

Hibiscus Flower- Beauty Admired, Commercial Potential Untapped



Hibiscus flower is a gift of nature with amazing benefits, apart from its floral beauty. It grows and thrives very well in warm tropical climatic condition. It is a part of almost every home garden particularly in the Eastern region and some of the North Eastern States in India. The magnificent beauty of the flower manifests itself in the nature in a wide array of attractive colours, the red one being the most traditional and widely found.

Other than its household utility as a beautiful flower and its use as offering to the Deities, this flower has largely not been fully tapped for its potential commercial applications. While most of the focus has been on growing flowers like marigold, rose, gladiolus, gerbera, tube rose etc. on a commercial scale, hibiscus has mostly remained confined to growing of one or two plants in the home gardens. The flower has a very short shelf life, and therefore, quite difficult to move it through the complex supply chain of commercial floriculture. It is difficult to maintain the freshness of hibiscus as the freshness lasts just for few hours and then the flower starts wilting. As a result, its commercial exploitation as fresh flower has been limited.



Hibiscus has tremendous scope in terms of its prospects to integrate it on a larger commercial scale with other industry segments where it is used as an essential

ingredient for a number of popular products. This provides significant opportunity for livelihood development and income generation of the floriculture farmers. Dried flower or its processed form is used for a number of value-added products from. It finds acceptance in a wide range of industries, including food, beverages, herbal medicines, cosmetics etc.

Major Commercial Applications of Hibiscus

