

# **DRY FLOWERS – AN EVERLASTING ORNAMENTALS**

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## **INTRODUCTION**

Flowers are closely associated with mankind from the dawn of civilization. Flowers, the crowning beauty of God's creation, are inseparable part of human joy and sorrow. It is said that man is born with flowers, lives with flowers and finally dies with flowers. The scope of utility and importance of flowers have been realized throughout the world and in this modern age, floriculture has developed into a profitable industry. Floriculture has tremendous potential for export besides home consumption. There is an increasing demand all over the world for the decoration of living and working places with eco-friendly things like foliages and flowers. Fresh flowers and foliages though exquisite in their beauty are highly expensive, perishable and delicate in nature and cannot retain their beauty and fresh look for a long time in spite of using best chemicals for enhancing vase life. Moreover, fresh flowers and foliages are not available all round the year in all places. In this context flowers can be dried, preserved and processed to retain its beauty as well as everlasting value. Value added Floriculture is a process of increasing the economic value and consumer appeal of a floricultural commodity or product through processing or diversification. Value-addition ensures high premium to the grower and provides more acceptable quality products for the domestic and export market.

## **WHY USE VALUE ADDITION IN FLORICULTURE?**

- Unstable prices in the market for raw commodities
- Changing consumer preferences
- Make more money by cutting out the middleman
- Utilization of the waste item to make some useful product

The surplus produce of their floriculture farms can be turned into value-added products to supplement their household income through the technique of dehydration / drying. The use of dried flowers has made it possible to enjoy their beauty for several years.