



## Information Brochure on

### 5-WEEK TRAINING IN EXPORT ORIENTED FLORICULTURE, HORTICULTURE & ALLIED BUSINESS



#### **ENTERPRISE DEVELOPMENT INSTITUTE (EDI)**

(Promoted by Bengal National Chamber of Commerce & Industry and  
Government of West Bengal)

Block-IB, Plot-194, Sector – III, Salt Lake,  
Kolkata-700 106

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Website: [www.edikolkata.org](http://www.edikolkata.org)

#### **Bengal National Chamber of Commerce & Industry (BNCCI):**

BNCCI was established in 1887. Being the oldest national chamber of commerce in Eastern India, it has been sharing the responsibility of developing entrepreneurship in this part of the country for more than last three decades. Its primary focus is to provide assistance to Industry & Trade. (Website: [www.bncci.com](http://www.bncci.com))

#### **Enterprise Development Institute (EDI):**

With a view to strengthening the entrepreneurship MSME development activities, BNCCI promoted 'Enterprise Development Institute' as a non-profit making registered Training Institute with support from Govt. of India and Govt. of West Bengal. The Institute conducts a wide range of training programmes on entrepreneurial development, business management, faculty development, skill development, capacity building and related areas. Entrepreneurs and managers from SMEs are also given management inputs through specialized courses on Marketing, Finance, Foreign Trade, Travel & Tourism, Retail Management, Communication Skill Development, Floriculture & Horticulture Business etc.

#### **EXPORT-ORIENTED TRAINING IN FLORICULTURE, HORTICULTURE AND ALLIED BUSINESS**

The programme is being organized for development of entrepreneurship in the areas of production, cool chain transportation and marketing of flowers, fruits and vegetables to meet the growing demand in domestic and foreign market.

#### **Duration & Timing :**

5-week programme. 3 days a week (Monday, Wednesday and Friday) from 11-30 a.m. to 4-00 p.m.

#### **Eligibility :**

Madhyamik / equivalent

**Course content :**

- Scope of entrepreneurship in Floriculture and Horticulture
- High tech cultivation / production technology (both open type and poly-house technology)
- Production of traditional and exotic vegetables and its commercial aspects
- Production of commercial flowers such as rose, tube-rose, gerbera, gladioli, orchid etc.
- Setting up of Orchard for commercial production of fruits.
- Setting up of Commercial Nursery
- Pre and Post-harvest technology
- Marketing – domestic and international
- Export procedure, Incentives
- Visit to flori-farm (poly-house and open type) and pack houses,
- Pricing for floriculture and horticulture products including export and import
- EXIM policies and schemes
- Export documentation
- Export logistics and infrastructure
- Role of APEDA, ECGC, DGFT, NHB
- Export packaging,
- Interaction with successful entrepreneurs
- Preparation of project proposals

**Faculty :**

Some eminent consultants and experts from Bidhan Chandra Krishi Biswavidyalaya, Dept. of Food Processing and Horticulture, Govt. of W.B., West Bengal Food Processing and Horticulture Development Corporation, APEDA, NHB, IIFT, DGFT, ECGC, ITPO, Indian Institute of Packaging, Banks & others will take sessions.

**Special features :**

- Expert faculty
- Study material
- Moderate fee
- Support to the entrepreneurs after completion of the course
- AC classroom
- Field visit

**Participation fee :**

Rs.6000/- (Rupees Six thousand only) as applicable per participant for each programme inclusive of course materials, refreshment etc. The fee to be paid by Cash/Cheque in favour of “Enterprise Development Institute”.

**Date of Commencement :**

January ,2018

**How to Apply :**

Information Brochure and Application Form can be collected from Enterprise Development Institute’s office. It may be downloaded from EDI’s website ([www.edikolkata.org](http://www.edikolkata.org)). EDI can send by email on request. Admission of First -Cu,-First Serve basis for 30nos.



**For admission or other details,  
please contact:**

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Kolkata-700 106

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