

# A study on impact and use of Flowers by Women's in Kolhapur: Social and Cultural Prospective

Sagar C. Janrao<sup>1</sup>, Dr. Giri Y. L.<sup>2</sup>

<sup>1</sup>Research Scholar, Sanjay Ghodwat University, Kolhapur

<sup>2</sup>Professor, Sanjay Ghodawat University, Kolhapur

**Abstract—** Floriculture has emerged as a profitable agri-business in India, shifting from sustenance farming to commercial production, with immense potential for self-employment. Flowers play a role in rituals, aesthetics, small-scale trade, health/well-being, and local micro-enterprises. Understanding how women in Kolhapur use flowers and how that use affects their social status, income, and wellbeing can inform local livelihood programs, floriculture promotion, and cultural preservation. The market is largely unorganized but features specific, well-known physical markets that serve as major trade platforms. Southern India is a major production hub for traditional flowers, while Maharashtra acts as a key distribution and demand center. Kolhapur's flower market thrives with hubs like Kapil Tirth Market and Shingoshi Market, serving as key wholesale/retail spots for Jasmine (mogra, jai- jui), Chrysanthemum (shevanti), Aster, Marigolds (jendu or genda), Roses, and traditional flowers used in local festivals and daily puja, supported by nearby floriculture regions like Sangli and Satara (Western Maharashtra), though facing climate challenges. Major florists like Ferns & Petals, Mahalaxmi Flowers, and local centers provide everyday needs and export services, highlighting Kolhapur's role in Maharashtra's growing flower economy, with a shift from sugarcane to floriculture. Kolhapur's flower market is dynamic regional hub, significant for local trade and integral Maharashtra overall floriculture economy dealing with both traditional demand and modern challenges. Flowers are not just decorative elements they are companions in a woman's emotional, cultural, and spiritual journey.

**Keywords—** Cultural, Design, Emotional, Economic Cost, Flowers, Hairstyles, Purchase, Spiritual, Traditional, Women's,

## I. INTRODUCTION

Flowers have occupied a significant place in Indian society since ancient times, serving not only as objects of aesthetic value but also as essential components of cultural, religious, social, and economic life. Across India, flowers are integral to daily worship, festivals, life-cycle rituals, traditional medicine, and decorative practices. In addition to

their symbolic and spiritual significance, flowers also constitute an important source of livelihood for many households, particularly for women engaged in cultivation, garland making, vending, and other allied activities.

In the context of Maharashtra, and particularly Kolhapur, flowers hold deep cultural relevance due to the city's rich religious heritage, vibrant temple economy, and strong tradition of social and community celebrations. Kolhapur is widely known for its temples, markets, and festivals where flowers are in constant demand. Women play a central role in the procurement, preparation, use, and sale of flowers—both within households and in local markets. Their involvement ranges from domestic and ritual usage to income-generating activities such as flower vending, garland making, and small-scale floriculture, often operating within the informal sector.

Despite the visible participation of women in flower-related activities, their contributions remain largely undocumented and under-researched. Most existing studies on floriculture focus on production, export potential, or market dynamics, with limited attention given to the gendered dimensions of flower use and its impact on women's socio-economic status. Understanding how women utilize flowers, the extent to which these activities contribute to household income, and the cultural and emotional significance attached to such practices is essential for designing inclusive livelihood and development interventions. Moreover, flower-related activities often require minimal capital investment, flexible working hours, and locally available resources, making them particularly suitable for women, including homemakers and those from economically weaker sections. These activities can enhance women's economic independence, social participation, and decision-making power within the household. At the same time, women engaged in flower-based

livelihoods face several challenges such as price fluctuations, seasonal demand, lack of organized market access, and limited institutional support.

Against this backdrop, the present study seeks to examine the impact and use of flowers by women in Kolhapur from social, economic, and cultural perspectives. By analyzing patterns of flower use, women's participation in flower-related economic activities, and the challenges they encounter, the study aims to contribute to a better understanding of women-centric floriculture practices at the local level. The findings are expected to provide valuable insights for policymakers, researchers, and development agencies working towards women empowerment, sustainable livelihoods, and preservation of local cultural traditions.

## II. LITERATURE REVIEW

1) Role of Jasmine Flowers in Stress Relief and Advantages and Disadvantages of Jasmine Plants; Dr. Varaprasad Rao V, Dr. Rajitha T, Mr. Gajanan Ankatwar

This study summarizes the therapeutic significance of jasmine flowers, particularly *Jasminum officinale* and *Jasminum sambac*, in alleviating stress and anxiety. It highlights the role of key bioactive compounds such as linalool, benzyl acetate, and indole in producing anxiolytic effects through modulation of neurophysiological pathways, including cortisol regulation and autonomic nervous system balance. The research also presents a critical evaluation of jasmine cultivation, addressing its ecological and economic benefits alongside challenges like allergenic effects, invasive growth tendencies, and labor-intensive farming practices. Overall, the findings support the use of jasmine-based extracts and essential oils as effective complementary interventions for stress management, while emphasizing the importance of sustainable cultivation and responsible application in therapeutic contexts.

2) Indian Floriculture in Global Perspective; Dipayan Sarkar

Flowers play a vital role in human life by symbolizing emotions such as love, beauty, purity, and passion, and they are present throughout all stages of the human life cycle. Floriculture has gained increasing importance as a profitable agricultural activity due to its high growth potential and superior

foreign exchange earnings compared to traditional crops. The flower industry has emerged as one of the fastest-growing sectors worldwide, with expanding global demand. Despite possessing favorable natural resources, India currently holds a small share of the global flower trade, though it ranks second after China in the area and production of traditional loose flowers and accounts for a significant share of the global loose flower market. With rising domestic and international demand, increased competition, and the adoption of appropriate strategies and advanced technologies, India has strong potential to become a leading global producer and exporter of floricultural products.

3) The Impact of Different Flowers On Human Psychology: A Comprehensive Review Abhishek Subedi, Sangita Hamal

This review paper highlights the significant role of flowers in influencing human psychology beyond their aesthetic value. By analyzing existing literature, it examines how different flowers can evoke emotions, affect mood, and enhance overall well-being. The review discusses the psychological effects of flower exposure in diverse settings such as homes, healthcare institutions, and workplaces, emphasizing their potential therapeutic benefits. The findings indicate that flowers can positively contribute to emotional and psychological health, while also pointing to the need for further research to better understand the underlying mechanisms through which flowers impact human behavior and mental well-being.

4) Floriculture: A Viable Business, D. Ravinath

The researcher claimed that the field of floristry has drawn in a large number of professional and amateur investors looking to make quick cash. The sustainability and viability of India's floriculture sector

5) Hi-tech practices for sustainable agricultural growth. Pinki's

This paper emphasizes on "a country's ability to expand economically is strongly correlated with the success of its agricultural sector and the best use of its resources. Policymakers have long placed a high priority on increasing the agriculture sector's profitability and production. The study draws attention to the difficulties that farmers encounter while using traditional farming methods in comparison to the theoretical framework that governs

greenhouse farming, including its applicability, structure, and sustainability.

6) Performance of Flower Crops vis-à-vis Field Crops in Madurai District, Tamil Nadu, Alagumani, T. et al.

In this researcher came to the conclusion that all flower crops had a positive net present worth and a benefit-to-cost ratio of greater than one. This suggests that floriculture capital investments yield higher returns. The highest net present value was discovered for Kakaratan among the four flower crops that the researchers examined. The second flower with the highest net present value was the rose.

7) Horticultural Production in the Free Trade Regime," K.N. Selvaraj

The researcher claimed that flower farmers with smaller operations have reduced overhead costs. The production costs per flower for these farmers are about Re. 0.80. However, it might reach up to Rs. 2.10 for large farmers.

8) IMF working paper Defining Financial Stability. Garry J Schinasi

The researcher claims that Does financial stability require the soundness of institutions, the stability of markets, the absence of turbulence, low volatility, or something more fundamental? Can it be achieved and maintained through individual private actions and unfettered market forces alone? If not, what is the role of the public sector in fostering financial stability, as opposed to private collective action: is it just to make way for the private sector to achieve an optimum on its own, or is a more proactive role necessary for achieving the full private and social benefits of finance? Is there a consensus on how to achieve and maintain financial stability?

### III. RESEARCH METHODOLOGY

The present study adopts a descriptive and analytical research design. The descriptive approach is used to understand the patterns of flower use among women, while the analytical approach helps in examining the social and economic impact of flower-related activities on women in Kolhapur. A mixed-method approach, combining quantitative and qualitative techniques, has been employed to obtain comprehensive and reliable results.

#### 3.1 Objective of the study:

- 1) To study the cultural and traditional importance of flowers in the daily lives of women in Kolhapur.
- 2) To study the various purposes for which women use flowers, including religious, domestic, decorative, medicinal, and commercial uses.
- 3) To examine the impact and use of flowers by women in Kolhapur with reference to their social, economic, and cultural significance.
- 4) To analyze the extent of women's participation in flower-related economic activities such as flower vending, garland making, and small-scale cultivation.
- 5) To assess the contribution of flower-based activities to household income and women's economic empowerment.

#### 3.2 Area of the Study

The study is conducted in Kolhapur city and selected surrounding semi-urban and rural areas. These locations were chosen due to the cultural importance of flowers in religious practices, festivals, and local markets, as well as the active participation of women in flower usage and trade.

#### 3.3 Population of the Study

The target population consists of women aged 18 years and above residing in Kolhapur city and nearby areas, including:

- Homemakers
- Flower vendors and garland makers
- Women engaged in small-scale floriculture
- Women using flowers for domestic, religious, or cultural purposes

#### 3.5 Sample Size and Sampling Technique

A sample of 101 women respondents was selected for the study.

- Sampling Technique
  - Stratified sampling was used to ensure representation from different areas (urban and rural).

#### Sources of Data

The study is based on both primary and secondary data.

#### Primary Data

Primary data were collected directly from respondents using:

- Structured questionnaires

- Personal interviews
- Focus group discussions (FGDs) with women engaged in flower-based activities

Secondary Data

Secondary data were collected from:

- Books and academic journals
- Government reports on floriculture and women empowerment
- Research articles, newspapers, and online databases
- Reports published by NGOs and local self-help groups

3.6 Hypotheses

- H<sub>0</sub>: There is no significant impact of flower-related activities on women’s social and cultural status in Kolhapur.
- H<sub>1</sub>: Flower-related activities have a significant impact on women’s social and cultural status in Kolhapur.

3.7 Limitations of the Study

- The study is limited to selected areas of Kolhapur.
- Responses are based on self-reported data, which may involve personal bias.
- Seasonal variations in flower availability and prices may affect results.
- Time and resource constraints may limit the depth of analysis.

IV. EMPIRICAL RESULT

4.1 Flowers Primarily used by women.

1) Flowers are primarily used by women. 101 responses

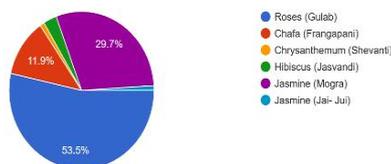


Figure No. 4.1

Interpretation: The figure demonstrates a clear perceptual dominance of roses (53.5%) and jasmine (29.7%) as flowers primarily used by women, while other flowers are seen as having more neutral or diversified usage across genders. This reflects cultural norms, aesthetic preferences, and traditional practices influencing flower usage patterns.

4.2 Flowers Used for Hair Designing

2) Flowers used for Hair Designing 101 responses

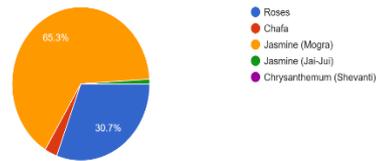


Figure No. 4.2

4.2 Interpretation of the Figure:

The figure clearly demonstrates that jasmine (Mogra) (65.3% is the most culturally and practically significant flower for hair designing, followed by roses (30.7%), while other flowers play only a marginal role in this specific use.

4.3) Flowers used for Pooja/ Rituals at home

3) Flowers used for Pooja/ Rituals at Home 101 responses

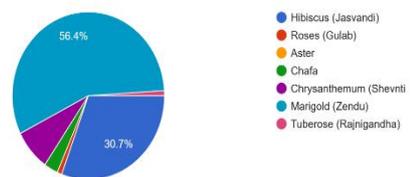


Figure No. 4.3

Interpretation: Traditional and culturally significant flowers—especially marigold (56.4%) and hibiscus (30.7%)—dominate household religious practices, while ornamental and fragrance-oriented flowers play a relatively minor role in pooja and ritual use.

4.4) Flowers Used for Hairstyle

4) Flowers used for hairstyle 101 responses

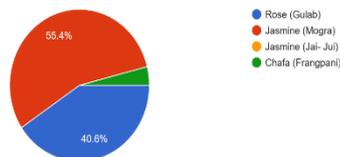


Figure No. 4.4

Interpretation: Jasmine (mogra) (55.4%) dominates as the most favored flower for hairstyles, with roses (40.6%) also playing an important secondary role, while other flowers are used only occasionally.

#### 4.5) Frequency of Using Flowers for Hairstyles

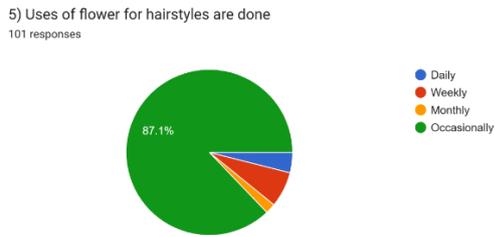


Figure No. 4.5

Interpretation: Flower usage in hairstyles is predominantly occasional and ceremonial (87.1), rather than habitual. This reflects changing lifestyle patterns, convenience factors, and the perception of floral hairstyles as a traditional or special-occasion practice rather than an everyday routine.

#### 4.6) Flower Hairstyle Best Suited On

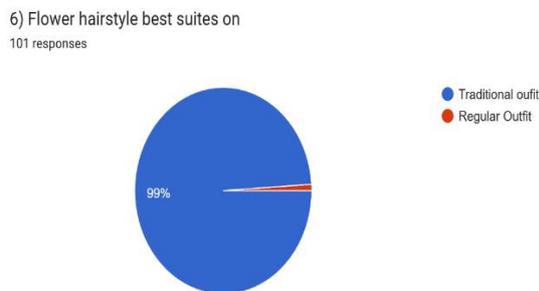


Figure No. 4.6

Interpretation: Flower hairstyles are predominantly perceived as a traditional and cultural style element, closely linked to ethnic wear and ceremonial occasions rather than regular or casual dressing.

#### 4.7) Impact of Gajra (Jasmine Flower Garland) Hairstyle on Cost

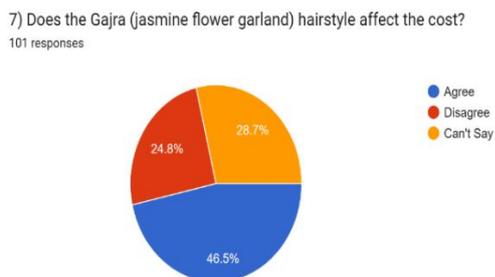


Figure No. 4.7

Interpretation: A mixed perception regarding the cost impact of gajra hairstyles. While a substantial

proportion acknowledges that it influences cost, a considerable share either disagrees or is uncertain, highlighting variability in awareness and experience related to floral hairstyle expenses.

#### 4.8) Effect of Rose Prices on Hairstyles

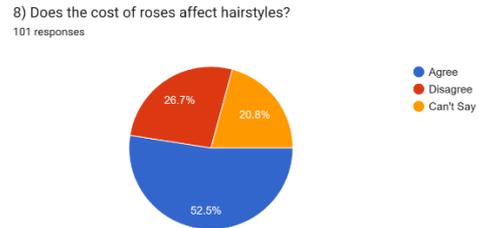


Figure No. 4.8

Interpretation: 52.5% respondents perceive rose prices are having a noticeable impact on hairstyle choices, although a considerable 26.7% disagrees or is uncertain, indicating varied consumer awareness and sensitivity to flower pricing in hairstyle decisions.

#### 4.9) Effect of Chafa (Frangipani) Cost on Hairstyle

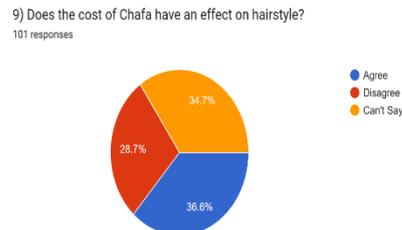


Figure No. 4.9

Interpretation: Uncertain perception regarding the impact of Chafa (Frangipani) prices on hairstyle choices Major i.e. 36.6% respondents agree the effect of cost.

#### 4.10) Impact of Gajra & Roses on Women's Lifestyles

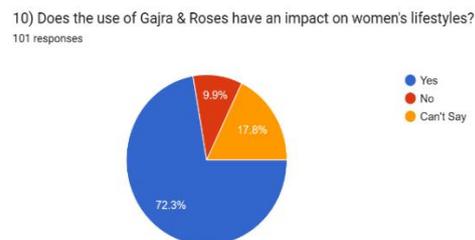


Figure No. 4.10

Interpretation: The use of Jasmie (gajra) and roses (72.3%) is widely perceived as having a positive and meaningful influence on women’s lifestyles, reinforcing their cultural, social, and aesthetic significance in everyday and ceremonial life.

#### 4.11) Role of Flowers in Stress Relief among Women

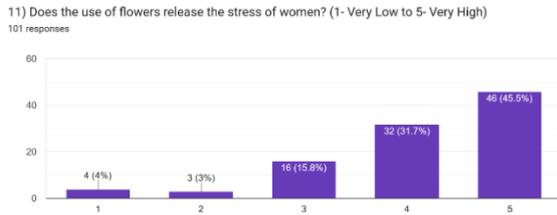


Figure No. 4.11

Interpretation: It shows a strong positive consensus among respondents that the use of flowers whether for adornment, fragrance, or aesthetic pleasure effectively helps in reducing stress among women, highlighting their therapeutic and psychological significance in daily life.

#### 4.12) Role of Flowers in Regenerating Energy

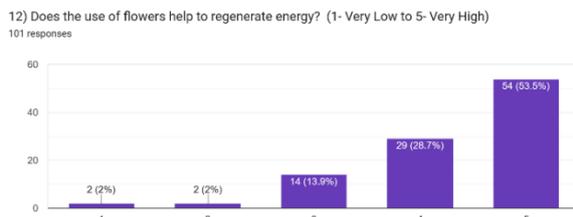


Figure No. 4.12

Interpretation: The results demonstrate a strong positive consensus that flowers play a meaningful role in energy regeneration, reinforcing their perceived benefits for emotional upliftment, freshness, and overall well-being.

### V. DISCUSSION

- **Cultural Significance of Flowers:** The findings highlight that flowers, especially jasmine and roses, are deeply embedded in cultural traditions and are strongly associated with women’s adornment, religious practices, and festive occasions.
- **Dominance of Jasmine in Hairstyles:** Jasmine (gajra/mogra) emerges as the most preferred flower for hair designing and

hairstyles, reflecting its fragrance, aesthetic appeal, and traditional acceptance across age groups.

- **Occasional Rather than Daily Usage:** The use of flowers in hairstyles is largely occasional, suggesting a shift from everyday traditional practices to event-based usage influenced by modern lifestyles and convenience.
- **Strong Association with Traditional Attire:** An overwhelming preference for flower hairstyles with traditional outfits indicates that floral adornment remains culturally symbolic rather than a mainstream element of contemporary fashion.
- **Religious and Ritual Importance:** Flowers such as marigold and hibiscus dominate household pooja and rituals, emphasizing their sacred value and consistent demand irrespective of changing fashion trends.
- **Cost Sensitivity in Flower Selection:** Prices of commonly used flowers like jasmine and roses moderately influence hairstyle choices, while lesser-used flowers such as chafa show greater uncertainty regarding cost impact.
- **Economic Implications for Floriculture:** Seasonal demand for flowers during festivals, weddings, and rituals creates fluctuating market dynamics, affecting both pricing and income stability for florists.
- **Impact on Women’s Lifestyle:** A large majority of respondents perceive that the use of flowers positively affects women’s lifestyles by enhancing self-expression, cultural identity, and social participation.
- **Psychological and Therapeutic Benefits:** High ratings for stress relief and energy regeneration indicate that flowers contribute significantly to emotional well-being, relaxation, and mental rejuvenation.
- **Scope for Product Diversification:** The findings suggest opportunities for florists to develop value-added products such as designer gajras, eco-friendly floral accessories, and wellness-oriented floral offerings.
- **Preservation of Traditional Practices:** Despite modernization, the continued preference for flowers in rituals and traditional styling highlights the resilience of indigenous cultural practices.

- Implications for Marketing and Awareness: Educating consumers about the emotional and wellness benefits of flowers may further enhance demand and broaden their use beyond ceremonial occasions.

## VI. CONCLUSION

Based on the interpretations of all the figures, the study clearly demonstrates the significant cultural, aesthetic, economic, and psychological role of flowers in women's lives.

The findings reveal that flowers—particularly jasmine (gajra/mogra) and roses—are strongly associated with women's use, especially in hairstyling, traditional dressing, religious rituals, and special occasions. Jasmine emerges as the most preferred flower for hair adornment, while marigold and hibiscus dominate household pooja and ritual practices. The use of flowers in hairstyles is largely occasional and event-oriented, closely linked to traditional outfits, reflecting deep-rooted cultural practices rather than everyday fashion trends.

Cost considerations play a moderate but noticeable role in floral hairstyle choices. While a significant proportion of respondents acknowledge that the prices of gajra and roses affect hairstyle decisions, uncertainty remains for less commonly used flowers like chafa. This suggests varying levels of price sensitivity depending on flower type, availability, and frequency of use.

Importantly, the study highlights the positive impact of flowers on women's lifestyles and well-being. A strong majority of respondents believe that flowers contribute meaningfully to women's lives, not only as decorative elements but also as sources of stress relief and energy regeneration. High ratings for stress reduction and emotional rejuvenation indicate that flowers hold therapeutic and psychological value, enhancing mental relaxation, positivity, and overall quality of life.

In conclusion, flowers are not merely ornamental; they function as cultural symbols, lifestyle enhancers, and emotional well-being facilitators. Their continued relevance underscores the importance of floriculture in sustaining traditional practices, supporting livelihoods, and promoting holistic well-being, particularly among women.

## REFERENCES

- [1] Dr. Varaprasad Rao V, Dr. Rajitha T, Mr. Gajanan Ankatwar; Role of Jasmine Flowers in Stress Relief and Advantages and Disadvantages of Jasmine Plants; Volume 7, Issue 3, May-June 2025, 2025-05-13, <https://doi.org/10.36948/ijfmr.2025.v07i03.44226>
- [2] Dipayan Sarkar Department of Floriculture, Medicinal and Aromatic Plants, Faculty of Horticulture, Uttar Banga Krishi Viswavidyalaya, Pundibari, Cooch Behar, West Bengal, India.; Indian Floriculture in Global Perspective, DOI:10.9734/IJPSS/2023/v35i143040
- [3] Abhishek Subedi, Sangita Hamal; Institute of Agriculture and Animal Science; Malaysian Mental Health Journal (MMHJ); The Impact of Different Flowers on Human Psychology: A Comprehensive Review, DOI: <http://doi.org/10.26480/mmhj.02.2023.29.31>
- [4] D. Ravinath wrote a book titled "Floriculture: A Viable Business," which was published by Excel Books on October 22, 2009.
- [5] Pinki's paper on "Hi-tech practices for sustainable agricultural growth. International Journal of Marketing and Technology December 2012-13.
- [6] K. N. Selvaraj; Challenges and Prospects of Horticultural Production in the Free Trade Regime, December 2015, DOI: 10.13140/RG.2.1.2997.1289
- [7] Garry J Schinasi; IMF working paper Defining Financial Stability, October 2004.
- [8] Annual Report- APEDA- Floriculture [www.apeda.gov.in](http://www.apeda.gov.in)