



Madhya Pradesh Ranks 3rd in India in Flower Production

Why in News?

Madhya Pradesh has gained a strong foothold in [India's floriculture sector](#), becoming the **third-largest flower producer** in the country.

Key Points

About Key Developments in MP's Floriculture Sector

- **Rising Area and Production:** In 2024-25, Madhya Pradesh cultivated 42,978 hectares of flowers, producing 5.12 lakh metric tonnes of flowers, a record figure.
 - The area under flower cultivation increased from 37,647 hectares in 2021-22 to 42,976 hectares, with **production rising by 86,294 tonnes**.
- **Productivity:** Madhya Pradesh's per hectare flower productivity stands at 15.01 metric tonnes, a remarkable achievement in the floriculture industry.
- **Key Flowers and Varieties:**
 - **Primary Flowers:** Marigold, rose, chrysanthemum, gladiolus, tuberose, and medicinal flowers like isabgol, **ashwagandha**, and safed musli.
 - **Marigold:** Covers the largest area, grown on 24,214 hectares.
 - **Rose:** Grown over 4,502 hectares.
 - **Other Varieties:** Chrysanthemum (1,709 ha), gladiolus (1,058 ha), tuberose (263 ha), and other varieties on 11,227 hectares.
- **Government Initiatives and Investments:** Both the state and central governments are [promoting floriculture](#) through various schemes, aiming to double farmer incomes and make agriculture profitable.
 - Farmers, even with small landholdings (1-3 acres), are benefiting from floriculture.
 - The **state's Horticulture and Food Processing Department** is consistently working to improve flower quality and boost marketing initiatives.
 - In 2024-25, flower cultivation saw an **expansion of 5,329 hectares**, with government initiatives facilitating over 33% of this growth.
 - Initiatives such as **technical training and high-tech nurseries** are playing a crucial role in the sector's expansion.
 - A ₹13 crore, **centrally supported hi-tech floriculture nursery** is being developed in **Gwalior** to further enhance the sector.
- **Market Expansion:**
 - **Domestic Demand:** Madhya Pradesh-grown flowers are in high demand across metro cities like Jaipur, Delhi, and Mumbai.
 - **International Reach:** Roses from Guna district are now reaching global markets, including Paris and London.
- **Significance:** With favorable **climate**, **improved irrigation**, and expanding government support, Madhya Pradesh is set to become a national leader in floriculture, **driving rural economic development** and contributing significantly to India's agricultural growth.

About Floriculture Sector

▪ **About:**

- The government of India has identified floriculture as a **sunrise industry** and accorded it **100% export-oriented status**.
 - A **sunrise industry** is a **new and rapidly growing sector** or business that is in its **infancy stage and shows strong potential** for rapid expansion and significant economic impact in the future.
- It has been found that **commercial floriculture has higher potential per unit area** than most field crops and is, therefore, a lucrative business.
- The liberalized economy has given an impetus to the Indian entrepreneurs for establishing **export-oriented floriculture units** under controlled climatic conditions.
- **Agricultural and Processed Food Products Export Development Authority (APEDA)** is responsible for export promotion and development of floriculture in India.

▪ **Varieties:**

- These 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, Gargera, Gladiolus, Gypsophila, Liatris, Nerine, Orchids, Archilea, Anthurium, Tulip, and Lilies.
- Floriculture crops like Gerberas, Carnations, etc., are **grown in greenhouses**.
- The **open field crops** are Chrysanthemum, Roses, Gaillardia, Lily Marygold, Aster, Tuberose, etc.

▪ **Areas of Cultivation:**

- Tamil Nadu, Karnataka, Madhya Pradesh, West Bengal, Chhattisgarh, Andhra Pradesh, Gujarat, Uttar Pradesh, Assam, and Maharashtra have emerged as major floriculture centers.

▪ **India Facts and Figures:**

- As per the **economic survey 2024-25**, during 2023-24, approximately 297,000 hectares were dedicated to floriculture, yielding an estimated 22,84,000 tonnes of loose flowers and 947,000 tonnes of cut flowers.
- During the same period, India exported 19,678 metric tonnes of floriculture products, earning ₹717.83 crore.

▪ **Major Export Destinations (2023-24):**

- Key export destinations included the USA, Netherlands, UAE, UK, Canada, and Malaysia.