

NCPAH showcased Plasticulture at International Horti & Flora Expo 2012



India's growing horticulture sector has currently been witnessing, on the one hand, small farmers taking bigger risks and experimenting with diverse cash crops, and on the other, entrepreneurs & corporate houses are taking to horticulture as a profitable business opportunity by bringing in investments and latest farming practices such as precision farming method, water efficient technologies & controlled environment for hi-tech horticulture with the help of various plasticulture applications under the govt. schemes & mission programmes.

As a part of Year of Horticulture (Y-o-H) celebration, 4th International Horti Expo 2012 along with 7th International Flora Expo 2012 and 1st India Potato Expo 2012 was held between 3-4-5 March 2012 at NSIC Complex, Okhla Ind. Estate, New Delhi.

The major focus during the event was on "Fresh Fruits & Vegetable", "Food Retailing", "Organic", "Agri Finance & Insurance", "Processing & Packaging", "Cold Chain & Logistics", "Seed Agrochemical, Plasticulture & Irrigation" and "Medicinal Herbal products", "Potato Products & Technologies", Floriculture Wealth & Technology".



The event was inaugurated by the Hon'ble Chief Minister, Govt. of Delhi along with Hon'ble Ambassador of Netherlands & JS (NHM), MoA, GoI. Nearly 120 exhibitors including Govt. Depts, State Implementing Agencies, Irrigation Companies, Flower Growers Associations, National level Agencies, Nursery & Landscapers, Overseas companies, Partnering Country- Holland and member countries of SAARC - Bhutan, Pakistan, Sri Lanka, Focus Countries - Germany, Israel etc participated in the 3 days mega event. More than 10,000 visitors from NCR and neighbouring States visited NCPAH stall to understand use of plasticulture applications & precision farming method for enhancing quality & productivity of various horticultural crops & flowers.



Hon'ble Chief Minister, Govt. of Delhi



Inauguration of Horti & Flora Expo 2012

NCPAH in 36 sqm pavilion showcased wide range of plasticulture applications for which financial assistance is provided under the Govt schemes on *National Mission on Micro Irrigation (NMMI)*, *National Horticulture Mission (NHM)*, and *Horticulture Mission for North East & Himalayan States (HMNEH)* etc.



CM at NCPAH Stall



NCPAH Stall



JS(NHM) MoA, GoI

NCPAH demonstrated live peri urban horticulture by way of using kitchen waste materials for meeting nutritional requirements of urban families. Govt. of India last year launched peri urban horticulture initiatives for meeting nutrition need of population in urban cities.



A special section was created to display success stories on plasticulture growers & technologies for the visitors from NCR region. Similarly various horticultural produces were kept in MAP films to provide idea about retaining farm fresh for long distance transportation. Farmers, students, researchers, overseas delegates, senior govt. officials, entrepreneurs etc visited NCPAH stall. NCPAH as the National Level Agency (NLA) hailed as one the most informative stall for promoting information for promoting hi-tech horticulture under various Govt. schemes.



NCPAH made customized technical literatures on selected fruits, vegetables & flowers, database on plasticulture manufactures / suppliers, contact details of PFDCs, State Implementing Agencies etc for circulation during the event. Most of the queries related to plasticulture & govt. schemes were replied by the stall officials. Wide range of visitors including Farmers, students, researchers, overseas delegates, senior MoA officials, various dept. /agencies from participating States, entrepreneurs, housewives etc visited NCPAH stall. NCPAH stall was acclaimed as one the most informative stall for promoting hi-tech horticulture.



NCPAH made arrangements for innovative post-harvest solutions with the help of MAP films for minimizing post-harvest losses. These films would help in fetching higher returns by helping in long distance transportation & storage.



Visitors at NCPAH Stall



MoA officials at Stall



Plasticulture – NCPAH Stall



The South Asian Horti Congress 2012 was held in the first two days of the event having focus on input suppliers for agriculture, horticulture and floriculture along with technical experts to mutual collaboration in terms of technical tie-ups and investment opportunities amongst South Asian countries.



CM Speech at Congress



JS(NCPAH) in Congress



Delegates in Congress

The deliberations made during the conference drew attention towards “Investment opportunities in different countries, latest greenhouse technologies, irrigation-fertigation solutions, pre & post-harvest management, productivity improvement, supply chain management and opportunities in modern retail markets etc. The objective of the conference was to create more and more employment and business opportunities for existing farmers and also attract new generation of agri-entrepreneurs for sustainable growth of horticulture & floriculture sector in coming years.

NCPAH provided technical inputs for conducting a special session on “Precision Farming & Water Technologies” which gathered interests among the delegates about harnessing natural resources with depleting water resources, land holding by way of maximizing agri-inputs for enhancing quality & productivity. Other eminent speakers in session were from M/s Harvel Agua Pvt. India on :- Automation need of hour in Micro Irrigation System, MD, M/s Vardhaman - Fertilizers regarding soil nutrients & fertigation and International Innovation Horticulture Training Centre spoke about skill development of human resource

engaged for sustainable development in horticulture, floriculture & food processing sectors by creating value addition in domestic retail and exports.

Forward Path:

Ministry of Agriculture, Govt. has been aiming to double the production of all horticulture crops through NHM, NMMI, HMNEHS etc by way of wider coverage and disseminating of latest and modern practices of production and post harvest care that includes efficient water management technologies & use of various plasticulture applications. Thereby, it is also creating opportunities of mass employment for people in rural areas by encouraging them to diversify from traditional crops to high value horticultural crops.

All these measures help in long term economic development not only in India but among South Asian countries. On the export front, there has been target of agricultural and processed food exports in the range of 15-20 billion dollars in coming years. Govt. of India under XII Plan has focused on healthy planting materials, energy efficient technologies, water efficient applications, controlled environment agriculture, post-harvest, cold chain logistics etc and adoption of hi-tech horticultural crops with a focus on additional 1.54mha coverage over the next five years.

Modern retailing in India is now the world's hottest retail destination where true retail revolution is taking shape in the form of super market chains, hyper market and cash & carry concepts. Organized Food & Grocery Retail requires direct sourcing of bulk produce from farmers and this ensures a great opportunity for them. With over 350 million middle and higher income population, India is the world's 2nd largest consumer base and fastest growing retail destination. Fresh fruits, vegetables & food intake are increasing and contribute 13% of total organized retail that offers significant scope for investment in all related sectors. A huge domestic market supports high quality export oriented F & V production & value addition by providing a unique competitive edge to India, China and other Asian countries of the region that makes South Asia, the world's largest market.

Thus the International Horti & Flora Expo 2012 provided much needed fillip to the sector by showcasing possible ways of higher value creation by strengthening marketing networks for the millions of farmers and other stake holders of every segment of horticulture and allied activities as focused interventions under Govt. & Private partnership for sustainable development in the country.

Photo Gallery

