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## Preface

The Research Study on Marketing of Flowers in Karnataka - Infrastructure, Systems and Economics was taken up by CCS National Institute of Agricultural Marketing (NIAM) in 2008. In India, floriculture is emerging as an important commercial activity. Government of India has identified floriculture as a sunrise industry and accorded 100 per cent export-oriented status to it.

In the memorandum of Association of the National Institute of Agricultural Marketing, it has been emphasized to accord research priority to the marketing of new export crops such as flowers, ornamental plants and medicinal plants. In tune with its mandate, NIAM takes up research studies to explore new avenues in Agricultural marketing for benefit of farmers. This study was undertaken to explore the prospects of the floriculture sector which may serve as a viable and profitable alternative for the progressive farmers and identify the challenges which need to be addressed.

Though floriculture is flourishing in India, it has not made any remarkable breakthrough in the domestic and international floriculture markets due to various constraints such as weak infrastructure support, lack of post harvest facilities, lack of good markets, exploitation by middlemen, weak database, lack of market information and export barriers.

Therefore, an attempt has been made to study the prospects and problems of this sector and suggest some remedial measures for tackling the problems of the flower growers. Since Karnataka has been one of the States leading in floriculture in the Country with tremendous potential and commendable performance, it was selected for the present Study.

The methodology adopted for the Study included collection of data through discussion with Officials of the Horticulture Department, other line departments, APEDA, NHB, IFAB as well as through structured questionnaires by personal interviews of farmers, traders and other stakeholders. Secondary data was also collected through desk research from reports and study published by Institutions of repute and web data base of Government of India and Karnataka Government. The data collected were analyzed and the significant findings were documented.

Districts selected for Primary Study were Bangalore Rural, Bangalore Urban, Kolar, Mysore and Mandya. These districts are among the top ten districts of Karnataka dominating in Floriculture in both area and production. The findings of the Study are based on the primary data collected during discussion and personal interviews with stakeholders and field observations as

well as secondary data signifying the floriculture development in India and Karnataka.

The study revealed the conspicuous absence of an organized market for flowers in Karnataka, although the State is famous for the International flower auction Centre (IFAB), majority of flower growers sell their produce in local Krishna Rajendra Market (KR Market) which is highly unorganized. Since flowers are not a notified commodity in Karnataka, there is no regulated market yard for flowers. In the absence of an organized market, there is lack of proper market infrastructure, post harvest management facilities, market management, market information system etc. This leads to exploitation of the flower growers in the hands of middlemen and getting less remunerative prices. The study also analyzed the economic potential that exists in floriculture.

The Study enumerates the existing situation in floriculture trade in Karnataka and provides a basis for strengthening the marketing system of flowers in Karnataka as well as encourage other States to take initiatives in floriculture development considering its vast potential and economic returns.

This Study is the outcome of an extensive field survey, meticulous analysis of data collected and synchronized documentation of the findings. The cooperation and support received during the Study is duly acknowledged.

September 2010

  
G.C. Pati, IAS  
Director General

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**Dr. Saswati Bose**  
Principal Investigator

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