Plant Name: Begonia

- **Light Requirements:**
  - Place your begonia in bright, indirect light. Avoid direct sunlight, as it can scorch the leaves.
  - If growing indoors, choose a location near a window with filtered sunlight or provide artificial grow lights.

- **Watering:**
  - Keep the soil evenly moist but not waterlogged. Begonias prefer slightly moist conditions.
  - Water your begonia when the top inch of soil feels dry to the touch.
  - Avoid overwatering, as it can lead to root rot. Ensure good drainage by using a well-draining potting mix.

- **Humidity:**
  - Begonias thrive in high humidity environments. Consider misting the leaves regularly to increase humidity.
  - Alternatively, place the plant on a tray filled with pebbles and water, ensuring that the pot is not sitting directly in the water.

- **Temperature and Air Circulation:**
  - Begonias prefer temperatures between 65°F and 75°F (18°C to 24°C).
  - Avoid exposing the plant to cold drafts or sudden temperature changes.
  - Provide adequate air circulation to prevent fungal diseases. However, avoid placing the plant in strong, direct drafts.

- **Fertilizing:**
  - Feed your begonia with a balanced, water-soluble fertilizer every four to six weeks during the growing season (spring and summer).
  - Follow the instructions on the fertilizer packaging for proper dilution and application.

- **Pruning and Maintenance:**
  - Remove any dead, yellow, or wilted leaves or flowers promptly.
  - Prune the plant to maintain a compact and bushy shape. Pinch back the stems to encourage branching and promote more blooms.

- **Pests and Diseases:**
  - Keep an eye out for common pests such as aphids, mealybugs, and spider mites. Treat infestations promptly using organic or chemical insecticides.
  - Prevent diseases by avoiding overwatering and providing good air circulation.

Remember, each begonia variety may have specific care requirements, so it's essential to consider the specific instructions provided with your particular type of begonia. With proper care and attention, your begonia will reward you with its vibrant colors and lush foliage.