



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

FLORICULTURIST

0-2-2



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

Module 1: Introduction to Floriculture

Lecture 1: Defination, Features, Scope and Importance of Floriculture



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Floriculture

Floriculture is the branch of horticulture concerned with the cultivation, marketing of cut flower, loose flower, dry flowers, ornamentals and flowering plants and also marketing of value added products prepared from different plant parts.

Floriculturist is a professional expert in the cultivation of flowering for sales, use raw materials in the cosmetic and pharmaceutical sector.



**Centurion
UNIVERSITY**

*Shaping Lives...
Empowering Communities...*

Floriculture Sectors

- ✓ **Cut flowers**
- ✓ **Loose flowers**
- ✓ **Dry flowers**
- ✓ **Foliage Plants**
- ✓ **Floral concrete**
- ✓ **Natural dyes**
- ✓ **Value added product**
- ✓ **Annual seed production**



**Centurion
UNIVERSITY**

*Shaping Lives...
Empowering Communities...*

Floriculture Sectors

- ✓ Flower crops are generally herbaceous
- ✓ Gestation period of flower crops is very less.
- ✓ Bedding and garden plants consist of young flowering plants especially annuals and perennials.
- ✓ Human being born with flower, live with flower and finally dies with flowers.
- ✓ Used for worshiping, religious and social functions, wedding, interior decoration and self adornment.



Centurion
UNIVERSITY

*Shaping Lives...
Empowering Communities...*

Flowers are used to convey the human feelings

Rose - Love

Lily- Purity

Jasmine-Amiability

Stock-Luxury

Pansy - Thoughts

Amaryllis-Pride

Daffodil- Regard

Iris-Message

Carnation (white) - Women's love

Sweet pea- Departure

African marigold - Vulgar minds

French marigold - Jealous / Sorrow

Snapdragon-Presumption

Narcissus- Self-Esteem





**Centurion
UNIVERSITY**

*Shaping Lives...
Empowering Communities...*

Importance of floriculture in India

- ✓ sale of loose flowers of Jasmine, Crossandra, Marigold, Chrysanthemums and Gaillardia etc., are a roaring business in south India
- ✓ making dry flowers, extraction of natural colours and essential oils and lot of demand for good quality flower seeds.
- ✓ generates employment opportunities as floral designers, landscape designers, architects and horticultural therapists.



Centurion
UNIVERSITY
Shaping Lives...
Empowering Communities...

Aesthetic point of view...

- ✓ New dimension of horticultural sciences to heal the psychic debility
- ✓ Utilized in psychiatric hospitals, general hospitals and physical rehabilitation centers, homes for elderly, prisons and schools.
- ✓ Patients can achieve higher level of personal development and satisfaction



**Centurion
UNIVERSITY**

*Shaping Lives...
Empowering Communities...*

Social point of view...

- ✓ Flowers symbolize the purity, beauty, peace, love, adoration, innocence and passion etc
- ✓ no social function is complete without the use of flowers, floral ornaments, bouquets or flower arrangements
- ✓ To an Indian, especially for Hindu flowers have a much greater significance in religious offerings.
- ✓ Floral garlands, gajras and venis are required in marriage ceremonies for adornment of hairs by women of all ages, especially in the south India.



**Centurion
UNIVERSITY**

*Shaping Lives...
Empowering Communities...*

Scope of floriculture industry in India

- ✓ Labour cost is very low in India
- ✓ Ample sunlight and optimum temperature during winter, does not require green house for production of cut flowers.
- ✓ Singapore is the nearest International standard flower auction centre, helpful for Indian exports.



Centurion
UNIVERSITY

Shaping Lives...
Empowering Communities...

Thank you