



# FLOWERS FULFILL FESTIVALS - ADDS FRAGRANCE TO CELEBRATION

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## ABSTRACT

Flowers are one of the world's most important and beautiful thing. It is believed that flowers can enhance one's positive thoughts. Fresh flowers can have a higher impact on your well-being, and help you find peace of mind. The role of flowers in our life can be discovered in religious texts, folk tales, and ancient myths. According to the research, blossoms have a healing effect on people who receive them as a gift and who keep them in their home. This article highlights about the flowers and its price that are being sold through Bharata Ratna Dr.M.G.R Flower Market, Thovalai, Kanyakumari district, which receives a wide variety of flowers from various areas in Tamil Nadu and also from the farmers around local areas in the district.

**KEYWORDS:** Flower, Festival, Import and Export.

## INTRODUCTION

Flowers are nature's most amazing creatures that give pleasant thoughts to us, "Flowers are the sweetest things that god ever made, and forget to put a soul into"(Henry Ward Beecher,1887).They not only attract our sight but also attract us with their adorable fragrance. "Flowers always make people better, happier, and more helpful; they are sunshine, food and medicine for soul and can never be taken in overdoses"(Luther Burbank 1901).Flowers take up the major role during festivals, especially in South India there is no festival without flowers. At the same time they add more fragrance to the farmers lives during festival seasons. The whole flower market glows all around with a variety of flowers. They are sold highly during the seasons of Navaratri, Diwali, Christmas, Pongal and reach the peak during Onam. Jasmine and wild jasmine (Malligai and Pitchi in Tamil), Chrysanthemum, Marigold, Rose, Globe amaranth, Nerium, Celosia, Tulsi, Davana plant, Lotus, Tuberose, Scarlet jungle flame and Gerbera are the most common flowers that are sold during these festival seasons. These flowers travel all over the world joyfully also within the villages and spreads its colors everywhere.





### IMPORT AND EXPORT OF FLOWERS

The journey of these flowers begins before the rise of sun, (nearly at 2:00 a.m.) majorly from the areas of Hosur, Salem, Sathyamangalam, Aruppukottai & Madurai and reaches the market before 6:00 a.m. The Flowers received by the market are listed as follows:

- Jasmine (Malligai) from Aruppukottai and Madurai.
- Wild Jasmine (Pitchi) only from Kanyakumari and Tirunelveli districts.
- Tuberose from Salem, Kanyakumari, Tirunelveli (quantity of flowers is low).
- French and American Marigold majorly imported from Hosur.
- Red and white Nerium from Salem
- All colored Roses imported from Hosur and Ooty.
- Chrysanthemum white and yellow colored imported from Salem.
- Pin wheel flower (Nandhiyavatti) from Salem.
- Globe amaranth (Vadamalli) and Celosia (Cock's comb) from Kanyakumari and Tirunelveli districts.
- Scarlet jungle flame from Trichy.
- Cyprus leaves and Gerbera from Bangalore and Hosur.
- Lotus from local farmers in Thovalai.
- Nerium native species available in red, pink, white colors received from local farmers in Thovalai.

Also, Fillers such as Tulsi and other green leaves from local farmers in Thovalai, Kanyakumari and Tirunelveli. These flowers are exported majorly to Thiruvananthapuram, Kerala, and to other local markets around the district.





### Price Fixation

During festival seasons the flowers meet a greater demand there by increasing the price whereas during normal days there is not much variation in the price of flowers. The price is fixed by the farmers' association itself. Nearly 200 – 300 farmers come to the market regularly to sell the flowers. The given details include the net quantity of flowers received in the market and the comparison of prices during festival seasons with that of the normal days in the year of 2022.

**Table 1: Comparison of price details**

Sl.no.	List of flowers received in the market	Quantity of flowers in kgs.	Price of flowers during festival days in Rs.	Price of flowers during normal days in Rs.
1.	Jasmine (Malligai)	800 – 1200	1200 – 4000	250 – 900
2.	Wild Jasmine (Pitchi)	650 – 800	900 – 700	200 – 900
3.	Tuberose	500 – 600	150 – 300	50– 100
4.	French Marigold	5000 – 7000	80 – 100	35 – 50
5.	African Marigold	800 – 1500	60 – 100	40 –50
6..	Nerium (White)	35 – 50	200 – 550	150 – 180
7.	Nerium (Pink)	250 – 500	160 – 300	30 – 100
8.	Merabal Rose	800 – 1200	120 – 200	60 – 90
9.	Indian Fragrant Rose	600 – 1200	90 – 180	60 – 90
10.	Hybrid Tea rose (yellow)	25 – 50	140 – 300	100 – 120
11.	Hybrid Tea rose (orange)	25 – 50	140 – 300	100 – 120
12.	Ooty rose	250 – 350	160 – 200	120 – 150
13.	Chrysanthemum (white)	300 – 500	180 – 300	100 – 150
14.	Chrysanthemum (yellow)	250 – 450	180 – 300	100 – 150
15.	Scarlet Jungle Flame	150 – 300	150 – 220	60 – 120
16.	Celosia (cock's comb)	120 – 300	70 – 100	30 – 60
17.	Tulsi	500 – 600	40 – 50	25 – 30
18.	Lotus	300 – 500	4 – 5/-per flower	3/- per flower
19.	Gerbera	80 – 100	10 – 13/- per flower	10/- per flower
20.	Globe amaranth	100 – 200	50 – 270	40 – 80
21.	Pin wheel flower (Nanthiyavattai)	100 – 200	170 – 400	60 – 80
22.	Cypress	30 – 60	80	70
23.	Davana leaves	100 – 200	100 – 150	70 – 80

### SHELF LIFE

In order to export the flowers without any change in their quality, fragrance, and its freshness these flowers are packed well in perforated or permeable polythene bags and are exported to various areas and markets around the district and State. For example, Packed Nerium flowers has shelf life up to 3 days. Marigold up to 1 week. Similarly, Roses can be stored up to 10 days. They are also maintained under cold storage up to 7 - 10 days.

### CONCLUSION

Flowers are botanically important structures and essential sources of food for many organisms. “Earth laughs in flowers”(Ralph Waldo Emerson 1847). They not only play a major role in festivals & decorations but also extend their wings in the manufacture of beauty products such as soaps, toners, perfumes and creams. Dried flowers can be used to make a wide variety of flower crafts. Many of the fabric dyes were made from flowers, yarrow, Calendula, Saffron, and golden rod are just a few flowers that can produce a red or yellow dye in fabrics. Flowers have been used



to make tea and some or even consumed as food and medicines. And thus the flowers play a major role in our life in this beautiful world.

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