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FLORICULTURE: MORE PERTINENT
TODAY**

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“Read More, Grow More”



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VALUE ADDITION IN FLORICULTURE: MORE PERTINENT TODAY

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INTRODUCTION

Due to covid-19 pandemic, floriculture sector is facing hardship challenge and trading of fresh flowers has become a big challenge. For this pandemic flowers are mostly laid dumped as there are no buyers. Under these circumstances it is important to diversify in to value addition where ever possible for alternative income.

VALUE ADDITION IN FLOWER

It is a process of increasing the economic value. It indicated that for the same volume of primary products, a higher price is achieved by means of enhancing the quality. It reduces post harvest loss (45%of the flowers of the floral industry die before they are even sold).we can use of unsold flower and reuse of waste flowers. It increases the export share in global trade. It preserves ornamental plant parts and creates novel products appealing to the consumers.

VALUE ADDED PRODUCTS IN FLORICULTURE:

Rose- rose water, rose oil, Gulkand, Gulroghan, pankuri, rose tea. Chrysanthemum- Garlands, cosmetics. Carnation- concrete and absolutes, dry flowers. Gladiolus- bouquets, perfume. Tuberose- essential oil, medicines. Jasmine- essential oil, jasmine syrup. Marigold- essential oil, phytochemicals.

TYPES OF VALUE-ADDED PRODUCTS:

Value addition has become a magnanimous incentive towards the expansion of floricultural trade by the art of preservation of ornamentals plants and the creation of novel products that appeal to the testes and the preference of the customers.

Fresh flower value-added products: It includes two types of flower arrangements; firstly, cut flower secondly loose flower.

Garlands: Floral garlands are possibly one of the most ancient methods of using flowers for decoration with special preference for sweet-scented flowers. The highly demanded flowers for this purpose are jasmine and tuberose and other flowers include marigold, chrysanthemum, crape jasmine (Tabernaemontana divaricata) and rose. Red hibiscus is particularly used for making garlands that are offered to the Goddess Kali who is worshipped among the Hindus of West Bengal region.



Garlands can be made from a single type of flower or different flowers in combination. By using needle and thread of cotton, nylon or silk material, the flowers are held together, and in the case of heavy garlands, fine wire strings are used.

Pankuri: Dried rose petals are known as pankuri, they are occasionally used for preparing sweetened cold drinks.

Gulroghan: The rose hair oil is prepared from rose petals by effleurage (fragrance) with wet sesame seeds.

Gulkand: rose petals are also preserved for direct consumption prepared by beating equal proportion of petals and sugar – considered as tonic and laxative.

**Gulkand**

Rose water: Important commercial product obtained from rose petals, used as perfume, medicine and confectionary, its important are, cools the body, used in eyes lotions, eyes drops for its soothing qualities.

Rangoli: The creation of beautiful patterns and diverse forms on the floor by using colorful flowers of varying kinds is another contriving innovation among the Hindus in

India. This custom of 'rangoli' also known as 'kolam' has a religious over-tone and is done during puja in front of temples or in social functions such as marriages and festivals such as Diwali, Onam and Pongal. Petals are mostly used for the purpose of decoration but other plant parts like attractive leaves, creepers and flowers as a whole can also be used.

**Rose oil**

DRIED FLOWERS VALUE ADDED PRODUCTS

With the reality that all living beings perish, including plants and ornamentals that wither away and lose their natural beauty, it has set in the mind of a few to develop a method to retain the appearance of such species and thus the art of flower drying followed.

Uses: Dehydrated flowers and plant parts have been used for designing distinctive and artistic greeting cards, landscapes and interior decorative items with dry flowers sealed in glass containers. It can also be used in the preparation of potpourri, flower baskets, twig baskets, front-facing arrangements, mirror frames and table centres. Dry flowers and floral crafts have an everlasting value that can be cherished for long periods if they are protected from moisture and dust. With the fact that they can be maintained and cherished for years without being affected by the harsh winter and the hot summer, the beauty and worth of dried flowers are highly valued.

Potpourri: It's is a mixture of dried, naturally fragrant plant material, used to provide a gentle natural scent in houses. It is usually placed in a decorative wooden bowl, or tied in small bags made for sheer fabric. Dried flowers are used as a common components of pot pourris. Rose petals, are ideally suitable for making pot pourris.



Candle making: dry flower can also added beauty to the candles. It can be done by the just adding dried flowers to the outside of plain candles or simply placing crushed dried flowers on wax paper and then pouring a little melted wax over the flowers followed by the rolling of the candle in the flowers.

IMPORTANCE AND SCOPE

The profitability of a commodity increases when a raw material is converted into an unique product. It increases the net cash return of a small scale floriculture enterprise. It also gives high premium to the grower and provides quality products for the domestic as well as export market. Nowadays consumption pattern is getting diversified towards value added products such as essences, perfumes, pigments and other by-products from flowers. And thus, essential oils of rose, tuberose, jasmine and plant extracts are used in perfumery and pharmaceutical industry. India contributes to 0.06% (approximately) of the floriculture exports in global trade. As fresh flowers and foliage are perishables, postharvest losses are more (40-70%) (Halevy and Mayak, 1979). Value addition in floricultural products

through processing, packaging and supply chain management would increase farm income, decrease losses, generate employment and development of national economy.

CONCLUSION

Value addition has become an important component of the floricultural industry. New products and processes, including innovative methods, are continually being developed as per the need of peoples. Some of the factors that require consideration such as methods of storage, packaging and transport to the local or distant market in order to preserve the quality of the product will promote the profitability. With proper planning and technical skills, fabrication of innovative and unique value-added products can generate brand recognition and add credits to the farm operation. In the present floricultural scenario when the globe has become a single market floriculture has to be competitive, the diversification, quality enhancement and value addition have become key words of success in floricultural trade at international level. If our floriculture has to be competitive, we will have to diversify and the produces will again have to be subjected to product development and product diversification for harnessing full advantage from present scenario and development. Besides making floriculture competitive, value addition also helps in avoidance of post harvest losses, industrialization, employment generation, export, extended availability of produce, foreign exchange earnings and product diversification, easy marketing etc. It is therefore, appropriate time for us to come out of primary processing and bulk exporting and get into newer product development and marketing of ready to consume product through value addition.

REFERENCE:

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