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MINISTRY OF AGRICULTURE
GOVERNMENT OF INDIA



ASCI
All India Horticulture Society



GREEN COLLEGE
DEVELOPING GREEN ENTREPRENEURSHIP



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DEVELOPING GREEN ENTREPRENEURSHIP

Certificate in
Floriculture



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GREEN COLLEGE

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Agriculture Skill Council of India

Agriculture Skill Council of India was set up in January 2013 as a Section 25 company under Companies act of Ministry of Company Affairs. The endeavour of ASCI is to work towards building capacity in the Agriculture Industry and bridge the gap between laboratories and farms. ASCI envisions to touch/ upgrade skills of Cultivators, Agricultural Labours and Direct and Indirect labour engaged in Organised and Unorganized Agriculture and Allied industry.

PradhanMantriKaushalVikasYojana (PMKVY) is a unique initiative by the Government of India that aims to offer 24 lakh Indian youth meaningful, industry relevant, skill based training. PMKVY was envisaged as a key measure to impart skills-based training to the youth, making them capable of earning and supporting the nation's anti-poverty endeavors. The scheme becomes all the more important

Floriculture:

Course would include:

Nursery development, poly nursery preparation, cutting and grafting, cultivation of all type of flowers that has market demand, other show plants for household and office decorations, insect and pest management of floriculture, farm management, Bank and market exposure

Exam and certification:

Based on the total credit weekly exam would be conducted for each

Who can apply?

1. Any youth from low income household
2. Age group 18-35 years
3. Literacy level- minimum 7 standard and above
4. Interested to be self-employed in the sector
5. Having minimum 0.50 decimal land

Course duration: 30 days

Entrepreneurship opportunity:

Other than the local market, entrepreneur can gradually shift to export markets and also include to poly nursery/ greenhouse based high yielding and high quality flower cultivations and can be linked to international exporters of flowers

About floriculture

About two decades back or so, the floriculture was just a pastime of rich people and hobby of flower lovers, but now it has opened a new vista in agri-business i.e, commercial floriculture. With the increase in buying capacity of people, the flower lovers have now started buying them from the markets to beautify their home as well as to adore some one they love simply because they don't have time and enough space to grow flowers particularly in urban areas and in metropolitan cities. Flowers, it seems, is the most wanted item in any social occasions for conveying one's status and aesthetic sense. Flower is now so indispensable that one may cancel his her birthday celebration or Yama may postpone the death of a dying person in case flowers are not available at that time. No nuptial is performed and honeymoon of a young couple is not consummated till garden fresh rose and ravanigandha or tuberose with lingering and stupefying aroma are made available. Flowers play an essential role in people's celebrations and every day lives. Weddings, graduations, funerals, Mother's Day, St. Valentine's Day, Easter and Christmas are all peak periods of demand for flowers and plants.

Cut flowers are combined into elaborate arrangements and bouquets, or several stems are packaged together for impulse cash-and-carry purchases. Flowering and foliage plants are combined together in baskets or planters, or sold individually with pot covers and sleeves to accent their beauty. Cut flowers, potted plants and bedding plants are available at florists, supermarkets, corner grocery stores, mass-market outlets and garden centers. More people are buying flowers at their supermarket as part of their weekly grocery shopping. Another shift in marketing is the move towards more direct farm marketing. Several growers have retail outlets on the farm where we can buy products such as long stem roses, potted orchids and bedding plants.

Advantages:

- Huge demand in market.
- Market demand and price is always high.
- Indian climate is very suitable and favorable for floriculture.
- Various type of easily found water resources are available.
- Various type of species are easily available.
- Easily available of low cost labors.

