



## The Flower Street of Bengaluru: K R Market

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Being floriculture students, we were quite curious on our first visit to K R Market Bengaluru. The market is well known in South India for its popularity in the field of flower trade. When we began our studies in the field of floriculture, the market name became quite common.

On one fine day we got an opportunity to visit K R Market on an assignment to purchase flowers for some occasion. While assigning the task our mentors were explaining how much diverse flowers are available in that market with reasonable price. The driver standing near to us Mr. Anjanappa recalls his experience from some marriage occasion in Bhubaneswar stated, the flowers sold from Bengaluru market would reach up to Bhubaneswar as spelt by then event organizers.

Mr. Harish one of our senior colleague who is well versed with flower market accompanied us towards market early in the morning. As our teachers told the flower trade begins as early as 3.00 to 4.00 am onwards and it continues till 9.00 am. The farmers bring flowers from parts of Karnataka like Mysore, Mandya, Tumkur, Davanagere, Hubli, Chitradurga, Ooty, Kodagu, Hosur and surrounding areas of Tamilnadu. Interesting point is that, not all of them are farmers many are wholesale buyers, florists, packers and movers. Market is having different segments like cut flowers street, foliage material street, loose flowers shops, garlands vendors, dry flowers, flower perfumery, plastic flowers and what not in Floriculture.

Cut flowers street was filled with colourful gerbera heads, carnations, attractive roses, standing gladiolus stalks, fragrant tuberose, cut chrysanthemum blooms, well packed anthuriums, some exotics like Bird of paradise (BOP), heliconias, alpinias, gypsophilla, daisy, alstromeria, costus etc. The next part was really embrassing to learn that every different shaped leaf in the garden can fetch good value in market and yes they were in trade, leaves of asparagus, melaleuca, thuja, dracaena, zonado, areca palm, cycas leaves, ferns, alpinia leaves and kamini etc. Loose flowers and garland sections is an underground field but still it dominates over cut flower and foliage industry in trade, many permanent shops exist in the market who purchase flowers from the farmers and sell them as middleman, colourful varieties of loose flowers and garland like crossandra, jasmine, gomphrena, button roses, China aster, marigold, nerium, tuberose, chrysanthemum etc were on trade.



**Fig: Gerbera cut flowers exhibited in market**



The florists were all busy like honeybees buzz around the flowers in gathering their nectar and were working on planning and execution of their daily projects with flowers. ‘N’ number of farmers, middleman, buyers and sellers visit the market every day. This market has demand for flowers year round, majority of the florists purchase flowers from this market and process them. Most of the buyers prefer this market because of wide range of options available to purchase at reasonable price, fresh and good quality produce, first hand marketing from farmers, sufficient material availability, convenient transport feasibility like bus, train or even air ways.

Not only traditional flower growers, many new emerging people are taking floriculture as business, many of them are focusing on introducing new flowers to the Bengaluru market. There was a game of hide and seek in the market, as many new flowers were available with sellers but still a few kept separately hidden, only few enthusiastic florists used to ask for particular flower and they used to sell. Few of them are *Alpinia i.e* ginger lily, heliconia types, statice, ornamental cabbage, lilies, costus, green mums, hanging palm flower etc. this clarifies that the market is also providing good scope for introduction of many exotic flowers.



**Fig: loose flowers/ garlands exhibited in market for sale**

As a floriculturist most pleasing scences from the market for me were seeing the asparagus leaves unloading from the vehicle, what a huge demand for foliage..! Similarly on another side, the florist was busy with loading his all purchased material to his wagon, with the hope of good business in the day. What a good market means better than this, the Krishna Rajendra flower Market provides these all options to improve the flower trade.



**Fig: cut foliages and filler materials in market**



Standard cut flower market is shifting towards International Flower Auction Center, (Hebbal) Bengaluru. IFAB is mainly focused on cut flowers like rose, chrysanthemum, carnation *etc i.e* mainly products of high value and export oriented trade.

Despite of all these developments and facilities in the market few lacunas were highlighted such as, handling facility, cold storage, no space for movement, traffic in the midst, no control over flower rates, lack of awareness about market in farmers of distant places, lack of refrigerated carriers for flower transport and cold storage. By strengthening the flower market with hi tech touch still we can improve the flower trade from K R market in turn strengthening the floriculture trade from Karnataka.

