

## Exploring floriculture potential in Haryana

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### ABSTRACT

To explore the economic feasibility of cultivation of marigold, gladiolus, chrysanthemum, rose and tuberose, study was conducted in Sonapat and Panipat district of Haryana state purposively by selecting 4 villages randomly. Results revealed that total mandays required for rose crop were 141.83/acre followed by gladiolus 89.37/acre, tuberose 86.41/acre, chrysanthemum 64.08/acre and marigold 61.33/acre. Maximum mandays were required for hoeing/weeding operation in rose (40.00) followed by marigold, gladiolus, chrysanthemum (30.00). In case of tuberose, maximum mandays were required for transportation (22.50), sowing (20.00) followed by Hoeing/weeding as well as harvesting/picking (15.00 each). Operational cost per acre was compared as 24.99, 22.30, 20.72, 8.30 and 7.28 per cent among rose, chrysanthemum, marigold, tuberose and gladiolus. Similarly, per acre material cost and working cost was found highest in gladiolus (81.28 and 88.88), followed by tuberose (61.65 and 69.72) and minimum in chrysanthemum (24.28 and 46.58). Fixed cost was found to be highest in chrysanthemum (53.41) and marigold (53.13) followed by rose (47.13) and lowest in gladiolus (11.12). The returns per rupee of investment was found highest in chrysanthemum (95.15%) followed by rose (87.75%), gladiolus (80.67%), marigold (60.96%) and lowest in tuberose (58.49%).

**Key words:** Potential, Mandays, Flower cultivation, Benefit, Haryana.

In olden days, flowers were not of much economic importance. One would grow flowers to fulfill his/her aesthetic sense. With the passage of time, there has been great change in life-style of people leading to commercialization of flowers growing. Today floriculture is recognized as a lucrative business since it has higher potential per unit area than most of the field crops even horticultural crops both for domestic market and export. The floriculture industry has a bright future as the global floriculture trade is growing at a very fast pace in the recent years.

With the implementation of World Trade Organization provisions, the floriculture has received an impetus in recent years and it is emerging as major enterprise in world trade. Globally, trade of floriculture products is estimated to be US\$ 52.24 million of which flowers and plants accounts for more than 80 per cent of total trade.

More than 140 countries are now involved in floriculture. The share of developed countries is about 91 per cent where as developing countries contribute only 9 percent in world trade of ornamentals. In spite of having diverse soil, suitable agro climatic conditions, large and reputed tissue culture facilities, expert and cheap manpower and developed industrial base, yet Indian share in world floriculture trade is less than one percent. It is because; serious attention was not paid in the past to

develop trade on scientific line to exploit its full potentialities.

Efforts on promoting commercial floriculture have started due to liberalization of industry and trade policies. Government of India has identified floriculture as an 'Extreme Focus Segment Item' during the eighth five-year plan and has allocated an amount of Rs. 100 million for its development. It is taking various steps to remove some of the constraints and assist this sector to participate in floriculture export. Total export of floriculture during 2000-2001 was Rs. 105.49 crores. Delhi's (capital of India) market's share being about Rs. 50 crores annually. The total area under floriculture in India was 88,529 ha during 1999-2000 with production of 5, 09,193 tones of loose flowers and 680.57 million of cut flowers. A beginning has been made recently. However, the flower production activities have been taken extensively only in few states till now. The major states being Karnataka, West Bengal, Tamil Nadu, Andhra Pradesh, Maharashtra, Utter Pradesh, Rajasthan, Haryana and Punjab having the largest area under flower production.

Diversification in floricultural products is a viable and economically- sustainable to the growers in India. (The world floriculture product trade has reached \$ 50 billion mark). Besides this National Horticulture Board is providing soft loans to various entrepreneurs at very nominal interest. NABARD is also giving loans for growing flowers for domestic and international markets. Many 'Model Floriculture Centers' have been established