

### **i) How a house wife became a successful entrepreneur in cut flower sector:**

i) Housewife becoming successful entrepreneurs in cut flower sector. Nasrin Nahar has been a traditional village housewife at Shaikupa village in Jhenaidah district. Father's name is Golam Mustafa mother's name is Kamala Begum. Her father was associated with agricultural production and mother was a government employee at the family planning department. She has 2 brothers and 1 sister. The brothers are younger and Nasreen is the eldest. She studied at Jhenaidah Government Girls School and passed her secondary school examination from this school. After that she completed her higher secondary school examination from Jhenaidah City College. After receiving BA degree from Asian University, she worked in NGO in 1992. There she had been involved in adult education, health counseling and rational human welfare activities. In 1996, she got married to a flower producing family in Jessore's Jhikargacha upazila. Jessore and Jhikargacha means a unique and beautiful region in a floral environment. Since marriage, Nasreen used to filled herself with the fragrance of flowers. She came to her father-in-law's house and saw a mountain of flowers.



ii) The next story is about planting flowers, tending them and indulging herself in the form of juice and smell of wild flowers. Husband's family business was the cultivation of these well-decorated flowers. The degree of care and attention given to flowering plants, often extending over an acre of land, is very much amazing and inspiring for her. At some point Nasreen also got lost in the immense beauty of flowers. Being prepared to present visitors and customers with multi-dimensional flower-shaped visions is also an unforgettable work of life. That's the beginning of her involvement in floriculture. Nasreen has much momentum to entertain the audiences and customers with her eye-catching application of flower production. This flowery charm of her is a successful business venture that has expanded beyond Jhikargacha to other parts of the country. And it extended effort to strengthen herself in the seat of the entrepreneur. She tried to know whether there is any change in the aroma and appearance of sending fresh, lively flowers to different parts of the country. The answer comes easily, the modernization of the transport system and the fact that the flowers reach the specific places very quickly is also a unique example of commercial activities. Besides, the flowers were not destroyed by the rapid pace of continuous advancement of information technology. Again, the way the flowers are packed in paper wraps does not deviate at all from their natural flavor and appearance.

Otherwise, the business would have stopped midway. However, it also plays the role of a regulator in keeping the proper care and maintenance of flowers in a scientific way throughout the production process. And in this business success, entrepreneur Nasreen also took care of the expenses of the whole family. Mother of two sons. Both sons are students of government university. Elder son studying in Kushtia Islamic University and younger son in Bangabandhu Sheikh Mujib University of Science and Technology at Gopalganj. Husband is the president of Bangladesh Flower Society. He also has to fulfill many organizational responsibilities. Nasreen is making a special contribution in her training to create women entrepreneurs in cut flower sector. She is also skilled in making bahari products from flowers. 200 women flower entrepreneurs have been trained in that way.

iii) Nasrin Nahar was selected for Advanced training and adaption in high technology for 10 days from 07 March, 2023 to 16 March, 2023 in cut flower in DR. YSR Horticulture

University, West Godavari district, Andhra Pradesh, India under the project “Designing and Implementing of Piloting Programme for Development of business Capacity of Women Entrepreneurs on Cut flower sector” under the Bangladesh Regional Connectivity Project-1 (BRCP-1) under the Ministry of Commerce in order to ensure the maximum use of flowers in the production of by-products of flowers. She had been trained on theory and practical session (Chrysanthemum, Rose, Gladiolus, Gerbera, Marigold, Cut-Beli flowers), theory on drying methods, drying methods for various flowers (Chrysanthemum, Rose, Gladiolus, Gerbera, Cut beli), availability of flower drying machine and probable cost, practical session on different

methods of drying cut flowers, hands on training on preparation of book marks, greeting cards, wall mats, pot pourries, use of flower waste as feed supplement, oil extraction, preparation of rose water, preparation of mosquito repellents with cut flower waste, preparation of resin based pressed flower articles (keychains, visiting card, ornaments etc.) preparation of medicine and cosmetics (Uptaan, Face pack or Mask and Soap) from cut flowers, preparation of pesticides from cut flower waste and preparation of perfume from cut flowers.

iv) Not only did she become self-reliant, but she is also expanding various activities to make many other women become successful as entrepreneurs. Increasing participation of women in development work is now visible. Most attention is paid to creating successful entrepreneurs. It is in the production process of agricultural industry. But the degree to which today's women entrepreneurs are successfully engaging themselves in floriculture is a great endeavor on a grand scale. In this way, the story of women moving forward is novel and surprising.



Nasrin Nahar on the closing session of Advanced training and adaption in high technology for 10 days at Dr. YSR Horticultural University, India organized by SBSS