

SUSTAINABLE ENTERPRISE PROJECT

Green Farming

1 NO POVERTY



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



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



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

RRF, in collaboration with the Palli Karma-Sahayak Foundation (PKSF) and with financial support from the World Bank, is dedicated to promoting environment-friendly and sustainable appropriate technology in cluster-based microenterprises across the country. Their aim is to enhance the marketing potential of these businesses, build their brand image, and empower them to achieve environmental sustainability. Jashore, a district in Bangladesh, has gained recognition as a prominent hub for the floriculture business over the past few decades. Specifically, Godkhali in the Jhikorgacha upazila of Jashore has earned the title of the 'capital of floriculture.' This region specializes in cultivating various types of flowers, with the primary varieties being rose, tuberose, marigold, gladiolus, gerbera, and lily. Drawing inspiration from the success of Jashore, a similar floriculture cluster has been established in Ganna Bazar, Jhenaidah. This area is now considered the floriculture business hub of that cluster. The Rural Reconstruction Foundation (RRF) and the Sustainable Enterprise Project (SEP) have a broad goal to develop Ganna cluster into the "2nd Capital of floriculture." RRF has been distributing loans to florists since June 2019. In this financial year 2022-23, Agrasar loans have been disbursed to 338 flower growers and traders. The current outstanding of this loan is 5,72,10,079 BDT at a declining interest rate of 24% payable in weekly or monthly installments. Common Service Loan 50 MEs are engaged in flower related trades. The current outstanding of this loan is 67,00,000 BDT at a declining interest rate of 8% payable in monthly decreasing installment.

KEY OBJECTIVES



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

Sector: Horticulture

Cluster: Floriculture

Environment

Classification:

Green-A (Based on ECR rules, 7(2), Bangladesh)



KEY Activities in 2022-23

Revenue-generating common service facilities

- ▽ Establishment of ice plan, Trico-compost plant, Outlet for promotional activities, Enterprise development support (working capital/ fixed asset/lease loan)

Non-revenues generating activities

- ▽ Demonstration of the ecological farming shed (Trico-compost, pheromone trap, drip irrigation etc.)
- ▽ Introduction of new technology (drip irrigation / new varieties promotion (Lilium, Eustoma, Carnation)
- ▽ Market infrastructure development (Washroom, compost chamber, Tube well, Flower packaging table)

Initiatives to Increase Eco Labelling and Access to Premium

- ▽ 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

Capacity Development of PO

- ▽ Monitoring & Evaluation (Baseline Survey, Final evaluation, Internal Audit, External Audit & Sub-project Monitoring etc.)
- ▽ Training, Seminar & Workshop.

Capacity Development of MES

- ▽ 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)



Non-Revenue Generating Activities

- © Ecological Farming Shed-12nos.
- © Establishment of Drip Irrigation in shed-12 sets.
- © Flower Seedlings & Bulbs- (Gerbera-16700, Lilium-3500, Long Stick Dutch Rose-3600, Carnation-400 & Allamunda-600) among 12 MEs at Ganna & Godkhali Cluster under Jhenaidah and Jashore Districts.

Demonstration of Ecological Farming Shed



Figure 1: Ecological farming shed implemented by RRF.

- © Drip irrigation-5 sets
- © Lilium flower Bulb and **Long Stick Dutch Rose** seedlings distribution as new varieties promotion - Lilium bulb-1000 nos. and **Long Stick Dutch Rose** seedlings -1475 nos. among 5 MES at Ganna, Kaliganj & Godkhali Cluster under Jhenaidah and Jashore Districts.

Introduction of New Technology



Figure 2: Drip Irrigation ecological farming: implemented by RRF



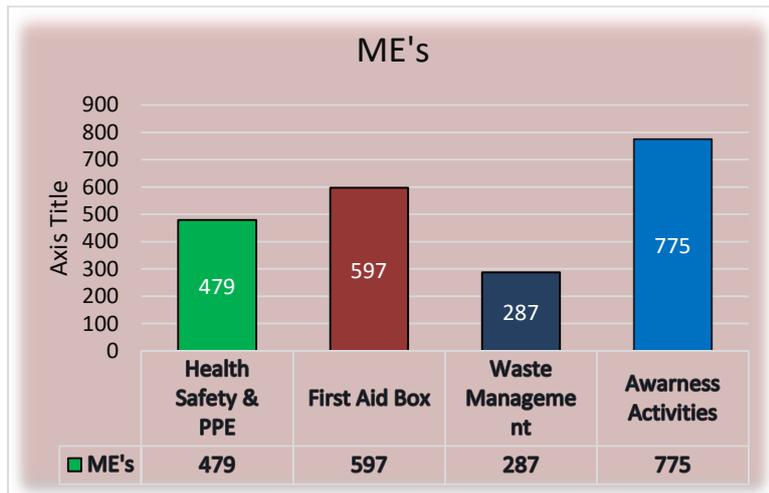
Activities & Achievements in 2022-23

1. Environment Club

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

2. Branding Activities

- Activities for branding and promotion related i.e. **1500 pieces Poster distributed** among the MEs and **06 Advertisement board** set up at Ganna, Kaliganj & Godkhali flower Cluster.
- **30 MEs** are ready for **Branding and promotion** related activities for their produced different safe flowers.
- MEs introduce online platform for product sales after SEP intervention: 65 MEs by **Facebook page**, 15 MEs by **YouTube**, 103 MEs by **Cell phone** and 65 MEs by **WhatsApp**.



ENVIRONMENTAL PRACTICED ADAPTATION BY ME'S

Health Safety and Use of PPE (gloves, safety glasses, mask, apron, boots)
 First Aid Box preserved at house or working place. Activities those support to manage waste (Reduce, Reuse or Recycle) Sign, symbol or posters on awareness (Reduce air pollution, first aid box, safe drinking water, reduction of water pollution, use of PPE etc. were adopted by the number of ME's shown in the table.

Female ME's 250	Male ME's 88
Loan Distributed	
Total Amount Female: BDT457,15,000 Male: BDT224,59,000	Average Loan size Female: BDT 1828660 Male: BDT 255216

SEP Loan Information in 2022-23

AGRASOR-SEP LOAN STATUS

In FY:22-23 among 338 ME's total BDT 681,74000 amount of loan disbursed where average loan size was BDT 2,00,000

COMMON SERVICE LOAN STATUS

In FY:22-23 among 51 ME's total BDT 67,00,000 amount of loan disbursed where average loan size was BDT 1,30,000.



Female ME's 25	Male ME's 25
Loan Distributed	
Total Amount Female: BDT 38,70,000 Male: BDT 28,30,000	Average Loan size Female: BDT 1,54,800 Male: BDT 1,08,846

Training & Capacity Development Activities in 2022-23

Sl. No.	Title of the activities	Batch (25 MEs/batch)	Female participants	Male participants	Total MEs
1	Training of Flower Cultivation	20	360	140	500
2	Environmental Certification	1	22	3	25
3	Increased bargaining power, knowledge sharing	2	41	9	50
4	Flower packaging and decoration	2	35	15	50
5	Capacity Development of flowers traders	2	31	19	50
6	Business certification training for florists	4	68	32	100
7	Training on New Varieties of Flower Cultivation	1	13	12	25
	Total	32	570	230	800

Highlights

- Washroom, public toilet, compost chamber and deep tube well established in Ganna flower market was inaugurated by Dr. Namita Halder NDC, Managing Director, PKSF & RRF Founder Executive Director Mr. Philip Biswas.





▽ The first flower fair at Jhenaidah was inaugurated by Mr. Md. Azgar Ali, Deputy Director, Directorate of Agricultural Extension, Jhenaidah and Mr. Philip Biswas, Founder Executive Director, RRF.

▽ Policy Advocacy Workshop on Prevention of Plastic Flowers in Jessore and Jhenaidah.



▽ Observance of World Environment Day-2023 by SEP-RRF and distribution of saplings to ME's.
 ▽ Human chain to discourage use of plastic flower

▽ Celebration of World Soil Day-2022 organized by RRF.

▽ Experience exchange tour of SEP RRF at Bangladesh Agriculture Research Institute, Gazipur





Program Impact

- Previously, only marigolds were cultivated in Ganna cluster, but now Gerbera, Liliium, Dutch rose, Allamanda flowers along with marigolds are being produced commercially.
- 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.
- 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.
- New varieties of high value flowers such as Gerbera, Liliium, 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.
- As a result of the creation of environmental awareness, overall environment development is taking place in flower cultivation as well as work area.
- Infrastructural development of flower market has resulted in improvement of overall environment including health management, safe water.



Program Challenges



- © In the Ganna flower cluster, only marigolds were cultivated, farmers were not aware of other flower cultivation. That's why there was less interest among them.
- © There was no proper understanding of the benefits of organic fertilizers and organic pesticides as alternatives to chemical fertilizers and pesticides.
- © Farmers were facing problems due to non-availability of quality flower seeds, bulbs and seedlings.
- © Farmers were not accustomed to receive training in floriculture
- © Lack of knowledge about waste management.
- © Lack of advanced infrastructure facilities.

FOOTER

AT a Glance

SEP Member Talk

Duration
 **2021-2024**

FUNDED   **THE WORLD BANK**
IBRD • IDA | WORLD BANK GROUP

 **1000 ME's**
project Participants

TOTAL BUDGET
236778935 BDT 

(Grant: 28078935, common service loan: BDT 87,00,000, Agrashor-SEP: BDT 20,00,000)

NO. OF STAFF 
05

AREA COVERED 

Jashore District
(Sarsha, Jhikargacha Upazilla)
Jhenaidah District
(Jhenaidah sadar, Kaligonj, Kotchadpur Upazillas)



Name: Md. Solaiman
Fathers Name: Abdul Qader
Age: 30 years
Vill: Dahijuri, Jhenaidah
Flower Farmer

Md. Solaiman. He saw from a young age his father Md. Abdul Quader cultivating flowers. He gradually developed a love for flowers. Whenever he had time to study, he helped his father in floriculture. Solaiman's father Abdul Kader became seriously ill. His youngest son Solaiman came to the side of the desperate father. Meanwhile, he passed the high school and was admitted in honors. The global pandemic covid-19 started. From the year 2021, he started floriculture on his own initiative with his father's experience. He was not getting the expected results only in the cultivation of marigold flowers in the traditional method. Due to the corona epidemic, there is instability in the market system. In this situation, luckily, he participated in a meeting of the environment club of RRF. He is interested in modern and different varieties of these flowers. Contacted RRF's Ganna branch office. He got to know the aims and objectives of the project from the project officials. He can see the direction of change of fortune through flower cultivation. Under the project, he took a loan of ten lakh taka, as well as received various types of training in flower cultivation provided by RRF. Seeing his interest he was provided ecological farming shed & free variety of flower seedling from the project. In his shed, high-value liliium, Gerbera, Dutch rose, Allamanda and other flowers are growing. His dream is also growing. He fondly remembers SEP-RRF for extending their helping hand. Solaiman Hossain is now the leader of Dahijuri village, Sadar Upazila, Jhenaidah district. He is also an ideal entrepreneur of SEP-RRF.