

Liberalization of EXIM policy in India has paved the way for increased export of floricultural products where contribution of dried flowers is enormous. Being natural, eco-friendly, long lasting and inexpensive decorative items, Dry Flowers have good demand both in Indian and international markets. The industry exports 500 varieties of flowers to 20 countries and are much sought after in USA and UK. India stands as one of the major manufacturers and exporters with around 5% of world trade in dry flowers. The process of drying flowers involves drying, bleaching and colouring after their collection in raw form. The suitable packaging techniques add values to catch niche market. The main methods used for drying are: Air Drying, Glycerine, Desiccants, and Pressing. In India, West Bengal is the major player in Dry Flower trade. The book deals with a case study that reveals entire scenario of Dry Flower trade in West Bengal, India. The book will be useful for prospective entrepreneurs in Dry Flower.



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## **An Entrepreneur's Guide to Dry Flower**

Process and Techniques in Dry Flower

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