

A Study on Entrepreneurial Challenges of Floriculture in Odisha.

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Abstract:- Floriculture is the activity of planting and growing of flowers for business purpose. Odisha is a state which has rich potentiality for flower farming and marketing. Considering the demand and scope of flowers in the state the govt. has also made some policy for floriculture under the department of Horticulture. Floriculture provides ample opportunity not only for farming benefit but also vast employment to the people of the state. Flowers like rose, marigold, jasmine, lotus and champa are some of the flowers which has a large demand over the years and now it has been meant for export purpose. The agro climatic condition of the state is suitable for flower plantation and it is rising day by day to meet the domestic demand as well as the demand of the entrepreneurs of the state. Now floriculture is absolutely meant for commercial purpose where small and medium entrepreneurs depend on this farming activity.

Key Words: - Pharmaceutical company, Export oriented, micropropagation, mission training, small entrepreneur, the domestic consumer.

INTRODUCTION

Flower is considered as an ornamental element of god and goddess. To have flower, knowledge of farming and growing of flower plant is necessary. Hence floriculture is referred as the art of growing flower for commercial purpose. Floriculture is a branch of horticulture activity. Floriculture ensures cultivation of flower plants and sale them as a raw material for cosmetic and perfume industry. Now some of the pharmaceutical company use flowers as a raw material. Floriculture is one of the horticulture activity starts from planting, budding, harvesting and ends with marketing of flowers and flower products. Now a day's floriculture is one of the commercial businesses which not only provides a handsome profit but also provides ample employment opportunity.

In order to encourage floriculture business both central and state government has accorded export-oriented status. In India floriculture is considered as an industrial activity comprises flower trade, production of nursery plants, potted plants, seed and bulb production, micropropagation and extraction of essential oil.

Though flower plantation is not new to Indian culture but floriculture is a recent development in the field of horticulture. Gradual shifts from traditional flower plantation to the cultivation of cut flowers for export purpose attract entrepreneurs in floriculture business. At the same time the liberalised economy has provided a boost to entrepreneurs to establish export oriented floriculture unit. Though India has controlled climatic condition for floriculture states like Maharashtra, Karnataka, Andhra Pradesh, West Bengal is leading state on flower

production. Hence floriculture business is one of the profitable entrepreneurial opportunities of our country.

FLORICULTURE IN ODISHA:-

Odisha is a state famous for its god and goddess. Lord Jagannath is one of the admirers of flowers. On the other hand, the state has also potentiality to have floriculture business. The soil and climatic condition is suitable for cultivation of flowers like rose, marigold, gladiolus, jasmine, lotus, champa, kewda etc. In Odisha, the Kewda flower from Ganjam district alone provides a revenue of rupees 15 crores per year through extraction of oil and perfume. Out of 1200 estimated orchid species in India, 129 rare species are reported to occur exclusively in Odisha. Berhampur popularly known as silk city of the state in Ganjam district is one of the leading city of the state for flower farming and marketing. Floriculture business in Odisha is not only beneficial for the farmers of the state but also attract a large number of small and medium entrepreneurs in this field.

This article emphasis on entrepreneurial options and challenges of floriculture business in the state of Odisha. At the same time, the article covers the policy of the state government towards promotion of floriculture in recent years as a revenue earning and employment device of the state.

OBJECTIVES OF THE STUDY:-

01. To emphasise the prospects of floriculture in Odisha.
02. To highlight the policy of the state government towards the encouragement of floriculture entrepreneurs.
03. To examine various challenges of floriculture business in the state.

RESEARCH METHODOLOGY:-

The study is based on secondary data collected from sources like books, magazines, journals periodicals, research articles, reports of horticulture department of odisha and website. Hence the study is analytical in character by utilising these secondary data.

STATUS OF FLORICULTURE IN ODISHA:-The present status of floriculture in Odisha is in a rising stage. It is encouraging day by day due to its growing demand for flowers in the state. Different flowers like rose, marigold, lotus etc have a constant demand both from domestic consumers and consumers of the other state. Both traditional as well as cut flowers, dry flowers and green fillers are in practice of floriculture business now in the state.

According to an observation of horticulture department of odisha average demand of flowers in the state is around of rupees five crores on daily basis. The local market in the state is able to meet only 20 percent to 30 percent of daily demand of flowers. So the state have to depend on the cities like Calcutta, Hyderabad, Bangalore, Delhi etc to meet the balance demand of flowers. Some of the exotic flowers like liliun, orchids and carnations come from Bangalore, Hyderabad and Pune.

Floriculture business on commercial basis has been given due importance in the state after 2000. Accordingly a separate department named as the department of horticulture has been come into existence for development and promotion of floriculture business. It is included in non-mission district programme for commercial production of flowers. The agro climatic condition mixed with enough water supply has been considered as an advantage for commercial cultivation of flowers in the state.

PROSPECTS OF FLORICULTURE IN ODISHA:-

The following are some of the prospective areas of floriculture business in the state.

(A) NON MISSION DISTRICT PROGRAMME:-

Under this programme the farmers of different districts of the state are motivated to cultivate and produce flowers. As per the programme the farmers are provided with planting materials of rose, marigold, jasmine and gladioli with free of cost. At the same time the input cost is also provided to small and marginal farmers for production of flowers.

The following table indicates the potential area under non-mission programme for floriculture business.

TABLE-01.

FLOWER TYPE.	EXISTING AREA.	POTENTIAL AREA.
MARIGOLD.	194	10,000.
ROSE.	41	100
TUBEROSE.	33	200
GLADIOLUS.	11	100

NB:- Area in hectares. SOURCE:- Directorate of horticulture, Govt of Odisha.

The above table indicates the existing areas under different flower cultivation and the potential area of expansion of the same category under non mission district programme for floriculture. This is an indication of encouraging state of affairs of floriculture of the state. This situation will attract the prospective entrepreneurs towards floriculture business of the state in future.

(B) ENTREPRENEURIAL OPPORTUNITY:- Odisha has huge potentiality for development of floriculture. . In order to attract large number of small and medium entrepreneurs in floriculture business of the state the government has identified different production areas for different category of flowers. The scarcity of flower production and the growing demand of the same in the state encourage the entrepreneurs to nurture the business of flower in Odisha.

Under National Horticulture Mission the state government has made a budgetary provision of Rupees 200 crores during the financial year 2014-15 in order to promote floriculture business and to meet the growing demand of flowers. This initiative will increase the flower production in the state which will boost the entrepreneurial opportunity too.

The following table reflects the year wise areas under cultivation and their production in a different category of flowers in the state.

TABLE-02.

YEAR	MARIGOLD		ROSE		GLADIOLI.	
	area	production	area	production	area	production.
2008-09	1060	18,026.	1006	1223	1210	1089.
2009-10	2625	24,031.	1751	3174	2245	2182
2010-11	2651	24,234.	2060	3720	2286	2391
2011-12	2715	25,644.	2346	4016	2368	2642
2012-13	2785	26,252.	2514	4271	2412	3013
2013-14	2840	27,464.	2592	4306	2494	3740

NB:- Area in Hectors, Production in QHs. Source:- Directorate of Horticulture, Govt. of Odisha.

By analysing the above table it may be concluded that the area under cultivation and the production of different flowers in the state is increasing year by year. This trend indicates that floriculture is flourishing in the state which can attract the entrepreneurs for floriculture business in near future.

STEPS TAKEN BY THE GOVERNMENT TO PROMOTE FLORICULTURE:-

In order to meet the domestic demand of flowers in the state the government is making continuous effort for promotion of floriculture. Several promotional schemes are introduced in the state for facilitating the farmers to grow more and more flower in the state. At the same time financial assistance in form of subsidy has been provided to flower farmers of the state from time to time for

promotion of floriculture. The flower farmers are providing help from the time of raw material supply till marketing of the flower after harvesting.

The following are some of the steps of the state government towards floriculture promotion.

(A) The state government allows 50 percent subsidy to the entrepreneurs of flower for the establishment of the nursery in the state.

(B) The Horticulture department of the state is authorised to provide financial assistance ranging from 33 percent to 50 percent of the total investment towards flower plantation like a rose, marigold and gladioli to small and marginal flower farmers.

(C) A subsidy of 33 percent of expenditure towards greenhouse farming and assistance for post harvest management are provided by the state government.

(D) The state government also provides 25 percent to 33 percent of financial assistance for pack house and setting up of a refrigerator van for mobile marketing of different flowers.

(E) For small and medium flower entrepreneurs the state government provides 40 percent financial assistance for setting up of cold storage in the state for the preservation of flowers for future use.

Besides the above steps, the government has decided to come out some of the guideline policy for implementation to develop floriculture in the state. Accordingly, the financial assistance and subsidy have increased from 33 percent to 50 percent for the targeted flower areas.

The following table indicates the targeted area of different flower cultivation and the amount of assistance and the total amount of assistance for the different flowers of the state under National Horticulture mission.

TABLE-03.

Types of flower.	Total Area. (in Hector)	Amount of Assistance. (Per hector in Rupees)	Total Assistance. (in Rupees)
MARIGOLD.	27	5,750.	1,55,250.
TUBEROSE.	15	6,000.	90,000.
ROSE.	28	25,000.	7,00,000.
JASMINE.	05	60,000.	3,00,000.
TOTAL:	75		12,45,250.

Source: Directorate of Horticulture, Govt. of Odisha.

The State Employment Mission in order to encourage agri-entrepreneurs and agro processing units has made a special package for self-employment programme. Under this mission, the training will be imparted to the flower farmers of the state in order to motivate them to plant a flower on a commercial basis to get employment and income through floriculture.

Regional Marketing Cooperative Societies has been established in order to assist the flower growers in the marketing of their product. Under this project the flower producers are supposed to sell the flowers to the cooperative society if not a cooling van will collect the flowers from the farmer and bring them to the society and the society is bound to pay the right price to the flower farmer. Another form of collecting flowers from the farmers is known as Kusum Vatika Project . Some authorised agents will collect the flower from the rural farmers and give that flower in the society for trading purpose.

Besides the commercial use of flowers, the Government is planning for diversification of floriculture in the state. Now marigold flower can be utilised for extraction of xanthophylls and other medicinal values after dry processing. In order to attract the entrepreneurs towards floriculture, the state government is planning the concept of contract farming of marigold by setting up xanthophylls extraction unit.

The state government has formed APICOL (Agricultural Promotion and Investment Corporation of Orissa Ltd.) in order to create

infrastructure facility for flower producers in post-harvesting period. Necessary provision has been made to set up cooling units in flower producing areas and for easy and quick transportation facility refrigerated van has been provided to the farmers so that the flowers can be stored for a longer period for future use and at the same time the producers of flower cannot be exploited by the middle man.

CHALLENGES OF FLORICULTURE IN ODISHA:-

As there is ample opportunity for flower cultivation in the state but its commercialisation is a recent development by the horticulture department. The problems in this area are mentioned below.

*** LACK OF INFRASTRUCTURAL FACILITY:-**

Despite increasing demand of flowers day by day in the state one of the major drawbacks is a requisite infrastructural facility. The scope of infrastructure like flower mandi , cold storage, facility of an auction sale, are some of the requirement which is not available plentifully in the state for development of floriculture.

**** POOR SCIENTIFIC KNOWLEDGE:-**

the Traditional practice of plantation of the flower is one of the major problems for the farmers of the state. The farmers should be provided update scientific method of the plantation of the flower so that the flower production will increase both in quality and quantity.

***** POST HARVESTING SITUATION:-**

Marketing is one of the important situation for floriculture business. The state has a poor post harvesting situation as there is no enough scope for marketing of flowers in the state. At the time of harvesting, the farmers have to either depend on traditional sale or they have to depend on govt. agency to get the right price of the product. There is no formal agency either in govt. sector or in the private sector for selling of the product after harvesting.

****** MIDDLEMAN EXPLOITATION:** - This is another problem which poses a serious challenge for the entrepreneurs of the flower. Most of the farmers fall into the trap of middle man as they have no idea or knowledge regarding the demand and the right price of the flower. In such a situation the middle man gets the opportunity to exploit the genuine farmer of the flower.

******* INADEQUATE INSTITUTIONAL SUPPORT:-**

One of the major problem in floriculture business in the state is a lack of adequate financial support by the banks and financial institutions. Institutional support like in time finance, the supply of qualitative seed, proper marketing facility storage of flower during production season is some the support in order to promote floriculture in the state.

CONCLUSION:-

There is no doubt that Odisha has a huge potentiality for floriculture business. But till today it is in an evolutionary stage. Though agro-climatic condition is suitable for flower cultivation and there is a growing demand for flowers in the state it is seen that neither the farmer nor the entrepreneurs of this business can able to get the advantage of the situation. The role of the state government is also not encouraging enough for flower cultivation. Considering the present status of the floriculture the government has 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 so that not only the production capacity of the state for flower will increase but also much more will be interested in taking up floriculture as an entrepreneurial career.

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