FLORICULTURE AS AN EMERGING TOOL FOR WOMEN EMPOWERMENT: A CASE STUDY OF HIMACHAL PRADESH

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ABSTRACT
Flowers are always remained as an integral part of social fabric, since time immemorial. Our society in various forms depends on the usage of flowers to perform our basic rituals. Increase in the domestic demand for fresh-cut flowers and support from the state government is encouraging women to take up flower cultivation on a commercial basis; floriculture becomes the tool for women empowerment. The present paper examines the role of floriculture in upliftment of women in Himachal Pradesh. The attempt was made to highlight the inter-linkages of Women Empowerment, changing climatic conditions and economics of floriculture along with major policy level initiatives for the development of this segment of horticulture. The research studies indicate that women in India suffer due to unemployment. Income is vital for women empowerment and very less avenues of income are available for women in hilly state like Himachal Pradesh. In a nutshell, floriculture development works as a means of sustainable livelihood and income generation for women in Himachal Pradesh.

Key Words: Flowers, women empowerment, economics and livelihood.

“If you economically empower a woman, she represents enormous opportunity that can actually be transformative not only for her family and for her community, but at the aggregate level for the economy.”

-------------- Sheryl WuDunn

1. INTRODUCTION
Flowers have always remained an integral part of the social fabric of human life due to its essence and fragrance being essential on all social, cultural and religious functions of any society since time immemorial.¹ Floriculture is the ability and knowledge of growing flowers and other floricultural products to excellence. It includes the cultivation of flowers and ornamental crops from the time of planting to harvesting along with production of planting materials through seeds, cuttings, budding, grafting and marketing of flowers and flower produce.²

²reference--Source: National Portal Content Management Team, Reviewed on:08-02-2011
The origin of flower and ornamental plant growing is contemporary with agricultural crops. In the beginning their use was exclusively for aesthetic and religious purposes are celebrated, using flowers in various ways\(^3\). References to this are found in ancient Sanskrit classics like the Rig Veda (3000-2000 BC), Ramayana (1200-1300 BC), Mahabharata (prior to 4th Century BC), Shudraka (100 BC), Ashvagodha (100 AD), Kalidasa (400 AD) and Sarangdhar (1200 AD). Due to changes in life styles, living standards and increased urban affluence; floriculture has gained commercial status in recent times. Along with that the steady increase of population virtually has created huge domestic demand for floricultural products in India as well as in the state\(^4\). Another reason is changes in seasons and global warming, horticulture products are recording low production and productivity trends, which further, reduce the revenue of the farmers. Thus, from last decade there is trend of shifting cultivation in the hilly states like Himachal Pradesh. In this course of time Floriculture emerges as the profession for whom the agro-climatic conditions are best suited in the state and this state has added advantage in adopting this new branch of horticulture. The commercial activity of floriculture products is foundation of profitable and excellence employment opportunities to the people of hilly states like Himachal Pradesh\(^5\). Exports business generates huge revenues from the market; consequently commercial floriculture has emerged as scientific activity emerging under controlled climatic conditions\(^6\).

2. LITERATURE REVIEW

The majority (68 percent) of India’s workforces relies on farming despite the fact that the agriculture contribution to the gross domestic product has diminished from 38 percent in 1975 to 19 percent in 2007\(^7\). The income generated by women primarily pay for the food and basic needs while income from men usually goes for assets, luxuries and liquor. This realization has led to the development of world’s initial strategy of promoting income generating activities for women on a large scale\(^8\). But this did not fully succeed till the poor rural women are not equipped with skills, education, and access to technologies, tools and productive assets. Furthermore, they are burdened with household routine and care for the family. As there are not enough employment opportunities for rural women, support for

\(^4\) Narendra.K. Dadlani., “Cut Flower Production in India”, Division of Floriculture, Indian Agricultural Research Institute, New Delhi, India, 2000.
women self-employment came to realize women’s economic potential\textsuperscript{9}. The potential of floriculture as an industry has not been exploited properly in India. Floriculture is an intensive type of agriculture & income per unit area from floriculture is much higher than any other branch of agriculture\textsuperscript{10}. Woman plays a significant and crucial role in agricultural development, livestock production, horticulture, and floriculture post harvest operation, agro-social forestry and fisheries etc. as a manager, decision maker and skilled farm worker from preparatory stage to harvesting, storage and marketing of the flowers\textsuperscript{11}. In our country females are 65% of the total workforce involve in the production of flowers. In the rural areas maximum women are attached with this profession. Now days in the urban area, females are also showing their interest to be a part of this profession and with this sector\textsuperscript{12}.

3. **RESEARCH GAPS**
   At present, no comprehensive study seems to have been done in this field which shows any inter-linkages between economics of floriculture and empowerment of women in Himachal Pradesh with the perspective of Indian Diaspora; hence the study acquires more importance. This study will make the people aware about the floricultural cultivation, its role in women empowerment and also help them to generate more income and increase their standard of living along with attracting the attention of Indian Diaspora.

4. **OBJECTIVES OF THE RESEARCH PAPER**
   4.1. To study the inter-temporal growth of floriculture in Himachal Pradesh.
   4.2. To study the inter-linkages of floriculture and women empowerment in Himachal Pradesh with the perspective of Indian Diaspora.
   4.3. To highlights the government initiatives and role of Indian Diaspora for promotion of floriculture in Himachal Pradesh.

5. **RESEARCH METHODOLOGY**
   The research is analytical and exploratory in nature. Secondary data and case studies of the states were collected from various sources. Tabular analysis has been extensively carried out.

6. **CHANGING PATTERNS IN GLOBAL FLOWER CULTIVATION**
   Presently more than 170 countries are involved in the cultivation of floricultural crops. However, during the past four decades floricultural crops cultivation has undergone significant changes.

\textsuperscript{9} Kraus-Harper, U. (1998). From despondency to ambitions: women’s changing perceptions of self employment: cases from India and other developing countries. Ashgate, Hants, UK.
6.1 WORLD TRADE IN FLORICULTURAL PRODUCTS

Developed countries in Europe, America, and Asia account for more than 90% of demand for floricultural products. Global exports have been growing more than 10% annually\(^\text{13}\). Though the floriculture industry has been the monopoly of a few western countries, mainly the Netherlands, the largest trader of floricultural products, with a lion’s share of 52% yet it is followed by Colombia 15%, Ecuador 9%, Kenya 7%, Belgium 3%, Ethiopia 2% and Israel, Germany, Italy and Malaysia are having 1% of global market share in the cut flower export sector\(^\text{14}\). The share of India in this flourishing trade Estimate at over US$ 40 billion per annum is negligible at 0.4%.\(^\text{15}\) The Netherlands has long been at the center of cut flower production in the European floral market. It also hosts the biggest flower market in the world, that being the auction at Aalsmeer. The cut flower industry has flourished and grown in Netherlands since the 1970’s\(^\text{16}\).

6.2 FLORICULTURE IN INDIA

The liberalization of industrial and trade policies paved the way for development of export oriented production of cut flowers. The new seed policy had already made it feasible to import planting material of international varieties.\(^\text{17}\)

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\(^{13}\) http://www.intracen.org/itc/sectors/floriculture/

\(^{14}\) Ibid.


\(^{16}\) Ibid.

\(^{17}\) Booklets on, “Indian Agricultural Economics: Livestock Economics, Floriculture”, by IGNOU.
According to statistics indicated in the Handbook on Horticulture Statistics 2014, the total area under flower crops in 2012-13 was 232.70 thousand hectares. Total area under floriculture in India is second largest in the world and only next to China. Production of flowers was estimated to be 1729.2 MT of loose flowers and 76731.9 million (numbers) of cut flowers in 2012-13. Fresh and Dried cut flowers dominate floriculture exports from India. Among states, Karnataka is the leader in floriculture with about 29,700 hectares under floriculture cultivation. Other major flower growing states are Tamil Nadu and Andhra Pradesh in the South, West Bengal in the East, Maharashtra in the West and Rajasthan, Delhi and Haryana in the North. Thus we can say that the floricultural industry is flourishing in the country at a high speed and emerging as an important economic activity and foreign exchange earner. India’s floriculture industry is growing at a compounded annual growth rate of about 30%, and is likely to cross Rs 8,000 crore by 2015. Currently, the floriculture industry in India is poised at about Rs 3,700 crore with a share of 0.61% in the global floriculture industry which is likely to reach 0.89% by 2015.

6.3 FLORICULTURE IN HIMACHAL PRADESH

Himachal Pradesh, popularly known as Dev Bhumi, located in North Western part of India between latitude 30° 22’ 40” N to 33° 12’ 20”N and longitude 75° 45’ 55” E to 79° 04’ 20” E. To the East, it form India’s border with Tibet, to the North lies state of J&K, Uttaranchal in the South-East, Haryana in the South and Punjab in the West. Himachal Pradesh is endowed with a wide range of agro-climatic conditions due to which a large number of horticultural

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18 http://vikaspedia.in/agriculture/farm-based-enterprises/floriculture
20 http://vikaspedia.in/agriculture/farm-based-enterprises/floriculture
commodities like fruit crops, flowers, vegetables, mushrooms, hoops, tea, medicinal and aromatic plants etc. are successfully grown.  

Table-1 Agro Climatic Zones for Floriculture in Himachal Pradesh

<table>
<thead>
<tr>
<th>Zone description</th>
<th>Elevation range (Meters)</th>
<th>Rainfall (cms)</th>
<th>Suitable Flower Crops</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Hill and Valley Areas near the plains</td>
<td>350 – 900</td>
<td>60 - 100</td>
<td>Gladiolus, Carnation Lilium, Marigold, Chrysanthemum, Rose</td>
</tr>
<tr>
<td>Mid Hills (Sub Temperate)</td>
<td>900 – 1500</td>
<td>90 – 100</td>
<td>Carnation, Gladiolus, Lilium, Marigold, Chrysanthemum, Alstroemeria, Rose</td>
</tr>
<tr>
<td>High Hills and Valleys in the interiors (Temperate)</td>
<td>1500 – 2750</td>
<td>90 - 100</td>
<td>Gladiolus, Carnation Lilium, Marigold, Chrysanthemum</td>
</tr>
<tr>
<td>Cold and Dry Zone (Dry Temperate)</td>
<td>2750 – 3650</td>
<td>24 - 40</td>
<td>Seed/ Corm/ Bulb production</td>
</tr>
</tbody>
</table>


Flowers from different agro climatic zones of the State can be made available all through the year for domestic market, export quality flower produce can be ensured only by cultivation under controlled environment conditions of greenhouses.  

6.4. COMMERCIAL FLORICULTURE IN HIMACHAL PRADESH

Commercial floriculture started picking up in the State during VIII Five Year Plan Period. Thereafter, exotic flowers like gladiolus, carnation, lilium, tulip, iris, chrysanthemum, calla lily, etc. were introduced in the state from countries advanced in floriculture. As a result, area under floriculture in the state was 30 hectares during 1992-93, which increased to 812.904 hectares on 31st March 2011 and some decrease in the area has been noticed in 2015-16 i.e. 719.05 hectares. The major flower growing districts in the State are Sirmaur, Kangra, Mandi, Chamba, Shimla, Solan, Bilaspur and Kullu.

In Himachal Pradesh, the per capita cultivated land is only 0.12 hectares while per capita irrigated land is a meager 0.02 hectares. This situation necessitates a cropping pattern that would ensure highest income per unit area/ labour/ investment. Commercial floriculture perfectly caters to this necessity. The flower produce from the State is being sold in domestic markets, the major consumption centres being Delhi, Chandigarh, Lucknow and...
With the formation of associations/co-operatives/ federations of the flower growers, exploitation of the grower has been curtailed to a certain extent and have proved that cooperative marketing is a good solution to strengthen the marketing muscles of the growers.

7. INTER-TEMPORAL GROWTH OF FLORICULTURE IN HIMACHAL PRADESH

Table 2 shows that the area under production of different flowers. In 2015-16 the total area under floriculture in Himachal Pradesh stands at 719.050 hectares. After a deep look into the table-2, we can say that the area under different flowers crops in the state has been increasing and it has shown great source of inspiration for the flower growers in the country. Sirmaur district having the maximum area under floriculture i.e. 377.55 ha and out of this maximum area (174.13 ha) is comes under the Chrysanthemum (Loose) flowers. After Sirmaur, Second place is occupied by the Kangra District, which has 117.80 ha area under floriculture and Marigold (43.63 ha) is the flower which is preferred in this district.

Table-2: Districts Wise Area under Flower Crops in H.P. 2015-16 (Hectares)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Districts</th>
<th>Gladiolus</th>
<th>Carnation</th>
<th>Marigold</th>
<th>Lilium</th>
<th>Alstroemeria</th>
<th>Rose</th>
<th>Gerbera</th>
<th>Chrysanthemum (Loose)</th>
<th>Chrysanthemum (Cut)</th>
<th>Seasonal Flowers</th>
<th>Other Flower</th>
<th>Flower Seeds</th>
<th>Potted Plants</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bilaspur</td>
<td>0.00</td>
<td>3.60</td>
<td>0.00</td>
<td>0.30</td>
<td>0.00</td>
<td>0.17</td>
<td>0.11</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.11</td>
<td>0.00</td>
<td>4.18</td>
</tr>
<tr>
<td>2</td>
<td>Chamba</td>
<td>0.95</td>
<td>1.00</td>
<td>10.56</td>
<td>1.00</td>
<td>0.02</td>
<td>3.50</td>
<td>0.02</td>
<td>4.00</td>
<td>0.65</td>
<td>13.37</td>
<td>3.15</td>
<td>0.00</td>
<td>2.30</td>
<td>40.52</td>
</tr>
<tr>
<td>3</td>
<td>Hamirpur</td>
<td>1.20</td>
<td>1.16</td>
<td>2.81</td>
<td>0.00</td>
<td>0.10</td>
<td>0.02</td>
<td>0.02</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>5.29</td>
</tr>
<tr>
<td>4</td>
<td>Kangra</td>
<td>2.90</td>
<td>2.50</td>
<td>43.63</td>
<td>4.10</td>
<td>0.00</td>
<td>11.70</td>
<td>2.90</td>
<td>0.00</td>
<td>3.43</td>
<td>21.20</td>
<td>15.20</td>
<td>0.00</td>
<td>10.24</td>
<td>117.80</td>
</tr>
<tr>
<td>5</td>
<td>Kullu</td>
<td>3.80</td>
<td>2.70</td>
<td>7.00</td>
<td>3.60</td>
<td>0.00</td>
<td>1.50</td>
<td>0.00</td>
<td>5.00</td>
<td>0.00</td>
<td>4.00</td>
<td>1.40</td>
<td>0.00</td>
<td>1.00</td>
<td>30.00</td>
</tr>
<tr>
<td>6</td>
<td>Kinnaur</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
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<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>7</td>
<td>L&amp;S</td>
<td>1.50</td>
<td>0.00</td>
<td>0.60</td>
<td>2.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>5.00</td>
</tr>
<tr>
<td>8</td>
<td>Mandi</td>
<td>2.00</td>
<td>6.70</td>
<td>2.50</td>
<td>0.62</td>
<td>0.00</td>
<td>0.10</td>
<td>0.04</td>
<td>0.03</td>
<td>0.04</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>12.03</td>
</tr>
<tr>
<td>9</td>
<td>Shimla</td>
<td>0.59</td>
<td>2.91</td>
<td>6.00</td>
<td>0.15</td>
<td>0.00</td>
<td>0.40</td>
<td>0.00</td>
<td>1.00</td>
<td>16.05</td>
<td>3.50</td>
<td>2.00</td>
<td>0.00</td>
<td>3.50</td>
<td>36.10</td>
</tr>
<tr>
<td>10</td>
<td>Sirmaur</td>
<td>36.21</td>
<td>8.15</td>
<td>90.39</td>
<td>1.50</td>
<td>0.00</td>
<td>13.60</td>
<td>0.00</td>
<td>174.13</td>
<td>53.57</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>377.55</td>
</tr>
<tr>
<td>11</td>
<td>Solan</td>
<td>15.60</td>
<td>15.15</td>
<td>9.76</td>
<td>0.35</td>
<td>0.60</td>
<td>2.79</td>
<td>0.23</td>
<td>0.50</td>
<td>12.34</td>
<td>0.01</td>
<td>0.82</td>
<td>0.00</td>
<td>1.20</td>
<td>59.35</td>
</tr>
<tr>
<td>12</td>
<td>Una</td>
<td>1.00</td>
<td>0.20</td>
<td>6.00</td>
<td>0.00</td>
<td>0.00</td>
<td>2.00</td>
<td>1.03</td>
<td>6.00</td>
<td>0.00</td>
<td>3.00</td>
<td>3.00</td>
<td>3.00</td>
<td>4.00</td>
<td>31.23</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>65.75</strong></td>
<td><strong>44.07</strong></td>
<td><strong>179.25</strong></td>
<td><strong>13.62</strong></td>
<td><strong>0.62</strong></td>
<td><strong>35.86</strong></td>
<td><strong>4.35</strong></td>
<td><strong>190.66</strong></td>
<td><strong>86.08</strong></td>
<td><strong>45.58</strong></td>
<td><strong>27.57</strong></td>
<td><strong>3.00</strong></td>
<td><strong>22.64</strong></td>
<td>719.05</td>
</tr>
</tbody>
</table>

*Source: Department of Horticulture, H.P. 2015-16.*

Other flowers include Dahlia, Statice, Godetia, Tuberose, Amaryllis, Agapanthus, Nerene, Day Lily etc.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
<td>P</td>
<td>Y</td>
<td>A</td>
<td>P</td>
<td>Y</td>
<td>A</td>
</tr>
<tr>
<td>Sr. No.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Gladiolus</td>
<td>18</td>
<td>--</td>
<td>43.4</td>
<td>8,710.0</td>
<td>2006</td>
<td>9.14</td>
</tr>
<tr>
<td>2</td>
<td>Carnation</td>
<td>3</td>
<td>--</td>
<td>8.3</td>
<td>2,843,750</td>
<td>34260.48</td>
<td>9.49</td>
</tr>
<tr>
<td>3</td>
<td>Marigold *</td>
<td>3.5</td>
<td>--</td>
<td>7.95</td>
<td>406,250</td>
<td>51100.62</td>
<td>3.69</td>
</tr>
<tr>
<td>4</td>
<td>Lilium</td>
<td>1</td>
<td>--</td>
<td>6.9</td>
<td>1,402,500</td>
<td>203260.87</td>
<td>5.85</td>
</tr>
<tr>
<td>5</td>
<td>Daffodil</td>
<td>--</td>
<td>--</td>
<td>0.5</td>
<td>312,500</td>
<td>625000</td>
<td>1.02</td>
</tr>
<tr>
<td>6</td>
<td>Rose*</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>4.12</td>
<td>12,360</td>
<td>212000</td>
</tr>
<tr>
<td>7</td>
<td>Alstroemeria</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>0.09</td>
<td>67,500</td>
<td>750000</td>
</tr>
<tr>
<td>8</td>
<td>Tulip</td>
<td>--</td>
<td>--</td>
<td>0.5</td>
<td>312,500</td>
<td>625000</td>
<td>1.02</td>
</tr>
<tr>
<td>9</td>
<td>Gerbera</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>2.02</td>
<td>2,424,000</td>
<td>120000</td>
</tr>
<tr>
<td>10</td>
<td>Seasonal Flowers#</td>
<td>1</td>
<td>--</td>
<td>1.05</td>
<td>165,000</td>
<td>100000</td>
<td>6.7</td>
</tr>
<tr>
<td>11</td>
<td>Chrysanthemum</td>
<td>0.5</td>
<td>--</td>
<td>0.8</td>
<td>125,000</td>
<td>158250</td>
<td>7.81</td>
</tr>
<tr>
<td>12</td>
<td>Chrysanthemum (2015-16(Cut))</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>13</td>
<td>Chrysanthemum (2015-16(Loose))</td>
<td>--</td>
<td>--</td>
<td>190.66</td>
<td>68,864,000</td>
<td>1,721.60</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Flower seeds*</td>
<td>1.5</td>
<td>--</td>
<td>4.55</td>
<td>750</td>
<td>164,635</td>
<td>4.1</td>
</tr>
<tr>
<td>15</td>
<td>Potted Plants</td>
<td>1.5</td>
<td>--</td>
<td>2.45</td>
<td>197,500</td>
<td>80612.244</td>
<td>0.18</td>
</tr>
<tr>
<td>16</td>
<td>Other Flowers^</td>
<td>--</td>
<td>--</td>
<td>160,000</td>
<td>194,400.72</td>
<td>3.22</td>
<td>321,500</td>
</tr>
<tr>
<td>Total</td>
<td>--</td>
<td>30</td>
<td>76</td>
<td>53,12,250 + 407,000</td>
<td>153.64</td>
<td>2,28,36,410 + 4,51,740</td>
<td>466.98</td>
</tr>
</tbody>
</table>

Source: Department of Horticulture, H.P. 2015-16.

* The Estimated Production of marigold and Flower Seeds in Kgs; the rest are in Numbers/Stems.
#Seasonal Flowers (Godetia, Aster, Statice, Gypsophylla etc.)
^Other Flowers (Narcissus, Iris, Tuberos, Amaryllis, Agapanthus, Nerene etc.)
Area- Hectares A-Area P-Production Y-Yield (Productivity)
In table 3 are, production and productivity of the different flowers in the Himachal Pradesh has been calculated in the case of cut and loose flowers for different time intervals viz. from 1993-94 to 2015-16. From the above table it has been seen that area and production of different flowers has shown the increasing trends. Marigold is a type of flower under which the maximum area has been increased from 1993-94 till 31st March 2011 from 3.50 hectares to 337.39 hectares. But in 2015-16 area under Chrysanthemum (Cut flowers) is more than any other flower crop i.e. 190.66 ha with the production of 68,864,000 in nos. And revenue of Rs. 1,721.60 lakhs. Nowadays new and hybrid flowers has been introduced in the state to increase the production of flower cultivation.

8. GOVERNMENT INITIATIVES FOR THE PROMOTION OF FLORICULTURE

Several significant initiatives have been taken in recent years by the Government of India and Government of Himachal Pradesh in order to reverse the downward trend in agricultural and Horticultural production including Floriculture. Some of these important initiatives include:-

- National Horticultural Board (NHB)
- National Bank For Agriculture And Rural Development (NABARD)
- National Commission On Farmers
- Research And Extension
- Agriculture & Processed Food Products Export Development Authority (APEDA)
- National Horticultural Mission (NHM)
- Horti-Expos / Agri-Fairs / Flower Shows /Publications
- Rashtriya Krishi Vikas Yojana (RKVY)
- Back-Ended Subsidy Programmes
- Watershed Development and Micro Irrigation Programmes.
- Reforms in Agricultural Marketing and Development of Market Infrastructure.
- Revitalisation of Cooperative Sector.
- Expansion of Institutional Credit to Farmers.
- Establishment of the National Rainfed Area Authority.

9. FIVE-YEAR PLAN (FYP)

India’s future planning for economic growth was initiated by the Parliament of India in 1951 through Five-Year Plans (FYPs) developed, executed and monitored by Planning

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32 www.nabard.gov.in
33 www.expo-india.com
34 www.flowersofindia.com
Commission. FYPs generally allocate budgets in different thrust areas. Currently the 12th FYP is underway. Agriculture was constantly an essential sector but in the first three FYPs the significance of horticulture was neglected until the 4th FYP (1969-1974) when a sum of Rs.34.78 million was allocated for this sector. During the 8th FYP horticulture including floriculture was recognized as a thrust area for the development of infrastructure and research and received Rs.1,047 million. In the 11th FYP (2007-2012), an allocation of Rs.1,200 million has been made. An annual growth rate of 5% in area and 10% in production of flowers are achievable during X Plan.

10. FLORICULTURE, WOMEN EMPOWERMENT AND INDIAN DIASPORA

Empowerment is a process of awareness and capacity building leading to greater participation to greater decision making and control and to transformative action. Women empowerment is not a sufficient condition it is still a necessary condition in order to stabilize and in turn to have sustainability of the development process. Women empowerment as a matter of key concern in national and international policy making and activities of social life. Nations cannot achieve their development goals if their women are discriminated.

Floriculture is a labour-intensive activity, wage payment forming roughly one-third of the costs of production. It indicates, that even a modest floriculture programme can generate millions of jobs, predominately for young men and women, quite apart from significantly, contributing to national income. By and large, women are engaged in cultivation, harvesting and post harvesting activities including packaging, while men perform activities linked to pre-cultivation, maintenance of nurseries, irrigation and fumigation since these involve hard work and health and safety considerations. Employers consider it beneficial to engage women except their fear from pregnancies, which have to be paid for by them.

11. INDIAN DEVELOPMENT AND SUPPORT FROM THE INDIAN DIASPORA

Indian Diaspora has retained their emotional, cultural and spiritual links with the country of their origin. This strikes a mutual chord in the hearts of people of India. Transnational organizations formed by Indians have aimed at creating stable linkages between the adopted

35 planningcommission.nic.in/aboutus/committee/.../horticulture.pdf
37 planningcommission.nic.in/aboutus/committee/.../horticulture.pdf
38 Sudharani, K., Sreelatha, Kishori, K. and Surendra, G., 2000, Empowerment of women in rural areas. Rural India, 195-198.
country and the land left behind. By focusing on economic development in India, such organized efforts help to bolster a strong presence in India while at the same time contributing to assimilation in the host country.\(^{42}\)

Under the Modi government, proactive outreach towards the diaspora has reached heights not seen before. From Madison Square to Sydney, Suva to Dubai, his words have echoed a singular sentiment.\(^{43}\) 15\(^{th}\) edition of the Pravasi Bharatiya Diwas (PBD) from 7\(^{th}\) to 9\(^{th}\) January, 2017 is hoisted by Bangalore with the theme of “Refined Engagement with Indian Diaspora” to attract attention of Indian Diaspora to invest especially in the upliftment of women\(^{44}\) as India's diaspora population is the largest in the world with 16 million people from India living outside their country in 2015, according to a latest UN survey on international migrant trends.\(^{45}\)

Indian Diaspora can make effort for development of on entrepreneurs among women farmers. These are useful in empowering women and enabling them to break the barriers that keep them from king advantages of commercial agriculture especially floriculture. The women can easily tap this opportunity. Considering the potential of floriculture in generating higher levels of income, employment opportunities, greater involvement of women farmers and increase in exports, it has been identified as extreme focus area by the Government of India thus, if NRIs invest in this sector it will push the women empowerment to the new heights.\(^{46}\)

To enable women take advantages of the developments in floriculture, it is important to bring changes at various levels. They are at:

- policy level (like provision of higher subsidy to women-owned farms)
- field extension level

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\(^{43}\) http://www.thehindu.com/thread/politics-and-policy/article17012930.ece

\(^{44}\) http://www.mea.gov.in/pravasi-bharatiya-divas.htm


While at the policy level it is a good idea to encourage women farmers by offering a higher rate of subsidy especially where they are landowner. At the field level, to encourage women farmers take up greenhouse, more of women extension workers need to be engaged to transfer the information and knowledge to women farmers.

Tapping the Indian Diaspora for Indian Development though these efforts have been significant at the local and state levels, they have been less so at the national level. Many transnational organizations tap Diaspora wealth to raise funds for existing organizations in India. Transnational efforts to promote socioeconomic development in India have met with mixed success. Still others blame the Indian government for not being as successful as the Chinese in facilitating Diaspora investments in the homeland.

12. STATE-LEVEL DEVELOPMENT FROM HOST TO HOME

At the national level, transnational support for socioeconomic and political development has been relatively small, but at the state and local levels it appears to have been more effective. Public officials in India have only recently begun to tap transnational organizations to benefit their states. This is best exemplified by Chief Minister Modi of Gujarat. Although he was famously denied an entry visa to the United States, he has intimately connected with the Gujarati diaspora by shifting the focus from eliciting investments to fomenting cultural ties and social contributions. He sends DVDs of Gujarati cultural programs and a personalized letter to Gujarati organizations on their anniversaries. To encourage transnational philanthropy from overseas Gujaratis, he published a book entitled ‘Vatan ni Sewa’ that showcased projects funded by non-resident Gujaratis (NRGs). He has organized annual conferences that are replete with symbolism and fanfare. Like these there are number of associations i.e. The New York Gujarati Samaj; Telegu American organizations (from the Indian state of Andhra Pradesh); American Telegu Association (ATA); Telegu Association of North America (TANA); and The Telangana NRI Association (TeNA) just created for tapping the Indian Diaspora for Indian Development.

13. CONCLUSION

Majority of the women had medium or low level of empowerment according to various indicators like women’s household political participation, financial autonomy, freedom of

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movement, political participation, acceptance of unequal gender role, exposure to media, access to education, and experience of domestic violence etc. and women who were illiterate/ less educated were less empowered. Empowerment in woman’s development is a way of defining, challenging and overcoming barriers in her life through which she increases her ability to shape her life. Mindset of the Government, industry and trade today is much better than ever before. The process of economic reforms initiated in July 1991 is continuing with greater vigour and they are surely irreversible irrespective of the political philosophies of the Government in power. Floricultural industry in the state being at a nascent stage of development, there are a number of constraints. With proper policy framework by the Government and involvement of India Diaspora in this process will be fortune for Himachal Pradesh to harness the production potential and exploit the overseas market opportunities. By a proper blend of policy support and incentives and facilities, our state can achieve the heights in this particular business as well as the women empowerment, which will gave boom to employment opportunities, revenue and income of the people of the state. For this Transnational organizations serve as a bridge through which Indian Diaspora can influence socioeconomic and political development in India as well as in the state. Their elite status enables them to transfer financial resources, ideas, and practices to the homeland.

14. REFERENCES

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