

# PROSPECT OF FLORICULTURE IN LUCKNOW DISTRICT

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**Abstract** - Floriculture, The study of growing and marketing flowers and foliage plants is known as floriculture or flower farming. Floriculture is the cultivation of flowering and attractive plants for direct sale or as raw materials in the cosmetics and perfume industries, as well as in the pharmaceutical industry. Examples include houseplants, potted plants, cut flowers, floral gardens, and other floriculture crops.

**Key Words:** Floriculture, Floral Garden, Houseplant, Industry

## 1. INTRODUCTION

We are all aware that flowers play an important role in our daily lives as well as the economics of our country. In India, flowers are mostly employed for social and religious purposes. Many flowers have therapeutic properties and are employed in Ayurvedic medicine. Flowers have a calming effect on the mind and might help you recover from illness. Importance for our eyes, flowers are a symbol of beauty, refinement, and festivity. Every religious holiday makes use of these. Flowers are given as birthday gifts, wedding gifts, and at funeral gatherings for the sick. The majority of Hindu women wear their hair in a flowery manner. Gajar and Veni, it's a massive flower ornament that will add refinement to your attractiveness. Flowers are loved by everyone, regardless of nationality or race. Flowers can be sold as a commercial product, and by exporting them, huge amounts of foreign currency can be generated. The establishment of production farms for the flower and perfume industries would substantially aid in the reduction of unemployment. Floriculture gardens in the countryside are now a part of everyday life, and attractive plants have taken pride of place in home gardens.

### 1.1. Objective

The principal objective of this study is-

- Prospect of floriculture in Lucknow.

## 2. STUDY AREA

### 2.1 Location and Area

The state capital of Uttar Pradesh is Lucknow, a significant city in northern India. Rumi Darwaza, a Mughal gateway, is located near the centre. A large arched hall may be found nearby at the 18th-century Bara Imambara shrine. Bhool Bhulaiya is a maze of narrow tunnels on the second floor, with city views from the upper balconies. The majestic Victorian Husainabad Clock Tower, constructed as a victory column in 1881, is close by.

### 2.2 Geography and Physical Features

Lucknow District lies between 26.8467° N latitude and 80.9462° E longitude.

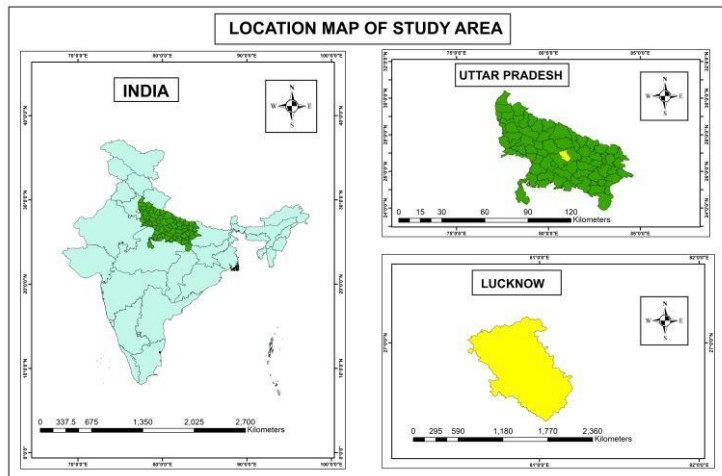
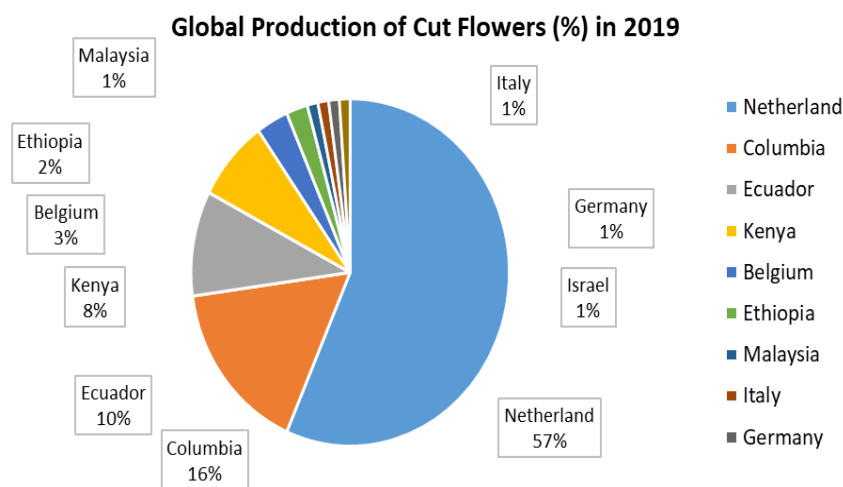


Fig -1: Study area of Lucknow district, Uttar Pradesh

### 3. DATA USED

#### Government Ancillary data to calculate the prospect

**4 Present status of Floriculture in India** Floriculture has grown in importance in the commercial agricultural sector as demand for flowers has expanded. Commercial flower cultivation has thus become a high-tech activity inside the greenhouse under controlled climatic conditions. Floriculture has grown in importance as a high-growth business in India, particularly in terms of exports. The growth of export-oriented cut flowers has been aided by the liberalisation of industrial and commercial policy. Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan, and West Bengal have all developed significant floriculture centres.



### 5. RESULTS AND CONCLUSION

Flowers have long played a significant role in Indian culture. Floriculture, on the other hand, has not received the respect it deserves as an economic opportunity. Because soil, climates, labour, transportation, and the market are significant aspects that define the scale of commercial floriculture, the sector is still in its early phases and has immense potential. India's floriculture is not as progressed as it should be. As a result, the growth potential is huge. When floriculture is scientifically established as an industry, it will flourish and generate significant revenue and employment. Commercial flower production has been discovered to have a higher capacity per unit area than other crops, making it a profitable venture. The Indian floriculture sector has transitioned from traditional to export-oriented flower production. Indian entrepreneurs have been encouraged to create export-oriented flower-growing units in a controlled environment as a result of the liberalised economy. Cut flowers, potting plants, cut foiling, bulbs, tubers, roots, and dried flowers and leaves

are the most common crops grown. The principal crops in the international cut flora trade include roses, carnations, chrysanthemums, gerberas, gladiolus, gypsophila, liatris, nerine, orchids, archilea, anthurium, tulips, and lily. Gerbera, carnation, and other flowers are grown in greenhouses. On the openland, crystal clover, pink, gaillardia, marigold lily, aster, and tuberous are all crops. After some setbacks, India's floriculture business, today known as the 'sunrise' industry, acquired clout. It has enormous growth potential, as India has unique advantages over other blossoming centres. It provides low-cost labour, extensive farmland for flower production, and government-led support for farmers, traders, and other stakeholders, for example.

## MAJOR MARKET IN INDIA

The global floriculture trade is over \$100 billion and is growing at a rate of 15% each year. However, affluent countries account for more than 90% of global trade in floricultural products. Dried flowers, cut greenery, and cut flowers are among India's most popular exports. During the 2014-15 fiscal year, India's cut flowers (flowers harvested in clusters or individually, along with their stems) were primarily shipped to Sri Lanka, Malaysia, Singapore, West Asia, the Netherlands, the United States, and the United Arab Emirates (UAE). China, India, and Peru are the top producers and exporters of marigolds.

## Challenges

**Margins decreasing:** While prices have remained steady in recent years, most production expenses have risen gradually. To remain lucrative, producers must improve their production and management skills.

**Environment:** Farmers are concerned about the environment. Growers reacted by using less water for irrigation, reducing pesticide and fertilizer use, and reducing greenhouse use.

**Pesticides:** Public and producer concerns over pesticide use, as well as pesticide resistance and depletion, encouraged farmers to seek out alternate pesticide management methods. In a green house, Integrated Pest Management (IPM) plays a bigger role in pest control. Most farmers now augment or replace existing pesticides with biological or bio-rational approaches.

**Employment:** Labor is a significant role in the industrial process. Labor costs can account for up to a third of gross revenue for bedding and cutting flower growers. As a result, in order to compete in worldwide markets, mechanisation is essential in the floriculture sector.

## Marketing problems

1. A scarcity of auction centres, as India just has one auction hall, which opened in Bangalore in 2007.
2. Farmers do not collect market information prior to cultivation and have difficulty selling their products due to a lack of market information.
3. Governance inadequacies in government
4. However because of the relative new market, the floricultural industry faces many restrictions and growth problems. The industry faces some formidable challenges, including weak logistics, high costs of freight transportation, inadequate facilities, natural disasters, financial problems and insufficient databases

## CONCLUSION

Floriculture also offers a wide range of opportunities. It's turned into a rich commercial partnership. It has a considerable foreign exchange capability. It has a huge capacity for employment creation and can offer rural economies a boost. While India's flower farming sector is rapidly increasing, it faces major challenges in the global flower markets due to tough and unsanitary competition.



**FLORICULTURE A ASPECT OF FUTURE FOR INDIAN FARMER**