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Centre for Agriculture and
Rural Development

IN COLLABORATION WITH



Department of Horticulture
Government of UP



ISO : 9001-2015

Central Institute for
Subtropical Horticulture

HORTI-ENTREPRENEURSHIP SEMINAR-2019

March-07, 2019

Auditorium, Department of Horticulture,
Sapru Marg, Lucknow, Uttar Pradesh



Organic Farming
Floriculture,
Vegetable & Fruits
cultivation for
doubling farmers income

INTRODUCTION

Horticulture crops have a significant contribution in the gross domestic product of the agriculture sector, due to the increasing demand and important contribution of the agriculture sector. The Production of horticulture crops was found highest in Uttar Pradesh with 36.05 million tonnes, accounting for 13% share in all India horticulture crops production.

Among the horticultural crops, fruits and vegetables, flower crops and medicinal crops constitute a major chunk, and the share of fruits and vegetable alone is approximately 25% of the agriculture GDP, with a share of about 40% in the total agriculture export earnings. The top four states are WB, Karnataka, Uttar Pradesh and Gujrat. On the basis of production, Uttar Pradesh is expected to have produced the largest amount of horticulture crops in 2015-16 with 36.05 million metric tonne production.

During the past decade, there has been significant growth in the area of organic farming. There has been an almost three-fold increase, from 0.53 million hectares in 2007-08 to 1.18 million hectares of cultivable land in 2014-15.

Uttar Pradesh is one of the largest horticulture crops producing state, which has launched a series of intervention to double the farmers' income through crop production, proper marketing, promotion of organic farming, floriculture etc. To tap this potential, the large numbers of agriculture have forayed into horticulture business.

To make Uttar Pradesh horticulture more advance, scientific and to promote entrepreneurship Centre for Agriculture & Rural Development along with the Department of Horticulture, Govt of Uttar Pradesh is organizing the day-long Horti- Entrepreneurship Seminar-2019 at Auditorium, Department of Horticulture, Sapru Marg, Lucknow on March-07, 2019.

ABOUT THE ORGANIZERS

Centre for Agriculture & Rural Development is a premier Non-Governmental Organization which is working in the area of Entrepreneurship development since its inception in 2000. Department of Horticulture is an apex body of Government of Uttar Pradesh, which looks after all development projects related to Horticulture. CISH is an ICAR institution established in 1972 with aim is to undertake basic and strategic research in order to enhance the productivity and develop value chain for major and minor subtropical fruits.

ABOUT THE SEMINAR

The Seminar would be a state level event, in which potential Horti-entrepreneurs would participate along with the State Department, Research Institutions, Bankers and experts from horticulture sector. The potential Horti-Entrepreneurs would be joining from various Districts of the State.



Post Event Activity And Hand-Holding Support

Each candidate, who would participate, would get hand-holding support from CARD
For the following work :-

Project Report Facilitation
Help in Bank Loan & Subsidy

Branding Of The Business
Help in Marketing & Sales

Expert Facilitation
Forward & Backward Linkages

TOPICS OF DISCUSSION

High-tech Vegetable Cultivation for Doubling Farmers' Income :

1. Scope of vegetable cultivation in Uttar Pradesh .
2. Economic viability of the vegetable cultivation in open and Poly-houses.
3. Loan & subsidy under the various schemes.
4. Marketing & Supply chain issues for better returns.

High-tech Floriculture for Doubling Farmers' Income :

1. Scope of flower cultivation in Uttar Pradesh.
2. Economic viability of the flower cultivation in open and Poly-houses.
3. Loan & subsidy under the various schemes.
4. Marketing & Supply chain issues for better returns.

High-tech Fruit Cultivation for Doubling Farmers' Income:

1. Scope of fruit cultivation in Uttar Pradesh for Banana, Papaya, muskmelon, watermelon etc and its quality seed supply.
2. Economic viability of the fruit cultivation in open and Poly-houses.
3. Loan & subsidy under the various schemes.
4. Marketing & Supply chain issues for better returns.

High-tech Organic Farming for Doubling Farmers' Income:

1. Scope of Organic Farming in Uttar Pradesh for Banana, Papaya, muskmelon, watermelon etc and its quality seed supply.
2. Economic viability of the fruit cultivation in open and Poly-houses.
3. Loan & subsidy under the various schemes.
4. Marketing & Supply chain issues for better returns.

High-tech Drip Irrigation for Doubling Farmers' Income:

1. Scope of Drip Irrigation in Uttar Pradesh for Banana, Papaya, muskmelon, watermelon etc and its quality seed supply.
2. Economic viability of the fruit cultivation in open and Poly-houses.
3. Loan & subsidy under the various schemes.
4. Marketing & Supply chain issues for better returns.

PROGRAM SCHEDULE

Registration & Inauguration:	09:30-10:30 AM
Organic Farming for doubling farmers income, export potential:	10:30-11:00 AM
High-tech Vegetable cultivation doubling farmers income:	11:00-12:30 AM
High-tech Floriculture cultivation for doubling farmers income:	12:30-01:30 PM
Lunch:	01:30-02:15 PM
Poly-house & Tissue culture & Micro irrigation:	02:15-03:15 PM
High-tech Fruit cultivation for doubling farmers' income:	03:15-04:15 PM
Tea:	04:15-04:30 PM
Quiz, Question & Answer:	04:30-05:30 PM

INTRODUCTION

Title Sponsor (Rs. 2 Lac)

1. Official status of the title sponsor of the event (eg xyz) presents Horti-Entrepreneurship Seminar
2. Name & Logo to appear in promotional material like news paper, posters, site gates and program banners
3. Special acknowledgment during Inaugural & Concluding session
4. Corporate movie to be displayed during lunch time
5. Sharing Inaugural & concluding dais the VVIPs
6. Company's promotional material can be inserted in the seminar kit
7. 30 minutes' presentation/slots for interaction with the Horti-Entrepreneurs
8. Back cover page AD in post souvenir

Sponsor (Rs. 1 Lac)

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3. Special acknowledgment during Inaugural & Concluding session
4. Sharing Inaugural dais the VVIPs
5. Company's promotional material can be inserted in the seminar kit
6. 20 minutes' presentation/slots for interaction with the Horti-Entrepreneurs
7. Back cover inside page AD in post souvenir

Co-Sponsor (Rs. 0.50 Lac)

1. Official status of the sponsor of the event Horti-Entrepreneurship Seminar
2. Name & Logo to appear in promotional material like news paper, posters, site gates and program banners
3. Special acknowledgment during Inaugural & Concluding session
4. 10 minutes presentation/slots for interaction with the Horti-Entrepreneurs
5. Company's promotional material can be inserted in the seminar kit
6. Full page AD in post souvenir

Panel Sponsor (Rs. 0.20 Lac)

1. Official status of the Panel sponsor of the event Horti-Entrepreneurship Seminar
2. Name & Logo to appear in promotional material like news paper, posters, site gates and program banners
3. Special acknowledgment during Inaugural & Concluding session
4. Company's promotional material can be inserted in the seminar kit
5. AD in post souvenir

RTGS/NEFT Details

Category	Size (Sq.mt)
BENEFICIARY NAME	Centre for Agriculture and Rural Development
BENEFICIARY A/C NO	50200028473500
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC0000003
MICR Code	110240001

ORGANISED BY



C A R D

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IN COLLABORATION WITH



Department of Horticulture Government of UP



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Central Institute for Subtropical Horticulture

LUCKNOW

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