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Scope and Future of Floriculture Industry in India

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ABSTRACT

Floriculture is the branch of horticulture that deals with cultivation of ornamental plants and flowering plants for sale or for use in perfumes and cosmetics'. The people involved with this activity are called floriculturist, floriculture began in England where flowers were grown in large estate later on this was popularized all over the world,floriculture in India is the sunshine industry with its wide genetic diversity , favorable climatic conditions and versatile human resources . The paper is an attempt to study the country's present position and future potential in floriculture cultivation and exports taking into consideration the various government schemes and measures to promote this lucrative industry.

KEYWORDS: Floriculture, Multilayer cultivation, Export Zones

Introduction

Floriculture is the sunshine industry of India as it offers excellent self employment and good remuneration for the small and marginal farmers. The world annual growth rate for this industry is 8 %to 10% p.a.there are more than 120 countries who are active floriculture production on large scale, The world floriculture trade is characterized by a high degree of concentration by product and sources. Developed countries in Europe, America, and Asia account for more than 90% of demand. International trade in floriculture, to a large extent is organized along the regional lines. Asia-Pacific countries are the main suppliers to Japan and Hong Kong. African, Middle Eastern, and other European countries are the principal suppliers to Europe's main markets, Colombia and Ecuador dominate the market in the USA. Global exports over the last few years have grown by more than 10% annually, and at this growth rate world exports are expected to reach US$ 25 billion by 2012. Estimates of the annual consumption of commercially grown flowers worldwide vary by source and range from US$ 40 - 60 billion. While worldwide consumption has been on the rise, consumers have also become more refined in demanding new products. To meet this growing and changing demand, production has continued to move from countries that have traditionally been consumers and growers, such as the Netherlands, to other relatively new producing countries such as Israel, Colombia, Ecuador, Kenya, and Ethiopia.

World production of flowers and potted plants (in million euros)
Country/Area 2010 share in 2010

Country/Area	2010	Share in 2010
Eu	10 310	39.4%
USA	4 719	18.0%
China	3306	12.6%
Japan	2606	9.9%
Columbia	1104	4.2%
Australia	763	2.9%
Canada	731	2.8%
South Korea	598	2.3%
Kenya	333	1.3%
others	1726	6.6%
Total	26196	100.0%

Source: AIPH (International Association of Horticultural Producers)/Union Fleurs (International Floricultural Trade Association

Following innovation have developed in floriculture

- ❖ More efficient planting, growing cutting and sorting system
- ❖ Improved climate technology and multilayer cultivation
- ❖ Distinctivenss, concept development and marketing
- ❖ Collective promotion

Innovation in seed breeding for

- Improvement of resistance against pest and diseases
- Early ripening
- Uniformity
- Transportability
- Shape ,color ,vase life

The India story

Floriculture is taking strong roots in India, which is emerging as a reliable floriculture supplier to the world. Keeping in view the paramount importance of promotion of floriculture development in the country, and recognizing the importance of the sector's contribution to national agricultural economy, the Government of India has introduced 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).

Government has always been supporting the growth of this sunshine industry by offering incentives like:

- Setting up of floriculture units for producing and exporting flowers with technical support from Israeli and Dutch consultants,
- Tax benefits are offered in form of tax holidays and exemption from certain duties,
- Financial support is offered for setting precooling and cold storage units, using improved packing material
- Setting up agricultural export zones in association with the state government to provide remunerative returns to farming community engaged in floriculture

Floriculture export for financial year 2012-13 (Apr - July)
Quantity in MT Value in Lacs

Product	Quantity	value
FLORICULTURE	10;165.28	13,813.85

Source: APEDA Agri Exchange

Challenges before the Indian floriculture industry

India's share in world floriculture trade has been negligible compared to some other countries the reasons being

1. Quality parameters are high internationally, like output free from diseases, proper handling at various stages of transport etc anything less than this will not be tolerated.
2. Availability of dedicated cold storage facility at airports, farms are very low, airlines too prefer less volume cargo making things more difficult for exporters.
3. Size of farms in India is quite small as compared to some countries thereby there is no economies of scale.

4. Most of farmers depend on seeds imported from other countries for which they pay high royalty this increases cost of planting material.
5. One of the major issue is environmental cost ,use of chemicals in cultivation which affect the final output and health of workers is also major cause of concern

Suggestions for improving fortunes of Indian floriculture industry.

Opportunities for the Indian floricultural sector is immense following measures can be undertaken to improve the reach and appeal of Indian floriculturist.

- Improvement in infrastructure facilities for transport of flowers for export market, increase in cold storage facilities for preserving flowers
- Workshops on floricultural skills, introduction of new cultivation techniques, a strategic alliance with tourism industries.
- Promotion of floricultural products by local and national governments with targeted marketing to new customers (e.g. government departments, hotels, tourists),
- Postharvest production, information and management.
- Genetic improvement of cut flower varieties.
- Research priorities at flower research institutions throughout Asia could be directed towards developing innovative solutions which supported global sustainability.
- In addition to above measures, unifying the image of flowers produced in Asia to create an identity of Asian floriculture would be bold step. Then, this could be implemented by introducing an Asian calendar of floral holidays which indicated particular flowers and how they are used in association with these holidays. For example, in China, on a certain day in the autumn, the moon and all things associated to be round like the moon are appreciated. Millions of round cakes, labeled "moon cakes" are sold to consumers. This could be a commercial opportunity for the Asian flower? In Vietnam, flower consumption is auspicious on the 1st and 15th of the month in compliance with Vietnamese traditions. This seems like another convenient way for the Asian flower industry to boost cut flower consumption all over the world twice a month if there were an Asian calendar of floral holidays reminding consumers that it was that time of the month to buy flowers.

Conclusion

In conclusion, it is necessary to emphasize that cooperation and commitment, in terms of education, research, funding, and communication from government is necessary for Indian flower industry to succeed in commercial floriculture worldwide.

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