PROBLEMS OF PROSPECTS OF FLORICULTURE INDUSTRY IN INDIA

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ABSTRACT
Floriculture is the fastemerging and high competitive industry, with the continuous introduction of new cultivators and new cultural techniques are changing and hence new products and new technologies are developing with new challenges regarding production, storage, packing, marketing, transportation and export. The main problem for export of flowers from India is quality of flowers. Even after that India’s floriculture is booming in the world floriculture trade.

Keywords: Agri-export Zone, GATT, diversification Problems,

Introduction

Floriculture, or flower farming, is a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry, comprising the floral industry. Floriculture is an ancient farm activity with immense potential for generating remunerative self-employment among small and marginal farmers. The development, via plant breeding, of new varieties is a major occupation of floriculturists. As distinguished from nursery crops, floriculture crops are generally herbaceous.

FLORICULTURE CROP INCLUDES:
- Bedding plants,
- Flowering plants,
- Pot plants,
- Foliage plants or House plants,
- Cut cultivated greens, and
- Cut flowers.

DEFINITIONS OF FLORICULTURE:
- Floriculture is a branch of horticulture concerned with the propagation of ornamental plants with a focus on flowering plants specifically.
- Floriculture is the segment of horticulture concerned with commercial production, marketing, and sale of bedding plants, cut flowers, potted flowering plants, foliage plants, flower arrangements, and non-commercial home gardening.
- Floriculture, or flower farming, is a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry comprising the floral industry. The development plant breeding of new varieties is a major occupation of floriculturists.
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THE FLORAL INDUSTRY

The floral industry is one of the major industries in many developing and underdeveloped countries. World floriculture market Floriculture as an industry began in the late 1800s in England, where flowers were grown on a large scale on the vast estates (Wikipedia, 2009.) The industry continues to advance since that period. It is a profitable agri-business throughout the world. The present day floriculture industry is very dynamic and fast growing. In the 1950s, the global flower trade was less than US $3 billion (The flower expert, 2008). Recently, the world production of floriculture products was valued at US $40 billion (Getu, 2009). The countries like Netherlands, Japan, and United States of America (USA) account for nearly half of the world flower trade. In the 1990s, a niche market was developing for field-grown cut flowers, perhaps because many specialty cut flowers can be field-grown (Armitage and Laushman, 2003; Starmanetal., 1995).

Floral Industry is gaining importance in developing countries like India.

1. The florist trade of traditional and contemporary cut flowers and cut foliage, both Fresh and dried and value-added products like Bouquets, Floral Baskets, Flower Arrangement and garlands.
2. The plant nursery for propagation and supply of plant material including Tissue
4. Plant rental service for supply of house plants on annual rent for a specific period. Flower based perfume and medicines.

Floriculture is progressing rapidly in the country. In spite of the export potential, the performance of the Indian Floriculture industry has not been encouraging. Though, the exports of Floriculture products are on growing in the last 7 to 8 years, the industry is not performing well and most of the units have been closed. Indian floriculture industry is facing a number of problems related to infrastructure, production, storage, packing, marketing, and transportation and in export concerned. The problems faced by floriculture industry are enumerated as follows:

   a. Production Problems
   b. Seasonal Variation Problems
   c. Storage Problems
   d. Packing Problems
   e. Transportation Problems
   f. Marketing Problems
   g. Export Problems

a. Production Problems

Hi-tech floriculture industry is facing many pre-harvest and post-harvest problems. The following are the major problems faced by the Indian floriculture industry in production stage:

   o High cost of plants(Seeds/Saplings), Plant Protectors
   o Non availability of High yielding plants
   o Non availability Disease Resistant plants
   o Attack of Pests, Fungal and Bacterial Diseases
   o Premature shedding of flower buds
   o Entry of real estate business
   o Irrigation Problem
   o Electricity Problem and Non Availability of Labors
b. Seasonal Variation Problems:

India is rich in bio-diversity and varied agro-climatic regions. There is a great impact of climate change on flowering plants particularly in commercial production under open field conditions. The impact of heat, cold, continuous and unpredictable rainfall with storm damage the flower production in the blooming span. These are the major climatic problems of floriculture industry:

- Drought
- Excess Rain
- Temperature variation
- Lack of Rain fall
- Declining Soil Fertility
- Strom

c. Storage Problems

After the production stage, the most important problem faced by the floriculture industry is the storage problem. As flowers are perishable produce, the flower storage should be close to the floriculture farms. The following are the storage problems faced by the floriculture industry in India:

- Wastage of flowers due to handling damages
- Seasonal Demand Variations
- Less Value Addition in Storage Technologies
- Lack of Modern Material Handling Equipment’s
- Lack of adequate Cold Storage facilities
- Lack of Technology to Keep Freshness
- Lack of Storage Space for Perishable Flowers
- Exorbitant Cold Storage Cost

d. Packing Problems

Packing is the most important post-harvest problem faced by the floriculture industry. The quality of the flower products depends upon the good packaging. The packing sector al is faces various problems. They are as below:

- Packing materials high cost
- Strict sanitary regulations of the country
- Non availability of good packing materials
- Improper grading and packing procedures
- High Labeling Cost
- PESTS in Packing Materials
- Improper Stuffing of Goods

e. Transportation Problems

Even if the flowers are produced, harvested and stored carefully. It is possible for the damage of the flowers during transit, due to the temperature, handling, accidents etc. Here are the list of transportation Problems:

- Poor Air-freight capacity
- Seasonal Problems
- Exorbitant Air Freight Cost
- Lack of Regular Supply
- Price Fluctuation of Inland Carriers
f. Marketing Problems

The market related challenges are the main problem in improving the economic status of floriculture producers from small growers to large. It affected the floriculture industry in worldwide. These are the major marketing problems:

- Lack of Procuring agency
- Inadequate Market Information
- Delay in Payment of Sale Proceeds
- Erratic Fluctuation in Price
- Lack of Propaganda from Government
- High rate of damages in transit
- Lack of Training
- High Cost of Maintenance
- Lack of infrastructure facilities
- Frequent emergence of new hybrid varieties
- Frequent change in preference of consumer
- High cost of packing
- Very high competition from other countries
- Lack of Promotional Strategies

g. Export Problems

India is 2nd largest production of flowers in the world even though India’s share in the world trade of flowers is negligible. There are many problems related to floriculture export. They are:

- Lack of Awareness in Export Documentation
- Lack of Knowledge in Govt. Policies changes
- Lack of Technical Support for documentation
- High Import/ Export clearance procedures
- High Inspection Procedures
- Non availability of Intermediaries
- High time consumable
- High Possibilities of Clerical error

Conclusion

In spite of export potential, the performance of the Indian floriculture sector has not been encouraging. The floriculture exports dropped marginally in value terms during the recent years. The industry also facing by several problems at the production level related to small size land holding day by day. Unavailability of basic inputs and skilled manpower for harvesting and post-harvesting techniques. Pirated seeds and planting material are further adding to the woes of the flower producers. Inadequate cold chain management is not only affecting the future of floriculture but also having a negative impact on it. At marketing stage major problems faced by the Indian flower exporters are related to product diversification, differentiation, vertical integration and innovation, quality and environmental issue. With increasing involvement of supermarket in flower trade, organizing logistics is also becoming a critical factor for the flower exporters. Considering the past experience, it is indigenizing greenhouse technology for commercial production. Product diversification and value
addition like extraction of oil, pigments, production of dry flowers should be encouraged. Some more agro export zone should be introduced by the government of India for promoting export of floriculture. By adopting modern techniques with future sight by the floriculture growers and exporters definitely overcome this challenges and obstacles in the Indian floriculture industry in future.

References

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