

**AN EMPIRICAL ASSESSMENT OF THE MARKETING CONSTRAINTS ON THE
FLORICULTURE INDUSTRY IN SELECTED TAMILNADU DISTRICTS**

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ABSTRACT

Despite this, there are a number of reasons why the floriculture sector market in Tamil Nadu is still undeveloped. There isn't a specified flower market place in Tamil Nadu. The modern flower market is situated on a quarter-acre area and includes features including waiting shelters, power, cold storage, water taps, and weighing equipment. Rain and sunlight are not shielded from the merchants. It has been demonstrated that without access to cold storage and seasoning facilities, keeping flowers from dehydration is quite challenging. This study will assist in the creation of a useful framework for examining the many challenges associated with flower production and exports. An organized inquiry must be done in order to grasp. The complex problems that floriculturists confront while creating and promoting their crops.

KEY WORDS: floriculturists, development, production, exportation, marketing and industries.

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1.1 INTRODUCTION OF THE STUDY

Floriculture is a traditional farming method. It has tremendous potential to help small and marginal farmers in India develop successful self-employment. As living standards have increased and people's awareness of the need to live sustainably has grown, the demand for floriculture products has increased in both developed and developing nations in recent years, making it an increasingly profitable agribusiness in India and around the world. There is plenty of potential for profitable businesses in the floriculture sector as long as they concentrate on exporting and cutting-edge farming. Floriculture output and commerce have increased consistently over the last 10 years. Therefore, an effort has been made to draw attention to these difficulties in addition to providing a database for determining the scope of challenges and future possibilities of this industry. Appropriate actions have also been suggested for resolving farmers' issues and enhancing floriculture.

1.2 SCOPE OF THE STUDY

This study is mostly focused on Both conventional and modern flower crops fall under the umbrella of floriculture. Traditional flower cultivation takes place outdoors. A few examples are chrysanthemum, jasmine, crossandra, rose, tuberose, aster, marigold, and champaka. Modern flower harvests are grown under carefully regulated conditions in greenhouses. This group includes flowers like roses, gerberas, carnations, and others. Both are necessary, but traditional floriculture is more crucial since it dominates the state in terms of production and area and has been incorporating innovative methods. In order to learn about the socioeconomic situations, income, and employment generation of traditional flower-growing farmers, the recommended research did a primary inquiry largely concentrating on them. There are two reasons for this. First off, there are a lot of small farmers, dealers, and other unorganized sector workers that want a better living.

1.3 OBJECTIVES OF THE STUDY

The following are the precise goals of the current investigation.

- To look at Tamil Nadu's traditional and cutting-edge floriculture industry, with an emphasis on a few districts.
- To analyze the export potential and performance of the floriculture industry in selected Tamil Nadu Districts.
- To examine the socioeconomic profile of the farmers in the study region (Madurai, Dindigul, Krishnagiri, and Nilgiri).

1.4 STATEMENT OF THE PROBLEM

The growth of the rural sector is the major goal of the nation's economic planning. A robust and effective formal credit delivery system is required to enable enough flow and timely credit to various target groups in order to achieve all-around sustainable socio-economic development of the rural sector. The goal of the current study is to provide a scientific evaluation of the commercial bank's financial support for rural development in the Coimbatore District. It explains how commercial banks contribute to rural development and raises knowledge of rural credit among rural communities.

1.4 STATEMENT OF THE PROBLEM

The current study focuses on floriculture, which has recently become a significant industry throughout the world and has the potential to provide income in underdeveloped nations. When compared to field and other horticultural crops, floricultural activities are currently recognized as a very lucrative vocation with much higher margins of return per unit area. Flowers have a long history of being connected to the Creator, religion, and devotion, and they are frequently mentioned in myths and tales.

1.5 HYPOTHESES

- ◆ In different Tamil Nadu districts, there is no statistically significant correlation between socioeconomic traits and the degree of perception of the elements influencing flower output.
- ◆ In certain Tamil Nadu districts, there is no statistically significant correlation between socioeconomic indicators and the degree of perspective on the variables influencing flower marketing.
- ◆ In a few Tamil Nadu areas, there is no correlation between socioeconomic traits and degree of satisfaction with flower production and marketing.

1.6 METHODOLOGY

Due to the empirical nature of the current study, both the field survey method and the individual interview methodology were used. For the current study, a multi-stage stratified random sampling design has been used, with the taluk serving as the universe, the village serving as the stratum, the village serving as the primary unit of sampling, and the floriculture producers serving as the final unit.

1.7 SAMPLING FORMULA

The research approach used to conduct the study is represented in this part. This sampling design, data collecting technique, tools, analytic methodology, and associated words and definitions are discussed. The convenience sampling approach was used to choose the sample farmers who practice floriculture. There were 374 respondents in total for this survey. The table by Krejcie and Morgan from 1970 states that if $N = 10,000$ $S = 370$ and $N = 15,000$ $S = 375$. 1764 people call this place home in total. The researcher collected 374 respondents from the sample.

1.8 STATISTICAL TOOLS USED

The following statistical tools were used for the analysis to know the accuracy of the result—Simple percentage, Reliability Analysis, Multiple Regression Analysis, Chi-square Analysis, ANOVA, Factor Analysis, Cluster Analysis, Discriminate Function Analysis, Gap Analysis.

1.9 LIMITATION OF THE STUDY

- ❖ Due to the study's reliance on original data, some limitations in the collection of primary data cannot be avoided.
- ❖ The number of farmers selected for primary data collection is small in comparison to the universe.
- ❖ Despite significant effort, differences exist for the same set of data obtained from several government agencies; therefore it will inevitably have its own limitations in generality.

2.1 REVIEW OF LITERATURE

The review of literature is helpful in formulating the research problem and also helps the researcher deciding about the most appropriate methodology to be used.

Kanaka Durga Devi.P (2017) "Problems of Prospect of Floriculture in India" is the title of her paper. New growers, new cultivation methods, new products, new technologies, and new modifications in recording production, storage backup, marketing, shipping, and export are all being made. The study's primary goal is to produce and promote floriculture in India for export. According to the study's findings, Indian flower exporters face significant challenges in terms of product differentiation, quality, and environmental concerns. With the growth of the super marketing flower trade, organization logistics is also playing an increasingly important role for flower exporters. **Latha. And Pichumani (2018)** According to the research, 72% of respondents from Ettarai village gave jasmine cultivations a higher priority than other crops including Ixora, roses, and chrysanthemums. The greatest net return for jasmine is Rs. 2,10,09,900, while the second-highest net return for rose blossoms is Rs. 18,88,200. A yield of 38% of the total production was found in the research area (0.50 acres). In terms of acres, Ettarai village produced 37%. They have advised that impoverished flower growers be given access to more facilities, and that farmers who want to grow jasmine on a big scale should be given access to generous loans to cover the upfront costs. **Dilip Vahoniya and Deval Patel (2018)** et.al "Status of Floriculture in India: With Special Focus to Marketing" was the topic of this study. Understanding the key flower markets in India and the demand and supply of flowers are the main goals of this study. They came to the conclusion that the study's production and marketing of floriculture are effective now because of the rise in demand in both the domestic and global markets. The two best export markets for flowers from India are the USA and the UK, however due to the national market's extreme fragmentation, other brick-and-mortar and online businesses have emerged, providing stakeholders with a greater grasp of the floral industry. **Geetha and Lissy (2018)** In this articles "Export of Cut Flowers from India" The main object of this study is to know the number of countries in Indian exports of cut roses and analyses the major problems faced by the Indian exporters of cut roses. The study suggested to the Establishment of floriculture development areas for domestic use and export and Intensified the need based research on protected cultivation of flowers.

3.1 ANALYSIS AND DISCUSSION

TABLE:3.1.1
RELIABILITY ANALYSIS - FACTORS RELATED TO PRODUCTION PROBLEM
FACED BY THE CULTIVATORS

Details	Scale Mean if Item Deleted	Cronbach's Alpha if Item Deleted
Lack of basic infrastructure	39.5722	.713
Non availability of High yielding plants	39.5909	.713
Non availability Disease Resistant plants	39.6096	.700
Attack of Pests, Fungal and Bacterial plants	39.7353	.692
Premature shedding of flower buds	39.6898	.686
Irrigation Problem	39.6524	.686
Electricity Problem	39.7781	.690
Delay in claiming subsidies	41.4412	.677
High cost plants (Seeds/ Saplings),Plant Protectors	40.7193	.697
Non Availability of Labors.	40.7353	.673
MEAN		44.50
VARIANCE		11.65
SD		3.41
Cronbach's Alpha		.716
N of Items		10

Source: Computed from Primary Survey

According to the Cronbach alpha coefficient of 0.716, it is clear that floriculture farmers experience all ten measurement scale items of the production difficulties. It is higher than the criterion value of 0.70. It offers accurate estimations of internal consistency dependability, and coefficient alpha values for all the constructions varied from 0.713 to 0.673. It is demonstrating the validity of the scales employed in this investigation. It is abundantly obvious that the items on the aforementioned scale are consistent with one another and provide a trustworthy indicator of the elements influencing the production issues experienced by floriculture producers, allowing for its use in the study.

Table:3.1.2
FACTORS RELATED TO LEVEL OF SATISFACTION TOWARDS MARKETING OF
FLORICULTURE PRODUCTS

Details	Scale Mean if Item Deleted	Cronbach's Alpha if Item Deleted
Account settlement procedure by Intermediaries	35.8316	.700
Availability of labours	36.5535	.722
Availability of financial support	36.5508	.727
Availability of packing materials	36.4866	.726

Availability of market information	37.8503	.724
Availability of quality	37.9733	.727
Commission charged by intermediaries	38.2620	.732
Distance between firm and marketing	38.1925	.701
Existing finance facilities	38.3369	.691
Existing infrastructure for export	38.3797	.682
Existing transport facilities	37.9519	.635
Government Support	38.3289	.649
Incurring of marketing cost	38.5214	.658
Method of price fixation	38.4840	.653
Return on Investment	38.6016	.685
Sales to commission agent	38.6283	.703
Selling price available to flowers	38.4037	.687
Account settlement procedure by Intermediaries	35.8316	.700
MEAN		40.20
VARIANCE		35.49
SD		5.95
Cronbach's Alpha		0.709
N of Items		17

Source: Computed from Primary Survey

According to the Cronbach alpha coefficient of 0.703, it demonstrates the reliability of all seventeen measuring scale components of the degree of satisfaction with the marketing of floriculture goods. It is higher than the criterion value of 0.70. It offers accurate estimations of internal consistency reliability and coefficient alpha values for all the constructions that varied from 0.700 to 0.635. It proves that the scales employed in this investigation were accurate. It is abundantly obvious that the items on the aforementioned scale are consistent with one another and are dependable indicators of variables relating to the degree of satisfaction with the marketing of floriculture goods, allowing for their use in the study.

Table:3.1.3
RELIABILITY ANALYSIS - FACTORS INFLUENCING TOWARDS EXPORT OF FLORICULTURE

Details	Scale Mean if Item Deleted	Cronbach's Alpha if Item Deleted
Awareness in Export Documentation	63.3369	.783
Knowledge in Govt.Policies changes	63.5374	.731
Technical support for documentations Preparation.	63.7647	.725
Import/Export clearance procedures	63.6791	.720
Inspections Procedure	63.5989	.724
Time consumable	63.7193	.732
Intermediaries attitude	63.7166	.718
Possibilities of Clerical error	63.4759	.781
Import Export code number(IEC No) Procedures	63.3984	.786

Tax burden	63.3824	.782
Impact of tariff	63.4144	.775
Availability of possible carriers	63.5053	.790
Fright rates	63.4840	.773
Transport facilities for export of floriculture.	63.4171	.794
Seasonal fluctuations	63.5053	.781
MEAN		68.06
VARIANCE		21.01
SD		4.58
Cronbach's Alpha		0.775
N of Items		16

Source: Computed from Primary Survey

It demonstrates that floriculture farmers experience all sixteen measurement scale items of the marketing difficulties, as indicated by the Cronbach alpha coefficient of 0.733. It is higher than the criterion value of 0.70. It offers accurate estimations of internal consistency dependability, and coefficient alpha values for all the constructions varied from 0.756 to 0.654. It is demonstrating the validity of the scales employed in this investigation. It is abundantly obvious that the items on the aforementioned scale are consistent with one another and provide a trustworthy indicator of the variables influencing the marketing challenges faced by floriculture producers, allowing the use of the data in the study.

Table:3.1.4
MULTIPLE REGRESSIONS

**DEPENDENT VARIABLE: AGREEABILITY TOWARDS THE STORAGE PROBLEMS
FACED IN THE FLOWER PRODUCTION**

Model	Standardized Coefficients		P. VALUE	S/NS
	Beta	t		
(Constant)		4.536	.000	
Production area	.083	1.494	.136	NS
Gender	-.019	-.359	.720	NS
Age	-.075	-1.306	.192	NS
Marital status	-.049	-.974	.331	NS
Educational qualification	-.172	-3.022	.003**	S
Number of member in this family	-.020	-.328	.743	NS
Annual family income	.145	2.424	.016*	S
Experience of export	-.125	-2.216	.027*	S
Number of employee employed	-.130	-2.439	.015*	S
Initial investment	.298	4.984	.000**	S
R SQUARE				.670
ANOVA				5.915
SIG.				.000**

Source: Computed from Primary Survey

ANOVA

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.690	10	4.269	5.915	.000 ^b
	Residual	261.987	363	.722		
	Total	304.676	373			

The Standardized Beta Coefficients provide a measure of the contribution of each variable to the model, and it is evident that the Adjusted R Square value of the model accounts for 53% of variation. A high value means that the criterion variable is significantly impacted by a unit change in the predictor variable. The t and Sig (p) values provide a rough estimate of the influence of each predictor variable, including educational attainment (t- 3.022, p- 0.003, p 0.01), annual family income (t- 2.424, p- 0.016, p 0.05), experience with exports (t- -2.216, p- 0.027, p 0.05), number of family members with incomes (t-2.439, p- 0.0). It was discovered that the p value implied that a predictor variable was significantly influencing the criterion variable. As a consequence, the total ANOVA findings (F=5.915, p=0.00, p=0.01) assess the overall importance of this model. There is statistical significance to this model.

Table:3.1.5

GENDER AND SEASONAL PROBLEM TOWARDS MARKETING OF FLORICULTURE (TWO-WAY TABLE)

Gender	Details	SEASONAL PROBLEM FACED BY FLORICULTURE FARMERS			
		Low	Medium	High	Total
Male	No. of respondents	137	130	38	305
	Percentage	85.1%	76.5%	88.4%	81.6%
Female	No. of respondents	24	34	5	69
	Percentage	14.9%	23.5%	11.6%	18.4%
Total	No. of respondents	161	170	43	374
	Percentage	100.0%	100.0%	100.0%	100.0%

Source: Computed from Primary Survey

According to the aforementioned data, male farmers had a higher level of overall view on the seasonal challenge that floriculture farmers faced (88.4%), while female farmers had a lower level of opinion (11.6%). Most male farmers (76.5%) and least female farmers (23.5%) had a moderate degree of general view on the seasonal challenge encountered by floriculture producers. Male farmers (85.1%) and female farmers (14.9%), respectively, had the lowest levels of general opinion on the seasonal issues that floriculture farmers confront. A chi square test has been used to evaluate the association between gender and general view on seasonal issue by floriculture growers and is described in the following.

CHI-SQUARE TESTS

GENDER	Chi-square value	Df	P.value	S/ns	Remarks
	11.626 ^a	4	.041	S	Rejected

From the analysis it has been concluded that there is a relationship between gender and seasonal problem faced by floriculture farmers.

Table:3.1.6
AGE AND SEASONAL PROBLEM TOWARDS MARKETING OF FLORICULTURE
(TWO-WAY TABLE)

Age	Details	SEASONAL PROBLEM FACED BY FLORICULTURE FARMERS			
		Low	Medium	High	Total
Less than 30 years	No. of respondents	9	16	4	29
	Percentage	5.6%	9.4%	9.3%	7.8%
31-40 years	No. of respondents	65	89	10	164
	Percentage	40.4%	52.4%	23.3%	43.9%
41-50 years	No. of respondents	60	53	19	132
	Percentage	37.3%	31.2%	44.2%	35.3%
50 years and above	No. of respondents	27	12	10	49
	Percentage	16.8%	7.1%	23.3%	13.1%
Total	No. of respondents	161	170	43	374
	Percentage	100.0%	100.0%	100.0%	100.0%

Source: Computed from Primary Survey

According to the aforementioned data, the age group of 41–50 years had the highest level of overall view on the seasonal challenge encountered by floriculture farmers (44.2%), while the age group of less than 30 years had the lowest level of opinion (9.3%). The age group of 31 to 40 years had the greatest average level of opinion on the seasonal issue facing floriculture producers (52.4%) while the age group of 50 and older had the lowest average level of opinion (7.1%). The age group of 31–40 years had the largest percentage of people with a negative attitude of the seasonal issues encountered by floriculture producers (40.4%), and the age group of less than 30 years had the lowest percentage (5.6%). A chi square test has been used to test the hypothesis and is shown below to determine the association between age category and overall view on seasonal problem by floriculture producers.

CHI-SQUARE TESTS

Age	Chi-square value	Df	P.value	S/ns	Remarks
	20.847 ^a	6	.002	S	Rejected

From the analysis it has been concluded that there is a relationship between age and seasonal problem faced by floriculture farmers.

TABLE:3.1.7
EDUCATIONAL QUALIFICATION AND SEASONAL PROBLEM TOWARDS
MARKETING OF FLORICULTURE (TWO-WAY TABLE)

Educational qualification	Details	SEASONAL PROBLEM FACED BY FLORICULTURE FARMERS			
		Low	Medium	High	Total
School level	No. of respondents	105	103	20	228
	Percentage	65.2%	60.6%	46.5%	61.0%
Graduate	No. of respondents	42	57	18	117
	Percentage	26.1%	33.5%	41.9%	31.3%
Post graduate	No. of respondents	14	10	5	29
	Percentage	8.7%	5.9%	11.6%	7.8%
Total	No. of respondents	161	170	43	374
	Percentage	100.0%	100.0%	100.0%	100.0%

Source: Computed from Primary Survey

According to the aforementioned data, those with a school degree or less (46.5%) and those with a postgraduate degree or more (11.6%) had the greatest level of general view on the seasonal challenge encountered by floriculture producers. The percentage of people with a moderately positive impression of the seasonal issues encountered by floriculture producers ranged from 5.9% to 60.6%, with school-level education holding the greatest percentage and post-graduate education holding the lowest. The proportion of people with negative overall opinions of the seasonal issues encountered by floriculture producers ranged from 65.2% for those with only a high school diploma to 8.7% for those with a postgraduate degree. In order to find the relationship between educational qualification and Overall opinion on seasonal problem by floriculture farmers, a chi square test has been employed to test the hypothesis and is given below.

CHI-SQUARE TESTS

Educational qualification	Chi-square value	Df	P.value	S/NS	Remarks
	16.941 ^a	4	.009	S	Rejected

From the analysis it has been concluded that there is a relationship between educational Qualification and seasonal problem faced by floriculture farmers.

TABLE:3.1.7
ANNUAL INCOME AND SEASONAL PROBLEM TOWARDS MARKETING OF FLORICULTURE (TWO-WAY TABLE)

Annual income (rs.)	Details	SEASONAL PROBLEM FACED BY FLORICULTURE FARMERS			
		Low	Medium	High	Total
Rs.50,000- Rs.60,000	No. of respondents	42	81	12	135
	Percentage	26.1%	47.6%	27.9%	36.1%
Rs.70,000- Rs.80,000	No. of respondents	106	71	6	183
	Percentage	65.8%	41.8%	14.0%	48.9%
Rs.90,000 and above	No. of respondents	13	18	25	56
	Percentage	8.1%	10.6%	58.1%	15.0%
Total	No. of respondents	161	170	43	374
	Percentage	100.0%	100.0%	100.0%	100.0%

Source: Computed from Primary Survey

According to the aforementioned data, farmers earning Rs. 90,000 and above had the highest level of overall view on the seasonal challenge that floriculture farmers encountered (58.1%), while farmers earning Rs. 70,000–Rs. 80,000 had the lowest level of opinion (14.0%). The average degree of opinion on the seasonal issues experienced by floriculture producers was highest among those earning between Rs. 50,000 and Rs. 60,000 (47.6%) and lowest among those earning above Rs. 90,000 (10.6%). The percentage of farmers with a negative overall impression of the seasonal challenges experienced by floriculture farmers ranged from 8.1% for those earning between Rs. 90,000 and above to 65.8% for those earning between Rs. 70,000 and 80,000. A chi square test has been used to test the hypothesis and is provided below to investigate the association between yearly revenue and overall view on seasonal issue by floriculture producers.

CHI-SQUARE TESTS

ANNUAL INCOME	CHI-SQUARE VALUE	DF	P.VALUE	S/NS	REMARKS
	94.304^a	4	.000	S	Rejected

From the analysis it has been concluded that there is a relationship between annual income and seasonal problem faced by floriculture farmers.

FINDINGS, SUGGESTIONS AND CONCLUSION

- ✓ The bulk of responders (45.5%) cultivate flowers in the Nilgiri district.
- ✓ 81.6 percent of the responses are men, which is the majority.
- ✓ The bulk of responders (43.9%) are between the age range of 31 to 40 years.
- ✓ The majority of responders (61.0%) only have a high school diploma.
- ✓ The bulk of responders (48.9%) earn between 70,000 and 80,000 per year.
- ✓ The majority of responders (49.2%) had experience exporting for 3-5 years.
- ✓ The majority of responders (58.0%) had between 0 and 10 workers.
- ✓ The bulk of respondents (62.6%) first made investments between 5 and 10 lakhs.

SUGGESTIONS

- ❖ The necessity for exporters to establish their own testing facilities to satisfy the quality criteria of international purchasers has been widely realized. However, it appears that a significant obstacle to establishing these and other internal services is a lack of enough funding. The Export-Import Bank of India might serve as the central organization for identifying and coordinating funding sources.
- ❖ Fostering the rapid expansion of floriculture farmers by bridging the management and technical skill gaps and by teaching individuals how to start their own businesses or work for themselves in the floriculture industry.
- ❖ The improvement of departmental staff's expertise in the area and the development of skills for work in the floriculture unit farms. The production of single flowers like roses or mature flowers should be prioritized more.
- ❖ To educate farmers about contemporary technologies and flower post-harvest care. Technical advancement of those involved in floricultural growth. Infusion of technology-savvy human resource for floriculture development.
- ❖ Support for the development of planting materials, replanting, education, and demonstration. Corporations will also receive assistance in order to meet productivity goals. Organizing financial assistance in the form of grants, interest-free loans, etc.

CONCLUSION

The control of insect pests, illnesses, and harvesting procedures for *J. sambac* all require improvement. Focusing on growing kinds that could generate blooms even during the wet months would help ensure the production of high-quality flowers. Infrastructure structures that might contain jasmine during the rainy season are yet another choice for preventing insect infestation of petals. In order to ensure that flower buds are accessible throughout the whole year and stabilize pricing, a planting strategy might be created to disperse jasmine producing locations around the nation. The production of jasmine blooms is influenced by a number of critical parameters, including population density, fertilizer, and pruning height. It is necessary to deal with new production methods and crop protection strategies that might address the present problems with the irregularity of bloom output. Farmers should be provided with enough resources, equipment, and technology to support their manual method of promoting flower output. These might be accomplished by employing effective and efficient harvesting equipment as well as chemical or plant growth regulators that are safe for the environment in order to enable defoliation and pruning techniques. In a similar vein, it is necessary to establish the ideal maturity index and enhance harvesting procedures for the fresh market.

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