

# POTENTIALITY OF HORTICULTURAL PRODUCE IN THE FIELD OF ENTREPRENEURSHIP DEVELOPMENT IN INDIA

[Article ID: SIMM0242]

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## Introduction

**H**orticulture is a large sector

deals with several important parts of the processing of plants, fruits, vegetables, flowers, aromatic and medicinal plants. It is an integral part of fast-growing agricultural field, contributes largely within the Indian economy as food production, industrial food corporation, employment generators. Growing business prospects, particularly in horticulture sector such as floriculture, pomology, olericulture, post-harvest industry etc. have evolved in the Horti-business sector. An entrepreneur is created when someone has the ability to comprehend an issue, evaluate a need, come up with an idea, feel an inner urge and be passionate. There

are several opportunities for entrepreneurship in horticulture. In this regard, an entrepreneur can play a crucial role in the artificial ripening of fruits, the storage of onions as a business, the handling of fresh products, minimal contamination, etc. This conceptual piece has been presented here with this in mind for readers' and potential entrepreneurs' benefit.

### Golden revolution in horticulture:

Horticulture is an additional significant agro-based industry that increases land productivity, creates employment, boosts farmers' and entrepreneurs' economic conditions, increases exports, and most importantly, ensures the public's nutritional security. Fruits, vegetables, spices, flowers, coconut etc. are all part of the horticulture industry. Over the past few years, horticulture production in India has increased significantly.

There are so many opportunities in the horticultural crops of India-

- Horticultural production goes up-to 314.87 MT from 25.6 million ha area (NHB, 2019)
- There are huge export potential exists in the horticultural crops
- Climate resilient crops
- They ensure nutritional and financial security
- Increasingly higher requirement of researchers and skilled person

Horticulture proved to be dynamic sector-

- Horticulture contributes 30.4% GDP to the agricultural GDP
- Being a largest producer of mango, banana, coconut, cashew, papaya, pomegranate etc. India becomes an important place to start horticultural entrepreneurship
- India is also largest producer and exporter of spices
- Export growth of fresh fruits and vegetables in terms of value in 14% and of processed fruit and vegetables is 16.27%

### Scope of Horticulture in India:

Horticultural crops can be grown in India due to the country's wide range of climatic and environmental conditions. Tropical, subtropical and temperate locations have different climates. Horticulture therefore has a lot of potential for the following reasons-

- ❖ To take advantage of the high degree of agro-climatic variability
- ❖ In order to satisfy the demand for fruits, vegetables, flowers, spices and drinks due to population increase and dietary needs
- ❖ To satisfy the needs of processing industries
- ❖ To increase horticultural product exports and imports

❖ To enhance the farmers' financial situation

❖ To generate employment opportunities

### Entrepreneurial Opportunities in Horticulture Sectors:

Horticulture is a broad field that encompasses a wide range of crops. The Horti-business sector, particularly for fruits, vegetables, flowers and other plants, has seen an increase in chances for entrepreneurial development.

**Urban farming:** Growing, processing and distributing food in or near urban areas is known as urban agriculture, urban farming or urban gardening. It includes a complicated and wide range of food production activities, such as forestry and fishing, in urban areas of both developed and developing nations. The phrase also refers to horticulture, aquaculture, beekeeping and animal husbandry practices carried out in urban areas. Even though peri-urban agriculture could have various traits, these activities nevertheless take place there.

The following are common types of urban farming-

**Kitchen gardening:** Cultivation of herbs and vegetables for usage in and around the home's kitchen. It is a very small-scale cultivation where the products are only produced in excess for domestic consumption and not for sale. To provide for a small family's daily needs and reduce reliance on market availability, this is being done.

**Vertical farming:** Agricultural cultivation in layers that are placed vertically is called vertical farming.

The improved crop production per used unit area is the main benefit of vertical farming methods. Tall apartments, vacant, ancient buildings as well as walls are all potential locations for vertical farming. Here, increasing the smallest area allowed to grow vegetables is the main goal.

**Roof top gardening:** Cultivation of herbs and vegetables by a single family or a group of families on the roof of a house or a flat to provide the daily needs of a household or a community. Utilizing the unused rooftop space and reducing reliance on the markets are the main goals here.

**Green house cultivation:** For the production of high-value crops, the wide empty spaces in and around the neighborhood can be covered with greenhouses. An individual, a community or business owners can manage these. In regulated environmental settings, greenhouses are renowned for producing high-value crops that yield more produce than open-field farming. Additionally, the crops sell for a higher price at the markets and stores will accept fruit for sale if it is healthy.

Horticulture crops play a significant part in the Indian economy by creating jobs, offering raw materials to different food processing companies and enhancing farm profitability through increased production and foreign exchange export revenues.

❖ They are a good source of nutrients, vitamins, minerals, flavor, aroma, dietary fibers etc. and will aid in promoting the development of

smart foods and improving nutritional security (smart protein).

❖ They are a good source of foreign exchange, contain medicines and compounds that are good for your health and are in high demand both domestically and abroad.

### **Handling of fresh produce:**

Seasonal production of fruits and vegetables contrasts with the year-round demand for products in the market. In developing regions of the nation, merchants or their representatives should construct purchase points. Supermarkets are a significant source of fresh fruits and vegetables in this regard. Over the past ten years, supermarkets have been quickly expanding throughout developing nations. Fruits and vegetables need to be handled carefully when being brought to market. Each crop must be harvested, market-ready, packaged and shipped in order to retain quality and marketability. Entrepreneurs may enter into contracts with a large number of growers to guarantee the availability of fresh fruits and vegetables. The business owner must get their fresh product directly from farmers in their villages in order to ensure good quality.

### **Notable fresh fruit and vegetable handling facilities in India include:**

Big Bazar, Namdhari Fresh, Big Basket, Metro, ABRL's More, RPG's Spencer's Retail, ITC's Choupal Fresh, Heritage's Fresh.

### **Minimal processing:**

In order to provide consumers with a high level of nutrition, convenience and flavour while retaining freshness, fresh-cut items include



fruits or vegetables that have been trimmed, peeled and/or cut into a fully usable product. Recent years have seen a dramatic increase in the marketplace for chilled fresh-cut vegetables, which has been largely fueled by customer demand for wholesome, convenient, additive-free goods that are safe and nourishing. In order to meet this demand, the food sector has developed unique products, adopted new production techniques, made creative use of technology and launched clever marketing campaigns. In many Asian nations, fresh-cut vegetables is offered at restaurants and open-air marketplaces and supermarkets are increasingly stocking it.

#### **Market potential and industry opportunities for tissue culture:**

Supply and demand Over the past two decades, there has been a considerable growth in the requirement for high-quality, high-yielding, disease-free planting stock due to the growing need for agricultural, forestry, plantation and horticulture crops. In spite of the time of year, elite kinds of high-quality, disease-free and high-yielding plants may now be multiplied quickly in the lab using plant tissue culture, an important biotechnology tool.

- Currently, 200 commercial tissue culture enterprises with a capacity of 500 million plant-lets per year and actual output of about 350 million plants are meeting less than half of the requirement for 1-2 billion plants valued at 500 crore rupees (DBT, 2016).

- With an average yearly replacement ratio of 5-8%, farmers and horticulturists are the main consumers of tissue grown plants. Additionally, year-round plant needs are required by landscape horticulturists who export ornamental vegetables and cut flowers. Additionally, state departments of agriculture and horticulture are promoting tissue-cultured plants through the Area Expansion Programme and Agro Export Zones.

#### **Implementation of Nursery:**

- The increased crop production in India has increased the demand for seedlings. In a village's vicinity, several nurseries that provide high-quality seedlings can be established. Farming and keeping a nursery together bring in more money.

- It is lucrative and can be done in a confined space, even in the backyard of the farmer's home. A square meter of space can hold over 250 saplings in plastic bags. For fruit and flower types from government-approved nurseries, the initial outlay for purchasing seedlings at wholesale could amount to between Rs. 10,000 and Rs. 15,000. Additionally, farmers can sell each seedling to an individual for Rs. 10 more than what they paid for it.

#### **Floriculture's potential:**

Due to its high returns per unit area, better employment prospects and expanding market with rising income, this industry has produced a lot of business opportunities.

#### **The scope of the consulting service:**

As because there aren't enough extension personnel to meet with large farms, there are a lot of unexplored opportunities in this industry. Graduates in horticulture can work as consultants in a variety of horticulture-related fields, including crop protection and control, water and soil quality testing laboratories, trade services, storage services and others.

#### **Educational gateways for horticultural sectors:**

To attract talent and increase awareness of horticultural education in the nation, the ICAR has implemented a variety of actions. The All-India Admissions Examination for Entrance tests are administered by ICAR every year in an effort to encourage talented students to pursue horticulture as their area of specialization by providing financial support. To promote teaching and entice graduates of horticulture to pursue research as a career option, ICAR has also launched numerous fellowship schemes on a national and international level.

#### **Future prospects:**

Although there are numerous possibilities in the horticulture sector, success requires both technical and soft skills. Personal competencies are a person's capacity to interact with others in a positive way. Jobs in horticulture are available as employees or business owners in a variety of fields, including turfgrass, landscape horticulture, floriculture, olericulture and pomology. The horticulture industry is becoming increasingly

important because to its nutritional value as well as its larger export potential in the commerce of numerous perishable horti products. According to the literature mentioned above, there are numerous economic opportunities in horticulture that should be adequately pursued in order to boost India's economy.

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