

Opportunities in floriculture

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Developed by

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Introduction

- Floriculture refers to growing flowers for commercial purpose either for selling in domestic market or abroad
- Forms in which flower is sold: cut flowers, pot plants, cut foilage, seeds, bulbs, tubers, rooted cuttings and dried flowers or leaves
- The industry is mostly characterized by sale of mostly loose flowers (rose, chrysanthemum, jasmine, marigold, crossandra, tuberose etc.) and cut flowers (rose, carnation, chrysanthemum, gladiolus, gerbera, orchids, anthuriums, liliiums, alstroemeria, tulip etc.)
- India is second largest producer of loose flowers after China

Different type of flowers



Anthuriums



Tuberose



Rose



Carnations



Heliconia



Gladioli



Filler Materials



Gerberas

Market opportunity

- Domestic industry is growing at an annual growth rate of 15-20% per annum. Flower consumption in the cities and major town is growing at 40% per annum
- Further international demand is large, estimated at around Rs.90,000 crore (source: ASM's international journal) and India's share in international market of flowers is negligible
- Major Export Destinations (2013-14): USA, Netherlands, Germany, UK, UAE, Japan and Canada

Business opportunities in Telangana and Andhra Pradesh

- Large tracts of drylands / rainfed areas / wastelands can be utilized for promotion of horticulture
- Opportunity to set up processing industries (bouquet binding, packaging etc.) for horticultural crops on the back of improved post harvest practices
- The Horticulture sector is being considered as “focus area” by the State Government
- Areas where the below flowers are grown AP and Telangana

Flowers	Main production areas
Loose flowers	
Crossandra	Ananthpur, Kurnool
Jasmine	Ananthpur, Kurnool, Rangareddy, Guntur, Vishakapatnam
Marigold	Rangareddy, Nellore, Kurnool
Chrysanthemum	Chittoor, Cuddapah, Rangareddy
Cut flowers	
Rose	Rangareddy, Nizamabad
Gladiolus	Medak, Rangareddy, Nizamabad

Capital requirements

- ✓ Minimum economic size is 1 -1.2 acres (half hectare)
- ✓ Cost per Acre (excluding land) for covered crops (poly house, initial investment (plant material, labour, fertilizer, drip irrigation etc) is around 24 lakhs
- ✓ In the recent budget, Government of Telangana has proposed 75% subsidy on Green house/poly house cultivation
- ✓ There are NHB schemes which provide credit linked subsidy for up to 50% of the project cost

Risks to be managed

- The demand is seasonal hence wide fluctuations in market prices
- There is inadequate power supply in many parts of the state
- The increase in the soil and water salinity levels could limit the productivity of horticultural crops
- There is a lack of focus on post harvest management and facilities like cold storage, pre-cooling and waxing centers, processing units etc.
- The marketing channels are not well developed with a lot of middlemen involvement

How we can assist you

- Detailed project profile to help you understand opportunity/risks, technology, raw material suppliers
- Assistance in applying for subsidy
- Assistance in getting bank finance

Thank you!

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