

# HORTICULTURE/ FLORICULTURE

promotion plan

# 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)



Land Under Horticulture (lakh ha)



Area under Flower Production (ha)



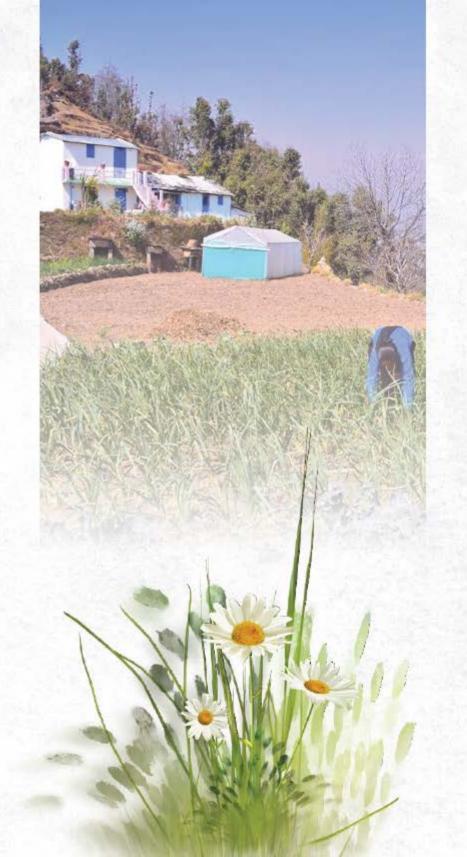
Area Under Medicinal & Aromatic Plant Cultivation (ha)



Employment Generation from Medicinal & Aromatic Plant (no.)

Source: Based on Information Provided by Govt. of UK

Baseline	Vision 2030
3.83	5.0
3.194	4.95
1400	5000
625	16900
3000	84,300





# 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

