

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:92  
ANSWERED ON:23.02.2010  
SHARE OF INDIA IN FLORICULTURE MARKET  
Aaron Rashid Shri J.M.

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) whether India's share in the world's floriculture market is low despite huge potential for growth of the floriculture sector in the country;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether small and marginal farmers in the country are unable to grow the latest varieties of flowers due to high royalty; and
- (d) if so, the steps being taken by the Government to boost the export of flowers and make available the latest varieties of flowers to the small farmers in the country and to address the concerns of high royalty rates?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS)

(a) & (b): Yes, Madam. India's share in World Floriculture Market is 0.43%. The reasons for India's low share in world trade are as under:

- i) The global recession has drastically reduced the export of flowers.
- ii) The prices of flowers are not lucrative for exports. According to the industry sources, the prices of roses in domestic as well as international market are as under:

Flowers	Domestic Market	International Market
Roses (Bangalore)	Rs.6.00 per stem	Rs.4.00 per stem
Roses (Pune)	Rs.4.00-5.00 per stem	Rs.3.25 per stem

(c) & (d): The Government has implemented a number of schemes to promote floriculture in the country which are as follows:

(i) The Department of Agriculture & Cooperation, Ministry of Agriculture is implementing two Centrally Sponsored Schemes namely (a) Technology Mission for Integrated Development of Horticulture in North Eastern States, Sikkim, Uttarakhand, Jammu & Kashmir and Himachal Pradesh (TMNE) and (b) National Horticulture Mission (NHM) for the remaining states for the overall development of horticultural crops including flowers in the country.

(ii) Agricultural and Processed Food Products Export Development Authority (APEDA) has set up Special Floriculture Rehabilitation Fund (SFF) in the XIth Plan with an outlay of Rs. 26.59 crore to provide financial assistance to sick floriculture units so as to nurse them back to health thereby enabling them to produce exportable quality produce. Besides, the following projects have also been implemented:

- (a) For processing and mechanized handling of bulbous material, using latest equipments with Dutch technology and expertise at Chhaffi, Nainital (Uttarakhand). The capacity of the project, set up with assistance from ASIDE scheme of the Department of Commerce, is 30 million flower bulbs per annum and the product range is Liliium, Tulip, Gladiolus, Iris, Zantedeschia.
- (b) For production of Cymbidium Orchids, projects are being setup at a cost of Rs. 1.22 crore and a pack house for anthurium at a cost of Rs. 3.09 crore at Rango and Melli in Sikkim with assistance from ASIDE scheme.

(iii) Six agri-export zones have been set-up to promote the floriculture industry in key producing regions in various parts of the country namely Tamil Nadu, Karnataka, Maharashtra, Sikkim and Uttarakhand.

(iv) New floriculture units are now coming up in these AEZs and new products are also being introduced. Besides fresh cut flowers, there are investment also taking place in the production of bulbs, potted plants and other new products for the international markets.

(v) APEDA has setup cold storage and cargo handling facilities at the key airports of New Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Trivandrum and Kolkatta.

(vi) To develop a market locally (a supply base for exports), APEDA has also setup Flower Auction cum Market Facilitation Centre (FAMFC) at Bangalore, Mumbai, Kolkatta, Noida, etc.