

## **Factors affecting Floricultural Exports : An Econometric Approach**

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Agricultural exports have been one of the thrust areas of the governmental policy in the post-liberalization period. India has been an important exporter of some of the traditional agri-exports like Tea, Coffee and Spices. However in this research project, we have tried to examine one of the important non-traditional agri-export viz. the floricultural exports.

In the last fifteen years, the floricultural exports have grown at a very high rate. The objective of this project is to examine the trends in the rate of growth, the composition of the exports, the country destination of the exports etc. Then we would be identifying the factors which have been responsible for the growth of floricultural exports.