

FLOWER INDUSTRY IN NEPAL

Dilip Bade

Acting President, Floriculture Association Nepal

Sector

1. Non commercial sector
2. Commercial sector
 - Non organized sector
 - Organized sector

Nursery – Seasonal / perennial

- Cut flower (Grower, Wholesale, Retail) - Protected/Open
- Landscaping
- Dry flowers
- Bulbs/tubers

Major Crops

Cut flowers

- Grow flowers in farm, cut them when mature, sell to wholesaler
Ex. Roses, carnations, Gerbera, Gladiolus
- Includes cut foliage- leaves grown for floral design work
Ex. Areca's leaf, Cycus's leaf, Paniamala leaf

Pot flowers

- Can be propagated by seed or cutting in Nursery
- Production of flowering plants in pots
- Grown to flowering stage in greenhouse
Ex. Marigold, Zinnia, Petunia, chrysanthemums, Poinsettias

Ornamental plants

- Potted plants to be grown and sold for their leaves (houseplants)
Ex. Palms varieties, Philodendrons, dieffenbachia, scheffleras, dracaenas

History

- Traditional & Religious use
- First Nursery: 1954.
- Hotels started to use flowers since 1983.
- FAN was established in 15 Nov, 1992.
- First retail shop: 1994.
- First Floriculture Trade Fair: 1994 in Kathmandu.

- First Wholesale market: 1998
- First International Floriculture Trade Fair: 2001.
- Floriculture Development Centre in Nov, 2003.
- First export of cut flowers: 2008
- Floriculture Promotion Policy 2012 Dec 14

Nature

- High value crop
- Higher investment
- Higher risk
- High rate of return
- Higher labor oriented job
- High skill required
- Higher technology required

Scenario

Description	1992/93	2004/05	2014/015
Number of Nurseries/Farm/Retail shop	80	550	675
Number of Districts	2	34	38
Land is used (in Hectare)	NA	80	147
No. of Employment	NA	2500	41000
Investment	NA	375 million	4.5 billion
Floriculture Yearly Turnover (In 000) (Appox.)	10,000	216,200	1,341,375
Import of Cut flowers (%)	95	20	30
Import of Ornamental Plant (%)	100	90	70
Import of seasonal flower Hybrid seed (%)	100	100	95
Yearly export (in Rs.) (According to TEPC Record)	NA	16,228,315	25,40,143
Yearly Import (in Rs) (TEPC Record)	NA	239,707	100,449,610

Growth

- Demand – annual 10 to 15%
 - Urbanalization
 - New construction (Apartment, colony, Mall, Hospitals..)
 - Decoration & Gift habit
 - Economic growth

- Supply – annual 10 to 15%
 - Nursery / firm increase
 - Area enlarge
 - Varieties modified
 - Product competition
 - Rate decrease

Advantages

- Suitable climatic/topographical conditions.
- Employment/Women empowerment
- Positive affects on environment.
- Skill development
- Moving resources urban area to rural area
- Tourism industries and private institutions

Potential

- Gap on demand & supply
- Increasing demand
- Product diversification & modification
- Import substitution
- Export potential

Challenges

- Market oriented productions
- Customers satisfactions
- Access to market (Domestic & Export)
- Modern Infrastructure
- Postharvest loss
- Natural disaster and political instability
- Good agriculture practice (GAP) and its implementations

Obstacles

- Undeveloped Infrastructure base
- Non availability of technology & technician.
- Lack of scientific information (agro-technique, soil type, efficient use of fertilizer, irrigation, pesticides, post-harvest care etc.) on specific flower crop due to *lack of research*.
- No facility for diagnosis and recommendation of control measures against diseases and pest problems.
- Lack of encouraging financial support (long term investment at affordable rate)

Institutional Support

A. Government

- MoAD : Floriculture Promotion Program (FY 2071/72/73)
- FDC : Technical Support
- MoF : 100% Import Tariffs (mother plants, bulbs, seeds)
1% Tax, 0% VAT on GreenHouse Import

B. Private Agencies

- Floriculture Association Nepal (1992)
- AEC/FNCCI
- Floriculture Cooperative Limited (2010)

Conclusion

- Highly potential – Biodiversity/market
- High value crop- high investment, higher technical inputs, high risk and high return
- Rural employment generation
- High technology better achievement
- Long term Plan with vision & mission

For Contact

Floriculture Association Nepal (FAN)

Battishputali-9, Kathmandu, Nepal

Tel: 977-1-4465704

Email: fan_nepal@yahoo.com, info@fanepal.org.np

www.fanepal.org.np; www.nepalfloraexpo.com.np

