

# Floriculture as an Entrepreneurial Venture : Problems and Prospects

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## Abstract

Floriculture, which is an ancient farming activity is the branch of horticulture that deals with the cultivation of flowers and ornamental plants. It is emerging as a profitable agri-business in India and worldwide in recent years. The government of India has recognized it as a 'Sunrise Industry' and also accorded it hundred percent export oriented status. Owing to the increasing demand for flowers for different purposes in the country, floriculture has become one of the most important commercial trades in some states of the country. The cultivation and sale of flowers is becoming a popular entrepreneurial venture in North-Eastern states also, especially in Assam but floriculture business in Assam is still in the infant stage. Floriculture entrepreneurs are facing several challenges which are hindering its growth and development. This research made an attempt to study the present status of floriculture business in India vis-à-vis that in the state of Assam. The study also attempted to find out the problems faced by the retail floriculture entrepreneurs as well as the flower cultivators of Kamrup district of Assam, which is regarded as the business hub of the North-Eastern region. It also highlights the prospects of floriculture business.

**Keywords :** Agri-business, entrepreneurial venture, floriculture, horticulture, sunrise industry

**Paper Submission Date :** December 28, 2020 ; **Paper Sent Back for Revision :** January 28, 2021 ; **Paper Acceptance Date :** February 15, 2021

Floriculture is one of the horticulture activities. It starts from planting, budding, harvesting, and ends with marketing of flowers and flower products. It is emerging as one of the commercial businesses worldwide which not only provides handsome profit but also provides ample employment opportunities. In India floriculture is considered as an industrial activity which comprises of flower trade, production of nursery plants, potted plants, seed and bulb production, micro propagation, and extraction of essential oils etc. Gradual shifts from traditional flower plantation to the cultivation of cut flowers for export purpose has attracted entrepreneurs to floriculture business. In order to encourage floriculture business, the central and the state government have accorded it 100% export-oriented status. Moreover, the liberalized economy has also provided a boost to entrepreneurs to establish export oriented floriculture units. In India states like Maharashtra, Karnataka, Andhra Pradesh, and West Bengal are the leading states in flower production. In the northeastern region of India, Assam is also emerging as an important place for flower production and trading. Assam has also been exposed to the global market economy. The "Look East Policy", now termed as *Act East* policy of government of India is getting attention in the country. With the implementation of the *Act East* policy, the North Eastern Region of India may become the gateway to South East Asia. The development of new businesses like floriculture will be the solution to problems like extortion, extremism, terrorism and unemployment etc. also that the region is facing. Therefore, the study of problems of growth and development of floriculture as an entrepreneurial activity in Assam is becoming important.

## Review of Literature

For the purpose of the present study, a brief review of some previous studies on floriculture business in India has been done by the researcher. Some of these are :

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DOI : <https://doi.org/10.17010/amcije/2021/v4i2-3/164694>

Dutta (2013) reported that the state of Karnataka has tremendous growth potential for floriculture due to favorable climate, especially in and around Bangalore. The study also revealed that while other countries need artificial cooling facilities in summer days resulting in high cost, our country needs none.

Sudhagar and Phil (2013) observed that due to intense cold and high energy cost, production in most of the European countries is limited during winter months, whereas in India, the demand of flowers is at its peak in this period in which most of the festivals fall. This raises hope for growth of floriculture in India.

Mishra and Mishra (2016) concluded that Odisha has a huge potential for floriculture business but till today it is in an evolutionary stage. Though agro climatic conditions are suitable for flower cultivation and there is a growing demand for flowers in the state, it is seen that neither the farmers nor the entrepreneurs of this business are able to take advantage of the situation. Considering the status of floriculture the government had initiated different steps for promotion of floriculture in the state which indicates that in the long run more and more entrepreneurs will take this as a challenge. It is suggested that the state government should prepare a long-term strategy for floriculture.

De and Singh (2016) recognized that the hill regions of India including Himachal Pradesh, J&K, Uttarakhand, and the North Eastern region (NE) comprising states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim are potential areas for the development of floriculture owing to diverse geo-climatic conditions and floral biodiversity. According to this study, lack of reliable database on floricultural crops, lack of uniform land tenure system and ownership rights, non-availability of quality seeds and planting materials, lack of necessary inputs like advanced technology, credit and transport facilities, fertilizers, pesticides, farm implements, tools and irrigation, lack of adequate infrastructure facilities for quick disposal of the produce in the market, inadequate support to post-harvest management including grading, storage, marketing and processing, poor extension and training efforts in the sector are some of the important constraints in the growth of floriculture in the region.

Thus, many studies have been conducted on the growth of floriculture in different parts of the country and constraints in the development of this sector. It was also found that the north eastern region of India comprising eight states including Assam is comparatively backward in floriculture sector than the mainland of the country. Of course, Assam is the leading in the region, where in many parts of the state floriculture is emerging as an entrepreneurial activity. However, not much literature is available on this emerging entrepreneurial activity of the state. Therefore, the present research was undertaken.

## **Objectives of the Study**

- (i) To study the present status of floriculture industry in India vis-à-vis Assam.
- (ii) To study the role played by the government towards the growth and development of floriculture.
- (iii) To study the various challenges faced by farmers and retail entrepreneurs in the floriculture sector.
- (iv) To study the prospects of floriculture in Assam.

## **Need of the Study**

The present study will create awareness among masses on the present status of floriculture industry in India vis-à-vis Assam and the role played by the Government towards its growth and development. Through this study, an effort was also made to find out the challenges faced by farmers and retail entrepreneurs in floriculture sector in Assam. The results of this study will also work as an important piece of document for the government in taking measures for further development of floriculture as an entrepreneurial activity.

## **Research Methodology**

The research design adopted in the present study is descriptive as well as exploratory in nature. In this study both

primarily and secondary data have been used. Since Hajo is considered as the centre of attraction for floriculture in Kamrup district of Assam. For collecting the primary data from the farmers, 75 respondents were selected by applying convenience sampling technique from three villages viz., Kulhati, Satdala, and Abhoypur of Hajo circle. The required information was collected from them with the help of a structured schedule. Moreover, through Convenience sampling technique, 40 retail flower sellers, that is, 20 from Guwahati city and 20 from the selected villages of Hajo Circle were selected and the researcher met them personally to collect information using a structured questionnaire method. The secondary data were collected from the Statistical Hand Books of Assam, Directorate of Horticulture and Food Processing, Government of Assam, books, journals, newspapers, different websites etc. All the data collected were properly classified, tabulated, and analyzed with the help of simple percentage method. The study was conducted within a short period of three months from September 2019 to November 2019.

## Present Status of Floriculture in India

In India government has accorded 100% export oriented status to floriculture and it has become one of the important commercial trades. Moreover, liberalization of industrial and trade policies in India has also paved the way for development of export-oriented production of cut flowers and it has also given an impetus to Indian entrepreneurs for establishing export oriented floriculture units (Agricultural & Processed Food Products Export Development Authority, n.d.).

✎ **Varieties of Floriculture :** Indian floriculture products mainly consist of cut flowers, pot plants, cut foliage, seeds bulbs, tubers, rooted cuttings, and dried flowers or leaves. The important floricultural crops in the international cut flower trade are rose, carnation, chrysanthemum, gerbera, gladiolus, gypsophila, liatris, nerine, orchids, archilea, anthurium, tulip, and lilies. Floriculture crops like gerberas, carnation etc. are grown in green houses. The open field crops are chrysanthemum, roses, gaillardia, lily, marigold, aster, tuberose etc.

✎ **Uses of Flowers :** Traditionally, most of the demand for flowers in India is witnessed during wedding seasons and religious festivities. However, with rising western influences and modernization, young consumers have begun to gift flowers on birthdays, anniversaries, and occasions such as Friendship Day, Valentine Day, Mother's Day etc. These flowers are also used as raw materials in the production of essences, perfumes, medicines, and confectioneries in addition to their decorative and aesthetic applications.

✎ **Areas of Flower Cultivation :** India has around 249 thousand hectares area under floriculture production as per the National Horticulture database. Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan, and West Bengal have emerged as major floriculture centers in India. Presently, Tamil Nadu is the largest producer of flowers in India. Besides the eight states in the NE region, Assam is also emerging as an important centre for flower production.

✎ **Export of Flowers :** Agricultural and Processed Food Products Export Development Authority (APEDA) is responsible for export promotion and development of floriculture in India. For India the major export destinations are USA, Netherland, UK, Germany, Canada, Australia, Italy, Japan, Malaysia, Singapore, Spain, Poland etc. There are more than 300 export-oriented units in India. More than 50% of the floriculture units are based in Karnataka,

**Table 1. Export of Floriculture Products**

Year	Export in Quantity (MT)	Export in Value (₹ In crore)
2016–17	22,020.35	546.72
2017–18	20,703.47	507.35
2018–19	19,726.57	571.38

Source : APEDA. (n.d.).

Andhra Pradesh, and Tamil Nadu. The total export of floriculture products from the year 2016–2017 to 2018–2019 is depicted in Table 1.

According to the latest report by IMARC (2018), the Indian floriculture market reached a value of ₹ 157 billion in the year 2018 and the market is projected to reach a value of nearly ₹ 472 billion by 2024, expanding at a CAGR of 20% during 2019–2024.

## Present Status of Floriculture in Assam

Assam is a small state situated in the north eastern region of India. The production and sale of flowers is becoming a popular business in Assam and other states of the north eastern region of India, but still there is very little organized production of flowers or other floricultural products in this region. The region has a favorable climate and soil for production of most of commercially important flowers for most part of the year. However, since food based agriculture is getting more priority in the region, very little attention is being given to this potential sector of agri-business. The present area under floriculture in the seven north eastern states is 1173 ha, of which Assam itself accounts for 55% share. The major floriculture crops grown in Assam are Marigold, Tuberose, Gladiolus, Orchids, Rose, Dendrobium, Chrysanthemum, Anthurium, Gerbera etc.

The major flower market exists at Guwahati in Assam. Every day at the crack of dawn, a flower market comes to life at a narrow street of Fancy Bazaar in Guwahati. Flowers brought from various parts of the state are bought and sold here and a big chunk of this are brought from Hajo. Besides Hajo, flowers are also sourced from other places of Assam like Rangiya, Morigaon, and Nagaon. A huge quantum of flowers are also being brought from wholesale flower markets from outside Assam also. Flower sellers in the city prefer flowers procured from outside the state to meet the demand of flower decorators. According to them, flowers supplied by local farmers are inferior in quality. Even though flowers from Kolkata, Hajo, Morigaon, and Nagaon meet the daily demand, various types of flowers including the imported ones are procured from Bangalore to meet specific demand during special occasions and events.

As per the 'Agri Vision 2025' document published by the Department of Agriculture and Horticulture, Government of Assam, the targeted area and production of flowers for the next 25 years is depicted in Table 2 (Department of Agriculture and Horticulture, n.d.).

**Table 2. Targeted Area and Production of Flowers**

Year	Area (in Ha.)	Production (in MT)
1998–99	140	NA
2000–01	300	900
2005–06	800	4000
2010–11	1050	6300
2015–16	1200	8400
2020–21	1450	10875
2025–26	1750	14000

## Government Initiatives for Promotion and Development of Floriculture

The government of India has taken several initiatives for the growth and development of floriculture in India. Some of them are :

**(1)** The overall responsibility for the development of floriculture sector has been assigned to the Department of Agriculture and Cooperation under the Ministry of Agriculture as well as to the State Horticulture Departments.



(2) For the promotion of agricultural exports including floriculture products, Agricultural and Processed Food Products Export Development Authority (APEDA) has been designated as the nodal organization. It is taking steps for infrastructure development, for providing better packaging, storage and transport facilities for export of agricultural products and upgradation of database. Additionally, APEDA is also granting subsidies for establishing cold storage, pre-cooling units, refrigerated vans, and greenhouses etc.

(3) A number of schemes and research projects have been initiated for the promotion and development of the sector such as Integrated Development of Commercial Floriculture and All India Coordinated Floriculture Improvement Project.

(4) By offering income-tax holidays to new floriculture entrepreneurs, Government of India is encouraging export-oriented businesses.

(5) Financial assistance is provided to flower growers by National Bank for Agriculture and Rural Development (NABARD) for improved and modern cultivation practices and product marketing.

(6) The New Seed Policy of the government has facilitated hassle-free import of international ornamental plant varieties.

(7) Many institutions are also engaged in research programmes on floriculture. Some of these are Indian Council of Agricultural Research (ICAR), Council of Scientific and Industrial Research (CSIR), and Horticulture departments of State Agricultural Universities. Besides, National Horticulture Board (NHB), National Horticulture Mission (NHM), and Rashtriya Krishi Vikas Yojana (RKVY) are actively engaged in creating awareness in rural areas.

## **Profile of the Area Under Study**

The floriculture of Hajo circle of Kamrup District of Assam is inextricably linked with the temple of Hayagriva Madhava. Since the period of the Ahom rule the people of Hajo cultivated flowers not only for aesthetic sense, but for earning their daily bread and one particular community known as Mali, was mainly engaged in it. The floriculture of the area is gaining momentum and the economy of the region has been boosted due to the rising demand of flowers and garlands in the locality. Due to the increase of demand of flowers, the profession is undertaken by the people of other communities other than the Malis also. They have adopted the profession in a commercial way and are earning profit for their livelihood. The planting starts in the month of August and September and flowers start to bloom from the month of October-November. So, within a month or so the planters get their return of money and most probably due to this reason, educated unemployed youths are also engaging themselves in this sector. They engage themselves to sell flowers and garlands in Hayagriva Madhava temple complex and other temples of the locality. They bring flowers from nearby farms and stock them at their retail shops for selling. This has generated employment for many youths of the area who work as salesmen, brokers, and helpers in the retail shop. However, the volume of this profession is dependent upon the visits of the devotees to the temples and the temples witnesses heavy rush from the month of October to April-May. The farmers who engage in floriculture of the area produce maximum amount of flowers during this month. The local farms not only meet the demands of the locality, but also export flowers to the other parts of North-Eastern region. Specially, the flower market of Guwahati is run by the supply from the farm owners of Hajo, which has increased the demand of the local variety of traditional flowers of Assam. The floriculture of Hajo, which was once developed under the royal patronages for religious use, presently became the most profit making sector in the socio-economic development of the region. The demand of flowers is increasing day by day and new farms are also investing more money to earn profit. The villages of Hajo circle, the farmers of which are engaged in floriculture includes Banchapori, Satdala, Kulhati, Bagta, Bardaul, Abhoypur, Gerua, Dadhi, Bordodhi, Bongsor etc.

## Prospects of Floriculture in North Eastern Region Vis-a-Vis Assam

The north eastern region of India including the state of Assam has huge potential in floriculture sector because of its favorable climate, cheap labor, good demand for flower, urbanization and urban influence, increasing demand for eco-friendly products etc. Moreover, celebration of many religious functions throughout the year, existence of thousands of Hindu temples in the state are also boosting the demand for flowers. In recent times, due to change in lifestyles of people the demand for flowers is increasing. Thus, the growing popularity of flowers for multiple purposes shows the future prospects of floriculture. If proper policies are adopted by government departments, floriculture business can change the picture of the north eastern region of India in general and some villages of Assam in particular. The satellite town-Hajo, situated 30 km from capital city Guwahati has proved that this business can be a good source of livelihood for many families in villages. There are good prospects of floriculture business in Assam.

### Data Analysis and Interpretation

All the data collected have been analyzed and interpreted in two parts :

(a) Analysis and interpretation of data collected from farmers

(b) Analysis and interpretation of data collected from retailers

#### A. Analysis and Interpretation of Data Collected from Farmers

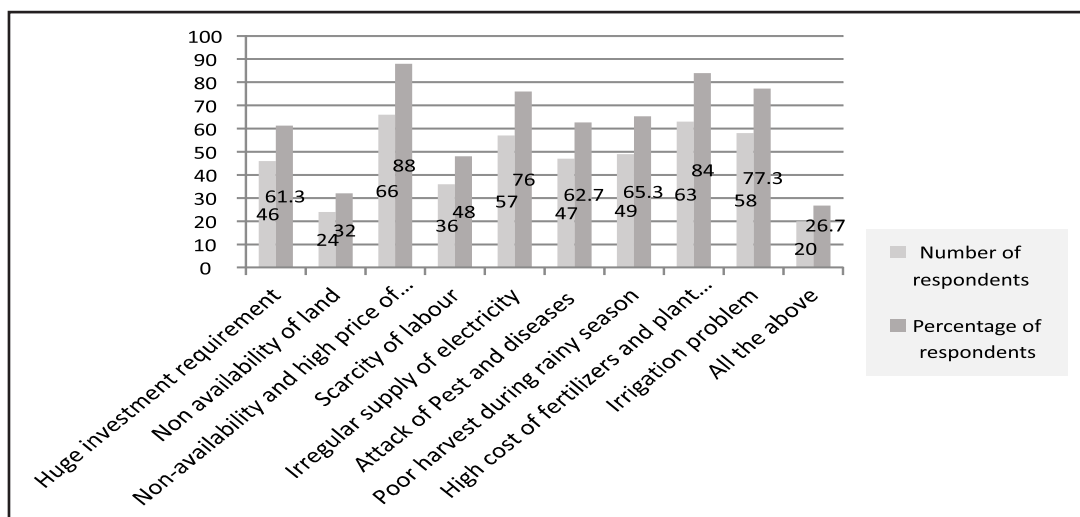
↳ **Interpretation :** Table 3 and Figure 1 show that majority of the respondents, that is, 88% of the respondents were facing the problem of non-availability and high price of quality planting materials, 84% were suffering from the problem of high cost of fertilizers and plant protection chemicals followed by the problem of irrigation (77.3%), irregular supply of electricity (76%), poor harvest during rainy season (65.3%), attack of pest and diseases (62.7%), huge investment requirement (61.3%), scarcity of labour (48%), and non-availability of land (32%). Only 26.7% of the respondents said that they were suffering from all the problems.

**Table 3. Production Related Problems Faced by Farmers**

Problems	Number of Respondents	Percentage of Respondents
Huge investment requirement	46	61.3
Non availability of land	24	32
Non-availability and high price of quality planting material	66	88
Scarcity of labour	36	48
Irregular supply of electricity	57	76
Attack of pest and diseases	47	62.7
Poor harvest during rainy season	49	65.3
High cost of fertilizers and plant protection chemicals	63	84
Irrigation problem	58	77.3
All the above	20	26.7

Source : Field survey conducted in September 2019

[**Note :** The respondents have given multiple responses. Hence, the total number of responses received is more than the total number of respondents, that is, 75]



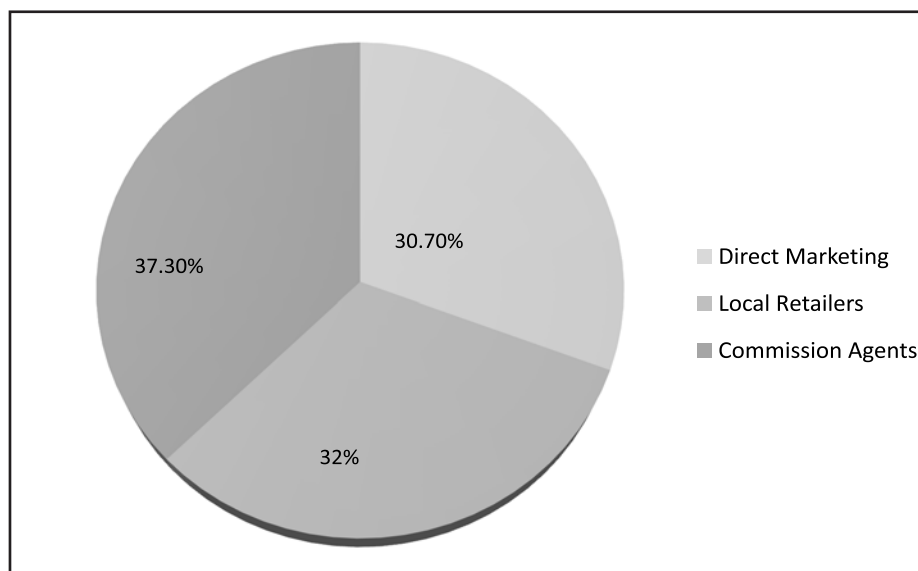
**Figure 1. Production Related Problems Faced by Farmers**

**Interpretation :** It is observed from Table 4 and Figure 2 that among the total respondents (75), 30.7% of the respondents were involved in direct marketing, 32% of the respondents were dependent on local retailers, and 37.3% of the respondents were dependent on commission agents.

**Table 4. Nature of Marketing**

Particulars	Number of Respondents	Percentage of Respondents
Direct marketing	23	30.7
Local retailers	24	32
Commission agents	28	37.3

Source : Field survey conducted in September, 2019



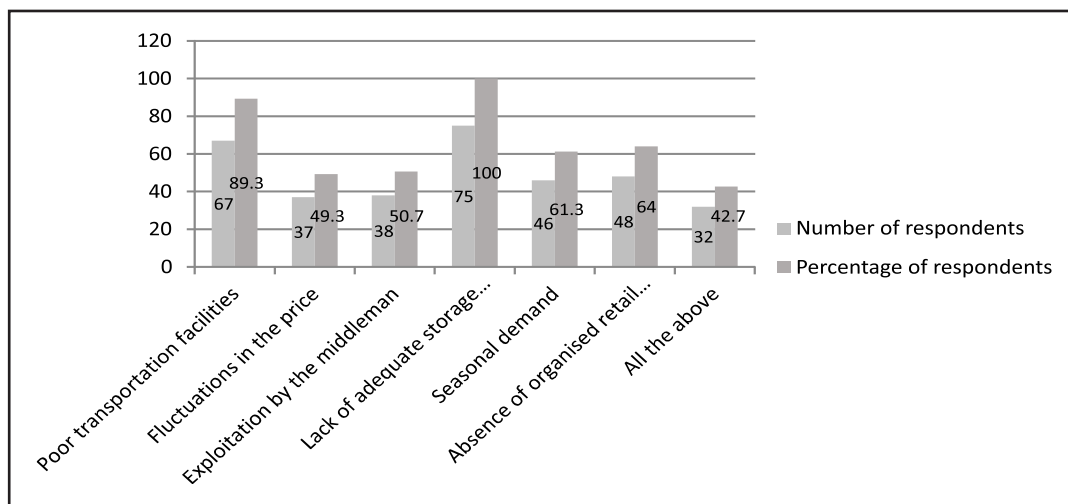
**Figure 2. Nature of Marketing**

**Table 5. Marketing Related Problems Faced by Farmers**

Problems	Number of Respondents	% of Respondents
Poor transportation facilities	67	89.3
Fluctuations in the price	37	49.3
Exploitation by the middleman	38	50.7
Lack of adequate storage facilities	75	100
Seasonal demand	46	61.3
Absence of organised retail markets	48	64
All the above	32	42.7

Source : Field survey, September, 2019

[**Note** : The respondents have given multiple responses. Hence, total number of responses received is more than the total number of respondents, that is, 75]

**Figure 3. Marketing Related Problems Faced by the Farmers**

🔗 **Interpretation** : Table 5 and Figure 3 show that all the respondents, that is, 100% were lacking adequate storage facility and 89.3% of the respondents said that poor transportation facility was the major obstacles in marketing of their products. Absence of organized retail markets for selling flowers was also being cited as a problem by 64% of the respondents, 61.3% of the respondents showed seasonal demand of flowers as a marketing problem, 50.7% of the respondents had become victims of exploitation by middlemen, and 49.3% of farmers had opined that they were facing the problem of price fluctuations due to seasonal demand, whereas 42.7% of the farmers were suffering from all the problems.

## **B. Analysis and Interpretation of Data Collected from Retailers**

🔗 **Interpretation** : Table 6 and figure 4 reveals that the major problem faced by all the retailers of both Guwahati city as well as that of Hajo is lack of adequate storage facility due to which they cannot buy flowers in large quantities, rather buy on daily basis and there is also wastage of flowers. 85% retailers of Guwahati city reported that they were suffering from the problem of price fluctuations, whereas this problem was faced by 65% of the respondents of Hajo. 75% respondents of Guwahati and 65% of respondents of Hajo reported about lack of regular supply. 70% of respondents from Guwahati and 60% from Hajo complained about quick deterioration in flower quality. 50% of the retailers of

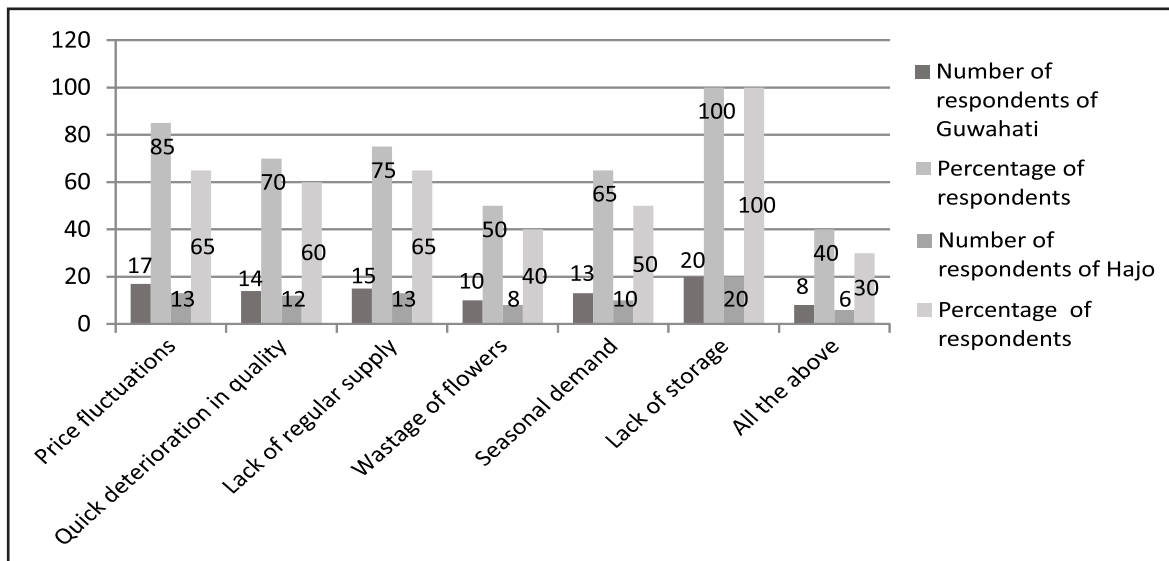


**Table 6. Problems Faced by Retail Flower Sellers**

Problems	Number of Respondents of Guwahati	Percentage of Respondents	Number of Respondents of Hajo	Percentage of Respondents
Price fluctuations	17	85	13	65
Quick deterioration in quality	14	70	12	60
Lack of regular supply	15	75	13	65
Wastage of flowers	10	50	8	40
Seasonal demand	13	65	10	50
Lack of storage	20	100	20	100
All the above	8	40	6	30

Source : Field survey, September, 2019

[**Note** : The respondents have given multiple responses. Hence, the total number of responses received is more than the total number of respondents, that is, 20 in both Guwahati and Hajo respectively.]

**Figure 4. Problems Faced by Retail Flower Sellers**

Guwahati and 40% of them from Hajo opined that there was quite a bit of wastage of flowers due to exposure of flowers to outside atmosphere including sunshine, wind, dust, etc. 40% and 30% of the respondents from Guwahati and Hajo respectively have said that they are suffering from all the problems.

## Findings of the Study

- (1) Government of India has identified floriculture as a sunrise industry and accorded it 100% export oriented status.
- (2) Indian floriculture products mainly consist of cut flowers, pot plants, cut foliage, seeds bulbs, tubers, rooted cuttings, and dried flowers or leaves.
- (3) There are bright prospects for floriculture business in India. According to the latest report by IMARC (2018), the Indian floriculture market reached a value of ₹ 157 billion in the year 2018 and the market is projected to reach a value of nearly ₹ 472 billion by 2024, expanding at a CAGR of 20% during 2019–2024.

- (4) The production and sale of flowers is becoming a popular business in Assam and other states of the northeastern region of India, though it is in the infant stage.
- (5) The major floriculture crops grown in Assam are Marigold, Tuberose, Gladiolus, Orchids, Rose, Dendrobium, Chrysanthemum, Anthurium, and Gerbera.
- (6) In Assam the major flower market exists at Guwahati. Besides, Hajo flowers are sourced from other places of Assam like Rangiya, Morigaon, and Nagaon. A huge quantum of flowers are also being brought from wholesale flower markets outside Assam.
- (7) The government of India has taken several initiatives for the growth and development of floriculture. Many institutions are also engaged in research programmes on floriculture like Indian Council of Agricultural Research (ICAR), Council of Scientific and Industrial Research (CSIR), and Horticulture Departments of State Agricultural Universities. Besides, National Horticulture Board (NHB), National Horticulture Mission (NHM), and Rashtriya Krishi Vikas Yojana (RKVY) are actively engaged in creating awareness in rural areas.
- (8) The floriculture of Hajo circle of Kamrup District of Assam is inextricably linked with the temple of Hayagriva Madhava and the other temples of the locality.
- (9) Besides, the farm owners and vendors/retailers the floriculture of Hajo have also employed many youths of the area.
- (10) The major production related problem faced by farmers of the Hajo block is non-availability and high price of quality planting materials, followed by the problem of high cost of fertilizers and plant protection from chemicals, problem of irrigation, irregular supply of electricity, poor harvest during rainy season, attack of pest and diseases, huge investment requirement, scarcity of labour, and non-availability of land.
- (11) The farmers are also facing problems due to flood and non-response of the government towards their problems.
- (12) Majority of the farmers are dependent on commission agents and local retailers for sale of their products. A section of farmers are also involved in direct marketing.
- (13) Lack of adequate storage facilities is the major marketing related problem faced by farmers followed by poor transportation facilities, absence of organized retail markets, seasonal demand of flowers, exploitation by middlemen, and price fluctuations.
- (14) The problems of retailers/florists engaged in flower business are broadly related to procurement and selling of flowers. All the retailers of both Guwahati city as well as that of Hajo lack adequate storage facilities. The problem of price fluctuations and regular supply of flowers is more in Guwahati as compared to Hajo. Moreover, the retailers have also opined that there is lack of regular customers and there is wastage of flowers.

## **Limitations and Future Scope of the Study**

Due to time and resource constraints the researcher conducted the study by taking only a small number of respondents from selected areas of Kamrup District of Assam, the results of which may not be generalized to the entire state vis-à-vis the whole country. Hence, the study can be extended to cover other areas of Assam as well as the other North-Eastern states of the country. Moreover, the present study may also be used by other researchers who want to conduct research in future on floriculture in Assam vis-à-vis other states of India. The results of this study may also be used by the government for the formulation of new policies, schemes, and taking measures for further development of floriculture sector.

## Suggestions and Conclusion

The north eastern region of India comprising of eight states including Assam is backward as compared to the mainland of the country in floriculture sector. However, since there is availability of the required factors for floriculture in the state, floriculture can become one of the important sectors of the state and can give livelihood to many. Although the agro-climatic condition of Assam is suitable for flower cultivation and there is a growing demand for flowers in the state, but till today it is in an evolutionary stage and is lacking in its commercialization. Therefore, the concerned government departments and agricultural universities of the North Eastern Region shall have to do more research to identify the problems of this sector and solve those systematically. The growing demands of flowers in the domestic as well as the export market will require a concerted effort on the part of the government as well as the private entrepreneurs to develop floriculture on scientific lines. Considering the present status of the floriculture, the government has initiated different steps. Moreover, paying attention to the input needs, better infrastructure, better resource management, and making various entrepreneur friendly policies would lead to a balanced growth of the industry. Cooperative farming can also be encouraged to realize the economics of scale ; minimize price fluctuations and regulate the supply of the flowers with the demands. Scientific and modern baggage/bags should be made available so that farmers can carry flowers to the market without great loss. Cost-effective technology should be provided to traditional flower growers to improve their quality and to compete with modern flower growers. Government departments like horticulture and food processing, NABARD can provide training to farmers so that farmers can use the latest and modern techniques of floriculture. It is also suggested that the state government should prepare a long-term strategy for floriculture so that not only the production capacity of the state for flower will increase, but many more people will also be interested in taking up floriculture as an entrepreneurial career.

## Author's Contribution

Dr. Ruchi Todi conceived the idea to undertake the research study on the problems and prospects of floriculture as an entrepreneurial venture. For the purpose of the study she developed the research methodology and collected all the required primary and secondary data. The data analysis was also done by her and she herself wrote the whole manuscript.

## Conflict of Interest

The author certifies that she has no affiliations with or involvement in any organization or entity with any financial interest, or non-financial interest in the subject matter, or materials discussed in this manuscript.

## Funding Acknowledgement

The author received no financial support for the research, authorship, and/or for the publication of this article.

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### About the Author

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