# The Rise of India’s Floriculture Economy

*Blooming Beyond Borders*

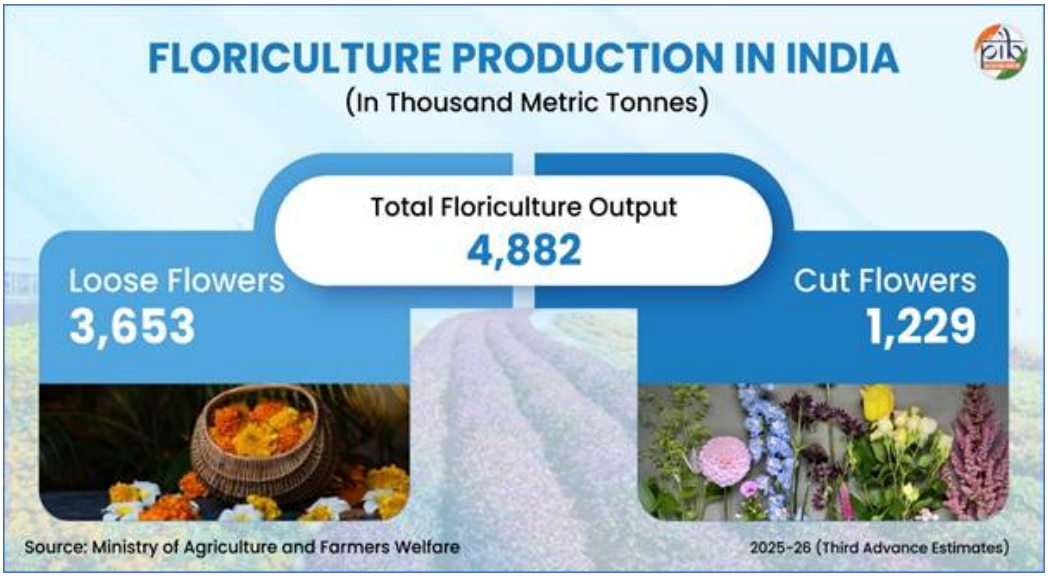
***PIB analysis***

## Roots of a Blooming Industry

- India’s diverse agro-climatic conditions support varied flower cultivation, while cultural and religious practices sustain strong domestic demand.
- Recognised as a **sunrise industry**, floriculture contributes to farmer incomes, agricultural exports, rural enterprises and horticultural diversification.
- Rising consumer demand, technological advancements and policy support are driving its commercial growth.

## Inside India’s Floral Economy

- Floriculture involves the cultivation, harvesting, marketing and processing of flowers, ornamental plants and planting materials.
- **Major product categories:**
  - **Loose flowers:** Marigold and jasmine, sold by weight for garlands and religious purposes.
  - **Cut flowers:** Roses, gerberas, carnations, orchids and lilies, marketed with stems for bouquets.
  - Other products include cut foliage, potted plants, bedding plants and ornamental planting materials.



## Flowers That Shape the Market

- **Roses:** Major cultivation in Karnataka and Maharashtra; significant export value.
- **Marigolds:** Widely cultivated in Tamil Nadu and Madhya Pradesh for religious ceremonies.
- **Carnations, Chrysanthemums and Gerberas:** Grown under controlled conditions for quality and exports.
- **Lilies and Orchids:** Premium flowers cultivated in regions such as Sikkim and Mizoram.
- Growing demand for exotic flowers supports urban landscaping, event decoration and wellness industries.

## From Open Fields to Protected Farms

- **Open-field cultivation:** Used for Chrysanthemum, Rose, Marigold, Aster, Lily and Tuberose.
- **Protected cultivation:** Greenhouses regulate temperature and humidity, ensuring uniform quality, higher productivity and year-round availability.
- Gerberas and Carnations are important export-oriented greenhouse crops.

## Beyond Bouquets: Multiple Applications

- **Religious and social:** Jasmine, Marigold and Crossandra are used in worship and ceremonies.
- **Lifestyle:** Urbanisation increases demand for bouquets, gifting and landscaping.
- **Perfumery and cosmetics:** Rose, Jasmine and Lavender provide raw materials.
- **Pharmaceuticals:** Calendula, Hibiscus and Chamomile have medicinal applications.
- **Natural dyes:** Marigold and Hibiscus are used for colour extraction.

## Mapping India's Flower Belt

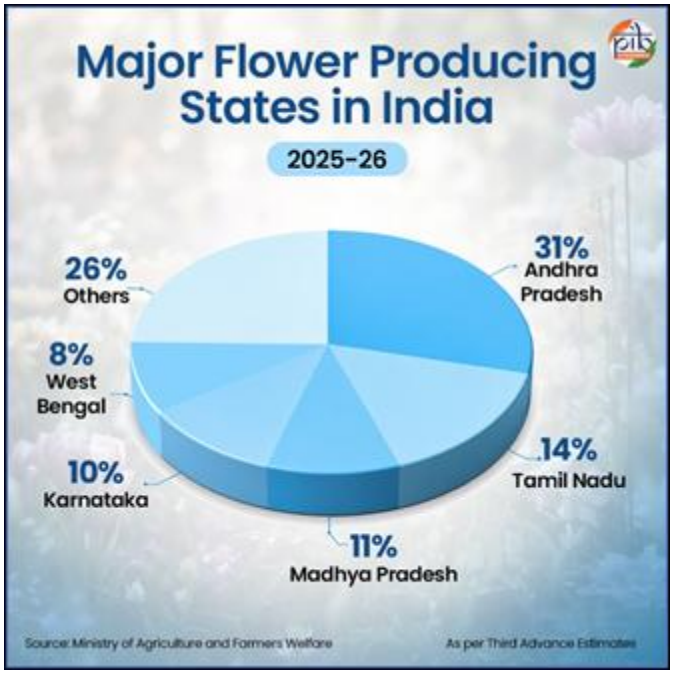
According to the Third Advance Estimates (2025–26):

- Total cultivation area: **410 thousand hectares**.
- Loose flower production: **3,653 thousand MT**.
- Cut flower production: **1,229 thousand MT**.
- Total production: **4,882 thousand MT**.

**Leading producing states:**

- Andhra Pradesh – 31%
- Tamil Nadu – 14%
- Madhya Pradesh – 11%
- Karnataka – 10%
- West Bengal – 8%.

The Northeastern states collectively contribute around 4%, with Assam and Nagaland emerging as important producers.




## India's Growing Footprint in Global Markets




- Floriculture exports, including fruits and vegetable seeds, increased from **USD 216.74 million (2021–22) to USD 258.26 million (2025–26)**.
- **Major export destinations (2025–26):**
  - USA – USD 45.94 million
  - Netherlands – USD 42.18 million
  - Bangladesh – USD 16.51 million
  - UAE – USD 16.35 million
  - Italy – USD 9.69 million.

**Export portfolio:** Roses, Carnations, Chrysanthemums, Gerberas, Orchids, Anthuriums, Tulips and Lilies.

- Fresh flowers serve Europe, Japan, Australia, the Middle East and USA.
- Loose flowers cater largely to Gulf markets; cut foliage serves Europe.
- Dry flowers constitute a major export segment due to longer shelf life and wider

market reach.

**Export breakthrough:** In February 2025, Mizoram exported its first consignment of 1,024 Anthurium flowers (70 kg) to Singapore, facilitated by APEDA.

## Enabling Growth Through Policy Support

- **MIDH:** Promotes horticultural development through the National Horticulture Mission and initiatives for Northeastern and Himalayan states.
- **NABARD:** Provides financial assistance for protected cultivation and precision farming.
- **APEDA:** Facilitates agricultural exports and international market access.
- **Other support:** Subsidies on seeds, planting materials, equipment and air freight, alongside farmer training and capacity building.
- **Research:** ICAR, CSIR, State Agricultural Universities and All India Coordinated Floriculture Improvement Project support technological development.

## Cultivating Innovation: CSIR Missions

### CSIR Floriculture Mission (2021):

- Covers over 2,208 hectares across 399 clusters in 26 States/UTs.
- Benefitted 16,220 individuals as of December 2025.
- Promotes entrepreneurship, technology transfer and farmer incomes.

### CSIR Aroma Mission (2017):

- Expanded aromatic crop cultivation beyond 51,000 hectares.
- Established 4,500+ clusters across 28 States.
- Trained 1.22 lakh people through 2,096 programmes.
- Generated around one crore rural employment opportunities and produced 6,000+ tonnes of essential oils worth approximately ₹600 crore.

## From Laboratory to Field: Exotic Flowers

- **Tulips in Palampur:** CSIR-IHBT research enabled scientific cultivation of tulips in Himachal Pradesh, attracting over 1.5 lakh visitors by May 2026 and promoting floriculture tourism.
- **Eustoma in Odisha:** Scientific interventions in temperature management and disease control enabled successful cultivation in Sambalpur, demonstrating the potential to grow exotic flowers beyond traditional climatic regions.

## A Sector Poised for Sustainable Growth

- Floriculture can diversify agriculture, enhance farmer incomes, generate rural employment and strengthen exports.
- Future growth requires protected cultivation, precision technologies, quality planting materials, improved post-harvest infrastructure and international quality standards.
- Stronger research, market linkages, regional specialisation and value addition can

transform India into a competitive global floriculture hub.

## Conclusion

Floriculture represents an emerging opportunity to combine agricultural diversification, scientific innovation and export-led rural development, creating sustainable livelihoods one bloom at a time.

## Reference

PIB