

## A Success Story of Sri Krishna Priya Nursery: Journey from Passion to Profession

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### Abstract

Nursery raising is one of the fastest growing businesses in agriculture and allied sector. Keeping in view the demand for ornamental plants, and flowers, the sector today offers immense opportunities for self-employment. The present success story focuses on the story of Mr. Ramkishore singh, who is engaged in nursery raising enterprise. The nursery offers a wide variety of eco-friendly organic plants and fruits.

**Keywords:** Nursery raising, fruit, ornamental plant, business

### Introduction

Nursery raising as a profitable business has developed rapidly in the recent years. A nursery is an area in which seedlings are grown to be transplanted in other area. During the last few years there has been a high demand of horticultural crops specially the fruits and ornamental crops in urban as well as rural area. As a result of which the business of nursery raising became a lucrative one for



Figure 1: Mr. Ramkishore Singh at his Nursery

others as these lead to the increase in demand of high-quality planting materials. This increased  
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demand for ornamental and fruit plants motivated Mr. Ramkishore Singh to transform his hobby into business. He has started his own business of nursery raising in the year of 2011.

### ***The Nursery Business***

Mr Singh, 63 years old man, belongs to Binda village, which is situated in the Musahri subdivision of Muzaffarpur district. He lived in the village with his family. He is graduated from the subject of History but his interest is more towards gardening. His grandfather and whole family were engaged in farming. His grandfather had an orchard in the area of 7 acres. Since his childhood, gardening was his hobby. He was grown up by seeing the maintenance of orchard and learning by seeing is one of the important methods of extending our skill. He has started gardening and flowering when he was only 15 years old. Gradually what started as a hobby became his passion and the passion became his profession 'a source of earning'.



*Figure 2: Various types of Cactus Plants*

In the year of 2011, he started his hobby of nursery raising as a business. He started 'Sri Krishna Priya Nursery' at Rohua, Bela, Muzaffarpur. This nursery supplies ornamental plants, flowers and fruit plants. It includes mainly the various variety of mangoes including sugar free mangoes i.e. a kind of mango variety which is low in glucose and ideal for diabetic patients, show plants and seedlings of seasonal plants and flowers. This year he introduced a new variety of mango in his nursery i.e., Red Royal Mango. The nursery also has a wide variety of cactus plants.

### **A successful enterprise:**

Mr. Singh uses vermicompost as an organic fertilizer for the flowers and other plants. He believes that utilization of vermicompost will improve the quality of the seed and plants as well and hence will be more environment friendly. He uses the dung from the cattle to produce vermicompost. At present he is having 5 cattles. He also sales the vermicompost. He also had developed polyhouse for the purpose of flowers and fruits cultivation. In every month on 6<sup>th</sup> and 7<sup>th</sup> he puts seeds/ planting materials for plantation of flowers. The business records approx. ₹100000 sales from nursery from March to August. During this season on an average, he requires 6 labors the cost of which came around ₹400 per laborer approximately 10000 is his miscellaneous expenditure during this season. Hence the earning during this period comes around ₹40000 per months from the nursery business. During the peak season i.e., generally from September to February the sale from nursery business comes around ₹200000 to ₹250000 approximately, the labor during the peak season increases from 10-15 approx. The average turnover that he earns from the flower business is 50000-60000 approximately. Mr Singh



has also received prize for his sugar free mango in 2021 in the 'aam pradarshini' held in patna.



Figure 3: A View of Sri Krishna Priya Nursery

## Conclusion

Nursery Raising is a business that could be started by anyone having proper knowledge of plants. It is one of the profitable enterprises and could fetch decent income provided the tasks related to plantation and other related activities are timely executed. Proper management of nursery is the prerequisite for the success of the enterprise. Mr. Singh has achieved the success with the knowledge of proper management of plants.

## References

Authors' own compilation

