

## Current Status and Challenges on Floriculture in India

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### Introduction

Floriculture is a branch of horticulture that is not only concerned with the growth of flowers and ornamental plants but also with their value addition and marketing. Floriculture is an intricate enterprise in India. In the world of flowers, various segments play a part in the overall growth of the sector. From beautiful cut flowers and loose blossoms to plants for landscaping, fillers, indoor greenery, turf grass, and even seeds and planting materials - each of these elements contributes to the vibrant tapestry of the floricultural industry. Beyond their aesthetic appeal, flowers and ornamental plants play a crucial role in shaping the environment of both urban and rural areas.

The diversity of forms and cultivars of flower ornamental plants belonging to more than 100 species will contribute to this development. Moreover, each of these cultivars as a source of valuable economic and biological properties may be used in future selection and innovative processes in the industry. The global Floriculture business based on consumption is estimated at US\$ 60 billion of which cut flowers contribute 60% share. The Netherlands is the world leader in the trade and technology of floriculture products with a contribution of US\$ 13.2 billion (2005). The dry flower industry was moved to Tamil Nadu due to the favourable dry environment of Tuticorin, its proximity to the Seaport for shipping, and its cheap labour force. India's share in the European market is below 1.5 percent and is below 1.0 percent of the world's requirement. Dried flowers have also tremendous export potential. The major production centres of dry flowers are Tuticorin in Tamil Nadu and Kolkata in West Bengal.

Floral extracts of marigolds especially extraction of nutraceuticals from the petals of the flowers give substantial or additional family income to the farmers, especially in the dry regions of the country, which leads to an enormous increase in area under flower crops (>1.50 lakh ha) of which major area contributes from the traditional flowers like marigold, tuberose, Jasmine and Desi rose. The government of India has also declared some of the hill states as Special Economic Zones (S.E.Z.) for Floriculture due to

certain strategic advantages in Sikkim and Jammu & Kashmir for Floriculture, Uttarakhand for growing Gladiolus flower crop.

### Present scenario of floriculture in India

Due to the favourable atmosphere produced by several reforms in the economics and seed sector, the Indian floriculture sector, which remained a domestic agricultural practice until the late 1980s, achieved commercial relevance throughout the 1990s. Floriculture industry has immense importance. This move has created opportunities for importing novel plant materials and implementing advanced cultivation technologies, further enriching the agricultural practices in the country. From 1,06,000 ha in 2001-2002 to 283.27'000 ha in 2021-22, with 44.83'000 ha in Karnataka followed by 42.93'000 ha in Tamil Nadu and 38.69'000 ha in Madhya Pradesh. Other states that produce flowers include Karnataka, West Bengal, Mizoram, Gujarat, Orissa, Jharkhand, Haryana, Assam, and Chhattisgarh. Total loose flower production in India is 2295.07'000 MT in 2021-22 and the leading producer of the loose flower is Andhra Pradesh having 515.71'000 MT production and West Bengal is the leading producer of cut flowers having 218.71'000 MT production.

Additionally, India has a robust dry flower market that contributes significantly (more than 70%) to exports of floriculture. India is the world's top exporter and producer of dry flowers, with revenues of Rs. 322 crores. Apart from distinctive dried flowers, the product assortment encompasses items like wild harvests, agricultural byproducts, fruits, seeds and pods. The principal production hubs are located in Kolkata, Cochin, and Tuticorin. In 2022-23, India exported floriculture commodities exceeding Rs. 707.81 Crores/ USD 88.38 Million. The major importing countries were the USA, The Netherlands, UAE, UK and Germany. In India, there are more than 300 units focused on exports. Karnataka, Andhra Pradesh, and Tamil Nadu each have more than 50% of the floriculture units. The Indian floriculture sector is ready to grow its share of global trade, courtesy of technical assistance from foreign businesses. Understanding and integrating various components ensure the holistic development of the floriculture industry.

## 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.

## 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. 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.

## Challenges to Floriculture in India

Despite its potential, the floriculture industry in North East India faces challenges such as inadequate infrastructure, limited access to markets, lack of post-harvest facilities, and issues related to quality control and standardization. Seasonal fluctuations and transportation difficulties also pose challenges for maintaining consistent production and supply. The floriculture industry in North East India presents a promising landscape with its diverse climatic conditions and rich floral biodiversity. While it offers significant opportunities for entrepreneurship and economic development, addressing challenges related to infrastructure, quality control, market access, and seasonal variations is crucial for sustaining growth and maximizing the industry's potential.

The government of India offers tax benefits to new export-oriented floriculture companies in the form of incometax 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.

## Conclusion

The diversity of forms and cultivars of flower ornamental plants belonging to more than 100 species will contribute to this development. In 2022-23, India exported floriculture commodities exceeding Rs. 707.81 Crores/ USD 88.38 Million. The major importing countries were the USA, The Netherlands, UAE, UK and Germany. In India, there are more than 300 units focused on exports. Karnataka, Andhra Pradesh, and Tamil Nadu each have more than 50% of the floriculture units.

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