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## INNOVATIONS IN FLORICULTURE: CREATING VALUE-ADDED EDIBLE AND INEDIBLE FLORAL PRODUCTS

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### INTRODUCTION

Value addition in floriculture involves transforming raw flowers and plants into unique, marketable products that command higher prices and attract a broader customer base. This process begins with innovative floral arrangements, where designers create bespoke bouquets and centerpieces tailored to specific events or themes. Beyond traditional floral design, value addition includes creating floral crafts, like wreaths and potpourri, that extend the usability of flowers. The production of essential oils and scents from flowers such as lavender and rose is another form of value addition, offering applications in aromatherapy and perfumes. Sustainability plays a crucial role, with eco-friendly practices and packaging that appeal to environmentally conscious consumers. Edible flowers are gaining traction, with florists integrating them into culinary dishes and gourmet products. Subscription services offer a steady stream of revenue, providing customers with regular flower deliveries, while digital floriculture explores virtual arrangements and augmented reality flower catalogs. By embracing these various approaches, the floriculture industry can add

significant value to its products, enhancing customer experience and driving growth.

### VALUE ADDITION IN FRESH FLOWERS

#### Veni:

Veni is a type of floral hair ornament, typically made from fresh flowers like jasmine or marigold, used to adorn a woman's hair. Common in Indian weddings and festivals, it adds value through its intricate design and cultural significance. The skill in creating these delicate ornaments contributes to their high demand during traditional events.

#### Gajra:

Gajra is a floral garland made from fresh flowers, usually worn in women's hair or used for other decorative purposes. Jasmine is the most common flower used, providing a fragrant and elegant addition to traditional attire. Gajras add value through their craftsmanship and are often used in weddings, festivals, and other cultural celebrations.

#### Garlands:

Garlands are long strings of flowers and leaves used for various decorative and ceremonial purposes. In many cultures, garlands are used to welcome guests, decorate statues or temples, or mark special occasions. Garlands add value by offering versatile and

colorful decoration, often created with a variety of fresh flowers to match specific themes or events.

**Rangoli:**

While rangoli is typically associated with colorful patterns created on the ground, fresh flowers can be used to create floral rangoli. This involves arranging fresh petals and blooms to form intricate designs, often for religious ceremonies or festivals like Diwali. Floral rangoli adds value by incorporating natural beauty into traditional art forms, providing a vibrant and fragrant element to cultural events.

**Flower Arrangements:**

This involves creating unique compositions using fresh flowers, foliage, and other decorative elements. Arrangements can be designed for specific occasions, like weddings, anniversaries, or corporate events. The creativity in arranging flowers, along with the choice of colors, shapes, and styles, adds significant value.

**Bouquets:**

Bouquets are collections of fresh flowers designed to be given as gifts or used for decoration. They can range from simple hand-tied bouquets to elaborate cascading styles. Value is added through custom designs, personalized themes, and attention to detail, ensuring each bouquet meets the specific needs of the customer.

**Corsage:**

A small bouquet of flowers worn on a woman's wrist or pinned to her dress, often used for formal events like proms, weddings, or dances. Corsages are designed to complement attire and are typically crafted with delicate flowers like roses, orchids, or

lilies. They can be customized with ribbons, beads, or other decorative elements, adding a touch of elegance to an outfit.

**Buttonhole (Boutonniere):**

A single flower or a small cluster worn on the lapel of a man's suit or tuxedo, typically for formal occasions. The term "buttonhole" refers to the small hole on the lapel where the flower is placed. Common choices for boutonnières include roses, carnations, and baby's breath. Value is added through careful selection of flowers that match the event's theme or the wearer's outfit.

**Bridal Crown:**

A floral crown or headpiece worn by brides or bridal party members. Bridal crowns can be elaborate or simple, using fresh flowers, greenery, and other embellishments to create a romantic and ethereal look. They are a traditional part of many wedding ceremonies, often symbolizing purity and beauty. The craftsmanship and personalization of bridal crowns contribute to their value.

**Wreath:**

A circular arrangement of flowers, leaves, or other natural elements used as decorative displays for various occasions, from funerals to home decoration. Wreaths can be made with fresh or dried flowers and are commonly used for holidays like Christmas or special ceremonies. They add value through their symbolic meanings, versatility, and capacity for customization to match different theme seasons.



Value addition of fresh flowers

## VALUE ADDITION IN DRY FLOWERS

### Dry Flower Arrangement:

These arrangements are crafted using dried flowers and other preserved botanical elements. Unlike fresh flower arrangements, they are long-lasting and require minimal maintenance. Value is added through creative design, combining different textures and colors, and arranging the flowers in unique patterns to create centerpieces or decorative accents.

### Wreaths:

Wreaths made from dried flowers and greenery are popular for home decoration, events, or memorials. The use of durable materials and the ability to personalize wreaths with themes or seasonal elements adds value. Wreaths can be designed for specific occasions, like weddings or holidays, providing versatility and lasting beauty.

### Potpourri:

Potpourri consists of a mixture of dried flowers, petals, and other aromatic plant parts. It is used to add fragrance to rooms or as decorative displays in bowls or sachets. Value is added by selecting aromatic flowers and enhancing the scent with essential oils, creating pleasant fragrances that last over

time. Potpourri can be designed to suit various themes or color schemes, adding aesthetic appeal.

### Wall Vase:

A wall vase is a decorative container designed to hold dried flowers, mounted on a wall. These vases can be made from various materials, such as wood, metal, or ceramic, and are designed to complement interior decor. Dry flower arrangements in wall vases offer a unique way to add color and texture to walls, adding value through functionality and visual impact.

### Mirror Frame:

Dried flowers can be used to embellish mirror frames, adding an artistic and natural touch. By carefully arranging dried flowers around the frame, florists can create unique designs that enhance the beauty of mirrors and complement interior styles. This approach provides a distinctive decorative element that adds value to traditional mirror frames.



Rose water



Gulikhand

## VALUE ADDITION IN PROCESSED PRODUCTS

### Essential Oil:

Extracting oils from flowers like lavender, rose, jasmine and tuberose etc creates high-value products used in aromatherapy, cosmetics, and health products. Essential oils are valued for their concentrated aromas and potential therapeutic benefits.

### Rose Water:

Rose water is created by distilling rose petals, resulting in a fragrant product used in cosmetics, cooking, and religious rituals. It adds value through its versatility and association with luxury and relaxation.

### Gulkhand:

Gulkhand is a sweet preserve made from rose petals and sugar. It is a traditional product in Indian cuisine, often used for its cooling and digestive properties. The value addition lies in its unique taste and cultural significance.

### Pankhuri:

Pankhuri refers to dried rose petals, often used for decoration, tea, or potpourri. The value addition comes from the drying process, which preserves the petals' color and fragrance, allowing for long-term use.

### Floral Tea:

Floral tea is a type of herbal tea made from dried flowers, petals, or other botanical elements. Popular flowers used in these teas include chamomile, hibiscus, rose, and lavender. The value addition in floral tea comes from the unique flavors, aromas, and health benefits that flowers can provide. For example,

chamomile tea is known for its calming properties, while hibiscus tea offers a tart flavor and is rich in antioxidants. Floral tea is also aesthetically pleasing, with vibrant colors and delicate petals, making it an appealing beverage for both health-conscious and gourmet consumers.

### Floral Preserve:

Floral preserves involve preserving flowers or flower-based products in a way that extends their shelf life and retains their unique characteristics. One common example is gulkhand, a traditional Indian preserve made from rose petals and sugar. Floral preserves can be used as spreads, toppings, or sweet treats, offering a unique flavor profile with a floral essence. They add value through their versatility, cultural significance, and potential health benefits. Floral preserves can also be used in culinary applications, like desserts or confectionery, providing a unique twist to traditional recipes.

## IN EDIBLE VALUE-ADDED PRODUCTS

### Floral Incense Sticks:

Floral incense sticks are made from ground flowers, natural resins, and essential oils, providing a fragrant and aromatic product used in religious rituals, meditation, or as air fresheners. The value addition comes from the use of natural and floral ingredients, offering a soothing and calming experience. The scent of floral incense sticks can vary, with common choices including jasmine, rose, and sandalwood.

### Gulal:

Gulal is a colored powder used in Indian festivals like Holi. It is made from natural sources, including flowers like

marigold and hibiscus, along with other botanical elements. Value is added through the use of natural dyes, providing a safe and environmentally friendly alternative to synthetic colors. Gulal is used for religious celebrations, cultural events, and other festive occasions, contributing to its high demand.

### **Bio-Colors:**

Bio-colors are natural dyes derived from plants and flowers, used in textiles, art, and cosmetics. They offer a sustainable alternative to synthetic dyes, adding value through their eco-friendly properties and reduced environmental impact. Flowers like marigold, turmeric, and beetroot are common sources for bio-colors. These natural dyes are gaining popularity as consumers seek sustainable and non-toxic options.

### **Poultry Feed:**

Poultry feed can be enhanced with marigold petals, which contain pigments that can improve the color of egg yolks and poultry skin. This value addition in poultry feed not only enhances the appearance of poultry products but also provides additional nutrients and antioxidants. The use of natural additives like marigold is considered a healthier and more sustainable approach to poultry production.



Gulal



Incense sticks