

PURSUIT

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Smt. Vimlaben Khimji Tejookaya

Arts, Science & Commerce College,

Deolali Camp, Nashik-422 401

(Affiliated to the University of Pune)



Organized

National Level Conference

On

**RECENT TRENDS AND INNOVATIVE IDEAS
IN GROWTH OF COMMERCE AND
ECONOMICS**

18th & 19th January 2016

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Prin. Dr. J.D.Sonkhaskar

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S.V.K.T.College, Deolali Camp, Nashik



Dr. Urmila Y. Gite
Co-ordinator

Prof.N.B.Pagar
Dept. of Economics

Prof. V.B.Saidpatil
HOD, Commerce

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Smt. Vimlaben Khimji Tejookaya, Arts
Science & Commerce College
Deolali-Camp (Nashik)

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PRINCIPAL

Smt. Vinilaben Khimji Tejokkaya, Arts,
Science & Commerce College
Deolali-Camp (Nashik)



ASSO. PROF. N.B.PAGAR
HOD, Dept. of Business Economics,
S.V.K.T.College, Deolali Camp, Nashik

INDIAN FLORICULTURE INDUSTRY : OPPORTUNITIES AND CHALLENGES

➤ Introduction :

Past globalization, floriculture has become an Important Commercial activity in agriculture. Floriculture activity has evolved as a vibal and profitable alternative with a potential to generate remunerative self employment among small and marginal farmers and earn the much needed foreign exchange in the developing countries such as India.

The world production of floriculture is growing at a rate of 10% per years.

- There are currently 50 countries that are active in floriculture production on a large scale.
- China, India having the majority of the world average under cut flower and plants production.
- Indias total floriculture was 460.75 crore in 2014-15.

➤ Production Scenario in India :

According to the Indian horticulture database 2012-13 published by the National Horticulture Board of India the production. Status has been reported in table.

Year	Area 000' Hac	Production 000 Mts.
2007-08	16.6	868
2008-09	167	987
2009-10	183	1021
2010-11	191	1031
2012-13	232.74	1.729

Statewise floriculture production :

Status	Loose flowers 000 Mts	Cut flores lakhs nos.
West Bengal	59	23919
Andhra Pradesh	134	6202
Arunachal Pradesh	0	2860
Karnataka	2994	5860
Gujrat	50	5063
Hariyana	60	1084
Orissa	4	5911
Maharashtra	91	7914
Uttarakhand	2	3416
J & K	0.6	605
All India	1031	69027

- As per above data West Bengol has emerged as the largest cut flowers producing state.
- Karnataka has emerged as the largest Loose flowers producing state.
- With growth in floriculture production in the country, the demostic market has also expanded several fold.



- During 2012-13 the area under floriculture production. In India was 232.74 thousands hectares with production of 1729 million tones. 1000 flowers and 76.73 million tones cut flowers.
- Floriculture is now commercial cultivated in several states with West Bengal 32% Karnataka 12%, Maharashtra 10% having gave ahead of other producing state like MP, Gujarat, Punjab, Haryana, Andhra Pradesh, Orissa, Jharkhand, Uttar Pradesh, Chattigarth.
- India's floriculture Industry which is growing at compounded annual growth rate Rs.8000/- crores mark by the year 2015.

Floriculture Export from India :

Years	Quantity Mts	Value Rs. Lakhs
2004-05	4952	5877
2005-06	6849	10289
2006-07	12896	42002
2007-08	6779	10201
2008-09	3463	11020
2009-10	4019	9368
2011-12	2309	7152
2014-15	22947.23	460.75 Crores

- India's total export of floriculture was Rs.460.75 crores in 2014-15.
- Flower market in India business report 2015, Jan. 2015 Rs.1160.00
- The country has exported 22947.23 M.T. of floriculture product to the world.
- Major export destination (2014-15) US, UK, Germany, Netherland and UAE were major importing countries at India floriculture during the same period.

➤ Major flowers exported from India :

- Floriculture products in mainly consists of cut flowers, pot plants, cut foliage, seeds bulbs, tubers, rooted cuttings and dried flowers or leaves.
- The important floricultural crops in the international. Cut flower trade are rose, Carnation chrysanthemum, gargera, gladioling, gypsophilla, orchids, archilea, anthuriu, tulips and lilies.
- Floriculture crops like gerberas carnation ets are grown in green house, The open field crops are chrysanthemum, roses, gaillardia lily, Marygold, aster, tuberosa etc.
- Out of these flowers India has exported mostly roses, carnations, chrysanthemum, orchids, etc.

➤ Associated Industries of floriculture :

Other associated activities of flower growing in India include

- 1) Dry flower Industry.
- 2) Essential oil industry

- India is the fifth largest export of dried flowers I and II and largest exporter of dried foliage in the world.
- Accounts for around 70% of the dried flower exports from India around the world.

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Recent Trends and Innovative Ideas in Growth of Commerce and Economics



- India is the 11th largest exporter of essential oil in the world after the USA. India's export of essential oil stood at US \$ 298.7 million in 2007-08.
- India is the largest exporter of jasmine oil in the world accounting for over 40% total world exports in Jasmine oil.

➤ **Governments Incentives / Insatives :**

- Government of India acknowledges the potential of the floriculture industry and has conferred 100% export oriented industry status.
- Various incentives are offered by the Government of India to floriculture industry.
- Setting up of a number of floriculture units for producing and exporting flowers. Most of these are located near Mumbai, Bangalore & Delhi.
- These centers have obtained technical know how from Dutch & Israeli consultants.
- Tax benefits are offered to new export oriented floriculture companies in the form of income tax holidays and exemption from certain import duties.
- Duties have been reduced for import of flower seeds and tissue cultured plants.
- Financial support is provided for setting up of free cooling and cold storage units.
- Using improved packaging material.
- Promotes, assists and facilitates the setting up of Agri Export Zone (AEZ) in association with the State Government.

➤ **India's distinctive advantages for development of the floriculture sector :**

- 1) Diverse agro climatic conditions and geog locations suited for growing various types of flowers.
- 2) Skill manpower to absorb the technology and implement the same at a relatively low cost.
- 3) Soil and water supply at most locations.
- 4) Good radiation/sunlight leading to healthier plant growth and better quality flowers.
- 5) Good period of sunlight even during winter, the prime export season leading to sustained high yields.
- 6) India is located centrally for catering to European and for eastern markets, as well as being close to Asian markets that have high consumption requirement of flowers.
- 7) To providing remunerative returns to farming community in a sustained manner and to increase their competitiveness.
- 8) In India there are at present 6 operational Agri-Export zones for floriculture development.

➤ **Challenges :**

- The availability of dedicated carriers for perishables is also low in India and the freight rates are high.
- Due to inadequate support infrastructure in distant production areas inadequate cold chain management.
- Availability of basic inputs including seeds and planting material, quality irrigation and skilled manpower.
- Marketing stage major challenges faced by the Indian floriculture exporters, are related to product diversification and differentiation, quality and environmental issues.



- Increasing involvement of supermarkets in flowers trade.
- Organizing logistics is also becoming a critical factor for the Indian flower exporters.
- High capital cost in non-traditional and tropical regions of the country.

➤ **Conclusions :**

Increasing quality consciousness among farmers and processors and enhancing skills in the area of grading and standardization will be crucial for global trade in the WTO regime. In order to survive in the competitive international markets synchronisation between market trends and production systems is necessary creation of a well dispersed infrastructure and efficient storage and transport systems will be a crucial factor in harvesting the full potential of the floriculture.

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**Smt. V. M. Laben Khimji Tejo Kaya
Arts, Science & Commerce College,**

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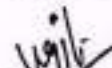
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Resource Person / Presented a Paper / ~~Chairperson~~ has presented paper entitled Indian

floriculture Industry opportunities and Challenges.


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Dr. Urmila Y. Gite
Co-ordinator





Prof. N.B. Pagar
Dept. of Economics

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Prof. V. B. Saidpatil
HOD, Commerce


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