduction in larger-scale cultivation. Overall, the data indicates a trend towards smaller landholdings for Glory Lily farming over time. Some farmers are not interested in cultivating Glory Lily due to the high maintenance costs and intensive labour requirements. The total area of all respondents that is cultivated at present for Glory Lily cultivation is 135 acres. But in past years they owned 174 acres for Glory Lily cultivation. Due to unfavourable climate,

high cost input, and maximum price for seed, they reduced their Glory Lily cultivation area and used it for some other crops from which they get better income. All the sample respondents are using wells and bore-wells for agricultural purposes.

Varieties of Tuber

Tuber is a very important raw material in glory lily farming. Farmers primarily use two major types of tubers: the Andhra variety and the local variety. These are the dominant tuber types cultivated in the study area. The types of tuber varieties used by farmers are provided in the following table.

The varieties of tuber cultivated by the sample farmers include the Andhra variety and the local variety. The Andhra variety is similar to the hybrid one; it gives a high yield, but the duration of the tuber is less (3-5 years). The local variety is just a country tuber; it gives a low yield as compared to the Andhra variety, not so much difference; the duration of the yield is more than 10 years. An equal

proportion of respondents (48 percent each) cultivate the Andhra variety and the local variety, indicating no significant preference between the two. Only a

small fraction (4 percent) of the respondents growing both varieties, suggesting limited diversification in tuber farming.

Table 4: Tuber Varieties used by Farmers

Name of Variety	No. of Respondents	Percentage
Andhra variety	24	48
Local variety	24	48
Both variety	2	100

Table 5: Mode of Tuber Purchased

Sources	No. of Respondents	Percentage
Nearby village	7	14
Through brokers	29	58
Purchase from Andhra Pradesh	3	6
Others	11	22

A significant majority of respondents (58 percent) purchase tubers through brokers, indicating the strong role intermediaries play in the tuber supply chain. About 22 percent of farmers obtain tubers through other sources, including relatives, friends, or nearby farms. This suggests a notable reliance on social networks and local informal arrangements. Only 14 percent of respondents purchase tubers from nearby villages, which may indicate limited local availability or preference. A small proportion

(6 percent) of respondents source tubers directly from Andhra Pradesh, possibly due to a preference for specific quality or variety. However, this option might be constrained by factors such as access, cost, or logistics. Another important point is that some farmers store and reuse their own tubers after the final harvest (IVth year) depends upon the storage facility and quality of tuber. However, in the present paper, none of the sample respondents reported using this mode.

Table 6: Cost of Tuber

Amount of tuber (Rs./Kg.)	No. of Respondents	Percentage
20-200	7	14
201-400	26	52
401-600	13	26
600-800	4	8s

The average cost of tuber is around Rs. 400 rupees. Most respondents (52 percent) purchased tubers within the Rs. 201–400 range, indicating this as the most common and affordable price bracket. Higher price ranges (Rs. 401– 800) were chosen

by 34 Percent. Only 14 percent accessed tubers at the lowest price, pointing to limited low-cost availability. Tuber rate is not constant one it will change according to demand.

Table 7: Tuber Required for Glory Lily Production

Tuber required (Kg) per acre	No. of Respondents	Percentage
150-300	30	60
301-600	16	32
601-900	4	8
Total	50	100

The majority of the respondents, that is, 60 percent, are using 150 to 300 kg tubers per acre, and 32 percent are using 301 to 600 kg tubers per acre for Glory Lily cultivation. Only few of the respondents (8 percent) are requiring above 600kg tubers per acre. Tubers are planted in the bed with a width of 1 feet width during the rainy season, maintaining 60 x 45 cm spacing. The plant requires support as it is a climber. Number of tuber requirements varied according to size of the tuber. Approximately 15,000 -16,000 required for one acre.

Yield of Seeds of Glory Lily

Yield of seeds depends upon the light, soil and water condition. The Glory Lily thrives in full sun to partial

shade, although in hot and dry climates, it benefits from some protection during the intense afternoon sun, such as dappled shade from taller surrounding plants. While it can tolerate some shade, too little sunlight may reduce its flowering potential. The plant prefers rich, well-drained soil - sandy or loamy textures are ideal. During the growing season, from spring to fall, it requires consistent moisture. In the absence of rainfall, regular watering is essential, but it is equally important to ensure proper drainage to prevent the roots from sitting in soggy soil, which can lead to rot.

Table 8: Opinion about Yield per acre (Seasonal)

Yield (kg.)	No. of Respondents	Percentage
In a Favourable Climate Condition		
200-400	32	64
401-600	18	36
Total	50	100
In a Unfavourable Climate Condition		
10-50	22	44
51-100	21	42
101-150	4	8
151-200	3	6
Total	50	100

They get a maximum yield up to 400 to 600 kg and a minimum of 200 – 400 kg in a favourable climate conditions. At the same, in an unfavourable climate condition the maximum yield is up to 100-200 kg only and the minimum yield is up to 10-100 kg per acre. Climate such as rainfall, wind, snow, and summer are the some of the climates must suitable for Glory Lily cultivation. Also, these factors are the important factors that determine the production of Glory Lily.

The above table explains that half of the respondents (50 per cent) received from Rs. 2000 to 3000 a highest price for their seeds. Next to this, 36 per cent of the respondents received amount from Rs. 1100 to 2000. And only 14 per cent are received highest price above 3000 for the sale of Glory Lily seeds during their lifetime. At present seed sale for Rs. 1500.

Table 9: Maximum Price Received during the Glory Lily Farming

Price (Rs. /kg.)	No of Members	Percentage
1100-2000	18	36
2000-3000	25	50
3000-4000	7	14
Total	50	100

Establishment Cost of Glory Lily Cultivation (Per Acre)

Establishment cost for a Glory Lily production includes all those costs incurred during first 3 years of a plantation. First initial investment required 2 lakhs for pre-land preparation and purchasing of raw materials like pipe for drip irrigation, stone, tie

wire, iron rod reed plant stick, all these are one-time investment, except reed plant stick because it replaced every 3 years or once it's damaged. Other expenditure for every year Glory Lily cultivation included insecticide and pesticide cost, labour charges, machinery charges.

Table 10: Establishment Cost for Glory Lily Cultivation (per acre)

Expenditure (Rs.)	No. of Respondents	Percentage
Pesticides and insecticide cost		
20000-40000	14	28
40001-60000	33	66
Above 60000	3	6
Total	50	100
Labour charge		
20000-40000	44	88
40001 -60000	5	10
above 60000	1	2
Total	50	100
Machinery cost		
1000-10000	47	94
10001-20000	2	4
Above 20000	1	2
Total	50	100
Other Expenditure		
1000-10000	48	96
10001-20000	2	4
Total	50	100

In the pesticides and insecticide cost, the majority (66 percent) spend between Rs. 40,001-60,000, which is a considerable investment, reflecting the high input requirement for pest and disease control in medicinal crops like Glory Lily. Followed by 28 percent in the Rs.20,000-40,000range, and only 6

percent above Rs.60,000 respectively. These high costs can be attributed to the sensitivity of Glory lily to pest infestations, especially during its flowering and tuber development statages.⁹ For labour costs, most respondents (88 percent) incur expenses between Rs.20,000-40,000, with just 10 percent spending

Rs. 40,001-60,000 and a minimal 2 percent above Rs.60,000. In terms of machinery costs, 94 percent of farmers have expenditures in the Rs. 1000-10,000 range, 4 percent spend Rs.10,001-20,000, and only 2 percent report costs above Rs.20,000. This reflects the limited mechanization in Glory Lily Cultivation, which typically depends on manual operation due to the delicacy of the plant and tubers.10 Lastly, for other expenditure, nearly all respondents (96 percent) spend Rs. 1000-10,000 respectively. This indicates that machinery and other expenditures tend to be relatively low, while labour and pesticides/insecticides are significant cost components for the respondent.

Cost-Return Analysis

The present paper has analyzed the economics of Glory Lilly cultivation, the costs incurred in production, the yield obtained per unit area, and the returns were estimated. The estimation of the cost of cultivation of crops and returns is very important in farm economics as it helps in decision-making at various levels, such as farmers, researchers, policy makers, bankers, and the administrators. The summary of these costs and profits has been analyzed systematically. The above information calculated and tried on cost-return analysis presented are below.

Table 11: Cost of Cultivation of Glory Lilly

S. No	Types of Cost	First Year Cost (Rs./Per-acre)	Second Year Cost (Rs./Per-acre)	Third Year Cost (Rs./Per-acre)	Fourth Year Cost (Rs./Per-acre)
1	Land Work/ Pre-Cultivation Task	20,800 (1.83)	22,500 (1.98)	22,500 (1.98)	22,500 (1.98)
2	Tuber Cost (cost of tuber 1kg of tuber@400Rs.)	203,600 (18.00)	0	0	0
3	Structural Setup (includes stone or old tyres, bamboo posts, tie wire, iron rods)	150,000 (13.26)	0	0	0
	Reorganization	0	3,500 (0.30)	7,000 (0.61)	4,000 (0.35)
4	Pesticide & fertilizers	52,000 (4.59)	50,000 (4.42)	50,000 (4.42)	45,000 (3.97)
5	Manual Operation				
	Pollination Labour & Plant Securing	82,000 (7.25)	82,000 (7.25)	82,000 (7.25)	72,000 (6.36)
	Weed Management	21,000 (1.85)	21,000 (1.85)	21,000 (1.85)	17,500 (1.54)
6	Harvest Expense	21,000 (1.85)	21,000 (1.85)	21,000 (1.85)	21,000 (1.85)
	Post-harvest Expense (Storage Preparation, Crop Drying, and Packaging Cost)	3,500 (0.30)	3,500 (0.30)	3,500 (0.30)	3,500 (0.30)
7	Cultivation Expense	5,53,900 (48.97)	2,03,500 (17.99)	2,07,000 (18.30)	1,66,600 (14.73)
	Overall Cost of Cultivation			1,131,000 (100 %)	

Note: Figures in parentheses denote percentage

The cost of cultivation in terms of land preparation, ploughing, support system, sowing, weeding, protection, and harvesting are the major operations in Glory Lily cultivation. The planting was majorly taken up from June to July. Moreover, seeds have majorly been harvested in the month of January. The details on the cost of cultivation of Glory Lily

for a period of four years are as follows: farmers are once planting of tuber, it will harvest from further three years. Hence, some of the farmers are over the production only in three years. The details in cost and returns for Glory Lily are depicted in the following table.

Table 12: Cost and Returns of Glory Lily

Harvesting Periods	Yield (Kg/acre)	Price (Rs./Kg.)	Return in Rupees (Yield x Price)	Cost of Cultivation in Rupees	Net Return in Rupees	Economics of Scale
First Year	150	2,000	3,00,000	5,53,900	-2,53,900	Negative Return
Second Year	300	1,800	5,40,000	2,03,500	3,36,500	Increasing Return with High Profit
Third Year	250	1,300	3,25,000	2,07,000	1,18,000	Decreasing Return with Low Profit
Fourth Year	130	1,500	1,95,000	1,66,600	28,400	Decreasing Return with Low Profit
Total			13,60,000	131,010	2,29,000	

The table illustrates the annual and cumulative agricultural performance metrics over four years, focusing on yield, price, income, cost of cultivation, and net returns. The average seed yield was 150 kg in the first year, 300 kg in the second year, 250 kg in the third year and 130 kg in the fourth year per acre. Yield and income peaked in the second year, supported by a high production of 300 kg/acre and a moderately high price of Rs.1800/Kg, both metrics declined significantly in subsequent years. These fluctuations indicate that they are influenced by factors such as weather conditions, pest/disease infestation, or soil nutrient depletion - issues that commonly affect medicinal crops like Glory Lily.¹¹

The cost of cultivation also varied, being highest in the first year and lowest in the fourth year, indicating potential shifts in farming practices or resource inputs. Despite the fluctuation in yields and prices, the overall net return over four years was Rs. 229,000, with the second year being the most profitable. However, negative returns in the first year. Generally, production of glory lily has given the

highest level of production in mid years. Besides, the farmers have spent much more on input. The important point is that the total average income and net return of respondents is Rs. 1,360,000 and Rs.229,000 in the entire period from the first to the fourth year.

Factors Determining the Income (Net Return) of Glory Lily Cultivation

It is elucidated from the regression analysis from the following table, the relationship between the dependent and independent variables, which were statistically significant. It could be interpreted from the R² value is 7.02 given in this table that the endogenous variables were explained by the exogenous variables by 70 percent, and the model is statistically significant. To ensure the reliability of the regression coefficients, multicollinearity among the independent variables was tested using the Variance Inflation Factor (VIF). All VIF values were found to be within acceptable limits (i.e., less than 5), indicating no severe multicollinearity.

Table 13: Factors Determining the Income (Net Return) of Glory Lily Cultivation

Variables	Co-efficient	't' Value	Remarks
Area	0.436	2.088	Significance
Input Cost (Including all cost)	0.5797	4.0346	Significance
Source of Irrigation	0.0467	2.874	Significance
Price	0.674	4.446	Significance
Marketing	0.0732	2.445	Significance

The above regression analysis shows that area, input cost, price, and marketing channel are statistically significant in the income of glory lily cultivation. The area and input costs and prices have increased,

it will positively influence the income of their farmers. Also, irrigation is one of the important factors that positively influence the net return of the glory lily cultivation.

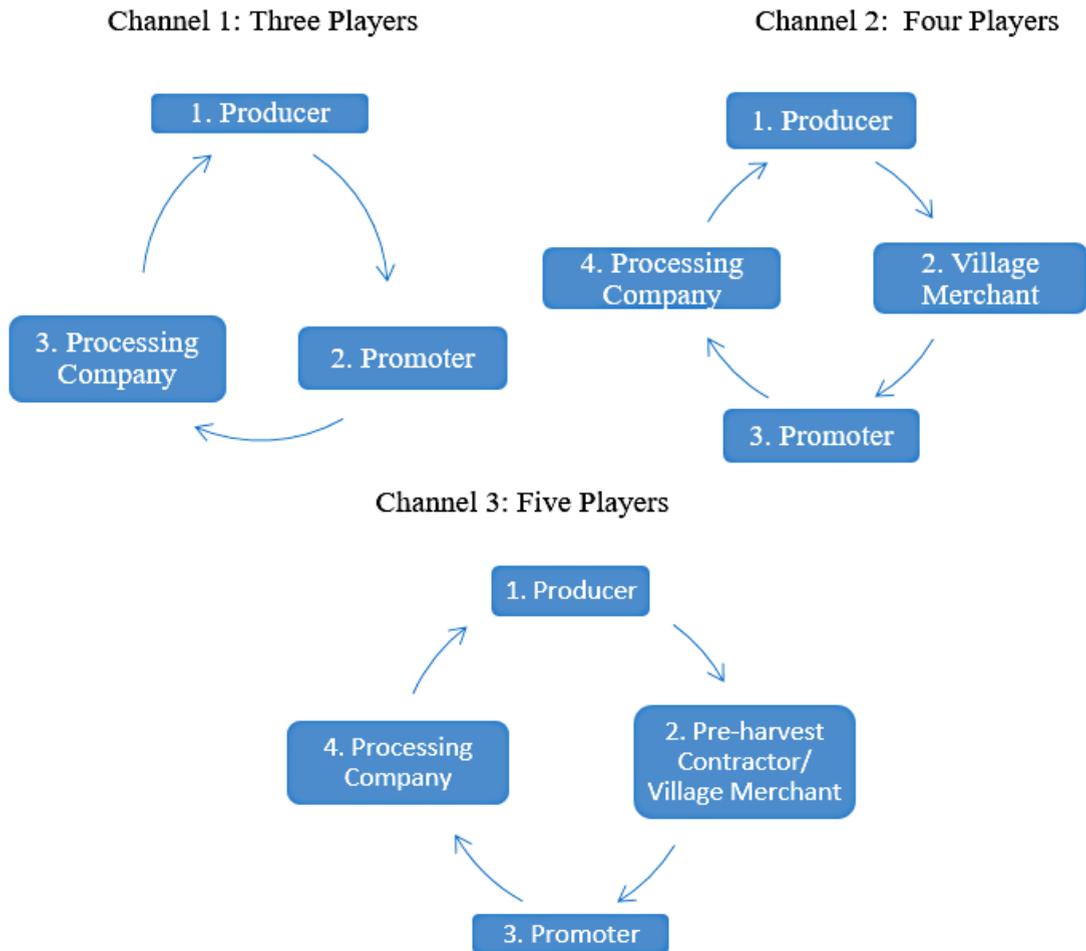


Fig. 1: Marketing Channel of Glory Lily: From Cultivation to Commercial Utilization

Marketing of Glory Lily

Marketing is one of the key factors influencing glory lily farmers. However, marketing facilities were found to be insufficient for the respondents. Unstable prices and the involvement of numerous intermediaries in the market channel are the primary reasons for these insufficient facilities. Moreover, in India, a major portion of their production of medicine is sold to intermediaries like contractors and commission agents who operate in many of areas, particularly tribal regions.¹² The marketing of glory lily is largely unorganized. The marketing channel involves producers, promoters, processing companies, and exporters, including commission agents, each playing a specific role.

The researcher identified various marketing channels used by glory lily farmers in the study area. The major channels are as follows.

Farmers sell their glory lily through these different channels, which ultimately lead to the processing

company. Upon analysis of these channels, it was found that farmers benefit more from channel I due to the reduced involvement of intermediaries compared to other channels. Marketing issues are major problems for glory lily farmers; it is the impact of their income. Ooddanchadram market is the biggest market in the State of Tamil Nadu, it is nearest to glory lily farming but did not have accessibility of this glory lily. The researcher has focused more on market issues with the help of mean score and rank, which are discussed as follows.

It could be inferred from the table 11 that the lack of coordination was ranked 1st with a mean score of 70.01. Next to this, low price was in second position with a mean score of 68.23, and followed by other constraints such as price fluctuation (3rd), inadequate finance (4th), no alternate buyers (5th) and high cost of transport (6th) respectively.

Table 14: Marketing Constraints of Glory Lily

Constraints	Mean Score	Rank
Lack of co-ordination among producers to increase their bargaining power	70.01	I
Low price	68.23	II
Price Fluctuation	67.88	III
Inadequate Finance	50.12	IV
No Alternate Buyers	48.98	V
High Cost of Transport	45.34	VI

Conclusion

The study highlights the potential prosperity of glory lily cultivation, despite the challenges faced by farmers. While there are various issues, the profitability of glory lilies exceeds that of other crop in study area. The farmers receive an average price of Rs. 1500 per kg for seeds, with many earning between Rs. 2000-3000. Over a span of four years, net returns amount to Rs. 2.29 lakh, with the second year being the most profitable. Various factors such as land area, input costs, irrigation, pricing, and marketing practices significantly influence farmers' income. Addressing issues such as marketing inefficiencies and price volatility is critical for enhancing farmer income. Therefore, it is essential

for the government to give more attention to the glory lily sector. Given its profitability and growth potential, it is highly likely that glory lily cultivation will continue to experience a positive trend in the coming years.

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Not Applicable

Author Contributions

- **Satheswaran Periyasamy:** Conceptualization, Methodology, Data Collection, Analysis, Writing – Original Draft.
- **Radhika Mohan:** Writing, Review & Editing.

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