



Study on the Growth of Indian Floriculture Trade with 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 analyzed for three years of top 10 exporting countries of floriculture seeds.

Keywords Floriculture-Apeda-Exporting countries

INTRODUCTION :

APEDA, is responsible for export merchandising and to clarify the growth prospects and contributions of India's agricultural exports to India's foreign trade, and to investigate the growth of global and international agricultural exports of agricultural products under APEDA.India is a country in which, more than one third of the total population is dependent on the agriculture sector directly or indirectly. Agriculture continuous to one of the most Indian aspects of Indian economy. There are many factors which play for important role in the development for the agriculture sector. India has tried to maintain its base with exporting various agricultural products which have in turned proved beneficial for the economy.

OBJECTIVES OF THE STUDY:

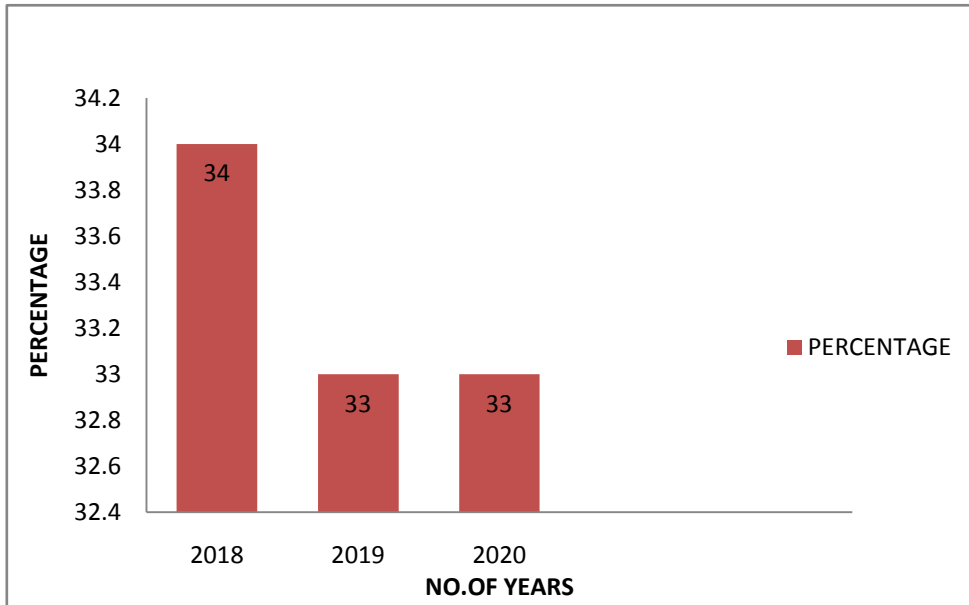
- ★ To investigate and analyze the commercial performance of Floriculture seeds production with reference to APEDA.
- ★ To analyze APEDA Floriculture trade performance from 2016-2021.
- ★ To suggest the measures to improve Floriculture seeds production.

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.

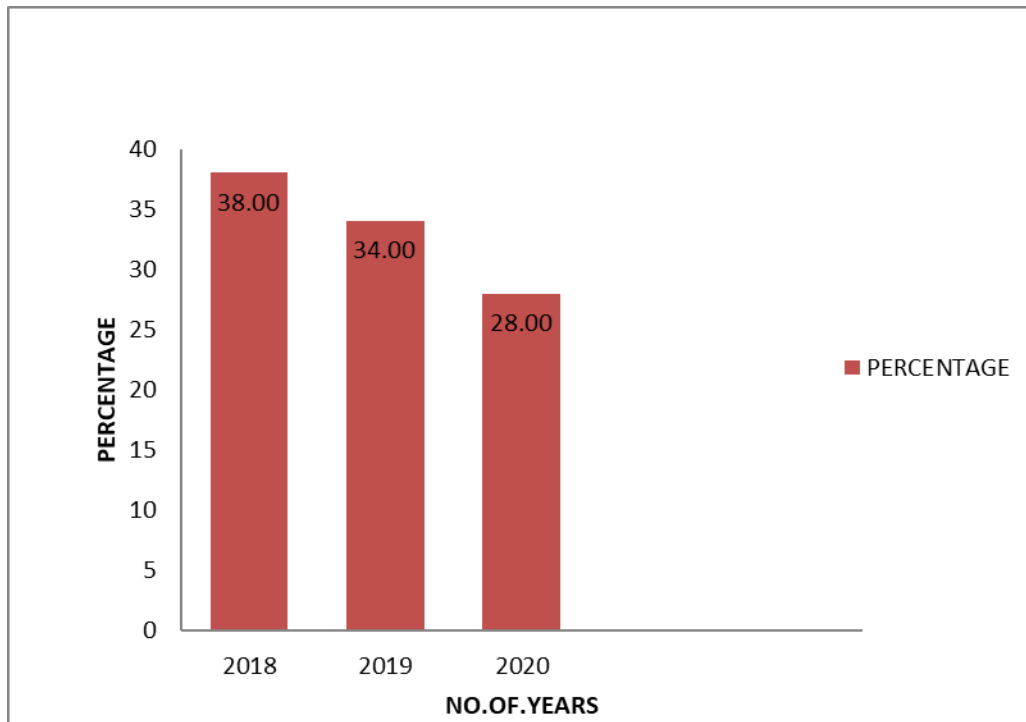
TOP 3 COUNTRIES ANALYSIS

1.GERMANY



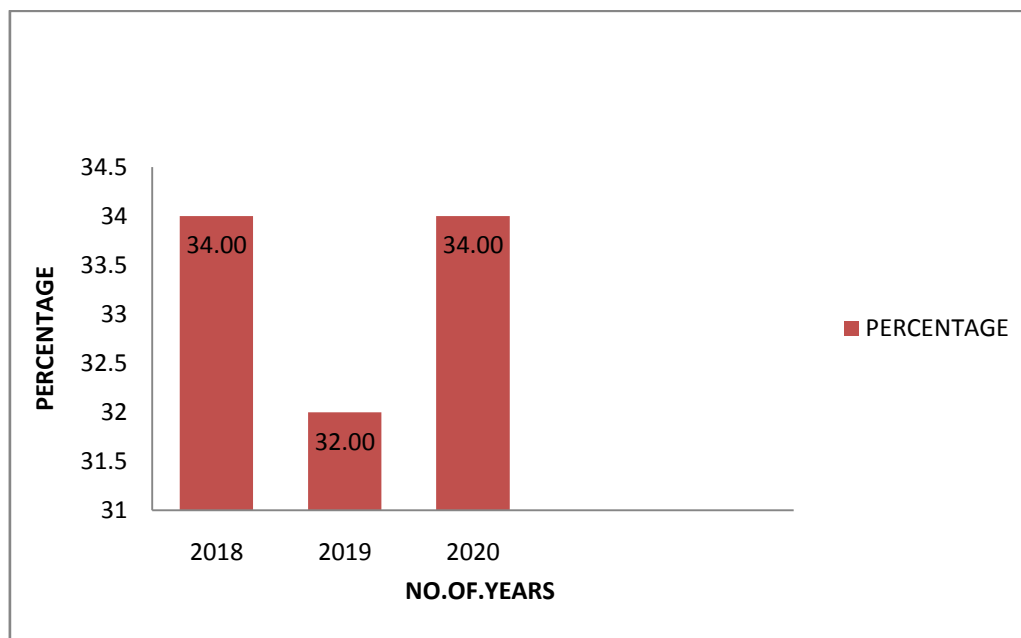
2.UK

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



3. U ARAB EMIRATES

YEAR	VALUES	PERCENTAGE
2018	3,434.08	34
2019	3,311.24	32
2020	3,443.22	34
TOTAL	10,188.54	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%
- In the year 2018 & 2020 U Arab Emirates floriculture export statistics has highly increased with 34%

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 has 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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