



MODERN TECHNIQUES IN FLOWER MARKETING – PRECAUTION ENVIRONMENT

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ABSTRACT

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 funeral. Apart from above said uses, there are several other uses of flowers in various activities of our daily life.

KEYWORDS: Flowers, Polythene, Blossoms, Flora and Fauna

INTRODUCTION

Flower business is the ancient business in India. 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. 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.

ROLE OF FLOWERS

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 funeral. Apart from above said uses, there are several other uses of flowers in various activities of our daily life.

RECENT TREND FLOWER BUSINESS USING POLYTHENE BAGS

In the modern world, the flower merchants are using polythene bags. While packing the string flowers and garlands they are using the polythene bags. Using polythene bag is very dangerous in the environment. In the past years, the flower merchants were using lotus leaf for their packing purpose. Now only they are using polythene bags for packing. It is very cheap as cost wise



and using of polythene bag is very simple. Polythene bag is strong comparatively other paper bags.

Polythene bags have long since been a staple of society. You go to purchase anything; the merchants put them in those common plastic bags. Everywhere you go to shop they're there, and when you get home you just either keep the bags or, like most people do, throw them away. We can see plastic bags flying around outside, or on the sides of highways and such. That's called littering people! Why make such things if you're just going to throw them around! And if they get thrown away in a dump, there's no way that things going to decompose for another 500-1000 years! That is at least 3 generations that trash will last! Not to mention the fact that we make so many, that who knows how many are already slowly decomposing.

Polythene is not biodegradable, and if dumped in the soil causes harm to the plant life, as the toxic substances of polythene get blocked among the soil particles. Polythene threatens the life in the water bodies. The Chemicals in polythene affects the survival of flora and fauna of the aquatic and marine eco systems.

Polythene is also likely to clog the drains causing problems in the water flow of the pipes. The pipe blockages would cause flooding and the free flow of water is disturbed. Polythene is harmful for animals if swallowed. It solidifies inside the abdominal cavity which ultimately becomes lethal to the animal.

In most households poly bags are used to preserve food items. It has been found out, the colourfully poly bags contains lead and cadmium which are toxic and cause adverse effects to human health. If polythene is burnt in open air Hydrogen cyanide which is carcinogenic (cancer causing) is released. Hydrogen cyanide causes environmental pollution and health hazards.

STRING FLOWERS USING POLYTHENE THREATS

In some places, the flowers are stringed using polythene threads instead of cotton thread and fibre from the stalk of banana tree. This is also very dangerous. They are using the polythene threads for its strongest quality. But it is not essential. Because, this string flowers are used in one or two days. Afterwards it when to the garbage. So, it is not essential to use the polythene thread in flower garlands.

ARTIFICIAL FLOWERS

In the modern world, people used the artificial flowers for decoration. People like artificial flowers, that are very cheap in price. Some flowers only bloom once a year. If you want maintain that bloom year round, your

only option may be to use a replica whose blooms never

fade. Artificial flowers require little, if any maintenance. They don't attract bugs. You don't have to repot them as they 'grow'. They don't need water, so you can go away and leave them for months at a time without having to worry about them dying. In addition, because they don't need watering, they can be placed in hard to reach areas. They also don't need sunlight, so they can be used to brighten otherwise 'dark' rooms. Artificial flowers can be displayed in just about any container. They don't need dirt or water so you don't have to worry about running your antique 'planter' or whether or not it has any holes in it. But, artificial flowers collect dust, and if you get them cheap they don't look real. The disposal of artificial flowers is very difficult. And real flowers smell awesome.

Plastic contain may different types chemicals, depending on the type of plastic. The addition of chemicals is the main reason why there plastics have become so multipurpose, however this has problems associated with it. Some of the chemicals used in plastic production have the potential to be absorbed by human beings through skin absorption. A lot is unknown on how severely humans are physically affected by these chemicals. Some of the chemicals used in plastic production can cause dermatitis upon contact with human skin. In many plastics, these toxic chemicals are only used in trace amounts, but significant testing are contained within the plastic by inert material of polymer. It can also affect humans in which it may create an eyesore that interferes with enjoyment of the natural environment.

CONCLUSION

The usage of plastic in flower business is increasing in the modern world it is very dangerous in the environment. It makes pollution. So, the flower merchants are changed their making and selling pattern, the ancient method using lotus leaf and fibre of banana tree. It is essential save our earth.

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