

Horticulture Special



“ We need to bring momentum to Skill India campaign and I would encourage more and more youth to come forward and participate in these opportunities being extended to them”

Shri. Dharmendra Pradhan,
Hon'ble Minister, Ministry of Skill
Development & Entrepreneurship (MSDE)



“ We need alternative to conventional education models. That is why we are focusing on different verticals like entrepreneurship and skill development”

Shri Anantkumar Hegde,
Hon'ble Minister of State, Ministry of Skill
Development & Entrepreneurship (MSDE)



*“Sowing skills...
...harvesting opportunities”*

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Message from CEO

India is the second largest producer of horticultural crops and fruits in the World. The horticulture sector which includes a wide variety of crops such as fruits, vegetables, spices, plantation crops, floriculture, medicinal and aromatic plants, cashew etc. is nowadays recognized as an important sector for potential diversification and value addition in agriculture. India accounts for 10 per cent of world fruit production and mango, banana, citrus, apple, guava, papaya, pineapple and grapes account for the bulk of fruit production.

India is having a rich potential in flower exports, which can be capitalized in near future. India also grows a wide variety of spices like black pepper, ginger, cardamom, turmeric, garlic, chilies etc. The export demand for such spices is increasing and accordingly, the export earnings from spices has increased year by year.

Many ambitious schemes are being implemented for the integrated development of horticultural crops and promoting the processing and marketing of products to promote the export. But the major challenge is to ensure that the people working in this sector are appropriately skilled & they have access to latest know-how for increasing production to meet domestic and international demand. ASCI has embarked on many initiatives to collaborate with education & research institutions, training colleges & other national bodies to create outcome-based curriculum for 34 job roles in Horticulture (Production & Amenity) Segment. We are also seeking private partnerships to provide training in horticulture clusters across India.

Dr. Satender Arya

Importance of skilling in Horticulture



Dr. Narendra Dadlani
Former Director Horticulture,
Govt. of India

Horticulture, the world over, is perhaps the third most important sub sector in agriculture, after food crops and animal husbandry. Horticulture is a diverse area which includes a variety of crop groups, the skilling requirements for which are very different from each other. The other major horticulture crop groups are the ornamental crops (flowers & flowering plants), spice crops,

medicinal & aromatic crops, plantation crops (fruits like coconut, areca nut, etc. and others like tea, coffee, rubber, palms, etc.), mushroom, among others.

Horticulture crops, more particularly, fruits and vegetables, are extremely important in India. India, is ranked second in both fruits and vegetables production. We have seen phenomenal growth in both production and consumption of vegetables in recent years. Their importance is reflected in the statement from Mr. Narendra Modi, our Hon'ble Prime Minister, who said 'those growing vegetables and fruits are among our top priority...'



Horticulture production today operates at levels of complexity that did not exist twenty years ago. Farmers have to be good at not only farm production, but also at business acumen like technology, product innovation, supply chain management and competitive marketing. Advances in science and technology are transforming horticulture production today. Nature of challenges in the success of a horticulture enterprise may vary.

In India, like other nations, the production practices and skills are passed from generation to generation. This informal apprenticeship has worked well, however, there is a strong need to build on this mentoring tradition. This is where the programs for skill development become

important. It is common to find in rural India, several common agricultural practices being followed wrongly. Since it has always resulted in what we expected, we perhaps didn't realize we were doing things wrongly. Now we are becoming aware about how to do things better. We now understand that skill development aims at equipping us with skill sets to successfully and sustainably perform activities. We have also started understanding that we now need to have skill sets across the value chain. This graduation from farming to farm enterprise management is slowly taking shape.

Horticulture being a multi crop group agriculture sub-sector has vast scope for developing and using skill sets for sustainability. Each sub group, as mentioned earlier needs different skill sets. Also, with advancement in technology, the job roles will need to be redefined. These days, to meet market demand, vegetables, as well as flowers are produced under open field conditions, as well as under protected conditions. Obviously, the production practices can't be the same. Hydroponics (soil less culture) is another production dynamics. In both vegetable and flower production, nursery raising is a specialized activity. For fruit plants and several ornamental plants, propagation is an activity, which needs special attention. Harvesting is another simple activity which also need special skills at time.

Another important dimension of skilling is that it is not a one time activity or process. Re-skilling and upgradation of skills is a continuous process. With low mechanization in small farms in India, several skills commonly practiced elsewhere are not usable. Further, in India, migration of labor force is common, necessitating fresh skilling.

Horticulture, thus appears to be a good space for skill development. The scope is vast and requirements changing. What is important is that we need to break the traditions and empower our workforce with appropriate skill sets.



New Partnerships

ASCI has been taking many proactive steps in aligning the goals of skill development with several academic initiatives in India. The objective is to bring various institutes of higher learning and advanced research into the skilling ecosystem to create new job roles and curriculum that are relevant to the industry

- › ASCI along with NSDC signed MoU with Patanjali Bio Research Institute at Haridwar and launched Recognition of Prior Learning program for 40,000 farmers in Organic Farmer and Group Farming Practitioner job roles.
- › ASCI has collaborated with ICAR- Indian Institute of Horticultural Research (IIHR), Bangalore for skilling initiatives in Horticulture job roles.
- › ASCI has exchanged MoU with Tamil Nadu Veterinary and Animal Sciences University (TANUVAS), Chennai. With the initiation of MoU, ASCI planned to organize 3 days Training of Master Trainers' Programme for the faculty of TANUVAS in the month of October 2018.
- › MoU signed with University of Agricultural Sciences, Raichur



ASCI signed MoU with Patanjali Bio Research Institute

QP & Curriculum Development

ASCI has developed 6 new model curricula taking the total model curricula to 134. During the period 1st July-30th Sep 2018, ASCI got 1 QP approved in the QRC, viz. Makhana Grower cum Processor (L4). We have got approved 23 more Q-Files in the 21st NSQC Meeting dated 3rd Aug'18.

Job Role	Level
Agri-Input Dealer	5
Agri Commodity Quality Assayer	5
Agri Commodity Procurement Manager	6
Commodity Account Manager	5
Agri-Warehouse Supervisor	5
Spice Crop Cultivator	4

State Engagements

- › Dr. Pradeep Chakraborty, Director, Vocational Education and Training, Govt. of West Bengal: 28 Schools in West Bengal have been approved for Agriculture Skill Development Job Roles under Samagra Shiksha Abhiyaan.
- › In August, a meeting was held with Shri P.K. Senapati, Director, Fisheries, Govt. of Odisha at Odisha Pisciculture Development Board, Bhubaneswar: Scope and importance of Short Term Training and RPL in the fisheries sector in Odisha were discussed as the state is rich in both Fresh Water as well as Marine Water Aquaculture Farming.
- › Mr. Ashok Patnaik, Joint Director, Samagra Shiksha Abhiyaan, Govt. of Odisha: 28 Schools in Odisha were approved for Agriculture Skill Development Job Roles under Samagra Shiksha Abhiyaan.
- › The Directorate of Fisheries, Govt. of Tamil Nadu organised a Consultative Meeting on 18th Aug '18 to take forward the initiatives in skill training in the fisheries sector in Tamil Nadu. Dr. G. S. Sameeran IAS, Director of Fisheries with other dignitaries participated in the meeting. ASCI advised the Job roles for skill training in fisheries in Tamil Nadu and the support available for conducting of the skill training programmes.
- › A Road show was held on 27th Aug 2018 at Bangalore under the aegis of the National Skills Development Corporation (NSDC), the Confederation of Indian Industries (CII) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, to effectively engage with these stakeholders across India, with a special focus on apprenticeship emerging as an important path to bridge the skill gap in industries and make youth industry ready. The aim of the road show was to enhance awareness about State & Central Level Skill Initiatives with special focus on apprenticeship. ASCI's partnered corporate organizations participated in the Road show.



Apprenticeship workshop at Bengaluru



Meeting with Fisheries Department at Tamil Nadu

Special Initiatives

ASCI in partnership with Uttarakhand Skill Development Mission (UKSDM) initiated skilling program in July for Prisoners of Dehradun Jail. These people have got training in Organic Grower job role and helping them prepare for the latter stage of their life.



Training of Organic Farmer job role

Engagement with Ministry of Agriculture

Skilling under Rashtriya Krishi Vikas Yojana (RKVY)

Ministry of Agriculture & Farmers' Welfare (MoA&FW) through its scheme Rashtriya Krishi Vikas Yojana (RKVY) involved various institutions under the domain of Indian Council of Agriculture Research (ICAR) and Department of Agriculture Cooperation and Farmer welfare (DAC&FW) for expanding the outreach of skilling.

In order to expand maximum outreach judiciously, 368 Krishi Vigyan Kendra (KVK), 26 ICAR Institutes and 32 State Agricultural Universities under the aegis of ICAR were selected. Simultaneously, 17 DAC&FW institutes were also selected to give necessary impetus to the skill building work. Each of these 443 institutes was allotted 20-60 trainees in one or three batch. Thus in totality, plan has been made to train 17,560 candidates across 51 job roles.

To streamline this training under RKVY and aligning with NSQF, ASCI conducted various Training of Trainer (ToT) program across India to conduct assessment and certification of trainers. A total of 649 trainers got certified under RKVY.

Skilling under Mission of Integrated Development of Horticulture (MIDH)

The Centrally Sponsored Scheme of MIDH which integrates the ongoing schemes of National Horticulture Mission, Horticulture Mission for North East & Himalayan States, National Bamboo Mission, National Horticulture Board, Coconut Development Board and Central Institute for Horticulture, Nagaland also joined the skill ecosystem. As of today, over 1447 candidates have been trained and certified across the country under Amenity and Production Horticulture.

Events

- › Assam Skill Development Mission (ASDM) organized a Skill Conclave 2018 at Guwahati, Assam. ASCI interacted with local people and organizations and educated them about initiatives taken in Agriculture & Allied segments at different locations in Assam. Also the organizations have been informed how they can be associated with SSC to provide skill training in the state.
- › ASCI participated in Skill Exhibition at Jodhpur, Rajasthan from 12th- 14th Sep'18. Organizations and local people have been informed about the recent development & scope in agriculture & allied sector. Shri Gajendra Singh Shekhawat, Hon'ble Minister of State, Ministry of Agriculture and Farmers' Welfare addressed the audience.



Skill Conclave 2018 at Guwahati

Rozgar Melas / Job Fairs

With support and guidance from Ministry of Skill Development and Entrepreneurship (MSDE) and NSDC, ASCI has been consolidating its efforts to enhance wage or self-employment.

- › Rozgar Mela was held on 10th Jul'18 by MESD, Maddur under aegis of KVTSDC and ASCI. 110 certified candidates participated in the Mela. The organizations which attended included Kisan Kraft, Organic Mandya and Alpha Omega.
- › NSDC and Department of Labour, Govt. of Bihar organized 3 Days Rozgar Mela from 1th- 13th Aug'18 at Darbhanga Bihar. ASCI actively participated in this event with the employers viz. Shivshakti Biotechnology Ltd., Navbharat Fertilizers Ltd., Jaykishan Horticulture Ltd., Ananda Dairy, etc. and shortlisted more than 80 candidates.
- › ASCI participated in Skill Exhibition and Rozgar Mela organized at Jodhpur from 12th to 14th Sep'18. Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of State for Agriculture and Farmers Welfare addressed the event. 4000 participants enrolled in 3 days Rozgar Mela and 1200 candidates finally shortlisted by 39 Employers.
- › ASCI participated in Rozgar Mela organized from 21st- 23rd Sep'18 at Balasore, Odisha. Farm Mechanization companies like KisanKraft, Escorts Crop Solutions & WOSCA participated and shortlisted candidates.
- › ASCI participated in 3 days Rozgar Mela at Indore, Madhya Pradesh. Total of 18 employers viz. Coromandel International Pvt. Ltd., NCML, Willowood Cropscience Pvt. Ltd. Gramophone, ICICI Lombard, DCM Shreeram, Coromandel Agrico Pvt. Ltd. took part in this Mela. More than 1000 candidates certified under different Job Roles viz. Dairy Farmer, Organic Grower and Tractor Operator etc. participated in the Mela. Shri Dharmendra Pradhan, Hon'ble Minister, Ministry of Skill Development & Entrepreneurship and Smt. Sumitra Mahajan, Hon'ble Speaker & Member of the Lok Sabha graced the event.



Rozgar Mela at Maddur



Rozgar Mela at Darbhanga



Rozgar Mela at Balasore



Rozgar Mela at Indore

Capacity building through Training of Trainer & Master Trainer

Total 769 Trainers participated in 13 ToT/ToMT program from Jul-Sep'18.

- › Dr. Y S R Horticulture University, Venkataramannagudem, Andhra Pradesh on 29th Aug'18.
- › Patanjali Research Institute, Haridwar on 5th Sep'18.
- › Horticulture Training Institute, Uchani, Haryana on 29th Aug'18.
- › Punjab Agricultural University, Ludhiana, Punjab on 30th Aug'18
- › Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur, MP on 13th Sep'18.
- › ICAR Research Complex for NEH Region, Umiam, Meghalaya on 13th Sep'18.
- › Birsa Agricultural University, Ranchi, Jharkhand on 18th Sep'18
- › Bidhan Chandra Krishi Vishwavidyalaya, Mohanpur, West Bengal on 18th Sep'18
- › Swami Keshwanand Rajasthan Agricultural University, Bikaner, Rajasthan on 20th Sep'18
- › Gram-GTETSDC Paralakhemundi, Odisha on 22nd Sep'18.
- › University of Agricultural Sciences, GKVK, Bangalore, Karnataka on 24th Sep'18
- › Professor Jayashankar Telangana State Agricultural University, Hyderabad, Telangana on 25th Sep'18.
- › Anand Agricultural University, Anand, Gujarat on 25th Sep'18.



ToT at Punjab



ToT at Telangana

Engagement at School Level

ASCI's 18 Qualification Packs have been accepted and introduced for school students from class 9th to 12th in collaboration with State Government under Samagra Shiksha Abhiyan. ASCI in collaboration with state education boards conducts assessments and certification of students in addition to extending other related supports.



State	No. of Schools
Himachal Pradesh	163
Haryana	115
Punjab	108
Maharashtra	258
Chhattisgarh	31
Mizoram	1
Gujarat Private School	10
Maharashtra Private School	11
Telangana	12
Andhra Pradesh	9
Rajasthan	50
Goa	15
Uttarakhand	10
Odisha	55
Jammu Kashmir	23
West Bengal	28
Total	899

Visit to Organic State

- › ASCI's Governing Council members visited ICAR- National Organic Farming Research Institute, Gangtok and discuss about the research on the organic farming. The members also visited the organic farms.
- › Member of Governing Council also visited ICAR NRC for Orchids, Pakyong on 1st September, 2018. Dr. D.R. Singh, Director, ICAR-NRC for Orchids apprised all the delegates on the ongoing research activities of the institute and the importance of orchids on generating employment, its medicinal value etc. It was followed by interaction among the participants followed by field visit. Two important agenda came out of the meeting viz, mass multiplication of commercial orchids through tissue culture, transfer of technology for packaging and value addition of orchids.



Governing Council Meeting

The 22nd Meeting of the Board of Governing Council was held on Sep 1st, 2018. The Governing Council members were apprised about the new initiatives and collaborations like initiation of JOHAR Project (Jharkhand), Adoption of Bahraich in Uttar Pradesh and Damoh in Madhya Pradesh as aspirational district, Training in 254 new training institutes for imparting skills under RKVY, TOT/ TOMT programs covering 13 job roles involving 249 trainers, Short term training program at Karwar, Approval of 122 new colleges to run courses under the NSQF schemes.



Training of Assessor

Training of Assessors Program was conducted for the Assessors of Southern region at Institution of Agricultural Technologist, Bengaluru in July 2018. The program was attended by 30 Assessors.



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