

Article Id
AL04303

VALUE ADDITION OF FLOWERS - A PERFECT PLATFORM FOR WOMEN ENTREPRENEURS

Email

sangee1136@gmail.com

¹Sangeetha Priya S.* and ⁴Vittal Kamble

¹Division of Flower and Medicinal Crops, ICAR-Indian Institute of Horticultural Research, Bengaluru, Karnataka – 560089, India

²Division of Postharvest Technology and Agricultural Engineering, ICAR-Indian Institute of Horticultural Research, Bengaluru, Karnataka – 560089, India

Our first Prime Minister of India, Pandit Jawaharlal Nehru said, “You can tell the condition of a nation by looking at the status of its women”. So, empowering and educating women is the need of the hour. Gender equality, financial dependency and women safety plays key role in women empowerment. A confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration generating employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life is known as ‘women entrepreneur’. According to Budget 2020, women entrepreneurs constitute 14 % of total entrepreneurs among which 79 % of women enterprises were small and self-financed. The contribution of women entrepreneurs to Indian GDP is 17 %, while the average global contribution is 37 %. Government of India has taken measures such as skill development through training programmes, provision of financial assistance, rendering safety and security for women in the working as well as living environment.

Value Addition of Flowers as a Venture

Value addition of flowers is the process of adding value to the flower or ornamental crops either through form, space or time utility. This may be a perfect choice for women entrepreneurship. Because unlike other agricultural or horticultural commodities, flowers are ultimately expounded for beautifying and enhancing the aesthetic sense of environment. Women are naturally connected more with flowers by using them for worship, hair adornment, etc. So, this natural bond could be manipulated to craft admirable and innovative products out of flowers. Moreover, it does not need wider scientific and research knowledge and is entirely oriented on skill and creativity. In addition, it is a low input and high output

task which could add monetary value by even 20-200 %. Only a meagre technical knowledge and skill with constant financial support is required to boost the venture. Hence, value addition could significantly aid in empowering women by tapping their hidden potential.

Value Added Products

Fresh flowers, dry flowers and even the floral waste can be utilized for value addition in an enterprise level. Nowadays, there is an increasing demand of floral arrangements in hotels, restaurants, IT companies and multi-national companies to increase employees' work efficiency by improving the working environment. Thus, women self help groups (WSHG) and women co-operatives can themselves indulge in such floral designing and arrangement activities. Loose flower crafts too have great requirement especially during festivals and weddings. Some of the well known loose flower crafts in south India are *thodutha maalai*, *kortha maalai*, *veni*, *ghajra*, bridal crowns and *jadai*. Further, women can be trained to extract essential oils as Government of India is encouraging women with several schemes and subsidies for setting up their own enterprises.

The demand for dry flowers is increasing at an impressive rate of 8-10 % and therefore there is a great scope for women entrepreneurs. Dry flower articles like dry flower bouquets, floral cards, wall hangings, sceneries, photo frames, wreathes, pomander, night lamps, backdrops, potpourris, dried flower candles, herbal soaps are also popularising in the market. Also, making floral ornaments such as ear rings, pendants and key chains made of dried, special flowers like autumn leaves, roses, dandelions, bougainvillea, jasmine, *Lantana camara* and orchids using heated resin or natural edible wax could pick up rapidly as the consumers always desire for novel products.

Edible flower products like pickles from dried magnolia & lilioms, sugared candies from pressed flowers of pansy, jams and jellies from hibiscus, rose & lotus, sweets, chocolates, cookies and cakes from dried petals of marigold, rose & carnation and rose gulkhand could be the great platform for women entrepreneurship as these are simple to execute and the women has in-built talent to plan amazing food products.

Further, women folks could use the floral wastes from temples to make incense sticks and handmade paper. This method not only reduces the generally discarded waste produced by temples, but also recycles and reuses them as environment-friendly products. Handmade

paper made from flower waste has many advantages as they are 100 % free from wood, chemicals and harmful by-products.

Steps to Develop Small Scale Entrepreneurship

- Identification of suitable value added product of the region based on the availability of raw materials, consumer preferences and working environment.
- Acquiring information on production procedure by visiting KVKs or State Agricultural Universities and also undergoing training programmes
- Project planning by considering raw material availability, market access, budget, profit and risks associated with the project
- Validation of proposed project with any resource person from KVKs or SAUs
- Approaching funding agency for consistent and stable financial support
- Project implementation according to the plan

Successful Initiatives by Women in Value Addition of Flowers

Start-up	Entrepreneur	Product
Green wave	Nikhik Gampe and Preetham Gampe (Mumbai & Kanpur)	Incense stick (Nirmalya)
Help us Green	Ankit Agarwal and Karan Rastogi	Charcoal free incense stick (Phool), Biodegradable thermocol (Florafoam), Bio-leather (Fleather), Vermicompost and soaps
Holy Waste	Maya Vivek and Minal Dalmia (Gundlapochampally)	Paraben-free soaps with flower oils (Petals), Hand-rolled incense sticks (Vimoksh) and Enriched compost (Bhoomija)
Kashmir Aromatics	Rubeena Tabassum (Chaddora)	Essential oil extraction
Vaagai (TN), Pelli Poola Jada (AP)	Kalpana Rajesh and Kalavani (Hyderabad & Chennai)	Flower arrangement and floral jewellery
'Bihan' scheme of Chattisgarh	Women self help group (Raipur)	Gulal

Conclusion

Crafting in floriculture through dry flower making, floral decor, bouquet making, dry flower frames & articles and potpourris by using ornamental plants is considered as an ideal venture in the recent past for livelihood and women empowerment. Women groups can work together with small-scale processing enterprises to create new markets for higher value

floriculture products. Besides, utilization of floral wastes for making value added products creates awareness among people as well as control environmental pollution. Thus, it will be a better option for women to start their own enterprise as it needs little investment with some basic knowledge. In addition, this approach could build confidence, risk taking and decision making ability of women as well as improve the nation's economy.

References

- Alka, S. (2017). Floral crafts for improved livelihood and women empowerment. *International Journal of Information Research and Review*, 4(5): 4160-4163.
- Baskaran, V., Abirami, K. and Jerard, B. A. (2020). Drying of ornamental flowers: An income earning venture. *Biotica Research Today*, 2(5): 283-286.
- Mayilvaganan, S. and Santhini, M. (2015). Women entrepreneurs in India – An overview. *International Journal of Economic and Business Review*, 3(1): 113-116.
- Priyanka, Raheja and Aarti, Garg (2018). Women entrepreneurship in rural sector. *International Journal of Academic Research and Development*, 3(1): 529-533.