AVENUES IN FLORICULTURE

The floriculture industry in India is characterized by growing traditional flowers (loose flowers) and cut flowers under open field and protected environment, respectively. India also has a strong dry flower industry, which contributes a major share to the overall trade. Other segments like fillers, potted plants, rentals, seeds and planting material, turf grass industry and value added products also contribute a share in the overall growth of the floriculture sector. Traditional flowers comprise of cultivation of loose flower like rose, chrysanthemum, crossandra, marigold, jasmine, tuberose, taberanaemontana (motia), gaillardia, gomphrena, lotus, nerium, China aster under open field conditions. India is the second largest grower of flowers after China. Cut flower cultivation encompasses growing of flowers like rose, carnation, chrysanthemum, gladiolus, gerbera, orchid, anthurium, lilium, alstroemeria, tulip, *etc.* in greenhouses. Expressing human emotions by offering cut flowers was considered alien to Indian culture. But in recent times, cultural revolution opened the cut flower avenue in India in a big way. In the global bloom business, the second important segment of floriculture, which contributes a major share after cut flowers, is the pot plant production and rentals. The avenue of corporate landscaping is fast expanding due to increasing industrialization, environment regulation and the quest to beautify the surroundings. Another avenue of hybrid seed production of flowering annuals is fast expanding across the country due to promising economic returns. The demand for turf grass is increasing day by day as new specialized parks, golf courses and stadiums for sports events are emerging in different locations of the country. The corporate houses are evincing their commitment to mitigate the pollution by resorting to landscaping the corporate premises and their factories. The demand for floral decorations is increasing rapidly due to lavish arrangements during social, political, entertainment and sports events. Value added products such as dry flowers, pot pourris, essential oil extraction, aromatherapy, pharmaceutical and nutraceutical, dyes, petal embedded handmade paper, *etc.* is an important sector which provides a great scope for the Indian entrepreneurs. In floriculture, innovation holds the key to create a business opportunity. Besides, a number of other avenues viz., bonsai, floral gifts, fillers, specialty flowers can be explored for expanding business.

OBJECTIVES

- To provide advance training to the state agricultural/ horticultural officers and improve their skills in various avenues of floriculture for livelihood security.
- To provide an opportunity to discuss and exchange ideas/ knowledge among the participants and experts/resource persons who have made notable contributions in this area.

COURSE CONTENT

The course will broadly cover the topics such as importance and scope of floriculture in India, motivation for entrepreneurial skill development, women empowerment, open field cultivation of marigold, rose, chrysanthemum, gladiolus, tuberose, etc. and protected cultivation of cut flowers (rose, cut chrysanthemum, gerbera), turfgrass industry, exposure to different micropropagation techniques in flower crops, raising of Hi-tech nurseries, prospects and problems of seed production of annual flowers, role of landscaping for livelihood security, visit to Delhi flower market and flower production units in NCR regions, disease, insect, nematode and weed management in flower crops, essential oils from flower crops, extraction of pigments from flower crops, nutraceutical from flower crops, post-harvest management practices in flower crops for quality supply, drying of flowers for value added products, *etc.*

TRAINING STYLE

The training style will be participative and action oriented. The emphasis will be on learning through experiences along with theories. Group assignments, discussions, hands on experience etc. would be major interactive modes. The programme will consist of a blend of lectures, experiential learning, interaction with farmers and entrepreneurs and group discussion. The programme will provide excellent opportunities for practical experience, field visit and mutual interaction and information sharing among the participants, with experts, farmers and entrepreneurs.

COURSE FACULTY

The course will be conducted in the overall supervision of Dr. K. V. Prabhu, Joint Director (Research) & Head, Division of Floriculture and Landscaping. Dr. Kanwar Pal Singh, Principal Scientist has been designated as the Course Director for the model training course. Faculty of the Division and resource speakers from other divisions of IARI and experts in the field will be invited to conduct the sessions.

DATES AND DURATION

The duration of the Model Training Course will be of eight days from December 10 - 17, 2014. The participants are expected to arrive on December 09, 2014 and leave only after 5.00 PM on December 17, 2014.

BOARDING AND LODGING

The lodging, boarding and travel (TA) expenses (as per their entitlement maximum upto AC-two tier of train or state transport bus by shortest route, to and fro) of the selected participants will be borne under training programme budget as per guidelines. The participants will be provided accommodation in the **Kaveri Trainees Hostel** of the Institute.

Application Form for participation in

Model Training Course

on

AVENUES IN FLORICULTURE FOR LIVELIHOOD

(December 10–17th, 2014)

(To be sent to the Course Director of the Model Training Course concerned)

1. Full Name (IN BLOCK LETTERS) : .....
2. Designation and address : .....
3. Present employer with address : .....

   .....
4. Address for correspondence (IN BLOCK LETTERS) : .....

   Phone* : ..... Fax : .....

   Mobile* : ..... Email* : .....

   **Mandatory*
5. Permanent address : .....

   .....
6. Date of birth : .....
7. Sex : Male/Female : .....

   Marital status: Married/Unmarried : .....
8. Nature of work and experience : .....

   .....
9. The training attended during last five years

Sl. No.	Training attended	Duration (days)	Year

10. Experience in Management, if any (No. of years) : .....

11. Academic record

Exam. Passed	Subjects (Main/ Subsidiary)	Year of passing	Class/ ranks, distinctions *etc.*	Univ. or Institute
Bachelor's degree				
Master's degree				
Other Certificate Dip./degree				
Ph.D.				
Other				

Date : .....

Place : .....

Signature of applicant

Recommendations of the forwarding Organization :

.....

It is certified that the above information has been furnished as per the office record and found correct.

Date : .....

Signature of the sponsoring authority with name, designation and address

WHO CAN PARTICIPATE ?

The model training course is meant for the State, Regional and District level officers and Extension Personnel of State Departments of Agriculture/ Horticulture/Floriculture, *etc.* The total number of participants shall be limited to 20.

HOW TO APPLY ?

Nomination for participation in the training programme may be filled in the prescribed application form as given herewith and forwarded by the competent authority where the candidate is employed. Applicants may send an advance copy if they anticipate delay in forwarding through proper channel.

LAST DATE FOR SENDING NOMINATIONS

Duly filled nomination form should be sent to the Course Director, Dr. Kanwar Pal Singh , Division of Floriculture and Landscaping, Indian Agricultural Research Institute, New Delhi-110012 on or before **31 October, 2014** by speed/registered post.

CONFIRMATION OF PARTICIPANTS

The candidates will be intimated through e-mail/ Telephone after the closing date of receipt of application. All the selected candidates should reply with firm acceptance. Cancellation at the last moment for casual reasons after acceptance is undesirable as it will deprive other eager candidates who could have availed of the opportunity.

ABOUT THE INSTITUTE

The Indian Agricultural Research Institute (IARI) is country's premier institute for research and higher education in agricultural sciences. The institute conducts basic and strategic research, serves as a centre for academic excellence and provides national leadership in agricultural research and extension through development of new concepts, hypotheses and technologies. The IARI also known as Pusa Institute which is a self-contained complex spread over an area of 500 hectares. It is located at about 12 km west of Delhi railway station and about 8 km west of New Delhi railway station. It is about 7 km west of Krishi Bhavan, the ICAR Headquarters and next to Rajendra Place metro station. It is advised to avail prepaid taxis/ autos available at these railway stations.

WEATHER DURING THE PERIOD

It will be pleasant cold weather during December with average maximum temperature 25° C and minimum 10-15° C and average rainfall of 10 mm. The candidates are advised to bring woollens accordingly.

VENUE

Division of Floriculture and Landscaping, Indian Agricultural Research Institute, New Delhi -110012 will be the proposed venue for the model training programme.

For more information, contact :

Dr. Kanwar Pal Singh
Course Director & Principal Scientist
Division of Floriculture and Landscaping
Indian Agricultural Research Institute,
New Delhi-110012

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011-25841929 (O), 011-27853943 (R)
E-mail: Kanwar_iari@yahoo.co.in, head_fls@iari.res.in

Model Training Course

on

AVENUES IN FLORICULTURE FOR LIVELIHOOD

(December 10–17th, 2014)

Course Director : Dr. Kanwar Pal Singh

Division of Floriculture and Landscaping
Indian Agricultural Research Institute
New Delhi – 110 012