ABSTRACT

Rose (*Rose damascence*) is popular species of rose belong to family roseaceae. It is important commercial flower. Investigation carried out for the year 2005-06 in order to study production costs and returns in Nanded district of Maharashtra. Results revealed that, overall costs of production was Rs.103336.71 per hectare. The proportionate expenditure on hired human labour was (19.91 per cent) followed by rental value of land (19.85 per cent) irrigation (13.50 per cent), amortised establishment cost (14.16 per cent), family labour (11.40 per cent). In case of per hectare profitability in rose flower production was found profitable and net profit was Rs.152791.39 per hectare and output-input ratio was 1.87.

**Key words**: Productivity, Gross return, Net profit