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HORTICULTURE/ FLORICULTURE

promotion plan

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Horticulture/Floriculture Promotion Plan

- Transform agriculture through diversification towards horticulture, aromatic and medicinal plants, animal husbandry, etc.
- Check migration in the Hills by creating additional employment opportunities
- Doubling Farmers Income



Land Productivity for Fruits (MT/ha)

3.83

5.0



Land Under Horticulture (lakh ha)

3.194

4.95



Area under Flower Production (ha)

1400

5000



Area Under Medicinal & Aromatic Plant Cultivation (ha)

625

16900



Employment Generation from Medicinal & Aromatic Plant (no.)

3000

84,300

Source: Based on Information Provided by Govt. of UK

	Baseline	Vision 2030
Land Productivity for Fruits (MT/ha)	3.83	5.0
Land Under Horticulture (lakh ha)	3.194	4.95
Area under Flower Production (ha)	1400	5000
Area Under Medicinal & Aromatic Plant Cultivation (ha)	625	16900
Employment Generation from Medicinal & Aromatic Plant (no.)	3000	84,300





some
facts

- More than 70% population in rural areas engaged in agriculture
- Overall 52% of the workforce engaged in agriculture and related activities
- The contribution of agriculture in terms of Gross Value Added (GVA) towards Uttarakhand's Economy is 10 %
- Huge Potential for Horticulture/Floriculture in Hilly Areas
- Suitable agro-climatic zones
- 175 Native aromatic and medicinal plants species in Uttarakhand

Strategy



motivation

Farmers to pursue Horticulture/
Floriculture as a viable option



education & extension

- Awareness
- Training



technology & research

- New Varieties of Medicinal &
Aromatic Plants
- Precision Farming



export promotion

Actionables

- Implementation of Best Management Practices of success story states such as Tripura, Meghalaya, J&K
- International partnerships for technological upgrade
- Private Investments for supply chain
 - Processing Units
 - Storage & Handling
 - Transportation

- Actionables
- Identification of Funding
- Utilization of Existing Central Govt Schemes & Subsidies
 - Mission for Integrated Development of Horticulture
 - National Horticulture Mission for NE and Himalayan States
 - Various Subsidies from NABARD & National Horticulture Board
 - Capital Investment subsidy for cold storage of horticulture produce
 - Rashtriya Krishi Vikas Yojana
 - Horticulture Subsidy for Fruits/ Spices/Flowers etc
- Promotion of FPO's & SHG
 - For Scale & Efficiency
- Progress tracking through
 - Remote Sensing/Imaging technologies
- Promotion of Agro-climatic Clusters
- Identification of synergies with AYUSH and other government departments for leveraging existing schemes



National Horticulture
Board

