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## **FLOWER BUSINESS IN BANGLADESH: A STUDY ON JASHORE DISTRICT**

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### **ABSTRACT**

*Flower Symbolizes beauty and purity. People all over the world realize that flowers enhance the quality of life and influence human feelings more than words or other gifts. This study conducted on flower business in Bangladesh: A study on jashore district. Globalization, cultural exchanges, and celebrations enhancing fraternity such as New Year, Valentine's Day, Memorial Day, Mother's Day, Father's Day, Christmas, and Weddings have induced people globally to use flowers as a means of sharing their feelings. This study showed different kinds of flower are produced in different area and its price also different. The paper revealed that flower business reduced unemployment and poverty. This Study draws some suggestions and recommendation to overcome its barriers.*

**KEYWORDS:** *Flower, Gadkhali, Unemployment, Poverty, Export, Production and Flower Market.*

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