PROFILE OF FLORICULTURE INDUSTRY

Indian floriculture industry comprises of flowers such as Rose, Tuberose, Glads, Anthurium, Carnations, Marigold etc. Cultivation is undertaken in both open farm conditions as well as state-of-the-art poly and greenhouses. As per National Horticulture Database published by National Horticulture Board, during 2012-13 the area under floriculture production in India was 232.74 thousand hectares with a production of 1.729 million tonnes loose flowers and 76.73 million tonnes cut flowers. Floriculture is now commercially cultivated in several states with West Bengal (32%), Karnataka (12%) Maharashtra (10%), having gone ahead of other producing states like Madhya Pradesh, Gujarat, Punjab, Haryana, Andhra Pradesh, Orissa, Jharkhand, Uttar Pradesh and Chhattisgarh.\(^7^6\)

Karnataka is the leader in floriculture, accounting for 75% of India’s total flower production. The state has the highest area under modern cut flowers, and 40 flower growing and exporting units. The country’s first and only flower auction centre is located in Karnataka. In Karnataka, there are 18,000 hectares under floriculture cultivation. Karnataka is into floriculture for over 300 years. The Tigala community near Devanahalli and Chickaballapur are extremely good at growing flowers.In 2003 The International Flower Auction Bangalore (IFAB), the operating company controlled by growers, has taken over the operations of the flower auction centre run by the State-owned Karnataka Agro Industries

\(^7^6\) APEDA -
Corporation (KAIC). An agreement to this effect was signed between the representatives of the South India Floriculture Association (SIFA) and Managing Director of KAIC. SIFA has a 51 per cent stake in IFAB, while the small growers hold 16 per cent.

PRODUCTION OF FLORICULTURE PRODUCTS

The high-value crops grown in green houses are cultivated under controlled conditions, protected from pests, diseases, wind and humidity. Popular flowers used in the modern floriculture that are in demand are roses, anthurium, gerbera, gladioli, orchids, carnations and bird of paradise grown in poly houses. Flowers are also used for extracts for perfumes and natural dyes. Dry flowers are used for decoration. One can earn Rs 1 lakh per hectare per year from dry flowers. Nursery business – growing plants in pots and in production of seeds are also popular.

CAREER OPTIONS IN FLORICULTURE BUSINESS

Floriculture offers careers in production, marketing, export and research. Jobs range from cultivation or growing flowers, to seed production, dry seed production, seed production, marketing, and decoration. National Horticulture Board helps one to establish a floriculture business. Agricultural and Processed
Food Products Export Development Authority (APEDA) helps entrepreneurs with cold storage facilities and freight subsidies.

**KR- MARKET – BANGALORE (FLOWER MARKET.)**

Not many people know if this market exists but this is a grand flower market. This market attracts all the different types of flowers traded by the local vendors as well as those from International flower auction center Bangalore. The market operates only between 2.00 am till about 5.50 am on all days. Since the operation of the market is in the wee hours of the morning, the existence of the market is not known to many residents at Bangalore. The market is regularly frequented by serious vendors and buyers of flowers for their day to day business such as temples, general public requiring flowers for special occasions, wedding planners, decorators, flower wholesalers and retailers. Flowers for temples, weddings, birthdays, funerals and all are procured from this market. Here you will find cars, auto rickshaws, scooters, mopeds, bullock or anything with a wheel; full of flowers. This market is a treat to not just eyes but to all senses. Whole atmosphere is full of colors and fragrances. The market presents a riot of colours which the eyes have never seen in such a combination. In addition to flowers, there are many wholesale retailers of pottery and craft supplies, thus making it a true florist haven. Some people sell various tree branches such as Cherry Blossom branches for the centerpieces, roses, orchids, impatiens, tulips and peonies,
chrysanthemum, dahlia, jasmine etc., are all available. After 7AM, most of the wholesalers shift their bulks to the basement of City Market and most of the flower trading is done there in the day time. Typically by around seven AM market begins to vanish because all the flower and food stalls are set in front of the regular shops and then road is also taken over by the market as the morning traffic increases and then shops begin to open and this market begins to disappear.

**GANDHI BAZAR FLOWER MARKET:**

This market wakes up at around 5.30 am and the business picks up a brisk pace by around 6.30 am. Many of the vendors procure their flowers from the city market and resell the flowers at this market. The local market flowers, traditional flowers and residual exotic flowers are traded by the local vendors who continue their trade throughout the day.

**MALLESHWARAM FLOWER MARKET**

This market consists primarily of local vendors who sell flowers procured from the city market and resold to consumers and general public. Varieties of local flowers, loose and knitted / woven as garlands as well as some varieties of dahlias, chrysanthemum etc., are sold here.
**Other Flower markets** include the yeshwathpur market, Krishnarajapuram market and yelahanka market. These markets do attract some vendors of wholesale market for the local flowers which are sold to the retailers. These retailers process these flowers further for retailing to consumers.

**ACADEMIC INSTITUTIONS IN FLORICULTURE**

The following Universities and institutes cater to Floriculture through specialized education and research initiatives. These universities and institutions have contributed significantly to the fund of knowledge in floriculture business as well as internalization of hi-tech and sophisticated technology by students, researchers, consultants and most importantly agriculturist. These have also contributed significantly to the growth of the floriculture in India and Karnataka.

- University of Agricultural Sciences, Bangalore
- Indian Institute of Horticultural Research, Bangalore
- AP Agricultural University
- Haryana Agricultural University
- Punjab Agricultural University
- College of Agriculture, Maharashtra
Considerable milestones have been reached in productivity of farm produce in the country. Concerns about food safety and quality, environmental protection, worker safety and welfare have also gained importance. The Indian producer still needs to pay attention to the quality of production practices requiring minute attention at different aspects of production, storage, handling and distribution. Strengthening of areas where appropriate control measures need to be in place for floriculture produce to ensure sustained supply of produce of the desirable quality will go a long way in enhancing not only the visibility of Indian floriculture products but also the expansion of the market throughout the globe strengthening our global market position in floriculture business. In India, agricultural practices are highly localized occupations and display a lot of variability in cultural practices and varietal preferences across regions. Further, with the opening up of the world market, there is a flow of trade in the agricultural products. It is, therefore, necessary to define and assign certain common minimum standards to facilitate trade in these products and to win the confidence of the consumers within the country and outside. Such standards envisaging focused approach for implementing good agricultural practices, traceability, etc, through appropriate infrastructure, record keeping and monitoring would reap the following broad benefits such as Development of basic infrastructure at the field level, Build up culture for good agricultural practices by the farmers, Uniform approach across farms regardless of their sizes, Increased awareness among the farmers as well as the consumers about the need for consumption of good quality and safe food,
Traceability through complete integration of food chain, Improvement in the environment as well as soil fertility, Worker safety and welfare, Reputation in the international market as a producer of good quality and safe produce, and Overcoming the Technical Barriers to Trade.

NATIONAL HORTICULTURE MISSION (NHM)

National Horticulture Mission (NHM) is an Indian horticulture Scheme promoted by Government of India. It was launched under the 10th five-year plan in the year 2005-06. The NHM's key objective is to develop horticulture to the maximum potential available in the state and to augment production of all horticultural products (fruits, vegetables, flowers, plantation crops, spices, medicinal aromatic plants) in the state. Other objectives include:

1. To provide holistic growth of the horticulture sector through an area based regionally differentiated strategies
2. To enhance horticulture production, improve nutritional security and income support to farm households
3. To establish convergence and synergy among multiple on-going and planned programmes for horticulture development
4. To promote, develop and disseminate technologies, through a seamless blend of traditional wisdom and modern scientific knowledge
5. To create opportunities for employment generation for skilled and unskilled persons, especially unemployed youth

KARNATAKA STATE DEPARTMENT OF HORTICULTURE

The Department of Horticulture is one of the Major Departments of the state which undertakes the development of horticulture. The Department is headed by the Director of Horticulture and he is assisted by three Additional Director of Horticulture and six Joint Directors of Horticulture. At the district level, the Deputy Director of Horticulture under the Zilla Panchayat looks after the extension and training programs and implements the several District Sector Schemes. The Deputy Director of Horticulture also assists the NABARD for extending credit facilities to farmers by providing technical feasibility reports. He is also responsible for an overall development of horticulture in the district.

At district level, the Senior Assistant Director of Horticulture (State Sector) looks after the maintenance of horticultural farms and nurseries. He is mainly responsible for the propagation of planting materials and also for implementation of various state sector and central sector schemes. The Senior Assistant Director of Horticulture (State Sector) also implements the
Horticultural Training Programme through the Horticultural Training Centers established in all the 20 districts of the State.

At the taluka level, the Senior Assistant Director of Horticulture and Assistant Director of Horticulture under Zilla Panchayat are implementing various developmental programmes of the Department. They are responsible for the overall development of horticulture in the taluk.

Apart from the above, the Deputy Director of Horticulture and Senior Assistant Directors at the State Headquarters look after independently certain special programmes like plant protection, seed testing, plant nutrition, floriculture, fruits and vegetable preservation, plantation and spices, farm information unit, Lalbagh Botanical garden, Cubbon park etc.

NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT (NABARD)

NABARD was set up as an apex Development Bank with a mandate for facilitating credit flow for promotion and development of agriculture, small-scale industries, cottage and village industries, handicrafts and other rural crafts. It also has the mandate to support all other allied economic activities in rural areas,
promote integrated and sustainable rural development and secure prosperity of rural areas. In discharging its role as a facilitator for rural prosperity NABARD is entrusted with

- Providing refinance to lending institutions in rural areas
- Bringing about or promoting institutional development and
- Evaluating, monitoring and inspecting the client banks

**GENESIS:**

At the instance of Government of India Reserve Bank of India (RBI), constituted a committee to review the arrangements for institutional credit for agriculture and rural development (CRAFICARD) on 30 March 1979, under the Chairmanship of Shri B.Sivaraman, former member of Planning Commission, Government of India to review the arrangements for institutional credit for agriculture and rural development. The Committee, in its interim report, submitted on 28 November 1979, felt the need for a new organisational device for providing undivided attention, forceful direction and pointed focus to the credit problems arising out of integrated rural development and recommended the formation of National Bank for Agriculture and Rural Development (NABARD). The Parliament, through Act,61 of 1981, approved the setting up of NABARD. The bank came into existence on 12 July 1982 by transferring the agricultural credit
functions of RBI and refinance functions of the then Agricultural Refinance and Development Corporation (ARDC). NABARD was dedicated to the service of the nation by the late Prime Minister Smt. Indira Gandhi on 05 November 1982.

BESIDES THIS PIVOTAL ROLE, NABARD ALSO:

- Acts as a coordinator in the operations of rural credit institutions
- Extends assistance to the government, the Reserve Bank of India and other organizations in matters relating to rural development
- Offers training and research facilities for banks, cooperatives and organizations working in the field of rural development
- Helps the state governments in reaching their targets of providing assistance to eligible institutions in agriculture and rural development
- Acts as regulator for cooperative banks and RRBs

Promoting sustainable and equitable agriculture and rural development through effective credit support, related services, institution building and other innovative initiatives is the mission of NABARD. In pursuing this mission, NABARD focuses its activities on Credit functions, involving preparation of potential-linked credit plans annually for all districts of the country for identification of credit potential, monitoring the flow of ground level rural credit, issuing policy and
operational guidelines to rural financing institutions and providing credit facilities
to eligible institutions under various programmes.

OBJECTIVES

NABARD was established in terms of the Preamble to the Act, "for
providing credit for the promotion of agriculture, small scale industries, cottage
and village industries, handicrafts and other rural crafts and other allied economic
activities in rural areas with a view to promoting IRDP and securing prosperity of
rural areas and for matters connected therewith in incidental thereto".

The main objectives of the NABARD as stated in the statement of objectives
while placing the bill before the Lok Sabha were categorized as under :

- The National Bank will be an apex organisation in respect of all matters
  relating to policy, planning operational aspects in the field of credit for
  promotion of Agriculture, Small Scale Industries, Cottage and Village
  Industries, Handicrafts and other rural crafts and other allied economic
  activities in rural areas.
- The Bank will serve as a refinancing institution for institutional credit such
  as long-term, short-term for the promotion of activities in the rural areas.
The Bank will also provide direct lending to any institution as may be approved by the Central Government.

The Bank will have organic links with the Reserve Bank and maintain a close link with it.

**MAJOR ACTIVITIES**

- Preparing of Potential Linked Credit Plans for identification of exploitable potentials under agriculture and other activities available for development through bank credit.
- Refinancing banks for extending loans for investment and production purpose in rural areas.
- Providing loans to State Government/Non Government Organizations (NGOs)/Panchayati Raj Institutions (PRIs) for developing rural infrastructure. Supporting credit innovations of Non Government Organizations (NGOs) and other non-formal agencies.
- Extending formal banking services to the unreached rural poor by evolving a supplementary credit delivery strategy in a cost effective manner by promoting Self Help Groups (SHGs)
- Promoting participatory watershed development for enhancing productivity and profitability of rain fed agriculture in a sustainable manner.
- On-site inspection of cooperative banks and Regional Rural Banks (RRBs).
ROLE AND FUNCTIONS

NABARD is an apex institution accredited with all matters concerning policy, planning and operations in the field of credit for agriculture and other economic activities in rural areas.

- It is an apex refinancing agency for the institutions providing investment and production credit for promoting the various developmental activities in rural areas.
- It takes measures towards institution building for improving absorptive capacity of the credit delivery system, including monitoring, formulation of rehabilitation schemes, restructuring of credit institutions, training of personnel, etc.
- It co-ordinates the rural financing activities of all the institutions engaged in developmental work at the field level and maintains liaison with Government of India, State Governments, Reserve Bank of India and other national level institutions concerned with policy formulation.
- It prepares, on annual basis, rural credit plans for all districts in the country; these plans form the base for annual credit plans of all rural financial institutions.
- It undertakes monitoring and evaluation of projects refinanced by it.
- It promotes research in the fields of rural banking, agriculture and rural development