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Title : Need to promote floriculture in Thiruvannamalai Parliamentary Constituency, Tamil Nadu.

SHRI D.VENUGOPAL (TIRUVANNAMALAI): In Tamil Nadu, floriculture as decorative flower growing is a traditional occupation providing remunerative job and livelihood to dryland farmers. Jasmine, Marigold and Wild Rose are some of the flowers traditionally grown in a big way there from time immemorial. These flowers are sent to several places in Tamil Nadu and also to neighbouring cities like Bangalore and other states in India. In my Thiruvannamalai constituency this Floriculture as part of horticulture is being carried out in Chengam, Tiruppattur and Thiruvannamalai as a round the year cultivation activity. With flight service and air lifting facility this flower growing is a much lucrative occupation in Madurai, Pudukkottai and Tiruchi. Though quality flowers are grown in Thiruvannamalai, Thiruppattur and Chengam in the northern parts of Tamil Nadu, they do not fetch enough of remunerative prices to the farmers for want of effective infrastructure facilities. Hence there is an urgent need on the part of the Union Government to take certain measures to promote this venture. Since flowers are among the perishable commodity, Government must come forward to help these farmers. Cold storage godowns, refrigerated container trucks, regulated market centres, lucid credit facility at various stages, adequate banking facility to help promote export of flowers, technical and technological training and extension service facility must form part of an Integrated Floriculture Special Scheme to be evolved. A pilot scheme of this project may be introduced in my Thiruvannamalai

constituency for which Hon'ble Prime Minister may formulate a co-ordinated plan scheme involving Union Ministries like Agriculture, Rural Development, Finance Ministry and Civil Aviation for production, transportation, marketing and export of flowers.