

## Original Research Article

# A Study of Floriculture Entrepreneurial Challenges in Odisha, India

### ABSTRACT

Floriculture is the practise of cultivating and planting flowers for commercial purposes. Odisha is a state with a lot of flower production and commercial possibilities. The government has also created some policies for Floriculture under the Department of Horticulture, taking into account the demand and scope of flowers in the state. Floriculture provides a wealth of opportunities for the state's residents, not only in terms of farming, but also in terms of employment. Rose, marigold, jasmine, lotus, and champa are some of the flowers that have had a high demand over the years and are currently intended for export. The state's agro-climatic conditions are ideal for flower planting, and the number of flower plantations is increasing day by day to meet domestic demand as well as the demands of the state's enterprises. Now, floriculture is solely for commercial purposes, with small and medium-sized businesses relying on it.

*Keywords:* Export oriented, micropropagation, mission training, small entrepreneur, domestic consumer.

### 1. INTRODUCTION

Flower is regarded as a god and goddess's decorative element. It is vital to have knowledge about flower farming and flower plant cultivation in order to have flowers. As a result, floriculture is defined as the art of growing flowers for a profit. Floriculture is a sub-discipline of Horticulture. Floriculture is the cultivation and marketing of flower plants as a raw material for the cosmetic and perfume industries. Flowers are being used as a raw material by several pharmaceutical companies. Floriculture is a type of Horticulture that involves the planting, budding, harvesting, and selling of flowers and flower-related goods. Floriculture is now one of the commercial enterprises that not only makes a good profit but also generates a lot of job opportunities.

Floriculture is classified as an industry activity in India, and it includes flower trade, nursery plant production, potted plant production, seed and bulb production, micropropagation, and essential oil extraction.

Floriculture is a relatively new invention in the world of horticulture, despite the fact that flower cultivation is not new to Indian culture. Entrepreneurs in the floriculture business are attracted by gradual shifts from traditional flower plantations to the cultivation of cut flowers for export. Simultaneously, the liberalised economy has

aided entrepreneurs in establishing export-oriented floriculture units. Despite the fact that India's floriculture states such as Maharashtra, Karnataka, and Andhra Pradesh have controlled weather conditions, West Bengal is the leading state in flower production.

As a result, floriculture is one of our country's most profitable economic prospects.

### **Floriculture Status in Odisha:**

Odisha is known for its gods and goddesses. Lord Jagannath is a passionate flower lover. The state, on the other hand, has the potential to be a floriculture enterprise. The soil and climate are ideal for growing flowers such as roses, marigolds, gladioli, jasmine, lotus, champa, and kewda. The Kewda flower from Ganjam district alone generates rupees 15 crores per year in Odisha through oil and perfume extraction. There are 129 unusual orchid species found exclusively in Odisha, out of 1200 estimated orchid species in India. Berhampur, often known as the "Silk City of the State," is a significant city in the state for flower farming and marketing. It is located in the Ganjam region. Floriculture industry in Odisha benefits not just the state's farmers, but also attracts a huge number of small and medium-sized business owners. This article focuses on the entrepreneurial opportunities and challenges of the floriculture industry in Odisha. At the same time, the [piece/Replace](#) discusses the state government's recent policy of promoting floriculture as a source of money and jobs in the state.

## **2. Objectives of The Study**

1. To highlight Odisha's floriculture prospects.
2. To draw attention to the state government's policy of encouraging floriculture entrepreneurs.
3. To look into the many issues that the floriculture industry faces in the state.

## **3. MATERIALS AND METHODS**

The study is based on secondary data gathered from books, magazines, journals, research publications, reports from the Odisha Horticulture Department, and the internet. As a result, the study is analytical in nature due to the use of secondary data.

The state of floriculture is currently improving in Odisha. It is becoming more encouraging day by day as the state's desire for flowers grows. Different flowers, such as roses, marigolds, and lotuses, are in high demand both domestically and internationally. Floriculture is presently practised in the state, and it includes both traditional and cut flowers, dry flowers, and green fillers.

According to the Horticulture department of Odisha, the average daily demand for flowers in the state is over five crores rupees. Only 20% to 30% of the daily demand for flowers in the state can be met by the local market. As a result, the state must rely on places such as Calcutta, Hyderabad, Bangalore, and Delhi to supply the balance

need for flowers. Exotic flowers such as lilioms, orchids, and carnations are available. Bangalore, Hyderabad, and Pune are three of the most populous cities in India.

After the year 2000, the state began to place a greater emphasis on commercial floriculture. As a result, a distinct department known as the department of Horticulture was established for the development and promotion of the floriculture industry. It is part of a non-mission district initiative for commercial flower production. The state's agroclimatic conditions, combined with ample water availability, have been viewed as a benefit for commercial flower cultivation.

## 4.RESULTS AND DISCUSSION

### FLORICULTURE OPPORTUNITIES IN ODISHA:

The following are some of the state's potential floriculture business sectors.

#### (A)-NON-MISSION DISTRICT PROGRAMME:

This initiative encourages farmers in various districts across the state to cultivate and produce flowers. Farmers are given free planting supplies such as rose, marigold, jasmine, and gladioli as part of the scheme. Simultaneously, input costs for flower production are offered to small and marginal farmers.

TABLE-01.

FLOWER TYPE.	EXISTING AREA.	POTENTIAL AREA.
MARIGOLD.	194	10,000.
ROSE.	41	100
TUBEROSE.	33	200
GLADIOULUS.	11	100

NB:- Area in hectors.

SOURCE:- Directorate of horticulture, Govt.of Odisha.

Table-1

The table above shows the current areas under diverse flower cultivation as well as the prospective area for extension of the same category under the non-mission district floriculture programme. This is a sign of the state's floriculture's improving situation. In the future, this circumstance will draw potential entrepreneurs to the state's floriculture industry.

#### (B) ENTREPRENEURIAL OPPORTUNITY:

Odisha has a lot of potential for floriculture growth. The administration has established several production regions for different categories of flowers in order to attract a large number of small and medium enterprises to the state's floriculture business. The state's expanding demand for flowers, as well as the paucity of flower supply, inspire entrepreneurs to grow the flower sector in Odisha.

During the financial year 2014-15, the state government allocated a budgetary provision of Rupees 200 crores under the National Horticulture Mission to promote floriculture business and fulfil the growing demand for flowers. This project will expand flower output in the state, as well as the chance for entrepreneurs.

The table below shows the year-by-year areas under cultivation and production in each type of flower in the state.

**Table-2**

YEAR	MARIGOLD		ROSE		GLADIOLI.	
	area	production	area	production	area	production.
2008-09	1060	18,026.	1006	1223	1210	1089.
2009-10	2625	24,031.	1751	3174	2245	2182
2010-11	2651	24,234.	2060	3720	2286	2391
2011-12	2715	25,644.	2346	4016	2368	2642
2012-13	2785	26,252.	2514	4271	2412	3013
2013-14	2840	27,464.	2592	4306	2494	3740

NB:- Area in Hectors, Production in QHs. Source:- Directorate of Horticulture, Govt. of Odisha.

According to the above table, the area under cultivation and the production of various flowers in the state is expanding year after year. This pattern implies that floriculture is thriving in the state, which may attract floriculture entrepreneurs in the near future.

**THE STEPS TAKEN BY THE GOVERNMENT TO PROMOTE FLORICULTURE INCLUDE: -**

The state government is working hard to promote floriculture in order to meet the domestic demand for flowers in the state. Several promotional strategies have been implemented in the state to assist farmers in growing more and more flowers. Simultaneously, financial aid in the form of subsidies has been offered to flower producers in the state on a regular basis floriculture's promotion The flower farmers assist from the time the raw materials are delivered until the flower is harvested and sold.

The following are some of the state government's initiatives to promote floriculture.

(A)The state government provides a 50% subsidy to floral entrepreneurs who want to start a nursery in the state.

(B) The state's Horticulture Department is authorised to provide financial assistance to small and marginal flower producers ranging from 33% to 50% of the total investment in flower plantations such as roses, marigolds, and gladioli.

(C) The state government provides a 33 percent subsidy on greenhouse farming expenses as well as support with post-harvest management.

(D) The state government also contributes 25 percent to 33 percent of the cost of setting up a packing house and a refrigeration van for mobile flower marketing.

(E) The state government contributes 40% of the cost of setting up cold storage in the state for the preservation of flowers for future use to small and medium flower entrepreneurs.

Apart from the aforementioned measures, the administration has decided to issue some policy guidelines for the development of floriculture in the state. Accordingly, The financial aid and subsidies for the designated floral areas has risen from 33% to 50%.

The table below shows the intended area for various flower cultivation, as well as the quantity of help and the overall amount of aid for various flowers in the state under the National Horticulture Mission.

**Table -3**

TABLE-03.

Types of flower.	Total Area. (in Hector)	Amount of Assistance. (Per hector in Rupees)	Total Assistance. (in Rupees)
MARIGOLD.	27	5,750.	1, 55,250.
TUBEROSE.	15	6,000.	90,000.
ROSE.	28	25,000.	7, 00, 000.
JASMINE.	05	60,000.	3, 00,000.
<hr/>			
<b>TOTAL:-</b>	<b>75</b>		<b>12,45,250.</b>

Source:- Directorate of Horticulture, Govt. of Odisha.

The State Employment Mission has created a specific package for self-employment in order to support Agri-entrepreneurs and agro-processing facilities. This mission will provide training to the state's flower growers in order to encourage them to plant flowers on a commercial basis in order to gain employment and money from floriculture.

Regional Marketing Cooperative Societies were formed to assist flower growers with the marketing of their product. Under the terms of this scheme, flower growers are expected to sell their flowers to the cooperative society; if they do not, a cooling van will collect the flowers from the farmer and deliver them to the organization, which is obligated to pay the flower farmer **the correct price/replace**. Kusum Vatika Project is another method of obtaining

flowers from farmers. The flower will be collected by authorized agents from rural farmers and give that flower to the society for the purpose of trading.

The government intends to diversify floriculture in the state, in addition to commercial use of flowers. After dry processing, marigold flower can now be used to extract xanthophylls and other therapeutic properties. The state government is contemplating the concept of contract farming of marigolds by setting up a xanthophylls extraction unit in order to entice entrepreneurs to floriculture.

APICOL (Agricultural Promotion and Investment Corporation of Orissa Ltd.) was established by the state government in order to create jobs.

Infrastructural support for flower growers throughout the post-harvest period. Cooling machines have been installed in flower-growing areas, as well as an easy and quick transportation facility. Farmers have been given a refrigerated van so that the flowers can be stored for a longer amount of time for future use while also ensuring that the flower producers are not exploited by the middle man.

### **FLORICULTURE CHALLENGES IN ODISHA:**

Although there is significant opportunity for flower growing in the state, the horticulture department has just recently begun to commercialize it. The issues in this area are discussed farther down.

\* **INAVAILABILITY OF INFRASTRUCTURAL FACILITIES:** Despite the growing demand for flowers in the state, one of the primary problems is the lack of necessary infrastructure. Infrastructure such as flower mandis, cold storage, and auction sale facilities are some of the requirements for floriculture development that are not readily available in the state.

\*\* **POOR SCIENTIFIC KNOWLEDGE:** -

One of the greatest challenges for the state's farmers is the traditional practise of flower plantation. Farmers should be given access to the most up-to-date scientific methods for flower plantation so that flower output can improve in both quality and quantity.

\*\*\* **SITUATION AFTER HARVESTING:** -

One of the most crucial aspects of the floriculture industry is marketing. The state's post-harvest scenario is dire because there isn't enough room for flower marketing in the state. Farmers must either rely on traditional sales or rely on a government agency to acquire the best price for their produce when it is harvested. There is no formal agency for selling the crop after harvesting, either in the public or commercial sector.

**EXPLOITATION OF THE MIDDLEMAN:** -

This is yet another issue that offers a severe challenge to flower business owners. The majority of farmers fall into the middleman's trap since they have no understanding or knowledge of the flower's demand or appropriate pricing. In such a case, the middleman has the opportunity to take advantage of the actual flower grower.

#### \*\*\*\*\* INSUFFICIENT INSTITUTIONAL SUPPORT:

One of the key issues in the state's floriculture industry is the absence of significant financial backing from banks and financial institutions. Institutional support, such as timely financing, the provision of high-quality seed, and proper marketing and storage facilities for flowers during the growing season, are all examples of institutional support for floriculture in the state.

#### 5.CONCLUSION: -

There is no doubt that the floriculture industry in Odisha has a lot of promise. However, it is still in the early stages of development. Despite the fact that the agro-climatic conditions are favorable for flower growth and that there is a growing demand for flowers in the state, it is clear that neither the farmer nor the company owners can take advantage of the scenario. The role of the state government in flower cultivation is likewise insufficient. Given the current situation of floriculture, the government has taken a number of initiatives to promote the industry in the state, implying that in the long term, more and more entrepreneurs would see it as a challenge. It is advised that the state government develop a long-term floriculture strategy so that not only the state's flower production capacity but also much more would be increased.

#### COMPETING INTERESTS DISCLAIMER:

Authors have declared that no competing interests exist. The products used for this research are commonly and predominantly use products in our area of research and country. There is absolutely no conflict of interest between the authors and producers of the products because we do not intend to use these products as an avenue for any litigation but for the advancement of knowledge. Also, the research was not funded by the producing company rather it was funded by personal efforts of the authors.

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