

Sustainable Enterprise Project

Green Farming

Sub-project: Promoting Floriculture through Ecological Farming and Introducing Modern Technology

Floriculture is a subdiscipline of horticultural sciences, concerning with growing, handling, maintaining, and marketing of ornamentals, growing at neck-breaking speed, reflecting the dynamics of this business globally.



Sector- Horticulture

Cluster- Floriculture

Environmental Classification: Green-A (Based on ECR Rules, 7(2), Bangladesh)

Jashore is well known for floriculture business for last few decades. Godkhali of Jhikorgacha upazila is known as the 'capital of floriculture'. Rose, tuberose, marigold, gladiolus, gerbera and lillium are the main flowers that are cultivated in that region. Inspired by the experience of Jashore, similar floriculture cluster has been developed at Jhenaidah, Ganna Bazar which is the floriculture business hub of that cluster. RRF and SEP have broad goal to develop Ganna cluster as will "2nd Capital of floriculture". RRF with help of Palli Karma-Sahayak Foundation (PKSF) with the financial support of the World Bank to promote environment-friendly sustainable appropriate technology in cluster-based microenterprises of the country, enhance their marketing potential and build brand image, as well as enhance their ability to achieve environmental sustainability. RRF has been distributing loans to florists since June 2019. In this financial year 2021-22, loans have been disbursed to 507 flower growers. The current outstanding of this loan is 61,534,722 BDT at a declining interest rate of 24% payable in weekly or monthly installments.

Fact	Figure
Duration	2 years 4 Month(2021-2023)
Total Budget	23,34,00,00(Grant: 2,47,00,000; Common Service Loan: 87,00,000/-; Agrosor SEP: 20,00,00,000)
Area coverage	Sharsha & Jhikorgacha Upazilla of Jashore, and Sadar & Kotchandpur Upazilla of Jhenidha district.
Number of Staff	05
Number of project participants	1000

Partners



Key Objectives

- To promote environment-friendly advance flower cultivation method
- To manage flower waste
- To increase the capacity of MEs
- To expand market



Key activities

Sl. No	Fact	Activities
1.	Revenue-generating common service facilities development	<ul style="list-style-type: none"> • Establishment of ice plant, trichocompost plant, Outlet for promotional activities, Enterprise development support (working capital/ fixed asset/ lease loan)
2.	Non-revenues generating physical activities	<ul style="list-style-type: none"> • Demonstration of the ecological farming shed (tricho-compost, pheromone trap, drip irrigation etc.) • Introduction of new technology (drip irrigation/ new varieties promotion (Lilium, Eustoma, Carnation) • Market infrastructure development (Washroom, compost chamber,)
3.	Initiatives to Increase Eco Labelling and Access to Premium Markets	<ul style="list-style-type: none"> • Environmental Certification, Business Certification, Increased bargaining power, knowledge sharing etc. • Study on-demand analysis of natural flowers and impact of artificial flowers on the floriculture business • Policy advocacy workshop of the study • Environment Club
4.	Capacity Development of PO	<ul style="list-style-type: none"> • Monitoring & Evaluation (Baseline Survey, Final evaluation, Internal Audit, External Audit & Sub-project Monitoring etc.) • Training, Seminar & Workshop.
5.	Capacity Development of MEs	<ul style="list-style-type: none"> • Seminar & Workshop • Training:(Flowers cultivation, Flower packaging and decoration, Promotion of new varieties of flower, Capacity Development of flowers traders) • Fair, exchange visit, demonstration & field day: (Development fair, Exchange visit) • Printing and publication & others: (Printing and publication, Video Documentary)



Impact



- ME s are now habituated with environmentally friendly activities. Now they are using organic fertilizers in flower crops and are used to using personal protective equipment PPE for chemical fertilizers and pesticides.
- Every ME's are more conscious than before. They have first aid kit at their home which they has not before.
- Becoming proficient in using new flower varieties (such as lilium, Eustoma, orchid) and techniques such as drip irrigation, color trap etc.
- Infrastructure development in Ganna Market (Washroom, Tube well, Compost Chamber, Flower packaging table is helping to keep the health & sanitation safety for the florist who come to sell and buy their product.
- Flowers cultivated in modern technology and with organic fertilizer the size and shape of flowers and color of flowers are changing greatly are in great demand in the market as they are eco-friendly flowers.



Challenges

- MEs are not interested in using Personal Protective Equipment (PPE) at the time of spraying chemical pesticides in flower fields and are not aware enough of environmental concerns like soil health and his/her own health.
- High value and unavailability of new varieties of flower bulbs or seedlings like Lilium, carnation, orchid, etc., and environment-friendly inputs (like; organic pesticide, hormone, compost, packaging materials, etc.)



Activities 2021-22

A. Agrasar Loan status July-2021- June-2022

Sl. No.	Loan Distribution	No. of MEs	In Amount (BDT)	Average loan size
1	Female	308	5,06,20,000	1,64,351
2	Male	145	3,30,10,000	2,27,655
	Total	453	8,36,30,000	1,84,614

B. Non-Revenue Generating Physical Activities

Ganna Flower Market, Jhenaidah

- i. Wash Room with Male and Female Toilet and urine chamber
- ii. Tube well
- iii. Flower Compost chamber
- iv. Flower Packaging Table



Introduction of new technology

- i. Drip irrigation-5 sets
- ii. Lilium flower Bulb and Eustoma flower seedlings distribution as new varieties promotion – Lilium bulb-1050 nos. and Eustoma seedlings -1050 nos. among 5 MEs at Jhikargacha, Jashore



C. Training for Capacity development of MEs

Sl. No.	Title of the activities	# of Batch (25 MEs/ batch)	# of female participants	# of male participants	Total MEs	Remarks
1	Training on Flower Cultivation	10	145	105	250	
2	Environmental Certification	1	9	16	25	
3	Increased bargaining power, knowledge sharing etc.	2	30	20	50	
4	Flower packaging and decoration	2	41	9	50	
5	Capacity Development of flowers traders	2	35	15	50	
	Total	17	260	165	425	

D. Environment Club:

Formation 2 club and 5 forums at Ganna and Godkhali flower cluster and 20-25 members in every forums and conducting meeting in every month for environmental awareness buildup among forum members and others and also observed different day like World Environmental day, World Soil day etc.

E. Environmental Practiced Adaptation by MEs

1. 504 MEs adopted practice # 1 i.e. Health Safety and Use of PPE (gloves, safety glasses, mask, apron, boots)
2. 415 MEs adopted practice # 2 i. e. First Aid Box preserved at house or working place.
3. 181 MEs adopted practice # 15 i.e. Activities those support to manage waste (Reduce, Reuse or Recycle)
4. 253 MEs adopted practice # 17 i.e. Sign, symbol or posters on awareness (Reduce air pollution, first aid box, safe drinking water, reduction of water pollution, use of PPE etc.)

F. Branding Activities:

Sl. No	Title of Activities
1	Activities for branding and promotion related i.e. 1000 pieces Poster distributed among the MEs and 02 Advertisement board set up at Godkhali flower market and Ganna flower market
2	12 MEs are ready for Branding and promotion related activities for their produced different safe flowers
3	MEs introduce online platform for product sales after SEP intervention: 15 MEs by Facebook, 2 MEs by Youtube, 65 MEs by Cell phone and 5 MEs by WhatsApp