

INDIA'S EXPORT PERFORMANCE OF FLORICULTURE TO MIDDLE EAST COUNTRIES: AN ANALYTICAL STUDY

¹M.Arul Kumar ²S.Gowri

¹ Ph.D- Research Scholar (Full-Time), Department of International Business, Alagappa University, Karaikudi-630004.

² Assistant Professor, Department of Mathematics, M.Kumarasamy College of Engineering, Karur-639113.

E-Mail: ¹rmarul1992@gmail.com ²gowriraj90@gmail.com

Abstract: Floriculture has turned into a vital business movement in agribusiness area in the post globalization time. Horticulture movement has set apart as a reasonable and gainful exchange region with a possibility to actuate independent work among low and center pay ranchers, and win the simple basic outside trade in the creating nations, for example, India. The paper additionally investigates the worldwide exchange situation for floricultural items, showing the real exchanging nations and their exchange. Horticulture industry is viewed as a high wage producing agribusiness. This paper analyzed the trend analysis and growth rate. This paper is based on exports for the across 2007-2017. The present studies analyzed the Country wise exports from India. The paper shows that India's Export Performance of Floriculture to Middle East Countries – An Analytical Study.

Key Words: Export, Floriculture and Middle East Countries.

1. INTRODUCTION:

Floriculture, or flower farming, is a discipline of horticulture disturbed with the cultivation of flowering and ornamental plants for gardens and for floristry, comprising the floral industry. The development, via plant reproduction, of new varieties is a major occupation of floriculturists. Flowering plants are mostly sold in pots for indoor use. The main flowering plants are poinsettias, orchids, florist chrysanthemums, and finished florist azaleas. Foliage plants are also sold in pots and hanging baskets for indoor and patio use, include larger specimens for office, hotel, and restaurant interiors.

The production of hack flowers is specifically known as the cut flower industry. Farming flowers and foliage employs special aspects of floriculture, such as spacing, training and pruning plants for optimal flower harvest; and post-harvest treatment such as chemical treatments, storage, preservation and packaging.

Floriculture is a mainly important and broad part of Horticulture. It is a studying of science where discuss all about flowers and attractive plants cultivation and management process.

1.1 Agriculture

The science, art, or practice of cultivating the soil, producing crops, and raising livestock and in varying degrees the homework and marketing of the resulting products cleared the land to use it for agriculture.

2. LITERATURE REVIEW:

B. N. Harisha (2017) Horticulture has turned into an imperative business action in agribusiness part in the post globalization period. Gardening movement has set apart as a suitable and gainful exchange territory with a possibility to initiate independent work among low and centre salary agriculturists, and win the plain basic remote trade in the creating nations, for example, India. The world horticulture generation is developing at a rate of 10 for each penny for every year. Right around 45 to 50 nations are dynamic in the creation of Floriculture on an expansive scale. Regarding generation esteem, the Thailand, Netherlands, USA, UK and China are in the best. The monetary log jam has influenced the horticulture business globally with interest for gardening items were declined in significant nations, for example, Europe, The USA and Japan. Gloom in evaluating has been seen over the item sections. The gardening area in India is confronting a few difficulties at the generation level for the most part identified with accessibility of essential data sources, legitimate water system and gifted labour. At the advertising stage likewise Indian dealers are confronting real difficulties identified with item enhancement and item separation. With expanding contribution of general stores in bloom business, overseeing transport is likewise turning into a basic factor for the Indian blossom merchants. With this scenery the present paper endeavours to examine the general data on gardening as a piece of agriculture, concentrating on territory, creation and yield, aside from the data about value, showcase entries. What's more, it likewise endeavours to draw out the degree and elements of universal exchange horticulture area. Fare and import execution, prospects and difficulties of Indian horticulture part has been talked about in the investigation.

Donatha E. Mwase (2015) as of late Sub-Saharan African nations takes a gander at gardening as a reasonable choice to support their remote income through fare of cut blooms. Nonetheless, while the area is second biggest supporter of remote income for Kenya, Tanzania is yet to completely misuse the potential for both generation and fare of cut blooms. This paper was set with an expect to make near appraisal of execution of horticulture enterprises in Kenya and Tanzania. The examination depended for the most part on auxiliary information acquired from International Trade Centre (ITC) database, distributed past review reports and a few national approaches and methodologies. The discoveries uncovered that Kenya was performing superior to anything Tanzania as far as amount of slice blooms sent out to various goals in the World and regarding estimation of income from fare of those blossoms. It was seen that while the horticulture part for the two nations had been developing in the previous nine years, Kenya's execution was a long ways past Tanzania's. Among the significant obstacles to the development of Tanzania's gardening industry included absence of proficient air transportation, non-appearance of a National Horticulture Policy set up, disorderly cultivating frameworks without bunches and outsiders mastery of the division. The paper prescribed for various measures to enhance execution of gardening industry in Tanzania including need to: (a) plan national cultivation arrangement to manage development of the division (b)engage in vital transactions with enormous payload Airline Companies so they can much of the time arrive at Kilimanjaro International Airport for simple transportation of slice blooms to the diverse goals on the planet and (c) dispatch composed endeavours by specialists from the Tanzania's services of agribusiness, exchange, transportation and fund to draw exercises from Kenya on the most proficient method to develop horticulture in the nation.

3. OBJECTIVES OF THE STUDY:

The objectives of the study are

- To study the theoretical framework for the export of floriculture.
- To analyze the country wise export performance of the floriculture to Middle East Countries.
- To offer viable suggestion's to improve export performance of floriculture to Middle East Countries.

4. RESEARCH METHODOLOGY:

The present study is based on secondary sources alone. The study has been analytical and empirical in nature. So the secondary sources were collected from books, published reports, journals, articles and the internet. They were taken from Agricultural Export Processed Development Authority (APEDA).

4.1 Period of the Study

The present study covers a period of ten years from 2007-2008 to 2016-2017.

4.2 Export Performance of Floriculture to Iran

Table - 1

Quantity in Mts; Value-Rupees in crore

Year	Actual Quantity	Trend Quantity	Value	GR%
2007-2008	45.53	1.982336	0.12	--
2008-2009	5.72	4.056002	0.04	16.66
2009-2010	3.98	6.129668	0.03	1580
2010-2011	0.08	8.203334	0.04	-75.59
2011-2012	10.61	10.277	0.015	-48.78
2012-2013	0.00	10.277	0.00	119.04
2013-2014	16.40	12.350666	0.15	1389.31
2014-2015	6.15	14.424332	0.11	-92.26
2015-2016	3.00	16.497998	0.26	18.86
2016-2017	11.30	18.571664	0.18	48.83
Total	102.77	102.77		

Source: DGCIIS

Table-1 reveals the Quantities of Floriculture Products which differ from year to year. Some of the values are high (45.53) in 2007-08. In 2013 the Export Of floriculture products are low (0.00) when compared to the subsequent performance of the product. The Export Of floriculture products are normally low in the year of 2007-08. Thereafter the product increased and there is a decrease from 2017 onwards.

The values of Floriculture products differ from year to year. The performance based lowest values are (0.00) in the year 2012-13. In 2012-13 the Export of Floriculture products are lower (0.00) than others year. The Floriculture has generally gone down in the year of 2007-08. Afterwards the products have gone up and down till 2017.

The growth rates are generally up and down in the year 2008-2017. In 2012 the growth values are low (-48.78 percent) but they increased (1389.31) in 2013-14. The growth values decreased in the year 2012. So some changes were made in Floriculture and then the growth rate began to increase. Table-2 shows the trend projected quantity of Floriculture

Table - 2
Trend Projection

Year	Trend
2017-2018	20.64533
2018-2019	22.718996
2019-2020	24.792662
2020-2021	26.866328
2021-2022	28.939994

Source: computed from DGCIS

The values are bad in the previous performance of the product in Floriculture. It will continue without any change in the trend values which regularly increase as in 20.64533, 22.718996, 24.792662, 26.966328 and 28.939994 in the year of 2018, 2019, 2020, 2021 and 2022. Thus the growth rate of Floriculture will certainly increase in the future years.

4.3 Export Performance of Floriculture to Yeman

Table - 3

Quantity in Mts; Value-Rupees in crore

Year	Actual Quantity	Trend Quantity	Value	GR
2007-2008	5.38	0.978	0.10	--
2008-2009	11.88	1.457	0.12	200
2009-2010	0.80	1.936	0.01	1166.66
2010-2011	0	2.415	0	-42.10
2011-2012	0	2.894	0	3.409
2012-2013	0	2.894	0	-68.131
2013-2014	1.18	3.373	0.03	3320.68
2014-2015	5.70	3.852	0.06	-89.91
2015-2016	0	4.331	0	-20
2016-2017	4.00	4.81	0.03	31.25
Total	28.94	28.94		

Source: DGCIS

Table-3 speaks the Quantities of Floriculture Products which differ from year To Year. Some of the values are high (11.88) in 2008-09. In 2013 the Export Of floriculture products are low (0.00) when compared to the subsequent performance of the products. The Export Of floriculture product are normally low in the year of 2007-08. thereafter the product increased and there is a decrease from 2017 onwards.

The values of Floriculture products differ from year to year. The performance based lowest values are (0.00) in the year 2012-13. In 2012-13 the Export of Floriculture products are lower (0.00) than others. The Floriculture has generally gone down in the year of 2007-08. Afterwards the products have gone up and down till 2017.

The growth rates are generally up and down in the year 2008-2017. In 2012 the growth values are low (-48.78 percent) but they increased (1389.31) in 2013-14. The growth values decreased in the year 2012. So some changes were made in Floriculture and then the growth rate began to increase. Table-4 shows the trend projected quantity of Floriculture.

Table - 4
Trend Projection

Year	Trend
2017 – 2018	5.289
2018 – 2019	5.768
2019 – 2020	6.247
2020 – 2021	6.726
2021 – 2022	7.205

Source: computed from DGCIS

The values are bed in worse on the previous performance of the product in Floriculture. It will continue without any change in the trend values which regularly increase as in 5.289, 5.768, 6.247, 6.726 and 7.205 in the year of 2018, 2019, 2020, 2021 and 2022. Thus the growth rate of Floriculture will certainly Increase in the future years.

4.4 Export Performance in Floriculture to Saudi Arabia

Table - 5

Quantity in Mts; Value-Rupees in crore

Year	Actual Quantity	Trend Quantity	Value	GR%
2007-2008	214.00	2040.178	1.68	--
2008-2009	134.87	2080.206	1.52	-66.66
2009-2010	101.65	2120.234	1.57	15600
2010-2011	93.12	2160.262	1.15	-29.93
2011-2012	143.07	2200.29	1.43	-95.45
2012-2013	186.71	2200.29	3.24	1480
2013-2014	165.26	2240.318	2.92	1255.69
2014-2015	220.08	2280.346	4.08	-95.42
2015-2016	412.78	2320.374	6.54	-6.122
2016-2017	528.75	2360.402	7.52	123.91
Total	2200.29	2200.29		

Source: DGCIS

Table-5 discloses the Quantities of Floriculture Products Which differ from year To Year. Some of the values are high (528.75) in 2016-17. In 2011 the Export Of floriculture products are low (93.12) when compared to the subsequent performance of the product. The Export Of floriculture products are normally slow in the year of 2007-08. thereafter the product increased and there is a decrease from 2017 onwards.

The values of Floriculture products differ from year to year. The performance based lowest values are (1.15) in the year 2010-11. In 2010-11 the Floriculture products are lower (93.12) than others. The Floriculture has generally gone down in the year of 2007-08 Afterwards the products have gone up and down till 2017.

The growth rates are generally up and down in the year 2008-2017. In 2016 the growth values are low (6.122 percent) but they increased (15600) in 2009-10. The growth values decreased in the year 2017. So some changes were made in Floriculture and then the growth rate began to increase. Table-6 shows the trend projected quantity of Floriculture.

**Table - 6
Trend Projection**

Year	Trend
2017-2018	420.173165
2018-2019	460.201998
2019-2020	500.230831
2020-2021	540.259664
2021-2022	580.288497

Source: computed from DGCIS

The values are bed in the previous performance of the product in Floriculture. It will continue without any change in the trend values which regularly increase as in 420.173165, 460.201998, 500.230831, 540.259664 and 580.288497 in the year of 2018, 2019, 2020, 2021 and 2022. Thus the growth rate of Floriculture will certainly Increase in the future years.

4.5 Export Performance in Floriculture to Qatar

Table - 7

Quantity in Mts; Value-Rupees in crore

Year	Actual Quantity	Trend Quantity	Value	GR%
2007-2008	16.49	24.37268	0.41	--
2008-2009	45.00	42.23001	0.88	-100
2009-2010	58.97	60.08734	1.10	0
2010-2011	69.33	77.94467	0.90	-21.73
2011-2012	61.33	95.802	0.62	-50
2012-2013	105.46	95.802	1.27	46.66

2013-2014	138.23	113.65933	2.93	1409.09
2014-2015	139.81	131.51666	2.56	-94.17
2015-2016	143.78	149.37399	3.88	-36.20
2016-2017	152.62	167.23132	5.70	294.59
Total	958.02	958.02		

Source: DGCIS

Table-7 reveals the quantities of Floriculture product which differ from year to year. Some of the values are high (152.62) in year of 2016-2017. In 2008 the Export of Floriculture products are low (16.49) when compared to the subsequent performance of the product. The Export of Floriculture products are normally high in the year 2008-17 thereafter the product increased and there is a decrease from 2017 onwards.

The values of Floriculture products differ from year to year. The performance based lowest values are (0.41) in the year 2007-2008. In 2007-2008 the Floriculture product are lower (16.49) than others. The Floriculture has generally gone down in the year of 2007-08 Afterwards the products have gone up and down till 2017.

The growth rates have generally up and down in the year 2008-2017. In the year 2011-2012 the growth values are low (-100) but they increased (1409.09) in 2013-2014. The growth values are decreased in the year 2017. So some changes were made in Floriculture and then the growth rate began to increase. Table - 8 shows the trend projected quantity of Floriculture.

Table - 8
Trend Projection

Year	Trend
2017-2018	185.08865
2018-2019	202.94598
2019-2020	220.80331
2020-2021	238.66064
2021-2022	256.51797

Source: computed from DGCIS

The values are bed in previous performance of the product in Floriculture. It will continue without any change in the trend values which regularly increase as in 185.08865, 202.94598, 220.80331, 238.66064 and 256.51797 the year of 2018, 2019, 2020, 2021 and 2022. Thus the growth rate of Floriculture will certainly Increase in the future years.

4.6 Export Performance in Floriculture to Turkey

Table - 9

Quantity in Mts; Value-Rupees in crore

Year	Actual Quantity	Trend Quantity	Value	GR%
2007-2008	12.71	21.941	0.21	--
2008-2009	51.88	22.557	0.48	-100
2009-2010	4.91	23.173	0.05	0
2010-2011	24.65	23.789	0.45	-56.64
2011-2012	33.48	24.405	0.75	-91.93
2012-2013	20.21	24.405	0.53	1180
2013-2014	48.31	25.021	1.13	1659.375
2014-2015	9.98	25.631	0.28	-87.83
2015-2016	15.96	26.253	0.40	-48.17
2016-2017	21.96	36.869	0.59	1.40
Total	244.05	244.05		

Source: DGCIS

Table-9 shows the quantities of Floriculture products which different from year to year. Some of the values are high (51.88) in year of 2008-2009. In 2010the Export of Floriculture products are low (4.91) when compared to the subsequent performance of the product. The Export of Floriculture products are normally low in the year of 2007-8. Thereafter the products are increased and there is a decrease from 2017 onwards.

The values of Floriculture products are differ from year to year. The performance based lowest values are (0.05) in the year 2009-2010. In 2009-2010 the Floriculture products are lower (4.91) than others. The Floriculture has generally down in the year of 2009-2010 afterwards the products have gone up and down till 2014.

The growth rates are generally up and down in the year 2008-2017. In the year 2008-2009 the growth values are low (-100) and they increased (1659.375) in 2013-2014. The growth values decreased in the year 2017. So some

changes were made in Floriculture and then the rate began to growth. Table-10 shows the trend projected quantity of Floriculture.

Table - 10
Trend Projection

Year	Trend
2017-2018	27.485
2018-2019	28.101
2019-2020	28.717
2020.2021	29.333
2021.2022	29.949

Source: computed from DGCIS

The values are bed in the previous performance of the product in Floriculture. It will continue without any change in the trend values which regularly increase as in 27.485, 28.101, 28.717, 29.333 and 29.949the year of 2018, 2019, 2020, 2021 and 2022. Thus the growth rate of Floriculture will Increase in the future years.

5. CONCLUSION:

India is becoming a strong centre of floriculture production. Production principally targets the growing local market. India is one of the developing nations from Middle East Countries. It can maintain a strong and healthy relationship with other Middle East Countries through the export of floriculture. So India has to find out new innovative products and export them to different countries in the world to become a renowned and prosperous nation in future. The researcher expresses an optimistic prospect that this research work would offer adequate nutrition for thought to innovative researches and help then to give new idea to sustain this floricultural activity in India.

REFERENCES:

1. B. N. Harisha “An Economic Analysis of Floriculture in India” Proceedings of the Sixth Middle East Conference on Global Business, Economics, Finance and Banking (ME17Dubai Conference) ISBN: 978-1-943579-18-1 October 2017, Dubai - UAE. 6-8.
2. Donatha E. Mwase “Performance of Floriculture Industry in East Africa: What Lessons can Tanzania Learn from Kenya?” Asian Business Review, Volume 5, Number 1/2015 (Issue 10) ISSN 2304-2613 (Print); ISSN 2305-8730 (Online).
3. Sengupta Debashish, Kamal Raj. Floriculture Marketing in India. Excel Books, First Edition: New Delhi, 2010.
4. Arul Kumar. M and Gopalsamy. S “EXPORT OF THE DAIRY PRODUCTS IN INDIA - WITH SPECIAL REFERENCE TO BANGLADESH” INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY, ISSN: 2456-6683, Volume - 1, Issue - 09, Nov 2017, PP-162-164.
5. Sharma, S. K. (2013). Doha Negotiations and Domestic Support to Indian Agricultural Sector. Centre for WTO Studies, Indian Institute of Foreign Trade, Working Paper No.CWS/WP/200/12, pp.1-22.

Web References

1. www.apeda.gov.in
2. www.floriculturetoday.in