**NSDA Reference**

To be Added by NSDA

CONTACT DETAILS OF THE AWARDING BODY FOR THE QUALIFICATION

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| 1. **Name and address of awarding body:**   **National Academy of RUDSETI**  **Chitrapur Bhavan**  **15th Cross, 8th Main**  **Malleswaram**  **Bengaluru- 560 055**  **Ph: 080- 2346 2875**  **Email:** [**info@rudsetacademy.org**](mailto:info@rudsetacademy.org)   1. **Name and contact details of the Individual dealing with the submission:**   **Name: Sri. R. R. Singh**  **Position in the Organization**: **Director General**  **Address:** Same as above  **Email:** [**dg@rudsetacademy.org**](mailto:dg@rudsetacademy.org)   1. **List of Documents submitted in support of the Qualifications file (Annexure)** 2. **About National Academy of RUDSET** 3. **RUDSETI Model of Entrepreneurship Development** 4. **Curriculum document /Syllabus** 5. **Session Plan** 6. **Bank wise list of RSETIs** 7. **Research Studies regarding RUDSETI/RSETI** |

# SUMMARY

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| **Qualification Title: Commercial Horticulture** |
| **Qualification Code:** **NARQ30017-AGRI** |
| **Nature and Purpose of the Qualification:**  Qualification enables the trainee to take up Self Employment in Commercial Horticulture. According to NSSO Data (2013) among workers in rural areas, 54.2% are self-employed and 38.6% work as casual labor, where as only 7.2% have regular wage employment. Most of the self employed are engaged in agriculture and have very little formal skills both in farm and non-farm occupations. Hence, the need to skill rural youth so that the next generation of workers become skilled, productive and contribute positively for the growth of the economy. |
| **Body/bodies which will award the qualification: National Academy of RUDSETI, Bengaluru**  The National Academy of RUDSETI was established in April 2009 in response to an emerging need for capacity building and mentoring of more than 585 Rural Self Employment Training Institutes (RSETIs) established in each district of the country as joint venture between different Banks and the Ministry of Rural Development, Government of India to work as National Level Resource Organization for RUDSETIs and RSETIs and other similar type of Institutes   1. To design and conduct training programmes and undertake project in Enterprise Promotion, Rural Development, Technology Transfer and imparting Human Resource Development (HRD) concepts. 2. To conduct research and development work in the field of Entrepreneurship Development 3. To act as a advisory to policy makers relating to Enterprise Promotion and Rural Development (for Government /NGOs/ Other Organizations / Financial Institutions /Corporate Entities / Central Secretariat, RUDSETI) 4. To take up any other activities connected with Rural Development and Entrepreneurship Development and Rural Development. 5. To provide Consultancy and Counseling Services in the field of Entrepreneurship Development and Rural Development. 6. Any other activity aimed at Development of Entrepreneurship, Rural Development and serving the society at large.   (See Annexure I for a complete profile of NAR and Annexure II for RUDSETI model of Entrepreneurship Development) |
| **Body/bodies which will award the qualification:**  National Academy of RUDSETI, Bengaluru |
| **Body which will accredit providers to offer courses leading to the qualification:**  National Academy of RUDSETI, Bengaluru |
| **Occupation(s) to which the qualification gives access:**  This qualification will enable the trainee to be well equipped to manage his own farm in a more professional manner, and be able to provide employment to 5 to 6 persons.Besides skills in the field of horticulture, the qualification will give access to the trainee to:   1. Acquire and internalize the required Entrepreneurial Competencies (skill as well as attitude). 2. Knowledge and techniques for identifying the business opportunities, selection of an entrepreneurial activity, launching of the venture and skills for managing a Micro Enterprise. 3. Build confidence in one’s own abilities |
| **Proposed level of the qualification in the NSQF:**  Level 3 |
| **Anticipated volume of training/learning required to complete the qualification:**  104 hours  See Annexure II for curriculum document and Annexure IV for Session Plan |
| **Entry requirements / recommendations:**  Male or Female candidates in the age group of 18 to 45 years having inclination for taking up Commercial Horticulture as a self employment occupation. |
| **Progression from the qualification:**  This qualification will enable the trainee to become Self Employed by taking up Horticulture on commercial lines. He/she will be able to manage his or her own Commercial Horticulturein a professional manner and also be able to manage men, material and money with efficiency and self confidence. |
| **Planned arrangements for the Recognition of Prior Learning (RPL):**  Not applicable |
| **International comparability where known:**  **------** |

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| **Formal structure of the qualification** | | | |
| **Commercial Horticulture** | **Mandatory/**  **Optional** | **Estimated Size (learning hours)** | **Level** |
| **Professional Knowledge**  **A - Entrepreneurship**   1. Knowledge of self-confidence , attitude 2. Entrepreneurial competencies 3. Banking, insurance , financial accountancy and management   **Technical Knowledge**   1. History and scope of Horticulture 2. Soil and Plant Nutrients 3. Dry Land Commercial Horticulture, 4. Horticulture under Irrigated conditions 5. Water Management 6. Package of Practices for Horticulture Crops 7. Seed production, 8. Fertilizers and their application 9. Diseases and Pest affecting Horticulture Crops, their control, 10. Weeding 11. Organic fertilizers and Vermi-compost 12. Plantpropagation 13. Commercial Nursery 14. Harvest of Horticulture crops 15. Their preservation, package, and sale 16. Fruit and Vegetable Processing 17. Crop Planning and Farm Models   **Professional Skills**   1. Land preparation for sowing operations(dry land and Irrigated land) 2. Sowing of seeds 3. Application of fertilizers 4. Irrigating the crop 5. Inter-culture operations and weeding 6. Application of pesticides and weedicides 7. Preparing organic fertilizers and Vermi-compost 8. Harvesting of crop 9. Post harvest operations like, grading, and storage etc. 10. Plant propagation – budding, grafting, layering, tissue culture 11. Preparing commercial nursery 12. Crop planning and Farm Models | Mandatory | 20 hours | Level 3 |
| Mandatory | 54 hours | Level 3 |
| **Core Skills**   1. Business Opportunity Identification 2. Market Survey and Business Plan Development 3. Planning and Risk Assessment 4. Problem solving 5. Time management 6. Communication 7. Business Management skills | Mandatory | 24 hours | Level 3 |
| **Admission, Evaluation test & VBaledictory** | Mandatory | 6 hours | - |
| **Total Duration of the Course** |  | **104 hours** | |

**SECTION 1 - ASSESSMENT**

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| **Body/Bodies which will carry out assessment:**  This qualification will be used by 585 RSETIs (list is furnished in Annexure IV)across the country which has been established in each district. These RSETIs are controlled by commercial banks (both Government owned and Private). NAR is a separate body and there is no linkage in management and control between the RSETIs offering the training and NAR which will conduct the assessment. The assessment of outcome of the qualification will be done by NAR which is an independent organization. It is run by professionals who are expert in rural entrepreneurship development. In NAR there will be a separate vertical similar to ‘Controller of Examinations’ in Universities, which will conduct the assessment through its empanelled assessors at the RSETI level. The empanelled assessors will be provided training by NAR.  **How will RPL assessment be managed and who will carry out?**  Not Applicable  **Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of NSQF.**  Assessment tools for the Qualification are decided on the basis of composition of knowledge and skill in that particular Course. All assessments shall have at least two tools viz.1. Practical test and 2. Written test and/or Viva.   1. **Assessment process:**   The assessment will be primarily carried out by collecting evidence of competence gained by the trainees by observing them at work, asking questions and initiating formative discussions to assess understanding and by evaluating their practical work. The question papers for the theory Examinations contain objective/descriptive type questions, drawings etc.  **Minimum pass marks :**Overall 50% of marks allotted   1. **Testing and certifications for the course:**   Arrangements will be made by NAR to ensure that the evidence on which assessment / judgments made are comparable for all trainees and that the judgments made does not vary from assessor to assessor. Arrangements relating to the conduct and monitoring process of assessment are as follows:   * Questions papers will be prepared by NAR in consultation with vocation experts in the field. * Structured tests at the Institute level will be administered in the presence of the assessors. * The tests will be supervised and monitored at every Centre * Theory and practical Examinations will be carried out with invigilators/examiners with the overall supervision of the certified assessors. * Examiners called for evaluation of practical will have technical expertise in the field |

**ASSESSMENT EVIDENCE**

**Assessment & Evaluation:**

The trainees will be assessed through a structured test process. The test will comprise of both written, practical and viva voce. Standard question paper will be devised keeping in view the expected outcome of the training. The test will be administered by certified and empanelled assessors at RSETI level. The technical skill component will be tested through practical examination. Both of these tests will be followed by personal interview wherein the entrepreneurial competencies will be tested. The extent of internalization of the inputs given will be tested. The face-to-face interview will assess the overall ability of the trainee concerned to perform the defined job role including behavioral aspects of entrepreneurial competencies. On getting the results of these tests from the assessors at ground level, a senior expert in entrepreneurship at NAR, Bengaluru will review the marks and on his validation, system generated certificates will be issued to the successful candidates online.

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| **Entrepreneurship Development** | | | | |
| **Assessable Outcomes** | **Performance Criteria** | **Assessment Criteria** | | |
| **Total** | **Theory** | **Practical** |
| 1. Candidate is clearly able to differentiate between Wage employment, Self-employment and Entrepreneurship 2. Understand, appreciate and develop the self-confidence for embarking on self-employment / entrepreneurship. 3. Understand and internalize entrepreneurial competencies and know their importance for becoming a successful entrepreneur. 4. Trainee is able to understand the legal and regulatory aspects of launching an enterprise. 5. Trainee is able to appreciate need for continuous growth and expansion of an enterprise 6. Trainee is able to analyze major trends in a given economic sector / sub-sector and identify Business Opportunities 7. Trainee is able to conduct market survey and develop sound Business Plans based on obtained data. 8. Develop effective personal management skills like time management and communication skills. 9. Knows to maintain simple books of accounts and prepare financial statement for small business 10. Trainees able to devise a simple marketing and sales strategies and plan for a small business 11. Trainee is able to manage small team of workers required for managing a small business | **PC 1** – Understanding the Context and Need for Rural Entrepreneurship Development, Role of RSETIs | 3 | 3 | 0 |
| **PC 2** – Developing Self Confidence and Positive Attitude (Micro Lab & Tower Building) | 3 | 2 | 1 |
| **PC 3** – Comparative Advantages of Entrepreneurship and Self Employment over Wage Employment | 5 | 5 | 0 |
| **PC 4** - Understanding and internalizing entrepreneurial competencies | 8 | 3 | 5 |
| **PC 5** - Understanding the process of steps in Problem Solving | 5 | 3 | 2 |
| **PC 6–** Time Management – Understanding of Basic Concepts and ability to manage time | 5 | 3 | 2 |
| **PC 7 –** Effective Communication Skills – Understanding of Basic Concepts and ability | 5 | 2 | 3 |
| **PC 8** – Ability to assess market conditions and indentify appropriate business opportunities | 5 | 5 | 0 |
| **PC 9** – Understanding of Banking & Insurance and how it can help a start up enterprise | 5 | 4 | 1 |
| **PC10** – Understanding and ability for Inventory and Materials Management | 4 | 4 | 0 |
| **PC 11**– Understanding and ability for Sales and Marketing | 4 | 3 | 1 |
| **PC 12** – Human Resource Management – Understanding of Concepts and ability to manage a team | 4 | 4 | 0 |
| **PC 13** – Growth and Strategic planning – Understanding of concept | 4 | 4 | 0 |
| **TOTAL REDP** | **60** | **46** | **14** |

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| **Assessable Outcomes** | **Performance Criteria** | **Total** | **Theory** | **Practical** |
| **Professional Knowledge**  **B**. **Technical Knowledge**   1. Interest generated in learning the techniques of Commercial Horticulture for taking it up as self employment 2. Trainee understands aspects related Commercial Horticulture– 3. Soil type, Soil and Plant nutrients, selection of Seed material, their planting, spacing to be followed, irrigation frequency, methods, manuring and application of fertilizers. 4. Knowledge of various agronomic practices to be followed for commercial Horticulture in relation to dry land farming and farming under irrigated conditions 5. Knows about agronomic practices to be followed in respect of Seed production 6. Knows about Organic fertilizers and preparation of Vermi-compost – their application 7. Knows the pests and diseases affecting the crop, how to control them, and their effects on yield of crop. 8. Knows about various types of plant propagation – Budding, grafting, aerial layering, tissue culture 9. Knows the various aspects of   Commercial Nursery- establishment, selection of plants, their maintenance, and sale   1. Harvesting of crop 2. Post harvest operations like, grading, and storage etc. 3. Knows about processing of Fruit and Vegetables 4. Is able to know how to plan crops for various seasons and prepare a farm plan. | **PC1** Trainee understands the scope of Commercial Horticulturist as a self employment venture | 2 | 2 | Nil |
| **PC2** Trainee can distinguish the difference between Horticulture and Commercial Horticulture | 2 | 2 | Nil |
| **PC3** – Trainee know the different kinds of soil and Soil nutrients, | 3 | 3 | Nil |
| **PC 4** – He knows how to select the right kind of seed material, | 3 | 3 | Nil |
| **PC 5** – He knows what spacing to maintain between plants depending upon the variety of plants | 2 | 2 | Nil |
| **PC 6** - He understands when to irrigate the crops, using the right kind of irrigation methods | 3 | 3 | Nil |
| **PC 7** He knows to apply fertilizers and manures to the crop as per recommended dosage | 2 | 2 | Nil |
| **PC 8** He understands the agronomic practices to be followed for Dry Land | 3 | 3 | Nil |
| **PC 9** He understands the agronomic practices to be followed for Irrigated and Wet Land Horticulture | 2 | 2 | Nil |
| **PC10** – He is knows the package of practices for Seed Production | 2 | 2 | Nil |
| **PC11**-He is able to tell the difference between Organic fertilizers and vermin-compost and their uses | 2 | 2 | Nil |
| **PC12** He knows the diseases affecting Horticulture crops, knows the control measures | 2 | 2 | Nil |
| **PC 13** He knows what is Budding, grafting and aerial layering as methods of propagation | 2 | 2 | Nil |
| **PC 14** Knows what commercial Nursery is all about, the various plants that can be grown, their maintenance and also sale | 2 | 2 | Nil |
| **PC 15** Trainee knows when and how to harvest the crops | 2 | 2 | Nil |
| **PC 16** He knows having harvested the crop, how to grade them and preserve/store them till they are sold | 2 | 2 | Nil |
| **PC 17** He derives knowledge about processing of fruits and vegetables | 2 | 2 | Nil |
| **PC18** – He is able to plan crops for various seasons and prepare a Farm Plan for execution accordingly | 2 | 2 | Nil |
| **Total** | **40** | **40** | **0** |

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| **Assessable Outcomes** | **Performance Criteria** | **Total** | **Theory** | **Practical** |
| **Technical Skills** | | | | |
| 1. Land preparation | **PC 1** Trainee is able to prepare the land for taking up sowing for Dry Land Horticulture | 5 | 0 | 5 |
| **PC 2**Trainee is able to prepare land for irrigated type and Wet Land type Horticulture | 5 | 0 | 5 |
| 1. Plant Propagation | **PC 3**– Trainee is able to do Grafting | 5 | 0 | 5 |
| **PC 4** – Trainee is able to do Budding | 5 | 0 | 5 |
| **PC 5** – Trainee is able to do Layering | 5 | 0 | 5 |
| **PC 6**– Trainee is able to do Tissue Culture | 5 | 0 | 5 |
| 1. Seed Bed, Transplanting and Sowing | **PC 7** – Trainee is able to prepare a seed bed, | 5 | 0 | 5 |
| **PC 8** – Trainee is able to transplant seedlings | 5 | 0 | 5 |
| **PC 9** – Trainee is able to Sow seeds, by broadcast method, by dibbling etc | 5 | 0 | 5 |
| 1. Manuring& Pesticide Application | **PC 10-** He is able to apply Manures and Fertilizers, by Broadcasting and local application methods | 5 | 0 | 5 |
| 1. Inter-culture operations and weeding | **PC 11** – He is able to do the inter-culture operations in Horticulture Crops | 5 | 0 | 5 |
| **PC12** - He can do weeding operations | 5 | 0 | 5 |
| 1. Pathology and remedial measures | **PC 13 –** He can identify the diseases affecting crops and spray pesticides and to take remedial measures | 5 | 0 | 5 |
| 1. Use of various tools and equipments | **PC 14**He is able to use different equipments for different purposes like seed drill for sowing, plough for ploughing, secateurs for cutting, harvesting etc | 5 | 0 | 5 |
| 1. Harvesting | **PC 15**– He is able to harvest the crop using necessary equipment**,** Pick Flowers and Fruits, Harvest vegetables | 5 | 0 | 5 |
| **PC 16** – He is able to store the harvested crop scientifically | 5 | 0 | 5 |
| **PC 17** – He can package the harvested crops before selling them | 5 | 0 | 5 |
| 1. Potting and repotting | **PC 18 –** He is able to doPotting and repotting of ornamental plants | 5 | 0 | 5 |
| 1. Vermi-composting | **PC 19**– He can prepare Vermicomposting pit using established methods | 5 | 0 | 5 |
| 1. Water management | **PC 20**- he is able to use the pumpsets, sprinklers, pipes, drip irrigation etc as Water management techniques | 5 | 0 | 5 |
|  | **Total** | **100** | **0** | **100** |
| **Total Marks** | | **200** | **86** | **114** |
| **Means of Assessment - Written Test and Viva Voce, Pass Percentage = 50 % of the total Marks** | | | | |

# SECTION 2 - EVIDENCE OF LEVEL

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| **Process Required** | **Professional Knowledge** | **Professional Skills** | **Core Skills** | **Responsibility** |
| Carry out a job which may require limited range of activities routine and predictable | Basic facts, process and principle applied in trade of employment | Recall and demonstrate practical skill, routine and repetitive in narrow range of application. | Language to communicate written or oral, with minimum required clarity, skill to basic arithmetic and algebraic principles, basic understanding of social political and natural environment | Under close supervision some responsibility for own work and within defined limits |
| In Horticulture there are limited range of activities which are to be taken up on a routine and predictable manner | A person with basic knowledge of Agriculture / Horticulture can take up the venture | Ability to work on the unit with available resources – land , water, equipments and with or without labour | Knowledge of local language, local practices, and basic knowledge of keeping accounts | Since this training leads to entrepreneurial outcome responsibility for own work and learning is to be present and demonstrated. |

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| SECTION 3 - EVIDENCE OF NEED **What evidence is there that the qualification is needed?**  Entrepreneurship has been embedded in the Indian genius and is a part of its tradition. India traditionally has been an entrepreneurial society. Traditionally, the entrepreneurship of many communities has been facilitated principally by the successful use of informal ‘entrepreneurial ecosystems’ and interdependent business networks. Further, there is also a rich tradition within the Indian Diaspora, spanning the past several hundred years, whose spirit of enterprise is legion.  Entrepreneurship in India occurs in ‘far more encompassing and far reaching ways than in developed countries’, and could therefore be far more complex, for there is so much more that needs to be done. Commentators today celebrate the ubiquitous Indian attitude of ‘*Jugaad’* (a Hindi word roughly translated as ‘creative improvisation) tool to somehow find a solution based on a refusal to accept defeat, and calling on initiative, quick thinking, cunning and resolve to quickly fulfill market demands at the lowest possible prices) as an entrepreneurial trait that has been as much a part of everyday Indian living as its rich tradition of philosophy and speculation.  In order to give impetus to this growing demand of first generation entrepreneurs to gain formal training in entrepreneurship knowledge and skills RSETIs have been established by various Banks. Ministry of Rural Development gives part funding of the training. The RSETIs have been established on the RUDSETI models which have been proved very effective in eradicating the problems of unemployed youth. The trainings by these Institutes are unique in the sense they are demand based. The Institutes have got the experience of conducting these Programmes over the years. The RUDSETI mdoel of developing rural entrepreneurs has been now well researched and documented (Annexure VI).  Growing awareness for vegetarian food is opening up a new opportunity for production of fresh fruits and vegetables. US health department has laid stress to increase cereals, vegetables and fruits in their food intake and cut down consumption of meat. Europe is scared of mad cow disease and more and more people are showing inclination for vegetarian food nowadays. Under this situation, India has immense opportunity to increase her fruit production and export. Though developed world is producing horticultural products like vegetables, cut flowers and fruits like strawberry in plastic green houses they are unable to grow tropical fruit trees due to high costs under controlled conditions. India has plenty of arable land, good water and almost round the year sunshine. Hence, we can produce fruits native to our own country and export. These fruits have been quoted in Vedas and revered by Indians. Some of the common Indian fruits area Mango, Banana, Kagzilime(popularly known as lemon), Ber(Chinese date), Aonla, Phalsa, Jackfruit, Bael, Karonda(Christ’s Thorn), Kokam and Jamun.. A large number of rural populations are dependent on agriculture and allied activities for its livelihood. Farmers, especially the young farmers want to do Horticulture with the state of the art approach and grow fresh fruits and vegetables as a cash crop. Hence this qualification is needed. | |
| **In order to identify the potential programmes as per the needs of the unemployed youth, a Committee of General Managers of top 5 RSETI sponsoring Banks has been constituted. The General Managers of State Bank of India, Punjab National Bank, Bank of Baroda, Central Bank of India and Bank of India are the members of this Committee. In addition, Executive Director, RUDSETI, National Director for RSETIs and Director General, National Academy of RUDSETI who got rich field experience also joined this Committee**. **The above Committee met at Mumbai on 7th November 2016. After thorough discussions and based on the past experience the Committee short listed potential /need based courses for training rural unemployed youth in the RSETIs. The training on ‘Commercial Horticulture’ is one such shortlisted need based training.** | |

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| **What is the estimated uptake of this qualification and what is the basis of this estimate?**  Presently there are 586 Rural Self Employment Training Institutes (RSETIs) across the country sponsored by various Banks. National Academy of RUDSETI is the anchoring Institution which designs and approves the training programmes being conducted by these RSETIs. The Training Modules are demand driven and are vetted by National Academy of RUDSETI, having experience of running similar programmes by the RUDSETIs since over three decades. Self employment in Commercial Horticulture is a growing trade among the rural youth who stay in rural areas nearer to towns and cities   |  |  |  | | --- | --- | --- | | **FY** | **No. of Training Programmes** | **No. of Candidates** | | 2013-14 | 10 | 249 | | 2014-15 | 16 | 434 | | 2015-16 | 78 | 573 |   So far in RSETIs, 2559 candidates have been trained in this Qualification of which 1906 has settled in the chosen trade. Cumulative settlement rate for the above qualification 74% and observing the above trend, the candidates trained under the above qualification file , the number of candidates estimated to be trained in the next three years is estimated at more than 2,000. |

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| **What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?**  Existing Qualifications packs in Agriculture sector do not offer comprehensive course in horticulture with focus on entrepreneurial outcomes. Hence, the need for this Qualification.  **What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?** |

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| **What Arrangements are in place to monitor and review the qualification (s)? What data will be used and at point will the qualification (s) be revised or updated?**  National Academy of RUDSETI has put in place a robust MIS for RSETIs. Comprehensive data (Course wise/Bank Wise/State Wise) for all RSETIs is maintained by NAR in the said MIS. Entry level data include the photograph of the candidate other basic details. Course modules are made available in the MIS and the website of NAR. Training logs and Post Programme Reports with action photographs of the training are also made available in the MIS. Details of Settlement and credit linkages are uploaded in the MIS with action photos and documentary proofs. The State Directors of RSETIs are also visiting the RSETIs every quarter for reviewing the quality of training / settlement. Officials from the controlling offices of the Banks and NAR are also making periodic visits to the RSETIs for reviewing the activities. MIS reports are used for viewing the settlement of the trained candidates, their level of income and employment generation by them. Feedback obtained from the trained candidates, RSETI sponsoring bank and other stake holders are used to review/update the course. |

# SECTION 4 -EVIDENCE OF RECOGNITION AND PROGRESSION

**What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?**

Candidates trained in Commercial Horticulture will be in good stead to take up further advanced programmes in Cold Storage, Preservation of food and horticultural products, export of agricultural and horticultural products etc. The candidate would derive required confidence to start Green / Poly-house method of farming, which would get him higher returns. In all such ventures the candidate can employ about six to seven persons on permanent basis.