

iv) How a student became successful entrepreneur in cut flower sector:

Tasfia Afroz is the daughter of Jessore's Jhikargacha. The name of her venture is Trinoy Collection and Creation. She sells the powder of various products including rose for use as face pack or hair pack. A page has been opened on the social media Facebook. Also, get orders through her Facebook account. But she gained more recognition through the entrepreneurs' Facebook group Women and E-Commerce Forum (WE).

Tasfia has been studying in the Honors 4th Year from Government College. Back home when the coronavirus outbreak in 2020. She started a three-piece business with a loan of 10,000 taka to manage her family. But it didn't last long. She was struggling to manage the family then. Then she boldly started the business with herbal products.

Tasfia said, she used to use rose petal powder herself to clean her face. She also got good results. So, the idea of doing business with such products came to her mind. There is no shortage of roses in her area. Neem and other things can be easily collected from around the house. So, she started the work with 100 taka.

She said she is now getting a lot of orders. Her mother and two sisters are also helping her in the work. It is not bad that there is a profit apart from the cost. She has sold more than three lakh rupees worth of products since December, 2020.

Tasfia's father is old and very sick. One sister of Tasfia is studying in the 10th standard, another sister is studying in the 9th standard. Tasfia found shelter in a small area of Grand father's house. Lives in two small rooms. Mother used to make shingara-samucha-rolls at home. Tasfia's father used to sell it in a shop. The family lived on this income. However, when the owner of the shop moved the shop from there due to his special needs, the income of Tasfia's family stopped. Since then her father became more ill.

Tasfia went back to the story of the rose. She said the journey started with 100 roses worth 100 takas. Now there is the experience of buying 10 thousand rose flowers at once. In the early days, her mother's used to grind rose petals in Shilpata. Now bought a better-quality blender. In January, 2021 she sold only rose petal powder worth Tk 50,000. 25 grams of powder is obtained from 100 roses. 25 grams are being sold at Tk 150. No other chemicals are used in it. No powder is stored in advance, Tasfia asks the buyer for three days after receiving the order for supply.

Thanking Kamrun Nahar, a guest teacher at Tongi Government College, Tasfia said, this madam introduced her to the WE Group. Now she gets more orders from members of this group. If she had not been involved in this, her family would have died without food for so long. Kamrun Nahar comments on her Facebook post. She was very happy to know about her present better condition.

One of Tasfia's brothers died at the age of 12 from a complicated blood disease. Tasfia said that it cost them a lot to take their brother to India for treatment three times. In the end, the brother could not survive. And the father was always worried, how will he go with three girls? Tasfia said, "As her father's eldest child, she was able to stand by her father's side. If she lost her family will also lose. So, don't stop her."



Women and E-Commerce Forum (WE) President Nasima Akhter said about Tasfia's initiative, Tasfia has become an entrepreneur with things that we cannot even think of. Jessore is already famous for flowers, she has chosen various things including those flowers. A little girl, but running the whole family. There are buyers of these herbal products in our country. But buyers are more dependent on foreign products.



Tasfia Afroz selling her flower-based products on her online page

Small enterprises like Tasfia should be promoted to increase the spread of indigenous products. However, government and private organizations should come forward to build area-based hubs to control the quality of these products. Nasima Akhter said that there is a system to inform the buyers if there is any complaint about the products of the entrepreneurs associated with WE. However, no one has complained about any of Tasfia's products so far.



Mirror frame made of flower petals



Wall art from dry flower



Wall clock made of flower petals



Show piece made of flower petals

Tasfia Afroz was also 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,



Tasfia on training session of "Advanced training in processing and product preparation in the cut flower sector" at Dr. YSR Horticultural University, India organized by SBSS

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.

Facebook Profile Link: <https://www.facebook.com/tasfia.tajmin?mibextid=ZbWKwL>