

## Flower Cultivation and marketing: In Bangladesh context

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**Abstract:** This article an attempt to cover all aspects of flower cultivation and present marketing scenario in Bangladesh. This study conducted jhikorgasha in jashore district. People all over the world realize that flowers enhance the quality of life and influence human feelings more than words or other gifts. 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 cultivation in different area and its marketing system also different. The paper revealed that flower cultivation and marketing reduced unemployment and increase income. This Study draws some suggestions and recommendation to overcome its barriers.

**Keywords:** Flower, Cultivation, Marketing, Management, wholesale, Income, expenditure and profit.

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### I. Introduction

Flowers are one of the most beloved objects in the world. Everyone loves flowers. Before, flowers were not valued in our country. At present, the demand for flowers is very high. At present, it is very easy to cultivate flowers in a scientific way in the light of demand. Different flowers are grown in our country like Rose, Ganda, Chameli, Belly, Jasmine, Shefali, Rajnigandha, Gandharaja, Gladiolus, Shefali, Dopatti, Hasna-Hena, Chandramallika, Dahlia, Rangana, Dolanchampa, Konakchampa, AparajMorningrose, Jaba, Cosmos, Malati, Kamini etc. Some of them are perennial and some are seasonal.

Some flowers grow naturally and some flowers have to be cultivated. In our country, different varieties of roses, tuberose, marigold, dye, gladiolus, etc. are being cultivated commercially in several areas including Khulna Oyshore. Is making an important contribution economically. The unemployed are getting jobs. Only 25 years ago. Most of the people here smuggled different types of flowers from India to our country. They used to earn a lot of money by selling these flowers to the sellers in Dhaka. Ethan is a commercial floriculture in Bangladesh.

More or less flower production is done in 37 districts of Bangladesh. Of these, flowers are grown commercially in 19 districts. According to the information received from the Food Grain Wing of the Department of Extension, in the year 2009-2010, flower cultivation was shown in a total of 931.1 hectares of land in 36 districts. Of these, JhikarGachhaupazila of Jessore district has the highest flower production. In other words, 60-70% of the total flowers of the country and 90% of Jessore trees are produced in Jhikar trees. From which 98.7 crore pieces of flowers and about 1 lakh saplings, 1,50 lakh pieces of Gypsy and 60 lakh pieces of Kamini Dal were produced. The market value at that time was Rs. 224 to 225 crore. More.

JhikarGachha flower production in 2011-12 and March 2012-13 comparative figure RajiniGandha cultivation increased by 200 acres to 650 acres; Roses increased from 250 acres to 75 acres; Ganda increased from 250 acres to 625 acres; Gerberas have grown from 15 acres to 50 acres of gladiolus from 225 acres to 940 acres, meaning that flowers are currently being cultivated on 3140 acres.

### II. 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 cultivation system.
- ii). Toknow the current flower marketing management i n Bangladesh.
- iii). To give some suggestions and recommendation about flower production and marketing.

### III. Methodology

The present study carried to investigate current scenario of flower cultivation and marketing 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.

## **IV. Discussion and Analysis**

### **4.1 Flower Cultivation System:**

**Time of planting:** Most flower seeds, seedlings, cuttings or tubers are suitable for planting from Ashwin to Agrahayan.

**Land selection:** Land should be selected where there is adequate light and air. Elevated twigs are suitable for flower cultivation. Remember, land selection is very important for floriculture. Looks good if the shape of the garden is suitable.

**Fencing:** In order to protect the flowering plant from cattle or unwanted attack, hard fence / barbed wire / iron fence should be provided. Care should be taken so that the cows and goats do not break the sebera.

**Land preparation and planting of saplings:** If the amount of land is more, seedlings should be planted according to the plan (according to the rules) by allocating separate places for different varieties of flowers. 20/25 days before planting of tubers, seedlings or cuttings, the soil should be well chopped and suitable and moderate fertilizers such as compost, TSP, bone powder, M, P, urea, khail, tea-leaf residue, ash etc. should be mixed and the soil should be cleaned. Organic fertilizers should be given priority in the application of fertilizers. Healthy seedlings or tubers should be planted at all times. The seedlings should be planted and the side soil should be pressed hard without pressing on top and water should be given as required. You have to bury the poles in the seedlings and tie them to the seedlings. Location: Seed, cuttings and seedlings of improved varieties are now **available** in good nurseries in town or village. The saplings can be found by contacting the Agricultural Extension Office.

**Attendance:** Weeding should be done and the soil should be loosened from time to time. If necessary, water irrigation should be arranged. Hipteclone-40 can be given in small quantities to protect the plant from ants and spiders. Melatonin or dimecron drugs may be applied to common insects. Remedies must be taken according to the disease. Knowing the technique of fertilizer application, it is necessary to give balanced fertilizer and irrigation several times as per the demand. Special care has to be taken long before the flowers are caught. Both the quantity and quality of the flowers need to be taken care of. Old and rogalal-pala should be pruned in the trees.

**Flower collection:** Flowers can be collected by cutting with stalks before flowering. If the lower part of the stem is dipped in water, the flower stays alive. To keep the quality good, it should be neatly tied with stalks and wrapped in black polythene and sent to the market.

**Tub flower cultivation:** Due to the lack of land, a variety of flowers can be grown on the roof of the building, in the verandah tub, as a hobby or commercially. Roses and marigolds of different varieties or colors. Besides, Dalia, Rangana, Chandramallika, Mau-Chandal, Rajnigandha, various orchids, interesting cactus and bonsai of various species. At present there is a good demand for these in the market. Perennial or permanent flower cultivation can be done to save time and for pure pleasure. Such as- Rose, Jaba, Cherry, Dolanchampa, Malati, KaminiRangana, Patabahar, Various Orchids and Cactus of various species. Cactus requires very little fertilizer. As a result, the cost is very low.

### **4.2 Flower Production and Marketing Management in Bangladesh:**

Commercial floriculture in Bangladesh started in 1983. Farmer Ser Ali Sardar of Pani Sara village in Jhikargachhaupazila of Jessore district started floriculture and commercial floriculture locally by producing nightshade flowers on only 30 acres of land for the first time. In 75 villages of 12 the union, 5 to 5.5 thousand farmers produce different varieties of flowers like tuberose, marigold, gladiolus, liliun and gerbera and sell them in the wholesale market. 500-600 traders supply 40% of the flowers produced here in the wholesale market of agricultural farm road sidewalks adjacent to the farm house in Dhaka and 60% in different districts and divisional farms of the country. About 80% of the demand is produced in the country. Most of the flowers are marketed from Jessore region.(USAID-18)

### **Start marketing flowers:**

Commercial marketing of flowers started in 1987 in Dhaka, the capital of the country. At that time flowers were sold in different places in Dhaka city in a scattered manner. The Commercial Wholesale Market was established for the first time in the history of the country. Since 1992, about 4-5 lakh people involved in the flower business, including the lease of the place, have applied for a permanent market address. Speaking to President Babul Prasad, it is known that

At present, flowers worth around Tk 16-15 lakh are bought and sold here daily. In this wholesale market, flowers produced directly from Savar/Jhenaidah, Chuadanga/Narayanganj, Natore/Jessore's/Jhikar/Gachha, Manikganj, come directly. Proprietor Md. Bachchu Khan brings and sells foreign flowers from Thailand, China, India, Malaysia for more than one lakh rupees a week. Most of them go to Gulshan, Banani, Baridhir, elite retailers' showrooms. Due to the demand, some imported foreign flowers along with Bangladeshi flowers are exported to the Middle East especially Saudi Arabia, Dubai and earn foreign exchange.

#### **Currently market management in flower marketing:**

At present 40 kinds of flowers and 10 kinds of flowers are sold in Dhaka city. The flowers come from Narayanganj, Savar, Gazipur, Natore, Rangpur, Manikganj, Jhikargachha Gad empty warehouse to Dhaka, wholesale market through various transports. Flowers come on the roofs of buses, pickups, trucks, minibuses and private cars.

#### **Flower sale in wholesale market:**

Daily 1-1.5 lakh pieces of roses and 60,000 gladiolus 1.5-2 lakh pieces on the pavement adjacent to the farm house, 1.5-2 lakh pieces of jadebra 1.5-2 lakh pieces of marigold 15-16 lakh pieces of Chinese marigold 5-6 lakh Pieces of chrysanthemum 2-3 thousand pieces of dahlia 2 thousand pieces of rodsticks 3-4 thousand calendula 5-10 thousand sticks, liliu 50-100, Thai roses 200-300 pieces, carnations 200-500 sticks, belly flower larvae, roses and nightshade Ready madelorrries etc. are sold in the wholesale market. At present 60-70 florists are directly involved in this market and 400-500 people are indirectly involved in 400-500 people.

Babul Prasad of Shahbagh Wholesale and Retail Flower Bazaar is the President of the Trap of Florists Welfare Association of that flower market. He has been supervising the flower business and market for about 25-26 years. Here also some flower traders sell pies. Most of the flowers are supplied to various flower goat shops or serums including retail. Visiting both the market and the Shahbagh market adjacent to the farm house, it is learned that various types and varieties of flowers produced by the farmers come to the wholesale market in Dhaka through local fariyas and traders. This is not a problem. Some farmers give him flowers in advance. There are 30-35 retail shops in Shahbagh area and 10-12 retail shops in Kantaban area.

#### **Retail flower show and showroom in Dhaka city:**

The farm houses adjacent to the farm house are sold in small temporary sheds on the sidewalk of the farm road. Besides, various showrooms including Kantaban, Shahbag, Banani, Gulshan, Uttara, Bari Dhara, Asadgate, BDR Gate, DhanMandi Gate, Mirpur, Mohakhali, Vijay Sarani, Shyamoli, Mohammadpur sell flowers along the road. Arrangements, ceremonies, yellow on the body, wedding house, or stage, 1-3 thousand rupees are taken for arranging. Besides, from 1 thousand rupees to 10-15 thousand rupees is taken to decorate the stage with yellow on the body.

#### **Flower marketing in Gulshan, an elite area of Dhaka city:**

Gulshan sells Dhaka's largest flower sale and decoration cum showroom. Gulshan sells 2,200 square feet of west-south pass at Golchattar No. 2, PuspNir, shop owner SR Babu sells local and foreign flowers. He also supplies flowers at big events. , And has been in the flower business for a long 20-22 years with decorations. Wedding ceremonies with flowers, starting from the lowest 10 thousand rupees to decorate the gate with fresh, high circle ceremonies from 1 to 1 million rupees with flowers, design, decoration costs. He sells foreign vases for Rs. 500 to Rs. 2,000. He also travels to Thailand and China to learn new designs. He designs up to 1-6 wedding ceremonies daily, including flower supplies and yellow ornaments. Talking to him, it is known that they have collected many designs by downloading them from the internet.

#### **Income, expenditure and profit:**

Income, expenditure and profit per acre of flower cultivation in 1 year on commercial basis; Infrastructure construction, enclosure, organic, fertilizer, chemical fertilizer, land, lease, seed, exclusion, maintenance, irrigation, labor cutting, grading, packing, and transportation costs are calculated by the farmer at the total cost

i. **Nightodor:** Production cost 1.29 lakh rupees; Flower production is 4.50 lakh pieces, total income is Tk 2.15 lakh and net profit is Tk 0.989 lakh, from which flower can be extracted for 2/3 years.

ii. **Gladiolus:** Cost is TK. 6.175 lakhs; flower production is TK. 9.50 lakhs and net profit is Rs.3.325lakh, from which flower can be extracted for 6-7 month.

iii. **Roses:** Cost is TK. 4.693 lakhs; flower production is TK. 9.70 lakhs and net profit is Rs.5.007 lakh, from which flower can be extracted for 3-4 month.

iv. **Marigold:** Cost is TK. 1.858 lakhs; flower production is 24 lakhs pieces income TK. 2.88 lakhs and net profit is TK.1.022 lakh, from which flower can be extracted for 6-7 month.

**v. Gerbera:** Cost Tk. 44.281 lakh; Flower production 4.50 lakh pieces; Income 54.00 lakh and net profit of TK.9.729 lakhs, from which flower can be extracted for 4-5 years.

### **V. Recommendation, Suggestions And Conclusion**

1. Establishment of wholesale market, introduction of air-conditioned transport system
2. Development of market infrastructure in flower growing areas in the south,
3. Increase in credit opportunities by Bangladesh Bank, private banks and microfinance institutions, capacity building.
4. Flowers and gerberas are attracting the attention of the present agri-friendly government for the construction of cold storage to preserve the buds / tubers. At present there is no cold storage facility in the area. In some cases, they are storing potatoes in cold storage far away.
5. Construction of infrastructure for cultivation of gerbera Imports of seeds, saplings, tubers invented in tissue culture technology from India cost a lot of money and construction of infrastructure costs Rs. 45-50 lakhs per acre. Farmers and traders are hopeful that the condition will be covered by bank loans and insurance.
6. There is no permanent market in Dhaka. Therefore, producers, farmers and traders are drawing the attention of agri-friendly government to establish permanent flower market including construction of infrastructure. This will generate a lot of revenue for the government Will.
7. The traders to implement the special project of the government to arrange for the purchase of cold vans on easy terms and at low interest.
8. For setting up of Tissue culture Lab and Seed Production Hummer under supervision of Bangladesh Agricultural Research Institute in Gad Khali area instead of importing flowers and materials at high prices from India.
9. There is a special allocation of space for the export of vegetables in the cargo / passenger flight of the aircraft. Carg planes need to be allocated separate space like vegetables.
10. The Agri-Traders and Florists and Traders Welfare Association thinks that the Hon'ble Prime Minister of the present agri-friendly government will take the flower business to the international level by showing generosity in implementing their demands.

### **VI. Conclusion:**

In our country, it is possible to eradicate unemployment through self-employment by cultivating flowers. Flowers can be exported abroad by meeting the demand in the country and it comes to foreign exchange. The study reveals that flower business is profitable business in the study area. There are lot of flower market and shop available in jikorgachaGodkhali and Dhaka city. The cost of cultivation, selling price, income and profit was varied in different kinds of flower. This paper also showed, flower has an extensive international demand that creates enormous chance for flower market.

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