

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:5994
ANSWERED ON:31.08.2001
EXPORT OF FLOWERS
ANANTA NAYAK;SRIKANTA DATTA NARASIMHARAJA WADIYAR

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the total amount earned by the Government on export of flowers to various countries during the last three years, year-wise and country-wise;
- (b) whether marigold and several other Indian flowers have great demand in the European market;
- (c) if so, the possibility explored to increase floricultural export to those countries; and
- (d) the specific programme drawn up in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI DIGVIJAY SINGH)

(a) The total value of foreign exchange earned by the country on export of flowers during the last three years, namely 1998-99, 1999-20 and 2000-01 have been as follows:

Year Value (Rs. crores)

1998-99	97.22
1999-2000	116.72
2000-01	132.65

The country-wise details of exports are available in the Foreign Trade Statistics of India - Monthly/Annual Bulletins published by the Directorate General of Commercial Intelligence & Statistics (DGCI&S), Kolkatta, copies of which are kept in the Parliament Library.

(b) While marigold has very little export demand, other Indian flowers such as fresh Anthurium, Carnations, Chrysanthemum, bulbs and tubers and dried flowers, etc. have good demand in the European market.

(c)&(d) : Government has taken a number of measures to enhance exports of flowers to the various markets including the European market. Some of the steps taken to enhance production and encourage exports of flowers include:-

- (i) Arranging promotional campaigns such as buyer-seller meets and participation in important international fairs, flower shows and exhibitions;
- (ii) Grant of air freight subsidy on exports of select floriculture products;
- (iii) Setting up of Flower Auction Centres in potential flower growing States;
- (iv) Assist in enhancing market access for Indian products through market access initiative programme;
- (v) Setting up walk-in-type cold storages and integrated cargo handling and cold storage facilities at various International Airports for handling export of perishable items such as floriculture and horticulture products; such walk-in cold storage facilities have been set up at Guwahati, and Kolkatta Airports. Integrated cold storage and cargo handling facilities have been set up at the Indira Gandhi International Airport at New Delhi, Bangalore, Hyderabad, Chennai and Thiruvananthapuram Airports. An Integrated Cargo handling Centre for perishables is being set up at Mumbai International Airport;
- (vi) Providing technical advisory services and other support services to trade and industry including training of farmers for export production, quality control, packaging, transport, etc.

