

# Prospect Of Flower Nursery As A Source Of Livelihood

Dr. Sashi Kanta Saikia

Principal, D.H.S.K. College, Dibrugarh, Assam

---

## **Abstract**

*A flower nursery is a place where plants, particularly ornamental and flowering plants are grown, nurtured and sold for decorative and ecological purposes. These nurseries cater to a wide range of customers, including gardening enthusiasts, landscaping businesses, event organizers and interior designers. A flower nursery is not just a business; it is an avenue to blend entrepreneurship with ecological preservation. With proper planning, creative marketing and a passion for plants, this venture can bloom into a sustainable and profitable livelihood. Employment in flower nurseries provides opportunities ranging from manual labor to specialized roles. It is an excellent choice for individuals passionate about nature. This paper has been tried to explore the prospect of flower nursery as a source of livelihood in Dibrugarh, Assam.*

**Keywords:** Prospect, flower nursery, employment, livelihood

---

Date of Submission: 26-12-2024

Date of Acceptance: 06-01-2025

---

## **I. Introduction**

Due to change in lifestyle the demand for flowers is increasing day by day both in urban and rural areas for festivals, religious, ceremonies, birthday, weddings, valentine day, marriage etc. Hence, there is a great demand and tremendous scope of flower nursery and farmers get a good price. A nursery is a place where plants are grown, nurtured and sold out (Bhandari and Nayama, 2020). A flower nursery is a specialized facility or business that cultivates and sells flowering plants and ornamental plants. Starting a flower nursery can be a promising source of livelihood for several reasons. The rise in home gardening and landscaping has increased the demand for various flowers. With dedication, creativity and a passion for plants, a flower nursery can become a rewarding business.

Plant nursery sector is playing an important role in the country after agriculture in providing self-employment to the youth (Deepika et al., 2019). Nurseries grow a variety of flowers, including annuals, perennials and seasonal blooms. A flower also known as a bloom or blossom, is the reproductive structure found in flowering plants. Flowers consist of a combination of vegetative organs – sepals that enclose and protect the developing flower, petals that attract pollinators, and reproductive organs that produce gametophytes, which in flowering plants produce gametes. The male gametophytes, which produce sperm, are enclosed within pollen grains produced in the anthers. The female gametophytes are contained within the ovules produced in the carpels.

Flower nurseries offer jobs for individuals at all skill levels, from unskilled laborers to highly educated professionals. This inclusivity makes the industry a vital contributor to local employment. Thus the flower nursery industry is a thriving sector with immense potential to create meaningful employment opportunities. It combines economic growth with ecological benefits, offering workers a chance to contribute to the environment while earning a livelihood. By fostering innovation, nursery management, skill development and sustainable practices, flower nurseries can continue to flourish as a vital source of livelihood in both urban and rural areas. Nursery management is an important place for regular supply of disease free young seedling in particular high value vegetables and flowers crop with special care and attention (Mohanta, Dalai and Sahu, 2020).

India is one of the leading countries in dry flower exports and major export destination of India floriculture is Europe. The study reveal what the existing floriculture doing their business very smoothly and in a profitable manner. Therefore in conclusion we can say that there is opportunity for self-employment and to make oneself entrepreneur in this field.

## **Significance of the Study**

A flower nursery provides various employment opportunities that cater to different skill sets and experience levels. The flower nursery industry provides a plethora of employment opportunities, offering a sustainable livelihood for individuals across diverse skill levels. As the demand for ornamental plants, flowers, and landscaping services grows, flower nurseries have become an integral part of the agricultural and

horticultural sectors. These jobs support local economies, offer sustainable livelihoods, and attract individuals interested in horticulture, agriculture and business operations. In this background this paper trace to find out prospect of flower nursery as a source of livelihood in Dibrugarh and nearby areas. Dibrugarh is the head quarter of Dibrugarh District, Assam. It is situated on the bank of river Brahmaputra on the eastern part of Assam and is about 435 km north east of Guwahati. It is the one of in largest city after Guwahati. There are several tea garden in the district of Dibrugarh which boost the highest amount of tea produced in Assam. The business and flower nursery is running in Dibrugarh prosperously as reported in planting study.

**Objectives of the Study**

The objectives of the study are-

- (i) To know the employment opportunity in flower nursery.
- (ii) To inquiry how flower nursery help livelihood.

**II. Methodology Of The Study**

In order to prepare this paper primary data as well as secondary data have been collected. However, the main source is primary data which are being collected by the interview schedule. Altogether 10 nursery visited for the purpose of data collection. The secondary data were collected from various sources like books, newspaper, articles, magazines, journals and websites.

**III. Findings And Analysis**

The findings of the study has been presented with the help of tabular form to analyze lucid way.

**Table 1: Nurseries under study (Sample)**

Name of the Nursery	Location	Started
Mukta Nursery	Suigoan	1994
Shristi Nursery	Jamira Tinali	1995
Rangbirang Nursery	Jamira Tinali	2001
Evergreen Nursery	A.T. Road, Banipur	2003
Kashi Nursery	Maijan Road	2003
Lakheswar Nursery	East Banipur	2005
Aditya Nursery	Jyotinagar	2008
Sinu Nursery	A.T. Road, Near Bokul	2010
Florid Nursery	Lakxmi Nagar, Near Mancotta Road	2010
Surajmukhi Nursery	Mancotta	2014

Source: Field study

Altogether 10 nurseries has been taken as sample to spatial coverage of urban and rural areas. Among the sample nursery Mukta Nursery is oldest nursery started in the year 1994.

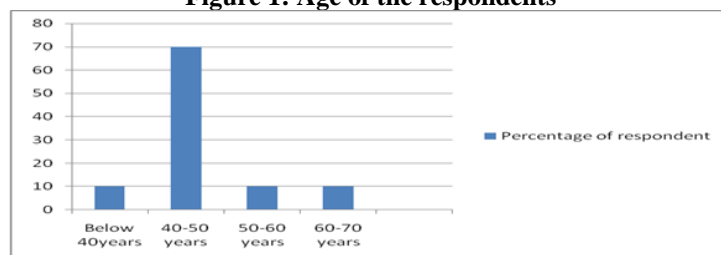
**Table 2: Gender wise owner of the nursery**

Gender	Number of the respondent	Percentage of respondent
Male	6	60
Female	4	40
Total	10	100

Source: Field study

Among the sample nursery 60% male owner and 40% female owner of the nursery.

**Figure 1: Age of the respondents**



Source: Field study

Among the respondent 10% fall in the age category of below 40 years while 70% fall in the age category of 40-50 years and the rest 10% each fall in the age group 50-60 years and 60-70 years respectively.

**Table 3: Educational qualification of the respondents**

Qualification	Number of Respondents	Percentage of Respondents
H.S.L.C.	1	10
H.S.	5	50
Graduation	3	30
Post-Graduation	1	10
Total	10	100

Source: Field study

The Table 3 depicts that 10% respondent have H.S.L.C. qualification while 50% have H.S. passed, 30% have graduate degree and 10% have post-graduation degree.

**Table 4: Source of capital investment**

Capital	Number of Respondents	Percentage of Respondents
Self-investment	10	100
Loan from banks	0	0
Relatives	0	0
Total	10	100

Source: Field study

The Table 4 reveals that the source of capital for investment of the respondents. It was found that all (100%) respondent were self-invested. In fact starting a flower nursery often involves considerably less initial capital than many other business.

**Table 5: Daily income of the sample nursery**

Income (in Rs.)	Number of Respondents	Percentage of Respondents
3000-5000	3	30
5000 and above	7	70
Total	10	100

Source: Field study

The Table 5 depicts that 30% respondent have daily income Rs. 3000-5000 and 70% have daily income Rs. 5000 above.

**Table 6: Daily customer visited in the nursery**

Customers	Number of Respondents	Percentage of Respondents
10-15	6	60
15-20	2	20
20-25	2	20
Total	10	100

Source: Field study

60% respondent stated that 10-15 customer visited daily in the nursery while 20% respondent revealed 15-20 customer and the rest 20% respondent stated 20-25 customer visited daily in the nursery.

**Table 7: Workers engaged in nursery**

Workers	Number of Respondents	Percentage of Respondent
1-3	8	80
3-5	2	20
Total	10	100

Source: Field study

80% respondent stated that they engaged 1-3 workers every day and 20% respondent engaged 3-5 workers every day. Hence there is huge opportunity for employment as casual workers and become self-employment.

**Table 8: Reason for choosing nursery business**

Season	Number of Respondents	Percentage of Respondents
Easy to inter	5	50
Higher rate of return	4	40
Lower risk to operate	1	10
Total	10	100

Source: Field study

The Table 8 revealed that 50% respondent choose nursery business due to easy to enter while 40% respondent choose nursery business because of higher rate of return and 10% respondent choose nursery business due to lower risk to operate.

### **Prospects of a Flower Nursery**

From the above findings it can be said that the prospect of a flower nursery as a source of livelihood is promising, especially for individuals interested in horticulture and entrepreneurship. Flower nurseries can generate income through the cultivation and sale of a wide range of ornamental plants, flowers and related products.

### **IV. Conclusion**

Flower nursery is an ancient business in India, which has a long history of floriculture. A flower nursery can be a viable and fulfilling source of livelihood if approached with proper planning and commitment. By leveraging market trends and focusing on quality, innovation, and sustainability, entrepreneurs can create a profitable and sustainable business while contributing to the beauty and greenery of their surroundings. The government and private business owners must work together to promote floriculture in order to meet the rising demand for flowers in both the domestic and international markets which indeed generate income and employment opportunity.

### **References**

- [1] Bhandari, J. And Nayama, S. (2020). A Review On Nursery Management In Horticultural Crops: A Beneficial Way For Enhancing Income, *International Journal Of Chemical Studies* P-Issn: 2349–8528 E-Issn: 2321–4902 [www.chemijournal.com](http://www.chemijournal.com) Ijcs 2020; Sp-8(4): 410-413 © 2020 Ijcs Doi: <https://doi.org/10.22271/chemi.2020.v8.i4g.10179>
- [2] Neela Rani, J. Deepika, P. Radha Rani, V. Vijayalakshmi (2019). “An Analysis Of Plant Nursery Business And Production Resources In Twin Cities Of Telangana”. *The Journal Of Research, Pjtsau*, Vol. 47, No. 2, Aug. 2019. Retrieved From <https://epubs.icar.org.in/index.php/tjrp/article/view/92543>.
- [3] Smaranika Mohanta (2020). Nursery Raising For Vegetables And Flowers In Greenhouse. In: *Protected Cultivation And Smart Agriculture* Edited By Sagar Maitra, Dinkar J Gaikwad And Tanmoy Shankar © New Delhi Publishers, New Delhi: 2020, (Pp. 87-95). Isbn: 978-81-948993-2-7, Doi: 10.30954/ndp-pcsa.2020.9 Retrieved From [https://www.researchgate.net/publication/347250051\\_nursery\\_raising\\_for\\_vegetables\\_and\\_flowers\\_in\\_greenhouse](https://www.researchgate.net/publication/347250051_nursery_raising_for_vegetables_and_flowers_in_greenhouse)