Certificate in Floriculture

GREEN COLLEGE
Developing Green Entrepreneurship

Floriculture
- Nursery
- Seed treatment
- Germination
- Harvesting
- Processing
- Farm management
- Marketing

GREEN COLLEGE
Village-Madhumadih, Block-Sarwan
District-Dumka, Jharkhand
Mob: 9264735008

NEEDS Office
House Plot-275 Near Charkpahari
Tapovan Road
PO-Ashram Kaimur,
Deoghar-814143, Jharkhand
Email ID: www.needsjobs@gmail.com
Website: www.needsjobs.in

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Agriculture Skill Council of India (ASC Council of India) was established in January 2013 as a Section 25 company under Companies Act of Ministry of Company Affairs. The endeavor of ASCI is to work towards building capacity in the agriculture industry and bridge the gap between the universities and farms. ASCI envisages to touch the lives of all farmers, agricultural laborers, and small and medium-sized enterprises. It also contributes to the employment and skill development of people engaged in agriculture and allied industries.

Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) is a unique initiative by the Government of India that aims to offer a 24 lakh youth meaningful, industry-relevant, skill-based training. PMKSY was envisaged as a key driver to impart skill-based training to the youth, making them capable of earning and supporting the nation's self-sufficiency endeavors. The scheme becomes all the more important.

Floriculture:
Course would include:
1. Nursery development, poly nursery preparation, cutting and grafting, cultivation of all type of flowers, plants, and trees for household and office decorations, retail, and post-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 opportunities:
Other than the local market, entrepreneurs 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 agr business i.e., commercial floriculture. With the increase in buying capacity of people, flowers have now started buying them from the markets to beautify their home as well as to adorn someone 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 occasion for conveying one’s status and aesthetic sense. Flowers are now indispensable to any celebration or event, as they pay an essential role in people’s celebrations and everyday 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 items are packaged together for impulse sales 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 to move towards more direct farm marketing. Several growers have retail outlets on the farm where they can buy products such as long stem roses, potted orchids, and bedding plants.

Advantages:
1. High demand in market.
2. Market demand and price is always high.
3. Indian climate is very suitable and favorable for floriculture.
4. Various type of easily found water resources are available.
5. Various types of species are easily available.