

Press Note

Launching of NABARD Floriculture project and distribution of planting material of speciality flowers”

ICAR-CIARI in collaboration with NABARD, Port Blair, launched the project on “Cultivation and value addition of cut flowers for entrepreneurship development in A & N Islands at Andaman and Nicobar Co-operative Union, Teylerabad for the benefit of self-help group members on 22.02.2021. The programme was inaugurated by Honorable Member of Parliament, Shri. Kuldeep Rai Sharma, chief guest of the function in the presence of Dr. Augustine B. Jerard, Director, ICAR-CIARI and Shri. Mashar, General Manager, NABARD as guest of honours. The planting material of specialty flowers comprised 12 different types were planted in the premises of ANCOU. This cut flower model unit will be maintained by SHG members and the flowers from the field will be utilized for making value added products and further commercialization. The Chief Guest and Guest of Honors imitated the model cut flower unit by planting Heliconia genotypes. During his address, Member of Parliament stressed the importance of flower cultivation for earning economic returns and he also suggested to export the planting material of speciality flowers to realize more economic returns along with flower export. Dr. Augustine B. Jerard advised to take up planting of speciality flowers as intercrop in plantation-based system to harness more returns per unit area. Shri. Mashar emphasized that since the SHG members are trained for development of value-added products from flowers, this project will be a successful one when the flowers are utilized and planting material production may also be initiated to expand the cultivation in other parts of the Island. Dr. V. Baskaran, principal Scientist of ICAR-CIARI and Principal Investigator of the project, briefed about the activities to be taken under the project and gave technical knowledge on cultivation of cut flowers and his expertise will be shared for both cultivation and value addition in form of trainings and field demonstrations. Dr. Zamir Ahmed, Principal Scientist, ICAR-CIARI discussed about the key marketing opportunities for sale of flowers and their value-added products. The programme was attended by 50 SHG members and the programme was organized by Shri. P.G. Paul, General Secretary of ANCOU. The programme ended with vote of thanks proposed by Shri. Suresh, principal of ANCOU.
