

Prospects of Flower Business in Coimbatore and Tiruppur District

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Abstract

This study is focused on the prospects of flower business and the problems and challenges faced by flower exporters in Coimbatore and Tiruppur districts. The flower exporters were contacted and data was collected from them using a structured questionnaire. Total samples of 75 exporters who are doing flower business were taken for this study. The findings are presented and discussed in the article.

Key Words: Flower, Business, Prospects

INTRODUCTION

India is an ideal country for floriculture, endowed as it is with salubrious climate, inexpensive Labour and good sunshine even in the winters. As a result more than 450 kind's flowers are grown in India. According to one estimate 65000 hectares of Land is under Floriculture which include traditional cut-flowers and modern Floriculture. The major flowers growing states in India are Karnataka, Tamil Nadu, Andhra Pradesh, Maharashtra, and west Bengal.

Despite these favourable factors, Floriculture in India has not taken off in a big way. Entrepreneurs in the field are yet immobile the nuances of growing, packaging and presenting their products to the international markets 99.5% of cut-flowers exporting from India. The

remaining 0.5% consists of orchids and carnation for which the market are almost shut down today. The study has made to know the pros and cons of cut flower export from India.

REVIEW OF LITERATURE:

* Patel and Hiremath; (2010) analysed the economics of integrating production and marketing of chrysanthemum and highlighted the problem confronting the growers and market functionaries in Dharwad district of Karnataka state. A positive association was observed between the size of holding and the proportion of total cropped area under chrysanthemum. The proportion of income from chrysanthemum was found to be nearly 26 per cent for small farmers, 27 per cent for medium and 27 per cent for large farmers. Net profit per kg for chrysanthemum was higher for large farms. The main problem encountered in the production of chrysanthemum was irrigation and limitation of market.

* Subrahmanyam ; conducted a study on economics of production and marketing of rose in Karnataka. He reported that rose, being perennial crop with an economic life span of 10 years, required about Rs.57.5 thousand for establishing the garden on one hectare of land. From second year onward a sum of Rs.22 to 27 thousand per hectare was required for maintaining the garden depending upon the age group. The total cost of cultivation which included fixed and marketing costs ranged from Rs. 53.0 to 56.6 thousand/hac. The rose crop yielded an handsome return of Rs.36 to 75 thousand per hectare over maintenance cost. The investment in rose crop was found to be economically sound giving benefit-cost ratio of 1.7 to 1.8 with hardly 2 to 3 years payback period.

* Mulder (2009) studied the trends in production and marketing of cut flowers and pot plants in the Netherlands. Growth in demand for floriculture products occurred as industry and population have grown, income has risen and consumer 'groups' have emerged with different income levels and spending habits, i.e., market segmentation has taken place. These groups ended to be targeted specifically and retail outlets can be broadened to increase the appeal to the convenience of the shoppers. New distribution channels need to be developed and quality improved as flowers moved away from speciality to commodity items. The industry needs to concentrate on large-

scale production, uniformity in the development of new varieties of higher quality to retain markets and to meet the demands of consumers.

OBJECTIVES OF THE STUDY

- To study the supply demand for cut-roses around the globe.
- To analyses the major problems faced by the Indian exporters flowers.
- To study the Future prospects for exporting flower business.

RESEARCH METHODOLOGY

The study is descriptive in nature. It tries to explain the problems and prospects of flower business. The period of study was 3 months. The study is Coimbatore and Tiruppur city, where majority of floriculture units of India are located. Both primary and secondary data is used for the study; the required secondary data are collected from company website, Internet and dailies. This study reveals the scope in the prospects of flower business in Coimbatore and tiruppur district. Keeping in the view the objectives of study, the data is collected from the flower shops and flower market who are also involved in exports. A sample of 75 respondents was included in the study. A structured questionnaire was used to collect primary data. The collected data was analyzed using percentage analysis.

ANALYSIS AND INTERPRETATION

VARIABLES	FACTORS	NO OF RESPONDENTS	PERCENTAGE
Gender	Male	49	65.33
	Female	26	34.67
Age	Below 20years	2	2.67
	21 to 30 years	14	18.67
	31 to 40 years	18	24.00
	41 to 50 years	16	21.33

	Above 50 years	25	33.33
Qualification	Up to hsc	15	20.00
	Above graduation	4	5.33
	Degree	9	12.00
	Formal education	47	62.67
How many years are you business	Less than 3 years	6	8.00
	3 to 5 years	9	12.00
	5 to 10 years	7	9.33
	More than 10 years	53	70.67
You reside at	Rural	33	44.00
	Urban	39	52.00
	Semi rural	3	4.00
Traditional business	Yes	75	100.00
Daily sales amount	Less than rs 1000	25	33.33
	Between rs 1000 and rs 3000	36	48.00
	Between rs 3000 and rs 5000	10	13.33
	Above rs 5000	4	5.33
Where did you buy the flower	Market	59	78.67
	Farmer	8	10.67
	If others	8	10.67
How much profit per day	Below rs 500	32	42.67
	Rs 500 to rs 1000	37	49.33
	Rs 1000 to rs 2000	4	5.33
	Above 2000	2	2.67
How many years of experience	Below 5 years	9	12.00
	5 to 10 years	7	9.33

	10 to 15 years	5	6.67
	Above 15	54	72.00
How many varieties of flower	Below 5	15	20.00
	5 to 10	40	53.33
	10 to 15	15	20.00
	Above 15	5	6.67
Where did you sell the flower	Own shop	18	24.00
	In town	55	73.33
	In village	1	1.33
	In other place of specify	1	1.33
How many days you stock the flowers	1 day	23	30.67
	1 or 3 days	52	69.33
In which way did you sell the flowers	Retail	75	100.00
By which way you collect the flowers	Truk	11	14.67
	Bus	59	78.67
	Car	2	2.67
	Two wheeler	3	4.00
Quantity did you buy per day	Up to 5 kg	43	57.33
	5 to 10 kg	30	40.00
	10 to 15 kg	2	2.67
What kind of order will you take	Small order	75	100.00
Specify of the mode of purchase the flowers	Cash	75	100.00

SUMMARY OF FINDINGS

- The following are the observations from the above table out of 75 respondents
- Majority of the respondents belong to male category
- Majority of the respondents belongs to above 50 years category
- Majority of the respondents belongs to formal education category
- Majority of the respondents belongs to more than 10 years category
- Majority of the respondents belongs to urban category
- Majority of the respondents belongs to yes category
- Majority of the respondent belong to between rs 1000 and rs 3000 category
- Majority of the respondent belong to market category
- Majority of the respondent belong to rs 500 to rs 1000 category
- Majority of the respondent belong to above 15 years category
- Majority of the respondent belong to 5 to 10 category
- Majority of the respondents belongs to in town category
- Majority of the respondents belongs to 1 or 3 days category
- Majority of the respondents belongs to retail category
- Majority of the respondents belongs to bus category
- Majority of the respondents belongs to up to 5 KG category
- Majority of the respondents belongs to small order category
- Majority of the respondents belongs to cash category

SUGGESTIONS

Establish floriculture development areas for domestic use and export.→ Strengthen and establish infrastructure for research, training, extension, production→ and propagation and post harvest management. Intensify need-based research on protected cultivation of flowers;→ Import Germ-plasma of improved varieties of commercial flowering crops.→ Organic training on advance research and production of commercial flowers,→ Relax the import policy and

customs duties for imports required for green houses— production. Increase the budget allocation for floriculture by both Central and State Government.

CONCLUSION

India is the ideal place for floriculture , the scope of flower export from India is flourishing. It can be taken as major export product to generate foreign exchange and the farmers can gain more profit margins by way of exporting.

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