

**Floriculture in India**

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Floriculture sector can be defined as a specialized branch of horticulture which not only deals with the cultivation of flowers, foliage, climbers, trees, shrubs, cacti, and succulents but also deals in production and marketing of the value-added products produced from them. In the recent years, it has emerged as a profitable agri- business in India and worldwide. Government of India has identified floriculture as a sunrise industry and accorded it as 100 percent export-oriented status. Globally, the floriculture industry has also been growing with a compound annual growth rate of 9.92 percent. Flora (Netherland), Ota Floriculture Auction Co.Ltd. (Japan), Landgrad (Germany), Veilling Hollambra (Brazil), MBFlores (Belgium), Taipei Flowers Auction Co Ltd (Taiwan), and Ontario flower growers' cooperative (Canada) are some of the major trading centres in global arena. USA (19.3%), Germany (18.8%), and India (11.0%) are three best market in world for floriculture sector. To support this growth, India has also contributed 22,086 MT of flower in its export basket worth of 575.98cr in 2020-21 with a tremendous annual growth rate of 11 percent in export. India is on the 14th rank with contributing 0.6 percent share in global floriculture trade. Globally, India also used maximum area (305 thousand ha) for floriculture next to China. Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan, West Bengal have emerged as major floriculture centers. The country's first and the only Digital Flower Auction Centre is in Bengaluru, running by Karnataka Agro-Industrial Corporation (KAIC) at Hebbal. The only online flower auction facility at Bangalore initiated by Karuturi Floritech Ltd.

Flowers provide economic support to the producers in many ways. Its return per unit area is better over many other agriculture or horticultural crops. Now-adays, growing of cut flowers (bouquet preparation) and dry flowers (natural colour, essential oil) shared both national and international market. There is a growing demand of quality flower seeds and



ornamental plant materials among the consumers. Scope for landscaping is another alluring segment for this sector. Horticultural therapy is a niche market area for the producers that comes from the floriculture. The patients can achieve higher level of personal development and satisfaction with flowers. In our society no social function is complete without flowers, floral ornaments, bouquets or flower arrangements.

Several schemes have been initiated by the Government for promotion and development of the floriculture sector including “Integrate Development of Commercial Floriculture” in 2017, and allotted 460 crores for setting up of cold storage unit at International airports like Mumbai, Delhi, Chennai, Thiruvananthapuram and Hyderabad. APEDA and GOK have established four flower auction centers at Bengaluru, Noida (UP), Mumbai and New Delhi. The Government is working for an air freight subsidy for export of cutflowers.

While prices of flowers remain stable over the last few years, majorly production costs have steadily increased in India. Changing climate, growing use of pesticides, and fertilizer impacted a lot to this sector. Integrated Pest Management (IPM) role to control pest infestation in green house may be considered as a solution for this sector. Most farmers are using biological or bio-rational methods for the supplement or substitution of existing pesticides. Labor is a major limiting factor in flower Mechanization may be considered as a substitution against labour issues and to make our floriculture industry in world over. In a nutshell, floriculture is the sunshine industry of India as this sector offers excellent market opportunities and employment for growing population.