

## Floriculture: A unique business with huge potential

Alka\*, Pratibha\*\* and Khiromani Nag\*

\*Deptt. of FLA, CoA, IGKV, Raipur (C.G.)

\*\*Deptt. of Horticulture, RCA, MPUAT, Udaipur, Rajasthan

ARTICLE ID: 008

Floriculture is the discipline of horticulture, which refers to the cultivation of ornamental plants, flowering plants, foliage plants, cut flowers, bulbs, seeds and seedlings. Floriculture is fast emerging as a booming industry in the global context but it is relatively in a premature phase in India. Cut flowers are parts of plants, characteristically including the blooms or inflorescence and some attached plant materials, but not including roots and soil. Fresh cut flowers are used for decorative purposes such as vase arrangements and bouquets at formal events; designs for weddings and funerals; gifts on occasions such as Mothers day, Valentine's Day and in times of illness.

### Flori – business

Commercial flowers' farming is a profitable business. There is an immense potential in the domestic flower market. In addition, big flower farms can earn very lucrative revenue from exports. Floriculture is an important commercial trade in the agriculture. However, controlled climate conditions inside greenhouse show better results in some profitable variety. Floriculture has higher potential per unit area than most of the field crops and is, therefore, a lucrative business. However, you must have the skill and knowledge about the commercial farming method.

### Floriculture-an option for diversifications

- ✓ High returns per unit area
- ✓ Better employment opportunity
- ✓ Multiplier effect-
  1. Cultivation
  2. Inputs
  3. Trade
  4. Value addition

## 5. Sale

- ✓ Expanding market with rise in income



**Fig: 1** Dedicated Auction Houses at Aalsmeer: Consumes EU 650 million

### **Floriculture sector is extreme diverse**

Cut flowers & cut foliage

- ✓ Flower bulb & seed
- ✓ Potted plants
- ✓ Foliage plants
- ✓ Dry flowers

### **Indian Floriculture Industry**

- ✓ India has an ancient heritage when it comes to floriculture. Commercial floriculture however is of recent origin.
- ✓ A consistent increase in demand for cut and potted flowers has made floriculture as one of the important commercial trades in Indian agriculture.
- ✓ Emphasis has been shifting from traditional flowers to cut flowers for export purposes Growing at a compound annual growth rate (CAGR) of about 30%, India's floriculture industry is likely to cross the Rs. 8000 crore mark by 2015.
- ✓ The floriculture industry in India is poised at about Rs.3700 crore, with just 0.61% share in the global floriculture sector, which is likely to reach 0.89% by 2015.

### **Export status of India**

- ✓ The domestic market for flowers and flowering plants is picking up in the country because of a growing interest of affluent and upper middle class in indoor plants/flowers.
- ✓ The main flowers cultivated in India for the domestic market are marigold, aster, rose, tuberose, gladiolus, chrysanthemums and jasmine.
- ✓ Traditional flowers like jasmine, tuberose are being exported as fresh flowers to Malaysia, Singapore, Sri Lanka and Gulf countries from India.
- ✓ The rose petals are also used to prepare rose water and gulkand.
- ✓ These products are exported to UK, France, Germany and Middle East countries.

#### **Extracting essential oils from flowers is another major industry in India**

- ✓ Tuberose flowers are used for extraction of oils and it is considered as the high value concrete in the world market.
- ✓ Tissue cultured plants of jasmine; scented rose etc. can also be propagated and supplied to Taiwan, Korea and Japan.
- ✓ All these floricultural products can be sold in the international market at Singapore.

#### **Indian exports mostly target the events like**

- ✓ Christmas
- ✓ New Year Eve
- ✓ Valentine's Day
- ✓ Mothers Day

#### **Floriculture exports from India**

- ✓ Dry flowers – U.S., Europe, Australia, Russia, Far east
- ✓ Fresh cut flowers – Europe, Japan, Australia, Middle East, U.S.A.
- ✓ Loose flowers – expatriate Indians in gulf.
- ✓ Cut foliage – Europe
- ✓ Potted plants - UK

#### **Unique business**

##### **Nursery raising**

Nursery is the part of agriculture when plants are propagated nurtured grown and sold other the home garden and commercial garden under favorable condition, improved quality seedlings are grown until they are ready for planting on a small scale and large scale. Young

plant that is propagated in nurseries can be sold at retail nurseries or as whole nurseries. Nurseries can have stock of various plants such as herb, shrub, plants, small trees big trees and bonsai. Gardens can be established with minimum maintenance cost and care. Nursery business can be done and is profitable as there is a consistent demand for home and public gardens highways.



**Fig: 2** Nursery raising ornamental plants

### **Loose flower production**

- ✓ India is the leader in loose flower production.
- ✓ Rose, jasmine, tuberose, marigold, chrysanthemum, crossandra, China aster and dahlia are in great demand in domestic market.

### **Uses of Gladiolus**

- ✓ Bouquets
- ✓ Indoor decoration
- ✓ Cut flower
- ✓ Floral arrangements

### **Use of Chrysanthemum**

- ✓ Garland making and hair decoration
- ✓ Exhibition value, garland, vases, bouquets, vase
- ✓ Essential oil
- ✓ Sources of pyrethrum and an important insecticide
- ✓ Floral ornaments, bouquets and buttonholes
- ✓ Cut flowers for table decoration.

### **Use of Marigold**

[www.justagriculture.in](http://www.justagriculture.in)

- ✓ Garland, veni, and other decorations.
- ✓ Vase arrangements.
- ✓ Essential oil extraction.
- ✓ Fly repellent.
- ✓ Trap crop
- ✓ The pigments area used as a natural colour to intensify yellow color of egg yolk and boiler skin, fresh and also for fish.

**Table No. 1** Production of Cut flowers in Greenhouse

Sn.	Crops	Target (°C) Tem.	Plants/m <sup>2</sup>	Yield/Stems/m <sup>2</sup> /Year	Expected returns
1.	Rose	25-30	7-13	150-300	15lakh/ha.
2.	Chrysanthemum	17-24	30-64	60-100 Spray/type 30-64 standard type	8lakh/ha.
3.	Carnation	15-20	49	200-300	1.39lakh/500sqm
4.	Gerbera	15-25	9	250-300	1.44lakh/500sqm
5.	Anthurium	18-20	7	35-36	2lakh/500sqm 3 <sup>rd</sup> yr onwards

**Export orientation**

- ✓ Quality
- ✓ Uniform size
- ✓ Uniform color
- ✓ Free from blemishes





**Fig: 3** Export orientation**Exploitation of cut foliage**

- ✓ Year round production
- ✓ Low investment
- ✓ Lesser risk

**Fig: 4** Ficus

- ✓ Cut greens- New Potential Market in Florist
- ✓ Cut greens have magnificent, delightful and charming foliage used for floral designs, bouquets, wreaths and dried arrangements.
- ✓ Commercial cut greens in market, *Adenanthos*, *Alpinia*, *Asparagus*, *Aspidistra*

**Production of cut greens**

- ✓ Foliage plants are getting maximum attraction as flowers.
- ✓ Widely used in bouquet preparation and western flower arrangement.
- ✓ They have more keeping quality and require minimal care.
- ✓ In this regard, we can expect more output, with less investment.

**Seed production in floriculture**

Quality seed material - demand both in domestic and international market. Seed production of marigold, petunia, verbena, caladium, pansy, viola, stock, hollyhock, cosmos etc., holds promise in some of the rural areas where climate and other factors are congenial. In India, Punjab alone produces 50% of flower seeds and still, there is a lot of scope to expand area under. Seed production requires knowledge and skill - emasculation, pollination, rouging, and identification of seed maturity stage, harvesting and processing of seeds.

**Value addition in floriculture**

- ✓ To increase the economic value and consumer appeal of a farm commodity

- ✓ Potpourri, Punkhurri
- ✓ Veni, Gajra, Garland, Floral Rangoli
- ✓ Dry flower arrangements, Floral crafts,
- ✓ Gulkandh (rose), Gulroghan, Rose water
- ✓ Floral dyes, Colour extraction and Floral oil extractions.

### Plant pigments for nutraceutical and pharmaceutical industries

- ✓ There has been a increase in demands of nutraceutical pigments like anthocyanins, carotenoids, betalins, curcumins.
- ✓ Various nutraceutical industries thus create a huge demand there by profiting the farmers.
- ✓ Awareness about toxic effects of synthetic dyes has resulted in creation of huge demands for natural dyes.

**Table 2.** Flowers and their pigments

Sn.	Flowers	Pigments
1.	Rose	Pelargonidin, Cyaniding
2.	Orchids	Anthocyanin, Anthoxanthin
3.	Chrysanthemum	Carotenoids, Anthocyanidin
4.	Hibiscus	Anthocyanidin, Anthoxanthin
5.	Lilium	Anthocyanin, Carotenoids
6.	Gerbera	Pelargonidin, Cyaniding
7.	Anthurium	Cyaniding, Pelargonidin
8.	marigold	Lutein, Zeaxanthin

### References

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