



An economic analysis of floriculture in India

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Abstract

Floriculture has become an important commercial activity in agriculture sector in the post globalization era. Floriculture activity has marked as a viable and profitable trade area with a potential to activate self-employment among low and middle income farmers, and earn the very essential foreign exchange in the developing countries such as India. The world floriculture production is growing at a rate of 10 per cent per year. Almost 45 to 50 countries are active in the production of Floriculture on a large scale. In terms of production value, the Thailand, Netherlands, USA, UK and China are in the top. The economic slowdown has affected the floriculture industry internationally with demand for floriculture products were declined in major countries, such as Europe, The USA and Japan. Depression in pricing has been observed across the product segments. The floriculture sector in India is facing several challenges at the production level mostly related to availability of basic inputs, proper irrigation and skilled manpower. At the marketing stage also Indian traders are facing major challenges related to product diversification and product differentiation. With increasing involvement of super markets in flower business, managing transport is also becoming a critical factor for the Indian flower traders.

With this backdrop the present paper attempts to analyse the overall information on floriculture as a part of horticulture, focusing on area, production and yield, apart from the information about price, market arrivals. And it also tries to bring out the scope and dynamics of international trade in floriculture sector. Export and import performance, prospects and challenges of Indian floriculture sector has been discussed in the study.

Keywords: area, production, productivity, export, imports, international market, floricultural industry, export processing zones

1. Introduction

Floriculture is a discipline of Horticulture and it includes cultivation of flowers and ornamental plants for selling or for use as an input materials in cosmetic industry as well as in the pharmaceutical sector. The present day floral industry is one of the most dynamic and fast growing industry, which has achieved significant rate of growth during the past few years and has extended worldwide with the major paradigm shift of production centers from developed to developing countries. India is also interested to emerge as an important production base for floriculture output. Irregular climatic conditions, genetic variety, versatile human resources etc put India a unique scope for enormous employment of existing resources and exploration of avenues yet untouched.

The production and export of floricultural products have received a considerable interest in recent decades from the researchers, policy makers, agricultural and horticultural experts. It is often argued that horticulture and allied activities have to be given importance in view of the field's potential in employment, export and income generation. On this background, horticulture has been provided additional interest in recent years. The plan outlays have been stepped up in successive plans for development of horticulture as well as floriculture. However, in India, some states are not in this process. This may be due to lack of infrastructural facilities, guidance to farmers by the department of horticulture as well as unsuitable weather conditions. Further, after attaining self-sufficiency in food grain production, the policy focus is being

directed more towards remunerative crops and export potential crops. An important emerging activity in horticultural sector is floriculture. This co-sector has been encouraged, because of its demand both in domestic as well as world markets. The increases in per capita income and urbanisation have led to a greater preference and increased demand for flowers and ornamental plants. At present, flowers are being extensively used in various nations. The testimony of this is mushrooming growth of florist centers in urban areas. Still, this sector has a few bottlenecks. These have to be tackled and consequently the activity should become more remunerative to the agricultural farmers.

1.1 Rationale for the Study

In a recent days, though floriculture is flourishing in India, it has not made any remarkable breakthrough in the domestic and international floriculture markets due to various constraints. The country's share in the world total trade of fresh flowers is about 0.40 per cent to 0.50 per cent only as compared to Netherlands as much as 65 per cent, Columbia 12 per cent, Italy 6 per cent, Israel 4 per cent, Kenya 1 per cent and other countries share is about 20 per cent. The area under floriculture although high compared to many countries, the area under protected cultivation is low compared to those countries. The proportion of area under floricultural area is 98 per cent in Colombia, 72 per cent in Netherlands and 57.00 per cent Italy. Where as in India it is only 0.76 per cent. The investments in this field and per capita consumption of

flowers are also considerably very low when compared to developed countries like Japan, USA and Western Europe. As far as Indian floriculture is concerned, it is constrained by lack of awareness, weak infrastructural support, lack of quality planting material, post-harvest facilities, exploitation by brokers, lack of sophisticated markets, weak database, and absence of information on income generation and employment generation from different floriculture and export constraints. It is also viewed that a majority of the flower growers belong to small and marginal farmers' category, facing many constraints. Therefore, an attempt has been made to focus these issues in addition to give database for identifying the magnitude of problems and prospects of this field and also suggesting appropriate measures for tackling the problems of the growers and improving the floricultural industry.

1.2 Review of Literature

Horticulture Statistics at a Glance 2015, National Horticulture Board, focused that the development achieved in the horticulture sector is indicative of the fact that there is growing demand for horticulture produce. The past experience have been rewarding for enhanced output from the investment. Availability of timely relevant information in this sector will certainly improve the socioeconomic conditions of Indian farmers by providing self-reliance besides environmental protection.

Agricultural and Processed Food Products Export Development Authority (APEDA web port)-2016 shows that the Government of India has considered floriculture as a sunrise industry and accorded it 100% export promotion status. Due to steady increase in demand for flower, floriculture has become one of the important Commercial trades in horticulture also in Agriculture. Hence floriculture has emerged as running activity-taking place under controlled climatic conditions. Floriculture in India is being viewed as a high growth Industry. Commercial floriculture is becoming important from the export point of view. The liberalization of commercial policies gave the way for development of export-oriented production of floriculture. The policy of new seed had already made it feasible to import plants of international varieties. It has been found that commercial floriculture has higher caliber per unit area than most of the other crops and is therefore a earning business. Indian floriculture business has been converted from traditional flowers to cut flowers for export purposes.

Flower fascination: India set to be floriculture trade leader by Vishwa Mohan, (Times of India, Feb 14, 2016) clarifies that the India's share in global floriculture trade may not be significant but the country has, of late, shown enough potential to eventually turn itself as a favourite destination lower importers in near future. Surprisingly, the small land-holding pattern, considered a handicap for the country's agricultural production, comes as an advantage in floriculture due to its 'low volume high value' character. Since the sector has huge export potential, a number of small and marginal farmers have started turning towards flower production. Increasing domestic demand for both cut and loose flowers has also attracted farmers, mainly in leading flower producing states like Tamil Nadu, Karnataka, West Bengal, Madhya Pradesh and Maharashtra, towards floriculture. The

northeastern states, especially Mizoram, have also turned towards cultivating flowers of export varieties in a big way. According to statistics indicated in the *Handbook on Horticulture Statistics 2014*, the total area under flower crops in 2012-13 was 232.70 thousand hectares. Total area under floriculture in India is second largest in the world and only next to China. Production of flowers was estimated to be 1729.2 MT of loose flowers and 76731.9 million (numbers) of cut flowers in 2012-13. Fresh and Dried cut flowers dominate floriculture exports from India.

IMARC's new report "*Indian Floriculture Market Report & Forecast: 2012-2017*" gives an statistical insight into the floriculture market of India. The research study serves as an exceptional tool to understand the market size, area under flori-cultivation, competitive landscape, structure, production, and the outlook of the floriculture market till 2017-18. This report can serve as an excellent guide for researchers, consultants, investors, marketing strategists and all those who are planning to enter into the floriculture industry in india in some form or the other.

1.3 Objectives

Keeping the above issues, the present paper has examined the following broad objectives:

- To analyse the trends in area, production and yield of floricultural crops in India
- To study the infrastructural facilities available for floriculture development in India
- To study the trends in domestic as well as international flower markets
- To suggest policy measures for the growth of Floriculture sector.

1.4 Scope

Floriculture comprises both traditional and modern flower crops. The traditional flowers are grown in open-air conditions. These include chrysanthemum, marigold, champaka, rose, tuberose, aster, jasmine, crossandra, etc. Usually the modern flowers are grown in controlled conditions (Green Houses). These include gerbera, roses, carnation, etc. Although, both steps are important, the traditional floriculture is more important as it is predominant in the country in terms of area, production, productivity and has been moving towards modern techniques. Hence, the proposed paper has attempted to analyze the growth trend of floriculture in India.

1.5 Methodology and Data Sources

The study is based the secondary data. The secondary data is collected from various reports and documents of Horticulture Department, Government of India. This has enabled us to analyse the trends in area, production and yield of both traditional and modern floriculture, programmes and outlays for floriculture development in the Country and infrastructural facilities across the States. Information and the data has also been collected from National Horticulture Board (NHB) and Agricultural and Processed Food Products Export Development Authority (APEDA) to know the provision for floriculture development as well as flower business.

The analysis of secondary data relating to area, production and

exports mostly pertains to the period from 2000-01 to 2015-16. The data have been analysed by simple tabular method. The simple averages, percentages and growth rates have been worked out.

2. Floriculture Development in India: Discussion

2.1 Introduction

The need for diversification to horticulture sector was acknowledged by the Government of India in the mid-1980s by focusing on investment in this sector. Presently horticulture sector has established its existence in improving income through generating employment, increased productivity and in promoting exports. Consequently, horticulture has moved from rural traditional confines to becoming a commercial hub. The Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) of the Ministry of Agriculture & Farmers Welfare (MoA&FW) is the nodal department for looking horticulture development in the nation. It implements different programmes and projects through the Departments of Horticulture in all the states and provinces. Very recently the scenario of floriculture as well as horticultural crops in India has become very encouraging. The percentage share of horticulture output in agriculture has become more than 30%. Under the purview of agriculture and allied activities, the share of plan expenditure for horticulture crops which was 4 % during Ninth Five Year Plan, has increased to 5 % during the Twelfth Plan.

Today Floriculture industry is a growing industry in the World. This sector, according to international trade classification, encompasses (a) bulbs, tuberous roots and tubers (b) other live plants (c) cut- flowers and flower buds, dyed, bleached, fresh dried, impregnated or otherwise prepared, and (d) foliage, branches and other parts (other than flowers and buds) of bushes, mosses, trees shrubs and other plants lichens and grasses, being goods of a kind suitable for bouquets or ornamental purposes, bleached, dried, fresh, dyed, impregnated or otherwise prepared. In India, floriculture is emerging as a most important commercial crop. Very much importance has been given to this field due to its multiple angles, it fulfills the necessities of the people, This is apart from generating more and more employment, assuring higher rate of returns to rural agricultural people and facilitating them earning more and more income in terms of foreign exchange. The production of flowers is very traditional occupation. This does not find a place in the literature on horticultural crops, until early 1990, the growing and selling of flowers was confined to a very few limited families. They grew a variety of flowers on the same land which were sold nearby their house, as they could not make a long journey. Their work was limited to very small area. The situation in the before last decade has changed. Now a days, different farmers are growing different flowers both for domestic market and international market.

During the 12 th Five Year Plan (2012-17), the Department focused on strengthening of the infrastructure facilities, providing of improved germ plasma, adequate market support, re-modeling, awareness about pre- and post-harvesting technologies, development, and restoration of parks and gardens besides bringing improvements in equipments for speedy and scientific of maintenance of parks.

2.2 Area under Floriculture

One could not find any reliable data on Area under floriculture. Due to different parameters in measuring the cultivated land, the available data will be varied. It was estimated that the area under floriculture in India was 4,000 hectares in 1962 and 7,500 hectares in 1976 (National Commission on Agriculture (NCA) 1976). The National Horticulture Board (NHB) provided more reliable data on floriculture. According to this, the area under floriculture at all India level had increased from 53,000 hectares in 1993-94 to 88,609 hectares in 1999-2000 and 2,78,000 hectares in 2015-16 with an increase of approximately 2,00,000 hectares over 15 to 16 years which has shown a land mark in the horticulture crops. The ratio of area under traditional floriculture was accounted for 0.70 per cent of the total horticultural crops and 0.06 per cent of the gross cropped area in 1999-2000. This is well ahead of the projected area of 0.51 million hectares by the National Commission on Agriculture (NCA) for 2000 A.D.

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.

Table 2.1: 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 (estimated)	309	2246	7.3
CAGR	8.9	11.1	

Source: 1. National Horticulture Board: Horticulture Data Base-2015
2. Economic Survey-2015-2016, Government of India.
3. Horticulture Statistics Division, Department of Agri. & Cooperation.

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.

Floriculture production has been increased from 535,000 tons to 2,246,000 tons during the study period of 15 years and it is accounted for the Compound Annual Growth Rate (CAGR) of

11.1 per cent. The major traditional flowers grown are Marigold, Jasmine, Rose, Aster Crossanda and the cut-flowers with stem include Rose, Gladiolus, Tuberose and Carnation, hibiscus, China Aster, several annuals as Gonphera, Cocks, Comb, Golden Rod, Dahlia, Zinnia and Sunflowers. The favourable factors such as warm temperature, soil conditions, relatively cheap labour, different agro-climatical zones have helped the growth in area and production in the country. When we compare the growth rates of area under flower as well as production to that of horticultural crops (Table 2.2), it is found that the growth rates were much higher in case of flowers than horticultural crops.

Table 2.2: All India Area and Production of Horticultural Crops

Year	Area (in 1000 HA)	Production (in 1000 MT)	Productivity (MT/HA)
2001-02	12770	96562	7.5
2002-03	16592	145785	8.7
2003-04	16270	144380	8.8
2004-05	19208	153302	7.9
2005-06	18445	166939	9.0
2006-07	18707	182816	9.7
2007-08	19389	191813	9.8
2008-09	20207	211235	10.4
2009-10	20662	214716	10.3
2010-11	20876	223089	10.6
2011-12	21825	240531	11.0
2012-13	23243	257277	11.0
2013-14	23694	268848	11.3
2014-15	24198	277352	11.4
2015-16	23417	283468	12.1
CAGR	3.6	3.0	

Source: 1. National Horticulture Board: Horticulture Data Base-2015
2. Economic Survey-2015-2016, Government of India.
3. Horticulture Statistics Division, Department of Agri. & Cooperation.

The Table-2.2 presents the Area, production and Productivity of Horticulture crops. In case of area it was 12770 hectares in 2001-02, 21825 hectares in 2011-12 and it has increased to 23417 hectares in 2015-16. The CAGR of area over the period is 3.6 percent. In terms of productivity also horticulture crops accounted for positive trend and Compound Annual Growth Rate of 3.0 percent. The growth rate of Horticulture crops in terms of area and production is very low as compared with Floriculture crops. But productivity point of view horticulture

crops have positive sign as compared with floricultural crops. Table-2.3 shows the growth trend of Area and Production in terms of Hectare and Metric ton. In the year 2011-12 Area as well as Production witnessed for the growth of 33 % and 60.2 % respectively. Over the period of four years the growth of Production has been declined from 1.0 per cent in 2010-11 to 0.4 per cent in 2014-15. But the growth trend of Area has been raised from 4.4 per cent in 2010-11 to 24.4 per cent in 2014-15.

Table 2.3: Annual Growth Trend of Indian Floriculture (From 2010-11 to 2014-15)

Yearwise	Area	Production
2010-11 over 2009-10	4.4	1.0
2011-12 over 2010-11	33.0	60.2
2012-13 over 2011-12	-8.3	4.7
2013-14 over 2012-13	9.5	1.5
2014-15 over 2013-14	24.4	0.4

Source: 1. Horticultural Statistics at a Glance-2015
2. Indian Horticulture Database, Various Issues, National Horticulture Board

2.3 The flower markets in India

The major markets for flowers are situated in the states, which produce large quantities of flowers. Kerala is one state that has a fairly large market without any production of flowers. Some states, particularly Southern states, have more than one big

markets in the state as the area under flower cultivation is widely distributed. The major markets in terms of traders involved are in the peninsular and east India. The major markets in peninsular India are Coimbatore, Madras, and Madurai in Tamil Nadu; Trivandrum and Cochin in Kerala;

and Bombay and Pune in Maharashtra; Mysore, Bangalore and Dharwad in Karnataka; Hyderabad and Vijayawada in Andhra Pradesh. Mumbai has three large markets. Kolkata in the east is probably the big one. In addition to the market in the city of Kolkata, there are several fairly large regional flower markets in West Bengal. In the north probably Lucknow/Kannauj and Delhi are the huge market for flowers. In spite of a long tradition of Agriculture and Floriculture, India's share in the global market for these flowers is very negligible. During the last decade, taking advantage of the incentives offered by the Government, a number of Floriculture firms were established in India for producing and exporting flowers to the developed countries.

Government of India has considered floriculture industry as a fast growing industry and fully export oriented business in this decade. Due to continuous increase in demand for flower,

floriculture trade has become one of the most important Commercial trades in horticulture as well as in Agriculture. Floriculture in India, is considered as a high growth Industry, Commercial floriculture is becoming an important from the export point of view. The liberalization of seed policy in the late 1980s and globalization of the Indian economy and the economic reforms initiated in the early 1990s and the signing of WTO in 1995 paved the way for investment in hi-tech floriculture. In between 1991 and 1996, about 170 export-oriented floriculture units with 1,545 million stems capacity (small and big) were started in various parts of the country involving more than 1,500 crores for growing 40 varieties of roses in an area of 500 hectares, of which 70 units are operational. Many of them operate less than 50 per cent of their capacity.

Table 2.4: Export of Flowers (India)-2016

S. No	Country	Qty (in MT)	Value (Million)
1	U S A	3,765	992
2	U K	2,473	688
3	Germany	2,444	625
4	Netherland	1,811	580
5	U Arab Emts	1,441	345
6	Canada	749	179
7	Singapore	1,314	161
8	Italy	555	161
9	Japan	366	148
10	Australia	285	138
11	China P Rp	495	127
12	Malaysia	508	118
13	Poland	329	90
14	Saudi Arab	529	75
15	Spain	186	66
	Total	17,250	4493

Source: DGCIS Annual Report, 2016

The distribution of flower export from India to rest of the world has mentioned in the Table 2.4. the highest portion of the flower i.e. 3765 metric ton with the value of 992 million rupees has gone to USA followed by UK, Germany, Netherland and United Arab Emirates with 2473, 2444, 1811 and 1441 metric ton value of 688, 625, 580 and 345 million rupees respectively. According to DGCIS-2016 the quantity of Indian floriculture export was 17250 metric ton and the total value of export was 4493 million rupees which shows positive trend in the international market.

Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil

Nadu, Rajasthan, West Bengal (Indian States) have emerged as major floriculture centers. About 248.51 thousand hectares area was under Cultivation in floriculture in 2014-15. Production of flowers are estimated to be 1,685 thousand tones loose flowers and 472 thousand tones cut flowers in 2014-15. The country has exported 22,518.58 MT of floriculture products to the world for the worth of Rs. 479.42 crores in 2015-16. United States, Germany, United Kingdom, Netherlands and United Arab Emirates were major importing countries of Indian floriculture during the same period.

Table 2.5: Import of Flowers (to India) [Value in Million Rs]

Country	2011-12	2012-13	2013-14	2014-15
Thailand	113	218	382	456
Netherlands	302	332	371	329
China, People's Republic	63	93	82	100
Italy	11	18	32	55
United Arab Emirates	45	39	31	13
United States of America	13	17	30	22
Spain	9.7	12	29	22
United Kingdom	20	19	28	16

Israel	19	29	20	19
South Africa	2	4.7	17	5
Others	87	75	100	96
Total	686	857	1122	1134

Source: DGCIS Annual Report, 2016

Value of imports of floriculture to India from rest of the world for the period of four years from 2011 to 2015 has exhibited in Table 2.5. India imports flowers largely from Thailand followed by Netherlands, UK, Israel and United Arab Emirates. In the year 2014-15 India imports the flowers with the value of 456, 329 and 100 million from Thailand, Netherlands and China respectively. Value of total imports has increased from 686 million in 2011-12 to 1134 million Rs in

2014-15. It was doubled in four years.

2.4 Agriculture Export Zones of India

In India there are number of Agriculture Export Zones (AEZ) in many states. Flower exporting Zones are there in four to five States namely Karnataka, Uttarkand, Maharashtra and Tamil Nadu. And the Zones (Districts) with their respective states are mentioned in the Table 2.6.

Table 2.6: Agri -Export Zone (AEZ) of India (Flower exporting zones)

S. No	State	Districts / Area
1	Karnataka	Bangalore (Urban), Bangalore (Rural), Kolar, Tumkur, Kodagu and Belgaum
2	Uttarkand	Dehradun, Pantnagar, Udham Singh Nagar, Nainital and Uttarkashi
3	Maharashtra	Nasik, Sangli, Sholapur, Satara, Ahmednagar
4	Tamil Nadu	Dharmapuri

Source: National Horticulture Board (NHB) Publication

With over 300 million middle and higher income population, India is the world's 2nd largest consumer base and fastest growing retail destination. Flower consumption, now a days in India, is getting boost for numerous reasons such as many festivals, rituals, religious activities, marriages and other functions, decoration for all the function along with increasing modernization and per capita income, forced India to become a floral super power of the future. A huge domestic market witnesses a high quality export oriented flower production by providing a strong competitive environment. India, Bangladesh, Sri Lanka, China and Pakistan and other countries of the region make South Asia, the world's big market and India is emerging as world's fastest growing flower market. Indian floriculture market that can simultaneously create a millions jobs in the rural areas. Surely, many factors are conducive for the growth of floriculture in India and to meet the growing needs of both domestic and export markets. To upgrade the industry, India has emerged as one of the largest importers of new varieties from international breeders, planting materials, greenhouses, cold chain machineries, irrigation fertigation products, florist & floral art accessories, fertilizers and packaging solutions from the Netherlands, Germany, France, Spain, Taiwan and China.

3. 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.

4. 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:

1. Absence of proper and adequate infrastructure,

2. Lack of proper technical knowledge
3. 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:

1. Increase in the production of value added products like dry flowers, seeds, potted plants, micro propagated plants etc.,
2. Organising appropriate training for personnel involved in production and export of floricultural products,
3. To make the producers and exporters aware about effective quality control measures,
4. Establishment of appropriate marketing and distribution channels,
5. Setting up of more export processing zones for floriculture products etc.

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