



GROWTH AND EXPORT OF FLORICULTURE IN INDIA: A REVIEW

Sowmya¹, Dr. Harisha N²

¹Research Scholar, Department of Economics, Karnataka State Open University, Mukthagangothri, Mysore,

²Assistant Professor, Department of Economics, Karnataka State Open University, Mukthagangothri, Mysore

ABSTRACT-----

The government of India has identified floriculture as a sunrise industry and accorded it a hundred percent export-oriented status. Recognizing the steady increase in demand for flowers, floriculture has become one of the important commercial trades in Agriculture. This paper attempts to explore the major objectives like, to analysis the growth of floriculture in India, market conditions and export statutes, and economic earnings and constraints faced by the floriculture industry in India. This paper is based on the information collected through available secondary sources. According to Agriculture statistics 2020, Government of India, the total area under flower crops was 303 thousand hectares and total production was 2910 MT. The total area under floriculture in India is the second largest in the world and next to the China. India's floriculture sector has a high export potential, earning valuable foreign exchange through the export of cut flowers, loose flowers, and other floricultural products. In 2022-23, India exported floriculture worth INR 707.81 crores. In the years 1999-2000, the total production of floriculture was 84342.90 M. T, and export earnings were 105.16 core rupees which increased to 21024.41 M. T in 2023. The major constraints are the low performance is attributed to many constraints like the non-availability of air space in major airlines, challenges mainly related to trade environment, infrastructure, and marketing issues such as high import tariffs, low availability of perishable carriers, higher freight rates, and inadequate refrigerated and transport facilities.

KEY WORDS: *Floriculture, Export-oriented, Cultivation, Cut flowers*-----

INTRODUCTION

Worldwide more than 140 countries are involved in commercial Floriculture production. The leading flower-producing country in the world is the Netherlands and United States and Germany is the biggest importer of flowers. The important countries involved in the import of flowers are Germany, France, Italy, and Japan while those involved in export are Colombia, Israel, Spain, and Kenya. The USA and Japan continue to be the highest consumers.

The government of India has recognized floriculture as a sunrise business and accorded it 100% export-oriented status. In arrears to the steady increase in demand for flowers, floriculture has become one of the important Commercial trades in Agriculture. Hence marketable floriculture has emerged as a hi-tech activity-taking place under well-ordered climatic conditions inside a greenhouse. Floriculture in India is being regarded as a high growth Industry. Marketable floriculture is becoming important from the export angle. The liberalization of industrial and trade policies floored the way for the development of export-oriented production of cut flowers. The innovative seed policy already made it feasible to import planting materials of international varieties. It has been initiated that merchantable floriculture has a higher potential per unit area than the highest field crops and is, therefore, a beneficial business. The Indian floriculture production has been shifting from traditional flowers to cut flowers for export purposes. The liberalized economy has given an impetus to Indian entrepreneurs to establish export-oriented floriculture units under well-ordered climatic conditions. Agricultural and Processed Food Products Export Development Authority (APEDA) is responsible for the export promotion and development of floriculture in India.

OBJECTIVES AND METHODOLOGY

This paper attempts to explore the major objectives like, to analysis of the growth of floriculture in India, market conditions and export statutes, and economic earnings and constraints faced by the floriculture industry in India. This paper is based on the information collected through available secondary sources and literature reviews. The secondary sources include the reports collected from the government, journals, articles, books, documents of



various ministries and departments and organizations, papers, and websites used in this study. The proposed study is mainly descriptive in nature.

GROWTH OF FLORICULTURE IN INDIA

Floriculture or flower farming is the learning of cultivation and marketing of flowers and foliage plants. Floriculture includes the gardening of flowering and ornamental plants for direct sale or use as raw materials in the cosmetic and perfume industry and the pharmaceutical sector. It also contains the production of planting materials through seeds, cuttings, budding, and grafting. In simple terms, floriculture can be defined as the skill and awareness of growing flowers to exactness. The individuals associated with this field are called floriculturists.

AREA UNDER CULTIVATION

Tamil Nadu, Karnataka, Madhya Pradesh, West Bengal, Chhattisgarh, Andhra Pradesh, Gujarat, Uttar Pradesh, Assam, and Maharashtra have emerged as major floriculture growing states. According to Agriculture statistics 2020, Government of India, the total area under flower crops was 303 thousand hectares for the year 2018-19. The total area under floriculture in India is the second largest in the world after China. Production of flowers was estimated to be 2910 thousand MT of which loose flowers accounted for 2263 thousand MT and cut flowers to 647 thousand MT. Fresh and Dried cut flowers command in floriculture exports from India.

According to a report of the APEDA, the total area under flower crops was expected at around 34,000 hectares, which involved 24,000 hectares under traditional flowers such as marigold, jasmine, aster, rose, chrysanthemum, tuberose, and 10,000 hectares below modern flowers like carnation, rose, gerbera, gladiolus, anthurium etc.

Among the states, in terms of production, Karnataka stands first with a total of 253.24 thousand tonnes. In terms of zone, Kerala is the leader in floriculture with about 53.26 thousand hectares under floriculture cultivation. Other main flower-growing states are Tamil Nadu and Andhra Pradesh in the South, West Bengal in the East, Maharashtra in the West, and Rajasthan, Delhi, and Haryana in the North.

The expert committee set up by Govt. of India for the advancement of export-oriented floriculture units has identified Bangalore, Pune, New Delhi, and Hyderabad as the major areas suitable for such activity, especially for cut flowers. Of the four zones identified as potential centers for flower production namely Bangalore, Hyderabad, Pune, and New Delhi, the area around Bangalore and Pune has the advantage of ideal climatic settings where the temperature ranges between 15 to 30°C. Given this, the units established in these locations do not require either a cooling or heating system. As a result, the maximum number of units has been established in these locations. There are more than 300 export-oriented things in India. APEDA (Agricultural and Processed Food Products Export Development Authority) is the registering authority for such things. These mainly consist of cut flowers, pot plants, cut foliage, seed bulbs, tubers, rooted cuttings, and dried flowers or leaves. The significant floricultural crops in the international cut flower trade are Rose, Carnation, Chrysanthemum, Gargera, Gladiolus, Gypsophila, Liatris, Nerine, Orchids, Archilea, Anthurium, Tulip, and Lilies. Floriculture crops like Gerberas, Carnations, etc. are grown in greenhouses. The open field crops are Chrysanthemum, Roses, Gaillardia, Lily Marigold, Aster, Tuberose, Jasmine, etc.

EXPORT OF FLOWERS FROM INDIA

Indian roses grown in Bengaluru and Pune have the largest demand in Europe and the United Kingdom. Indian Society of Floriculture India Specialists has predicted that flowers exported from India across the world are worth around 30 crores from the flower industry in India.

In the time of Valentine's Day and Christmas, Flower Export from India is at its peak, especially for beautiful Indian roses. Roses are one of the furthestmost exported flowers from India. Ghodawat Agro Group also known for sending three lakh stems of flowers every day to the Indian market as well as the Export market, is forecasting to set up a floriculture project in Goa aiming to construct the biggest orchid farms in the world.

FLORICULTURAL EXPORT OF INDIA

The Floriculture business in India is flourishing in success due to its high demand in the country itself and at the international level as well. Shortly the Flower Export business in India will reach great heights and increase its growth worldwide. The below table describes the floricultural export status of India, which indicates that the quantity share of export and amount received in terms of export is increasing. In the years 1999-2000, the total production of floriculture was 84342.90 M. T and export earnings were 105.16 core rupees it increased to 21024.41 M. T in 2023 and increased export earnings increased to 707.81 core rupees for the same period.



Table 1.1: Floricultural Export Status of India

Year	Quantity (mt)	Rs (cr)
1991-92	0.00	14.80
1994-95	0.00	60.14
1999-2000	84342.90	105.16
2004-05	27769.06	221.11
2009-10	26814.52	294.46
2014-15	22947.27	460.77
2019-20	16949.39	541.61
2022-23	21024.41	707.81
2023-24 (April-September)	9524.28	352.91

Source: Directorate General of Commercial Intelligence and Statistics, Government of India.

BIGGEST IMPORTERS OF INDIAN FLOWERS IN THE WORLD

There is a huge demand for Indian flowers. So the biggest importers of Indian flowers are United States of America (14,692.43 in lacs), Netherland (7,789.14 in lacs), United Kingdom (4,470.63 in lacs), Germany (3,938.55 in lacs), United Arab Emirates (3,434.08 in lacs), Canada (2,341.81 in lacs), Australia (1,607.44 in lacs), Italy (1,578.90 in lacs), Japan (1,574.58 in lacs) and Malaysia (1,539.92 in lacs). It indicates the demand for the Indian floriculture industry in the world market.

EXPORT CONSTRAINTS

Despite an abundant and varied production base, India's export of floricultural products is not encouraging. The low performance is attributed to many constraints like the non-availability of air space in major airlines, since most of the airline operators prefer heavy consignments. The existing number of flights during the peak seasons is not sufficient for export purposes. Exporters face infra-structural problems like bad interior roads, inadequate refrigerated transport, and storage facilities. Lack of professional backup of delivery and supporting companies, which resort to the high cost of technology for Indian entrepreneurs. To overcome these problems, attention must be focused on the reduction in import duty on planting material and equipment. Airfreight should be reduced to a reasonable level. Sufficient cargo space may be provided by airlines establishment of model nurseries supplying genuine planting material. Cooperative florist administrations should be established at the local level. Training centres for diploma courses on the pattern of ITI for training the personnel in floriculture should be set up. Exporters should plan and monitor effective quality control measures right from production to post-harvesting, storage, and transportation. An analysis of the strengths, weaknesses, and opportunities of the floricultural industry shows that India has immense potential for the export of floricultural products. Though the global floriculture industry is growing comparatively at a faster pace than in India, scope exists to bridge the demand and supply gap.

OPPORTUNITIES AND FUTURE CHALLENGES TO FLORICULTURE IN INDIA

Present status and budding trade are still in their early stages. Floriculture in India is being observed as a high growth industry. Commercial floriculture is becoming significant from the export direction. The liberalization of industrial and trade policies smooths the way for the development of export-oriented production of cut flowers. The new seed policy had previously made it feasible to import planting material of international varieties.

The government of India offers tax benefits to new export-oriented floriculture companies in the form of income-tax holidays and exemptions from certain import duties. Agricultural and Processed Food Products Export Development Authority (APEDA), accountable for export advancement and enlargement of floriculture in India, grants subsidies for establishing cold storage, precooling units, refrigerated vans and greenhouses, and air freight subsidies to exports. It has been found that commercial floriculture has a higher potential per unit area than most field crops and is therefore a worthwhile business.

There has been a huge demand surge in the country for floriculture in recent years. Various contributing factors such as changing lifestyles, rising income, and rapid urbanization have led to this huge demand for floriculture. Another major contributing factor to extensive demand is that this industry is export-oriented, and countries such as the Netherlands, the UAE, the UK, and the US are some of the most demanding destinations for different forms of flowers, packed or loose flowers, and exotic plants.

In the last few years in the Indian market, the floriculture industry has grown leap and bound. The demand for flowers and plants has enlarged significantly both in the internal and international markets. Some of the vital



features that have helped the country to clutch floriculture is India has a favourable climate for cultivating variety of flowers. The country also has a rich tradition, social, and cultural aspects linked to different types of flowers often used in religious activities. The economic importance of floriculture has made the government promote this industry as a potential industry. The government also offers significant incentives and subsidies to the farmers involved in this industry.

Indian floriculture industry holds immense significance not only from a social and cultural viewpoint but also from an economic and environmental viewpoint, foreign exchange earnings, employment opportunities, diversification of agriculture, rural development and tourism, and aesthetics.

Floriculture has observed massive growth due to the uneven preferences of consumers and the existence of new practices and technology. Some of the most visible evolving trends of floriculture in India are as follows:

The rise in the e-commerce industry has made it easy for customers and businesses to associate, thus allowing businesses from a distant part to serve customers in another part of the country. The urbanization trend and influence of Western cultures have given rise to the adoption of floriculture gardens as a lifestyle in India. As a consequence, the demand for floriculture has enlarged. The enlargement of more floriculture gardens and indigenous varieties by leading flower-producing states in India to excel in the industry has also catapulted this industry in India.

High demand in the wedding and hospitality industry along with the entrepreneurship wave in floriculture has also led to the rise of floriculture in India. Acceptance of an environment-friendly lifestyle has also led to an increase in the demand for floriculture in India.

The use of advanced technologies in farming like hydroponics, greenhouse cultivation, and tissue culture has overall contributed to accumulative the yield of flowers with effective use of resources. The industry is now moving towards offering a wide range of flowers and plants that attract a wide range of consumers. This modification approach involves new colour production, developing hybrid varieties, and exhibiting new and unique designs in the floral arrangements.

The increasing demand in this industry is not only for regular flowers or plants but for exotic ones. While the market still demands traditional flowers such as jasmine or marigold, the demand for exotic ones is on the rise.

CHALLENGES

Several challenges exist in the floriculture industry. These challenges range from lack of information to the use of obsolete technology in floriculture in India. Some of the challenges are unorganised marketing conditions is the major challenges. In India, the marketing of cut flowers is very unorganized. In the foremost Indian cities, flowers are carried to wholesale markets, which mostly operate in open yards. From here the flowers are circulated to the local retail outlets which more often than not operate in the open on-road sides, with dissimilar flowers arranged in large buckets. In the metropolitan cities, however, there are some good florist showrooms, where flowers are kept under controlled temperature conditions, with substantial attention to value-added service. The government is now investing in setting up auction platforms, as well as organized florist shops with better storage facilities to prolong shelf life. The packing and transport of flowers from the farms to the retail markets at present is very unscientific. The flowers, depending on the kind, are packed in gunny bags, bamboo baskets, simple cartons or just wrapped in old newspapers and transported to markets by road, rail, or air. However, the government has provided some assistance for buying refrigerated cargo and built up a large number of export-oriented units with excellent facilities of pre-cooling chambers, cold stores, and reefer vans.

Absence of information regarding new cultivation techniques and new varieties of flowers among Indian farmers. As a result, they cannot reap the benefits of garden farming. India only shares 0.6% of the world's floriculture market though India has diverse edaphic and agro-climatic conditions to grow a variety of flowers.

Nonappearance of infrastructure and accessibility of basic inputs such as planting material, quality seeds, skilled manpower, and efficient irrigation system. Thus, investment is required in the floriculture industry in India. Considering these challenges, the Indian government has started initiatives like the CSIR Floriculture Mission to encourage research and development of novel floriculture varieties and latest technologies in the field.



SUGGESTIONS

To the further growth of the floriculture industry government has to focus on the development of modern technologies like cold storage facilities and quick transport options to increase the quality of flowers. It is also important to provide awareness among farmers to grow diversified farming activities including floriculture with financial support from the banks and subsidy from the agriculture department. There is a need to further strengthen the market condition to avoid the middleman's involvement in the trading process of floriculture.

CONCLUSION

The floriculture industry in India is rapidly changing, and it is now implementing new technologies, fulfilling consumer demand preferences and expectations and driving overall industry growth at larger level. The industry is also employing sustainable practices to confirm that while it accommodates the needs of the consumers, it does not do so blindly without allowing for the overall impact on the environment. The employment opportunities and India's total export of floriculture were increasing. The major importing countries were U S A, the Netherlands, U Arab Emts, U K, and Germany. There are a further 300 export-oriented items in India. More than 50% of the floriculture products are produced in Karnataka, Andhra Pradesh Tamil Nadu, and Madhya Pradesh. With the technical associations from foreign corporations, the Indian floriculture industry is composed to raise its share in world trade.

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