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## **POSSIBILITIES AND DIFFICULTIES IN THE FLORAL VENDOR INDUSTRY: AN ANALYSIS CONCERNING FLORISTS IN THE RADHAPURAM TALUK**

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### **ABSTRACT**

Floral industry India has become a significant agricultural subsector that provides small and marginal farmers with income. Approximately 249 thousand hectares of India's land were planted in floriculture in 2015–2016. An estimated 1659 thousand tonnes of loose flowers and 484 thousand tonnes of cut flowers are produced each year. In 2020–2021, the nation exported 15,695.31 metric tons (MT) of floriculture goods to the global market, valued at Rs. 575.98 crores (77.84 USD million). The United States, the Netherlands, the United Arab Emirates, the United Kingdom, and Germany were the main importers of Indian floriculture in 2020–2021, and these nations are also India's top export destinations. Export Development Authority for Agricultural and Processed Food Products. The flower industry occupies around 77% of the region. The seven states of Tamil Nadu, Karnataka, Andhra Pradesh, West Bengal, Maharashtra, Haryana, Uttar Pradesh, and Delhi are home to the majority of crops. Tamil Nadu is the largest divergent state in terms of area, followed by Karnataka, West Bengal, and Andhra Pradesh. The purpose of this study is to determine the prospects and obstacles in the Radhapuram Taluk flower industry. Standard objectives and research technique have been employed. A methodical questionnaire was created, and the results of the study which is relevant to the flower suppliers of the Radhapuram Taluk flower market were analyzed and listed.

**Key Word:** Agricultural, Flower, Challenges, Opportunities, Suppliers.

## **INTRODUCTION**

The Indian government has designated the flower industry as a sunrise sector and given it full export-oriented status. As a result, the commercial flower industry has evolved into a high-tech industry that operates in greenhouses with regulated temperatures. The growth of India's flower industry and export promotion are under the purview of the Agricultural and Processed Food Products Export growth Authority (APEDA). Three main parties make up the flower industry: growers, wholesalers, and retailers. These parties' operations are closely related to one another. In order to make flowers available at significantly cheaper prices, the current trends focus more on getting rid of the wholesalers who act as middlemen between growers and retailers. In India, social and religious activities are closely linked to flowers. In social interactions, flowers are extended to greet, welcome, and filicide friends, family, and guests at events. In all religious rituals, including marriages, flowers are required. In remembrance of their labours and sacrifices, garlands and wreaths are placed on the graves of martyrs, national heroes, and very important people. A flower is a symbol of kindness and affection. Their appealing colors and scents make them desirable.

## **STATEMENT OF THE PROBLEM**

The flower industry is thought of as a perishable one, meaning that flower farmers and dealers must move quickly to get their product sold. Since flowers are being sold in the Radhapuram flower market from a variety of locations, including Tirunelveli, Naguneri, Ambasamuthiram, Cheranmahadevi, Palayamkottai, Kanyakumari district, etc., flower growers and traders play a major role in supply chain operations, logistics, and warehouses with sufficient cooling systems. The flower industry has a number of real-world difficulties even though growers and suppliers are managing the issue with suitable facilities. This analysis focuses on such obstacles as well as the chances that exist to improve the company.

## **OBJECTIVE OF THE STUDY**

- ❖ To research the prospects for the flower delivery industry.
- ❖ To ascertain the elements impacting the flower delivery industry.
- ❖ To determine the obstacles facing the flower delivery industry.
- ❖ To make recommendations on how to make the flower delivery business better.

## **RESEARCH METHODOLOGY OF THE STUDY**

### **SAMPLING SIZE**

Samples of 150 flower suppliers were selected by following purposive sampling method for the study.

### **SOURCES OF DATA**

The study is based on primary data. The primary data has been collected through interview schedule. The secondary data was collected from published reports, articles, text books, journals, magazines, daily news, and websites, etc.

### **ANALYSIS AND INTERPRETATION OF FLOWER SUPPLIERS**

- ✓ The following conclusions are based on the frequency distribution shown above.
- ✓ The majority of flower providers (61.7%) are men.
- ✓ The majority of the participants are within the age range of 31 to 40 years old.
- ✓ The majority of flower providers (31.9%) are just studying at the school level.
- ✓ The predominant income level of the floral supplier was 53.9%.
- ✓ The majority of the suppliers' families (82.3%) were nuclear families.
- ✓ The majority of respondents (41.1%) stated that their family consisted of four persons.
- ✓ The majority of respondents (57.4%) work as traders.

### **CONCLUSION**

The floral sector expands the flower market's potential for providers of various flower varieties. Regarding this specific research article, there are numerous chances for the floral industry in the relevant location. Whether in Madurai, Hosur, or Coimbatore. This specific flower market faces a number of difficulties, including increased transportation costs, insufficient output, and shifting customer purchasing patterns. The local culture, the seasons, the festivals, and their functions all contribute to the market's growth. Marketers and farmers may avoid some difficulties, such as waste, if they pinpoint the precise demand. In summary, this study makes a strong case for the prospects and positive trends in the flower market, which support the continued expansion of the flower sector as well as the supply of flowers and flowers.

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