

From Blossoms to Business: The Inspiring Journey of Mrs. Sevati Pradhan in Floriculture Entrepreneurship

Background of the entrepreneur: Mrs. Sevati Pradhan, based in Bhatsing village under Barkote Block of Deogarh district, started her flower cultivation and marketing business in 2017. She collaborated with her sons, Mr. Raj Kishore Pradhan and another elder son who is an Agriculture graduate. Their united effort and entrepreneurial spirit have been key drivers of the business's success.

Challenges faced by the entrepreneur: Mrs. Pradhan encountered several challenges in her floriculture business. These included difficulties in transporting flowers to distant markets like Bhubaneswar, Kolkata, and Ranchi during the peak season. The fluctuation in flower prices during the offseason negatively impacted her profits. Competition from flowers sourced from Bengaluru, which often had better quality, affected local sales. Additionally, the cost of sourcing quality seeds from Pune and other leading markets was a financial constraint for the unit.

Interventions from APICOL and MKUY: The Mukhyamantri Krushi Udyoga Yojana (MKUY) scheme presented a solution to one of Mrs. Pradhan's major challenges. She recognized the potential of using refrigerated vans to keep her flowers fresh during transportation. Applying for the scheme, she secured a loan from Union Bank of India, Deogarh Branch, and received a subsidy for the purchase of a refrigerated van, costing a total of Rs. 14.12 lakhs. This intervention enabled her to enhance the quality of her flower delivery and cater to distant markets effectively.



Establishment and Benefits: Mrs. Pradhan set up her floriculture business with determination. She established eight playhouses for cultivating high-demand flowers like Roses and Gerbera. By availing of subsidies from the National Horticulture Board (NHB) and National Horticulture Mission (NHM), she managed to set up these facilities. Additionally, she invested in a 30 MT cold room for flower storage. Switching from Rose to Gerbera cultivation showcased her ability to adapt to market demands. Her commitment to quality and freshness enabled her to fetch an average price of Rs. 3 per flower, contributing to an annual net profit of around 30 lakhs.

Future Plans and Expansion: Mrs. Pradhan's vision is to expand her business further. She plans to establish more playhouses to cultivate and market various flower species beyond Rose and Gerbera. This expansion will not only diversify her product range but also enhance her business's growth potential. Through her entrepreneurial spirit and continuous commitment to innovation, she aims to create a stronger foothold in the floriculture industry.

