

Floriculture in Golap Gram: Present Status and Future ProspectsMohammad Rafiul Azam Khan^[1], Md. Faisal-E-Alam^{[2]*} and Sadiya Shermin^[3]^[1]Associate Professor, Department of Management Studies,
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Abstract. *Purpose:* The study was conducted to identify the current flower cultivation status together with finding out potential areas of development intervention of the flower growers and traders.

Design/Methodology/Approach: This study is completely based on exploratory research. Convenient sampling techniques are followed to get sample size of 50 people which composed of farmers, tourists, and authority. The study is also developed based on both primary and secondary data. Descriptive statistics (percentage) is used to analyze the primary data that are presented in simple tables and interviews summary is showed for interpretation and discussion.

Findings: Cultivation of flower has been identified as profitable business with respect to the contribution of cultural, social and economic development. The drawbacks found in case of flower cultivation practices were lack of loan facilities, lack of preservation facilities, high price of fertilizer and pesticides, and market price fluctuation. Growers need to become more skilled at accurate methods of cultivation in order to advance flower business and appeal investors.

Research Limitations: This study is limited to the floriculture in Golap Gram with a sample size of 50. Only descriptive statistics is used for analyzing the data and few discussions with respondents to generate the findings. Moreover, data were collected from the month of April to October in 2021 that means the results might alter with the criteria estimation of the respondents.

Practical Implications: The outcomes will be supportive in providing innovative ideas to the farmers along with floral traders in Bangladesh.

Key Words: Floriculture, Floral Industry, Cultivation, Demography

Introduction

Cultivation of flower has arisen as profitable business that guarantees higher return potentiality contrasted with other agricultural harvests. Floriculture is an evolving area that has impacted in growth of GDP and employment opportunity in Bangladesh. Flower has massive demand that sets out immense open doors for Bangladesh. An agro-based nation is Bangladesh, where the weather is entirely great to blossom cultivation (Islam & Rahman, 2013). Around 15 to 20 lakh individuals are conducting their livelihood by doing flower business. Flowers of different varieties particularly hyacinth, gladiolus, marigold, tuberose, gerbera, rose, chrysanthemum, lotus and lily are cultivated commercially in Bangladesh.

FAO (2010) addressed the floriculture circumstances of Bangladesh amid the Asian nations. Flowers that produced commercially are adopted on around 10,000 hectares where approximately 95% are being drilled under tough conditions on field, mostly for the nearby business markets. This advancement of business is currently at a beginning phase. There exists some difficult issues, for example, helpless augmentation and consultancy administrations,

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absence of information, foundation of post-reap management, and value accreditation and support of government are exceptionally regulated. Sohel (2010) portrayed the cultivation possibilities of flower. It is appeared as appealing business in light of the fact that numerous farmers moved to floriculture from high productivity of vegetables. New knowledge is created by this study about business of floriculture in Golap Gram, Savar, Bangladesh.

Currently, the floral business has formed into one of the significant growing industries in various countries as the flower uses are expanding gradually. In fact, flower is considered as a mark of love and respect from very beginning of civilization. Individuals routinely utilize these floral products in a large portion of their ceremonies like birthday, marriage, funeral, and religious contributions and sometimes in political, social and historic programs. The beauty and color of flower allow everybody to pass on messages and to communicate feelings of one perfectly (Mannan et al., 2007).

Wittstock and Quinto (2008) stated the present scenario in cultivating flower of Bangladesh. A massive area of cultivated land has been transformed into growing area of flower for fast returns and lucrative market prospects. Khan (2012) observed that Bangladesh is appropriate for cultivating flower due to be favorable environment, low-cost worker and comparatively less investment of capital. In Bangladesh, no study is directed focusing on the floriculture practices and its' prospects except some studies focused only marketing practices of flower business (Mou, 2012; Khan, 2013) and some studies investigated the prospects of floriculture (Rakibuzzaman et al., 2018). So that, this study is attempted for both understanding and promoting the floriculture and its' business. Otherwise, the profitability and sustainability of this industry will be stagnant.

Objectives

The basic aim is to reveal the current scenario and future prospects of floriculture and its' industry in Golap Gram. There are two following sub objectives through which the main objective is achieved.

- a) To provide meaningful insights over present floriculture sector in Golap Gram and its contribution to the cultural, social and economic development;
- b) To identify the potentiality for attracting prospective flower cultivators and investors for the improvement of flower business.

Research Methodology

Population and Sampling

There were about 600-700 farmers in Golap Gram engaged in flower cultivation. Every day more than 1500 tourists are came Golap Gram to enjoy the rose garden and boat journey on Turag River. All of the people were treated as active population of the study. 50 respondents were selected based on convenient sampling technique. The sample people includes farmers, tourists, and authority that consists of 40 farmers, 8 tourists, 2 local authorities.

Sources of Data Collection

In this study, primary data is collected by interview and group discussion. Also, secondary data has been taken from various books, journals, articles and other official documents.

Data Processing and Analysis

After completion of all the interviews and discussion, schedules were compiled for data processing. Then analyze primary data along with secondary data. Findings have been presented that were categorizes where necessary and arranged in tabular format for

interpretation and discussion. Also, the relevant information has been analyzed for qualitative explanation of the matter.

Analysis and Findings

To provide meaningful insights into present floriculture sector in Golap Gram and its' contribution to cultural, social, and economic development of floriculture business, some analytical measurements are done. All the analyses based on 40 farmers which are 80% of total respondents and the feedback from other respondents are showed through descriptive ways.

Demographic Analysis

From Table 1, the age of the respondents appeared noticeably varied. The largest number of respondents found in middle aged group. It is evident that, the young to medium aged people are more interested in floriculture. The farmers are classified into four categories as shown based on education. The analysis uncovered that some flower cultivators have primary level of education followed by secondary and higher secondary level. Moreover, most of the respondent's family are small followed by medium family size and only a few is large size of family. In case of cultivating flower, many farmers have small and medium size of land. However, very few farmers make profit of more than 50 lacs found out by the analysis among all the farmers.

Table 1. Analysis of demography

Characters	Categories	Score	Respondents (N=40)	
			Number	Percentage
Age	Young Aged	Up to 35	15	37.5
	Middle Aged	36-50	18	45
	Old Aged	Above 50	7	17.5
Education	Primary	1-5	7	17.5
	Secondary	6-10	14	35
	Higher Secondary	11-12	19	47.5
	Graduate	>12	0	0
Family size	Small size family	1-4	18	45
	Medium size family	1-8	17	42.5
	Large size family	>8	5	12.5
Amount of land (in bighas owned by self + land holdings +lease)	Marginal size	0-5	4	10
	Small size	5-10	14	35
	Medium size	10-15	12	30
	Large size	15-20	7	17.5
	Vary large size	20+	3	7.5
Profit Range	Very low profit	5-10 Lacs	3	7.5
	Low profit	10-15 Lacs	9	22.5
	Medium profit	20-30 Lacs	13	32.5
	Large profit	30-45 Lacs	10	25
	Very large profit	50+ Lacs	5	12.5

Source: Primary data (2021)

Types of Cultivated Flowers

Golap Gram has gained status for floriculture. As of now, Golap Gram has 250 hectares of land covers with different types of flowers, starting to become progress gradually. The

cultivated flowers are Rose, Gladiolus, Marigold, China Rose, Beli, Gerbera, Allamanda, Hibiscus flower, Kathgolap.

Sources of Seeds and Use of Fertilizers

The flower cultivators collected seeds from different sources like as personal source, nursery among 40 farmers. It was observed that most of the respondents used fertilizers in their flower cultivation. Among 40 farmers, they used cow dung, TSP, MP, poultry litters and Zn respectively at low extent of flower cultivation.

Propagation Practice

Among 40 farmers, they used cutting, seeds, budding and grafting at low extent. Most of the farmers cultivate tube rose is tuber, this might be the main cause of using tuber as planting materials by highest number of respondents.

Grading and Storage

Normally, farmers and orchid merchants mark their flowers based on various grading like size and defect. Nevertheless, there is no specific grading specifications of flower defined in the country thus there is no uniform grading system available in the market. The normal practice is to permit the flowers to cool for a specific time frame after reap to reduce heat of the field and these are stored from there. Water is dotted to keep up with humidity. Generally, the flowers, which have long twig, for example, orchid and gladiolus are kept in a can of water, set in cool spot and never presented to sun. Conscious sellers strictly change the water every day.

Processing, Packing and Transportation

At present roses are not precisely processed yet those are just changed in size. The retailers categorize and arrange the flowers in different structures. Flowers are organized by the request for the purchasers. Cellophanes, papers, bamboo crates are utilized as enhancing materials in the size of baskets. For high-cost flowers like Gerber daisies, dealers enclose them by little polythene prior to transport it to markets. Presently, some of them utilized carton made of folded fiber board. Flowers are placed in 2-3 rows in the cartons. Recently, one kind of bamboo made boxes is utilized as bundling materials for flowers. It protects the flowers from any kind of damage and gives the flower vendors and customers a superior quality of flower. This box likewise diminishes the cost of transportation by half. Typically, each box is contains 50 sticks of flower. Generally, van, rickshaw, shoulder load, truck and night coach are the significant mode for transportation used by suppliers for moving flower in the local markets and from far off areas to Dhaka City.

Market Information and Intelligence

The traders collected market information from vising market and individual meeting and individual dealers. Recently use of telephone or mobile has increased both at farmer and wholesaler-cum-retailer's level for market information. National festive days can be traced to find out high selling rate. The following major days directly relating flowers. Like as New Year Day, Valentine's Day, Language Martyrs Day, Independence Day, Bangali New Year Day, and Victory Day.

Market Price

The entire period of flowers selling is partitioned into two periods specifically peak season as well as off-peak season. From November to March is the span of peak season and known as floral season. From April to October is the duration of off-peak season and the low

flower demand exists in market that causes the flower price falls which creates low profit margin of the farmers. The following Table 2 showed that, the 100piece costs of various flowers throughout the peak and off peak season though price is highly vulnerable in the market each day.

Table 2. Price (BDT) in market

Name of Flowers	Peak Season (100 pieces)	Off Peak Season (100 pieces)
	November to March	April to October
Rose	1000-1200	300-400
Gladiolus	2500-3000	400-500
Gerbera	1500-1800	300-400
Chaina Rose	1500-1800	300-400
Beli (per bag)	300-400	100-150
Garland lily	1000-1200	500-600
Hibiscus Flower	150-200	18-20
Allamanda	150-160	30-40

Source: Primary data (2021)

Credit Borrowed by Respondents

In time of urgent cash assistance farmers are manage their demand through loan facilities, get money at high interest rate, selling cows or selling lands.

Organizational Participants of the Respondents

Most of the respondents are not participate in any organization which is related to floriculture. Only a few farmers are engaged with flower market related organization. In the time of interview session, farmers said that organizations have lack of actual helpfulness. For this reason, they don't like participation of organization.

Why Golap Gram is a Prospective Sector?

From the discussion with another 10 respondents, it is obvious that, the climate of Bangladesh is very advantageous for exploring floriculture sector. Golap is reputed Gram for commercial flower cultivation and tourist spot. It cannot just assume a crucial part of employment opportunity and decrease poverty rather it can contribute to the GDP. The floral industry improvement of the floriculture in Golap Gram is currently at beginning phase. Most of the people are directly or indirectly involved in floriculture. After floriculture system in Golap Gram, socio-economic changes are arisen drastically. This study explored that the floriculture business in Golap Gram is at roughly standard level.

In Golap Gram, more than 1500 people come to visit and see rose garden every day, and buy flower from garden with low price. But, there is no good restaurant and rest house in golap gram for the tourists. An investor can identify the actual need of this place, and starting a new goal. In addition, rose flower has medical and cosmetic usefulness, power of blood purification, anti-inflammatory action. In Ayurveda, rose plant is considered as foe pharmaceutical purpose. On the other hand, there is no use of damage flower in Golap Gram. Damaged flower can be used for making cosmetics items. So, damage flower has also potentiality for doing business.

Conclusion

As the flower business is as yet in its early stages in Bangladesh, there are huge opportunities for additional improvement and transform into one of the beneficial ventures by getting profit (Mohiuddin, 2016). Based on review of farmers, current studies, group conversations with farmers, and interviews of retail traders of Golap Gram, this study have

expanded the new area of floriculture and its' industry in Bangladesh. The vital problems found in the study area in case of flower cultivation practices were lack of loan facilities, lack of preservation facilities, high price of fertilizer and pesticides, and low market price. Cultivators need to become trained at to broaden natural mixtures that improve the aroma of flowers just as learn exact techniques for planting, tending, and harvesting.

In particular, farmers should strive to make the soil more suitable for best growing of flowers by appropriate fertilizing and giving proper time and space. Besides, they should focus on aiding marketing practices, warehousing capacity and freshness to make specific progress in sales, and profit growth. Checking and observing market share and consumer happiness are the initial step to consciousness, however just attention to market share and satisfaction doesn't influence changes. They need to know the market segments, customers' attention and the causes behind customers bought again and again from a particular flower retailer.

The Government should increase concentration to develop this business sector. Clearly this study worked with to improve the trading of branded flower in Bangladesh. Future studies could be conducted in order to assess in various local areas beside Dhaka, and accumulate all of them in together. Studies should moreover be repeated at certain interval to see changes and to comprehend various aspects of flower customers.

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