

# **Commercial Floriculture: A High Value Enterprise**

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## **ABSTRACT**

The Study conducted in Dharmapuri District on Floriculture revealed that a good profit was the major facilitator followed by earning money daily for flower cultivation. Flowers like Rose, Chrysanthemum, Gladiolus, Tuberose, Crossandra, foliage filler crops like asparagus, cut flowers varieties are largely under cultivation. Labour scarcity, lack of water and continuous care were emerged as major constraints in cultivation. Direct sale to flower point at Bangalore to flower agents of near by towns and evening markets were the major mode of flower disposal. Insufficient market knowledge, lack of institutional finance, price fluctuation and lack of storage facilities were the constraints in marketing of flowers as stated by the respondents.

**Key words :** Commercial, Floriculture, Value enterprise.