



Performance of Floriculture in India

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Abstract: There is a good scope for commercial floriculture. The important factors which decide the scope for Commercial Floriculture are soil, climate, labour, transport and market. Almost all big cities are developing very speedily to accommodate this fast growing population, cement concrete, jungle is also developing at the same rate and thus people are now realizing the importance of open space, parks and garden for relaxation, peace of mind, recreation and unpolluted air. Thus, to meet out all these problems bio-aesthetic planning is essential, which runs hand in hand with town planning. In modern life floriculture garden in the country yard is an integral part of the modern life and thus ornamental plants have found a place in home gardening.

Key words: peace of mind, recreation and unpolluted air, Floriculture

Introduction

Floriculture is the branch of horticulture that deals with the cultivation of flowering and ornamental plants for sales or for use as raw materials in cosmetic industry. Demands for floricultural products are steadily increasing both in the domestic as well as export markets. India has made significant improvement in the production of flowers, particularly cut flowers, which have good potential for export. Floriculture is important from the economic perspective as well. Commercial floriculture has been steadily increasing with increased use of protected cultivation employing greenhouse, shade nets, polyhouse etc. Commercial flowers cultivation in India provides an opportunity for rural development owing to its higher returns per unit area and the new employment opportunities. India has a scope to bridge the gap between demand and supply as global demand of floricultural products is growing at a faster rate. India is enriched with diverse agro-climatic conditions such as, fertile

land, suitable climate, abundant water supply, low labour cost, availability of skilled manpower, etc. which are quite beneficial for growing a variety of flower plants throughout the year.

Importance of Floriculture

Flowers have been considered as the symbol of grace and elegance and a feast for our eyes. They are used on all religious festival occasions. Flowers are given as birthday presents, wedding gifts or while meeting sick people and even at funerals. Most Hindu ladies adhere their hair style with flowers i.e. *Gajara* and *Veni* and it is one of the important floral ornament which will add grace to their beauty. All the people irrespective of their origin, race, sex and caste love flowers. Generally flowers are offered by devotees at the Temples, Gurudwaras, Churches and Masjids. Flowers are also used for decoration. Even dried flowers are also used in flower craft or arrangement of garlands and bouquets are prepared and offered to welcome the dignitaries. When cut flowers are used for vase decoration it



becomes a marvelous piece of indoor decoration. Importance of flowers is not restricted upto the beautification, decoration or preparation of Gajra, Garland, Veni or Bouquets but also have the industrial importance too. Some flowers like Rose, Jasmines, Tuberose, Kevda, Bakul are used for extraction of essential oils which is base for preparation of perfumes, scents or attar. From rose Gulkand, Rose water etc. products are also prepared.

Scope of Floriculture

There is a good scope for commercial floriculture. The important factors which decide the scope for Commercial Floriculture are soil, climate, labour, transport and market. Almost all big cities are developing very speedily to accommodate this fast growing population, cement concrete, jungle is also developing at the same rate and thus people are now realizing the importance of open space, parks and garden for relaxation, peace of mind, recreation and unpolluted air. Thus, to meet out all these problems bio-aesthetic planning is essential, which runs hand in hand with town planning. In modern life floriculture garden in the country yard is

an integral part of the modern life and thus ornamental plants have found a place in home gardening.

As far as flower trade is concerned i.e. for cut flowers and loose flowers, it is growing very well in our state because these cut flowers are used for vase decoration and now-a-days there is a craze for indoor decoration. As far as loose flowers are concerned these are mainly used for preparation of gajara, veni, garland and bouquets and thus demand of flowers for these purposes is unending. Thus, taking into consideration the different points i.e. bio-aesthetic planning, floral garden, indoor decoration, social functions and religious functions the demand for floricultural plants is increasing day by day and to meet out the same there is a good scope for growing and raising of Ornamental or Floricultural plants. When Flower Trade is concerned; different flowers like Rose, Chrysanthemum, Gladiolus, and Tuberose are demanded in the market as cut flowers. While Aster, Gaillardia, Marigold, Chrysanthemum, Jasmines, Tager Nerium as loose flowers.





Global Scenario of Floriculture

At global level, flora business is around US\$ 176 billion, which is expanding day by day and with an annual average growth rate of 10.3 per cent, is expected to reach US\$ 250 billion by 2025 (Global Horticulture Market Outlook 2015). Flowers and foliage accounted for around 52.45 per cent, and live plants, bulbs and cuttings accounted for 47.55 per cent of total floriculture products at global trade (APEDA 2014). International trade in floriculture, to a large extent is organized along regional lines. Developed countries in Europe, America and Asia account for more than 90 % of the total world trade in floriculture products. Germany is the leading country in floriculture trade with 17.04% share, followed by USA (10.57%) and Netherlands (10%) while India falls on fifty second rank (0.08%). Roses contribute around 16.43% of the total floriculture trade. In recent years, a paradigm change in the flora industry has been observed and has lead to the development of new productions centers in Asia and Africa which were earlier concentrated in USA and Europe. In Asia, India, China and Thailand are moving progressively in this direction and emerging leading countries. Asia-Pacific countries are the main suppliers to Japan and Hong Kong. African and other European countries are the principal suppliers to Europe's main markets, and the supplies to the United States are mainly catered by Colombia and Ecuador.

Indian Scenario of Floriculture

In India, Floriculture industry comprises flower trade, production of nursery plants and potted plants, seed and bulb production, micro propagation and

extraction of essential oils. Though the annual domestic demand for the flowers is growing at a rate of over 25% and international demand at around Rs 90,000 crore India's share in international market of flowers is negligible. India has a blooming future as far as floriculture is concerned. Enormous genetic diversity, varied agro climatic conditions, versatile etc offer India a unique scope for judicious employment of existing resources and exploration of avenues yet untouched. In our country, flowers are grown in around 233,000 ha land, with the production of loose flowers around 1729,000 MT and that of cut flowers 76732 lac numbers (2012-13), as per NHB 2013 database.

Over the study period of 16 years from 2001-02 to 2015-16 the area under floriculture crop has been increased which has shown in the Table 2.1. The area under floriculture was 1,06,000 hectares in 2001-02 whereas it was 2,54,000 hectares in 2011-12 and it is witnessed for more than double in a decade. In 2015-16 it has 2,78,000 hectares as highest. If we see the decadal growth of Area has improved in a rapid manner which indicates the positive sign in the sector of Floriculture in India. Compound Annual Growth Rate (CAGR) of 8.9 is registered with this trend. During 2014-15, floriculture covered an area of 0.24 million hectares, with total production of 2.01 million tons of flowers. This sector offers opportunities for generating income and employment, especially for women. Noticeable advancements have been made in recent decades in flower production, particularly, in the production of cut flowers, which have potential in terms of



exports. The main cut flowers being grown are roses, orchids, gladiolus, carnation, gerbera, anthurium and liliun. The important flower growing states are West Bengal, Karnataka, Maharashtra, Tamil Nadu, Odisha, Uttar Pradesh, Andhra Pradesh, Jammu and

Kashmir and the North Eastern states. A major part of the area under flower cultivation is devoted to the production of marigold, roses, chrysanthemum, jasmine, tuberose, etc. The field under cut flower cultivation has increased significantly in the recent years.

Table 1: Area, Production and Productivity of Floriculture in India

Year	Area (in 1000 HA)	Production (in 1000 MT)	Productivity
2001-02	106	535	5.0
2002-03	70	735	11.0
2003-04	101	580	5.7
2004-05	118	659	5.6
2005-06	129	654	5.1
2006-07	144	880	6.1
2007-08	166	868	5.2
2008-09	167	987	5.9
2009-10	183	1021	5.6
2010-11	191	1031	5.4
2011-12	254	1652	6.5
2012-13	233	1729	7.4
2013-14	255	2297	9.0
2014-15	249	2143	8.6
2015-16	278	2184	7.9
2016-17	309	2246	8.0
CAGR	8.9	11.1	

Exports from India

In view of floriculture exports, an exponential growth of floriculture products was being observed in 2006-07 when the exports reached to 649.6 crores. But since then, down fall to 340.14 crores (2007-8), 368.81 crore (2008-9), 294.46 crore (2009- 10) and 296.04 (2010-11) has been witnessed owing to the downfall on the world economy. However, an overall rise with the establishment of a large number of export oriented cut flower units which has given a recognition to Indian flowers in the international

market and the growing dry flower industry that contribute to 60-70% in the exports. With this, little rise in exports is witnessed, 365.32 (2011-12), 423.23 crore (2012-13) in the past two years (APEDA 2014). The government of India offers tax benefits to new export oriented floriculture companies in the form of income-tax holidays and exemption from certain import duties. Agricultural and Processed Food Products Export Development Authority (APEDA), responsible for export promotion and development of floriculture in India,



grants subsidies for establishing cold storage, precooling units, refrigerated vans and green houses, and air freight subsidy to exports. It has been found that

commercial floriculture has higher potential per unit area than most of the field crops and is therefore a lucrative business

Table-2: Floriculture exports to major countries

	2016-17		2017-18		2018-19	
Country	Qty	Value	Qty	Value	Qty	Value
U S A	3,762.70	9,902.23	3,489.02	10,497.73	4,038.07	14,692.43
Netherland	1,809.32	5,750.38	1,855.00	6,563.30	1,518.92	7,789.14
U K	2,457.84	6,838.96	2,116.98	5,320.13	1,530.01	4,470.63
Germany	2,439.66	6,241.66	1,347.90	3,667.89	1,251.71	3,938.55
U Arab Emts	1,438.84	3,449.30	1,211.45	2,929.65	1,871.24	3,434.08
Canada	748.52	1,792.93	1,133.35	2,127.90	878.99	2,341.81
Australia	250.07	1,306.72	198.74	1,312.95	250.53	1,607.44
Italy	555.10	1,609.93	522.49	1,661.09	403.24	1,578.90
Japan	365.05	1,479.33	284.04	1,360.83	310.37	1,574.58
Malaysia	520.82	1,202.27	793.46	1,325.61	862.00	1,539.92
Singapore	1,347.01	1,654.38	1,956.81	1,545.90	1,998.34	1,478.01
Total	22,020.35	54,670.73	20,703.47	50,731.22	19,726.57	57,141.28

Prospects

It is concluded that production and trade of India floricultural products have been consistently increasing over the last decade. Though India dominates in terms of area under cultivation compared with some leading countries which are quite prosperous in floriculture like the Netherlands, Colombia, Ecuador and Belgium, India's yield per hectare is low. As a result, India's contribution to the global floricultural export market is very minimum. However, in order to become sustainable, new strategies should be followed, which can give fruitful results on long-term basis. Since worldwide floricultural trade and consumption are increasing rapidly, there is a still an opportunity to India in achieving a consistent growth in production and

export, thus earning valuable foreign exchange. Those matters are of paramount importance for development of floricultural industry in the country. The Government of India has initiated many developmental programmes mainly through the schemes of Ministry of Agriculture (National Horticulture Board, National Horticulture Mission, Horticulture Mission for North East & Himalayan States etc.) and Ministry of Commerce (APEDA). National Horticulture Board (NHB), National Horticulture Mission (NHM) and Rashtriya Krishi Vikas Yojana (RKVY) have created awareness regarding horticulture in rural areas. National Bank for Agricultural Rural Development (NABARD) is providing financial assistance to the farmer to adopt



protected cultivation and precision farming. Research activities on floriculture are being carried out at several research institutions under the Indian Council of Agricultural Research (ICAR), Council of Scientific and Industrial Research (CSIR) and in the horticulture departments of state agriculture universities and under the All India Co-ordinated Floriculture Improvement Project. To meet the demand of flower seeds, several seed companies have developed production units in major flower growing states. India Government introduces various training related programmes for farmers and entrepreneurs. The Government offers a range of concession on seeds, planting materials, various types of equipment and airfreight for export. It is anticipated that improved policies would enhance floriculture in world trade

Conclusion

At the county level in India, one can find only a bit of progress in the area of floriculture on account of various constraints. This is reflected from its meagre share in the World floricultural trade. The country's share in the world business of flowers is only just 0.41 per cent to 0.55 per cent which is also low as compared to Netherlands 59 per cent, Italy 6 per cent, Columbia 10 per cent, Israel 4 per cent, Kenya 1 per cent and other countries 20 per cent. The area under floriculture is also comparatively low compared to many other countries. The per capita consumption of flowers is also considerably low when compared with other developed countries like USA, Western Europe and Japan. In spite of strong productive base, India's export of floricultural product is not so encouraging. The low performance is attributed to many obstacles such non

availability of proper space in the airlines, since most of the airline owners prefer heavy consignments. The current number of flights during the peak seasons is not sufficient for transport. Exporters for infra-structural problems like inadequate refrigerated transport, bad interior road, and storage facilities. Lack of intensive backup of delivery and encouraging companies, which resort into high cost of technology for Indian producers. In order to overcome these problems, attention must be focused on – Reduction in import duty on planting material and equipment. Transportation cost of export is to be reduced to a minimum level. Sufficient and enough cargo space may be provided in airlines. In order to promote the heavy production of import substitution goods, Floriculture must be considered in priority. In India land holding problems and inherent legal provisions make the production and productivity to negative growth of agri production.. Co-operative societies must be established at regional level in each and every state. Exporters of Floriculture must plan and monitor effective quality control measures starting from beginning of the production to post harvesting, its storage, and finally the transportation.

Suggestions

Government has to take care of Infrastructure facilities in Floriculture sector. The problem of small holdings, Inputs, Irrigation, Finance, Storage and Transport facilities. The area under floriculture should be enlarged so that the production will be increased.

India's performance in the global floriculture market is not upto the mark in comparison to several other countries. The major reasons behind such lackluster performance are:



- Absence of proper and adequate infrastructure,
- Lack of proper technical knowledge
- Lack of sale and export promotion activities etc. Indian floriculture is mostly in small scale and unorganized in nature.

For boosting India's floriculture export and to capture more share in overseas market a host of measures are to be undertaken by both the Government as well as the private agencies involved in production and export of floricultural products. Some of the issues that need immediate attention are:

- Increase in the production of value added products like dry flowers, seeds, potted plants, micro propagated plants etc.,
- Organising appropriate training for personnel involved in production and export of floricultural products,
- To make the producers and exporters aware about effective quality control measures,
- Establishment of appropriate marketing and distribution channels,

- Setting up of more export processing zones for floriculture products etc.

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