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Flower business

Flowers are considered the best gift for the specially loved ones during special days like Pahela Falgun and the Valentine Day. In terms of enhancing aesthetic beauty flowers have few parallels.

According to flower traders and agriculturists, flowers are being grown in about 19 districts, such as Jessore, Jhenidah, Chuadanga, Bogra, Rangpur, Dhaka, Manikganj, Narayanganj, Gazipur, Mymensingh, Chittagong and Sylhet. The bulk supplies of flowers find their way into the capital's Shahbagh market.

Reportedly, flowers valued at Tk 120 million were sold on the occasions of the Pahela Falgun and the Valentine Day. Flower traders made a hefty profit cashing in on the emotional craving of people, particularly the young generation. Farmers also expressed their satisfaction over higher production and prices of as also increased demand for flowers. The return on their produce was worth their labour.

The festive occasions also got a shot in the arm with the Ekushey Book Fair attracting many of the young men and women for a stroll. The celebration of the Pahela Falgun coincided with Saraswati Puja (worship of Goddess Saraswati) held in a spectacular manner at Jagannath Hall. Flowers have a special place in worship of any god or goddess. It is only natural that flowers were in high demand on that day. The next day was the Valentine Day and today's young people are confident enough to come out on to the street in droves with their partners. They are ready to spend some fortune on flowers in order to please their loved ones, too.

So, flower business was at its peak on the three occasions observed almost simultaneously.

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