

## EXPLORING THE POTENTIALITY OF FLORICULTURE IN EMPOWERING URBAN AND RURAL POOR OF CACHAR AND KAMRUP METRO DISTRICTS OF ASSAM

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### ABSTRACT

*This research paper explores the floriculture market in the districts of Cachar and Kamrup Metro in Assam, India, with a focus on its potential for economic empowerment, for the urban and rural poor. Assam's diverse geography, split between the Brahmaputra Valley and Barak Valley, presents distinct socio-economic challenges and opportunities in each region. Kamrup Metro, home to Guwahati, has experienced rapid urbanization, fostering significant growth in sectors such as floriculture. With favorable climatic conditions and access to markets, Kamrup Metro has become a hub for high-value flowers like orchids, marigolds, and roses. The floriculture sector not only provides substantial employment but also contributes to the local economy by connecting rural producers with urban markets. In contrast, Cachar, following an agrarian-based economy, has seen a rise in floriculture, supported by improved infrastructure and the emergence of small-scale farming companies. The market in Silchar has grown due to increased demand for flowers driven by weddings, festivals, and urbanization. Local businesses have responded to this demand by diversifying flower varieties and embracing eco-friendly and organic cultivation practices. Despite challenges such as access to financing and market volatility, the floriculture sector in both districts offers promising economic opportunities. The study concludes that floriculture has become a crucial economic sector for local entrepreneurs, providing income, job opportunities, and sustainable agricultural practices, and has the potential to foster long-term growth and development in both urban and rural communities in Assam.*

**Keywords:** Floriculture; Urban and Rural; Poverty; Incidence of Poverty; Kamrup Metro; Cachar

## INTRODUCTION

Poverty remains a critical global challenge, with urban areas in developing countries often grappling with socio-economic disadvantages. Urban slums and informal settlements frequently suffer from inadequate housing, unemployment, underemployment, and limited access to essential resources. As urban populations expand due to rapid urbanization, innovative and sustainable solutions to alleviate poverty are urgently needed. Floriculture, the cultivation of flowers and ornamental plants, has emerged as a promising solution. This multibillion-dollar industry contributes significantly to economic growth and holds immense potential for social development. In India, floriculture has grown into a thriving sector, deeply rooted in cultural and religious traditions, while also evolving as a lucrative business venture. Over the past two decades, it has experienced remarkable growth, driven by rising income levels, urbanization, changing consumer preferences, and increasing demand for cut and loose flowers. Besides its economic significance, floriculture provides social benefits, especially for marginalized communities. In urban areas, it serves as a low-cost and accessible livelihood option for the poor, enabling them to engage in economic activities with minimal barriers to entry.

Agriculture in Kamrup Metro and Cachar districts of Assam demonstrates a dynamic blend of traditional practices and modern innovations aimed at improving productivity, reducing poverty, and fostering economic growth. In Kamrup Metro, which includes the urban hub of Guwahati, proximity to urban markets has spurred high-value crop production and the adoption of advanced farming techniques (*Das et al., 2023*). Horticulture, particularly the cultivation of vegetables like tomatoes, leafy greens, and carrots, has gained momentum, with farmers increasingly shifting towards organic practices. The introduction of greenhouse and polyhouse farming has further enhanced productivity, ensuring year-round production to meet urban and rural demand. Traditional crops such as bamboo, betel vine, and betel nut continue to thrive, providing additional income streams (*Borah, 2020*).

In Cachar, agriculture remains central to the rural economy, with paddy, tea, and fruit crops dominating cultivation. Efforts to improve irrigation facilities, promote organic farming, and ensure access to quality seeds and fertilizers have boosted the production of crops like pineapple, banana, and turmeric. These initiatives, supported by government programs, have encouraged farmers to adopt modern techniques and strengthened their market linkages. Livestock farming, including poultry, dairy, and fish farming, has also emerged as a significant income source, complementing crop cultivation. Both districts are increasingly exploring value-added agricultural products and agro-processing industries, reducing post-harvest losses and creating new market opportunities. Government schemes such as PM-KISAN, the National Mission on Horticulture (*NEXT IAS Team 2024, August 28*), and various state-level initiatives for farm mechanization have played a crucial role in improving agricultural productivity and livelihoods. In Kamrup Metro, the rise of agri-tech startups (*Startupassam, 2001; Sentinel Digital Desk & Sentinel Digital Desk, 2024*) has further enhanced efficiency through innovations like drip irrigation (*M. K. Verma & Das, 2023*), weather forecasting tools, and digital marketing platforms.

Floriculture offers a significant opportunity for agricultural diversification in Kamrup Metro and Cachar (*Verma.S,2023*) leveraging their abundant labor and favorable climatic conditions. In Kamrup Metro, the growing urban population and increasing demand for ornamental flowers, landscaping, and floral decorations make floriculture an attractive business venture. The district's proximity to Guwahati, a major commercial hub, provides access to markets driven by events such as festivals, weddings, and celebrations. Farmers can diversify into flowers like gerberas, marigolds, roses, and orchids, which are well-suited to the local climate (*Deb, A., & Dutta, D., 2023*). The adoption of simple technologies such as greenhouses reduces risks and extends growing seasons, ensuring consistent production. Floriculture also creates employment opportunities across planting, harvesting, packaging, and marketing. Its labor-intensive nature makes it ideal for engaging women and youth, who can be trained in specialized skills, enhancing rural employment and contributing to the export potential for flowers in national and international markets.

In Cachar, where agriculture forms the backbone of the rural economy, floriculture could boost the income of small and marginal farmers. The district's climate supports the cultivation of flowers such as chrysanthemums, lotus, and lilies, enabling farmers to supplement earnings from traditional crops like rice and tea. Integrating floriculture into existing agricultural systems, such as crop rotation with vegetables or fruits, ensures continuous income throughout the year, reducing dependence on seasonal crops.

Integrating floriculture into the agricultural landscapes of Kamrup Metro and Cachar offers long-term economic benefits, including higher incomes, improved employment opportunities, and rural development. By leveraging their labor resources and favorable climates, these districts could become significant contributors to the floral markets at national and global levels. This shift would create a sustainable and inclusive agricultural model, fostering economic development while addressing poverty effectively.

## FLORICULTURAL AVENUES IN MITIGATING POVERTY

Floriculture can play a key role in mitigating global poverty by providing sustainable income-generating opportunities, particularly for rural and urban populations in developing countries. As the world has made progress in reducing poverty, with the global poverty rate dropping from 36.2% in 1990 to 9% in 2021, sectors like floriculture offer an avenue for continued poverty alleviation, especially as global economies recover from setbacks like the COVID-19 pandemic. The floriculture market was valued at \$52.07 billion in 2022 and is projected to reach \$87.83 billion by 2030, growing at a compound annual growth rate (CAGR) of 5.95% (*Infinium Global Research - Research Reports, Consulting, Business and Industry Analysis, n.d.*). This growth is driven by increased demand for cut flowers, potted plants, and other ornamental products, highlighting the sector's profitability and its potential to uplift small-scale farmers and entrepreneurs.

Floriculture is a labor-intensive industry that can generate employment at various levels, from small-scale flower cultivation to retail sales and event services. Floriculture is a labor-intensive industry that generates employment across production, distribution, and retail. For example, countries like Kenya and Ethiopia, major exporters of flowers (*International Trade Centre et al., n.d.*), employ thousands in flower farms, with over 200,000 (*Ufadhili Trust, 2022*) directly employed in Kenya alone. Such sectors offer pathways out of poverty, especially for women and marginalized communities promoting flower farming in both rural and urban areas, particularly in underutilized land or urban spaces, can create opportunities for smallholder farmers and entrepreneurs, especially women and marginalized groups. Additionally, floriculture can boost local economies through export markets and tourism, providing foreign exchange and improving economic resilience. Similarly, emerging markets, such as Colombia and Ecuador, focus on North America, while Kenya and Ethiopia cater to Europe (*Colombian Flower Industry in Numbers, 2024*). These export-driven activities not only create jobs but also bring in foreign exchange, which strengthens local economies. The industry's adaptability, requiring minimal resources to start compared to other agricultural sectors, and its potential for diversifying rural livelihoods, make it a powerful tool in lifting people above the poverty line. As the global poverty gap continues to decrease, the floral sector can contribute to sustaining this trend by empowering individuals and communities, fostering entrepreneurship, and promoting sustainable practices that align with broader poverty reduction and environmental goals. Floriculture provides numerous entrepreneurial opportunities that can play a significant role in mitigating poverty by generating income and creating jobs at various levels of the value chain. These opportunities can be harnessed by individuals in both rural and urban areas, contributing to local economies and improving livelihoods. For example, loose flower production, which mainly serves the domestic market, is an accessible entry point for smallholder farmers or urban dwellers with limited capital. Flowers for religious or cultural purposes are always in demand, especially in countries with large populations, and growing them can provide consistent income. Similarly, cut flower production, which caters to both export and domestic markets, offers opportunities for small-scale farmers to participate in global trade. Exporting flowers can significantly increase income due to the premium prices paid by international buyers, while also creating employment in related industries, such as transportation, packaging, and marketing (*Verma. S, 2023*).

The nursery industry, which includes the production of trees, shrubs, climbers, and potted plants, offers entrepreneurial prospects for those with access to land or even urban rooftops. Nurseries can serve urban markets where people are increasingly investing in home gardens and landscaping. By cultivating potted plants and decorative foliage, local entrepreneurs can supply both the ornamental and functional needs of urban dwellers, such as interior decor or air purification. This not only creates jobs in cultivation but also opens retail opportunities in cities, allowing for the development of small businesses in plant care, sales, and delivery services. Flower seed production also provides an avenue for income generation. This low-capital business enables small farmers to engage in floriculture without requiring significant infrastructure while meeting the demand for seeds that fuel further flower production in the domestic and international markets (*ICAR-Indian Agricultural Research Institute, n.d.*).

Additionally, the production of essential oils, perfumes, and other value-added products from flowers has significant potential for poverty alleviation. These products are in high demand worldwide, particularly in the wellness, beauty, and personal care industries. Entrepreneurs can start small-scale operations to extract essential oils, create natural perfumes, or produce other related products, thereby adding value to raw flowers and increasing profit margins. Similarly, flower drying and crafting into decorative items like wreaths, garlands, and potpourri creates niche markets that can be tapped by local artisans. These businesses often require minimal upfront investment but provide substantial returns, especially when marketed to tourists or through e-commerce platforms.

Plant rental services, particularly for potted plants used in corporate offices or events, are another growing opportunity in urban areas. With businesses looking to green their spaces and events requiring decorations, plant rental businesses can offer recurring revenue streams. This sector also creates jobs for individuals involved in plant maintenance, delivery, and customer service. Furthermore, landscape designing and environmental horticulture services are increasingly in demand in urban centers, where green spaces are valued for aesthetic and environmental reasons. Entrepreneurs in this field can offer design and maintenance services for parks, gardens, corporate offices, and public spaces, generating jobs for landscapers, gardeners, and horticulturists.

Finally, retail florists and floral decorators can directly benefit from the growing demand for floral arrangements, especially for events like weddings, birthdays, and festivals. Opening a florist shop or offering floral design services can be a profitable business for individuals with a creative flair. In addition to retail floristry, offering bespoke services such as crafting wedding garlands, bridal crowns, or creating event-specific floral displays provides further income avenues. These businesses create jobs for florists, decorators, and delivery personnel, particularly in regions with high demand for events and celebrations. Therefore, floriculture offers a wide range of entrepreneurial opportunities that can contribute to poverty reduction by creating sustainable jobs, empowering smallholder farmers and urban entrepreneurs, and generating income through both domestic and international markets. Each sector of the floriculture industry, from flower production to value-added services, plays a crucial role in supporting economic diversification, fostering local entrepreneurship, and providing flexible, accessible income opportunities for people living in poverty.

## **INCIDENCE OF POVERTY AND CHALLENGES IN ASSAM**

The historical poverty trend in Assam, from 1957-58 to 1993-94, highlights persistently high poverty levels in contrast to the national trend, where poverty significantly declined during the same period. This divergence stems largely from Assam's modest economic growth, with its Gross State Domestic Product (GSDP) trailing behind India's national GDP growth (*Refer to Figure 1*). The primary sector, dominated by agriculture, performed poorly, even registering negative growth in certain

years, such as -1.6% in 2002-03, while the national primary sector saw robust growth. This stagnation in agriculture has been a major contributor to the entrenched rural poverty in Assam (*Dutta, D. 2023*).

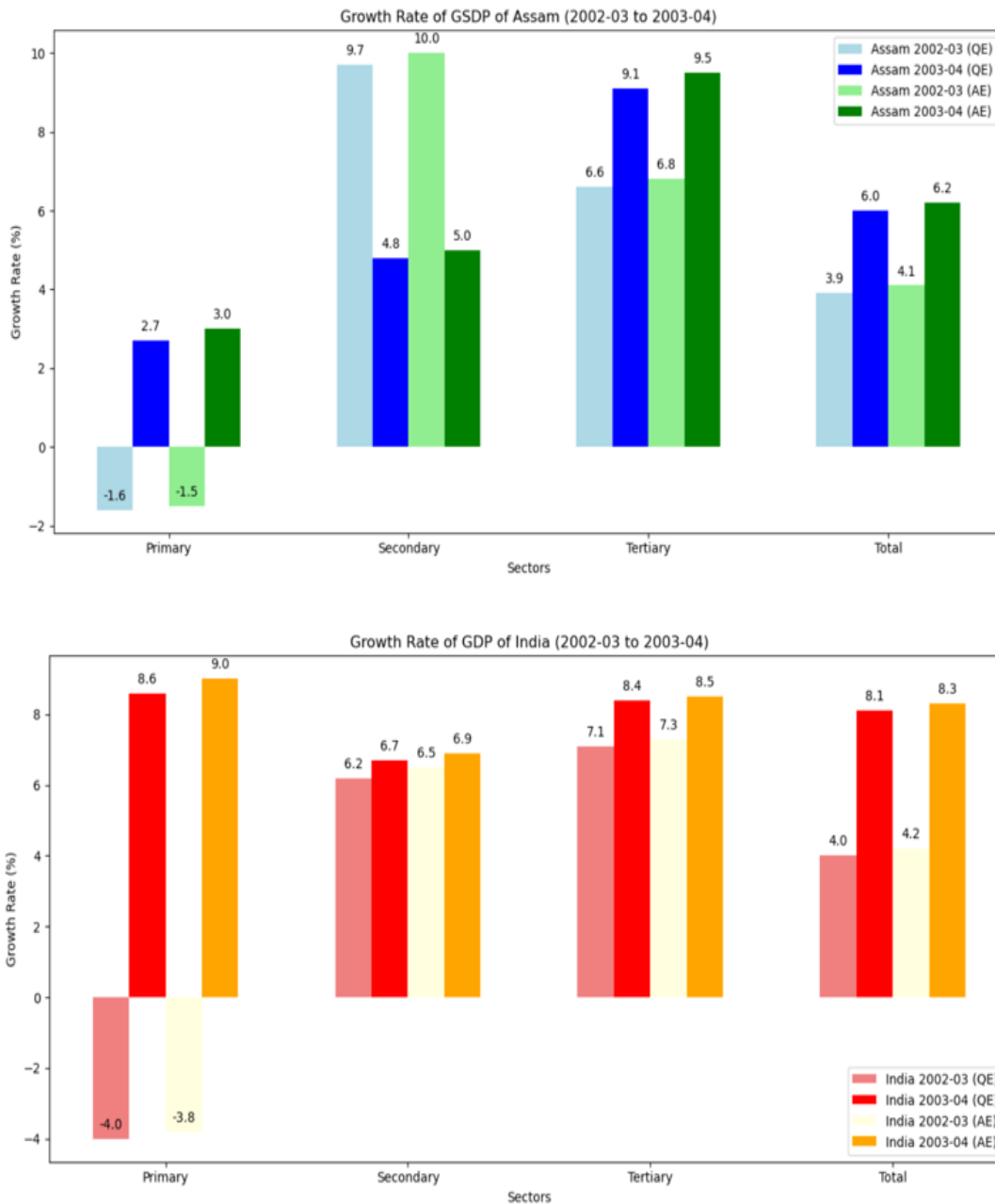
The secondary and tertiary sectors in Assam have shown moderate growth but consistently lagged the national averages, underlining the urgent need for economic diversification. In this context, promoting high-value agricultural industries like floriculture presents a promising opportunity. Floriculture, with its potential for significant value addition, could diversify Assam's economy and provide an alternative to traditional agriculture. Its labor-intensive nature makes it a viable solution for generating widespread employment across the value chain, from cultivation to retail and export, benefiting both rural and urban populations.

Floriculture also offers socio-economic advantages by empowering marginalized groups, particularly women, through income-generating opportunities and fostering social mobility. The success of floriculture in countries like Sri Lanka (*Padmini & Kodagoda, 2017*) underscores its potential in Assam, where it could catalyze entrepreneurship, especially among women and youth in rural areas. By addressing unemployment and underemployment, floriculture could contribute to poverty alleviation while promoting environmental sustainability through green spaces and eco-friendly practices.

Assam's geographical isolation from India's economic hubs, compounded by its difficult terrain and frequent natural disasters, has stymied growth. In Cachar, situated in the Barak Valley (*Agricultural Growth and Regional Economic Development, n.d.*), proximity to Bangladesh presents both opportunities for trade and challenges due to security and logistical constraints. These factors, along with poor connectivity and underdeveloped infrastructure, have perpetuated economic stagnation despite the region's natural resource wealth.

Cachar's predominantly agrarian economy faces a range of challenges, including erratic rainfall, flooding, soil erosion, and inadequate irrigation infrastructure. Frequent floods not only destroy crops but also disrupt livelihoods, pushing farmers deeper into poverty. The lack of access to modern farming techniques, quality seeds, and effective irrigation systems further exacerbates the vulnerability of the agricultural sector, limiting productivity and making recovery from losses difficult.

**Figure 1: Gross State Domestic Product of Assam in comparison to the rest of India's GDP**



*Source: (Dutta, D. 2023)*

Assam's economic structure could be revolutionized by incorporating floriculture, which would allow for diversification, raise incomes, and promote sustainable growth. Floriculture has the potential to foster inclusive economic growth and reduce the enduring prevalence of poverty by tackling systemic problems and utilizing the area's labor resources and climatic advantages. Cachar's economic development has been hindered by its slow industrialization, which has left the district largely dependent on agriculture and resource-based industries like forestry and tea. Although these industries have potential, their capacity to create enough jobs and economic prosperity has been limited by a lack of investment and infrastructure. In contrast to areas that have used industrial growth to combat poverty, Cachar still faces a shortage of job opportunities, especially in the manufacturing sector, which perpetuates economic disparities and limits social mobility.

The district's low urbanization, combined with limited access to quality education and healthcare, has deepened the cycle of poverty and inequality. High unemployment rates, especially among the youth, highlight the pressing need for economic diversification. The absence of vocational training and skills development programs further exacerbates the problem, making it difficult for individuals to transition into emerging sectors like services or advanced manufacturing. Additionally, socio-political challenges such as ethnic tensions, political instability, and land disputes have impeded consistent economic progress, delayed essential developmental initiatives, and undermined the region's growth potential.

Despite these structural barriers, Cachar possesses considerable opportunities for economic transformation. Floriculture emerges as a viable solution, leveraging the district's favorable climatic conditions and abundant land resources. By developing this high-value agricultural sector, Cachar could diversify its economy, create alternative livelihoods, and generate employment opportunities across the value chain. From cultivation and processing to marketing and export, floriculture offers

a range of prospects that could empower local communities, especially women and youth, who are often excluded from the formal labor market.

The district's closeness to important markets, such as Bangladesh, a neighbor, increases the likelihood that floriculture would prosper. Cachar might capitalize on the rising demand for flowers and decorative plants both domestically and abroad by developing a strong floriculture sector. In addition to giving farmers a consistent income, this would boost the local economy by drawing in private capital for infrastructure projects including roads, irrigation systems, and processing plants. Furthermore, the labor-intensive character of floriculture fits in nicely with the district's large labor pool, fostering social inclusion and generating jobs in a variety of economic sectors.

Floriculture's impact could extend beyond direct economic benefits. Its development has the potential to stimulate ancillary industries, such as logistics and agro-processing, fostering a multiplier effect that drives overall economic growth. Additionally, integrating floriculture with sustainable practices could contribute to environmental conservation, enhancing green spaces, and promoting eco-friendly development.

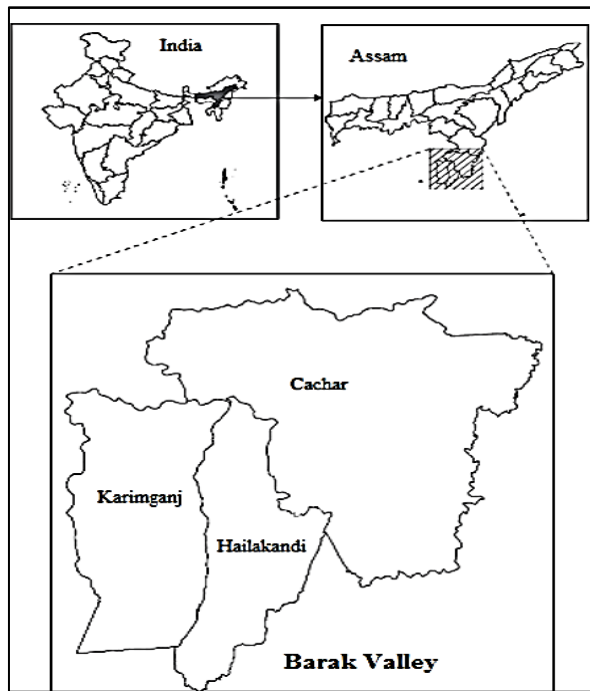
Although the districts of Kamrup Metro and Cachar have different obstacles in their fight against poverty, they have a lot of unrealized potential to work together to leverage industries like agriculture and floriculture. Focused initiatives to improve market connections, construct infrastructure, and train people might open these doors, allowing for sustainable livelihoods and correcting long-standing patterns of poverty. These districts may successfully alleviate poverty and promote inclusive economic growth by combining government programs, private investment, and community involvement.

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### **FLORAL MARKET OF CACHAR AND KAMRUP METRO**

The Brahmaputra Valley, the Barak Valley, and the Hill Range are the three separate geographical areas that make up the Northeastern Indian state of Assam. The largest is the Brahmaputra Valley, which occupies around 71.7% of Assam's total land area and is located in the northern section of the state. The southern region's Barak Valley, on the other hand, is much smaller but quite important because of its distinct natural and cultural features. "The Karbi-Anglong and North-Cachar Hills create a natural barrier between the two valleys, separating them. According to the 2001 Census, 11.22% of Assam's population lives in the 6,922 square kilometer Barak Valley, which makes up 8.9% of the state's total land area. This area borders several different states and nations: Tripura and the Bangladeshi Sylhet district to the west; Manipur to the east; Mizoram to the south; and the North-Cachar hills and Meghalaya to the north. The Barak Valley's geography and location" (*Refer to the map in Figure 2*) have played a significant role in shaping its socio-economic dynamics, contributing both to its strategic importance and the challenges it faces in terms of development and connectivity (*Agricultural Growth and Regional Economic Development, n.d.*).

**Figure 2: Barak Valley of Assam (Cachar District)**



Source: (Borah, N., Rabha, D., & Athokpam, F. D. 2016)

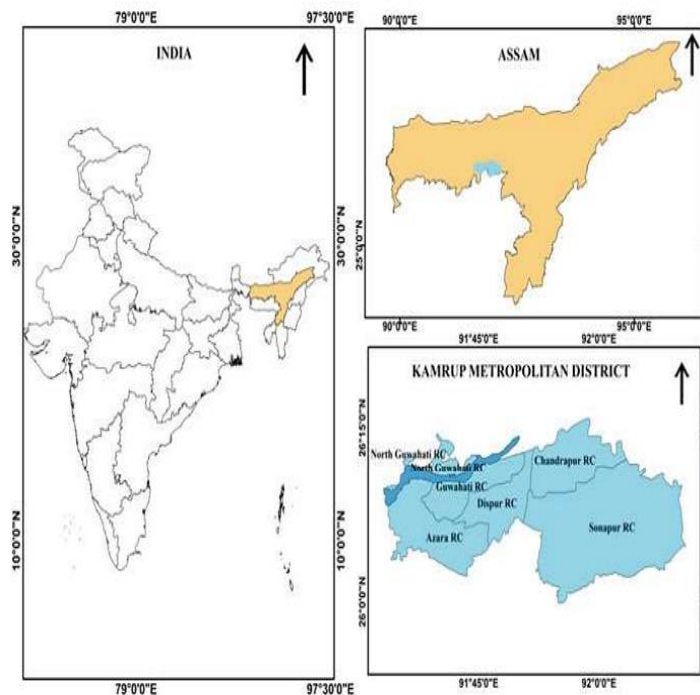


Figure 3: Brahmaputra Valley of Assam (Kamrup Metro District)

Source: (Sharma et al., 2021)

Among the two main regions of Assam, Cachar and Kamrup Metro (Refer to the map in Figure 3), both have shown significant strides in development, though they have distinct challenges and opportunities based on their geographical and socio-economic contexts. Kamrup Metro, which encompasses the state capital, Guwahati, has seen considerable urban and infrastructural development in recent decades. Being the largest urban agglomeration in Assam, it serves as the economic, educational, and cultural hub of the state. The growth of Guwahati as a metropolitan city has led to an increase in industrialization, commercial activity, and employment opportunities, particularly in the service sectors, information technology, and trade. The establishment of special economic zones (SEZs), export processing zones, and increased connectivity through national highways, railways, and the Lokpriya Gopinath Bordoloi International Airport has made Kamrup Metro a key driver of Assam's economy. Guwahati's infrastructure, including roads, healthcare, and education, has improved in line with urbanization, offering better job opportunities, which have attracted migrants from other regions of Assam and neighboring states. However, urban poverty, unemployment, and a growing gap between the affluent and the poor remain challenges, especially in peripheral areas of the metro region (Das, B. K., Tezpur University, & NEDFi, 2023). Despite

these developments, rural poverty persists in surrounding districts, and the region still struggles with flooding, pollution, and social inequality.

In contrast, Cachar, which is part of the Barak Valley in southern Assam, has a more agrarian-based economy with a focus on tea plantations, agriculture, and horticulture. The district, covering an area of 6,922 square kilometers, holds a significant share of Assam's tea industry (*Biswas, G., 2005*), which remains a key contributor to the local economy. The region's proximity to Bangladesh has led to cross-border trade, particularly in agricultural products. However, Cachar faces unique challenges like floods, infrastructure gaps, and insurgency-related instability, which have hindered its growth compared to Kamrup Metro. Despite these challenges, Cachar has seen improvements in areas such as agricultural productivity, small-scale industry, and market access. Recent efforts to enhance connectivity, particularly through the improvement of roads and railways, and the expansion of market access for local products, have started to show results in terms of increasing income levels and employment opportunities (*Sinha, S., & Das, S, 2020*). The district has also seen a boost in educational institutions, which has helped in improving human capital.

In terms of development, Kamrup Metro is far more advanced in terms of industrial growth, infrastructure, and urbanization, driven largely by Guwahati's prominence. However, Cachar continues to rely on agriculture and small-scale industries, with opportunities for growth in the floriculture and tea sectors, among others. Both regions have experienced growth, but they face distinct challenges. Kamrup Metro's challenge lies in managing urbanization and social inequalities, while Cachar's focus is on improving agricultural productivity, infrastructure, and connectivity to address poverty and unemployment. Together, both districts represent two sides of Assam's development story urban and rural, and highlight the diverse approaches needed to foster sustainable growth across the state.

In the Kamrup Metro district, the floriculture industry is showing great promise and economic potential, especially in areas like Sonapur, Guwahati, and Azara. Despite being a part of Guwahati, these regions have not received much attention when it comes to floriculture, which makes them ideal for the expansion of the floral industry (*Refer to Figure 4*). The region benefits from an abundance of land proximity to the Brahmaputra River for easy irrigation sources, favorable climatic conditions, and a growing demand for flowers both for domestic use and commercial purposes.

Floriculture in Kamrup Metro is especially focused on the production of high-value flowers such as orchids, roses, marigolds, and gerberas, which are used as cut flowers and potted plants. According to a research conducted, orchids emerged as the most profitable crop in terms of net benefits and the benefit-cost ratio, followed by marigolds, roses, and gerberas. The analysis revealed that orchids had the highest net benefit of ₹273,263.33 and the best benefit-cost ratio (BCR) of 1.8, signaling a promising opportunity for growers in the region. Marigolds also showed a healthy net benefit of ₹124,203.33, with a BCR of 1.6, while roses and gerberas, though less profitable, still presented viable options for floriculturists in the area (*Deb, A., & Dutta, D, 2023*).

The floriculture business in Kamrup Metro is not only an attractive economic venture due to its profitability but also because it offers substantial employment opportunities. With a labor-intensive production process, floriculture provides work for both men and women in the region, with women particularly playing a key role in this sector. Additionally, the rise of floral businesses can contribute to the overall development of the region by enhancing agricultural practices, offering value-added products, and creating robust market linkages. These markets cater to the increasing demand for flowers in urban centers like Guwahati, making the floriculture business a strategic and lucrative sector for farmers and entrepreneurs in the Kamrup Metro district.

The market dynamics in Silchar reflect a trend of growing demand for flowers, particularly for weddings, festivals, and home decorations. Florists in the region have responded to this demand by producing a diverse range of flowers, including popular varieties such as marigolds, roses, chrysanthemums, gerberas, and orchids, among others. Floriculture has thus evolved into a profitable sector, offering economic opportunities for local entrepreneurs.

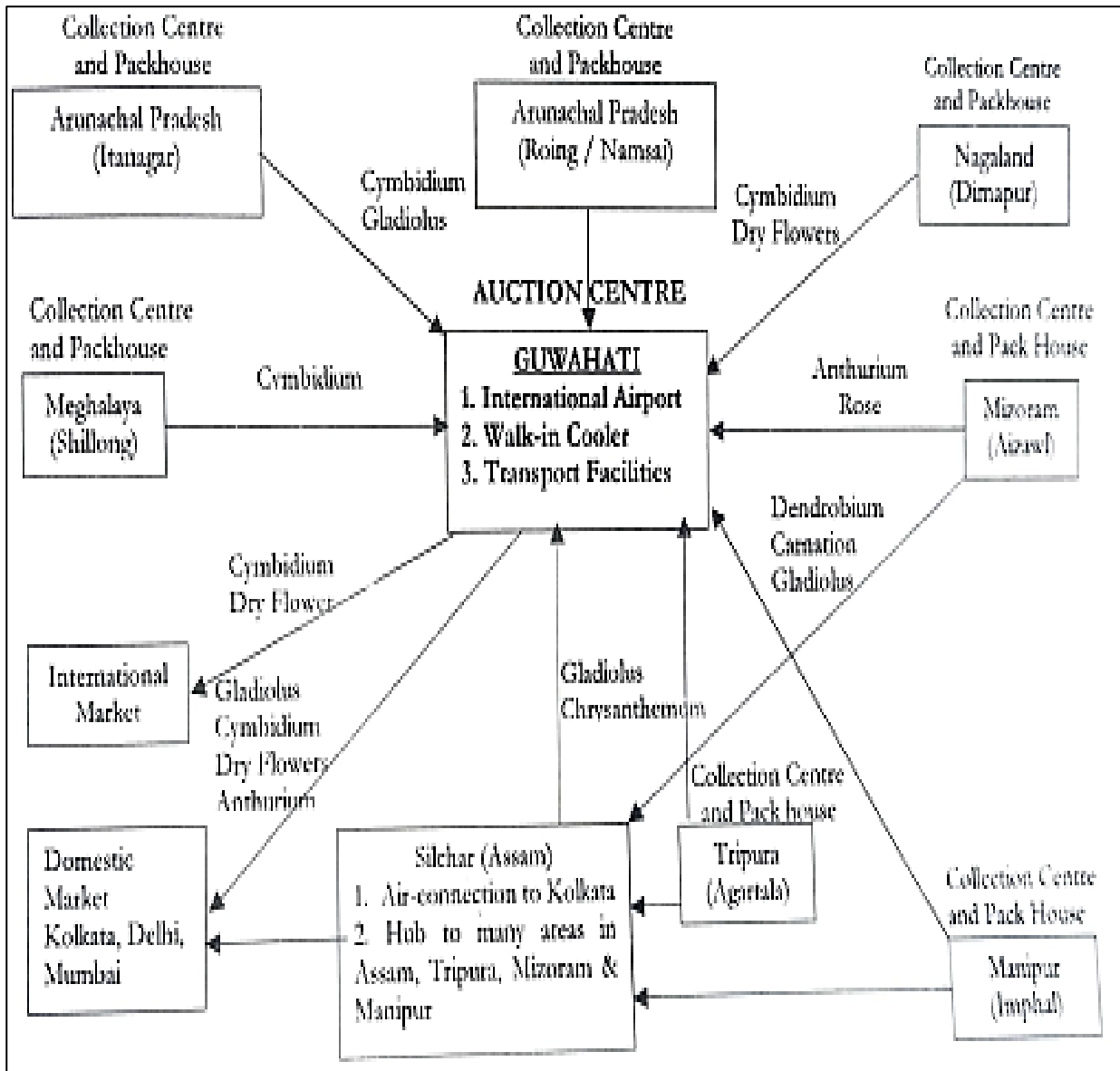
Moreover, the development of market infrastructure in Silchar has played a crucial role in the growth of the floriculture sector. Improved transportation networks and the establishment of both wholesale and retail outlets have made it easier for flower producers and florists to distribute their products not only within Silchar but also to neighboring districts such as Karimganj and Hailakandi. This has broadened the reach of local floriculture businesses, enabling them to tap into regional markets and further expand their operations. The growth of online floristry services has also made it possible for florists to access a wider customer base beyond the immediate geographic region.

Small-scale floriculture businesses in Silchar are also benefiting from the establishment of support services that cater to the needs of flower producers. Companies offering services such as agricultural technology solutions, flower packaging, and delivery have bolstered the floriculture value chain, enabling businesses to improve their efficiency and quality. The overall growth of floriculture in Silchar has been a response to both the expanding market demand and the development of these complementary services.

Several private companies in the Cachar district (*Refer to Table 1*) have emerged as key players in the agriculture and floriculture sectors. These businesses are involved in various aspects of the floriculture supply chain, including flower cultivation, wholesale distribution, retail sales, and floral decorations. The companies in Silchar, many of which operate as Farmer Producer Companies, focus on local flower production and cater to the diverse needs of the market. For example, businesses like Xenesis Creator Farmer Producer Company Limited, Banskandi Farmers Producer Company Limited, and Salchapra Farmer Producer Company Limited are all active in growing and distributing a variety of flowers. These companies help meet the local demand for both fresh-cut flowers and ornamental plants, which are used in landscaping, event planning, and everyday floral arrangements (*Greenhouse, Nursery, and Floriculture Production Companies in Cachar, Assam, India, n.d.*).



**Figure 4: Propose Collection Centers and Auction Centers for Domestic and Export Markets for Flowers in Northeast India**



Sources: (SYCOM PROJECT CONSULTANCY PVT.LTD, DELHI, 2000)

Furthermore, companies such as Banraj Agrarian Producer Company Limited and Borakvalley Agro Farmer Producer Company Limited are involved in the wholesale distribution of flowers across Silchar, supplying both retail florists and large-scale events. Other businesses, like Chotojalenga Organic Farmer Producer Company Limited and Maibong Agro Organic Producer Company Limited, cater to the growing demand for organic flowers, offering an eco-friendly alternative to traditionally grown flowers. These businesses are capitalizing on a shift in consumer preferences towards more sustainable and chemical-free products (Greenhouse, Nursery, and Floriculture Production Companies in Cachar, Assam, India, n.d.). The presence of agro-tech companies, such as Nushir Agrotec and Farms Private Limited and Farmitron Private Limited, is also indicative of the increasing technological innovation in the floriculture sector. These companies provide floriculture businesses with modern farming solutions, automation tools, and plant health management technologies, which improve flower yields, reduce losses, and ensure higher quality products for the market. With the integration of such technology, floriculture businesses in Silchar are better equipped to scale their operations and compete in a broader market. The impact of these businesses on the local economy is significant. Floriculture provides employment opportunities for local communities, especially in rural areas where many of these farms are located. The businesses involved in the production and sale of flowers offer a variety of jobs, ranging from farm workers to retail staff and floral decorators, thereby contributing to the economic development of the Cachar district. In addition, the floriculture sector's success has encouraged entrepreneurship, with many individuals investing in flower cultivation, retail floristry, and event decoration. The floriculture sector in the regions of Silchar and Cachar has grown significantly because of improved infrastructure, small businesses, and market demand. In addition to a range of landscaping and floral design services, local companies have extended their product ranges to include both conventional and organic flowers. By promoting local development, generating employment opportunities, and fortifying the social and cultural fabric of the region overall, the sector today contributes

significantly to the local economy. The increasing integration of agricultural technology and support services is expected to drive significant innovation and growth in the floriculture sector in the coming years.

**Table 1: Greenhouse, Nursery, and Floriculture Production Companies in Cachar, Assam, India**

Company Name					Business Type		
Xenesis Limited	Creator	Farmer	Producer	Company	Agriculture (Farmer Company)	(Farmer)	Producer
Banskandi Farmers Producer Company Limited					Agriculture (Farmer Company)	(Farmer)	Producer
Salchapra Farmer Producer Company Limited					Agriculture (Farmer Company)	(Farmer)	Producer
Banraj Agrarian Producer Company Limited					Agriculture (Farmer Company)	(Farmer)	Producer
Borakvalley Limited	Agro	Farmer	Producer	Company	Agriculture (Farmer Company)	(Farmer)	Producer
Barkhola Farmer Producer Company Limited					Agriculture (Farmer Company)	(Farmer)	Producer
Bihara Limited	Progressive	Farmer	Producer	Company	Agriculture (Farmer Company)	(Farmer)	Producer
Chotojalenga Company Limited		Organic	Farmer	Producer	Agriculture (Organic Farming)		
Katigora Farmers Producer Company Limited					Agriculture (Farmer Company)	(Farmer)	Producer
Kalain Limited	Agrofed	Farmers	Producer	Company	Agriculture (Farmer Company)	(Farmer)	Producer
Cachar Native Joint Stock Company Limited					Agriculture (General Farming)		
Silchar Farmer Producer Company Limited					Agriculture (Farmer Company)	(Farmer)	Producer
Smart Limited	Age	Agro	Technical	Initiatives	Private Agriculture (Agro-tech)		
Yaag Udyog Private Limited					Agriculture (General Farming)		
Farmitron Private Limited					Agriculture (Agro-tech)		

Source: [https://www.dnb.com/business-directory/company-information.greenhouse\\_nursery\\_and\\_floriculture\\_production.in.assam.cachar.html](https://www.dnb.com/business-directory/company-information.greenhouse_nursery_and_floriculture_production.in.assam.cachar.html)

## CONCLUSION

In conclusion, the floriculture sector in Assam, particularly in the districts of Cachar and Kamrup Metro, has proven to be a transformative force for local economic development. Both regions, despite their distinct geographical and socio-economic contexts, have shown remarkable growth in floriculture, driven by unique opportunities and challenges. Kamrup Metro, with its urbanization and access to advanced infrastructure, has become a significant hub for the production and trade of high-value flowers. This growth has not only contributed to the local economy but also created substantial employment opportunities, particularly for women, through labor-intensive flower cultivation. The region's proximity to Guwahati, the commercial heart of Assam, has further amplified its potential as a center for floriculture trade, both within the state and in neighboring regions. In contrast, Cachar, though facing challenges such as infrastructure gaps and regional instability, has found floriculture to be an important avenue for economic empowerment. The rise of small-scale farmer-producer companies and the growing demand for flowers in urban markets like Silchar has positioned floriculture as a profitable and sustainable business. The integration of organic farming practices and technological innovations has enhanced the competitiveness of local businesses, making them better equipped to meet both regional and national market demands.

While the floriculture sector in both districts has made considerable progress, further development must focus on addressing key challenges such as access to finance, market volatility, and inconsistent supply chains. Policymakers must prioritize infrastructure improvements, capacity-building programs for small producers, and the expansion of market linkages. Collaborative efforts between government agencies, private companies, and farmer groups will be essential in ensuring the continued growth and sustainability of the floriculture market. Ultimately, floriculture holds the potential to drive economic empowerment in both urban and rural areas, fostering inclusive growth, entrepreneurship, and sustainable agricultural practices across Assam.

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