



CUT FLOWER INDUSTRY AND RURAL ECONOMIC IMPACT ON FARMERS OF SOUTHERN INDIA: A STATISTICAL ANALYSIS

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ABSTRACT

India's cut flower industry has emerged as a high-value agricultural segment, transforming rural livelihoods across southern states. This manuscript examines the economic impact of floriculture on smallholder farmers in Karnataka, Tamil Nadu, and Andhra Pradesh using recent statistical data (2024–2026). National flower cultivation area expanded by 25.24% to 3.97 lakh hectares in 2024–25, with production rising 20.65% to 42.65 lakh tonnes. Southern states account for approximately 47% of national floriculture output, with Tamil Nadu (21%), Karnataka (16%), and Andhra Pradesh (11%) leading production. Cut flower farmers report annual incomes ranging from ₹1.18 lakh to ₹25 lakh per acre, representing 2–3-fold increases over traditional crops. The sector generates substantial rural employment, with over 44 lakh man-days created nationally through government missions, and women constituting up to 70% of post-harvest labour in key clusters. However, post-harvest losses of 30–40%, rising input costs, and market volatility constrain profitability. Strategic interventions in cold chain infrastructure, farmer collectives, and value addition are essential to maximise rural economic benefits.

KEYWORDS: Floriculture, Cut Flowers, Rural Economy, Smallholder Farmers, Southern India, Karnataka, Tamil Nadu, Income Generation, Employment, Post-Harvest Losses

1. INTRODUCTION

Floriculture—the cultivation of flowering and ornamental plants—has emerged as one of the fastest-growing sub-sectors of Indian horticulture, offering significant potential for rural income enhancement, employment generation, and export diversification (IBEF, 2025; Agricultural Journals, 2025). India ranks as the world's second-largest flower producer, with the sector contributing approximately 16% to agricultural GDP and supporting livelihoods for millions of small and marginal farmers (IBEF, 2025; Agricultural Journals, 2025).

Southern India—particularly Karnataka, Tamil Nadu, and Andhra Pradesh—has become the epicentre of India's cut flower industry, benefiting from favourable agro-climatic conditions, proximity to major domestic markets, and access to international airports for exports (IBEF, 2025; Vanitha & Rajasekaran, 2022). Cut flowers, especially rose, gerbera, carnation, jasmine, and tuberose, command premium prices in domestic and export markets, offering substantially higher returns than traditional field crops (ICAR, 2026; ePra Publishing, 2026; Organic Mandya, 2026).

Prior scholarship has examined floriculture's developmental potential across multiple dimensions. Studies on jasmine growers in coastal Karnataka demonstrate how community-based flower enterprises sustain livelihoods across generations through trust-based pricing mechanisms (Cnaan et al., 2012). Economic analyses of cut flower crops in Tamil Nadu confirm viability for smallholder farmers when supported by appropriate market infrastructure (Balamurugan et al., 2023). Research on horticulture-led rural development in Karnataka establishes that diversification into high-value flowers significantly enhances livelihood security and reduces income volatility (Jadhav & Reddy, 2024). Internationally, Zhu et al. (2022) demonstrate that engaging smallholders in flower agribusiness through appropriate institutional arrangements drives inclusive rural development. Despite this growing body of evidence, few studies provide integrated statistical analyses at the regional level combining production, income, employment, and export data for the post-2024 period.

This manuscript presents a comprehensive statistical analysis of the cut flower industry's rural economic impact in southern India, drawing on recent government data, academic studies, and industry reports (2024–2026). The analysis focuses on: (i) production trends and regional distribution, (ii) income enhancement and profitability for smallholder farmers, (iii) employment generation and women's empowerment, (iv) value chain dynamics and market channels, and (v) challenges and policy recommendations.

2. MATERIALS AND METHODS

This study synthesises secondary data from multiple sources:

- **Government statistics:** Final estimates (2024–25) and first advance estimates (2025–26) of horticulture area and production released by the Ministry of Agriculture & Farmers Welfare, Government of India (Ministry of Agriculture & Farmers Welfare, 2026; DD News, 2026).



- **Academic research:** Peer-reviewed studies on floriculture economics, value chain analysis, and rural livelihoods in southern India (2025–2026) (ICAR, 2026; ePra Publishing, 2026; PubMed, 2025; Zenodo, 2026; MASU Journal, 2025; IJSRA, 2026; Biochemical Journal, 2025).
- **Industry reports:** Market analyses, export data, and profitability assessments from agricultural consultancies and trade associations (IBEF, 2025; Seechur Agro, 2026).
- **Policy documents:** Press releases and programme evaluations from the CSIR Floriculture Mission and state horticulture departments (Press Information Bureau, 2025; TNAU Agritech Portal, 2026).

Data were analysed to quantify trends in area, production, productivity, farmer incomes, employment generation, and post-harvest losses. Comparative profitability analyses (cost-benefit ratios, net returns per acre) were extracted from field studies across Karnataka, Tamil Nadu, and Andhra Pradesh.

A value chain analytical framework was employed to examine economic relationships from production to final market, drawing on established methodologies for floriculture commodity chains (Gersch, 2018; NCAER, 2026). Data triangulation across primary studies, government statistics, and industry reports cross-validated key economic parameters including farm-gate prices, net returns, and employment multipliers.

3. RESULTS AND DISCUSSION

3.1 Production Trends and Regional Distribution

3.1.1 National Growth in Floriculture

India's floriculture sector has witnessed remarkable growth in recent years. In 2024–25, the area under flower cultivation increased by 25.24% (0.80 lakh hectares) to reach 3.97 lakh hectares, up from 3.17 lakh hectares in 2023–24 (Ministry of Agriculture & Farmers Welfare, 2026). Production rose by 20.65% to 42.65 lakh tonnes from 35.35 lakh tonnes, with first advance estimates for 2025–26 projecting a further increase to 41.65 lakh tonnes (Ministry of Agriculture & Farmers Welfare, 2026; DD News, 2026).

The flower sector's growth rate significantly outpaces other horticulture categories. While total horticulture area grew by 3.61% and production by 4.51% in 2024–25, flowers recorded the highest percentage increase in both area (25.24%) and production (20.65%) among all horticulture crops (Ministry of Agriculture & Farmers Welfare, 2026). This reflects strong market demand, favourable policy support, and the attractive economics of floriculture relative to traditional crops.

3.1.2 Regional Concentration in Southern India

Southern states dominate India's floriculture landscape. Tamil Nadu leads with approximately 21% of national flower production, followed by Karnataka (16%) and Andhra Pradesh (11%) (IBEF, 2025; The Hindu Business Line, 2026; Ramanathan, 2023). Together, these three states account for nearly 48% of India's total flower output, with about 77% of the area under floricultural crops concentrated in seven states including Tamil Nadu, Karnataka, Andhra Pradesh, West Bengal, Maharashtra, Gujarat, and Odisha (Studocu, 2025; IBEF, 2025).

Table 1: State-wise Share of India's Floriculture Production (2024–25)

State	Share of National Production (%)	Key Crops
Tamil Nadu	21	Jasmine, marigold, rose, tuberose
Karnataka	16	Rose, gerbera, jasmine, tuberose
Andhra Pradesh	11	Jasmine, marigold, chrysanthemum
West Bengal	10	Marigold, rose, gladiolus
Maharashtra	9	Rose, gerbera, marigold
Gujarat	6	Marigold, rose, jasmine
Others	27	Mixed

Sources: IBEF (2025); The Hindu Business Line (2026); Studocu (2025); IBEF (2025); Ramanathan (2023)

In Karnataka, the Bangalore–Mysore belt and Hosur Taluk have emerged as major cut flower hubs, with rose and gerbera cultivation dominating (Vanitha & Rajasekaran, 2022; Rakshitha & Neermarga, 2023). Tamil Nadu's jasmine clusters in Madurai, Dindigul, and Coimbatore districts, along with tuberose cultivation in emerging pockets, contribute significantly to both domestic and export markets (ePra Publishing, 2026; Zenodo, 2026; MASU Journal, 2025; IJSRA, 2026). Andhra Pradesh's flower production is concentrated in districts such as Chittoor, Anantapur, and Krishna, with jasmine and marigold as primary crops (Phondani et al., 2019).

3.1.3 Cut Flowers vs. Loose Flowers

India's floriculture sector comprises two major segments: loose flowers (traditional varieties such as marigold, jasmine, and chrysanthemum used for religious, cultural, and personal adornment) and cut flowers (roses, gerberas, carnations, lilies, and orchids for gifting, events, and exports) (IBEF, 2025).

The cut flower segment, though smaller in volume, commands higher value and is the primary driver of export growth. Cut flowers account for approximately 72% of floriculture exports, with a compound annual growth rate (CAGR) of 10.9% projected through



2033 (Ramanathan, 2023). The domestic cut flower market is also expanding rapidly, fuelled by urbanisation, rising disposable incomes, and changing lifestyle preferences (e.g., flower subscriptions, premium gifting) (IBEF, 2025).

3.2 Income Enhancement and Profitability for Smallholder Farmers

3.2.1 Farmer Income Gains

A central economic impact of the cut flower industry is the substantial increase in farm incomes relative to traditional cropping systems. Evidence from government-supported floriculture missions shows that participating farmers gain, on average, approximately ₹1.18 lakh annually from floriculture activities—representing an estimated 2–3-fold increase compared to conventional crops (Press Information Bureau, 2025).

In specific cases, the income gains are even more dramatic:

- **Yettinahalli village (Tumakuru, Karnataka):** Farmers who shifted from vegetables to tuberose cultivation reported annual earnings of up to ₹5.85 lakh from just 2 acres, with some high-tech rose farms generating up to ₹25 lakh in net annual income per acre (ICAR, 2026; Jadhav & Reddy, 2024).
- **Hosur Taluk (Karnataka):** The transition from subsistence ragi and vegetable farming to high-tech rose cultivation has elevated the socio-economic status of thousands of families, providing steady, year-round employment unlike seasonal crops (Vanitha & Rajasekaran, 2022).
- **Dindigul district (Tamil Nadu):** Jasmine cultivation contributes up to 40% of household income for many farming families, with peak-season earnings providing critical cash flow (IJSRA, 2026).

3.2.2 Profitability Analysis: Cost-Benefit Ratios and Net Returns

Profitability varies significantly by crop, cultivation system (open-field vs. protected), and market channel. Table 2 summarises key profitability metrics from recent studies.

Table 2: Profitability of Major Floriculture Crops in Southern India (2024–2026)

Crop	Cultivation System	Cost of Cultivation (₹/ha or ₹/acre)	Gross Returns (₹/ha or ₹/acre)	Net Returns (₹/ha or ₹/acre)	Benefit-Cost Ratio (BCR)	Source
Rose	Open-field (organic)	₹2,23,800/ha	₹4,00,000–8,00,000/ha	₹1,00,000–4,00,000/acre	1:0.89–1.89	Organic Mandya (2026); Biochemical Journal (2025)
Rose	Polyhouse (1 acre)	₹38–48 lakh/acre (operating)	₹36–72 lakh/acre	₹12–30 lakh/acre	1:1.3–1.9	IIHR (2025); Seechur Agro (2026)
Gerbera	Polyhouse (1 acre)	₹36–44 lakh/acre (operating)	₹24–48 lakh/acre	₹10–22 lakh/acre	1:1.2–1.7	Seechur Agro (2026)
Carnation	Polyhouse (1 acre)	₹34–42 lakh/acre (operating)	₹32–60 lakh/acre	₹14–26 lakh/acre	1:1.4–1.9	Seechur Agro (2026)
Lilium	Polyhouse (1 acre)	₹30–38 lakh/acre (operating)	₹32–96 lakh/acre	₹16–40 lakh/acre	1:1.5–2.6	Seechur Agro (2026)
Marigold	Open-field	₹89,100/ha	₹1,96,500/ha	₹1,07,400/ha	1:1.20	Biochemical Journal (2025)
Chrysanthemum	Open-field	₹73,500/ha	₹1,30,500/ha	₹57,000/ha	1:0.78	Biochemical Journal (2025)
Jasmine	Open-field (Tamil Nadu)	Variable	Up to 40% of household income	Variable	Not reported	IJSRA (2026)
Tuberose	Open-field (Karnataka)	Variable	₹5.85 lakh/2 acres	Variable	Not reported	ICAR (2026); Jadhav & Reddy (2024)

Notes: BCR > 1 indicates profitability. Polyhouse figures are annual operating costs and returns per acre. Open-field figures are per hectare unless specified.

Key Observations

- **Protected cultivation (polyhouse)** offers higher yields and better quality, resulting in superior price realisation and net profits compared to open-field systems (Seechur Agro, 2026). However, polyhouse cultivation requires significantly higher



capital investment (₹80–110 lakh per acre for naturally ventilated polyhouses, reduced to ₹45–60 lakh after 40–50% subsidy) (Seechur Agro, 2026).

- **Lilium** exhibits the highest profitability potential (BCR up to 1:2.6, net returns up to ₹40 lakh/acre), but demands strong post-harvest handling and cold-chain access (Seechur Agro, 2026).
- **Marigold** is the most remunerative among open-field flowers (BCR 1:1.20), while rose and chrysanthemum show lower or negative BCRs in some contexts due to high input costs and price volatility (Biochemical Journal, 2025).
- **Value addition** (e.g., bouquets, garlands, essential oils) significantly enhances profitability. For example, large bouquets achieve BCR of 1:2.21, small baskets 1:1.67, and marigold garlands 1:2.17, compared to raw flower sales (Biochemical Journal, 2025).

3.2.3 Smallholder Participation

Small and marginal farmers (holding <2 hectares) constitute more than 96% of total landholdings in India and account for approximately 63% of floriculture cultivation area (IBEF, 2025; Agricultural Journals, 2025). For these farmers, cut flowers offer a viable pathway to income diversification and risk reduction, albeit with challenges related to capital access, technology adoption, and market linkages (NCAER, 2026; Chongtham et al., 2025).

3.3 Employment Generation and Women's Empowerment

3.3.1 Rural Employment Creation

The cut flower industry is notably labour-intensive, creating substantial rural employment opportunities across the value chain—from cultivation and harvesting to grading, bunching, packing, and marketing. The CSIR Floriculture Mission has created over 44 lakh man-days of rural employment nationwide, strengthening livelihood security in floriculture clusters (Press Information Bureau, 2025).

In southern India, employment generation is particularly significant:

- **Hosur Taluk (Karnataka):** The rose cultivation hub employs thousands of workers, with approximately 70% of post-harvest labour (grading, bunching, and packing) performed by women (Vanitha & Rajasekaran, 2022).
- **Tuberose clusters (Karnataka):** The shift from vegetable to tuberose farming has generated year-round employment, reducing seasonal migration and underemployment (ICAR, 2026; Jadhav & Reddy, 2024).
- **Jasmine clusters (Tamil Nadu):** Harvesting, grading, sorting, and local marketing activities engage large numbers of rural women and youth (Zenodo, 2026; MASU Journal, 2025; IJSRA, 2026).

3.3.2 Women's Empowerment

Women play a pivotal role in the cut flower value chain, particularly in post-harvest operations. A 2026 study in Madurai district (Tamil Nadu) found that floriculture cultivation has a positive impact on women's empowerment, enhancing (Zenodo, 2026):

- **Financial independence:** Women earn wages from harvesting, grading, and packing, contributing to household income.
- **Decision-making participation:** Increased earnings enhance women's voice in household financial and agricultural decisions.
- **Social recognition:** Women's visible contribution to high-value agriculture improves their status in the community.

However, challenges persist, including:

- **Price volatility:** Fluctuating flower prices affect income stability for women workers paid on a piece-rate basis (Zenodo, 2026; IJSRA, 2026).
- **Climate risks:** Erratic weather patterns disrupt production cycles, reducing employment opportunities (Zenodo, 2026).
- **Financial constraints:** Limited access to credit and land ownership restricts women's ability to become independent flower growers (Zenodo, 2026; Deb & Dutta, 2024).

Community-based enterprise models integrating women into cooperative structures have shown promise for improving both economic outcomes and social agency, as demonstrated by jasmine growers' cooperatives in coastal Karnataka where women's sustained participation prevented household poverty across three generations (Cnaan et al., 2012). Deb and Dutta (2024) further highlight that floriculture's relatively low entry barriers and flexible harvest schedules can empower rural women who otherwise lack access to formal employment.

3.4 Export Performance and Market Dynamics

3.4.1 Export Growth

India's floriculture exports have grown steadily, reaching approximately USD 88.6 million (₹720 crore) in FY 2024–25, with export volumes crossing 21,000 metric tonnes (IBEF, 2025). Other estimates place exports at ₹750–771 crore in 2024–25, showing a steady annual growth rate of 7–8% (IBEF, 2025). Some industry reports project exports at ₹2,000 crore (\$233 million) in FY25, up 25% from FY21, with cut flowers leading at 72% of export value (Ramanathan, 2023).



Key Export Destinations

- United States: \$48 million
- Netherlands: \$38 million
- UAE: \$15 million (Ramanathan, 2023)

Major export products

- Cut flowers: Roses, carnations, orchids, gerberas
- Loose flowers: Jasmine, marigold, tuberose

3.4.2 Domestic Market Expansion

The domestic floriculture market touched ₹292 billion in 2024 and is projected to reach ₹744 billion by 2033 (CAGR ~11%) (IBEF, 2025). Per capita flower consumption is forecast to more than double by 2030, from 0.5 kg to 1.2 kg, driven by urbanisation, rising disposable incomes, and lifestyle shifts (e.g., flower subscriptions, premium gifting) (IBEF, 2025).

Valentine's Day exemplifies the high-intensity agribusiness cycle surrounding cut flowers. Every rose gifted on February 14 represents 60–90 days of crop scheduling, controlled greenhouse production, precision harvest timing, cold-chain logistics, and demand forecasting (IBEF, 2025).

3.5 Challenges and Constraints

Despite its promise, the cut flower industry in southern India faces several structural and operational challenges:

3.5.1 Post-Harvest Losses

High perishability of cut flowers results in estimated post-harvest losses of 30–40% in India, primarily due to inadequate cold chain infrastructure, improper handling, and delayed transportation (ICAR ePubs, 2025; Grant Thornton, 2026). Cut flowers are highly sensitive to temperature and dehydration; even a few hours at elevated temperatures can drastically reduce vase life and marketability (Rinac, 2025).

India currently loses nearly 15 million tonnes of horticulture produce annually from a total output of 365 million tonnes, with post-harvest losses of up to 15% across all horticulture crops (The Week, 2025). The government aims to reduce post-harvest losses in horticulture to below 5% by 2047 (The Week, 2025).

3.5.2 Rising Input and Logistics Costs

Farmers report increasing costs of inputs (fertilizers, pesticides, planting material) and labour, compounded by soaring air freight expenses. Since the pandemic, airline freight costs have surged by nearly 200%, and an 18% GST on air cargo has further eroded export competitiveness, particularly for rose growers in Karnataka (FloralDaily, 2025; Rakshitha & Neermarga, 2023).

3.5.3 Price Volatility and Market Risks

Daily price fluctuations, seasonal demand spikes (e.g., Valentine's Day, wedding seasons), and competition from artificial flowers have created income instability. The increasing use of plastic and artificial flowers has reduced demand for fresh flowers by almost 50% in some segments, depressing prices and threatening growers' livelihoods (FloralDaily, 2025; IJSRA, 2026).

3.5.4 Credit and Financial Constraints

Floriculture is capital-intensive, requiring investment in irrigation, protected cultivation structures (polyhouses, shade nets), and post-harvest infrastructure. Small and marginal farmers often lack access to affordable credit and rely on high-cost informal loans, limiting their ability to scale or adopt technology (Rakshitha & Neermarga, 2023).

3.5.5 Pest and Disease Pressures

Intensive cultivation of cut flowers, especially under protected conditions, increases vulnerability to biotic stresses such as thrips, aphids, powdery mildew, and viral diseases, which can significantly reduce yields and quality (IJSRA, 2026; Vanitha & Rajasekaran, 2022).

3.5.6 Climate Change Vulnerabilities

Climate variability poses an emerging threat to floriculture production in southern India. Rising temperatures, erratic monsoon patterns, and increased frequency of extreme weather events disrupt phenological cycles, reduce flower quality, and increase crop failures (Bhavya Sree et al., 2025). Studies across jasmine and chrysanthemum clusters in Tamil Nadu document significant yield variability attributable to climate-induced heat stress (Jayashree et al., 2025; Ramanathan, 2023). Flower growers in Chikkaballapur District, Karnataka, rank climate unpredictability among their most significant constraints alongside inadequate irrigation and input price fluctuations (Vaishnavi et al., 2026). Adaptive strategies including shade nets, drip irrigation, and climate-resilient varieties are essential but remain inaccessible to many smallholders (Bhavya Sree et al., 2025).



4. POLICY SUPPORT AND STRATEGIC INTERVENTIONS

4.1 Government Initiatives

Government initiatives have played a critical role in promoting floriculture as a tool for rural development:

- **CSIR Floriculture Mission:** Directly benefited over 22,000 farmers across 26 states, generating more than ₹262 crore in combined earnings from floriculture and apiculture (Press Information Bureau, 2025).
- **Mission for Integrated Development of Horticulture (MIDH):** Provides subsidies of up to ₹56 lakh for greenhouses and other protected cultivation infrastructure (Ramanathan, 2023).
- **State-level support:** Tamil Nadu promoted jasmine, rose, chrysanthemum, marigold, and tuberose cultivation with a ₹28 crore subsidy benefiting over 18,000 farmers (TNAU Agritech Portal, 2026). Karnataka and Andhra Pradesh have similar programmes for area expansion, planting material, and infrastructure (ICAR, 2026; Jadhav & Reddy, 2024).

4.2 Recommended Strategic Interventions

To maximise the rural economic impact of the cut flower industry, several strategic interventions are needed:

1. **Strengthening post-harvest infrastructure:** Investment in farm-gate cold rooms, packhouses, and integrated cold chains is essential to reduce losses and maintain quality for domestic and export markets (Grant Thornton, 2026; Rinac, 2025). As of August 2024, India operates 8,689 cold storage facilities with 39.6 million metric tonnes capacity, but about 60% is concentrated in just four states (Uttar Pradesh, West Bengal, Gujarat, Maharashtra) (Ministry of Agriculture & Farmers Welfare, 2026).
2. **Promoting farmer collectives and FPOs:** Aggregation through Farmer Producer Organisations (FPOs) can improve bargaining power, enable bulk procurement of inputs, and facilitate direct market linkages, reducing dependence on intermediaries (Gersch, 2018; NCAER, 2026).
3. **Expanding access to credit and insurance:** Tailored credit products, crop insurance schemes, and risk mitigation mechanisms can help smallholders manage the capital intensity and production risks of floriculture (Balamurugan et al., 2023).
4. **Technology adoption and extension:** Training in scientific cultivation practices, integrated pest management, and protected cultivation can enhance productivity and quality, particularly for smallholders (ICAR, 2026; Jadhav & Reddy, 2024).
5. **Market diversification and value addition:** Encouraging contract farming with perfumery units, development of value-added products (essential oils, absolutes, dried flowers), and exploration of new export markets can improve income stability and profitability (MASU Journal, 2025; Phondani et al., 2019). Processing discarded flowers into eco-friendly products such as gulal, incense sticks, and cow dung cakes can also increase income, with gulal production showing a C:B ratio of 1:4.19 (Biochemical Journal, 2025).

5. CONCLUSION

The cut flower industry in southern India has demonstrated significant potential to enhance rural incomes, generate employment, and empower women, particularly among small and marginal farmers (ICAR, 2026; ePra Publishing, 2026; Zenodo, 2026). Statistical data from 2024–2026 reveal robust growth in floriculture area (25.24% increase) and production (20.65% increase), with southern states accounting for nearly half of national output (Ministry of Agriculture & Farmers Welfare, 2026).

Cut flower farmers report annual incomes ranging from ₹1.18 lakh to ₹25 lakh per acre, representing 2–3-fold increases over traditional crops (Press Information Bureau, 2025; ICAR, 2026; Organic Mandya, 2026). The sector generates substantial rural employment, with over 44 lakh man-days created nationally, and women constituting up to 70% of post-harvest labour in key clusters (Press Information Bureau, 2025; Vanitha & Rajasekaran, 2022).

Emerging threats from climate variability, artificial flower competition, and rising logistics costs underscore the urgency of targeted policy action (Bhavya Sree et al., 2025; Vaishnavi et al., 2026). Community enterprise models exemplified by jasmine growers' cooperatives in coastal Karnataka offer tested blueprints for sustainable, inclusive floriculture development (Cnaan et al., 2012). Future research should prioritise longitudinal income trajectory assessments and gender-disaggregated analyses of the industry's distributional impacts.

However, realising this potential at scale requires addressing critical bottlenecks in post-harvest management (30–40% losses), market access, credit availability, and technology adoption (FloralDaily, 2025; ICAR ePubs, 2025; Scribd, 2026c). With targeted policy support and investment in value chain infrastructure, floriculture can become a cornerstone of sustainable rural economic development in southern India.

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