Chapter - II

FLOWERS - A STUDY

2.1 Flower – Introduction:
A flower, sometimes known as a bloom or blossom, is the reproductive structure found in flowering plants. The biological function of a flower is to effect reproduction, usually by providing a mechanism for the union of sperm with eggs. Flowers may facilitate outcrossing (fusion of sperm and eggs from different individuals in a population) or allow selfing (fusion of sperm and egg from the same flower). Some flowers produce diasporas without fertilization. Flowers contain sporangia and are the site where gametophytes develop. Flowers give rise to fruit and seeds. Many flowers have evolved to be attractive to animals, so as to cause them to be vectors for the transfer of pollen.

In addition to facilitating the reproduction of flowering plants, flowers have long been admired and used by humans to beautify their environment, and also as objects of romance, ritual, religion, medicine and as a source of food.

Even before Linnaeus classified the botanical kingdom. Tamils classified them into four categories: Kottu Poo, Kodi Poo, Neer Poo, Nila Poo.

Kottu Poo are Kongu, Shenbakam, makiz, etc. Kodi poo are malligai, mullai, etc. Neer poo (water flowers) are lotus, water lily, etc. Nila poo (Land flowers) are thumbai, sevanthi, etc. They talk about flowering plants and non flowering plants, flowers to give good fragrance to water (Pathiru poo), etc.
2.2 Importance of Flowers:

Flowers symbolises love, worship and respect in use. Since the ancient period from birth to death, flowers play an important role in the Tamil culture. Without flowers our rituals and worships are nothing in practice.

Since time immemorial, flowers have been considered as the symbol of grace and elegance and a feast for our eyes. Flowers are used in all religious and festive occasions. Flowers are given as birthday presents, wedding gifts or while meeting ailing people and even at funerals. Most Hindu women adorn their hair style with flowers, and it is one of the auspicious symbols of the married life. All people irrespective of their origin, race, sex and cadre love flowers. Flowers are common in all the wedding ceremonies. Flowers also used in all funeral observances except in Judaism.

Devotees offer flowers in temples, gurudwaras, mosques and churches. Garlands made of colourful blossoms in contrasting hues play a prominent role in the religious and social life of people. In South India, in the VIP programmes garland of huge size presents an important role.

In the 17th century for the first time the secret messages were conveyed through flowers. And the later popular in Europe and French.

Flowers is defined as part of plant; Plants blossom seasonally for a short time and considered most attractive, when they are in full bloom. Nature also gifted some of the flowers, with fragrance. For example, roses are noted for beauty and fragrance.

Fragrant flowers like rose and lavender champak are used in the perfume industry. And the mughals were known to be admirers of the perfumer.
2.2.1 Use of Indian flowers in Mythology:
The ancient Hindu epics like Ramayana and Mahabharata have descriptions about different kinds of Indian flowers. The Indian flowers have been an essential part of Hindu worshipping for the past several centuries. It is a very popular tradition in India of offering flowers to the God, as a symbol of their love and devotion. The association of Lord Krishna with the Kadamba tree is a legend. Apart from Lord Krishna, almost all the other Gods and Godesses also have their respective flower of liking. The famous Indian flower and also the national flower of India, Lotus has mention in the ancient Sanskrit scripture of the Vedic era. The renowned Indian literary personality, Kalidasa has also mentioned about Lotus in his play Shakuntala. Lotus is mentioned in the creations of the other poet and novelists like Asvaghosa (A.D.), as well. The goddess Lakshmi sits on a red Lotus, and Saraswathi, on a white Lotus.

Quite a few beautiful flower trees are stated in the ancient Sanskrit work of Panini in Ashtadhyayi, as well. Historical evidences prove that the flowering trees were commonly grown in the gardens during the Hindu-Buddhist periods. During the Buddhist period, the Indian people used to layout gardens around the monasteries and stupas and it is said that Lord Buddha was born under a tree in a garden. The Bodhi tree, under which Lord Buddha attained nirvana, is a sacred to the Buddhists, Moreover the lotus is also closely associated with worship of Lord Buddha.

2.2.2 Flowers and their importance in human life:
Flowers play an important role in making the life of a human being more cheerful and happy. People use flowers in several forms and on several occasions. Flowers are used as beautiful flower arrangements for decorating homes. Flowers are
used as a symbol of mourn and tribute on loved ones funeral. Apart from above said uses, there are several other uses of flowers in various activities of our daily life.

The Indian flowers are an integral part of the Indian eco system and they are also an inseparable part of the Indian culture. The Indian flowers are found in almost all parts of the country and the Indian people plant flower trees in gardens, in order to decorate themselves and also to enhance the beauty of their residence. The flowers have a special place in Indian literature; just like world literature, the Indian literary personalities have also mentioned flowers in most of their notable creations. Ancient Indian literature is also full with names of a variety of flowers. Historical records prove that people of all ages, during the various periods in history, have used flowers mainly for decorative purposes and also as a gesture of welcoming and wishing good luck.

In the ancient period flowers were mostly used for poojas and marriages. Modern period is quite different. Each and every function needs flowers to celebrate them; and the demand level of flowers induced to took floriculture in large areas mainly with the motive of business rather than god service. Already it is planted adjacent to their house. But, in the modern period people raise flowers in vast areas having in mind the business development.

Nowadays flowers are used to different level of functions besides the worship in temples. The Indian flowers are used quite widely by the Indian people during wedding ceremonies. In fact, no wedding can be celebrated in India without flowers. They set the exact joyous mood and tone for the event and are mainly used as garlands, decorations, and as bouquets. There are several usages of flowers. Like for
instance, a flower can lighten a room adding more colour and making it more vibrant and appealing.

2.2.3 Use of Indian Flowers in Medicine:
Other than these there are also a number of flowers that are used as medicinal plants, such as Porcupine Flower, Hophead, Kariyat, Blue Fox Tail, Bell weed, Marsh Barbel, Gandarusa, Malabar Nut, Water Willow, Frilly Lepidagathis, Blue Pussyleaf, Karvy, Snake Jasmine, Singkrang, Himalaya Onion, Chives, Sage Leaved Alangium, Two toothed Chaff flower, mountain knot grass, marking nut, sugar apple, Himalayan hogweed, Indian pennywort, Ajwain, Indrajao, sea mongo, nag kuda, water jasmine, sarpagandha and many others. These flowers are widely used in ayurveda in treating various types of ailments. The use of Indian flowers as medical plants has also been recognised globally.

The Indian flowers are mainly grown in the gardens, bushes, roadsides, forests, etc., and they are of two principal types, like fragrant or decorative flowers and the wild flowers. Indian flowers include the orchids, musk rose, begonia, balsam, rhododendron, globe, amaranth, glory lily, foxtail lily, primula, blue poppy, lotus, water lily, etc. Most of these Indian flowers are also being widely cultivated in different countries in the world.

'Ponniyin Selvan' one of the familiar historical novel in Tamil literature, written by the veteran Tamil writer Kalki Krishnamoorthy. This novel explains the famous Chola Emperor Raja Raja Chola I history before ruling the Chola kingdom. Kalki assures us that he has gathered this information from epigraphy, copper plates and contemporary treatises and compares the sacrifice of Arulmozhi Varman to that of Ashoka. In Ponniyin Selvan, a character Senthan Amuthan - A flower vendor of
Thanjavur, lived with his deaf-mute mother in the outskirts of the city. He plucked the flowers from the flower garden and giving in the Lord Shiva temple. This was his regular duty. Arulmozhi Varman (King Raja Raja Chola - I) graciously crowns the gardener, Sendan Amudan, when it becomes public knowledge that the latter was born to sembian Madhevi.

2.3 Flowers in Tamil Culture:

Tamils are crazy about flowers. Travellers have noticed the passion of Tamil women for flowers. Every temple and every bazaar has scores of flower vendors who make garlands and flower strings with fresh flowers. Half of the flowers go on the hair of women and the other half go to the Gods inside the temples. Half of the garlands go into the neck of Tamil politicians and the other half go into the neck of God's statues. This love for flowers is not a new fashion. The love of story began at least two thousand years ago. We have several references of flower vendos in Sangam Tamil literature.

Tamil's custom of wearing lot of flowers on their heads was noticed by Valmiki in his Ramayana. Bharata says our soldiers are wearing lot of flowers on their heads like southerners and carry black coloured shields.

Tamils divided their lands into five natural geographical areas and gave the name of dominant flowering tree to each area. At least this custom has precedence in other parts of India. Sanskrit literature called India Jambu dwipa meaning land of Jamboo trees (Rose apple tree). It also divided the globe into seven different continents and named them after the predominant flowering tree of that area. Jambu (Rose apple), Plaksha (fig tree), Shalmali (Silk cotton tree), Kusha (Darba grass),
Krauncha (water birds, may be some trees with the same name), Shaka and Pushkara (Lotus).

Tamils are unique in one thing. The three powerful kingdoms of Tamil Nadu had separate flags, emblems and flowers. Like they choose a national flower of a county they chose one flower garland each. The Sangam works simply mention the particular flower garland to mention the king. In other words, the garlands were more popular than the dynasty name. Pandya kings wore Neem flower garland. Chera wore Palmyra flower garland and the Cholas wore Athi flower garland.

2.3.1 Five regions of Tamil Land:
Mullai, a variety of Jasmine, stands for the forest area. Kurinji, a mountain flower, it opens from buds once in twelve years, stands for mountainous region. Marutham, a tree with red flowers, stands for pastoral region. Neithal, a water flower, stands for sandy sea shore. Palai, an ever green tree growing in arid areas, stands for arid lands.

Another unique feature of Tamil culture is they wore different flowers in the battlefield to denote different activities. No other culture wore flowers when they went to war. We know that Olympic winners in Greece received Olive branches. But, Tamils took different flowers. For instance if they want to invade a country, soldiers will go into the border areas and steal the cattle wearing Vetchi flowers. Though this practice of stealing cattle was in Mahabharata days in the north of the country, the soldiers did not wear any particular flower. But, Tamils wear a particular type of flowers during this raid which is not found anywhere in the world. For each and every military activity they allocated a flower. The following is the list of flowers and the corresponding activity.
Vetchi - the provocation of war through attack and cattle raids. Karanthai - defending against cattle raids. Vanchi - invasion of the enemy's territory. Kanchi - transience and change, the fragility of human life, against the backdrop of war. Uzingalai - attacking the fort. Nochchi - defence of the fort or territory. Thumbai - the frenzy of battle. Vaakai - victory. Paadaan - praise of a king's heroism or generosity, asking for gifts.

Tamil men and women wore flowers. Men had flowers in their ears. Women had it on their heads. Women continue to wear it even today. During wedding and ritual functions they spend a lot on flowers.

The flower falls after blooming. The flower that becomes old from the plant is shed. Flower's life is only a day. It withers and dries. In this state, it loses fragrance, brightness, colour and beauty.

The bloomed flower falls from the stem and branch. After that it withers and dries.

2.4 Flowers in Epics:
In Silappathikaram, the reference of flowers has been widely used throughout the epic. When Elango describes Vaigai - he refers as 'Poompunal Aaru' - meaning a river with full of flowers.

A note in Silappathikaram says, the elders while blessing the couple, they sprinkle flowers and wish them a happy life.

In "Seevaha Chinthamani" also we have many references of the flower gardens. The gardens seen with Sandal and Shenbaga flowers were seemed with mini hills entirely covered with flowery plants. One of the verse of Seevaha Chinthamani portrays.
Thirumurai - The divine songs of Saivitees. The twelve divine songs of Savitees are called as "Panniru Thirumuraigal". In this collection verses, composed by various savities - exhaustively used the reference of flowers.

In the ages before this 'Thirumuraihal' and after this - Tamils led a life that was harmonized with nature. They could not separate the nature from their life style.

Flowers represent happiness, fertility and solemnity. Tamils can not see their life without the use of flowers. In all spheres of life from birth to death flowers occupy a central stage in Tamils' life. Without the use of flowers any function on festival remains incomplete.

2.5 Flowers in worship:

Flowers occupy a vital role in Hindu Religion. The Hindu gods are worshipped with some special flowers.

Flowers like Sengalu Neer, Lotus, Sengadambu, Kondrai, Erukku, Poolai are used in the worhsip of Lord Shiva.

Kuvalai, Kandal, Kurinji, Vengai were offered to Lord Muruga.

Flowers take an important place in the worship of Gods. Without flowers the worship becomes incomplete. The ancient Tamils would use the flowers which were available in their regions.

2.5.1 Flower offering (Pushpanchali):

In Bhagavad Gita Krishna also spoke about offering flowers and leaves (Tulsi, Bilva) to God. Tamil poet Kapila translated that sloka in Purananuru. Pushpanchali is an annual event in several South Indian temples, particularly in Tamilnadu. They heap hills of flowers on God on that day.
2.5.2 Andal Malai / Garland:
Tamil Nadu is famous for its biggest flower garland called Andal Malai. This garland is a special one meant for Andal of Sri Villiputtur garland called Andal of Srivilliputtur, near Madurai. Andal, who lived 1300 years ago in Srivilliputtur of Tamilnadu, was a Vishnu devotee. This garland is normally 8 feet long made up of different flowers. It is heavy and expensive. Political heavy weights get this heavy garland, particularly after election victory.

There are twelve alwars of Tamilnadu, who lived between the sixth and ninth centuries AD. These saints were ardent devotees of Lord Vishnu, and they devoted their lives to serving Him. They composed wonderful, lyrical poems about their Beloved Divine Lord, and these beautiful poems still captivate people. Only one of the twelve alwars was a woman. Her name was Andal, and her story, like her poetry, is truly wonderful.

Andal composed two Tamil literary works in her short life, and they are unique in their literary, philosophical, religious, and artistic content. They are remarkable in that they were composed by a young girl at a time when no other Tamil woman composed poetry. Andal’s poems are regularly recited with great religious fervour by women, men and children of all ages, in both temples and in households.

2.5.3 Kapila's 99 flowers:
Sangam Tamil poet who lived 200 years ago would have entered Guinness Book, has there ever been a category for reciting flower names. He recounted 99 flowers in his Kurinjipattu.12 Though other books like Mahabharatha, Valmiki Ramayana, Kalidasa have provided more flower names.
In the Hindu religious practice use of flowers are classified with three as Sattva, Rajas and Tamas. The classification is made on the basis of the colour of the flower, fragrance, shape and origion.

In the daily worship Sattva and Rajas flowers are used. Tamas flowers are used during festivals and sometimes avoided.

Flowers like Anka, Nandya vattam, droma, white lotus, jasmine, coral tree, etc., are considered as Sattva flowers. Red Lotus, treempet flowers, white thorn apple flowers, etc., comes under Rajas flowers. Flowers like Ketaki, China Rose, Cotton Plant, Kasa Grass, etc., are flowers belongs to Tamas category.

Onam is an old festival mentioned in Tamil Sangam literature. Till this day, it is celebrated in Kerala (Old Tamil Chera country) with gigantic flower decorations on the ground called Pookkolam.

2.5.4 Indian flowers in International market:
India earned Rs. 215.27 crore from exports of flowers to over 90 countries in the year 2010. The government earned a total of foreign exchange of Rs. 215.27 crore from the export of flowers during April 2010 to December 2010, according to the official data.

India had shipped 21845.65 tonnes of flowers to 93 countries during the period, according to data presented by Minister of State for Agriculture Harish Rawat in Parliament in September, 2011. India and China have large chunk of areas under floriculture.

Karnataka, Tamil Nadu and Andhra Pradesh are the leading flower producing states in the country. Largest quantity of Indian flowers (5,830 tonnes) were exported to the United States of America worth Rs. 44.81 crore during April - December 2010.
Other leading destinations of Indian flowers shipment were Germany (3,587 tonnes worth Rs. 33.33 crore), Netherland (2,334 tonnes valued at Rs. 30.44 crore), United Kingdom (3,273 tonnes valued at Rs. 25.42 crore) and United Arab Emirates (618 tonnes valued Rs. 7.02 crore) during the period, the minister added.

Among neighbouring countries India exported of flowers to Pakistan worth Rs. 7.17 lakh, the minister said. Indian flowers found markets even in smaller countries like Finland, St. Kitts Nevis, Mali, Seychelles and Sierra Leone.

2.6 Flowers and Religion:

There are numerous religions practiced around the world. Some of which are organised and some are not. The major religions are Hinduism, Christianity, Islam, Buddhism, Sikhism, Judaism, Confucianism, Jainism and Shintoism. Many of the religions have been associated with flowers in one or the other manner.

2.6.1 Flowers and Hinduism:

Both in worship and in portrayals of the divine, Hindus are infatuated with flowers. The very name of the Hindu worship ritual, puja, can be translated as 'The flower act'. The lotus is the foremost symbol of beauty, prosperity and fertility. According to Hinduism, within each human inhabiting the earth there is the spirit of the sacred Lotus. It represents eternity, purity and divinity and is widely used as a symbol of life, fertility, ever renewing youth and describes feminine beauty, especially the eyes.

One of the most common metaphysical analogies compares the Lotus perennial rise to faultless beauty from a miry environment to the evolution of man's consciousness - from instinctive impulses to spiritual liberation. In the Bhagavad Gita, the sacred Hindu text, man is adjured to be like the Lotus - he should work without
attachment, dedicating his actions to God, untouched by sin like water on a Lotus leaf and the beautiful flower standing high above the mud and water. In the postures of Hatha Yoga, a major branch of Yoga, the lotus position, padmasana, is adopted by those striving to reach the highest level of consciousness, which itself is found in the thousand petalled lotus chakra at the top of the head.

2.6.2 Flowers in Christianity:
The archetypal flower symbolizing purity is the white Madonna Lily. The association of the flower with the Virgin Mary dates to early Christianity, an apparent legend, according to which her tomb will be filled with lilies after her assumption into heaven. Religious commentators, including the Venerable Bede, explained that the white petals represented her spotless body and the golden stamens, her glowing soul. This mystic flower appeared most often in paintings of the Annunciation, representing the moment when the Angel Gabriel announced to the Virgin that she would bear God's son. A white lily was placed in a vase in the foreground of the scene, or held by the Angel, and sometimes a small enclosed garden known as the hortus conclusus reinforced the message of virginity. This type of devotional painting influenced other scenes of the Virgin and child with saints, also set in gardens with lilies and other flowers. Other white, lily like flowers reflected this meaning, especially lily of the valley, leucojum and snowdrops or white flowers with golden centres like roses and daisies.

The rose flower is used in Italy all through the month of May. Everyone who can secure roses, places them in his oratory or on a table. Both red and white roses have been emblematic of the Virgin since very early times, and were dedicated to Venus before that. When St. Dominic instituted the devotion of the Rosary, he
recognized this symbolism and indicated the separate prayers as tiny Roses. May - the month of May or Madonna's month - was originally linked to flora, the Roman goddess of flowers and of spring. Further, the five petals of a rose flower are believed to represent Christ wounds - white was the colour of purity and red, that of his sacrificial blood.

2.6.3 Flowers in Islam:
Not much religious use of flowers is seen among Muslims except on like marriages and funerals. On the day of the wedding the groom leads his family to the bride's home. Upon arrival at the bride's place, the bride's sisters welcome the groom, party by playfully hitting them with a stick wrapped around flowers. The groom may wear a special head dress of flowers for the wedding.

2.6.4 Flowers in Buddhism:
For the Buddhists, Lotus symbolizes the most exalted state of man - his head held high, pure and undefiled in the Sun, his feet rooted in the world of experience. For the buddhist, the Lotus flower symbolizes the Buddha. In Both Gaya, in Northern India, where Buddha is said to have attained enlightenment, there is a raised platform, which is a part of the Mahabodhi temple complex. This is called the Jewel Promenade Shrine. This structure marks the place where the Buddha is supposed to have paced to and fro in meditation. Legend has it that wherever he stepped, a Lotus flower (a symbol of knowledge) sprang up and this is depicted through the 18 lotus flowers carved on the platform.

About a mile south of the Mahabodhi Temple, was a dry pond called Mucalinda tank where the Buddha was supposed to have spent his sixth week after
enlightenment. It is now a large pond filled with Lotuses. In most of the Buddhist art depictions the lotus flower symbolizes the Buddha.

2.6.5 Flowers and Chinese Religions:
In Taoism and such other Chinese folk religions flowers do not just represent beauty, but are also the symbols of life, happiness, and fertility. In Chinese culture, white flowers are the symbol of death and used only in funerals. The meaning of red in Chinese weddings is deep and powerful. Red is the symbol of love, joy, prosperity, happiness and ultimate joy in Chinese culture. The bride's wedding gown, the wedding invitations and wedding gift boxes or envelopes for cash gifts are all in red.

2.6.6 Use of Flowers in Other Religions:
Although there are no specific religious flowers in most of the other religions, flowers are nevertheless used in various religious ritual performances. Particularly, flowers are common in almost all the wedding ceremonies. Flowers are also used in all the funeral observations except in Judaism. Indeed, there is even evidence indicating the use of flowers during funerals by the Neanderthals who inhabited Europe and parts of Western Asia about 230,000 years ago.

2.7 Flower Merchants:
Economics is the social science that analysis the production, distribution and consumption of goods and services. Economists is the latter 19th century suggested economics as shorter term for 'economic science'. Earlier name for this subject was political economy. In many cases, socio economists focus as the social impact of some sort of Economic charge. It aslo includes market manipulation. Social charges / effects can be wide ranging from local effects on a small community to changes to an entire society. This may affect consumption pattern, income distribution, and wealth. In which people behave and to overall quality of life. The ecomic development if any
nation basically depends upon sufficient production and its equal distribution. The floriculture has assumed commercial status is recent times and that is 2 to 3 decades. The commercial activity of production and marketing of floriculture products is also a source of gainful and quality employment to scores of people.

Socio economic is an umbrella term with different usages. It may refer to use of economics is the study of society; that is behavioural interaction of individuals and groups through social capital and social market. In short, it studies the relation of economics to social values. Economics have three section; Private section which is profit motivated, the second is public sector which is owned by government for the welfare of the state, and social sector economy which ranges community, voluntary and it is not for profit motives. Socio economics focus on the social impact of some sort of economics changes which affect consumption, distribution of income and wealth in which people behave.

Flower merchants and flower vendors require various structures, equipments, market, location, personnels to carry flower to the consumers, site for and other facilities. It is important to say that different religions Hindus are infatuated with flowers. For worship, rituals, pooja, etc. Each human being of the Hindu religion there is a spirit of worship which needs different variety of flowers. Flower economy today in our country has been the abnormal fluctuation in price according to season and it is cyclical despite steady increase is productions. Large number of small and marginal merchants and vendors depend upon this business have to be studied of their position in the society and what should be made for the sake of the people. Before entering into that gate we have to say something about flowers, its importance and impacts.
Flowers are the earliest objects in the earth; They instantaneously suggest beauty, because they are all associated with things that offer pleasure and delight; Our age old culture, paintings, art and craft, ideas, emotions, religion, philosophy and social customs exhibits their memory haunting association with flowers.

The social and economic aspects of flower growing were recognised much later. The offering and exchange of flowers on all social occasion, in places of worship and their use for adornment of hair by women and for house decorations have become an integral part of human being. Along with this in marriage functions, the flowers have a vital role. The wedding couple used to wear the floral garland and all the female participants are also adorn flowers.

Floriculture, that is cultivating of flowers, is also an important occupation in India; it means lively hood of many farmers, flower traders and vendors. In the south, particularly in Tamilnadu, Hosur, Ooty, Kodaikkanal and Yercaud are the major flower growing areas. In the western ghats areas Dindigul, Teni are the famous Madurai Jasmine cultivators. Floriculture doesn't get the proper encouragement and support from the Government and thus the merchants and vendors till recently.

In India, particularly Tamilnadu the socio economic problems of the merchants and vendors needs to be studied. The researcher have been taken into account the Tiruvarur district for the study and in detail the flower business in the district.

In the Tiruvarur district, Tiruvarur, Thiruthuraipoondi and Mannargudi are the major towns. The wholesale merchants are available in the above three major towns. Since, there is no cultivation of flowers in the district, they purchased the flowers from various places. Jasmine from Vedaranyam, Cendi and Samanthi, Sambangi flowers
from Keeramangalam and Avanam of Thanjavur districts. Roses are purchased from Hosur and Bangalore. They are selling the flowers to the flower merchants.

Nowadays, jasmine, mullai, cendi, kanagambaram, sevanthi, sambangi and other types of flowers procuring to the market from Trichy district, Thanjavur, Pattukkottai, Keeramangalam and Avanam areas by bus. Anyhow, the demand for flower to the whole district is satisfied by this market for every functions from birth to death. The price fixation of the flowers changes or fluctuates every hour according to demand and supply. Important festival times like Deepavali, Pongal, Christmas, and the marriage days, in weekdays particularly in Friday, Tuesday, the price level will be unexpectable height though the supply is heavy.

Hundreds of families and the family members to lead their life depends upon this flower market. The people who do this business aged from 10 to 60 years. Even, the small school going children are indulging in this business in the morning hours and even in the school holidays. The nature of work is wholesale, merchants, retailors, vendors helpers to wholesalers, weaving persons, garland makers, etc. Here researcher aims to study only merchants and venders socio- economic problems.

Marketing of flowers in India is unorganised at present. Most probably, in cities flowers are brought to wholesale markets from different men who produce flowers.

The person who buy flowers from the wholesaler and distribute to the retailers are called merchants. The flower market being a unorganised section, it is difficult to estimate the size of flower trade in terms of volume and value. Thus, the merchants transaction also goes on.
The commercial activity in flower fields is very few and it has assumed importance only in recent times, and flower growing is carried out on small holdings, the floriculture means, 'cultivation of plants that give economic flowers. It means carried out in fields as field crops to supply flowers to market, and to meet flower demands of markets.

In this way, the produced flowers reach the market from the farmers to the wholesale persons, from them the merchants buy the flowers for their business, which link the market retailers and vendors.

2.8 Role of merchants:
The flower merchants who involves in flower business needs certain character to follow. First, they have reach the market in the early morning; secondly when purchase flowers they have to select fresh flowers accordingly they consider how long the flower last, and what are the flowers to be purchased. On the auspicious days like Fridays and Tuesdays, the demand for flowers will be high. That's why they have to consider the importance of the day, and the demand of the day. Next to it the varying price level. The price level in the market will change every hour. Sometimes the rate of price may soar and sometimes the price will come down. Therefore a merchant must have some knowledge or experience in procuring flowers to resale it without loss. According to the price level and importance of the day the purchase be maintained to equal with to avoid loss in business and which type of flowers be purchased first and which is sake in require time analyses and nature of market conditions. Therefore character of the merchants and their business profit and loss level depends upon their understanding of the market conditions.
Though flower business in recent times gives profit but before that merchants faces many problems. First the merchants needs enough money to buy flowers from the wholesale sellers. Though flower merchants are part of Tamil culture their major problem of necessary money for daily purchase not to the manageable level. Determination of purchase to the limited level and sell the flowers without loss and thus to create a permanent level of income to run his business and family.

The market is the final stage to the flower farmers after convert his flower into cash in the market. But, the merchants burden began swell after that because they have to distribute to different retail vendors without affecting their money invested. Anyhow they have to regain invested money and the profit next to manage the nextday purchase from the wholesaler. In this way the burden falls for the merchants and then to the vendors.

The merchant must try to sell all the flowers they purchased on the day itself to regain the capital they used to purchase first and then the profit. For this the merchant's profit lies in their purchase of flowers at the suitable or bargaining price from the wholesale persons. Only then they can earn even a marginal profit and can save the capital amount and they also have to maintain their daily expenditure to success the business. This requires much practice and experience in purchase conditions.

Next to it, the merchants sales and profit also depends upon the importance of the day that is festivals and functions. Important festival day will bringout heavy sales but profit will be limit because the purchase price will also be very high.
The flowers not quality it will whithered and will affect the merchants capital invested and made to meet a heavy loss. So purchase of fresh and quality flowers becomes necessary to keep safe business.

In this way the merchants financial condition should be studied. Financial position of the merchants become the basic for the business. If their business tactics not to the expected level they have to meet the financial constraints which affect the business in the long run and his family. Financial background and support needs to lead a problem less business and get ride of.

Sometimes middleman and intermediaries who works in the market mostly exploit the sale price or profit of the merchants and size of the business. This middleman activities affect both the merchants and vendors.

The flower cultivator or producer brings the flower to the market. The wholesale person with the help of commission agents sale out to products from the wholesale person it goes to the merchants. From the merchants it next goes to the retailers and from retailer to the vendors. Thus sale tree goes as follow:

\[
\begin{align*}
\text{Producer} \\
\downarrow \\
\text{Agents} \\
\downarrow \\
\text{Wholesaler} \\
\downarrow \\
\text{Merchants} \\
\downarrow \\
\text{Retailers} \\
\downarrow \\
\text{Vendors} \\
\downarrow \\
\text{Consumers}
\end{align*}
\]
2.9 Demand and supply determinants:
The market condition is said to be acting according to the demand and supply of flowers into the market. The demand of flower will be very high both in season and non-season. Demand increases the purchase price, sale price, and profit will be ensured by the supply of flowers. When the offseason the production of flower will comedown and the availability of flowers or certain flower become insufficient and this changes the market structure of the merchants and thus the other dependents.

The flowers are growing throughout the year but every flower has its own season to be planted. Majority of the plucked flowers are seasonal. For example, jasmine, mullai, centi, sevanthi plants, bloom only on particular season. Therefore the merchant has to change his sales according to the season. That is the merchant who do jasmine business on its season and another season comes he prepare to sell sevanthi and other flowers. One cannot depend on one kind of flower. In this situation his sales level and income level will vary.

Though flowers require for all functions and ritual days the availability is determined by the supply of flowers. In ordinary week days the Friday being a special day the demand will be high and the sale also price changes. Sometimes when there is a heavy inflow in ordinary days that is increase in supply the price level will go down; here both the producer, the wholesaler and merchants are affected. Thus, the merchants business is ensured by the demand, availability, price, time, etc.

2.10 Socio Economic Conditions of the Vendors:
Managing the business is an intelligent and timely work it needs, according to the market condition. Proper place for shops and visibility is much important for a merchant. The merchant should maintain enough capital fund to improve their
business, and to settle daily wages to the person working in their shop and to pay the rent to the shop, and to meet his sundry expenses. These expenses are market expenses, next to it they have to maintain their family expenditures like food, children school expenses, rent to the house, electricity both to the shop in the market and to the house, telephone or cell phone expenses. The management business require to maintain which becomes relevant expenditure the to them and maintain accordingly.

If there is any break in this process the next the merchant is forced to get loan from the money lenders. This will lead to a risk in the business for one or two days and make him or to get loan from other source to settle the loan and to start the business. So, the business management of the merchant needs a strong money handling way which is to be paid and what should be voided to keep his next of his business.

Next to it, if there is no proper sale the purchased flowers will be withered. It creates a complete loss and even put the family on the risk condition. Being a small merchant they cannot keep the flower which are balance in the day's business. The reason it needs cool places to keep the unsold flowers to keep in cool place to save from withering and to sale to the next day. This also create the major problem to the merchants. In majority of the market even the wholesale seller does not have cool places to keep the flowers sale to place it in the market in the next day. They all through flowers garbage bunk, and further the unsold flowers are thrown away in the river water. Therefore though there is financial constraint this kind of situation also affect the business.

In some cases, certain flower cannot be kept for next day sales even though of there is any cool place. The flowers like Jasmine, Mullai, etc., will blossom in the next
day. Sometime on the same day there flower will opened wide. In Tamil, the merchants calls such flowers as 'Vedi' that is widely open flower. It is difficulty to strunk and the rate also be very low. Thus the lack of storage facility affect the merchants.

This merchant who does commerical business require proper market, personnels, proper site in the market, equipments and other allied utility materials and above all sufficient availability of fund or money to enhance business.

Though the use of flowers have increased for various uses in ordinary day today life as well as commercial purposes the economic conditions of the merchants are not increased or developed. His family always in the burden of financial constrain which affect the children study and their relative status with the society where people estimates the merit of the man or family as the basic of wealth. Because they have to meet all related expenditure from this earnings. Such conditions depends upon the merchants business condition. The sale position is not the same at all day. Ups and downs in their sale condition lead him to get loan or raise funds from various private source make him to loose his profit and even his capital investment by way of settle daily.

In order to safeguard the position of the merchants the government come forward to develop the market structure. That is the government should come forward to organise the market condition and provide all type of help the merchant needs to be done. They have to be provided with funds on the low interest rate and also make them to learn savings. This will help them to escape from the inhuman money lenders and that will save their respect in the business also. Next to it, the flower sales
majority are in the hands of wholesale persons. They fix the price of the flower on the
day never considering merchants position. Therefore the sale should be made on the
auction basis or price should be fixed by the government authorities as fixed in the
Ulavar Santhai. Which give them some sort of relief. So as they can get flower at a
reasonable price. So, price fixation needs to be made reasonably which helps even to
the vendors and even to the consumers who the regular uses of flowers. Next to
safeguard the flower from withering the government must compared to safeguard the
surplus flowers by arranging cool packages in the market and to use in the very next
day. The government must took economical activities of the merchants to their
children study, their higher study and to the marraige condition come, they be
provided help. So, the government should bring with their fold as a organised sector.
These will helps the merchants from the inhuman and cruel activities of the money
lenders. Further, they will be provided housing facilities to improve their staus
because majority of them still living in a rented hut houses and to help to produce
flowers in a vast area in a cooperative structure and give reasonable help to the
farmers to improve the flower inflow into the market. Health care facilities also be
practiced to their families. This kind can help the merchant in their business to
brought under organised sector; marketing of flower in still an unorganised one.

Suppose, the merchant enough money he cannot purchase flowers from any
trader and wholesaler. Because he is already in the grip of the wholesaler. The
wholesale person sells flower to the merchant in loan on majority of the day.
Therefore a merchant cannot escape from them when they hold even money therefore
they loose the choice of purchase at a low sale price and profit also. They are the
regular customer of the wholesaler whether he purchases for loan or in cash. These type of purchase also affect the merchants freedom to purchase and resale.

Thus, the merchants are required to maintain their business by their market experience in purchase and sale and to solve the problem they facing as an unorganised business man, and approach the Government to support their business important as it do for the organised sector. This needs cooperation among the merchants to lead the safe business satisfactorily.

2.11 Socio Economic Conditions of Vendors in Tiruvarur District:

The reasercher focuses the flower vendors who the major persons in the market helps to take away the flowers to the consumer level. In India vendors falls in unorganised sector. Street vending has been a profession since time immemorial and street vending is a profession which is practiced in the urban area and even semi urban towns also.

Vendors are working in different fields; that is vendors play a vital role in every street business. Vendors indulge in fruit selling, plastic things sellers, vegetables sellers, fish sellers, ready made goods sellers, etc.,

Mostly, vendors carry the product they prefer to sell to the spot where people or consumers, thus provides a wide range of goods and commodities to the people location. And further middle and lower class people are satisfied by the vendors, and they also prefer to purchase the things which comes to their spot at reasonable prices. Vending also a self - employment which gives life to hundreds of people to drive away their poverty. The persons who in search of self employment to save their family prefer immediately the vending business which needs a small size investment and always never hesitate to work at all.
The merchants who came from different places of Tiruvarur, Thiruthuraipoondi and Mannargudi market assemble in the early morning and purchase flowers of different type to reach their places mainly by buses. Sometimes, the wholesale businessman despatches the flower to the merchants shop by bus by giving the retail stop address and the shop owner receive it in time which is informed by the wholesaler the name of the bus and its time they despatched. The flowers purchased such a way turns into garlands, ornamental garlands, weaving the loose flower for the use of women hair lock.

In Tamilnadu, flower production and marketing acquired much importance. Because of the use of flowers for different situations. The street flower vendors mostly carry the flowers in cycles, pushcarts and sometimes in their head or sometimes in the hip, if she happened to be a woman vendor.

2.11.1 **Location of the vendors:**

Selection of location to market their string flowers is very important. In order to sell their flowers they regularly must to their business to satisfy the consumes needs. For this purpose they have to select proper place to sell flowers.

The important places the vendors choose or select places like in front of large hotels, textile shops, jewellery marts, bus terminuses, railway stations, cinema theatres. Each and every bus stops, big sweet stalls, street corners are such locations they try to market the flower. The persons who sit and do business in a regular place select this type of places. Some other vendors who do business in all around certain areas use cycles and push carts. They will be moving from place to place. Roadside vendor select corner places of the road and where heavy traffic and people assemble heavily and other public places and carry the flower to consumers. Thus, the vending
business is carried out from the wholesales to merchants, merchants to retailers, from retailers to different type of vendors and finally to customers as told above.

2.11.2 Gender variation:

Vendors gender also plays an important role. Mostly women vendors do the business is majority of the places. Because, they can easily convince the customers. Further, women only loves and use flowers in their hairlocks everyday. To satisfy the desire of the women customer, women vendors plays much role. Women like fragrant flowers like jasmine, mullai, etc. to use in their hairlock. This has ben also stated in an anciet Tamil literature akam, 'Thalaivai kaanmalar'.

Thus, the women vendor keeps regular woman customers and this helps to some regular sale.

2.11.3 Sales improvement:

To improve the sale, the vendor should regularly do the business without any break and, try to get the flowers fresh and neatly knit. They should sell jasmine, mullai, which is the hairdo of women and in addition to that they have also string different kinds of flowers called 'Kadhambam' in Tamil, which is used to photos of Gods in their pooja rooms. This vendors should reach his permanent area in proper time and give it in a reasonable price to avoid competition in their business and to obtain high margin of profits and to save their family and should practice minimal expenses.

Good location need to set up otherwise, the wrong selection of location of the business will not be successful. For flower vending best selling locations are in front of restaurants, roadsides, street corners are conducive to flower vending.
The street selling locations, freeway exist and stoping areas on main streets are very preferable to vending business, as these places are heavily traffic places and customer will be rich in number. The locations along streets, highways and exits are in the morning, late afternoon and in the evening will be rush hour traffic and the sales will be high usually and also must be plainly visible one. Mostly roadside vending helps the customers to reach easily to buy. Heavy pedestrian traffic and vehicle traffic very useful vending areas and also which way the people return home in the evening that is people are on their way home. Flower vendors are part of Tamil culture and they are found in every town and cities. Predominantly women do that business.

2.11.4 Working Hours:
Flower vendors do require heavy physical labour and not sophisticated instruments. So, vendor prefer flowers for sale in early hours and the vendor in their business cannot lead a leisure life. Proper time and effort are essential for this business. It is said that a vendor of flower soaks early morning hours to purchase flowers from the wholesales and preparation of flowers to sale also requires much time that depends upon the quantity flower and persons involved in strink. Thus, the time plays an important place in the vending business. Vendor starts early in the morning and to reach the market, for the days purchase as the residence and market area are far away.

2.11.5 Size of Investment
The vendor who do vending require money such as small amount of investment to purchase flower and to do sale; Now a days flower vending gives much satisfied income. But, at the sametime it should be reinvested to purchase and to settle the daily
loan of Thandal above all. Further the whole family involved in the business. Their daily bread and children education, expenditure also be adjusted in their income and for that they have to work hard and earn more. The vendors, mostly live in poverty and even to manage his small investment he seeks loan from private money lenders that is thandalors in Tamil. They require prompt payment daily to do the business without break.

Most of the vendors, who do such vending business sale are economically very poor and lack of money to purchase flower daily. Therefore they depends upon private money lenders. In order to settle daily thandal amount and manage his family the vendors have to work hard to earn and the thandal amount should be cleared in 100 days whatever amount they borrowed.

2.12 Problems faced by Flower Vendors:
The vending business requires no previous experience and needs a minimum or low initial investment to start the business; and supply of fresh attractive flowers, good selling location and a cheerful disposition. Further, as already said vending does not require abundance of equipment and start up money, etc., and also does not require any licence. Successful vending needs flexibility and proper location; the vendor should avoid old, wilted and faded flowers while selling. The selling flowers will always be fresh and rate will reasonable. Those condition brings happiness both to the vendor and to the buyer. Though there are main characters of flower vendors they also have to face certain problems in their business area. The major problems prevails in the vending as follows.

Even the investment required in small, for that also they depend upon the money lendor or thandal or instalment basis for loans.
Vendors preference in his earning money first to thandal clearing, and then family food, finally he has to spend for flower purchase. If the sale is not to the expected level flower purchase will become not easy for next day business. Financial constraints is the major problem in flower purchase, families daily bread, house rent, and other family related expenditures, children's education, etc. This is a very painful one.

Problems in the selling area that is the area rowdies may threaten the vendors to get money, that is free money daily. They should be adjusted by the bribe money from their sale money. This affects their reasonable expenses. If they were not paid they will be a major miscreants in the sales area. If the vendors happen to be a roadside vendor they have to face the harassment of the local municipal linked authorities, traffic police, local officers and also area big bass.

The roadside vending is not recognised by the law or by municipal officials. They officials and the traffic police treat the roadside vendor as, public nuisance and they always be in a mood of remove them from the sale area. Otherwise demand higher bribe money. This will also affect their business or profit loss of them, with the regular mamool money they have to also give flowers freely.

At the time of VVIP visits the vendors who do business at the roadsides will be driven away from the place. The municipal corporation in spite of getting regular money from the vendors - they threaten the illiterate vendors. Thus, paying to the police, local municipal officials, local rowdies the vendor loose even the capital amount. This affect the basic life pattern of the vendor and his poverty upset their family, etc.
The total family indulge in their business from morning to evening; but income level is very low. They are not aware Government aids and educational facilities to their children. Most of them consume alcohol. Thus, they lose the money and business and never care for their family also.

Their friends circle in the market and other vending areas makes them to learn all bad habits what they have. If the vendor particularly male vendor happen to be a drunker, the customers mainly women customers never buy flower from them and they will change the vendor.

Sudden price rise of flowers in the market hit the vendors; this makes less purchase and sometime they will stop the business on that day thinking that the sale would not bring much profit.

Nowadays the demand for knitted flowers like jasmine, mullai, kanakambaram are always good. Particularly, jasmine's demand is always good. These knitted flowers are sold per muzham is touched now Rs. 10, in ordinary days, and the price would soar during festival and muhurtham days. Such days muzham flower rates Rs. 25 and above.

Though the sale price increase, the vendors position does not improve; because of family size, their bad health and use of alcohol drink, panparag, intoxication items, beedi, cigeratte, etc., makes him spend thrifts. This unimportant and unnecessary expenditures divert his income and the earning is inadequate to lead his life.

The vendors business depends upon the size of the market, size of the sale area, locations, good flowers, sales approach, above all their capital investment, etc., It is also a best small business needs little equipments, no practical experience necessary,
fresh flowers, good relationsip with customers, wholesalers and spending the earned money is proper way and to maintain his business and family.

In this flower business, the flowers vendors faced so many problems and their life is very difficult due to the globalisation of Indian economy. For example, any one who wants or not, mobile phone is essential and the expenses is unnecessary. Likewise, the television has given as a freely from the Tamilnadu govenrment, but the viewers must pay every month Rs. 150 to 200 for their cable connection to see the programmes. It is also not important to lead the family life happily.

The flowers sales depends upon the requirement of the buyer, i.s., public. In this study area, Tiruvarur district, flower is used by the regular use of women, temples, marriage and other community ceremonies and funerals.

2.13 Type of Flowers:
T selling flowers are classified from large quantity to the lower quantity selling flower. Malligai, Mullai, Rose, Sevvanthi, Sambangi, Arali, Kanagambaram, Jathimullai, Cendi, Kozhikondai, Kakkarattan, Vadamalli, Maruvu, Thulasi, Marikozhunthu, Lotus, Thalamboo, Vetti ver, Masipachai, high breed roses are the selling flowers by the flower merchants in the market and other places. They sell the flowers loosely, and after making garlands, string flowers.

The details of some flowers are discussed in breif manner follows:

2.13.1 Jasmine:
Jasmine is the large selling flower in Tiruvarur district. In temple poojas, marriage functions and women's regular use the jasmine used in larger quantity. Jasmine is the number one flower in sales in quantity wise.
Botanical name - Jasminum pubescens. Jasminum pubescens is a species of jasmine. It is a small shrub upto 0.5 to 3 m in height. It is widely cultivated for its attractive and seetly fragrant flowers. The flowers are also used for perfumes and for making tea. It is known as Jasmine in English. It is the national flower of the Philippines, where it is known as Sampaguita. It is also one of the three national flowers of Indonesia, where it is known as melati putih. Flowring commences in March - April. Fully developed unopened flower buds should be picked in the morning hours.

2.13.2 Mullai:
Mullai is the large selling flower in Tiruvarur district. In temple poojas, marriage functions and women's regular use the malligai used large quantity. Mullai has got the second place flower in sales in quantity wise.
Botanical name - *Jasminum auriculatum*. It is a small creeper up to 0.5 to 3 m in height. It is widely cultivated for its attractive and sweetly fragrant flowers. It is known as Mullai in English. Mullai has seven varieties.

2.13.3 Rose:
A rose is a woody perennial of the genus *Rosa*, within the family Rosaceae. There are over 100 species. They form a group of plants that can be erect shrubs, climbing or trailing with stems that are often armed with sharp prickles. Flowers vary in size and shape and are usually large and showy, in colours ranging from white through yellows and reds. Most species are native to Asia, with smaller numbers native to Europe, North America, and northwest Africa. Species, cultivars and hybrids are all widely grown for their beauty and often are fragrant. Rose plants range in size from compact, miniature roses, to climbers that can reach 7 meters in height. Different species hybridize easily, and this has been used in the development of the wide of garden roses.
The name rose comes from French, itself from Latin rosa, which was perhaps borrowed from Oscan. Botanical name - *Rosa rubiginos*

---

### 2.13.4 Samandhi:

Samandhi is a variety of chrysanthemum, golden yellow in colour with a nondescript smell - we are so much taken in by the breathtaking colour that we do not mind that the flowers have a mundane smell.

Samandhi is considered the most auspicious flower to be offered to Gods. The price of Samandhi is hiked during festival seasons. Large golden balls glow on the festival even as women and men troupe to the flower sellers to buy the priced mozham or samandhi.

Strands of Samandhi adorn the deities in homes; women tuck a small strand on their hair in hurry as they partake in the rituals of festivals. Spikes of yellow petals fall from these strands on the bronze or golden hued necks of women and litter the floors of their homes.
Dendranthema grandiflora Tzeuleu is the botanical name of the Samandhi.

2.13.5 Tuberose:
The tuberose - botanical name - Polianthes tuberosa - is a perennial plant related to the agaves, extracts of which are used as a middle note in perfumery. The common name derives from the Latin tuberosa, meaning swollen or tuberous in reference to its root system. It consists of about 12 species. Polianthes means 'many flowers' in Greek language.
The tuberose is a night-blooming plant though to be native to Mexico along with every other species of *Polianthes*. It grows in elongated spikes up to 45 cm long that produce clusters of fragrant waxy white flowers that bloom from the bottom towards the top of the spike. It has long, bright green leaves clustered at the base of the plant and smaller, clasping leaves along the stem.

2.13.6 Arali:
Arali - botanical name *Allamanda nerrifolia* - is one of the selling flowers by the flower merchant. It is a small shrub up to 0.5 to 3 m in height. It also grows near the temples.
2.13.7 Kanagambaram:
*Crossandra infundibuliformis* is the botanical name of Kanagambaram. It is an erect, evergreen subshrub growing to 1 m (3 ft. 3 in) with glossy, wavy - margined leaves and fan-shaped flowers, which may appear at any time throughout the year. The flowers are unusually shaped with 3 to 5 asymmetrical petals. They grow four sided stalked spikes, and have a tube like ¾ inch stalk. Flower colours range from the common orange to salmon - orange or apricot, coral to red, yellow and even turquoise. It is a species of flowering plant in the family Acanthaceae, native to Southern India and Sri Lanka.

![Image of Crossandra flowers]

2.13.8 Cendi:
Cendi's English name is Marigold. It is categorised into three groups. French, African and triploid marigolds. The French marigolds are small bushy plants that are about 6 - 12 inches in height. The flowers are upto 2 inch across and are composed of a dense arrangement of 'rays' that come in yellow, orange and a unique bronze colour. The French marigolds bloom continuously until cut down by frost. The triploid marigolds are sterile hybrids obtained by crossing the French with the African species.
These triploids are non stop bloomers with impressive 3 inch flower heads in clear warm colours of gold, yellow, red and russet. The leaves of all marigolds are dark green, deeply divided and have a somewhat unpleasant, aromatic fragrance.

2.13.9 Kozhikondai:
Kozhikondai commonly known as plumed cockscobm, is a plant of tropical origin and is known for its very bright colours.

It is a small shrub with 3 feet length. In grows in the dry land also. It is only used to make the garland. Particularly kozhikondai garland is used in the grahapravesa and the newly purchased vehicle. *Celosia argentea* is the botanical name of the Kozhikondai. It is a heavy sale in Ayudha Pooja festival.
2.13.10 Kattumalli:
Kattumalli is one of the flower which is used instead of malligai flower. In the winter season, malligai does not bloom. During that season kattumalli is used to make string flower and garland for the regular use and the poojas. Kattu malli is called in the slang in Tamil, Kakkarattan. Kattumalli is one of the species in the mullai family. \textit{Jasminum angustifolium} is the botanical name of kattu malli. It is called as Athiral in Sangam literature. It is also the ancient flower of Tamil culture.

2.13.11 Vadamalli Poo:
Vadamalli, meaning is it will not fade. It is a very common plant in Kerala. This flowers used to make Chendu for marriages and its main flower in Athapoo. Vadamalli is used to make garland. Particularly in the condolesence garland vadamalli is used large amount. Vadamalli is called in English Globe Amarnath. \textit{Gomphrenga globosa} is the botanical name of Vadamalli.
2.13.12 Maruvu:
Maruvu is called in English Marjoam. It's botanical name is *Origanum majorana*. It is a somewhat cold sensitive perennial herb or undershrub with sweet pine and citrus flavours. In some middle eastern countries, maruvu is synonymous with oregano, and there the names sweet marjoam and knotted marjoram are used to distinguish it from other plants of the genus *Origanum*. Maruvu is indigenous to Cyprus and Southern Turkey, and was known to the Greeks and Romans as a symbol of happiness.

2.13.13 Thulasi:
*Ocimum tenuiflorum* also known as holy basil, tulsi or tulasi is an aromatic plant in the family Lamiaceae which is native throughout the eastern world tropics and widespread as a cultivated plant and an escaped weed. It is an erect, much branched subshrub, 30 - 60 cm tall with hairy stems and simple, opposite, green leaves that are strongly scented. Leaves have petioles, and are ovate, upto 5 cm long, usually slightly toothed. The flowers are purplish in elongate racemes in close whorls. The two main
Tulsi is cultivated for religious and medicinal purposes, and for its essential oil. It is widely known across South Asia as a medicinal plant and an herbal tea, commonly used in Ayurveda, and has an important role within the Vaishnavite tradition of Hinduism, in which devotees perform worship involving holy basil plants or leaves.

Tulsi used to make garlands. Particularly in Vaishnava temple, Tulsi alone used to make Tulsi garland, is used the offerings.

2.13.14 Marikozhunthu:

Marikozhunthu is an aromatic herb. In genus of small herbs or shrubs, xerophytic in nature. The flowers are racemose panicles bear numerous small yellow flower heads or capitula, but the silvery white silky covering of down gives the foliage a Grey or white appearance.
Marikozhunthu is used to make garland and kadambam (variety of flowers are used to make string flower). *Artemisia pallens* is the botanical name of Marikozhunthu.

2.13.15 Thalamboo:
The flower is an important flower in ancient Indian tradition. It is mentioned in Brahma's story as a cursed flower. *Pandanus fascicularis* is the botanical name of Thalamboo. It is used to make kadambam and god's poojas.
Vetti ver:
Vettiver is used to make Kadambam, and it is used on regular uses of women and it is also used for medicinal purposes. *Chrysopogon zizanioides*, commonly known as Vetti ver in Tamil, is a perennial grass of the Poaceae family, native in India. In western and northern India, it is popularly known as Khus. Vettiver can grow upto 1.5 metres high and form clumps as wide. The stems are tall and the leaves are long, thin, and rather rigid. The flowers are brownish purple. Unlike most grasses, which form horizontally spreading, mat like root systems, vettiver's roots grow downward, 2 - 4 metre in depth. Though it originates in India, vettiver is widely cultivated in the tropical regions of the world. The world's major producers include Haiti, India, Java and Reunion. The most commonly used commercial genotypes of vettiver are sterile and because vettiver propagates itself by small offsets instead of underground stolons, these genotypes are noninvasive and can easily be controlled by cultivation of the soil at the boundary of the hedge. However, care must be taken, because fertile genotypes of vettiver have become invasive.
2.13.17 **Masipachai:**
It is not a flower, it is a leaf. It is used to make garland and kadambam. It is a small plant. It grows with a feet. This leaf is very fragranted.

2.13.18 **Hybrid rose:**
It is a highbrid roses. *Rosa hybrida* is the botanical name of the hybrid rose. It is used to make garland and a new style wedding garland, the hybrid rose leaves only used to make the garland. Single rose is used in the girls hair lock. This hybrid roses are also used to make perfume industry.
2.14 State Flowers:
Flowers are very important in every country in the world. So that, every country announces one flower for the country flower. In this connection, Lotus is the national flower of our country India. Every state also has a particular flower for the state flower.

Glory lilly - Botanical Name *Gloriosa superba*, Tamil name Senkanthal is the state flower of Tamilnadu.

Nelumbu - Water lily is the state flower of Andhra Pradesh. Lady's slipper - Botanical name - *cyripedioideae* is the state flower of Arunachal pradesh. Foxtail Orchids - *Rhynchostylis gigantea* is the state flower of Assam. White Orchild tree - *Bauhinia acuminata* is the state flower of Bihar. Marigold (Galgota) - *Tagetes erecta* - in Tamil Cendi - is the state flower of Gujarat. Lotus - *Nelumbo nucifera* is the Indian national flower as well as the state flower of Haryana and Karnataka. Rhododendron - *Rhododendron ponticum* - is the state flower of Himachal Pradesh. Common Rhododendron - *Rhododendron ponticum* - is the state flower of Jammu and Kashmir. Parrot Tree - *Butea monosperma* - is the state flower of Jharkhand.

Golden Shower Tree flower - *Cassia fistula* is the state flower of Kerala. Lady's Slipper - *Cypripedioideae* is the state flower of Meghalaya. Parrot tree - *Butea monosperma* is the state flower of Madhya Pradesh. Jarul - *Lagerstroemia speciosa* - is the state flower of Maharashtra. Siroi Lily - *Lillum mackliniae* - is the state flower of Manipur. Rhododendron - *Rhododendron ponticum* - is the state flower of Nagaland.

Ashoka - *Saraca asoca* is the state flower of Odisha. Cannonball's flower - *Couroupita guianensis* - is the state flower of Puducherry. Rohira - *Tecomella undulata* - is the state flower of Punjab and Rajasthan. Noble orchid - *Cymbidium*
goeringii is the state flower of Sikkim. Nag Kesar - *Mesua ferrea* - is the state flower of Tripura. Brahma Kamal - *Saussurea obvallata* - is the state flower of Uttarakhand. Palash - *Butea monosperma* - is the state flower of Uttar Pradesh. Night flowering Jasmine - *Nyctanthes arbortristis* - is the state flower of West Bengal.

Flowers are used in each and every ritual and family functions in Tamil culture. From the ancient times, flowers are having a vital role in the customs of Tamil people.