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Rose to Riches: How Indian Farmers Are Blooming Through Floriculture

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Floriculture is no longer just a garden hobby — it's a growing source of income for farmers across India. Roses, in particular, have emerged as a profitable crop that connects rural fields to urban markets, weddings, temples, and exports. From women farmers in Andhra to young agripreneurs in Maharashtra, the humble rose is bringing prosperity and pride to thousands of growers.

From Traditional Crops to Flower Power

For years, farmers have depended on rice, cotton, or groundnut — often facing price crashes or input cost pressure. However, many small and marginal farmers are now shifting to floriculture. With regular demand and daily harvests, rose farming offers a reliable cash flow and lower post-harvest loss. In Maharashtra's Satara district, farmer Mr. Shinde replaced sugarcane on half an acre with hybrid roses. With proper pruning and fertigation, he started earning ₹40,000–₹50,000 per month by selling roses in Pune's flower mandi and through bulk wedding orders.

Women Leading the Bloom

In Chittoor district of Andhra Pradesh, a women self-help group (SHG) led by Mrs. Rajeshwari cultivates desi roses and paneer rose varieties. These women make fresh garlands, packs, and even rose water at home — selling to local temples and festivals. During peak marriage seasons, they earn ₹500–₹700 per day per person. Their story shows how floriculture brings not only income, but dignity and independence to rural women.

Market Demand: Weddings, Festivals & Exports

India's rose demand is not limited to Valentine's Day. In fact, the major buyers are:

- Temples and daily rituals
- Wedding decorators and event managers
- Cosmetic and perfume industries
- Exporters targeting Gulf countries, Southeast Asia

During peak marriage seasons (Nov–Feb, May), prices can double or triple. Red roses, paneer roses, and Dutch hybrids are especially in demand for bouquets and garlands.

How Farmers Are Adapting

To improve quality and shelf life, progressive farmers are adopting:

- Polyhouse or shade net cultivation
- Drip irrigation with fertigation units
- Training in pruning and pinching cycles
- Direct marketing via WhatsApp or florists

In Bangalore outskirts, farmers near Hosur have formed a floriculture FPO (Farmer Producer Organisation), which supplies to bulk orders and even hotels directly, reducing middlemen.

Support from Government

The National Horticulture Mission (NHM) and MIDH (Mission for Integrated Development of Horticulture) provide assistance for:

- Protected cultivation structures (polyhouse)
- Planting material and irrigation setup
- Farmer training programs
- Marketing linkages and subsidies

States like Karnataka, Tamil Nadu, and Maharashtra have floriculture clusters where rose growers receive training and scheme benefits.

Real Story: From Struggle to Success

Ramesh, a 32-year-old farmer from Nalgonda, Telangana, once struggled with low cotton yields and bank debts. In 2020, he switched to rose farming on 0.4 acres using NHM assistance. Within 8 months, his monthly income crossed ₹45,000. Today, he owns a shade net unit and mentors other farmers — proving that even small landholders can rise with the right crop and market access.

Conclusion

Roses are not just a symbol of love — they're a symbol of change, livelihood, and rural development. As India's demand for fresh flowers grows, so does the opportunity for farmers. With training, innovation, and proper linkages, floriculture can turn small farmers into blooming entrepreneurs — truly taking them from rose to riches.