



**ICAR- Indian Institute of Horticultural Research**  
Hesaraghatta Lake Post, Bengaluru - 560089  
**BESST - HORT**



## Training on “Commercial Production & Enterprenurship Opportunities In Rose”

**Date:** 15<sup>th</sup> – 16<sup>th</sup> JULY, 2025

**Time of training:** 9.00am-5.30pm

**Last date of receipt of application:** 14.06.2025

**Venue:** Committee Room, Administrative Building, ICAR-IIHR



**Course Director:** Dr. V. Baskaran

**Course Co-Director:** Dr. Sriram S., Dr. Sridhar V. & Dr. Sujitha S.

**Course Co- Ordinators:** Mr. Chelubaraju V, Dr. Dhananjaya M. V., CEO, BESST-HORT, Dr. Kalaivanan D. Treasurer & BESST-HORT Team.

### Objectives of the training

1. To impart technical know-how on commercial rose cultivation in open field and protected cultivation
2. To impart technical know-how on plant propagation, nursery management, and commercial potential of rose

### Prospects of the training

1. Propagation of rose
2. Management of soil and nutrient
3. Pest and disease management in rose
4. Horticultural practices to be followed in Rose
5. Entrepreneurship opportunities in Rose

### Scope of training

1. Highly useful for young entrepreneurs, agriculture or horticulture graduates/ diploma holders/ SHG women
2. To encourage Trained/ skilled personnel for floriculture industry

Organized by  
Business Entrepreneurship and Start-up Support through  
Technology in Horticulture (BESST-HORT),  
A NIDHI - TBI of ICAR-IIHR,

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### Who are eligible?

All aspiring entrepreneurs including agricultural and horticultural graduates, Diploma holders in horticulture, professional, SHG women & anybody interested to explore the world of microbes to generate income and employment, entrepreneurs/ startups interested in green technologies .

### How to apply?

**Registration link:** <https://forms.gle/1sSCfxUu86VcyE4H9>

Charges for training: Rs.5,800/- per participant. Registration is compulsory  
Training fees includes Accomodation, snacks, tea, lunch, certificate & training manual  
Contact Details: BESST-HORT: 7760883948, 8028466202, Ivrr No: 9403891704 & 9353399288  
Mail ID: bessthort@gmail.com& BESST-HORT. website: www.bessthort.in

### About BESST-HORT:

**BESST-HORT is a Technology Business Incubator of ICAR-IIHR, Catalysed& supported by NSTEDB Division, DST, GoI, New Delhi.**



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