



SUSTAINABLE ENTERPRISE PROJECT

Green Farming



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

The "Promoting Floriculture Through Ecological Farming and Introducing Modern Technology" project, launched under the Sustainable Enterprise Project (SEP) with funding from the World Bank and PKSF, ran from May 20, 2021, to January 31, 2024. This is an agricultural value chain project which aimed to create sustainable, environmentally friendly floriculture practices across selected regions of Jashore and Jhenaidah districts. Targeting 1,147 beneficiaries (277 men, 870 women), the project provided training and resources to help small entrepreneurs transition to eco-friendly flower cultivation, improve post-harvest practices, expand their market reach, and strengthen income opportunities. The SEP floriculture initiative has not only enhanced income and employment opportunities but also established a robust framework for sustainable flower production in Jashore and Jhenaidah. This project leaves a lasting legacy of eco-friendly floriculture, contributing to environmental health, community resilience, and economic sustainability in these regions.

FACT & FIGURE

Sl.	Fact	Figure
1	Name of the program	“Promoting Floriculture Through Ecological Farming and Introducing Modern Technology” under Sustainable Enterprise Project (SEP)
2	Duration	02 years 08 Month (20/05/2021 to 31/01/2024)
3	Supported By	World Bank/PKSF
4	No. of beneficiary in FY:2023-24	1147 (Male-277, Female-870)
5	No. of staff	05
6	Working Location	Number of District: 2(Jashore and Jheniadah), Number of Upazila: 5 (Jhikargacha, Sarsha, Jheniadah Sadar, Kotchadpur & Kaliganj), Number of Union: 23 (Ganna, Elangi, Dora, Sundarpur-Durgapur, Khusna, Maharajpur, Madhuhati, Raygram, Niamotpur, Trilochonpur, Naldanga, Gadkhali, Panisara, Shimulia, Jhikargasa, Hagirberg, Gan ganandapur, Navaran, Bankra, Sharsha, Niamotpur, Ulashi and Benapole)

KEY OBJECTIVES AND INTERVENTION:

1. Promotion of Eco-Friendly Cultivation Techniques:

- Shifted floriculture practices from chemical to organic farming by introducing organic fertilizers and bio-pesticides.
- Farmers gained expertise in using color traps and organic pest management, significantly reducing chemical pesticide use.

2. Enhanced Market Systems and Eco-Labeling:

- Conducted training on environmental certification, business skills, and packaging.
- Established two Environment Clubs and eight local forums to raise environmental awareness among farmers and local communities.

3. Capacity Building for Micro-Enterprises (MEs):

- Delivered a series of training sessions, totaling nine batches, to enhance skills in environmental certification, bargaining power, packaging, and the cultivation of new flower varieties like Gerbera, Lilium, Dutch rose, and Allamonda.
- Developed market-ready packaging solutions and supplied clean water and waste management facilities to flower markets.

4. Awareness and Advocacy for Sustainable Floriculture:

- Organized policy advocacy workshops and awareness events, discouraging the use of plastic flowers due to their environmental hazards.



PROGRAM ACTIVITIES IN FY: 2023-24

- **Training & Capacity Development Activities** A total of 280 MEs (Micro-Enterprises) received specialized training, divided into nine sessions. These sessions collectively enhanced farmers' knowledge of eco-friendly methods, packaging, and market expansion, equipping them with the tools for profitable, sustainable flower farming.

Sl..	Title of the activities	Batch (25 MEs/batch)	Female participants	Male participants	Total MEs
1	Environmental Certification	01	20	05	25
2	Increased bargaining power, knowledge sharing	01	16	09	25
3	Flower packaging and decoration	01	21	04	25
4	Capacity Development of flowers traders	01	05	20	25
5	Business certification training for florists	01	21	04	25
6	Training on New Varieties of Flower Cultivation	01	22	03	25
7	Organized Policy advocacy workshop and Human Chain of the study on artificial flower at Jashore and Jenaidah	03	117	13	130
Total		09	222	58	280

SPECIAL FEATURES

Feature-1: Environment Club:

2 clubs and 8 forums at Ganna, Kaliganj and Godkhali cluster. Each forum 20-25-member conduct meeting in every month for environmental awareness buildup among forum members and others and also observed different day.

Feature-2: Branding Activities:

Printing and publication & others Activities were done for branding and promotion related poster distributed among the MEs and 03 display board set up at Ganna, Kaliganj & Godkhali flower Cluster and published 700 pcs of Sustainable Development Books.

Feature-3: Supunya Samahar Mela 2024

Environment Friendly Small Enterprise Fair-2024” organized by PKSF's Sustainable Enterprise Project started at Bangabandhu International Conference Center on February 8. RRF successfully implemented a sub-project titled “Promoting Floriculture through Ecological Farming and Introducing Modern Technology”. RRF founder and executive director Mr. Philip Biswas, project manager agriculturist Dr. Asit Varan Mondal and other officials attended the fair on behalf of RRF. Flower farmer Sajeda Khatun entrepreneur of RRF received the award as “The best female entrepreneur” among 40,000 entrepreneurs from 64 organizations across Bangladesh.



Feature-4: Environmental and Technological Advancements

- **Drip Irrigation for Water Efficiency:** The use of drip irrigation systems in high-value flower cultivation reduced underground water usage, promoting sustainable water management.
- **Flower Byproducts Management:** The project established paved pits and plastic chambers for the collection of flower byproducts and constructed byproduct conversion centers. Clean water facilities were also provided in market areas, improving both sanitation and environmental conditions.
- **Awareness Against Plastic Flowers:** An awareness campaign was launched to discourage the use of plastic flowers due to their negative impact on the natural flower business and the environment

SEP LOAN INFORMATION IN 2023-24

Sustainable Enterprise Project (SEP) loan, empowers micro-enterprises in Bangladesh, focusing on florists since June 2019. The loan, with a declining interest rate of 24%, offers flexibility through weekly or monthly installments, fostering environmentally friendly practices and bolstering marketing and brand development capacities. In **FY 23-24:** total outstanding of SEP loan is **BDT 68040000** and number of borrowers are **295**.



IMPACTS

- **Diversification & brand Image:** Diversification in the cultivation of flowers and the brand image of flowers has been created and it has been possible to develop Ganna as one of the flower production business clusters.
- **Sustainable Practice:** About 80% of the small entrepreneurs are producing high value flowers in an eco-friendly way, the entrepreneurs in floriculture are using eco-friendly bio-fertilizers is being used, thus a sustainable way of increasing soil fertility is helping local florists to produce and market quality flowers.
- **Introduction of high-value flowers:** New varieties of high value flowers such as Gerbera, Lilium, Dutch rose are being successfully propagated in the project area. As a result, both men and women are employed and more income opportunities are created and new entrepreneurs are interested.
- **Environmental awareness:** As a result of the creation of environmental awareness, overall environment development is taking place in flower cultivation as well as work area.
- **Infrastructural and Environmental Improvements:** The development of the flower market infrastructure has had a positive impact on the local environment, improving health management practices and access to safe water.



CHALLENGES FACED DURING IMPLEMENTATION

- **Initial Lack of Awareness:** Farmers in the Ganna cluster were initially focused solely on marigold cultivation and lacked awareness of the benefits of diversifying into other flower varieties.
- **Limited Understanding of Organic Practices:** Many farmers did not initially understand the advantages of organic fertilizers and pesticides as alternatives to chemical options. This required targeted educational efforts.
- **Difficulty in Accessing Quality Planting Materials:** Farmers faced challenges in obtaining high-quality seeds, bulbs, and seedlings, which affected the consistency and quality of flower production.
- **Training Gaps:** Floriculture training was not a common practice among farmers before the project, leading to initial reluctance and the need for increased capacity-building efforts.
- **Waste Management Knowledge:** A lack of waste management practices needed to be addressed to ensure the proper handling of flower byproducts and maintain environmental standards.
- **Infrastructure Limitations:** Advanced infrastructure facilities for storage, transportation, and market access were insufficient at the beginning, requiring investment and development.

SEP PARTICIPANT REFLECTION

My name is Jailer Khatun, a struggling woman entrepreneur from Ganna village in Jhenaidah. I lost my husband shortly after our marriage and was left to support my only son. I started cultivating flowers on the land he left behind, but traditional methods couldn't cover household and cultivation expenses. With a loan from RRF and training from the SEP project, I learned modern flower cultivation techniques that reduced costs and boosted production. I discovered the benefits of organic fertilizers and pesticides and began using them with proper safety gear like masks and gloves. Joining the environment club taught me waste management and sustainable practices. Today, my flowers grown with organic methods are our lifeline, and I can support my son's education without worry. Recognized as the "Phul Kanya,". Her story has become an inspiration for other women in Ganna village.



Name: Jailer Khatun
Marital Status: Widow
Entrepreneur of Ganna village
of Sadar police station in
Jhenaidah district.