



A study of the growth of Indian flower and horticultural trade, special reference to Apeda

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ABSTRACT:

Floriculture is the cultivation of cut flowers, flower pots, foliage plants and bed plants in greenhouses and fields. There are thousands of horticulture that can be grown as crops. Global trade in flower garden products is gaining tremendous momentum. Many countries, especially developed countries, import flowers to meet their domestic needs. Indian commercial floriculture is a recent origin. The Government of India has identified flower horticulture as a future industry and has given it a 100% export-oriented status. Floriculture has become one of the most important trades in agriculture as demand continues to grow. study focuses on Floriculture business with special reference to APEDA . Through this study the data's are analysed for three years of top 10 exporting countries of floriculture seeds.

Keywords :Floriculture-Apeda-Exporting countries.

INTRODUCTION :

Floriculture products mainly consist 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, gagera, gladiolus, gypsophila, liastris, nerine, orchids, archilea, anthuriu, tulip, and lilies. Floriculture crops like gerberas, carnation, etc. are grown in green houses. The open field crops are chrysanthemum, roses, gaillardia, lily marygold, aster, tuberose etc.

Floriculture or flower farming is the study of growing and marketing flowers and foliage plants. Floriculture includes cultivation of flowering and ornamental plants for direct sale or for use as raw materials in cosmetic and perfume industry and in the pharmaceutical sector.

Floriculture is one of the most potential components of the Horticulture Industry, being important from aesthetic, social and economic points of view. It has the potential for generating employment opportunities round-the-year and earning foreign exchange.

OBJECTIVES OF THE STUDY:

1. To investigate and analyze the commercial performance of Floriculture seeds production with reference to APEDA.
2. To Analysis of the commercial performance of APEDA Floriculture from 2016 to 2021.
3. We propose measures to improve seed production in flower gardening.

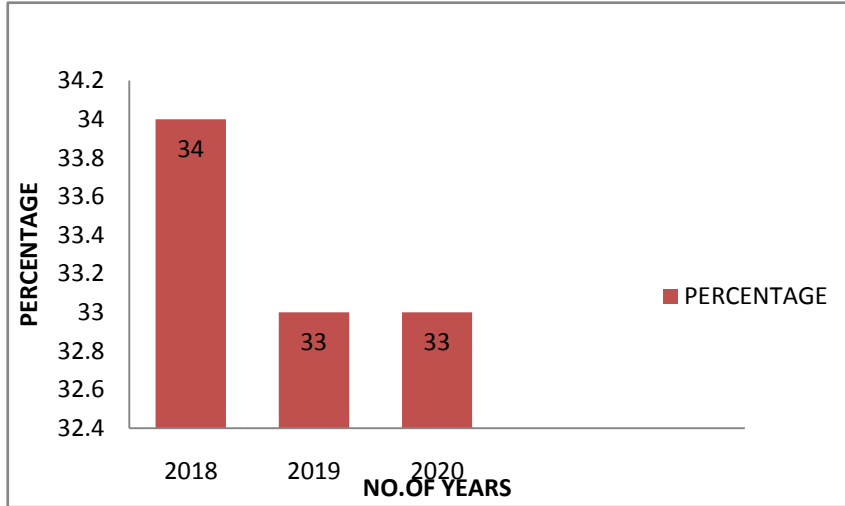
STATEMENT OF THE PROBLEM

In the view of changed scenario in the floriculture sector, it was felt necessary to revise the report on floriculture growth in the past years and make the fresh appraisal of the changing pattern of products exports, and the growth of industries. The present study was taken up as per the decision to know about the status of floriculture growth in the India to various countries.

TOP 2 COUNTRIES ANALYSIS

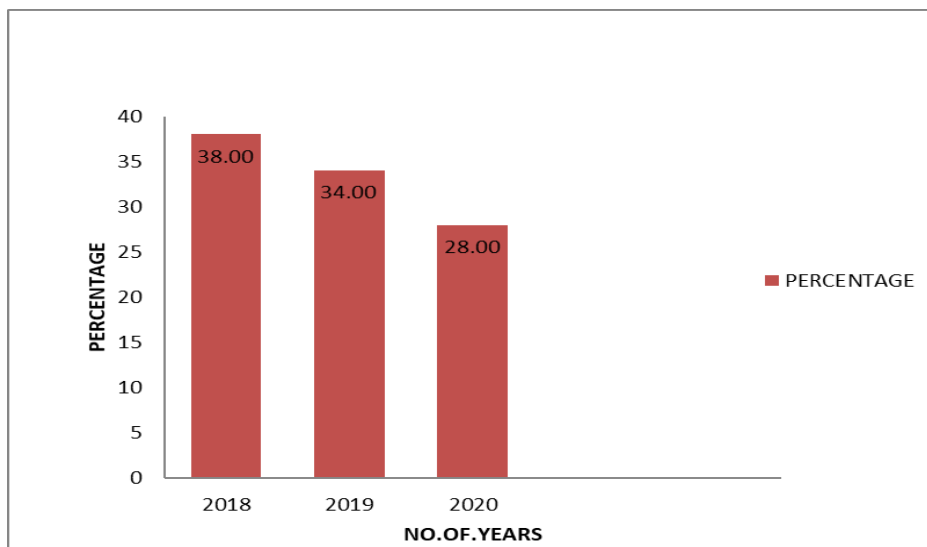
1.GERMANY

YEAR	VALUES (RS LACS)	PERCENTAGE
2018	3,027.50	34
2019	2,924.44	33
2020	2,943.46	33
TOTAL	8,895.40	100



2.UK

YEAR	VALUES	PERCENTAGE
2018	4,470.63	38
2019	4,091.67	34
2020	3,312.10	28
TOTAL	11,874.40	100



FINDINGS

- In the year 2018 Germany's floriculture export statistics has highly increased with 34%
- In the year 2018 Uk's floriculture export statistics has highly increased with 38%

SUGGESTION:

- Indian government should frame such policies that give powers to farmers to control production and distribution of floriculture seeds, water etc.,
- Export of high value products, horticulture products should be promoted.
- A provision may be made in a Foreign Trade Policy to facilitate duty free import of such finished products to APEDA registered exporters.
- Ministry of agriculture are requested to provide export oriented production of flower in the cluster by involving private sectors .

REVIEW OF LITERATURE:

1. Shreeram KP¹ and DS Leelavathi² (2015) Floriculture industry is very dynamic in its varieties and trade volumes. It also gets and more diverse in terms of global actors. Now there are about 120 countries actively involved in the floriculture industry as global manufactures with the Netherlands as an epicenter of world flower production and distribution. This paper aims at examining the recent developments of floriculture industry in Karnataka, particularly in terms of trade with other countries of the world.

2. SMPC Padmini, TD Kodagoda (2017)The business is handled by a few exporters, middle level growers and small scale growers. The National Policy Framework of the Government of Sri Lanka (2010) aimed to develop the floriculture sector as a source of income generating pathway to unemployed women in the country.

3. Giulia Salvini, GJ Hofstede (2020) Supply chains are increasingly being virtualized in response to globalization and emerging market challenges. Virtualization requires technical innovation using IoT technologies such as smart sensors, and it allows to transmit quality information across the chain.

CONCLUSION:

Commercially, the state's floriculture industry has some existing limitations that must be overcome at all levels through proper planning and development efforts. However, from a technical point of view, flower cultivation in Germany great potential. This possibility can be used to improve the socio-economic situation of the country. In addition, as an important export item, it can greatly contribute to foreign currency income nationwide.

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