



NAVSARI AGRICULTURAL UNIVERSITY

DEPARTMENT OF FLORICULTURE & LANDSCAPE ARCHITECTURE



FUTURE PLANS

VISION

- ❖ To ensure bio-aesthetic growth, clean environment and financial security through Floriculture and Landscaping in the country

MISSION

- ❖ To promote the growth of Floriculture and landscape architecture with through innovation, inclusive and sustainable technologies through education and professional workforce

MANDATE

Teaching- with focusing on skill impartation and knowledge depth

- ❖ BSc (Hons.) Horticulture
- ❖ MSc. Horticulture (Floriculture and Landscape Architecture)
- ❖ Ph.D. Horticulture (Floriculture and Landscape Architecture)

Research-

- ❖ Production Technology of loose flowers and cut flowers (open field and Protected Cultivation)
- ❖ Crop Improvement
- ❖ Potted ornamentals
- ❖ Postharvest Technology of flowers
- ❖ Value addition in Flowers

Extension

- ❖ At farm level
- ❖ At entrepreneur level

SWOT Analysis

STRENGTH

- High income generation potential –even with small land holdings
- Diversified cropping patterns for wide range of agro-climatic conditions
- Large number of Crop availability for the protected as well as open field conditions
- Prospective to develop as a high value cut flower industry
- Nursery business
- Pot plant
- Landscape architecture as a business
- Landscaping for environmental mitigation
- High export potential specially of dried ornamentals
- Wide range of creative value added products like essential oils, natural pigments, dried ornamentals
- Small scale business and cottage based industries – nurseries, dried flowers
- Role in Urban greening and urban aesthetics
- Application in pharmaceuticals and aroma therapy

WEAKNESS

- Highly perishable commodity
- Lack of quality planting material
- Lack of indigenous varieties
- Lacking of cluster based planning of various crops
- Insufficient technical knowhow for production package
- Lack of technical knowledge for postharvest handling and management of loose and cut flowers
- No authenticated market intelligence and single window policy
- High fluctuation in the flower market dependent on festivals and wedding periods
- Unorganized Marketing of cut flowers in India
- Critical Transportation cost, time and non availability of cold chain management
- Less opportunities for skilled man power
- Limited regular use of flowers in hotels and highly sophisticated offices

OPPORTUNITIES

- High employment generation and entrepreneurship development opportunities
- Span of urban greening for rooftop gardens, balcony gardens, vertical greening

- **Theme based landscaping for industries, residential areas and corporate sector**
- **Indoorscaping for indoor air quality**
- **High potential for environmental services through carbon sequestration and pollution control**
- **Huge opportunities in landscape business for town planning, turf management, industries, sports complex etc.**

THREAT

- **Wide range of availability of Artificial flowers at lower price**
- **Increased use of artificial flowers for wedding decorations**
- **Large scale availability and used of naturally identical colours and fragrance**
- **Adulteration in essential oils**
- **Shrinking of agricultural land with less focus on flower crops**
- **Newly developing production centers in South America and African continent caters to the need of US and European cut flower markets**
- **Development of resistant lines of insect and pest**
- **Disturbance of ecological cycle due to climate change**

FUTURE PLANS

- + Establishment of Value addition Lab
 - + Strengthening of the laboratories with advance equipments and modern facilities
 - + Strengthening of the Practical Training Center for the Horticultural Students
 - + Collection of germplasm of different flower crops like gladiolus, jasmine, china aster, rose, marigold, *etc.*
 - + Developing Protocols for Potted ornamental Plants
 - + Introduction of new ornamental plants for landscaping
 - + Collection of indoor plants and turf species
 - + Landscape designing around college building with new features like movable bio-wall, Japanese garden, cacterium *etc.*
 - + Developing Plant Cafeteria for ornamental plants
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