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## **A CRITICAL ANALYSIS OF EXPORT OF FLORICULTURE IN INDIA**

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### **ABSTRACT**

The demand of flowers is continuously increasing. So, in this research study it has tried to find the importance of Indian flowers on worldwide. The purpose of this research study is to analyse the export performance of Indian floriculture from April 2016- March 2022. This research study is based on secondary data. Data is collected from Agricultural and Processed Food Product Export Development, National Horticulture Board etc. other various official websites. All the information has also collected from various official reports and different newspapers, articles etc. In this study, the production area of floriculture and export status of floriculture in India from April 2016- March 2022 has discussed. It is found that the export of floriculture is now increasing in post covid period. Many countries import high quantity of flowers from India. Government of India is continuously launching various schemes for farmers to encourage them for the production of flowers.

**KEYWORDS:** Export of floriculture, area-wise production

### **INTRODUCTION**

It is identified by the Indian government that floriculture is a industry in which high potential of exporting. Due to increase in the demand of flowers, floriculture is becoming an important commercial activity in agricultural field. Now-a-days, in India, floriculture is becoming a high growth industry in agriculture. Agriculture and Processed Food Products Export Development Authority (APEDA) is a responsible authority to promote export and to develop the floriculture in India. There are various products include in floriculture like tubers, pot plants, cut flowers, dried leaves or flowers, cut foliage, rooted cuttings and seeds bulbs. There are some main crops of floriculture in the cut flower trade at international level like nerine, gypsophila, chrysanthemum, carnation, orchids, tulip, gladiolus, anthuriu, lilies, gargera, rose, liastries, archilea. Some crops of floriculture are cultivated in green houses like carnation, gerberas etc. Some crops are cultivated in open field like gaillardia, chrysanthemum, roses, tuberose, marigold, aster etc.

Haryana, Karnataka, Rajasthan, Maharashtra, West Bengal, Andhra Pradesh, Tamil Nadu are some states which has made floriculture centres in India. According to APEDA Report India has exported to the world 15,695.31 MT of floriculture products of ₹ 575.98 crore in 2020-21. In 2021, the major export destinations were Germany, USA, Netherland, UK, and United Arab Emirates for Indian floriculture. There are some individual sub-products like chicory plants, cactus, Rhododendrons, plant for tissue culture, etc. In last few years the demand of floriculture products has increased. It is a field of high potential in the point of view of domestic and export purpose. As it is said that India lives in village. There are many employment opportunities in floriculture area. Now-a-days, Maharashtra, Karnataka, West Bengal, Andhra Pradesh, Uttar Pradesh and Tamil Nadu are active in the field of floriculture. There are very dynamic changes experiencing in the sector of floriculture. Due to globalisation the per capita income of mostly countries has increased. There are new centres of production developed with the centres at traditional level in such countries like Netherlands, USA, Columbia, Italy, Japan, etc. The craze to develop floriculture is increasing rapidly in ASEAN member countries like Vietnam, China, India, etc.

**DATA ANALYSIS**

**Area and Production of Flowers in India**

Details	2016-17 (April-March)		2017-18 (April-March)		2018-19 (April-March)		2019-20 (April-March)		2020-21 (April-March)		2021-22 (April-March)	
	Produ ction '000 MT	Area '000 Ha	Produ ction '000 MT	Area '000 Ha	Produ ction '000 MT	Area '000 Ha	Produ ction '000 MT	Area '000 Ha	Produ ction '000 MT	Area '000 Ha	Produ ction '000 MT	Area '000 Ha
Flowers Loose	1699	306	1962	324	2263	303	2323	323	2152	322	2095	267
Flowers Cut	693	-	823	-	647	-	676	-	828	-	791	-
<b>Total</b>	<b>2392</b>	<b>306</b>	<b>2785</b>	<b>324</b>	<b>2910</b>	<b>303</b>	<b>3000</b>	<b>323</b>	<b>2980</b>	<b>322</b>	<b>2886</b>	<b>267</b>

Source- Area and Production of Horticulture Crops 2021-22 (First Advance Estimates)

**Export of Floriculture to various countries from 2016-17 to 2021-22**

Country Name	2016-17 (April-March)		2017-18 (April-March)		2018-19 (April-March)		2019-20 (April-March)		2020-21 (April-March)		2021-22 (April-March)	
	Qty (MT)	Value (Cr)	Qty (MT)	Value (Cr)	Qty (MT)	Value (Cr)	Qty (MT)	Value (Cr)	Qty (MT)	Value (Cr)	Qty (MT)	Value (Cr)
USA	3762.70	99.02	3489.02	104.98	4038.07	146.92	3276.08	139.03	3139.19	158.96	3520.05	222.31
Netherlands	1809.32	57.50	1855.00	65.63	1518.92	77.89	1377.08	78.52	1603.87	109.30	2206.51	147.11
Germany	2439.66	62.42	1347.90	36.68	1251.71	39.39	1112.52	40.93	1054.69	32.13	1208.63	50.71
UK	2457.84	68.39	2116.98	53.20	1530.01	44.71	1236.74	40.92	860.91	33.12	917.70	39.62
UAE	1438.84	34.49	1211.46	29.30	1871.24	34.34	1499.07	33.11	1659.88	34.43	3074.79	36.60
Canada	748.52	17.93	1133.35	21.28	878.99	23.42	393.05	20.12	485.65	23.01	768.59	33.57
Italy	555.10	16.10	522.49	16.61	403.24	15.79	358.80	16.14	235.30	17.67	261.19	21.37
Malaysia	520.82	12.02	793.46	13.26	862.00	15.40	843.81	17.60	516.38	9.64	882.13	18.32
Singapore	1347.01	16.54	1956.81	15.46	1998.34	14.78	2037.67	12.79	1418.93	11.20	1932.30	15.58
France	227.32	5.59	265.77	3.75	186.74	5.88	296.92	7.13	262.64	7.69	302.58	15.78
Japan	365.05	14.79	284.04	13.61	310.37	15.75	205.46	13.12	114.16	26.15	70.07	11.50
Australia	250.07	13.07	198.74	13.13	250.53	16.07	129.17	10.18	57.70	10.44	75.42	13.60
Other Countries	6098.08	128.85	5528.44	120.42	4626.40	121.07	4183.02	112.02	4285.99	102.24	8377.38	145.34
<b>Total</b>	<b>22020.33</b>	<b>546.71</b>	<b>20703.46</b>	<b>507.31</b>	<b>19726.56</b>	<b>571.41</b>	<b>16949.39</b>	<b>541.61</b>	<b>15695.29</b>	<b>575.98</b>	<b>23597.34</b>	<b>771.41</b>

Source- DGCIS, Annual Reports

The export of floriculture to USA in 2016-17 is decreased by 27.17 percent but at increased value by 2.30 percent , export to Netherlands in 2016-17 is decreased by 3.96 percent but at increased value by 3.27 percent, export to UK in 2016-17 is increased by 11.70 percent and at increased value by 22.06 percent, export to Germany in 2016-17 is increased by 4.32 percent and at increased value by 9.64 percent, export to UAE in 2016-17 is decreased by 7.19 percent but at increased value by 23.89 percent, export to Canada in 2016-17 is decreased by 20.70 percent but at increased value by 3.28 percent, export to Japan in 2016-17 is decreased by 13.49 percent and at decreased value by 7.39 percent, export to Singapore in 2016-17 is increased by 14.47 percent and at increased value by 15.75 percent, export to Italy in 2016-17 is increased by 24.77 percent and at increased value by 41.73 percent, export to Australia in 2016-17 is decreased by 37.08 percent and at decreased value by 6.17 percent, export to Malaysia in 2016-17 is increased by 24.04 percent and at increased value by 35.36 percent, export to France in 2016-17 is decreased by 2.43 percent but at increased value by 47.88 percent and export to other countries in 2016-17 is increased by 8.85 percent and at increased value



by 33.68 percent in comparison to 2015-16.

The export of floriculture to USA in 2017-18 is decreased by 7.27 percent but there is growth in prices by 6.02 percent, export to Netherland in 2017-18 is increased by 2.52 percent and also growth in prices by 14.14 percent, export to UK in 2017-18 is decreased by 13.87 percent and at decreased value by 22.21 percent, export to Germany in 2017-18 is decreased by 44.75 percent and at decreased value by 41.24 percent, export to UAE in 2017-18 is decreased by 15.80 percent and at decreased value by 15.05 percent, export to Canada in 2017-18 is increased by 51.41 percent and at increased value by 18.68 percent, export to Japan in 2017-18 is decreased by 22.19 percent and at decreased value by 7.98 percent, export to Singapore in 2017-18 is increased by 45.27 percent but at decreased value by 6.53 percent, export to Italy in 2017-18 is decreased by 5.88 percent but at increased value by 3.17 percent, export to Australia in 2017-18 is decreased by 20.53 percent and at decreased value by 0.46 percent, export to Malaysia in 2017-18 is increased by 52.35 percent and increased value by 10.32 percent, export to France in 2017-18 is increased by 16.91 percent but at decreased value by 32.92 percent and export to other countries in 2017-18 is decreased by 10.73 percent and at decreased value by 12.39 percent in comparison to 2016-17.

The export of floriculture to USA in 2018-19 is increased by 15.74 percent and at increased value by 40 percent, export to Netherland in 2018-19 is decreased by 18.12 percent but at increased value by 18.68 percent, export to UK in 2018-19 is decreased by 27.73 percent and at decreased value by 15.96 percent, export to Germany in 2018-19 is decreasing by 7.14 percent but at increased value by 7.39 percent, export to UAE in 2018-19 is increased by 54.46 percent and at increased value by 17.20 percent, export to Canada in 2018-19 is decreased by 22.44 percent but at increased value by 10.06 percent, export to Japan in 2018-19 is increased by 9.27 percent and at increased value by 15.72 percent, export to Singapore in 2018-19 is increased by 2.12 percent but at decreased value by 4.40 percent, export to Italy in 2018-19 is decreased by 22.82 percent and at decreased value by 4.94 percent, export to Australia in 2018-19 is increased by 26.06 percent and at increased value by 22.39 percent, export to Malaysia in 2018-19 is increased by 8.64 percent and at increased value by 16.14 percent, export to France in 2018-19 is decreased by 29.74 percent but at increased value by 56.80 percent and export to other countries in 2018-19 is increased by 13.66 percent and at increased value by 3.23 percent in comparison to 2017-18.

The export of floriculture to USA in 2019-20 is decreased by 18.87 percent and decreased value by 5.37 percent, export to Netherland in 2019-20 is decreased by 9.34 percent but at increased value by 0.81 percent, export to UK in 2019-20 is decreased by 19.17 percent and at decreased value by 8.48 percent, export to Germany in 2019-20 is decreased by 11.12 percent but at increased value by 3.91 percent, export to UAE in 2019-20 is decreased by 19.89 percent and decreased value by 3.58 percent,



export to Canada in 2019-20 is decreased by 55.28 percent and at decreased value by 14.09 percent, export to Japan in 2019-20 is decreased by 33.80 percent and at decreased value by 16.70 percent, export to Singapore in 2019-20 is increased by 1.97 percent but at decreased value by 13.46 percent, export to Italy in 2019-20 is decreased by 11.02 percent but at increased value by 2.22 percent, export to Australia in 2019-20 is decreased by 48.44 percent and at decreased value by 36.65 percent, export to Malaysia in 2019-20 is decreased by 2.11 percent but at increased value by 14.29 percent, export to France in 2019-20 is increased by 59 percent and at increased value by 21.26 percent and export to other countries in 2019-20 is decreased by 32.33 percent and at decreased value by 8.75 percent in comparison to 2018-19.

The export of floriculture to USA in 2020-21 is decreased by 4.18 percent but at increased value by 14.34 percent, export to Netherland in 2020-21 is increased by 16.47 percent and at increased value by 39.20 percent, export to UK in 2020-21 is decreased by 30.39 percent and at decreased value by 19.06 percent, export to Germany in 2020-21 is decreased by 5.20 percent and at decreased value by 21.50 percent, export to UAE in 2020-21 is increased by 10.73 percent and at increased value at 3.99 percent, export to Canada in 2020-21 is increased by 23.56 percent and at increased value by 14.36 percent, export to Japan in 2020-21 is decreased by 44.44 percent but at increased value by 99.31 percent, export to Singapore in 2020-21 is decreased by 30.37 percent and at decreased value by 12.43 percent, export to Italy in 2020-21 is decreased by 34.42 percent but at increased value by 9.48 percent, export to Australia in 2020-21 is decreased by 55.33 percent but at increased value by 2.55 percent, export to Malaysia in 2020-21 is decreased by 38.80 percent and at decreased value by 45.23 percent, export to France in 2020-21 is decreased by 11.55 percent but at increased value by 7.85 percent and export to other countries in 2020-21 is increased by 9.89 percent but at decreased value by 7.55 percent in comparison to 2019-20.

The export of floriculture to USA in 2021-22 is increased by 12.13 percent and at increased value by 39.85 percent, export to Netherland in 2021-22 is increased by 37.57 percent and at increased value by 34.59 percent, export to UK in 2021-22 is increased by 6.60 percent and at increased value by 19.63 percent, export to Germany in 2021-22 is increased by 14.60 percent and increased value by 57.83 percent, export to UAE in 2021-22 is increased by 85.24 percent and at increased value by 6.30 percent, export to Canada in 2021-22 is increased by 58.26 percent and increased value by 45.89 percent, export to Japan in 2021-22 is decreased by 38.62 percent and at decreased value by 56.02 percent, export to Singapore in 2021-22 is increased by 36.18 percent and increased value by 39.11 percent, export to Italy in 2021-22 is increased by 11.00 percent and increased value by 20.94 percent, export to Australia in 2021-22 is increased by 30.71 percent and increased value by 30.27 percent, export to Malaysia in 2021-22 is increased by 70.83 percent and increased value by 90.04 percent, export to France in 2021-22 is increased by 15.21 percent and increased value by 105.20 percent and



export to other countries in 2021-22 is increased by 65.40 percent and increased value by 22.55 percent in comparison to 2020-21.

### **FINDINGS AND CONCLUSION-**

The finding of this research study is that the export of floriculture has been decreasing from 2016-17 to 2020-21 in quantity but on the other hand the value of flowers is increased. The production of floriculture is increasing but the export of floriculture is decreasing. The overall export of floriculture in 2015-16 is 22,691.65 MT at value ₹ 483.41 crore, in 2016-17 this is 22,020.33 MT at valued ₹ 546.71 crore, in 2017-18 this is 20,703.46 MT at valued ₹ 507.31 crore, in 2018-19 this is 19,726.56 MT at valued ₹ 571.41 crore, in 2019-20 this is 16,949.39 MT at valued ₹ 541.61 crore, in 2020-21 this is 15695.29 MT at valued ₹ 575.98 crore and in 2021-22 this is 23597.34 MT at valued ₹ 771.41 crore. So, the overall export of floriculture is decreased by 2.96 percent in 2016-17 in quantity but at increased value by 13.09 percent, in 2017-18 the overall export is decreased in quantity by 5.98 percent and at decreased value by 7.21 percent, in 2018-19 the overall export in quantity is decreased by 4.72 percent but at increased value by 12.64 percent, in 2019-20 the overall export is decreased in quantity by 14.08 percent and at decreased value by 5.22 percent, in 2020-21 the overall export is decreased in quantity by 7.40 percent but at increased value by 6.35 percent, in 2021-22 the overall export is increased in quantity by 50.35 percent and at increased value by 33.93 percent. This is observed that the quantity is decreasing but overall value is increasing it can be concluded that the importing countries of floriculture of India either is demanding less flowers due to high prices or the consumption of flowers in these countries is decreased. Another factor is corona pandemic also considered. Another reason of decreasing export quantity is decreasing the value of Indian Rupee in comparison to Dollar. The production of flowers is not issue because the production of flowers in India is continuously increasing. The government of India should effort to increase export of floriculture. It is also observed that after pandemic the export of flowers is increasing in 2021-22. There are various schemes launched by Government of India in last few years to promote export.

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