

TRADITIONAL FLOWER CROPS AS POTENTIAL COMPONENTS FOR AET

Safeena S A

Scientist (Floriculture and Landscaping)

ICAR - Central Coastal Agricultural Research Institute, Ela, Old Goa - 403 402, INDIA

email: safeena.sa@icar.gov.in / safeenasandeep@gmail.com

Introduction

Flowers are considered as crowning beauty of God's creation and are closely associated with mankind from the dawn of civilization. Flowers are intricately entwined in the social fabric of our nation and no function is complete without flowers. Flowers are inseparable part of human joy and sorrow and are used on all religious and festival occasions. Flowers are given during birthdays, weddings etc as gifts or while meeting sick people and even at funerals. Most of the South Indian women adorn their hair with flowers i.e. Gajara and Veni and it is one of the important floral ornaments which will add grace to their beauty. Floriculture includes cultivation of flowering and ornamental plants for sales or for use as raw materials in cosmetic and perfume industry and the pharmaceutical sector. Floriculture is a fast-growing sector of Indian agriculture, chiefly in response to the ever-growing demand for flowers in the domestic and export markets. Flowers have unique opportunities in tourism and could be included as potential components of agro ecotourism. Popular traditional loose flower crops which are suited as potential components for Agro Eco Tourism includes African Marigold, Jasmine, Crossandra, China aster, Tuberose, Champa, Hibiscus, Tabernaemontana, Nerium, Ixora etc.

Proper introduction of these flower crops in Agro ecotourism adds immensely to the decorative value of the site. They provide a beautiful display of colour. Some of these flower crops like jasmines, tuberose, champa etc. possess good fragrance. Traditional loose flower crops can be grown in the ground or can be kept as potted plants. They can be grown individually or with other plants as mixed borders. Again, in new ecotourism spots, till the permanent features such as shrubbery or fruit plants get established, the annual flowering plants like marigold can be used to fill the gaps. The flower crops listed above consists of a variety of colours and throws an opportunity for decorating an agro ecotourism spot most brilliantly in an artistic manner. Traditional flower crops improve the aesthetic appeal of the agroecotourism spot and add to appeal of the visitors.

In agroecotourism, traditional loose flower crops provide emotional security to the tourists and visitors. With the advancement in the communication and information technology, the mankind is isolated from the ecosystem. Agroecotourism with traditional loose flower crops as components is a remedy to bring back the rhythm and