

TH (1)20761/18

Directorate of Agricultural Development  
and Farmers Welfare Department  
Thiruvananthapuram.

Dt 07. 01.2019

**CIRCULAR**

Sub:- Annual Plan 2018-19 - Scheme for Development of Flowers -  
Working Instructions – issued - regarding.

- Ref: 1. G O( MS) No. 144 /2018 Agriculture (PB) Department dtd  
03/12/2018
2. Letter No.TP(2) 35268/18 dtd.05/11/2018 of Director of  
Agricultural Development and Farmers Welfare Department,  
Thiruvananthapuram
3. Minutes of meeting of the Special Working Group held on  
05/11/2018.
4. Letter No.TP(2) 35268/18 dtd.06/12/2018 of Director of  
Agricultural Development and Farmers Welfare Department,  
Thiruvananthapuram
5. Project Proposal submitted by BMFC No 30/2018-19 dtd  
15/12/2018.

Government of Kerala, vide order cited in the reference had accorded administrative sanction for the implementation of the Scheme proposal for “Development of Flowers” during 2018-19. As per G O( MS) No. 144 /2018 Agriculture (PB) Department dtd 03/12/2018. Government have approved the scheme and it is proposed to implement the scheme component during 2018-19 for an amount of Rs 50 lakhs from the head of account **2401-00-119-79 Plan.**

In India, floriculture comprises flower trade, production of nursery plants and potted plants, seed and bulb production, micro propagation and extraction of essential oils. Though the annual domestic demand for the flowers is growing at a rate of over 25% and international demand at around Rs 90,000 crores, India's share in international market of flowers is negligible (0.61%). However, India is having a better scope in the future as there is a shift in trend towards tropical

flowers and this can be gainfully exploited by country like India with high amount of diversity in indigenous flora.

Kerala has great potential in international orchid trade. Cultivation of flowers will not only generate employment opportunities and bring high return for the farmers but also reduce the import and save foreign exchange. High ranges of Kerala, the most ideal region for commercialising flowers, remain as a potential zone still to be exploited. Strategies have to be streamlined to ensure dissemination of technological ideas about flower farming in already existing plantations as a profitable intercrop. Simultaneously, innovation of ways and means for further expansion of floriculture as a profitable venture can be developed. A booming floriculture industry would not only do wonders for the local economy but also add another dimension to the State's efforts on women empowerment.

Special Agricultural Zone for flowers has been announced in Wayanad district and activities have started during 2017-18. Floriculture units started as part of the programme has been damaged in the recent floods. Planting material production is required for reestablishing these units and also for establishing new units. An amount of Rs.50.00 lakhs is proposed to be sanctioned to Bio technology and Model Floriculture Centre (BMFC) , Kazhakuttom for import of nucleus material of exotic varieties and further development in this laboratory . The amount will also be utilized for establishing facilities like growth room and quarantine house at BMFC for this purpose. A project submitted by Assistant Director of Agriculture , BMFC and sanction is here by accorded to the works proposed.

## **OBJECTIVES**

The objectives of the floriculture development scheme are as follows.

- To create awareness about the potential of floriculture as a sustainable remunerative vocation among prospective growers and entrepreneurs
- To supply good quality planting materials through production in department farms and import

- To exploit the existing domestic market opportunities for flowers, especially in floral arrangements and for meeting requirement in religious places, festivals, marriages, other functions etc.
- To support department farms and institutions for playing a proactive role in promotion of floriculture .

#### 1. Purchase of orchids for Establishing Mother Plants Collection.

Floriculture industry is increasingly becoming a part of our life due to increased urbanization and improvement in standard of living . Farmers as well as enthusiasts are in a persistent quest of newer varieties developed elsewhere in the world. Importing of latest varieties of flower plants requires a variety of procedures beyond the scope of common man and is also an expensive process. Elite clones with post quarantine clearance procured from the importers can be multiplies invitro in large numbers and distributed to Departmental farmers across Kerala where they can hardened and delivered to floriculturists and farmers. During the year 2017-18 under the scheme Development of Flowers 2017-18, a plant quarantine cum hardening unit was established in BMFC premises with a capacity of 10000 plants at a time. The unit has a fan and pad climate control system with fogging facilities. Aluminium raised platforms setup in the unit is ideal for growing of High value Orchids. Imported orchids before or after quarantine clearance can be grown in this structure for distribution to farmers or for invitro culture initiation.

#### 2. Irrigation Facility in Green Houses

There are 10 green houses in the campus which are all renovated during the financial year 2017-18 under the scheme Development of Flowers. These green houses are very essential for maintaining the various plants during secondary hardening and for growing the established plants until issue to the farmer. Mist/ fogging facility is to be provided to the renovated 10 green houses in the campus. This will enable them to grow around One lakh cut flowers and ornamentals for distribution to the public.

Antidrip mist / fogging installation with dedicated tank and pumpsets for each section with localized switch board and controls will help easier and less labour intensive operation. Since the location is a sandy belt and has a very shallow water table, filter point tube wells are ideal sources of water. This is very cheap and convenient compared to conventional water sources.

Financial outlay

#### 1.Mother Plants Collection

| Sl. No | Item   | Quantity Nos | Rate per plant | Amount   |
|--------|--|--------------|----------------|----------|
| 1      | Purchase of Dendrobium plants with flowers   | 500          | 300            | 1,50,000 |
| 2      | Purchase of Phaelonopsis plants with flowers | 300          | 500            | 1,50,000 |
| 3      | Purchase of Mokara plants with flowers       | 200          | 250            | 50,000   |
| 4      | Purchase of Vanda plants with flowers        | 150          | 500            | 75,000   |
| 5      | Purchase of Cattleya plants with flowers     | 100          | 500            | 50,000   |
|        | Total  | 1300         |                | 4,75,000 |

#### 2.Irrigation Facilities

| Sl. No | Item   | Quantity | Approximate cost per unit | Amount   |
|--------|--|----------|---------------------------|----------|
| 1      | Mist installation  | 10       | 30000                     | 3,00,000 |
| 2      | Filter point tube well pumpset, Tank, plumbing and control system          | 10       | 30000                     | 3,00,000 |
| 3      | Transportation, loading-unloading unskilled labour and Unforeseen expenses | 1        | 9653                      | 9653     |
|        | Total  |          |                           | 6,09,653 |

### 3. Strengthening of existing tissue culture laboratories under Development of Flowers 17-18.

Among 50 lakhs of the current years budget provision an amount of Rs 39.15347 lakhs that expended during 2017-18 for Strengthening of existing tissue culture laboratories under Development of Flowers 17-18 , but the amount encashed on 29/05/2018 . Therefore the amount is adjusted with the current years budget provision from the head of account 2401-00-119-79-Plan.

#### Final Abstract

| Sl. No | Item   | Amount   |
|--------|--|----------|
| 1      | Purchase of Orchid mother plants                               | 4,75,000 |
| 2      | Irrigation Facility in Green Houses                            | 6,09,653 |
| 3.     | Strengthening of existing Tissue culture Laboratories (Q bill) | 39.15347 |
|        | Total  | 50.00    |

#### Benefits from the scheme

The scheme will ensure a continuous supply of mother plants for tissue culture work in the lab as well as serve as supply point of high value orchids to farmers all over Kerala. Many development schemes from SHM as well as schemes formulated by various local bodies await supply of floriculture plants. Hence the programme will surely culminate into a wealthy asset.

#### Monitoring

Joint Director of Agriculture (Farms) will be the implementing officer at state level. Additional Director of Agriculture (Farms) will monitor the implementation of the scheme at state level. The Assistant Director of Agriculture , BMFC will be the implementing officer. Reporting and official correspondence in respect of this scheme should be made in the email.id.( [agrifarmsth@gmail.com](mailto:agrifarmsth@gmail.com)). The Assistant Director of Agriculture , BMFC will submit a detailed report to the Additional Director of Agriculture(Farms) on or before 5<sup>th</sup> of every month.

During the current financial year, there is a budget provision of Rs.50.00 lakhs under the scheme 'Development of flowers' under head of account 2401-00-119-79 (Plan).

## OUTCOME

- ◆ The project serves to create awareness on the scope and opportunities of floriculture among common growers.
- ◆ It helps to augment the local availability of quality planting materials of promising exotic varieties through import.
- ◆ It helps to increase flower production in the State and thereby opens up a new income generating avenue for the enterprising youth of our State.

Sd/-

Director of Agriculture

To

1. The Assistant Director Of Agriculture, BMFC, Thiruvananthapuram  
**Joint Director of Agriculture (Farms)**  
**Directorate of Agriculture Development**  
**& Farmer's Welfare Department**  
Vikas Bhavan, TVPM - 33

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