



## Role of Floriculture in Upliftment of Farmers

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### INTRODUCTION

Floriculture can be defined as “a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry, comprising the floral industry” (Getu, 2009). It can also be defined as “The segment of horticulture concerned with commercial production, marketing, and sale of bedding plants, cut flowers, potted flowering plants, foliage plants, flower arrangements, and non-commercial home gardening”. A gradual change has been witnessed in Indian agriculture primarily in the cropping and land use system. The trend observed over the last few decades shows diversification from field crops towards horticultural crops such as fruits, vegetables, spices, medicinal and aromatic plants, plantation crops and floriculture. Horticultural crops contribute meaningfully in the total agricultural production and play an important role in India’s economy. Among the various components of horticulture, floriculture is being viewed as a high growth Industry and has emerged as a sunrise industry. A paradigm shift is being observed in floriculture owing to a steady increase in demand of flowers on account of increase in per capita income and change in life-styles.



## Growth of floriculture in India

Floriculture is considered as a sunrise sector of agriculture and it has huge potential to generate income and employment. In India, the major loose flower growing states are Tamil Nadu, Karnataka, West Bengal and Maharashtra, whereas, cut flowers are grown in West Bengal, Karnataka, Odisha and Assam. To meet the demand of flower seeds, some seed companies have developed production units in major flower growing states. Seasonal flower seed production is a well established business in Punjab and Karnataka. Other segments like fillers, potted plants, seeds and planting material, turf grass industry and value added products also contribute in the overall growth of floriculture sector in India. This sector is a highly labour intensive business and for a country like India, Floriculture as an industry has tremendous potential for generating lucrative employment in both rural and urban areas. This opportunity can easily be capitalized by our country to solve the issues like unemployment & poverty. The first International Flower Auction

Company in Asia situated in Bangalore was established during 2002 and is named as International Flower Auction Bangalore (IFAB) Limited, which is a joint venture company of public and private shareholders was mainly set up to strike the potential of both export and domestic flower market and create a platform for both sellers and buyers for marketing of flowers.

### Why floriculture as an option for increasing income?

- ✚ Higher income per unit area as compared to many field crops
- ✚ Congenial climatic conditions for flower production in most parts of the country
- ✚ Commercial cultivation for essential oils, natural dyes and pigments to meet the demand of pharmaceuticals, nutraceuticals and food industry
- ✚ High demand for quality planting material including F1 hybrids and tissue culture raised plants
- ✚ Nursery raising is coming up as a high return flourishing enterprise



### Profitable avenues in commercial floriculture

- Cut flower industry
- Loose flower industry
- Dry flower
- Cut Greens
- Pot Plants
- Traditional flower cultivation
- hi-tech/ Protected cultivation
- Quality planting material-Flower seed and bulb production

## CONCLUSION

Indian agriculture is witnessing a gradual change and gradual diversification from field crops towards horticultural crops. This diversification towards flower cultivation is resulting in higher profit per unit area than most of the field crops thereby enhancing the farmer's livelihood. Even though there is a huge demand for flowers in market internationally, only a small amount of floriculture produce is exported from India because the main focus of the farmers is in the domestic market. Farmers need to be educated and awareness needs to be created amongst them regarding to benefits of how new technologies, quantity/quality of produce, infrastructure facilities for exports can help gain more profit internationally. Farmers need to be educated on extracting maximum benefits from programmes and schemes started by both Central and State Govt. for promotion of floriculture in the country and to practice marketing of their produce through IFAB instead of other unorganized market because of more profit realized in organized markets.

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