



ICAR-IHR, Bengaluru & MANAGE, Hyderabad Collaborative online training program

on

Livelihood Opportunities in Horticulture: Promoting Women Hortipreneurs 23-25, January 2023



Program Directors

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Organizers

ICAR- Indian Institute of Horticultural Research,
Bengaluru, Karnataka
and
National Institute of Agricultural Extension
Management (MANAGE), Hyderabad, Telangana

Livelihood Opportunities in Horticulture: Promoting Women Hortipreneurs



Introduction

The National Institute of Agricultural Extension Management (MANAGE) Hyderabad, an apex level autonomous organization under Ministry of Agriculture and Farmers Welfare, Govt. of India is organizing an online collaborative Training Program with ICAR-IIHR, Bengaluru for women professionals from across the country during year 2022-23. on "**Livelihood Opportunities in Horticulture: Promoting Women Hortipreneurs** " will be at ICAR-Indian Institute of Horticultural Research (IIHR) Bengaluru, Karnataka from **23-25 January, 2023 (3 days)**. The program aims at promoting women hortipreneurs, women start-ups' and value chains involved in Horticulture. The participants will be benefitted with knowledge on emerging business opportunities in Horticulture and upscaling for efficient value chain integration among women. Also tapping opportunities in post harvest technologies, nutrition sensitive agriculture, etc., which can play a great role in increasing income and participation of women in Agri/Horti. Role enrichment of women in FPO's, hortipreneurship, and start-up promotion has been given special emphasis. It also enhance their vision and skills in developing horticulture business plans and pitch fund them, thereby empowering women.

Objective

1. **Scoping livelihood opportunities for women in horticulture**
2. **Developing Hortipreneurship for Sustainable Rural Livelihood among women**
3. **Promoting role of women in Nutrition sensitive Horticulture**

Eligibility Participants

Extension officials of State/Central horticulture departments, horticulturists, Ph.D. scholars, faculty of SAUs/KVKs/ICAR institutes are eligible to apply.

Duration: 23rd to 25th January, 2023

Proposed online Platform: Cisco Webex

Content

- ✓ Gender Empowerment and Gender Disaggregation
- ✓ Livelihood opportunities in horticulture: Emphasis to women
- ✓ Innovative marketing models in Hortipreneurship for women
- ✓ Horticulture network through FPOs : Success Stories
- ✓ Role of Women in Nutri- Sensitive Agriculture
- ✓ Creating Business plans for women entrepreneurship
- ✓ Role of Value chain Post Harvest Technologies in horticulture for women
- ✓ BESST HORT in providing livelihood opportunities for women
- ✓ Business models in Horticulture for women farmers
- ✓ Gender and Entrepreneurship Together in horticulture : Success Stories
- ✓ Bio-Fortified foods for enhancing nutritional security of women
- ✓ Success Stories of farm women
- ✓ Gender Sensitization: Role Transformation



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How to Apply: The participants can apply online on MANAGE website and also with the help of link given below.

Link: <https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=HGI&tpyear=FDFF>

The selection of participants and details of guidelines of training program will be intimated through e-mail. Upon selection they should immediately confirm participation.

Last Date for Applying online: 21 January 2023, 5:30 pm

Selection of candidates: Selected candidates will be intimated immediately by e-mail/phone.

Online examination: An online examination will be conducted on 25^h January 2023, 4:00-4:30 pm in which the participants has to respond 25 multiple choice questions through google forms.

Criteria for certification

- ❖ Full time attendance
- ❖ Minimum 40% score in online exam

Program Feedback: The participants have to rate each session as a feedback which will be incorporated through online mode

Program Coordinators(IIHR)

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