

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:4558
ANSWERED ON:07.12.2010
INVESTMENT IN FLORICULTURE
Kumar Shri P.

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government has formulated any scheme to increase the investment in floriculture and improve the position of the country as key exporter in the global market;
- (b) if so, the details thereof;
- (c) the details of area covered under floriculture and assistance provided thereunder during each of the last three years and the current year, State-wise; and
- (d) the details of the other steps taken to augment the production and position of the country in the global market?

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. The Department of Agriculture & Cooperation is implementing two Centrally Sponsored Schemes viz. Horticulture Mission for North East and Himalayan States (HMNEH) and National Horticulture Mission (NHM) in remaining States and Union Territories for the holistic development of horticulture including floriculture. Under both the Schemes, farmers are given financial assistance for cultivation of flowers limited to 2 ha per beneficiary @ Rs.24,000/- per ha for loose flowers, @ Rs. 70,000/per ha for cut flowers and @ Rs.90,000/- per ha for bulbous flowers.

To improve the position of country as key exporter of flowers in Global market, APEDA is providing assistance to the registered exporter under following plan scheme:

- # Scheme for Market Development
- # Scheme for Infrastructure Development
- # Scheme for Quality Development
- # Scheme for Research and Development
- # Transport Assistance Scheme

(c): The State wise details of assistance provided along with area coverage for floriculture under NHM and HMNEH during 2007-08 to 2009-10 and current year is given at Annexure-I and Annexure-II respectively.

(d): The National Horticulture Board (NHB) is also implementing a Scheme on 'Development of Commercial Horticulture through Production and Post Harvest Management'. Floriculture is covered under the Scheme for the project having more than 4 ha are considered for financial assistance in the form of credit linked back ended subsidy @ 20% of the total cost limited to Rs.25 lakh per project in general area and Rs. 30 lakh per project in North East region, Hilly area and Scheduled area.

To augment the export of flowers and improve the position of country in the Global market, APEDA has provided financial assistance for pack house, refrigerated vehicles and centres for perishable commodities for maintenance of the quality of the produce and for increasing the shelf life.

The transport assistance being provided on export of floriculture products during the XI Plan period is as under:

(a) For Air Shipments (For Fresh Cut Flowers / Bouquets -fresh)

- Least of:
- # 20% of FOB Value
 - # 25% of freight
 - # Specific rate (Rs. Per kg)

(b): For Sea Shipments (Fresh cut flowers / Dried Flowers)

- Least of:
- # 10% of FOB Value

25% of freight

Specific rate (Rs. Per kg)

(ii) APEDA has set up Centres for Perishable Cargo at the key airports of New Delhi, Mumbai, Chennai, Thiruvananthapuram, Cochin, Nasik, Bangalore, Hyderabad, Goa, Bagdogra, Kolkata and Amritsar. These CPCs are in operation.

(iii) Walk in type refrigerated container facilities have also set -up by APEDA at Jaipur, Lucknow, Bhubaneswar, Guwahati, Ahmadabad and Coimbatore airports.

(iv) Flower auction-cum-market facilitation centres have been set up at Bangalore, Mumbai and Noida. Such centers are being set up for providing a readymade market centre for trading and price discovery for a variety of flowers, both for the export and domestic markets.