



*RESEARCH PAPER*

# Export performance and trade directions of Indian floriculture

S. N. Patil

Dr. D. Y. Patil College of Agriculture Business Management, Akurdi, Pune (M.S.) India  
(Email: [snpabm353@yahoo.co.in](mailto:snpabm353@yahoo.co.in))

**Abstract :** The present study was initiated with the objective of examining the production, export performance and trade directions of Indian floriculture. The data were divided into pre-NHM period (1994-95 to 2004-05) and post-NHM period (2005-06 to 2018-19) and was analyzed by estimating growth rates and using Markov chain approach. The results showed that area, production, productivity and export of floriculture in India showed positive and significant growth throughout the study periods. Floriculture exports of India represented the growth rate of 11.03 percent during the period 1994-95 to 2018-19. Netherlands, Germany and U. K. are the most stable importers of Indian flowers and having better potential as reflected by their higher probabilities of retention and showed increased probability retention in Post-NHM period than Pre-NHM period.

**Key Words :** Growth, Production, Export, Floriculture, Probability retention

**View Point Article :** Patil, S. N. (2022). Export performance and trade directions of Indian floriculture. *Internat. J. agric. Sci.*, **18** (2) : 725-730, DOI:10.15740/HAS/IJAS/18.2/725-730. Copyright@ 2022: Hind Agri-Horticultural Society.

**Article History :** Received : 02.04.2022; Revised : 12.04.2022; Accepted : 14.05.2022

---