



Growth in Area, Production and Export of Floriculture Products in India

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Floriculture is an integral part of horticulture sector along with production of fruits, vegetable and spices in India. Commercial floriculture has higher potential per unit area than the field crops and is therefore developing as a profitable business all over the world. The flower cultivation provides opportunity to farmers for earning better profit and being labour intensive, it also has a potential of generating additional employment for rural livelihood. The study was carried out to analyse the status of export of floriculture products from India. Indian floriculture industry mostly comprises of rose, tuberose, gladiolus, anthurium, carnations, and marigold flowers. More than 50 per cent of the floriculture products are produced in Karnataka, Andhra Pradesh and Tamil Nadu and Madhya Pradesh. During 2021-22, the area under floriculture production in India was 283 thousand hectares with a production of 2295 thousand tonnes loose flowers and 833 thousand tonnes cut flowers (APEDA, 2023). Total export of floriculture products from India was Rs. 707.81 crores during 2022-23. The major importing countries includes USA, Netherland, UAE, UK and Germany.

Secondary data on area and production of flower (2012-13 to 2019-20) and export of floriculture products from India (2013-14 to 2022-23) were collected. The Compound Annual Growth Rate (CAGR) of the area, production and export were calculated. Trend analysis was done for year wise area, production and export values. The exponential growth rates were worked out using the exponential growth function of the following form,

$$Y = ab^xe^u$$

Where,

Y = Dependent variable

a = Intercept

b = Regression coefficient

x = Number of years

e^u = Error term

By using the semi-logarithmic form of the equation the growth rate was estimated as below:

$$\text{Log } Y = \text{Log } a + t \text{ Log } b$$

Then, the compound annual growth rate (g) was computed using:

$$g = (\text{Antilog of Log } b - 1) \times 100$$

The Indian Government has approved 60 Agri Export Zones comprising about 40 agricultural commodities. Agri Export Zones is stretch across 20 states in the country. There are 4 Agri Export Zones for flowers in India.

S. No.	States	Geographical areas
1.	Karnataka	Bangalore (Urban), Bangalore (Rural), Kolar, Tumkur, Kodagu and Belgaum
2.	Maharashtra	Pune, Nasik, Kolhapur and Sangli
3.	Tamil Nadu	Nilgiri, Dharampuri
4.	Uttarakhand	Dehradun and Pantnagar

Source: APEDA, 2023

In the state of Assam flowers are marketed in Guwahati market. The flowers mainly included are anthurium, loose rose, dutch rose, gerbera, gladiolus, marigold, orchid, carnation and tube rose. The study showed increase in area and production of flower in India along with export value of flower products. The Compound Annual Growth Rate (CAGR) of area increased significantly by 5.48 per cent and the production increased by 5.56 per cent (Fig. 1). The CAGR of the value of export has increased significantly by 5.31 per cent (2013-14 to 2022-23) (Fig. 2) which indicated that with the technical collaborations from foreign companies and the rural stakeholders, the Indian floriculture industry will grow to increase its share in world trade.

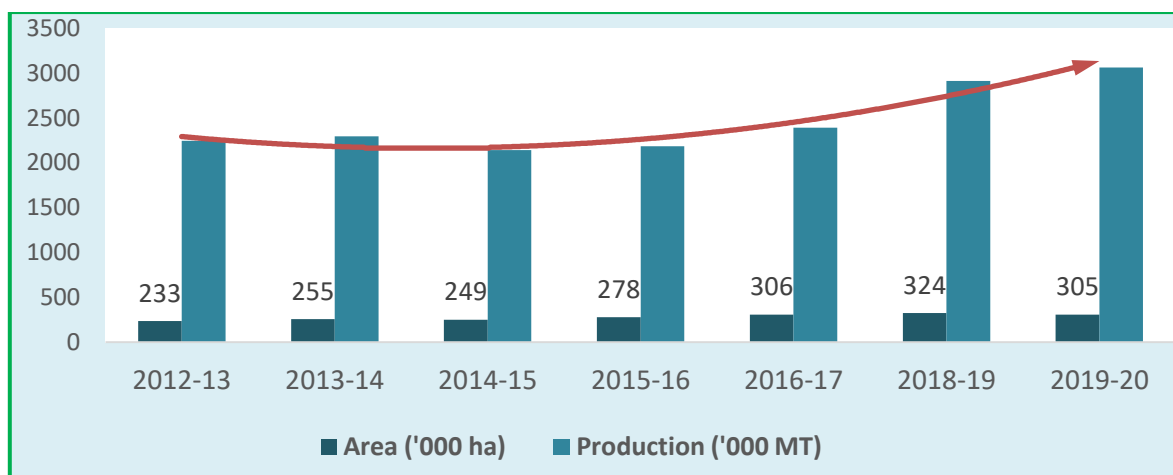


Fig.1. Area and Production of Floriculture Crops in India (2012-13 to 2019-20)

Source: National Horticulture Board, 2023

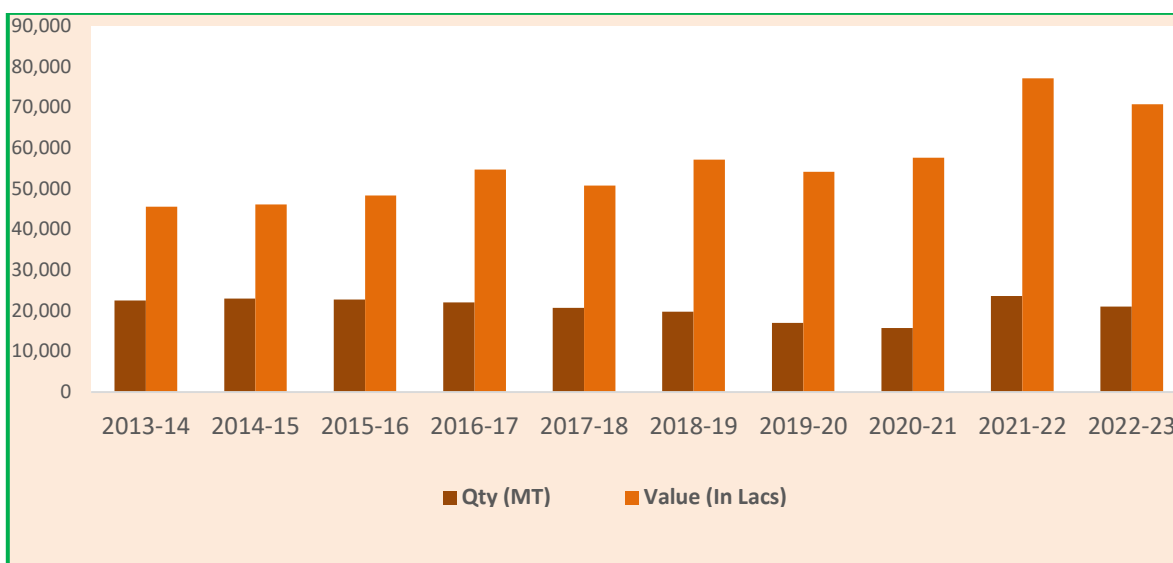


Fig.2. Export of floriculture products from India (2013-14 to 2022-23)

Source: National Horticulture Board, 2023

Conclusion

The study revealed that, there is positive growth in area and production of flower crops in India. Therefore, there is high potential for the stakeholders of the North Eastern Region (NER) of India along with other parts to get involved and earn more revenue in the floriculture sector. Steps are needed to promote value addition and for entrepreneurship development in cultivation of floriculture products. The production and export is observed to be mostly from the middle part of the country, therefore promotion and training activities in the NER region along with establishment of Agri Export Zone (AEZ) in the region with required infrastructure facilities will boost the sector.

References

1. Agriculture and Processed Food Products Export Development Authority (APEDA). <https://agriexchange.apeda.gov.in/Home.aspx>. Accessed on 12 December 2023.
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