



## CSIR Floriculture Mission

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### Why in News

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Recently, **CSIR Floriculture Mission** has been approved for implementation in 21 States and Union Territories of India.

**CSIR's Societal Portal** has also been launched along with the Android App.

### Key Points

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- **About the Mission:**
  - **Floriculture is a branch of horticulture that deals with the cultivation, processing and marketing of ornamental plants** vis-à-vis landscaping of small or large areas, and **maintenance of gardens** so that the surroundings may appear aesthetically pleasant.
  - The mission will **focus on commercial floral crops, seasonal/annual crops, wild ornaments and cultivation of flower crops for honey bee rearing.**
    - Some of the popular crops include Gladiolus, Canna, Carnation, Chrysanthemum, Gerbera, Lilium, Marigold, Rose, Tuberose etc.
  - In the mission, available knowledge base in **Council of Scientific and Industrial Research (CSIR)** Institutes will be utilized and leveraged to help Indian farmers and industry.
    - The Indian floriculture market was worth Rs. 15,700 crore in 2018. The market is projected to reach Rs. 47,200 crore by 2024 during 2019-24.
- Along with **CSIR, other implementing agencies** involved are:
  - **Indian Council of Agricultural Research (ICAR)**,
  - **Khadi and Village Industries Commission (KVIC)**,
  - **APEDA and TRIFED**,
  - Fragrance and Flavour Development Centre (FFDC), Kannauj, and

- **Significance of the Mission:**
  - **Raising Income:** Floriculture has the potential to **provide employment** to a large number of people through nursery raising, floriculture farming, **entrepreneurship development** for nursery trade, value addition and export.
  - **Agro Climatic diversity:** India has diverse agro-climatic and edaphic conditions (physical, chemical, and biological properties of soil), and rich plant diversity, still it shares only 0.6% of the global floriculture market.
  - **Import Substitution: At least 1200 million USD worth of floriculture products are being imported by India every year** from different countries.
  - The **convergence** of Floriculture with **Apiculture (beekeeping)** as envisaged in the mission will yield even greater benefits.
- **Other Related Initiative (Mission for Integrated Development of Horticulture):**

Mission for Integrated Development of Horticulture (MIDH) is a **Centrally Sponsored Scheme** for the holistic growth of the horticulture sector covering fruits, vegetables, root & tuber crops, mushrooms, spices, flowers, aromatic plants, coconut, cashew, cocoa and bamboo.
- **About CSIR's Societal Portal:**
  - This Portal has been developed by CSIR Team with the help of **MyGov Team**.
  - The Portal is to **facilitate the public to submit the societal problems** that can be resolved using S&T interventions.
  - This is the first step in terms of seeking inputs on challenges and problems being faced by different stakeholders in society.

### **Council of Scientific & Industrial Research**

- It was established by the Government of India in September 1942 as an autonomous body. It comes under the **Ministry of Science & Technology**.
- It is known for its cutting edge research and development knowledge base in diverse science and technology areas.
- It has been **ranked first in the Nature Ranking Index-2020**.
 

The Nature Index provides close to a real-time proxy of high-quality research output and collaboration at the institutional, national and regional level.

**Source: PIB**