

Women's Voice

Our ecology is suffering. Mass deforestation to make place for tall buildings and industrialisation has brought natural imbalance. Mrs Vinah Ganoo believes it is high time decisions were taken to save the planet.

By Tasleemah Joomun

Green life in a green world



Mrs Vinah Ganoo speaks in the name of thousands of plants with the ultimate goal of avoiding their extinction. She deals with plants to foster forestation worldwide. Her project was retained among the 12 best and was selected from 800 nominations from 120 countries.

Worldwide

Her company, Flora Marketing Co Ltd in Curepipe saw the light of day ten years back. Fascinated by the ways of life of poor African tribes and their ability to recognise plants she ventured in the flora business. Basically people of tropical countries in the Southern African regions work for her by supplying to her more than 350 species of plants which she exports to

other countries of the northern hemisphere, including Canada, China and America.

Her interest in this field was triggered by her visit to different countries where she studied the flora and eventually fell in love with nature. "I believe, we human beings having mental capacity and ability to reason, have to speak up in defence of all living beings on earth, particularly on the behalf of plants. I believe that plants have the right to live just as animals do and with the ultimate goal to avoid the risk of extinction of species," says Mrs Ganoo. She has associated herself with different international organisations working for forestation. Her company is a member of various associations including, Nurseryman Association in USA,

Australia, China, South Africa and India.

Empowerment

In this trend she has also helped in empowering more than 1500 men and women around the world, providing them a job to earn a living.

"My work in poor communities in African continent consists also in changing the mindset of these people and make them aware that we live in a changing world, economically, socially and politically. I have thus created a platform for integrating marginalized women into more awareness so that they earn a decent living," she says. Mrs Ganoo wants to do something for the poor, the ghettos and the slums, motivating them to think big.

Green world

"In the early years I suffered all kinds of derision, ridiculed as the tree-woman and seen as foolish. But today I am proud to overcome all obstacle in life for the cause of plants," she smiles. Her interest being always focused on horticulture, forestry and conservation, mass production, mass harvest and mass plantation are her dreams of a greener world. "More than 20 million plants were planted, exported in more than 30 countries, more than 1000 people especially are living with cash crop income in Africa and Brazil and more than 250 nurseries employing directly and indirectly more than 2500 people are in the nursery business due to Flora Marketing," she points out.

A successful woman entrepreneur and mother of a 16 year old boy, Mrs Ganoo loves to travel and enjoys reading. Not always confined to strict office hours she is happy to have her own business and encourages young women to go out and dare.