



**ORIGINAL RESEARCH PAPER**

**Economics**

**PRODUCTION OF FLOWERS CULTIVATION IN ANDRA PRADESH**

**KEY WORDS:**

**K. Jayalakshmi**

Research Scholar, Dept. of Economics, S.V.U. College of Arts, S. V. University, Tirupati-517502.

**ABSTRACT**

As demand for flowers has gradually increased, floriculture has become an important trade in agriculture in the commercial sector. Therefore in controlled climatic conditions, commercial flower farming has become a high-tech operation inside the greenhouse. Floriculture in India, as a high-growth industry, has become significant from the export point of view. The liberalization of industrial and commercial policies has covered the way for exportation-orienting cut flowers to grow. It has been grown into the key floriculture centres of Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan and West Bengal. On the export front, there has been steady growth in floriculture by 20 percent last year. In terms of quantity and volume, the domestic flower trade has seen a significant increase in the last decade. Floriculture in agriculture has been one of the main trades in society both traditionally and seasonally.

**INTRODUCTION:**

Flower forming also known as the Floriculture, flowers are a perfect backyard cash crop as they create quickly are easy to grow and provide an income all summer long. Also start-up costs are low. The Floriculture industry consists in growing annual, periodic and constant plants either under glass or outdoors, and in the disposal of the same in wholesale or retail market. In general, business of traditional as well as non-traditional flowers and dry flower industry is called floriculture industry. It includes production, processing and marketing of all types of flowers. There are two types of production i.e. open field cultivation and green house cultivation, while processing is concern to dry flower processing units. Marketing includes local markets, regulated internal markets and international markets. Component of marketing channels are producer, wholesalers, retailers and consumers. Floriculture also known as flower farming refers to the cultivation of flowering and ornamental plants. Although flowers have been an integral part of the Indian society and were cultivated for various purposes ranging from beautiful to social and religious purposes, the commercial floriculture industry has been of recent origin. A strong increase in the demand for cut and loose flowers has made floriculture as one of the important commercial trades in Indian agriculture.

**Flowers Can Be Classifies In Two Types:**

1. Loose Flowers
2. Cut Flowers

**Loose Flowers:**

Loose flowers cultivation under open cultivation forms the backbone of Indian floriculture and hardly 1.5% flowers are grown under greenhouse cultivation for cut flower purpose. West Bengal, Karnataka, Uttar Pradesh, Maharashtra, Gujarat, Himachal Pradesh, Uttaranchal are the major producers of cut flowers. In the domestic markets, dedicated marketing infrastructure for cut flowers is in place in Bangalore in the form of a flower auction center. Such flower auction centers are in place in Noida and other metros. In India, the use of flowers of all categories was very common until recently making garlands for worship and bouquets for religious function. Some kinds of flowers plants are discarded after the one crop, those flowers picking up as loose flowers i.e., marigold, aster, lilies, chrysanthemum, jasmine, tuberose etc. are called loose flowers, those packing in losse kg form. However, the use of these loose flowers is maximizing during festive seasons. All these flowers cultivated traditionally.

**Cut Flowers:**

Some flower plants are continued in growth. The new shoots, which develop below the place where the flower stem was cut, eventually form flowers that are cut and the procedure is repeated until it is determined that would be economic

advantage in replacing the plants. Those flowers picking up with some lengths i.e. gerbera carnation, rose, orchids, tuberose etc. are cut flowers, those packing in bunch or pairs form, apart from them gerbera and carnation produced under greenhouse only. The production of cut flowers depend upon region and climate, therefore, it was difficult to make them available throughout the year under open cultivation, the production of cut flowers tried in all seasons, but it failed the quality standards. Progressive farmer and entrepreneurs grows cut flowers under green house. The period between Novembers to May is the best season for export of cut flowers produced under green house. Generally growing cut flowers are preferable in commercial flower farming. Because cut flowers are the special kind flowers for use in the preparation of bouquets floral arrangements worship and social occasions. Farming flowers are highly perishable items. So, you should have a ready market for selling the flowers additionally you should establish a cut flowers farm with several other facilities. There are good harvesting fast harvest management packing storage and proper transportation.

**Factors Of Cut Flowers Production:**

- Growing method
- Climate
- Soil conditions
- Water quality and Irrigation system
- Production of planting material and chemicals
- Labour and working facilities
- Available capital
- Distance to market
- Methods of cultivation of cut flowers

India with its different climatic zones already grows a wide variety of flowers at different times of the year. Roses, gladiolus, gerbera and tuberose orchids, marigold, jasmine etc., are the most commercially feasible at present. Cut and loose flowers are sold in the domestic market as well as exported. Usage of flowers have grown steadily down the time including festival consumption decorative and gifting purposes for extraction to cater to the fragrance and dye industries as well as for the production of essences and flavours for herbal and medicinal purposes, and as offerings on different occasions. The estimated area under flower farming in the country in about 65000 hectares The main flower growing state are Karnataka, Tamil Nadu, Andra Pradesh and West Bengal, East Maharasta, Rajastan Hariyana in the north. More then 2/3<sup>rd</sup> of this area are devoted to the production of traditional flower plants which are marketed loose that are marigold, jasmine, chrysanthemum and tube rose etc., the area under cut flowers crops used for bouquets etc., has grown in recent years with growing affluence and people's interest in using flowers as gifts. The main flowers in this category are rose, gladiolus, tuberose, carnation, orchids and more recently lilies, gerbera, chrysanthemum. Around

22,020 tonnes of cut and loose flowers are exported annually from the sub-continent to more than 90 countries, including the UAE, Netherlands, Germany, the USA, the UK and Australia. Walk-in cold storages have been installed at the international airports in Delhi, Mumbai, Chennai and Thiruvananthapuram to support the process. Today, there are more than 300 flower export-oriented units in India, with more than 50% of these units are based across Karnataka, Andhra Pradesh and Tamil Nadu. India's total export of flower around US\$ 82 million The major importing countries were United States, Netherlands, Germany, United Kingdom, United Arab Emirates, Japan and Canada. There are more than 300 export-oriented units in India. More than 50% of the floriculture units are based in Karnataka, Andhra Pradesh and Tamil Nadu. With the technical collaborations from foreign companies, the Indian floriculture industry is poised to increase its share in world trade. Andhra Pradesh leads in loose flowers production with 2,24,410 MT cultivated over 34,850 hectares, followed by Karnataka at 2,07,500 MT cultivated in 29,700 hectares and TamilNadu with 3,12,970 MT grown in 28,700 hectares. West Bengal has emerged as the largest producer of cut flowers with 25,429 lakh pieces, followed by Karnataka and Maharashtra Other prominent cut flowers producing states are Andhra Pradesh, Orissa, Uttar Pradesh, Assam, Uttarakhnad, Himachal Pradesh and Jharkhand.

Floriculture in Andhra Pradesh is set to get a boost. At present 54,363 acre of land is under loose flower cultivation in Andhra Pradesh generating 1.26 lakh metric tonne of flowers annually. There are also 50 greenhouses for cultivation of cut flowers each of which grows about 1 lakh flowers in one crop. Loose flowers are harvested from plants independently and cut flowers are harvested along with the branch. The Andhra Pradesh government has decided to start floriculture in Araku on 250 acre. A horticulture department official said, Araku has the right weather and environmental conditions because of which less maintenance will be required here than in other districts. The government has also sent a proposal to the Central government to start cultivation of dendrobium an orchid, at Chintapalle a hilly area in Eastern Ghats in Visakhapatnam which they say, has the right climate for orchids. Apart from this the government has decided to give 50 per cent subsidy for development of 110 polyhouses in Kuppam, Chittoor district for promotion of Dutch Rose cultivation. Flower cultivation can fetch profits of anywhere between Rs 40,000/- to Rs 60,000/- from one hectare. However, lack of training in floriculture is proving to be a major setback for those interested in cultivating flowers. A flower cultivator from East Godavari Many farmers without any technical know-how embark on floriculture and plant seeds whenever they feel like throughout the year and use whatever pesticide, fertilizer or bio-pesticides they get in the market, ending up losing their investments. Horticulture department or seed companies promote floriculture but do not provide any regular training on how to correctly go about it.

**The major flower harvest in Andhra Pradesh:**

- gladiolus
- lily
- jasmine
- aster
- Chrysanthemum
- gerbera
- Rose
- Tube rose
- African marigold
- Crossandra

**Table-1 Production Of Flowers In Andhra Pradesh – 2018-19**

Sl. No	Crops	1 <sup>st</sup> Advance estimate	
		Area in hectare	Production in MTs
1	Chrysanthemum	4970	49702
2	Jasmine	3615	23719

3	Marigold	8592	88289
4	Rose	653	3906
5	Tube Rose	1355	15502
6	Crossandra	2775	9496
7	Others	465	2323
8	Total flowers	22425	189030

Source: horticulture.ap.nic.in

The flowers are mostly grown in Anantapur, Guntur, Prakasam, Chittoor and East Godavari districts. The major markets for flowers are Bengaluru, Kolkata, Hyderabad and Chennai.

Table-1 reveals the area and production of flowers, area in heacters and production in MTs. The highest area and production of Chrysanthemum in the year 2018-19, 4970 heaters and production in MTs 49702. Production of the Jasmine is in the year 2018-19, 3615 heacters and production in MTs 23719. Production of the Marigold is in the year 2018-19, 8592 heacters and production in MTs 88289. Production of the Rose is in the year 2018-19, 653 heacters and production in MTs 3906. Production of the Tuberosa is in the year 2018-19, 1355 heacters and production in MTs 15502. Production of the Crossandra is in the year 2018-19, 2775 heacters and production in MTs 9496. Production of the other flowers is in the year 2018-19, 465 heacters and production in MTs 2323. The total area in heacters 22425 and total production of flowers in MTs is 189030. It is observed from the above table that there is a production and area in heacters of cultivation of flowers in the year 2018 and 2019 in Andhra Pradesh.

Andhra Pradesh becomes 3<sup>rd</sup> in flower production in India Chittoor, Aantapur and East Godavari Districts are the major flower producers in Andhra Pradesh. The ministry of Agriculture and farmers welfare has confirmed that Andhra Pradesh produce 4.06 lakhs tonnes of flowers during 2020-21. The total extent of land under floriculture in the state is more than 19000 hectares. The Ministry has also said that Andhra Pradesh has highest production per unit area among the major producers Thamil Naidu and Madhaya Pradesh in the country. The maximum yield per hectare is between 8 and 10 tonnes in Andra predesh. Horticulture Department Deputy Director of East Godavari S.Ramamohan in Andra Predeh flowers including marigold and jasmine are despatched to Odisha, West Bengal, and Telangana. There are a few verities that are being brought from other states for packing and export from Andra pradesh. The Central Government has promised financial assistance under the Mission for Integrated Development of Horticulture for wooden and bamboo structures, plastic tunnels, and walk-in tunnels to increase the area under the floriculture.

**CONCLUSION:**

Floriculture production and marketing is increasing at present days due to increase in demand of both national and international market. In order to become sustainable new strategies should be followed which can give productive results on long term basis. As the indian economy is changing the government should initiate the growth of cut flowers industry. Efforts should be made by government increasing the exports of cut flowers. There are lot of opportunities in this developing sector and hence creating awareness would bring the india economy to light in the global trade.

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