

NURSERIES GARDEN CENTRE, BUSINESSES A 21ST CENTURY REVIEWS FOR SUSTAINABLE LIVELIHOOD A FUTUREISTIC VISION – 2010 TO 2020



THE nurseries and garden centre business are growing and gaining momentum in India today. Yet we have long way to go in decades ahead.

- ❖ The challenge of POPULATION GROWTH is affecting our metros, urban and sub-urban centre a planned developments are taking beatings. The village populations, farmers are no more thrilled with agriculture due to increase in input prices and non profitable support price for produce. The wheat, rice, sugar cane, pulses and other key grains of consumption are cause of concern for farmer and common man too.
- ❖ The UNDER PRIVILEGED COMMUNITIES – both farmer's and common man are growing in numbers. What we badly need is a balance between AGRICULTURAL CROPS AND CASH CROPS which can support farmer's income. Needless to mention, rain water harvesting efforts and river water sharing remain key issue with power deficit prevailing.
- ❖ The benefit of urban development and nurseries businesses can definitely play a POSITIVE ROLE of "balancing act" for farmer's community across the country. BOUNDARY LESS OPERATION SHOULD FLOW AND CONNECT UNDER PRIVILEGED CLASSES AND FARMER COMMUNITIES.
- ❖ THE NURSERY GIANTS thus can take lead for roping in farmers to help then in different states like U.P., BIHAR & ORISSA. The Karnataka, Andhra Pradesh, Gujrat, Bengal, Maharashtra, PUNJAB, J&K and so on should take lead.
- ❖ THE LANDSCAPE PLANS NEED TO BE BROAD BASED focuses on tree planting exercise along barren routes – Delhi to Bangalore by train or Road. INDIAN RAILWAY THUS can play a key role in Tree planting drive. The station Superintendent can be motivated to participate in the success of BILLION TREE PLANTING CAMPAIGN of UNITED NATION ENVIROMENT PROGRAMME.
- ❖ The village's reroute Railways lines, highways roads can grow trees like NEEM, FICUS as MONOCULTURE of which can help speeding up efforts of GREENING INDIA. A GREENING REVOLUTION ACROSS BARREN LANDS can supplement farmers earn more through nursery businesses. NURSERYMEN gathering can take lead for this noble cause along with big businesses. The FICUS sps. Pomegranate, Cassias, Dolichandrone, Cordia sps. Flame of the forest, Parkinsonia, Meletia sps. are a few to mention that can become become part of landscape plantation schemes.
- ❖ ONCE THE MOMENTUM STARTS, its will gain popular support. IT MAY BE A WILD thought-but wild idea only can make things happen.

— Kamaljeet Singh, Chief Horticulturist
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Key Brief

- Some of the progressive nurseries have websites.
- Other large, medium nurseries operate of key locations.
- The grower/supplier link are strong.
- Small timers operate with limitations.
- The seasonal mortality factor, weather condition, water sources take toll of human efforts.
- The sustainability factor of business remains in question mark for many.

Potential to expand exists for:

- Expansion to other cities, state...
- Employment opportunities do exist for weaker sections of society...
- Revenue generation can definitely benefit entrepreneurs, states
- Export potential sub-state
- Agri-business growth for youth plenty

- ❖ I am confident enough that we can do it with a strong message for the sake of Environment, for the sake of under privileged and for own sake-own business prosperity.
- ❖ Let us exploit. Our weaknesses-Growing population.
- ❖ Let us convert our weaknesses-in to our strengths.
- ❖ Let us take this opportunity to check the threat of the climate changes.
- ❖ THE AFFORESTATION BUSINESS OF BAREEN LANDSCAPE, RAIN WATER HARVESTING WILL BENEFIT OUR COUNTRYMEN- THE UNDER PRIVILEGED COMMUNITY, FARMERS AND WEAKER SECTION OF SOCIETY FOR ECONOMIC UPLITMENMT.
- ❖ TO GETHER WE CAN "GREEN INDIA" BY PARTICIPATIONG ON THE "BILLION TREE PLANTING CAMPAIGN" OF THE UNITED NATION ENVIRONMENT PROGRAMME.
- ❖ A CHALLENGE FOR DECADE'S AHEAD YEAR – 2010-2050