

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:91

ANSWERED ON:26.02.2007

PROMOTION OF FLORICULTURE

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

- (a) whether the attention of the Government has been drawn towards the study conducted recently by the Import-Export Bank of India regarding the present status of floriculture and its potentiality in the country;
- (b) if so, the steps being taken by the Government to remove major bottlenecks as mentioned in the report to promote floriculture; and
- (c) the time by which it is likely to be implemented?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI KANTILAL BHURIA)

(a): Yes, Sir.

(b): A number of steps have been initiated by Government to remove the bottlenecks for promotion of floriculture in the country. These are:

(i) Rehabilitation of Sick Floriculture Units: A proposal has been put up by APEDA to set up a fund to provide financial assistance to rehabilitate the sick floriculture units so as to nurse them back to health thereby enabling them to produce quality exportable quality produce.

(ii) Replantation and Replacement of Poly-sheets: Proposals by APEDA have been submitted to Ministry of Commerce for replanting and replacement of polysheets to enable units to undertake repalantation and replace old plants with newer varieties, etc. Further assistance towards replacement of damaged polysheets would assist units in replacing them and maintaining plant quality and protection from diseases.

(iii) Agri-Export Zones: 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 (2 Floriculture AEZs), one each in Karnataka, Maharashtra and Sikkim and Uttaranchal.

(iv) Post Harvest Infrastructure: APEDA sponsored cold storages have been set-up at various airports like Mumbai, Delhi, Hyderabad, Chennai, Bangalore and Trivandrum, to help exporters store their produce since there usually is a time lag between the time the flowers arrive at the airport and are loaded onto the aircrafts.

(v) Expansion of Product Basket: Initiatives are being taken to diversify the product range from purely roses exports to gerberas from Uttaranchal, Carnations from Himachal Pradesh, Heleconias from Kerala, Tuberose and Marigold from West Bengal, etc. In addition, the export of exotic flowers like anthuriums from the North- East (Mizoram, Meghalaya) have already commenced. Also, a bulb multiplication project is underway in Uttaranchal funded by the Government's ASIDE Scheme.

(vi) Freight Subsidy: Since the high freight costs make the Indian floriculture exports uncompetitive, APEDA provides a Transport Assistance Subsidy to the exporters to offset the freight costs. This has proved to help the exporters in a big way and has substantially reduced their transaction costs and the airfreight cost disadvantage that they face vis-À-vis international competitors. A proposal has been submitted to continue this scheme during the 11th Plan Period.

(vii) Market Facilitation Centre: APEDA had set up its first MFC in the Netherlands in 2001. This has been a key initiative to increase Indian fresh – cut flower exports. Due to the MFC's presence at the location where the maximum international trade takes place has provided Indian growers with a perspective of changing trends, requirements of the market, etc. Further, the establishment of this Centre has resulted in reduced rejection, improved quality and presentation of our exports. In view of its success and experience gained, Government now plans to setup such centres at Tokyo and Dubai to capitalize on the huge market opportunity.

(viii) Modern Flower Auction Centre: To develop a market locally (and a supply base for exports), APEDA has taken an initiative of setting up auction centres in Bangalore, Mumbai, Kolkata and Noida. The consolidation of supplies would enable the importers in the international markets to source their supplies from these auction centres. The price transparency and prompt payments would enable faster growth of the industry that would help build up the volume necessary for competitive supplies to the international market.

(ix) Organising of International flora Expos: This event has proved to be a window of opportunity for Indian growers and for the

international fraternity to witness the potential of the Indian floriculture industry. Indian growers have been able to interact with breeders and international buyers during these expos thus providing them an insight into the international market trends and requirements.

(c): These are ongoing measures to promote floriculture in India.