

Press Release

ICAR-IARI Hosts Rose Stakeholder Meet to Strengthen Rose Cultivation and Floriculture Entrepreneurship

New Delhi, May 22, 2026: ICAR-Indian Agricultural Research Institute (ICAR-IARI), New Delhi successfully organized the “Rose Stakeholder Meet” at the Dr. B. P. Pal Centre for Horticultural Information and Services, Hauz Khas, New Delhi.

The event showcased modern scientific approaches to rose cultivation, including advanced techniques in fertilizer application, irrigation management, disease control and post-harvest management. These innovations were highlighted as key interventions to make rose cultivation more productive, profitable and sustainable for growers. An engaging interactive session involving stakeholders, scientists and rose experts added significant value to the programme by encouraging meaningful discussions, knowledge sharing and stronger collaboration among the participants.

In his address, the Chief Guest of the Meet, Dr. R. S. Paroda, Chairman, Trust for Advancement of Agricultural Sciences (TAAS) and former Secretary, DARE & Director General, ICAR, emphasized on the importance of stakeholder collaboration in driving sustainable development and achieving the long-term goals of rose production in India. He also stressed on the need for conservation and preservation of rose varieties developed by Dr. B. P. Pal and ICAR-IARI, while highlighting the importance of promoting these valuable genetic resources through advanced tissue culture techniques.

During the event, Dr. Ch. Srinivasa Rao, Director, ICAR-IARI, outlined strategic approaches to address major challenges in rose cultivation. He highlighted the importance of crop diversification through floriculture, development of climate-resilient varieties, training and capacity building of entrepreneurs, adoption of scientific cultivation practices for roses and other flowers, value addition through essential oils, effective post-harvest management of loose rose flowers, and strengthening of market linkages.

Mr. Kuldeep Saddy, Former Director (Horticulture), CPWD and President, The Rose Society of India, graced the occasion as the Guest of Honour and highlighted the importance of roses and the significant contribution made by Dr. B. P. Pal. He further emphasized that landscaping and floriculture are no longer viewed merely as traditional hobbies, but have emerged as promising commercial enterprises with immense potential to generate sustainable income and prosperity for urban, peri-urban and rural India.

The event witnessed enthusiastic participation from stakeholders representing Haryana, Punjab, Rajasthan, Uttar Pradesh and Delhi-NCR. Representatives from Rashtrapati Bhavan, officials from ITC Maurya, New Delhi, Ministry of Agriculture & Farmers Welfare, NDMC, CPWD, members of The Rose Society of India, horticulture officers, flower industry representatives and progressive farmers also participated in the Meet and discussed the future prospects of rose cultivation and floriculture. The Rose Stakeholder Meet provided a strong platform for dialogue, collaboration and partnership building, reaffirming ICAR-IARI’s commitment to working closely with stakeholders to deliver

sustainable, scalable and farmer-centric solutions for the rose industry. The programme was attended by Joint Directors, Heads of Divisions, scientists of ICAR-IARI, representatives from industry, farmers and other stakeholders.

