



NATIONAL SEMINAR ON



Awareness and Promotion of Dry Flower Exports and Industry in Gujarat

June 11, 2017

:: Organized By ::

ACHF

NAVSARI AGRICULTURAL UNIVERSITY



In Collaboration With

National Horticulture Mission

Agricultural & Processed Food Products Export Development Authority



::Venue::

ASPEE College of Horticulture & Forestry
Navsari Agricultural University
Navsari 396450, Gujarat

Introduction

Floriculture as an industry is a dynamic, fast-growing industry, which has achieved significant growth rates during the past few decades and has extended worldwide with the major paradigm shift of production centres from developed to developing nations. India is also paying its way to and emerging as an important production base for floriculture products. Gujarat has swiftly emerged as a significant player of this blooming industry in the nation with a greenhouse wave of more than 300 units.

Further, dry flowers, a component of floral industry has an immense potential for employment generation and earning of foreign exchange and has been emerging as one of the most significant agro-based industry in the country. In recent years dried flowers and foliage have been forming a large part of floriculture product exports from India accounting for 80% and 60% in terms of quantity and value of total floriculture export respectively. The value of dried flower products has increased tremendously during last decade. West Bengal, Andhra Pradesh, Tamil Nadu and North Eastern states are the major dried flower producing states in India. Indian exporters are supplying over an extended period of time: Dried flowers and plant parts in bulk (high volume of varieties of globe amaranth, celosia, marigold, agro waste products etc.); Potpourri (mixture of dehydrated flowers, berries and leaves); Dry floral Arrangements (dried plant materials and dried flowers) and Floral handicraft. The dried flower ornamental business is confined to about sixty private companies operating from Kolkata, Tuticorin and Mumbai close to sea ports, as the material being bulky is usually shipped through the sea routes.

Although Gujarat is a potential state for developing of dry flower based industry with the advantages of financial stability, innovative farmers/ and uninterrupted power supply, there is no dry flower business in the state owing to lack of public awareness and technology availability. Thus, looking at the potential of developing Dry Flower as an industry, there is need of organizing an exhibition cum National Seminar on 'Awareness and Promotion of Dry Flower Exports and Industry in Gujarat'

This seminar will provide a common platform for floriculturists, scientists, florists, exporters, policy planners besides the progressive farmers and young entrepreneurs in discussing and sharing their experience and views. Eminent scientists and experts in the concerned field will present lead papers based on various themes. Further, efforts are being planned to focus on practical approach in form of demonstrations and an exclusive exhibition on Dry Flowers during the seminar.

Exhibition

An exclusive exhibition on dry flower art & craft during the seminar will be held.

Seminar Venue

Swami Vivekananda Hall, ASPEE College of Horticulture & Forestry, NAU, Navsari.

About The Place

Navsari is situated in the southern part of Gujarat state on the bank of river Purna. It is the birth place of Dadabhai Navroji and Jamshedji Tata. Dandi, the historical place, famous for Gandhiji's 'Salt Satyagrah', is situated 13 km away from NAU headquarter.

Important Dates

Last date of abstract submission : 30-05-2017
Last date of registration : 02-06-2017

Registration Fees

Delegate-scientists/traders : Rs 1500
Young Entrepreneurs/Women/Students : Rs 800

Mode Of Payment

The registration fees is to be remitted in advance, in cash or through demand draft in favour of “**Organizing Secretary, National seminar on Dry Flowers, 2017**” payable at State Bank of India, NAU Campus Branch, Navsari. The participants are advice to write their name and contact number on reverse side of the demand draft.

Accommodation

Accommodation will be arranged in the university guest house (limited accommodation) on first come first basis. Hotel accommodation shall be arranged on request from participants

Advertisement

The seminar, “Awareness and Promotion of Dry Flower Exports and Industry in Gujarat”. Is one of its kind, which will provide an excellent opportunity for popularization of floricultural products and services in the benefit of floriculturists, entrepreneurs, florists, exporters, policy planners and growers. Advertisements and sponsorships will be solicited for the same.

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