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Center for Smart Agriculture

Floriculturist



Module 1: Introduction to floriculture

Session1: Definition, features, scope and importance of floriculture



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What is floriculture



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





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Features of floriculture

- Flower crops are generally herbaceous
- Gestation period of flower crops is very less
- Used for worshiping, religious and social functions, wedding, interior decoration and self adornment.





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Flowers used to convey the human feelings

- Rose - Love
- Lily- Purity
- Jasmine-Amiability
- Stock-Luxury
- Pansy - Thoughts
- Amaryllis-Pride
- Daffodil- Regards
- Iris-Message
- French marigold - Jealous
- Sweetpea- Departure
- African marigold - Vulgar minds
- Carnation- Women's love





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Scope of floriculture industry in India

- Varied agro-climatic condition, good quality soil and water made suitable for floriculture in India .
- Lot of scope to export Indian flower to temperate countries due to very mild winter in India





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- 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.





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Importance of floriculture in India

Economic point of view

- Flowers grown for domestic as well as for export market will provide more return/unit area
- Growing of these cut flowers, suited for flower arrangements, for bouquets preparation and for floral baskets, have increased substantially





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Cont...

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



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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





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Social point of view...

- Flowers symbolize the purity, beauty, peace, love, adoration, innocence and passion etc
- No social function is complete without the flowers.
- To an Indian, especially for Hindu flowers have a much greater significance in religions offerings.
- Floral garlands, gajras and venis are required in marriage ceremonies for adornment of hairs, especially in the south India.



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Thank you