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Scenario and ccope of ornamental geophytes

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India is gracefully paving its way to emerge as a significant player in the floricultural trade. Floriculture in particular to geophytes has tremendous potential favored by varied agroclimatic conditions and topography. Horticulturally, they contribute significantly to the global ornamental industry by commercializing bulb and flower production, including outdoor and forced fresh-cut flowers and potted plants and for landscaping, including private gardening. 800 different genera are available of which 7 are the ruling ones: Tulipa, Lilium, Narcissus, Gladiolus, Hyacinthus, Crocus, and Iris. As the global demand for all ornamental geophytes continues to increase, it is obvious that innovative production and marketing efforts are needed. The study of marketing maquette of ornamental geophyte can be helpful in regulating the distribution of bulbs and flower yield at the global level. On a worldwide basis, cut flowers are mainly sold within three markets, namely the US, EU, and Japan with values of € 955, € 6,500 and € 3,800 million respectively. Each of these markets produces a high percentage of its own cut flowers, but in addition imports a considerable quantity from the adjacent naive areas. Thus, in order to understand these global markets it is obvious to get through the mechanisms and its functionaries like organizations and institutes.

Biography

Surendranath R. has completed his B.Sc (Horticulture) at the age of 22 from Dr. Panjabrao Deshmukh Agricultural University and M.Sc (Horticulture) studies in Floriculture and Landscape gardening from Tamil Nadu Agricultural University, Coimbatore. He has carried research project on tissue culture aspects of ornamental crops under the guidance of Dr. M. Ganga, Assistant Professor in Horticulture.

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