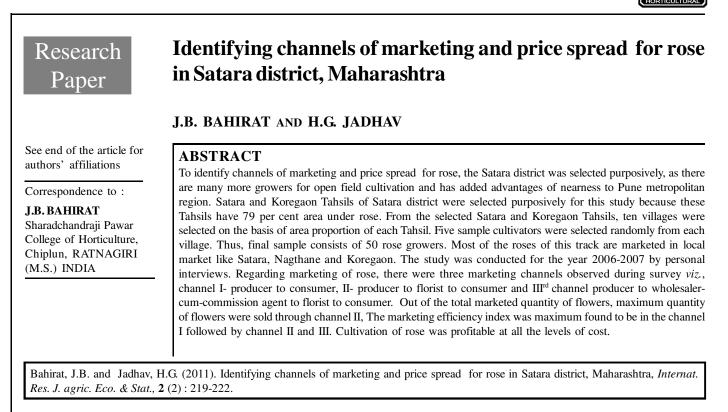
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INTRODUCTION

Rose is known as "Flower of friendship" and "King of flower". It is associated with mankind since time immemorial. In India, several species of wild roses are mostly grown in the Himalayan ranges. The Mughal Samrat Babar introduced the Persian or Damask rose (*Rosa damascena*) in India. The scented rose (*Rose barbouniana*) was introduced in 1840 during the British rule. These two species of roses are scented and are cultivated in India to a large extent.

Rose, botanically identified as species of *Rosa*, is indigenous to Europe and is widely distributed in Europe also, disseminated in the Middle East countries, especially Iran, Afghanistan and Turkey. It is also grown in Bulgaria, Russia, Egypt, France, Morocco and India.There are several varieties of rose classified according to colour, size, type, use etc.

Rose has become a part and parcel of the life. It is connected with all phases of life of the human beings. Roses are grown on a large scale for cutflowers and on small scale for planting shrubs, bushes, standard rose, climbers ramblers, edges, rockeries in the garden and pot plants for decorating the houses. There is a considerable demand for loose flowers for making garlands, bouquets and floral decoration. Rose is a perennial erect shrub with beautiful sweet - scented flowers valued for worship, making garlands and preparation of rose oil, rose water, rose attar and rose otto. Rose oil is one of the oldest and most valuable perfumery raw materials. A mixture of distilled oil and extracted absolute combines the advantages of both the products. Also, vitamin C, A, B₂ K and E are extracted from rose. Bulgarian rose oil is being used for flavouring certain types of tobacco, particularly snuff and chewing tobacco and in number of fruit flavours. Limited quantities of otto are employed in flavouring soft drinks and alcoholic liquors. Rose water has been valued for use in making syrups and medicinal preparation from ancient time. At marriages and other social functions rose water is sprinkled on the guests. Rose jam of unani medicine is used as a mild laxative and tonic.

The major markets for flowers are situated in country, which produce significant quantities of flowers. Kerala is one of the states that have a fairly large market without any production of flowers. The major markets in India are Chennai, Coimbatore and Madurai in Tamil Nadu, Bangalore,