

ICAR-DFR Organised a National Webinar on

Harnessing the Potential of Indigenous Ornamentals: Post Covid 19 Pandemic

on 18th June 2020.

India is rich in varied array of ecosystem or habitats like forests, grasslands, wetlands, coastal, marine and deserts along with rich and unique diversity of flora and fauna. The potential of our own indigenous floral wealth is neither estimated nor utilized in commercial floriculture to a greater extent. In furtherance to make India self reliant, honourable Prime Minister of India has given a clarion call to be **Vocal for Local**. In order to bring India's native floral diversity and Indian floriculture industry closer, the Horticultural Science Division of ICAR and the Directorate of Floricultural Research, Pune organised a National Webinar on ***Harnessing the Potential of Indigenous Ornamentals: Post Covid 19 Pandemic*** on 18th June 2020.

Dr.A.K.Singh, DDG (HS) was the Chief Guest and Dr.T. Janakiram, ADG (HS I) was the Guest of Honour for the webinar. About 740 participants registered and participated through Zoom and Facebook live platforms.

In his inaugural address Dr.A.K.Singh highlighted the need for documentation, characterization and publication of such information in International journals to popularize the Indigenous ornamentals. In this direction he advised the floriculture group to identify at least 50 indigenous species to bring them to next level of commercialization. He called up on the group to conserve the valuable indigenous ornamentals of Andaman Nicobar Islands in the mainland to safeguard their existence. Similarly, orchids in Sikkim need to be systematically characterized using available genome resource tools to protect the vast biodiversity in orchids and prevent their misuse. Bio active compounds responsible for medicinal /pharmaceutical properties of various indigenous ornamentals including Tulsi need to be identified and characterized for commercialisation.

In his introductory remarks Dr.T.Janakiram, ADG (HS I) called for 3 C'-Conserve; Cultivate; Commercialize the indigenous ornamentals. He advocated the need for developing specialised nurseries or creating separate section in nurseries for native plants. Incorporating chapters on indigenous ornamentals in curriculum of school students, allocating research topics to PG and Doctoral students, encouraging start-ups to set up stall in airports and malls having value added products are some of the measures suggested by him.

The research and development efforts made by various organisations were highlighted by Dr.K.V.Prasad, Director, ICAR-DFR. He brought to the fore the need for identifying and strengthening dedicated production centres, creating a value chain and branding of indigenous ornamentals to reach different markets.

Eminent speakers from JNTBGRI, ICAR-DFR, IARI, CIARI, CIAH, NRC Orchids, KAU, BHU, Dr. YSPUH&F brought from to the fore the research and development initiatives in indigenous ornamentals of Himalayas, Western Ghats, Gangetic plains, Arid regions, Andaman and Nicobar Islands and Orchids of India besides developments in their value addition.

ICAR-DFR Welcomes

Chief Guest
Dr.A.K.Singh

Guest of Honour
Dr.T.Janakiram

and all the Distinguished Delegates

National Webinar on Harnessing the Potential of Indigenous Ornamentals: Post Covid 19 Pandemic

Background

India is rich in varied array of ecosystem or habitats like forests, grasslands, wetlands, coastal marine and deserts along with rich and unique diversity of flora and fauna. The forest cover of the country accounted for the about 23.6% of India's total geographical area. Sixteen major forest types comprising 275 sub-types have been recognized in the country. These forests are treasure trove to many flora which possess high ornamental significance. The subtropical Western Ghats possess floristic richness, warm North Eastern Hills, Tropical Eastern Ghats have many potential flora with enormous potential for their diversification, large water capture cultivation and subsequent commercialization.

India is endowed with abundant diversity of native plants that are distributed in 29 Agro-biodiversity hotspots and areas of forest have great ornamental value. Ecological diversity prevailing in our country is immense, ranging from sea level to the highest mountainous ranges in the world, hot and arid conditions in the northeast to cold and condense in the high Himalayas region, tropical wet evergreen forests in Northeast India and the Western Ghats, mangroves of Sundarbans and fresh water aquatic in remote ecosystems. High potential exists for identification, dissemination and commercialization of such unique native ornamentals from several bio-ecologically diverse regions.

Indian ornamental floriculture is dominated by exotic varieties of species like Rose, Chrysanthemum, Gladiolus, Gerbera and Carnations. So in the case of native ornamentals, the potential of our own native floral wealth is neither estimated nor utilized. Ornamental floriculture to a greater extent in India has given a chance call to be 'Vand for Land'. In order to bring India's native floral diversity and Indian floriculture industry closer, the ICAR-Directorate of Floricultural Research has taken an initiative to organize a webinar on 'Harnessing the Potential of Indigenous Ornamentals Post Covid 19 Pandemic on 18th June 2020'. This webinar would act as a hub for all the stakeholders to explore the unexploited wealth of ornamentals.

Organizing Committee

Chairman: Dr. A.K. Singh, IARI, ICAR
Co-Chairman: Dr. T. Janakiram, ICAR-DFR, ICAR, New Delhi
Organizing Secretary: Dr. K.V. Prasad, Director, ICAR-DFR, Pune
Convener: Dr. P. Narasa Kumar, ICAR-DFR, Pune

Webinar Date: 18th June 2020 | **Time:** 10:00 am to 3:30 pm
Register to attend for this National Webinar: <https://bit.ly/3m31157>

Zoom Meeting ID: 828 4374 9456
Password: 949915

Facebook: Join the Official Facebook Page of ICAR-DFR
Pune to watch Zoom Live Streaming

Organized by
Horticultural Science Division, ICAR
ICAR-Directorate of Floricultural Research

Dr.K.V.Prasad, Director, ICAR-DFR Welcoming the Chief Guest, Guest of Honor and all the delegates

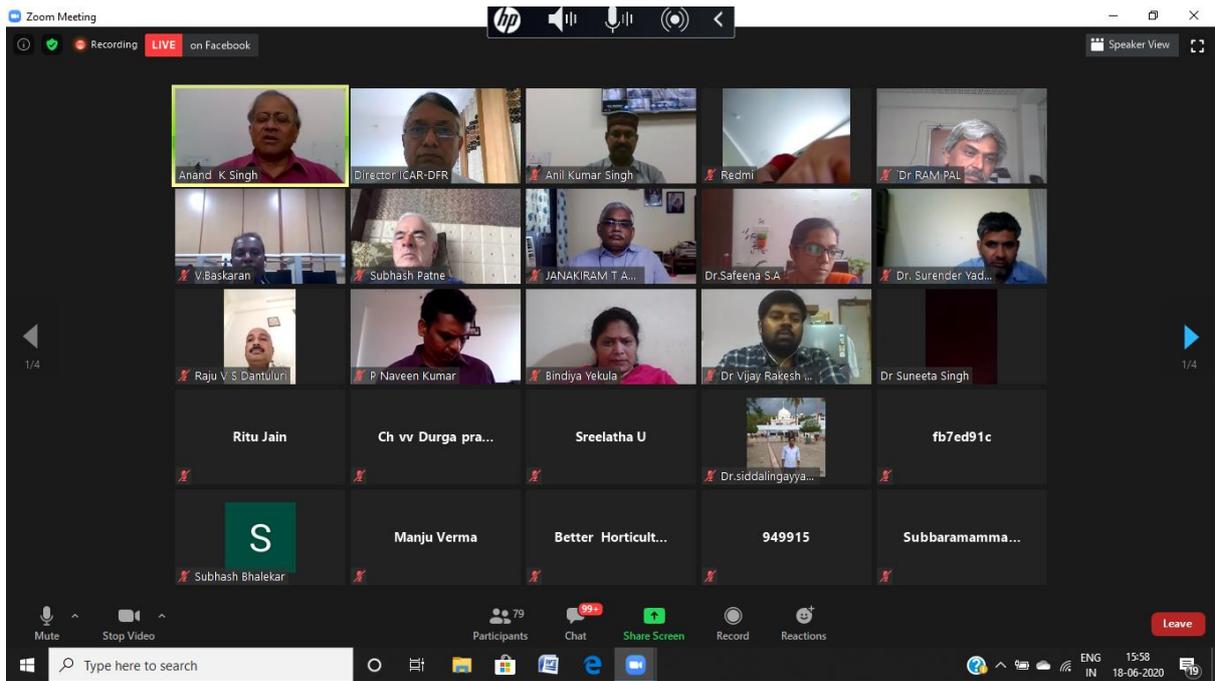
FLOWERING SHRUBS

Murraya paniculata (Kamini), Rutaceae

- Ornamental shrub, bonsai
- Ideal for hedge
- Topiary
- Antimicrobial, antioxidant and anti-inflammatory
- Repellent action on red flour beetle (*Tribolium castaneum*)

zoom

Dr.A.K.Singh, Professor, Horticulture, BHU delivering his topic



Glimpses of the participants in the Webinar



Dr.T.Janakiram, ADG (HS I) delivering the valedictory remarks.



Dr.A.K.Singh, DDG (HS), delivering Chief Guests address during the webinar.