

**GOVERNMENT DEGREE COLLEGE**

**MANDAPETA**



**ADD ON PROGRAMME**

**2023-2024**

**GLOBAL MARKETING IN NURSERY  
MANAGEMENT**

**SYLLABUS**

**DEPARTMENT OF BOTANY**

Dated : 03-10-2023

Station : Mandapeta

Letter to the Principal

From

ABHINAY CHAPALA,

Lecturer in Botany,

Govt. Degree College,

Mandapeta.

To

The Principal,

Govt. Degree College,

Mandapeta.

**Sub:** Regarding to start The Department of Botany certificate course on **Global Marketing In Nursery Management**

Respected sir/madam,

I am CH.ABHINAY working as Lecturer in Botany this college . This is regarding with conduct subject related certificate course introducing for students benefits of our department on **Global Marketing in Nursery Management** The course duration should be 45 days . We are going to start in the academic year 2023-2024 i.e. on 09-10-2023 to 10.01.2024. So, this is my humble request you to permit us for the conducting of above course.

Thanking you sir,

Yours's Sincerely  
*Ch. Abhinay*

*A. R. S.*



**GOVERNMENT DEGREE COLLEGE,MANDAPETA**

**DEPARTMENT OF BOTANY**

**SUBJECT RELATED CERTIFICATE COURSE- 2023-2024**

The faculty members of the Department of Botany in the principal chamber to discuss and review the conduct of the certificate course titled **Global Marketing in Nursery Management** under the chairman ship of the principal and the faculty of the Department of Botany on 03.10.2023.

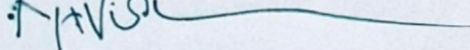
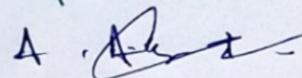
**AGENDA :**

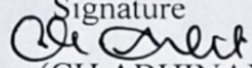
Starting of certificate course for IIIrd year B.Z.C., students.

**RESOLUTIONS:**

- (1) It is resolved to start the certificate course titled "**Department of Botany**" from 03-10-2023 to 10.01.2024 (45 days ) for the academic year 2023-2024.
- (2) It is also resolved to frame the syllabus , regulations for the successful completion of the certificate course titled as **Global Marketing in Nursery Management**
- (3) Enrolled 17 students in this Certificate course.
- (4) Resolved to conduct classes at 4.00 PM.
- (5) Resolved to conduct exam after completion of the course and issue certificates to qualified candidates.
- (6) Qualifying marks in 40 % .

**MEMBERS PRESENT :**

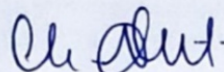
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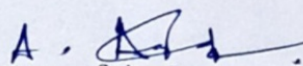
Signature  
  
(CH.ABHINAY)

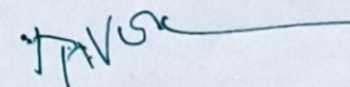
## CIRCULAR

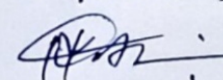
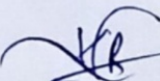
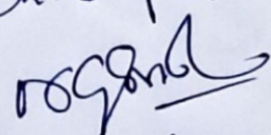
DATE 03.10.2023.

This is to inform that the Department of Botany is going to be conducted a subject related certificate course from 09-10-2023 to 10.01.2024 (45 days ) for the academic year 2023-2024 for 3<sup>rd</sup> year students of B.Sc. B.Z.C on as **Global Marketing in Nursery Management**. The students who are interested can enroll their names to concerned department on or before 06.10.2023. the duration of the course is 45 days . The candidates who secure 40% of the marks in the examination will get the certificate.

  
Signature of the Lecturer  
in charge

  
Signature of the Lecturer-in-

  
Signature of the Principal

J Ndin  
  
S. Pandey  
  
Ch. Srip  
  
NJ



**VALUE ADDED COURSE on**  
**GLOBAL MARKETING IN NURSERY MANAGEMENT**

**Department of Botany**  
**GOVERNMENT DEGREE COLLEGE, MANDAPETA**

**I. INTRODUCTION:**

The report impeccably blends extensive quantitative analysis with thorough qualitative examination, offering a comprehensive perspective on the Online Plant Nursery market. It spans from a high-level macro-overview, encompassing the total market size, industry supply chain, and market dynamics, down to micro-level insights on segment markets categorized by type, application, and region. As a result, it provides a holistic and profound understanding of the Online Plant Nursery market, covering all of its vital facets.

In terms of competition, the report also introduces industry players, considering aspects like market share and concentration ratio. It provides detailed profiles of the leading companies, enabling readers to gain valuable insights into their competitors and grasp a deep comprehension of the competitive landscape. Moreover, the report takes into account factors such as mergers and acquisitions, emerging market trends, the impact of COVID-19, and regional conflicts.

In summary, this view is essential reading for industry participants, investors, researchers, consultants, business strategists, and anyone with a stake in or plans to enter the market in any capacity.

**After successful completion of these courses the student would be able:**

- ✓ The Add on programme is founded on a rigorous research methodology, combining meticulous primary and secondary research to yield comprehensive and dependable data.
- ✓ It offers insights into industry growth across key regions.
- ✓ The Add on programme also provides the Compound Annual Growth Rate (CAGR) for the Online Plant Nursery market during the forecast period, enabling stakeholders to gauge market trajectory.
- ✓ Furthermore, it delves deeply into the factors influencing the growth of the Online Plant Nursery market from 2024 to 2030, ensuring an in-depth understanding of the market dynamics.
- ✓ The Add on programme goes beyond historical data to provide valuable insights into upcoming trends and shifts in consumer behaviour, equipping businesses with foresight to adapt and succeed.
- ✓ A detailed competitive landscape of vendors in the Online Plant Nursery market is presented, allowing readers to assess the market's key players and their strategies.
- ✓ Additionally, the Add on programme highlights the challenges faced by Online Plant Nursery market vendors, providing a well-rounded view of the industry's obstacles and opportunities.

Maintaining the routine time table a value-Added Online course is designed for UG and PG students of Life Science faculty of the college to get acquainted and develop skill under a framed setup along with their regular studies.



**The key features are:**

- Short-term skill-based training programmes
- Identification of "minimum skills set" sufficient to get employment
- Flexible training delivery mechanism
- Opportunity for lifelong learning

**Statement of learning outcomes:**

1. Working Process: Person may establish a small-scale industry or a domestic business/generate employment for others.
2. Professional knowledge: Basic facts, process and principle applied
3. Professional skill: Recall and demonstrate practical skill, routine and repetitive work in narrow range of application
4. Core skill: Communication with oral and written modes with minimum required

**2. GENERAL INFORMATION AND COURSE STRUCTURE**

1. Duration of Modular Training: 45 hrs.
2. Entry Qualification: UG and PG students of life sciences
3. Trainees per unit: 25
4. Medium of Instruction Language: English / Telugu
5. Teaching Mode: offline mode and PDF notes etc.

**Distribution of training on Hourly basis:**

S.NO	Broad Theory components to be covered	Duration (in Hrs)	Theory	Practicals	Days
1	MODULE 1: INTRODUCTION TO THE TRAINING MANUAL AND NURSERY ESTABLISHMENT	7	6	1	6
2	MODULE 2: SEED SOURCES AND NURSERY MANAGEMENT PRACTICES	7	6	1	6
3	MODULE 3: SEEDLING QUALITY MAINTENANCE AND CERTIFICATION	7	6	1	6
4	MODULE 4: NURSERY ENTERPRISE DEVELOPMENT AND MARKETING	8	6	2	6
5	MODULE 5: THE NURSERY AS A GLOBAL BUSINESS-I	8	6	2	6
6	MODULE 6: THE NURSERY AS A GLOBAL BUSINESS-II	8	6	2	6
<b>TOTAL</b>		45	36	9	45



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<b>TOTAL</b>		45	36	9	45



### **3. GENERAL TEACHING PLAN, ASSESSMENT & CERTIFICATE:**

#### **General Teaching Plan:**

The knowledge and skill components as stated in the section for learning outcomes are to be imparted in accordance with the instructions in respect of the content and time structure. Both the theory and practical will be conducted offline using synchronous and asynchronous modes.

#### **Assessment:**

The competency assessment will be done by the departmental assessor ensuring an impartial assessment. The assessment process through Assessing Bodies aims to test and certify the competency of the student.

#### **Candidates are to demonstrate that they are able to do the followings under assessment:**

1. Plan and organize work processes, identify necessary materials and tools
2. Perform task with due consideration to safety rules, accident prevention regulations and environmental protection stipulations
3. Apply professional knowledge and Computer literacy while performing the task.

#### **Examination:**

The theory examination will be conducted offline mode based on suitable syllabus in MCQS pattern at Department of Botany

#### **Pass regulation:**

Minimum passing marks for Practical is 60%

Minimum pass marks for Theory is 40%

#### **Certificate:**

Successful candidate will be awarded training certificates issued by the College



#### **4. SYLLABUS CONTENT**

### **GLOBAL MARKETING IN NURSERY MANAGEMENT**

The course consists of 6 separate modules which are expected to equip the students with basic knowledge and skills to understand environmental law issues.

#### **Module 1: INTRODUCTION TO THE TRAINING MANUAL AND NURSERY ESTABLISHMENT**

- 1.1 Welcome and introduction
- 1.2 Introduction to training objectives, learning flow and training norms
- 1.3 Nursery site selection
- 1.4 Determination of nursery size and layout

#### **Module 2: SEED SOURCES AND NURSERY MANAGEMENT PRACTICES**

- 2.1 Seed sourcing, collection and selection for rootstocks production
- 2.2 Management practices of germination beds
- 2.3 Practices in seed handling for germination
- 2.4 Selecting pricking out and transplanting of germinated seeds to polythene pots

#### **Module 3: SEEDLING QUALITY MAINTENANCE AND CERTIFICATION**

- 3.1 Introduction to seedling quality maintenance and caring of seedlings
- 3.2 Caring of seedlings for quality maintenance
- 3.3 Introduction to nursery standardization and certification
- 3.4 Forest Nursery accreditation body and processes
- 3.5 Forest nursery accreditation standards, criteria and Indicators

#### **Module 4: NURSERY ENTERPRISE DEVELOPMENT AND MARKETING**

- 4.1 Prospect of establishing a forest nursery: A SWOT analysis
- 4.2 Business plan
- 4.3 Types of nursery businesses and target market
- 4.4 Strategies for nursery seedling promotion and marketing

#### **Module 5: THE NURSERY AS A GLOBAL BUSINESS-I**

- 5.1 Launching the nursery business
- 5.2 Critical risks or situation analysis
- 5.3 Developing a business plan for the nursery
- 5.4 Licensing, permits and regulations

#### **Module 6: THE NURSERY AS A GLOBAL BUSINESS-II**

- 6.1 Defining the Global market
- 6.2 Defining competition
- 6.3 Online Nursery business prospectus
- 6.4 Digitalization of Business plan



## 5. ASSESSMENT STANDARD

### 5.1 GUIDELINES FOR INSTRUCTORS AND ASSESSORS

Due care to be taken for proper & inclusive delivery among the batch. Some of the following method of delivery may be adopted:

- A) Lecture
- B) PDF/Video Lesson
- C) Demonstration Video
- D) Group Discussion

### 5.2 ASSESSMENT GUIDELINE:

The nature of special needs should be taken into account while undertaking the assessment. Due consideration shall be given while assessing for teamwork, behavioural attitude, sensitive to environment and regularity in training. The sensitivity towards self-learning attitude shall be considered while assessing competency.

1. Assessment will be evidence based comprising the following:

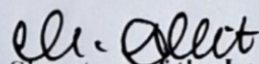
- 2. Answer sheet for assessment
- 3. Viva-voice
- 4. Attendance and punctuality

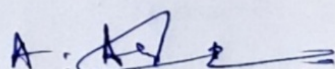
Evidence of internal assessment should be preserved for an appropriate period of time for audit and verification by examination body.

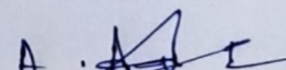
Examination/ Evaluation will be done by online mode. The following marking pattern to be adopted while assessing:

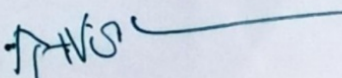
S.No.	Parameters	Assessable outcomes	Marks
1	Skill	Remember, Recognize and Comply safe working practices	20
2	Understanding and Expressions	Understand the working procedure and basic skills for repetitive work	20
3	Neatness and Promptness of work	Apply, demonstrate knowledge of concept and principles of basic arithmetic calculation and apply knowledge of specific area to perform practical operations.	30
4	Support required for Course	Analyse, Explain and Evaluate time management, entrepreneurship and manage/organize related task in day-to-day work for personal & societal growth	30
Total			100

The syllabus for Value added course on Environmental Management and Law hereby approved for the Session 2021-22

  
Signature of the Lecturer

  
Signature of the Lecturer-In charge

  
Signature of the IQAC

  
Signature of the Principal



# GOVERNMENT DEGREE COLLEGE :: MANDAPETA

## DEPARTMENT OF BOTANY (2023-2024)

### CERTIFICATE COURSE: GLOBAL MARKETING IN NURSERY MANAGEMENT

#### QUESTION PAPER

NAME OF THE STUDENT: \_\_\_\_\_

REGD.NO: \_\_\_\_\_

- |  |     |
|--|-----|
| 1:-World food day is celebrated on   | ( ) |
| A:-March 21      B:-October 16      C:-December 23      D:-June 5          |     |
| 2:-Which is a dioecious plant?   | ( ) |
| A:-Apple      B:-Mango      C:-Cashew      D:-Nutmeg                       |     |
| 3:-Which among these is a plant growth retardant?                          | ( ) |
| A:-Auxin      B:-Giberellin      C:-Abscissic acid      D:-Cytokinin       |     |
| 4:-Chip budding is done in   | ( ) |
| A:-Rose      B:-Grapes      C:-Hibiscus      D:-Rubber                     |     |
| 5:-Leading flower producing state  | ( ) |
| A:-Tamilnadu      B:-Kerala      C:-Andhra Pradesh      D:-Karnataka       |     |
| 6:-Wonder tree is  | ( ) |
| A:-Subabul      B:-Neem      C:-Gulmohar      D:-Jack                      |     |
| 7:-Which among the given cities is known as Garden city?                   | ( ) |
| A:-Bangaluru      B:-Delhi      C:-Pune      D:-Chennai                    |     |
| 8:-Anthrax in cattle is caused due to                                      | ( ) |
| A:-Fungi      B:-Bacteria      C:-Virus      D:-Namatode                   |     |
| 9:-Mulberry cultivation is referred as                                     | ( ) |
| A:-Apiculture      B:-Sericulture      C:-Moriculture      D:-Sylviculture |     |
| 10:-Centre of origin of rubber   | ( ) |
| A:-India      B:-China      C:-Germany      D:-Brazil                      |     |
| 11. Which is an important pest attacking orchids?                          | ( ) |
| A. Bugs      B. Snails      C. Beetles      D. Borers                      |     |
| 12. Which banana variety is suitable for cultivation in high altitudes?    | ( ) |
| A. Grandnaine      B. Robusta      C. Boldles Altafort      D. Batheesa    |     |



13. Chip budding is done in ( )  
 A. Rose B. Grapes C. Hibiscus D. Rubber
14. Leading flower producing state ( )  
 A. Tamilnadu B. Kerala C. Andhra Pradesh D. Karnataka
15. Which among the given cities is known as Garden city? ( )  
 A. Bangaluru B. Delhi C. Pune D. Chennai
16. Anthrax in cattle is caused due to ( )  
 A. Fungi B. Bacteria C. Virus D. Namatode
17. Mycorrhiza mainly helps in the uptake of \_\_\_\_\_. ( )  
 A. Nitrogen B. Potassium C. Phosphorus D. Sulphur
18. Indian Institute of Spices Research (IISR) is located at ( )  
 A. Sreekariyam B. Panniyur C. Karamana D. Kozhikode
19. The chemicals which are used to kill mites come under ( )  
 A. Fungicides B. Rodenticides C. Acaricides D. Molluscicides
20. \_\_\_\_\_ irrigation system increases water use efficiency to 90%. ( )  
 A. Sprinkler irrigation system B. Drip irrigation system  
 C. Floor irrigation system D. Furrow irrigation system
21. Rapid propagation technique is done in ( )  
 A. Betelvine B. Jasmine C. Pepper D. Strawberry
22. King of fruits is ( )  
 A. Mango B. Sapota C. Mangosteen D. Orange
23. The branch of agriculture which leads with garden crop is ( )  
 A. Agronomy B. Pathology C. Entomology D. Horticulture
24. White alkali soil is otherwise called ( )  
 A. Acidic soil B. Alkaline soil C. Alluvial soil D. Saline soil
25. Luxmeter is used to find out ( )  
 A. Sunlight duration B. Atmospheric temperature  
 C. Sunlight intensity D. Atmospheric pressure



### Answers:

1	B	6	B	11	B	16	B	21	C
2	D	7	A	12	C	17	C	22	A
3	C	8	B	13	B	18	D	23	D
4	B	9	C	14	D	19	C	24	D
5	D	10	D	15	A	20	B	25	C