

PARADIGM SHIFTS IN MANAGEMENT PRACTICES IN THE ERA OF INDUSTRY 4.0

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**PLANT NURSERY BUSINESS: A NEW WAY OF ENTREPRENEURSHIP IN THE
DISTRICT OF SOUTH 24 PARGANAS, WEST BENGAL.**

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ABSTRACT

Plant nursery business is one of the emerging businesses now days in rural area. Applications of entrepreneurship in plant nursery business enhance the knowledge of modern entrepreneurship and agro-entrepreneurship. Buying and selling of plant improve the economic position of the locality. It may help create more and more employment, create more income which may lead to improve their standard of living. This paper has tried to investigate the needs of nurseries and discuss how entrepreneur can enter in this business, how this business can generate employment and at the same time help to flourish the local economy.

Keyword: Plant, Business, Economy, Employment etc.

INTRODUCTION

Nursery is a place where plants are propagated and grown to usable size. There are retail nurseries which sell to the general public, wholesale nurseries which sell only to other nurseries and to commercial landscape gardeners and private nurseries which supply the needs of institutions or private estates. Some retail and wholesale nursery sell by mail. Nurseries grow annuals, perennials, and woody plants (trees and shrubs). (Rathakrishan et.al. 2014)

These have a variety of uses: decorative plants for flower gardening and landscaping, garden vegetable plants, and agricultural plants. Nurseries often grow plants in a greenhouse, a building of glass or in plastic tunnels, designed to protect young plants from harsh weather (especially frost), while allowing access to light and ventilation.

Modern greenhouses allow automated control of temperature, ventilation and light and semi-automated watering and feeding. Some also have fold-back roofs to allow "hardening-off" of plants without the need for manual transfer to outdoor beds. Some nurseries specialize in one phase of the process: propagation, growing out, or retail sale; or in one type of plant: groundcovers, shade plants, fruit trees, or rock garden plants. Nurseries remain highly labour-intensive. Although some processes have been mechanised and automated, other has not. It remains highly unlikely that all plants treated in the same way at the same time will arrive at the same condition together, so plant care requires observation, judgement and manual dexterity: selection for sale requires comparison and judgement. Business is highly seasonal, concentrated in spring and autumn. There is no guarantee that there will be demand for the product this will be affected by temperature, drought, cheaper foreign competition, fashion, etc. A nursery carries these risks and fluctuations.

LITERATURE REVIEW**International perspective**

- Tebkew . et.al. (2020) analysed in their study that socio economic cities of Ethiopia in general and particularly in Bahirdar and Gondar cities. They also analysed urban nursery seedling production was profitable and potential business enterprise in the cities and expected to contribute for the development of nursery expansion to the nursery owner.
- Robo & Mazadu (2018) examined the viability of seedling production in nurseries within Bauchi metropolis in Nigeria with the aim of investigating whether it is financially feasible for young to engage in seedling productions in order to reduce the rate of unemployment in the Bauchi metropolis. Seedling nurseries are mean of self-employment opportunity that generates income with relatively low investment expenditure in the study area. There is great need for adoption of this enterprise in order to reduce poverty and unemployment rate in the study area.
- McElwee (2006) suggests that a major challenge for the agricultural sector is to enable farmers to develop their entrepreneurial skills. It may well point to the fact that if the sector is under as much strain as many would suggest, then farmers of all types will require economic support and greater emphasis on education and training may be necessary
- Haque, Monayem & Rashid (2007) presented in their study that in Jessore and Gazipur districts, the socio-economic status of plant nursery business in Bangladesh. This business has vast potentials of generating employment and income of the owners. This nursery is also important for the protecting of environmental sustainability also.
- Botha, Witkowski & Cock (2005) found in the study that nurseries aim to become commercially viable, many do, increasing challenges in implementation as a project must generate sufficient income in the long term to ensure its survival and to distribute satisfactory benefits to participants. The business attributes of outreach nurseries are compared with commercial sector enterprises. They also found this nursery also help to protect in conservation of environmental as well.

National perspective

- Ruchira (2012) studied that in Udaipur, Rajasthan maximum private plant nursery owners have only primary education than have more than 5 years of experience of this business. This business has vast potentials of generating employment and income of the owners. The yearly net returns per nursery were Rs. 145226.5. The rate of returns over full-cost was found to be 14%. This plant nursery is also very much helpful for protecting environment too.
- Raju and Raju (2015) found the implication of expanding urbanization will be a decline in the rural population and to ensure the sustainability of food production, rural communities, and natural resources there is a need of rural development. Agricultural Entrepreneurship is a strategic development intervention that has the potential to accelerate the rural development process.

Agricultural entrepreneurship is vital for the generation of employment in the rural areas and for promoting incomes and earnings of people.

- Choudhury & Easwaran (2019) showed the common platform and unity amongst farmers regarding the prices of the product are very much important without which farmers fail to get the benefits. Societal recognition is more important in pursuing an occupation like agricultural entrepreneurship.
- Sarah et. all (2015) explained the key contextual dimensions of the agricultural sector: these are identity, family, and institutions, which provide promising opportunities for agricultural entrepreneurship.

SIGNIFICANCE OF THE STUDY

- **Academic significance**

Applications of entrepreneurship in plant nursery business enhance the knowledge of modern entrepreneurship and agro-entrepreneurship. How it will solve the local unemployment or generate more employment, a model may be developing in this regards. It also leads to develop the relation between plant nursery businesses with protection of environment.

- **Economic point of view**

- a. Plant nursery development technique may develop a new idea in agri-business. Such business can help to develop non traditional business for young village people as start up business.
- b. Buying and selling of plant improve the economic position of the locality. It may help create more and more employment, create more income which may lead to improve their standard of living.
- c. It will also help to crate sustainable development from the point of view of environment.

OBJECTIVES OF THE STUDY

1. To know the percentage of employment generation in this particular field of nursery business.
2. To assesses effects to this business of plant nursery on the local economy.

RESEARCH METHODOLOGY

The study is dependent on primary data collected a structured questionnaire and administer among the sample employees & employer to elicit relevant information from them, keeping the objective of the study in mind. We have chosen 10 Nursery houses in south 24 parganas area and taken interview of 100 respondents. In continuation questionnaire contains both open ended and close ended questions to understand the situation of plant nursery business. In this case 5 point liker scale is used from strong agree to strong disagree (5 to 1). The secondary sources are collected through use of journal, research paper, and various reports of Government and authenticate finance website and online resources etc.

ANALYSIS OF DATA

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|-----------------------|--------------|----------------|-----------------|--------------------------|
| Generating Employment | 72 | 20 | 5 | 3 | 0 |
| Helpful for development of local Economy | 60 | 20 | 10 | 10 | 0 |
| Easy way of starting own Business | 70 | 20 | 5 | 5 | 0 |
| Problems of Capital for continuation of nursery | 50 | 25 | 10 | 10 | 5 |

Source: Primary data

Table: 1 reveals that 50% of the male students using social media more than 6 hours in a day only 6% of the male students use social media less than 2 hours in a day as compared to 36% of female student's respondent. From the above observation it is clear that male students use more time on social media than female students.

Chi-Square Test

- **To assess the relationship between Plant Nursery Business and employment Generation**

H01: There is no relationship between the Plant Nursery Business and employment Generation

| | Value | df | Asymp. Sig. (2- sided) |
|------------------------------|----------------------|----|------------------------|
| Pearson Chi-Square | 156.295 ^a | 4 | .000 |
| Likelihood Ratio | 178.124 | 4 | .000 |
| Linear-by-Linear Association | 48.140 | 1 | .000 |
| N of Valid Cases | 100 | | |

- The above tables give the result of Chi-Square test of association of attributes between the Plant Nursery Business and employment Generation. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In Table 4 the p-Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a relationship between Plant Nursery Business and employment Generation.

- **To Assess the Degree of Relationship between technical education and starting of plant nursery business.**

• **H02:** There is no significant relationship between technical education and

starting of plant nursery business.

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 42.420 ^a | 4 | .000 |
| Likelihood Ratio | 44.258 | 4 | .000 |
| Linear-by-Linear Association | 5.201 | 1 | .025 |
| N of Valid Cases | 100 | | |

• The above tables give the result of Chi-Square test of relationship between technical education and starting of plant nursery business.. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In above table the p-Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a significant relationship between technical education and starting of plant nursery business.

FINDINGS & CONCLUSION

It is found from the above study that:

- So many people are involved in this business directly or indirectly.
- About 15 % employments are generated in this field of business.
- It is very easy way to start own venture.
- To start the plant nursery business requirement of technical knowledge is less.
- Infrastructural and logistic problems are more in this business.
- Some of the entrepreneurs are now export their product.
- Training centre and financial support are needed in this sector.
- Assistance from Government Departments is welcome.

It can be said that plant nursery business will have great future and it creates lots of job opportunity. It also helpful to development for the local economy. More government intervention will also help to flourish this business and it will be a new way of entrepreneurship in rural area.

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