

Challenges and Prospects of Floriculture: A case study of Dimapur and Chumoukedima Districts of Nagaland.

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Abstract:

Floriculture is a branch of horticulture concerned with the cultivation, production, and marketing of flowering and ornamental plants. It encompasses a wide range of activities, including the cultivation of cut flowers, bedding plants, potted plants, and foliage for aesthetic, commercial, and landscaping purposes. In recent years, there has been a notable shift in occupational preferences toward the floriculture sector due to its economic viability and growing market demand. The sector contributes significantly to employment generation, income creation, and livelihood enhancement, thereby supporting regional and national economic development. Factors such as cost-effectiveness, adaptability to diverse growing environments, improved transportation and communication networks, and relatively low capital requirements have facilitated the expansion of the floriculture industry. In Nagaland, the increasing demand for flowers and ornamental plants for social, cultural, and religious events, as well as for household beautification, has created considerable opportunities for the growth of floriculture. This study examines the challenges and prospects of floriculture in Dimapur and Chümoukedima districts of Nagaland, with a focus on its economic potential, existing constraints, and future development opportunities.

Key words: Floriculture, income generation, women empowerment, sustainability, employment opportunity.

1. Introduction:

Floriculture is a specialized branch of horticulture that deals with the commercial production and marketing of ornamental and bedding plants, cut flowers, potted flowering plants, foliage plants, and floral arrangements (Getu, 2009). In recent years, the floriculture industry has emerged as an important component of the agricultural sector due to its potential for employment generation, income enhancement, and rural development.

The growing interest in beautification and landscaping of homes, parks, business establishments, educational institutions, and religious sites has significantly increased the demand for ornamental and flowering plants. Moreover, consumers are increasingly preferring natural flowers over artificial alternatives for social, cultural, and religious events, thereby creating new market opportunities for flower

growers and entrepreneurs. This trend has positioned floriculture as a promising sunrise industry with considerable growth potential in Nagaland.

Despite its expanding market, the floriculture sector faces several challenges, including limited technical knowledge, inadequate infrastructure, marketing constraints, and financial barriers. Understanding these challenges is essential for promoting sustainable growth and enhancing the competitiveness of the industry.

Against this backdrop, the present study examines the challenges and prospects of floriculture in Dimapur and Chümoukedima districts of Nagaland. The study seeks to assess the current status of floriculture, identify the major constraints faced by flower growers, and explore opportunities for future development of the sector in the region.

2. Methodology:

The present study adopts a case study approach focusing on Dimapur and Chümoukedima districts of Nagaland. These districts were selected purposively due to their strategic importance in the state's economic and developmental landscape. Dimapur, being the commercial hub of Nagaland, represents one of the most economically active districts, while Chümoukedima is among the fastest-growing districts in the state with increasing scope for floriculture activities.

The study was conducted over a twelve-month period from April 2025 to March 2026, enabling a comprehensive assessment of floriculture activities across different seasons. A total of 100 flower growers were selected through random sampling from the two districts.

Primary data were collected through field surveys, structured interviews, personal interactions, and direct observations. The collected information focused on the challenges, opportunities, and overall status of floriculture enterprises in the study area.

The data obtained from various sources were classified, tabulated, and analyzed according to the objectives of the study. Simple statistical techniques, including percentage analysis and pie-chart representation, were employed to interpret and present the findings in a systematic manner.

3. Review of Literature:

Several studies have highlighted the economic significance and growth potential of the floriculture sector. Jahan (2009), in a study titled *"Production, Post-Harvest Handling and Marketing of Cut Flowers in Bangladesh: An Agribusiness Study"*, observed that floriculture is a highly profitable enterprise, with returns significantly exceeding production costs. The study further emphasized the need for government support and private sector participation to promote the scientific development of the floriculture industry and to meet the growing domestic and international demand for cut flowers.

Khriemenuo and Giribabu (2016), in their study *"Floriculture and the Role of Women in Nagaland: A Case Study"*, highlighted the increasing participation of women in flower production and marketing activities in Nagaland. The authors noted that women have played a vital role in the expansion of commercial floriculture, contributing significantly to household income generation and rural economic development.

Leah and Sharma (2018), in their study *"Prospects of Women Cut Flower Enterprise for Sustainability Approach: A Case Study"*, reported that rapid urbanization and rising disposable incomes have substantially increased the demand for floriculture products. The study identified growing market opportunities for cut flowers such as roses, gladiolus, carnations, gerberas, orchids, and lilies, indicating the expanding commercial potential of the floriculture industry.

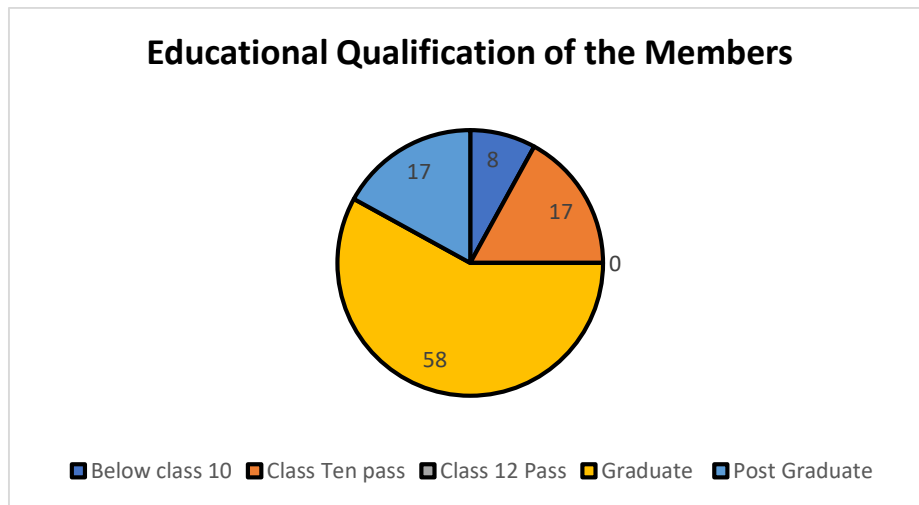
The reviewed literature suggests that floriculture is a profitable and rapidly expanding sector with significant potential for employment generation, women's empowerment, and income enhancement. However, there remains limited empirical research focusing on the specific challenges and opportunities of floriculture in Dimapur and Chümoukedima districts of Nagaland. The present study seeks to address this gap by examining the current status, constraints, and future prospects of floriculture in the study area.

4. Discussion of Findings:

I. Educational Qualification of the Respondents

Education plays a crucial role in the growth and sustainability of entrepreneurial ventures, including floriculture. The educational profile of the respondents reveals that a majority (58%) were graduates. Respondents who had completed Class X and those with educational qualifications below Class X each accounted for 17% of the sample. Postgraduates constituted 8% of the respondents.

Chart No. 1: Educational Qualification of the Respondents



(Source: Field Survey, 2025–2026)

The findings indicate a relatively high level of educational attainment among flower growers in the study area. Notably, 66% of the respondents possessed graduate or postgraduate qualifications. Higher educational attainment may contribute to improved managerial capabilities, greater awareness of market trends, better access to information and communication technologies, and enhanced decision-making skills. These factors can positively influence the adoption of modern cultivation practices and the overall performance of floriculture enterprises.

II. Women's Empowerment through Floriculture

The study reveals that floriculture is predominantly a women-driven enterprise in the study area. Out of the 100 respondents surveyed, 92 were women and only 8 were men. Among the female respondents, married women constituted the largest group, accounting for 78% of the total sample, while unmarried women represented 14%.

Table No. 1: Distribution of Flower Growers by Category

Categories	Nos. growers	Percentage
Male	8	8
Married women	78	78
Unmarried ladies	14	14
Total	100	100

(Source: Field Survey, 2025–2026)

The dominance of women in floriculture highlights the sector's potential as a source of livelihood and economic empowerment. The findings further reveal that 92% of the respondents were fully engaged in floriculture as their primary occupation, while only 8% were involved in other forms of employment.

The active participation of women in floriculture has contributed to income generation and financial independence, particularly among married women. The sector provides opportunities for self-employment and entrepreneurship, thereby enhancing the socio-economic status of women. These findings are consistent with earlier studies that emphasize the significant role of women in the development and expansion of commercial floriculture in Nagaland.

III. Monthly Earnings of Flower Growers

Income generation is one of the primary motivations for engaging in any economic activity. The study revealed considerable variation in the monthly earnings of flower growers. Monthly income ranged from ₹15,000–₹20,000 among lower-income growers to above ₹40,000 among the highest earners. The average monthly income of the respondents was estimated at ₹27,075.

Despite variations in income levels, the respondents generally expressed satisfaction with the returns obtained from floriculture. The income generated from the enterprise was reported to contribute significantly to household expenditure, enabling growers to meet their basic needs and support their families.

Table No. 2: Monthly Earnings of Flower Growers

Net Amount (₹)	Number of Growers	Total Earnings (₹)
Rs. 15,000- Rs.20,000	23	5,17,500/-
Rs. 20,000- Rs. 25,000	39	8,77,500/-
Rs. 25,000- Rs. 30,000	15	4,12,500/-
Rs. 30,000- Rs. 35,000	Nil	Nil

Rs. 35,000- Rs. 40,000	8	3,00,000/-
Above Rs. 40,000	15	6,00,000/-
Total	100	27,07,500/-

(Source: Field Survey, 2025–2026)

The findings indicate that the majority of respondents (39%) earned between ₹20,000 and ₹25,000 per month, suggesting that floriculture provides a stable source of income for a substantial proportion of growers. Furthermore, 23% of respondents earned between ₹15,000 and ₹20,000, while 15% reported monthly earnings exceeding ₹40,000. The presence of a sizeable group of high-income earners highlights the profitability and growth potential of floriculture when supported by appropriate market access, technical knowledge, and quality planting materials.

IV. Plants in High Demand

The survey identified a diverse range of ornamental and flowering plants that enjoy strong market demand in the study area. Among the most commonly traded species were Hydrangea, Lilium, China Doll, Sansevieria, Bougainvillea, Aglaonema, Phalaenopsis Orchid, Monstera species, Variegated Aroids, Geranium, David Austin Roses, Raphis Palm, Anthurium, Philodendron, Peace Lily, Boxwood, and Giant Peace Lily.

The study found that individual growers typically maintained between 30 and 35 plant varieties. The wide diversity of plants cultivated reflects changing consumer preferences and increasing demand for various purposes. The popularity of exotic and rare varieties further suggests the emergence of a specialized market segment capable of generating higher returns for growers.

V. High-Value Plants Traded by Growers

An important feature of the floriculture business in the study area is the trade in high-value ornamental plants. The prices of these plants vary considerably depending on factors such as rarity, aesthetic appeal, market demand, import costs, and propagation difficulty.

The survey revealed that many of the high-value plants sold by respondents were imported from Southeast Asian countries, particularly Thailand, Singapore, Malaysia, and Vietnam. These imported varieties command premium prices due to their uniqueness and strong demand among collectors and ornamental plant enthusiasts.

Table No. 3: Selected High-Value Ornamental Plants Traded by Respondents

Sl. No	Plant Name	Price Range (₹)
1.	Adenium	Rs. 2,000/-
2.	Hydrangeas	Rs. 3,700/-
3.	Monster Thai,	Rs. 4,000/-
4.	Philodendron tricolor gloriosum	Rs. 4,500/-
5.	Oakleaf Harmony	Rs. 10,000/-
6.	Anthurium Foilage tri colour	Rs. 15,000/- to 20,000/-
7.	Billietiae variegated	Rs. 16000/-
8.	Anthurium Delta force and Anthurium king of space	35,000/- - Rs. 40,000/-

9.	Devil Monstera	Rs. 40,000/-
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(Source: Field Survey, 2025–2026)

The presence of a market for premium ornamental plants demonstrates the increasing sophistication of consumer demand within the floriculture sector. High-value plant trading provides opportunities for growers to diversify their income sources and enhance profitability. However, dependence on imported planting materials may also expose growers to challenges such as high procurement costs, transportation risks, and market price fluctuations. Therefore, developing local propagation facilities and strengthening technical expertise could help reduce dependence on imports.

VI. Seasonal Variations in Sales Performance

The study revealed significant seasonal variations in the sales performance of floriculture enterprises. Different seasons were found to influence consumer demand and the availability of plants, thereby affecting overall business transactions.

Table No. 4: Seasonal Distribution of Sales

Sl. No.	Season	Percentage of Sales
1	Spring (March, April and May)	56 %
2	Summer (June, July and August)	30 %
3	Autumn (September, October and November)	33 %
4	Winter (December, January and February)	23 %

(Source: Field Survey, 2025–2026)

The findings indicate that spring is the most profitable season for flower growers, accounting for 56% of total sales. Respondents reported that favorable climatic conditions during this period promote plant growth and flowering, resulting in increased consumer demand and improved business performance. Spring is also associated with gardening activities and landscape development, which further contribute to higher sales.

In contrast, winter emerged as the least productive season, accounting for only 23% of total sales. Growers attributed this decline to slower plant growth, dormancy of certain species, and reduced consumer spending due to increased household expenditures during the winter months. Although summer and autumn recorded lower sales compared to spring, business activities remained relatively stable during these seasons.

The findings suggest that floriculture enterprises in the study area are highly influenced by seasonal factors. Therefore, growers may benefit from adopting strategies such as greenhouse cultivation, diversification of plant varieties, and improved nursery management to reduce seasonal fluctuations in income.

VII. Market Linkages and Trading Patterns

The study found that the floriculture business has expanded beyond local markets, establishing linkages at both national and international levels. Analysis of purchasing and selling patterns revealed that

while the procurement of planting materials often extends beyond national boundaries, the sale of plants is largely confined to domestic markets.

Many respondents reported importing ornamental plants from Southeast Asian countries such as Thailand, Singapore, Malaysia, and Vietnam. These countries are recognized sources of rare and high-value ornamental plants that are increasingly popular among collectors and gardening enthusiasts in India.

The findings indicate that growers are actively participating in broader market networks, demonstrating the increasing commercialization of the floriculture sector.

VIII. Transportation and Logistics

Transportation plays a critical role in the floriculture supply chain, particularly because ornamental plants are perishable and require careful handling during transit. The study found that most buying and selling transactions are initiated through digital platforms such as Facebook, Instagram, and WhatsApp, where growers advertise plants through photographs and videos and communicate directly with potential buyers.

Once transactions are finalized, growers rely on various transportation modes depending on the distance and destination of the shipment. Within the state, plants are commonly transported using two-wheelers, auto-rickshaws, private vehicles, and public buses. For interstate deliveries, courier services, Speed Post, trains, and interstate buses are frequently utilized. International transportation primarily involves air cargo and shipping services.

Despite the availability of multiple transportation options, respondents identified several logistical challenges. These include delays in delivery, inadequate handling of live plants during transit, damage to products, and fluctuating transportation charges. Such constraints increase operational costs and may affect customer satisfaction.

The findings highlight the need for improved logistics infrastructure, specialized plant-handling services, and more reliable transportation networks to support the sustainable growth of the floriculture industry in Nagaland.

IX. Sources of Finance

The study revealed that floriculture is a relatively low-investment venture, making it accessible to a wide range of entrepreneurs. Unlike many capital-intensive businesses, floriculture can be initiated on a small scale with limited financial resources and expanded gradually over time.

The findings indicate that 93% of the respondents financed their floriculture activities through personal savings and reinvestment of earnings. This demonstrates the viability of floriculture as a self-sustaining livelihood activity with relatively low entry barriers.

Only 7% of the respondents relied on external financial support, primarily in the form of soft loans or informal assistance from family members and relatives.

The predominance of self-financing suggests that floriculture enterprises in the study area are largely driven by individual initiative and household resources. While this reflects the affordability and accessibility of the sector, it may also indicate limited access to formal credit facilities and financial

support mechanisms. Improved access to institutional finance, microcredit schemes, and government-supported horticultural development programs could enable growers to expand production, adopt modern technologies, and enhance the overall competitiveness of the floriculture sector.

The findings further suggest that the low capital requirement of floriculture has encouraged greater participation, particularly among women entrepreneurs, thereby contributing to income generation, self-employment, and rural economic development in the study area.

5. Major Challenges Faced by Floriculture Growers

1. Financial Constraints

Financial limitations emerged as one of the most significant challenges faced by floriculture growers in the study area.

Limited financial resources were found to restrict business growth and diversification. Respondents reported that inadequate capital constrained their ability to procure high-value ornamental plants, invest in infrastructure, and adopt improved cultivation techniques. In contrast, financially stronger growers were able to engage in the purchase and resale of plants, enabling them to generate quicker returns on investment. Growers with limited resources depended largely on plant propagation and cultivation, a process that requires considerable time before products become marketable. Consequently, inadequate access to finance was identified as a major factor affecting the expansion and profitability of floriculture enterprises.

2. Trust Deficit in Online Transactions

The increasing use of digital platforms for marketing and sales has expanded business opportunities for floriculture growers. However, the study found that online transactions are often accompanied by issues related to trust and reliability. Since most transactions are conducted through virtual communication, establishing mutual trust between buyers and sellers remains a significant challenge.

Respondents reported several forms of trust-related problems, including:

- Delivery of plant varieties that differ from those advertised online.
- Delayed or non-payment by buyers after receipt of plants.
- Delayed delivery or non-delivery of plants despite advance payments made by buyers.

Such incidents undermine consumer confidence, negatively affect business relationships, and may discourage potential customers from engaging in future transactions. Strengthening digital transaction mechanisms and promoting ethical business practices are therefore essential for the sustainable growth of the sector.

3. Inadequate Packaging Knowledge

Proper packaging is crucial in the floriculture industry because ornamental plants are highly sensitive to handling and transportation conditions. The study revealed that many growers lack adequate knowledge and technical skills related to the packaging of live plants for transit.

Poor packaging practices frequently result in physical damage, dehydration, and deterioration of plant quality during transportation, particularly for long-distance shipments. The findings suggest a need for training programs focused on scientific packaging methods and post-harvest handling techniques to minimize losses and improve customer satisfaction.

4. Inadequate Transportation Facilities

Respondents reported difficulties in accessing reliable transportation services for both intra-state and interstate movement of plants. The availability of transport services often depended on the schedules and convenience of individual operators, leading to delays in shipment and delivery.

The absence of centralized collection and distribution centers further increased logistical difficulties for growers. Delays in transportation can adversely affect plant quality, increase operational costs, and reduce customer satisfaction. These challenges are particularly significant in the case of live plants, which require timely and careful handling throughout the supply chain.

The findings highlight the need for improved transportation infrastructure, dedicated logistics services for horticultural products, and the establishment of centralized distribution facilities to support the efficient movement of plants within and outside the state.

5. Credit Sales and Cash Flow Constraints

Credit sales emerged as a significant challenge affecting the sustainability of floriculture enterprises. Such transactions occur either through mutual agreement between buyers and sellers or as a result of circumstances that compel growers to extend credit. In both situations, delayed payments adversely affect business operations, particularly for small-scale growers who depend on a continuous flow of income for their livelihood.

The study found that interruptions in cash flow limit the ability of growers to reinvest in planting materials, inputs, and business expansion.

6. High Transportation and Delivery Costs

Respondents reported that transportation charges vary considerably depending on the service provider, destination, and mode of transport. The absence of standardized freight rates often increases the financial burden on both sellers and buyers.

In several cases, transportation expenses exceeded the value of the plants being traded, resulting in the cancellation of purchase orders. Such situations discourage market participation and reduce profit margins. To minimize transportation costs, many growers resort to bulk shipments; however, this option is not always feasible for small-scale producers.

7. Lack of Technical Knowledge

Technical knowledge is essential for successful floriculture production. However, the study revealed that many growers entered the business primarily out of personal interest and acquired their skills through experience rather than formal training.

Respondents reported limited knowledge regarding scientific cultivation practices, nursery management, pest and disease control, nutrient management, and post-harvest handling. Inadequate understanding of the proper application of fertilizers, pesticides, and plant growth regulators often affects plant health and productivity. As a result, losses due to poor management practices were reported by several growers.

The findings underscore the need for regular training programs, technical extension services, and capacity-building initiatives to improve the productivity and sustainability of floriculture enterprises.

8. Unregulated Pricing System

Price instability and the absence of a standardized pricing mechanism constitute another challenge faced by floriculture growers. The study found substantial variations in the prices of ornamental plants among different sellers, often resulting in unequal profit margins.

While higher demand can generate substantial profits, sudden declines in demand frequently lead to sharp price reductions. Such uncertainty makes business planning difficult and increases the financial risks associated with floriculture.

9. Market Volatility

The floriculture market was found to be highly dynamic and sensitive to changing consumer preferences. Trends in ornamental plants change rapidly, and varieties that are highly popular during one period may lose market demand within a short span of time.

Consequently, growers face challenges in determining optimal inventory levels. Overstocking may result in financial losses when demand declines, while insufficient stock may lead to missed market opportunities. These findings highlight the importance of market intelligence and demand forecasting for business sustainability.

10. Absence of an Effective Grievance Redressal Mechanism

The study revealed the absence of a formal institutional mechanism to address disputes and grievances within the floriculture sector. Although numerous social media and messaging groups exist among growers, these platforms possess limited authority to resolve conflicts effectively.

Respondents reported issues such as fraud, delayed payments, non-delivery of plants after receipt of advance payments, and discrepancies between advertised and delivered products. The lack of a formal dispute-resolution system often leaves affected parties without adequate recourse. Establishing growers' associations or cooperative bodies could help address such concerns and promote greater accountability within the sector.

11. Inadequate Greenhouse Facilities

Greenhouses play a crucial role in protecting ornamental plants from adverse weather conditions and ensuring optimal growth throughout the year. However, many respondents reported difficulties in establishing greenhouse facilities due to financial limitations and inadequate space availability.

The absence of protected cultivation structures exposes plants to climatic risks, resulting in lower productivity and increased vulnerability to environmental stress.

12. Increasing Market Competition

The study found that the number of floriculture entrepreneurs has increased substantially in recent years, leading to greater competition within the market. While increased participation reflects the growing attractiveness of the sector, it has also intensified competition among sellers.

Several respondents reported a decline in local sales compared to previous years due to market saturation. As a result, growers have increasingly explored markets beyond the state to maintain profitability and expand their customer base.

Overall, the challenges identified in the study indicate that although floriculture possesses considerable economic potential, its long-term growth depends on addressing constraints related to finance, technical knowledge, transportation, market regulation, infrastructure, and institutional support. Strengthening these areas would enhance the competitiveness and sustainability of floriculture enterprises.

6. Prospects of Floriculture

Despite the various challenges faced by floriculture growers, the findings of the study indicate considerable potential for the future growth and development of the sector in Dimapur and Chümoukedima districts. The increasing demand for ornamental plants, growing market awareness, and the sector's capacity to generate employment and income suggest that floriculture can emerge as an important component of the local economy. The major prospects identified through the study are discussed below.

1. Ease of Establishment

One of the most attractive features of floriculture is its accessibility to small-scale entrepreneurs. The study found that floriculture enterprises can be established with limited space and basic infrastructure, making them suitable for household-based businesses. Even small residential spaces can be utilized for the cultivation and maintenance of ornamental plants, thereby encouraging participation among individuals with limited land resources.

2. Low Capital Requirement

Floriculture requires relatively low initial investment compared to many other business ventures. Most respondents reported starting their enterprises with modest financial resources and gradually expanding their operations over time. The low capital requirement reduces entry barriers and enables individuals, particularly women and unemployed youth, to engage in entrepreneurial activities without significant dependence on external financing.

3. Employment Generation Potential

The sector possesses significant potential for employment creation. Apart from providing self-employment opportunities to growers, floriculture also supports a range of related economic activities, including transportation services, nursery management, fertilizer and pesticide supply, pot manufacturing and sales, packaging, and marketing. Furthermore, many growers employ additional labor during peak periods, thereby contributing to local employment generation and income enhancement.

4. Promotion of Productive and Healthy Lifestyles

Floriculture involves continuous care, monitoring, and maintenance of plants, requiring growers to remain actively engaged in productive activities. Respondents indicated that working with plants contributes to personal satisfaction, stress reduction, and improved mental well-being. The occupation therefore offers not only economic benefits but also positive social and psychological outcomes for individuals and households.

5. Home-Based Enterprise Opportunities

Another important advantage of floriculture is its suitability as a home-based enterprise. The majority of respondents operate their businesses within or around their residential premises, enabling them to manage both household responsibilities and income-generating activities simultaneously. This feature is particularly beneficial for women entrepreneurs, who can actively participate in economic activities while maintaining family responsibilities. In addition, home-based operations reduce transportation costs and increase operational flexibility.

6. Growing Demand for Natural Flowers and Ornamental Plants

The study revealed a growing preference among consumers for natural flowers and ornamental plants for decorative, cultural, social, and religious purposes. Demand is particularly high during weddings, festivals, community events, religious ceremonies, anniversaries, and other special occasions. Increasing awareness of landscaping, interior decoration, and environmental aesthetics has further stimulated the market for ornamental plants.

The rising demand for natural flowers over artificial alternatives provides substantial opportunities for growers to expand production and diversify their product offerings. This trend is expected to strengthen the long-term growth prospects of the floriculture sector in Nagaland.

7. Expansion of Digital Marketing Opportunities

The widespread use of social media platforms has transformed the marketing landscape for floriculture products. These platforms enable growers to reach customers beyond their immediate geographical area and facilitate direct communication between buyers and sellers. Digital marketing has significantly reduced market access barriers and created new opportunities for business expansion at both regional and national levels.

8. Scope for Commercialization and Export

The study found that many growers are already engaged in the purchase of ornamental plants from international markets, particularly Southeast Asian countries. This demonstrates the existence of market networks that could potentially be leveraged for future export-oriented floriculture development. With appropriate institutional support, technical training, and infrastructure development, floriculture in Nagaland has the potential to evolve into a commercially competitive sector capable of serving wider domestic and international markets.

Overall, the findings suggest that floriculture possesses considerable potential for employment generation, women's empowerment, entrepreneurship development, and income diversification.

Strengthening institutional support, improving infrastructure, and enhancing technical capacity among growers will be essential for realizing the full potential of this emerging sector.

7. Recommendations:

1. Provide affordable credit facilities and financial assistance to floriculture growers.
2. Organize regular training programmes on scientific cultivation, packaging, and post-harvest management.
3. Establish centralized collection and distribution centres for efficient transportation of plants.
4. Promote greenhouse cultivation through subsidies and government support.
5. Strengthen digital marketing and e-commerce opportunities for growers.
6. Form growers' associations or cooperatives to address grievances and improve market coordination.
7. Encourage research and extension activities to disseminate modern floriculture technologies.
8. Develop export-oriented floriculture initiatives to expand market opportunities.

Conclusion:

The present study examined the challenges and prospects of floriculture in Dimapur and Chümoukedima districts of Nagaland. The findings reveal that floriculture has emerged as a promising and rapidly expanding enterprise with significant potential for income generation, employment creation, and entrepreneurship development. The sector has attracted a growing number of participants due to its relatively low capital requirement, ease of establishment, and expanding market demand for ornamental plants and flowers.

A notable finding of the study is the dominant participation of women in floriculture activities. The sector has therefore contributed significantly to women's economic empowerment by providing opportunities for self-employment, financial independence, and enhanced household income.

The study also highlights the growing demand for natural flowers and ornamental plants driven by changing consumer preferences, increasing interest in home gardening and landscaping, and the widespread use of flowers in social, cultural, and religious events. The expansion of digital platforms has further facilitated market access by enabling direct interaction between buyers and sellers and expanding business networks beyond local markets.

Despite these positive developments, floriculture growers continue to face several challenges. Financial constraints, inadequate technical knowledge, high transportation costs, lack of proper packaging practices, market volatility, price fluctuations, trust-related issues in online transactions, and the absence of effective grievance redressal mechanisms were identified as major barriers to business growth. Limited access to greenhouse facilities and institutional support further constrains the expansion of floriculture enterprises.

The study concludes that floriculture possesses substantial potential to contribute to livelihood enhancement, women's empowerment, and rural economic development in Nagaland. However, realizing

this potential will require targeted interventions, including access to affordable credit, technical training, improved transportation and logistics services, greenhouse development, market support systems, and stronger institutional frameworks. Strengthening these areas will not only improve the profitability and sustainability of floriculture enterprises but also enable the sector to emerge as an important component of the state's horticultural economy.

Overall, floriculture represents a promising avenue for entrepreneurship and employment generation in Dimapur and Chümoukedima districts. With appropriate policy support and capacity-building initiatives, the sector is well-positioned to achieve sustained growth and contribute meaningfully to the socio-economic development of Nagaland.

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