

Value addition through ornamental plants

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Introduction:-

Value addition is simply an enhancement of the value of a material with processes attached. It means doing something more to satisfy the ultimate user or consumer. India has exported mostly and thus must venture into the production of goods by oneself. Having raw materials but also preparing a final finished product which will invite more income to the nation. Value addition has become very popular towards the expansion of floricultural trade by the art of preservation of fresh/ usable flowers and utilizes wastes to make some useful and novel products that appeal to swiftly changing consumer preferences, mitigating the unstable price challenge in the market earning more money by avoiding the middleman concept, eventually generating more income opportunities for stakeholders.

Various edible additions are:

i) Gulkand

Rose petals are also preserved for direct consumption, by making gulkand which is prepared by pounding an equal proportion of petals and white sugar. It is considered both a tonic and laxative.



**ii) Herbal tea**

Rose petal or flower buds are sometimes used to flavor ordinary tea, or combined with other herbs to make herbal teas.

**iii) Rose cream**

Rose flavoured fondant covered in chocolate, often topped with a crystallized rose petal are a traditional English confectionary widely available from numerous producers in the UK.

iv) Rose syrup

In France there is much use of rose syrup, most commonly made from an extract of rose petals. In the United States, this French rose syrup is used to make rose scones and marshmallows. Rose flowers are used as food, also usually as flavoring or to add their scent to food. Other minor uses include candied rose petals.



v) Jasmine tea

Green tea with jasmine flowers. Jasmine tea is consumed in china, where it is called jasmine-flower tea. Flowers are also used to make jasmine tea, which often has a base of green tea or white tea, but sometimes an oolong base is used.



Conclusion

Floriculture is the most lucrative agro-enterprise in terms of profit-making. The profit potential is increased when an indistinctive raw commodity is converted into a unique product, whose export e.g. oil (extracted in small units set up in production zones), rather than the raw material, e.g. fresh flowers, can help generate substantial revenue in international market. Value addition is an important arena for proper utilization of fresh ornamentals in either garden-fresh or processed form. But the challenges encountered are synergy in the plan, technology for value-added products, knowledge for standards to be followed, availability of varieties as per market preferences, and approach of various agencies at various levels in different functional areas i.e., research, finance, quality assurance & certification. Value addition is a business strategy for creating new market demands or indulging renewed demand from the set of conventional customers. Exploration of value



addition avenues can solve the two major issues- Un-employment and poverty of the nation, by providing a steady source of income to the producers. Government initiatives are essential to benefit the growers and the country's economy on a whole. Enhancing the current techniques of value addition and adoption of more technological interventions. Broadening the mindset towards the use of flowers for other industries and not only ornamental purposes can help us create a source of additional income.

