

# Flower Business in Bangladesh: A Study on Jashore District.

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**Abstract:** Flower Symbolizes beauty and purity. People all over the world realize that flowers enhance the quality of life and influence human feelings more than words or other gifts. This study conducted on flower business in Bangladesh: A study on jashore district. Globalization, cultural exchanges, and celebrations enhancing fraternity such as New Year, Valentine's Day, Memorial Day, Mother's Day, Father's Day, Christmas, and Weddings have induced people globally to use flowers as a means of sharing their feelings. This study showed different kinds of flower are produced in different area and its price also different. The paper revealed that flower business reduced unemployment and poverty. This Study draws some suggestions and recommendation to overcome its barriers.

*Keywords: Flower, Gadkhali, unemployment, poverty, Export, production and flower market.*

## 1. Introduction

A Flower is very beautiful and very small word but it is a symbol of beauty and love. Flowers are a symbol of holiness, reverence and love. We give flowers to congratulate and wish on any occasion including birthday, wedding anniversary. Many poems and literature have been written about flowers in ages. The poet says, if there is a penny in the alliance, buy food and get hungry, if there are two in the alliance, buy one of his flowers, O fan. In the past the production and use of flowers was very limited. At present, like the developed countries of the world, Bangladesh is also producing and marketing flowers on a commercial basis and the use of flowers has also increase a lot.

Commercial floriculture in Bangladesh started in 1973 at Panisara village in Jhikargachha upazila of Jessore district. At that time Mr. Sher Ali, a flower-loving enterprising farmer, started cultivating flowers on only 0.63 decimal land. Today, flowers are being cultivated on a commercial basis in about 3,500 hectares of land in 24 districts of Bangladesh. About 15,000 farmers are involved in floriculture and at least 1.50 lakh people are directly involved in

floriculture and marketing. About 6 lakh people are earning their livelihood through full sector activities. As a result of the expansion of the flower industry, the use of flowers has also increased a lot now days. Now marriage is a wedding, other social and national events such as Mother Language Day, Valentine's Day, Independence Day, Victory Day and many other aspects of national and social life such as wedding anniversaries, birthdays, The use of flowers in worship has become inevitable. Besides, the practice of paying homage to the national leaders with flowers on their graves has also increased.

With the increase in the use of flowers, the production of flowers on a commercial basis has increased a lot in the last one decade. At present, flowers are being produced in about 3520 hectares of land in 24 districts of the country. In Khulna division, flower cultivation is done in maximum 2700 hectares (84%) of land. Dhaka Division is in the second place with 790 hectares (20%) and Chittagong Division is in the third place with 121 hectares (3.44%). Besides, 42 hectares (0.29%) in Rangpur division. As mentioned earlier, about 15,000 farmers are involved in the main production. Of these, 11250 (85%) are in Khulna division and 3000 (20%) are in Dhaka division. The remaining 5% farmers are engaged in floriculture in Rangpur, Rajshahi and Mymensingh divisions.

Gadkhali in Jessore, is the capital city of flowers. Very early in the morning, the largest flower market in Bangladesh. Traders from different places including Dhaka come in trucks or pickups and take the flowers and these flowers are sold all over the country especially in urban areas. Flower processing centers and flower markets are being set up at Panisara. Flower grading and packaging will be done in a modern way here. These flowers will then be stored in the cooling chamber. By keeping the flowers in the cooling chamber, the farmers will be able to bargain with the buyers of flowers. There will be arrangements for storing seeds of different types of flowers including gladiolas.

At present, five lakh people including five thousand farmers of 65 villages of Gadkhali are involved in flower production and marketing. About 40 per cent of the flowers produced here are supplied to the Dhaka Farm Wholesale Market and 70 per cent to the rest of the country.

About 60 percent of the country's demand for flowers is produced in this region. However, besides Jessore, flowers are being cultivated commercially in Savar, Gazipur, Narayanganj, Narsingdi, Satkhira, Comilla and other areas of Dhaka.

Gadkhali, which showed the way in the course of time, is now called the capital of flowers. Sher Ali Sardar is also known locally as the father of floriculture for his extensive contribution to floriculture. At least 80 percent of the flowers produced in the country are in Gadkhali. In Gadkhali, where flowers were cultivated on one bigha of land in the eighties, now flowers are being cultivated on about 1600 bighas of land. However, besides the Gadkhali area of Jhikargachha, flower cultivation has also spread to the neighboring Sharsha upazila.

## **2. Objectives of the Study**

Considering all the above mentioned conditions of flower business the main objectives of study are:

- i). To know the different types of flower, production and its price.
- ii). To the current state of the flower Business in Bangladesh.
- iii). To find out its barriers and
- iv) To give some suggestions and recommendation to overcome its barriers.

## **3. Methodology**

The present study carried to investigate current scenario of flower in Bangladesh. Both primary and secondary data used in the study. Primary data collected by interview. Secondary data has been collected from various journals, books, Article and official books etc. this study mainly theoretical based.

## **4. Discussion and Analysis**

### **4.1 Production Area**

Commercial flower production has increased a lot in the last one decade with the increase in the multiple uses of flowers. At present, flowers are being produced in about 3520 hectares of land in 24 districts of the country. Of these, flowers are cultivated in maximum 2700 hectares (84%) of land in Khulna division. Dhaka Division is in the second place with 790 hectares (20%) and Chittagong Division is in the third place with 121 hectares (3.44%). Besides, 42 hectares

(0.29%) in Rangpur division. As mentioned earlier, about 15,000 farmers are involved in the main production. Of these, 11250 (85%) are in Khulna division and 3000 (20%) are in Dhaka division. The remaining 5% farmers are engaged in floriculture in Rangpur, Rajshahi and Mymensingh divisions. However, florists say that at present, flowers are being cultivated in about 4,000 bighas of land in the area.

**Table 1: Name of flower and main production areas in Bangladesh**

Main cut flower growing areas in Bangladesh	No. Name of Flower Growing areas in Bangladesh
1. Rose	Savar, Manikganj, Gazipur, Jessore, Chuadanga, Benapole, Singair, Balurghat, Chokoria and Tangail
2. Tube Rose	Savar, Manikganj, Gazipur, Jessore, Chuadanga, Benapole, Singair and Tangail
3. Gladiolus	Savar, Balurghat, Jessore, Tangail
4. Marigold	Savar, Manikganj, Gazipur, Jessore, Chuadanga, Benapole, Singair and Tangail
5. Orchid	Fulbaria, Savar, Mymensingh, B.
6. Sunflower	Different Districts (Especially Tangail).
7. Dahlia	Different Districts.
8. Cosmos	Different Districts
9. Arabian Jasmine	Savar, Manikganj
10. Kathbeli	Narayanganj, Natore, Savar
11. Gerbera	Jessore, Chuadanga, Savar
12. Belly	Narayanganj.

Source: USAID 2019

#### 4.2 Different types of Flowers in Production

As seen in the production of different varieties of flowers, the highest production is Gladiolus 9914 tons with a market value of 31%. This is followed by rose 11132 tons (24%), tuberose 10614 tons (18%), marigold 12724 tons (8%) and other flowers with a total market share of 20%. The annual flower production in 2018-19 was 56,000 tons and the sales proceeds were around Tk 600 crore. The highest income from gladiolus is about 223 crore. Then 160 crores of roses, 133 crores of nightshade, 56 crores of marigold and about 150 crores from other flowers.

**Table 2:** Market price 100-1 pieces of different flower in different month of the year.

Name of flowers	January	February	March	April	May	June	July	August	September	October	November	December	Average
Rose (White)	200	175	150	200	250	300	350	350	350	300	275	250	262.5
Rose (Linkon)	50	45	40	50	60	70	80	80	80	70	60	55	61.66
Rose (Linkon)	110	100	90	100	120	130	150	150	150	140	130	120	124.16
Gerbera	1000	900	800	900	1100	1300	1500	1500	1500	1300	1200	1100	1175
Calendolla	50	40	30	40	50	60	80	80	80	70	60	50	57.5
Gladiolus (White)	900	800	700	800	900	1000	1200	1300	1300	1200	1100	1000	1016.6
Gladiolus (Pink)	700	600	500	600	700	800	900	1000	1000	900	800	700	766.66
Marigold	60	50	40	50	60	70	80	100	100	90	80	70	70.83
Night queen (Single)	160	150	140	150	150	170	200	200	200	190	180	170	171.66
Night queen (Double)	220	210	200	200	210	250	275	300	300	280	250	240	244.58

Source: USAID 2019

**Table 3: Growth of flower sector in Bangladesh**

Year	Area (ha)	Production (MT)	Quantity sold in Retail (MT)	Market value (Million USD)
2014	1,774.0	23720.0	18050.0	31.5
2015	2040.0	34658.0	21800.0	40.0
2016	2326.0	37938.0	26100.0	50.0
2017	2651.0	42726.0	37668.0	63.5
2018	3520.0	56649.0	45187.0	79.9

Source: USDA 2019

Flower demand is increasing day by day and simultaneously the land under flower cultivation and the total yield of flower is also increasing. Now flower market is around USD100 Million or more. Officially, now it has reached about Taka 1200 core and day by day the flower market is showing increasing return.

### **4.3 The current state of the flower Business**

The average growth from 2014-15 to 2017-18 in various fields of flower industry development is very encouraging. The average annual growth of flower production is 20%, growth in selling price is 28%, average growth in retail market is 20%, but the growth rate of production area is only 15% which is relatively low. One of the main reasons for the overall development of the floriculture industry is that floriculture is much more profitable than rice and vegetables. One of the main reasons for flower production and market expansion is the huge increase in demand for flowers, higher profit per hectare, adoption of new varieties and technologies of flowers, economic development, opportunities to increase floriculture in other districts, Extensive practice and encouragement of buying flowers with extra money to meet the food and basic needs of the middle class people of the city. About 20 lakh people are involved in floriculture. Most of the flowers are sold scattered in Dhaka. There are wholesale flower markets at Shahbagh and Agargaon in Dhaka. From here the retailers bought flowers and spread to Dhaka city. Florists have been demanding the construction of a central flower market for a long time. A flower wholesale market is being set up at Gabtali in Dhaka through the project titled 'Strengthening Flower Marketing System through Market Infrastructure, Conservation and Transport Facilities' being implemented by the Department of Agricultural Marketing.

### **4.4 Flowers exports:**

Due to the increase in demand in the world flower market, flowers have also taken place in the list of exports of Bangladesh. Commercial production of flowers and ornamental herbs in the country has raised hopes as a potential sector in the list of locally marketed and exported. It is known that initiatives were taken for flower export from 1991-92.

According to the Export Development Bureau, flowers were exported at Tk 12,000 in 1993-94 and Tk 16,000 in 1994-95, but in 2005 the export volume increased to Tk 400 crore. In the financial year 2008-2009, the export of flowers from this country was Tk 26 crore 9 lakh, in 2009-2010 it was Tk 328 crore 7 lakh and in 2010-2011 it was Tk 382 crore 75 lakh.

Bangladesh's raw flowers are being exported to the Middle East, Malaysia, Britain, Pakistan, India, Italy, Canada, China, Singapore, the Netherlands, Canada, the United States, Russia and France. Bangladesh is waiting for the opportunity to enter the world's largest flower market worth 16 trillion. However, according to the entrepreneurs, it is possible to earn Rs 500 crore by exporting raw flowers.

## **5. Challenges of the flower business**

People are very sensitive about flowers, if they get a little dirty and dusty; those flowers are no longer sold. The beauty of flowers is enhanced even by the slightest heat of the sun. As a result, those concerned were deprived of a fair price by selling flowers. Despite these opportunities, the challenges facing the floriculture industry are lack of knowledge of many farmers on floriculture technology, extra capital expenditure, and unavailability of flower seeds and seedlings in Bangladesh and dependence on imports from India,

- i). lack of greenhouse construction materials, floriculture.
- i). Lack of special compound fertilizer, lack of permanent wholesale flower market in big cities including Dhaka,
- ii) Lack of international standard production technology, 20% loss of flowers from farmer to retailer level,
- iii) Lack of necessary research on flowers and lack of a national floriculture policy. Grading of flowers in modern methods,
- v) There is no packaging and storage system.
- vi). No specialized vehicles for transporting flowers.

## **6. Recommendation and suggestions**

Various steps are being taken to develop the potential flower industry of Bangladesh. Extensive

training on flower production technology, waiver of duty on import of flower seeds saplings, establishment of permanent wholesale flower market in major cities including Dhaka, introduction of air-conditioned transport system to prevent loss of flower varieties during transportation Development of market infrastructure in productive areas, increase credit opportunities by Bangladesh Bank, private banks and microfinance institutions, Ensuring greater participation of women entrepreneurs in the flower sector through capacity building and formulating a national flower policy at the initiative of the Ministry of Agriculture. In collaboration with USAID, a flower processing center is being constructed at Panisara village in Gadkhali where flowers and flower seeds can be stored through cold storage facility. An assembly center is being set up at Panisara village through the Department of Agricultural Marketing where florists can sell flowers. In addition, three more assembly centers are being set up at Chuadanga, Jhenaidah and Savar in Dhaka.

Therefore, the steps that need to be taken for the further development of the potential floriculture industry in Bangladesh are –

- i). To intensify research activities on flowers at the Bangladesh Agricultural Research Institute,
- ii). To conduct extensive training on floriculture technology, waiver of duty on import of flower seeds and saplings, permanent flower in big cities including Dhaka.
- iii). Establishment of wholesale market, introduction of air-conditioned transport system
- iv). To prevent loss of flowers during transportation,
- v). Setting up of specialized cold storage for flowers at Jashore,
- vi). Development of market infrastructure in flower growing areas in the south,
- vii). Increase in credit opportunities by Bangladesh Bank, private banks and microfinance institutions, capacity building.
- viii). Ensuring greater participation of women entrepreneurs in the flower sector and formulating a national flower policy at the initiative of the Ministry of Agriculture.

## 6. Conclusion

Flower is not only sign of love and beauty, it has also economic value. Bangladesh mainly agro-based country and its climate has a very favorable for flower cultivation and business. Jashore's

Godkhali regarded as commercial zone of flower business and cultivation. Now days, it is the vital source of earning foreign currency. It also plays the important role in employment generation and poverty reduction in our country. If Government takes the initiative flower business plays a key role in Bangladesh by contributing national GDP.

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