



7th- 8th October, 2018
www.destinationuttarakhand.in

HORTICULTURE & FLORICULTURE

Sector Profile



Govt. of Uttarakhand

State Horticulture Mission
Government of Uttarakhand

Disclaimer: The content in the profile is being vetted by the department and is liable to change



WELCOME!

In Uttarakhand, we have been successful in creating an investor friendly environment. The State has immense potential and favourable conditions to attract investments in various sectors mainly Tourism & Wellness, Organic Farming, Food Processing, Horticulture, Electricity, Solar Energy, Automobile, Pharmaceutical & Sericulture sectors. Uttarakhand is also welcoming new ideas and innovations by creating appropriate ecosystem for nurturing Start-Ups. The state has done a commendable job in creating a symbiotic atmosphere of confidence and enterprise.

Uttarakhand beckons all investors to come, invest and excel.

Trivendra Singh Rawat
Chief Minister, Uttarakhand



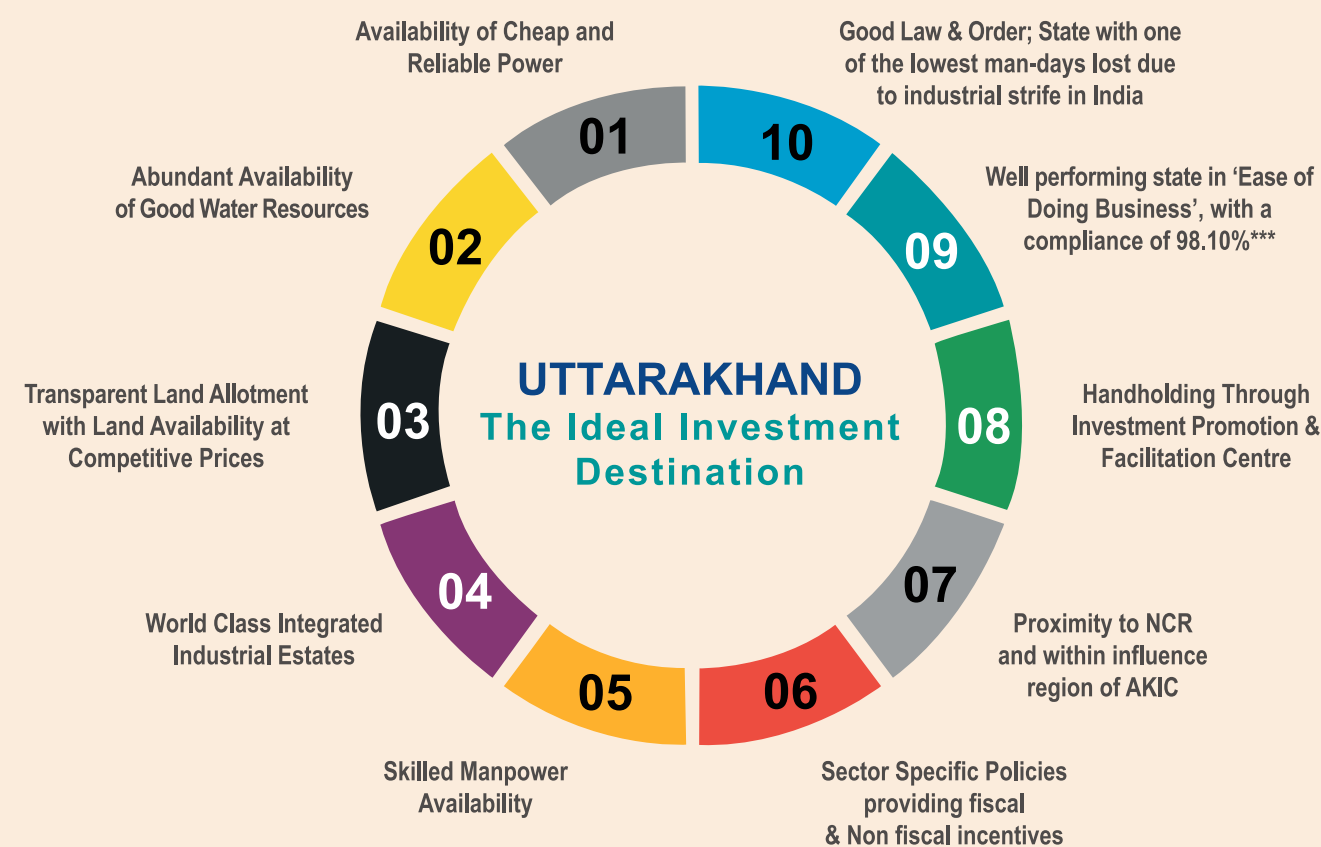
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UTTARAKHAND OVERVIEW

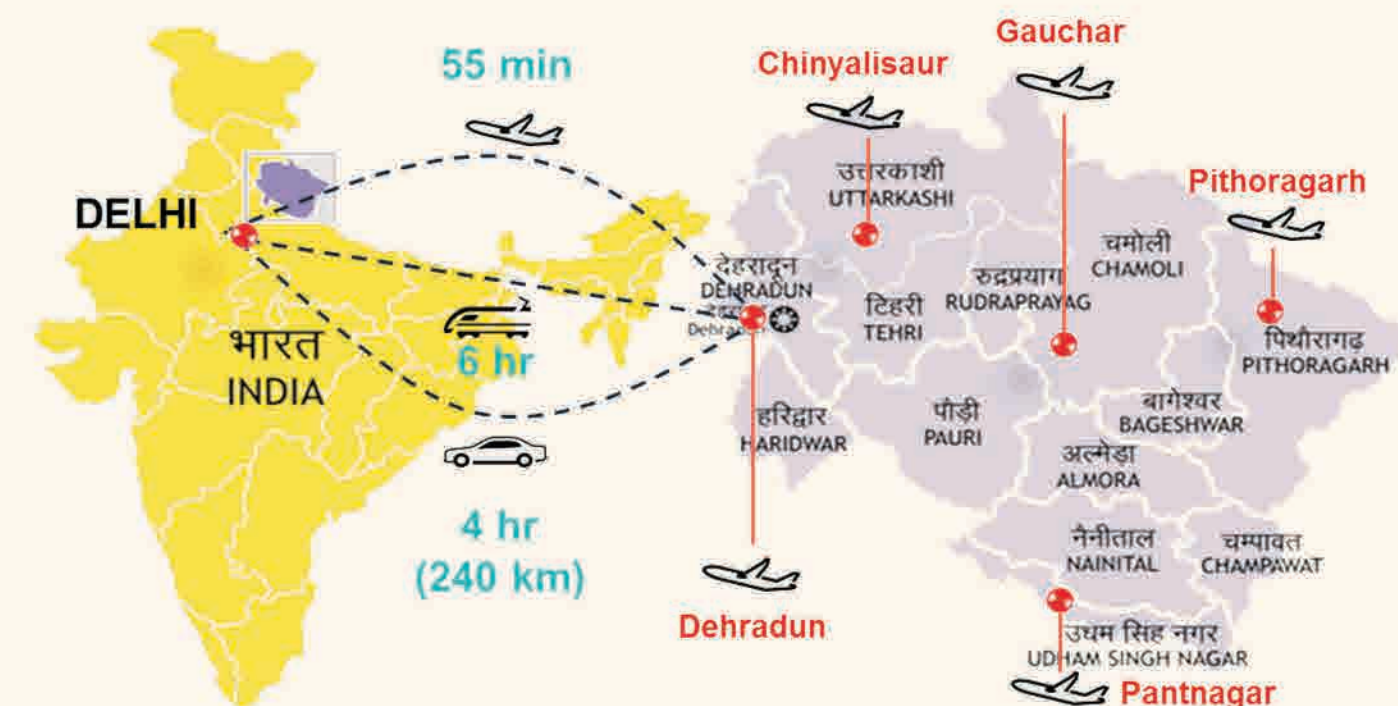
- The State of Uttarakhand was formed on 9th November 2000 as the 27th State of India, when it was carved out of northern Uttar Pradesh
- The State is close to the National Capital Region (NCR) and has excellent connectivity with its neighbouring states
- With levels of literacy rate* (78.80%) higher than the national average and the presence of institutes of international repute, the State has abundant availability of quality human resources
- GSDP of the state stood at INR 2,17,609 Million with a growth rate of 11.23% (FY 2017-18)*
- The state offers a wide range of benefits in terms of interest incentives, financial assistance, subsidies and concessions
- The secondary sector in the state contributes around 50% to the Gross State Domestic Product (GSDP: 2017-18), much higher than the national average**

ACKNOWLEDGED FOR EASE OF DOING BUSINESS & PEACE OF DOING BUSINESS...



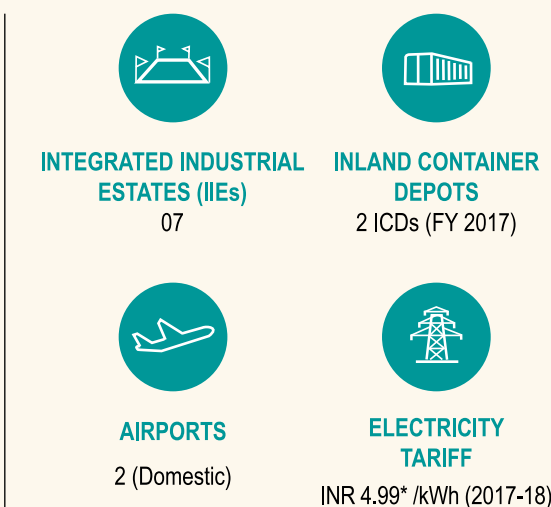
Sources: *Uttarakhand at a glance 2016, DES, GoUK **Directorate of Economics & Statistics, GoUK *** Evaluation of BRAP 2017 Reform Evidence, DIPP

CONNECTIVITY - UTTARAKHAND



General Characteristics	Population ('000) 10086	Area (Sq. Km) 53,483	Water bodies Ganga, Yamuna, Bhagirathi and others
Economic Indicators	GSDP (Million INR) 2,17,609 (FY 2017-18)	GSDP Growth Rate 11.23% (FY 2017-18)	Per Capita Income (INR) 1,77,356 (FY 2017-18)
Technical Institutes	Higher Education Institutes 159	Industrial Training 179	Polytechnic Institutes 70

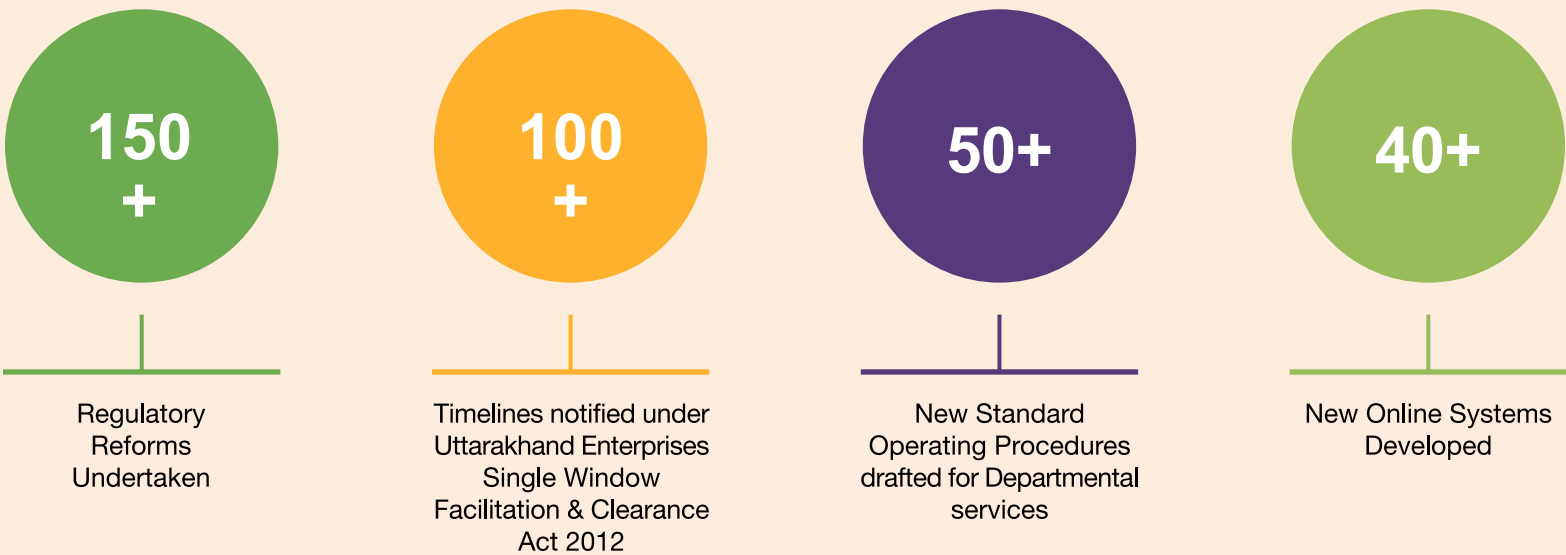
Source: Uttarakhand at a glance 2016, DES, GoUK



Source: ICD:
http://commerce.gov.in/writereaddata/UploadedFile/MOC_636517146051928242_List_ICDs_CFSs_AFSs_01-01-2018.pdf;
Electricity: http://www.cea.nic.in/reports/monthly/installedcapacity/2018/installed_capacity-07.pdf

EASE OF DOING BUSINESS

Under the 'Ease of Doing Business' initiative, the State has implemented a web based Single Window Clearance System - www.investuttarakhand.com, allowing investors to avail the necessary State Government approvals to establish and start their business operations through a single platform without any physical touch point with the approving / licensing authority.



HASSLE FREE SETUP AND OPERATIONS IN THE STATE

Online Single Window System for all required approvals			Auto Renewal of Consent to Establish, Consent to Operate
Single Point Sectoral Clearances			Self / Third party certification in lieu of departmental inspections
Investment facilitation centre to handhold investors			Single Integrated Return for all labour laws
Objective Criteria for land allotment			Use of modern SCADA System to ensure reliable supply of electricity
Geographic Information System of all land banks			Commercial Court set up in Dehradun with entire state jurisdiction

INVESTOR FACILITATION

- The Government of Uttarakhand has laid huge emphasis on business facilitation by creating an enabling environment for industries to set up and start their operations in the State
- The State government houses a dedicated 'Investment Promotion & Facilitation Centre (IPFC)' which acts as a centralized one-stop-shop for the investors / businesses and provides complete handholding support in a structured, focused and comprehensive manner. IFC will focus on investment promotion, facilitation, direct engagement and consultation with investors/Stakeholders and ensures investment realization and sustainable industrialization in the state
- Uttarakhand Right to Service Act, 2011' & 'The Uttarakhand Enterprises Single Window Facilitation and Clearance Act, 2012' were enacted to provide necessary time bound licenses, permissions and approvals for the setting up of commercial establishments in the state. The State has ensured robust legal resolution mechanisms to ensure time bound delivery of government services with more than 100 investor related services already notified under both the acts separately and is in the process of adding more such services of multiple sectors shortly

CREDITED BY INDUSTRY ASSOCIATIONS

Story of 'Make in Uttarakhand' which started in 2003 is a classic example of what manufacturing can deliver to a region's economy in terms of both economic growth and employment generation

CII Report 'Making Uttarakhand Competitive, June 2016'



NCAER Assessment based on "Perception of good business climate" ranks Uttarakhand as the Least Corrupt state in India
NCAER N-SIPI Index Survey; Five states – Uttarakhand, Gujarat, Assam, Andhra Pradesh and Himachal Pradesh – had more than 90% respondents say they faced no problem in getting land



Uttarakhand has emerged as the top state in the country in terms of growth in the industry and service sectors in the last ten years. Uttarakhand has also figured as the second best performing state in terms of project implementation, improving investment scenario in the state



HORTICULTURE SCENARIO IN INDIA

HORTICULTURE

- India ranks 2nd in fruits and vegetables production in the world, after China
- India produced 90.18 million MT. of fruits and 169.06 million MT. of vegetables with total horticulture production of 295.164 million MT*
- India is largest producer of ginger & okra, second largest producer of potato, onions, cauliflower, brinjal, cabbages etc. in vegetables
- The area under cultivation of fruits is 6.480 million hectares while vegetable cultivation is 10.290 million hectares with total area of 24.925 million hectares under horticulture* in 2016-17
- The country ranks 1st in production of Bananas (22.94%), Papayas (44.03%) and Mangoes (including mangosteens, and guavas) (37.57%)

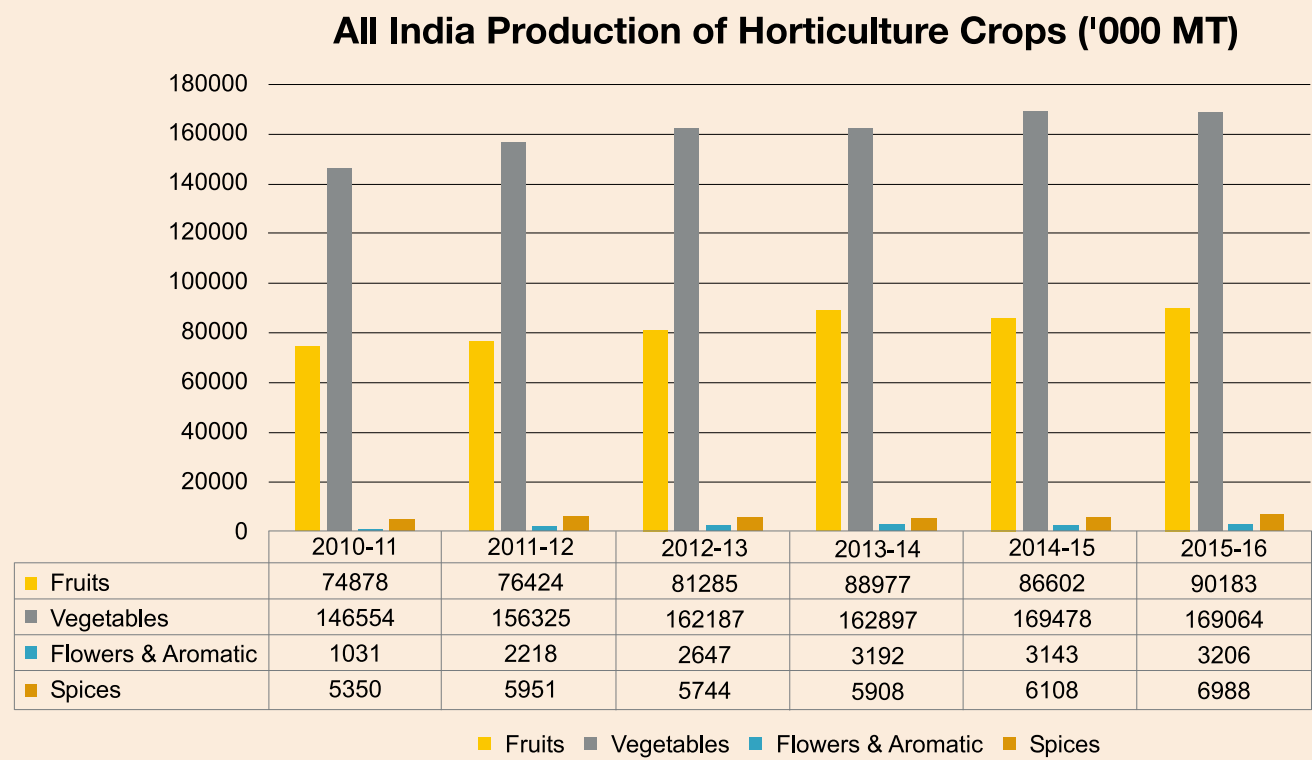


Figure 1: Horticultural Statistics at a Glance 2017, Ministry of Agriculture & Farmers Welfare

Source: **http://apeda.gov.in/apedawebsite/six_head_product/FFV.htm <http://agricoop.gov.in/statistics/publication-reports>

EXPORTS

- Major countries - UAE, Bangladesh, Malaysia, Netherland, Sri Lanka, Nepal, UK, Saudi Arabia, Pakistan and Qatar.²
- Vegetables exported - Onions, Okra, Bitter Gourd, Green Chillies, Mushrooms and Potatoes contribute largely to the vegetable export basket
- Fruits exported - Mangoes, Walnuts, Grapes, Bananas, Pomegranates
- India exported fruits and vegetables worth INR 8,391.41 crores which comprised of fruits worth INR 3,524.50 crores and vegetables worth INR 4,866.91 crores in 15-16. 1

FLORICULTURE

- The floriculture industry is being developed aggressively in order to meet the demand of domestic as well as the foreign markets.
- Agricultural and Processed Food Products Export Development Authority (APEDA) calls Indian floriculture a sunrise industry
- Indian floriculture industry has been shifting from traditional flowers to cut flowers for export purposes
- India exported 20,703 MT of floriculture products to the world, worth INR 507 crore. The major export destinations are U.K, U.S., U.A.E., Germany and Netherlands 2
- Important floricultural crops in the international cut flower trade are rose, carnation, chrysanthemum, gagera, gladiolus, gypsophila, liastris, nerine, orchids, archilea, anthuriu, tulip, and lilies



Source: [http://nhb.gov.in/statistics/Publication/Horticulture%20At%20a%20Glance%202017%20f%20or%20net%20uplod%20\(2\).pdf](http://nhb.gov.in/statistics/Publication/Horticulture%20At%20a%20Glance%202017%20f%20or%20net%20uplod%20(2).pdf)
http://agriexchange.apeda.gov.in/indexp/Product_description_32head.aspx?gcode=0101

UTTARAKHAND SCENARIO

STATE OVERVIEW

- Uttarakhand is one of the most beautiful northern states with presence of exceptional geographical features, rich in natural resources especially water and forests with many glaciers, dense forests and rivers
- It has diverse agro-geo climate conditions, which is most suitable for Horticulture & Floriculture Sector
- Out of the total geographical area of 53.48 lakh hectares of the State, about 7.01 lakh hectares of land is under Agricultural crops and about 2.79 lakh hectares area is covered under the Horticulture crops
- GSDP of the state expanded at 11.16 % between 2011-12 and 2017-18*
- FDI inflows at around US\$ 652 million during April 2000 to December 2017*
- Annual turnover of Horticulture crops in the state is approximately Rs. 2300 crore and Horticulture sector has more than 30 percent contribution in the state's agriculture sector's Gross Domestic Product
- Out of total production of 16.92 lakh MT horticultural crops, fruits contribute 6.59 lakh MT, vegetables 5.87 lakh MT, potato 3.60 lakh MT and rest are covered with spices and flowers
- The state offers a wide range of benefits in terms of interest incentives, financial assistance, subsidies and concessions

AREA AND PRODUCTION STATISTICS 2016-17

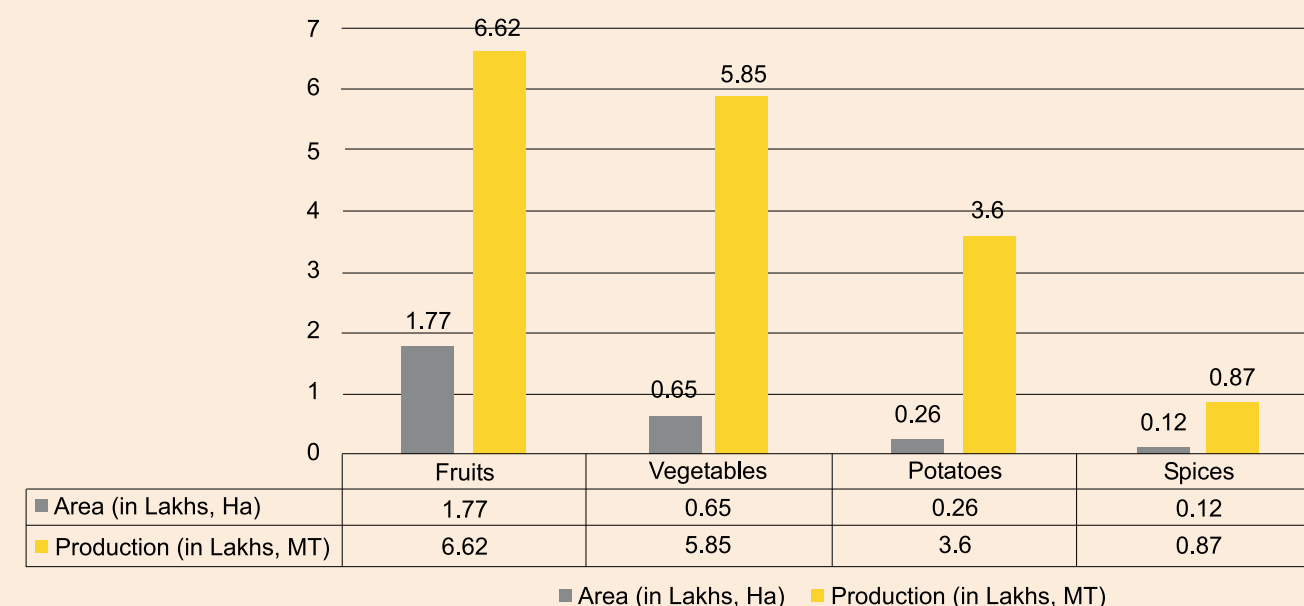
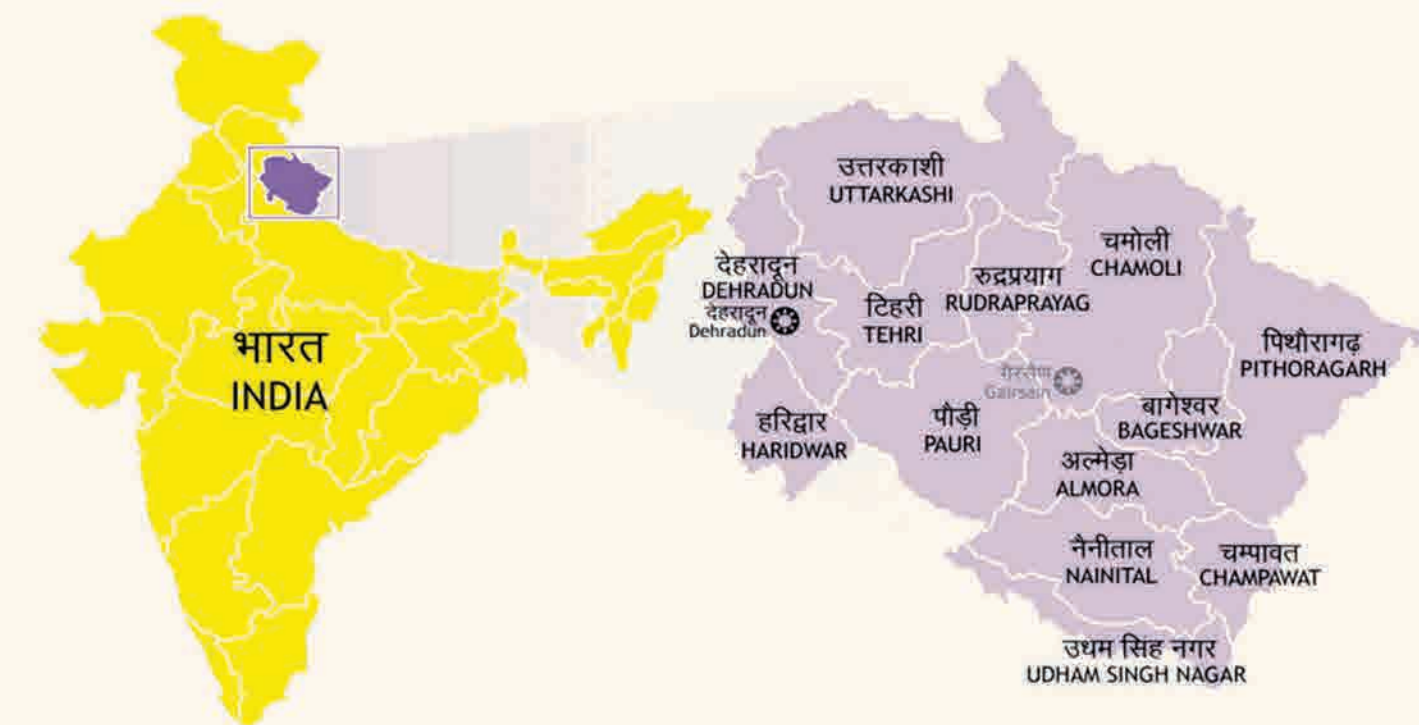


Figure2: Area and Production figures of Uttarakhand, Department of Horticulture and Food Processing, Uttarakhand

*IBEF Report – May 2018

UTTARAKHAND SNAPSHOT



2 Mega Food Parks	23+1 Cold Chain Projects	19 Cold Storages
2 State Food Science Training Centres	93 Government nurseries	49 community fruit preservation cum training centers
3 pasteurized composed production center for Mushroom promotion	2 Horticulture training center at Chaubatia and Srinagar	2 new Horticulture training centers are being setup at Kashipur (USN) and Jarmola (Uttarkashi)
Bee Keeping center at Jyolikot Nainital	13 KVK for dissemination of technology and extension activities	

- Infrastructure facilities for pre-cooling, sorting, grading, packing, storage, processing, marketing and cold chain facilities have been planned to support growth in horticulture sector including floriculture
- Production of horticulture produce reached 16.92 lakh MT in the state which includes fruits, vegetables, spices and flowers
- Government of India has approved an outlay of Rs. 61.11 crore for the development of Horticulture under “Mission for Integrated Development of Horticulture” (MIDH) during 2018-19
- Uttarakhand University of Horticulture and Forestry was established in 2011 with the aim of taking new initiatives in the fields of extension, research and post graduate level courses specific to horticulture
- The state has achieved Mushroom production of approx. 13000 MT
- A weather based crop insurance cover has been facilitated to the farmers producing Apples, Peaches, Citrus fruits, Litchis, Mangoes, Tomatos, Potatos, Ginger, French-beans, Chillies and Peas.
- Pollination support through Bee-keeping for Productivity Enhancement of horticultural crops is being promoted to a greater extent in the State resulting in increased productivity with production of 1351 MT of Honey and additional by-products
- To promote cluster farming in the State, Government has made a provision of taking agricultural land on lease for 30 years (with mutual consent of lessee and lessor) for agriculture, horticulture and other related activities
- UOCB (Uttarakhand Organic Commodity Board) advises and assists in overall strengthening and implementation of the institutional setup, engaged in the production, processing, marketing and promotion of organic farming in the State



Source: <https://www.ibef.org/download/Uttarakhand-July-20173.pdf>

REASONS TO INVEST

HORTICULTURE PROMOTIONAL ACTIVITIES



PRODUCTION AND PRODUCTIVITY IMPROVEMENT

- Production of high quality plantation material in government gardens/Farms
- Area expansion under Horticulture crops include fruits, vegetables, spices and flowers
- Rejuvenation of old & senile orchards
- Pollination support through Bee-Keeping for Productivity Enhancement of horticultural crops and for production of honey and their by-product
- Uttarakhand University of Horticulture and Forestry was established in 2011 with the aim of taking new initiatives in the fields of extension, research and certificate level courses for the benefit of farmers

MAJOR CROPS

- 1st in the country in production of Pear (1.02 lakh MT), Peach (0.48 lakh MT) and Plum (0.38 lakh MT)
- 1st in productivity of spices (7.2 MT/ha) in the country. National average is 1.80 MT/ha
- 2nd in the country in production of Walnut (0.21 lakh MT) followed by J&K (2.61 lakh MT)
- 3rd in the country in production of Apples (0.91 lakh MT). Leading states are J&K (13.48 lakh MT) and HP (4.12 lakh MT)
- 8th in the country in production of cut flowers (14.70 crore spikes)








































































FLORICULTURE PROMOTION ACTIVITIES

- Area of Floriculture increased 10 fold since formation of the State
- Currently, production of loose flowers is 2073 MT. State ranks no. 8 in terms of cut flower production
- Major loose flowers available in the state include Rose, Marigold, Tuberose, etc
- Cut flowers include Gerbera, Carnation, Gladiolus, Lilium, Rose, Orchid, etc.,
- Apart from local market, flowers are marketed in cities like Delhi, Meerut, Kanpur, Lucknow and Chandigarh as well

MAJOR FLOWER PRODUCTION DISTRICTS



SEASONALITY CHART OF FLOWERS

Flowers	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Gerbera		 	 	 								
Carnation	 										 	 
Rose		 	 	 							 	 
Gladiolus		 	 									
Lilium		 	 	 	 						 	 
Marigold											 	
Rajnigandha												

● Lean Period ●● Glut Period

As is evident from above chart, there is sufficient supply of Gerbera, Rose and Gladiolus.

INVESTMENT OPPORTUNITIES

KEY INVESTMENT CLUSTERS#

Sr. No	Category	Districts
1	Tomato	Nainital, Udham Singh Nagar, Haridwar, Dehradun
2	Potato	Udham Singh Nagar, Almora, Tehri, Pithoragarh, Haridwar
3	Peas	Udham Singh Nagar, Tehri, Dehradun, Nainital, Haridwar, Almora
4	Pear	Almora, Pithoragarh, Nainital, Tehri, Pauri, Chamoli
5	Peach	Nainital, Almora, Pithoragarh, Chamoli
6	Plum	Almora, Nainital, Tehri, Pauri
7	Apple	Uttarkashi, Almora, Nainital, Dehradun, Chamoli

POTENTIAL INVESTMENT OPPORTUNITIES

- Manufacturing and supply of agri-horti inputs
- Hi-tech nursery of mandated fruit crops
- Tissue culture unit for mandated horticulture plants
- Vegetable seed production
- Development of new cluster of high value crops like Kiwi, Strawberry, Banana and Papaya
- Mushroom production, spawn production and compost making unit
- Integrated pack house, cold storage/CA store with cold chain facilities
- Retail market and outlets
- Horticulture based food processing unit
- Horti tourism
- Contract farming of potato and off-season vegetables

<http://apeda.gov.in/>



MAJOR PRODUCE

PRODUCTION STATISTICS OF MAJOR HORTICULTURE PRODUCE (2015-16)

Apples

Rank 3 in the country

2.45% of the total production in the country

Major Producing belts in the state are Almora, Nainital, Pithoragarh, Tehri, Pauri, Chamoli and Uttarkashi regions of the state.

Litchi

Rank 8 in the country

4.24% of the total production of Litchi in the country

Productivity: 2.31 MT/ ha

Major Producing belts in the state are Nainital, Dehradun and Haridwar



Pear

Rank 1 in the country

Productivity: 6.04 MT/ ha

The major producing belts in the state are Pithoragarh and Almora



Plum

Rank 1 in the country

Productivity: 4.09 MT/ ha

Major Producing belts in the state are Nainital and Almora



Mango

22.7% of the total fruit production in the state

Productivity: 4.16 MT/ ha

The major producing belts in the state are Udham Singh Nagar, Nainital, Almora and Haridwar

Ginger

Rank 6 in the country

Productivity: 9.66 MT/ ha

The major producing belts in the state are Almora and Tehri

Peach

Rank 1 in the country

Productivity: 6.04 MT/ ha

The major producing belts in the state are Nainital and Almora

Walnut

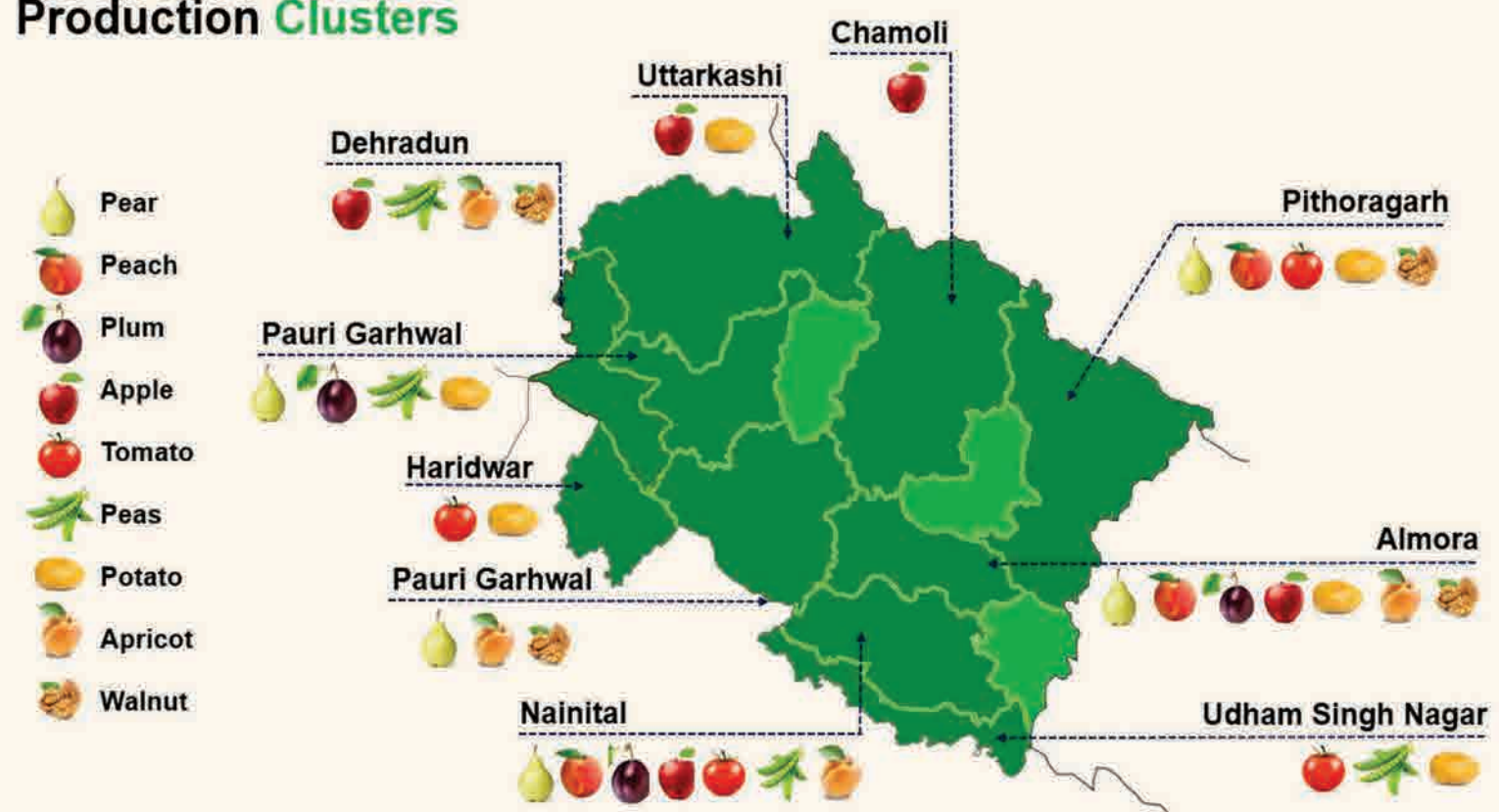
Rank 2 in the country

Productivity: 1.12 MT/ ha

Major producing belts in the state are Almora, Dehradun, Pauri

HORTICULTURE PRODUCE MAP

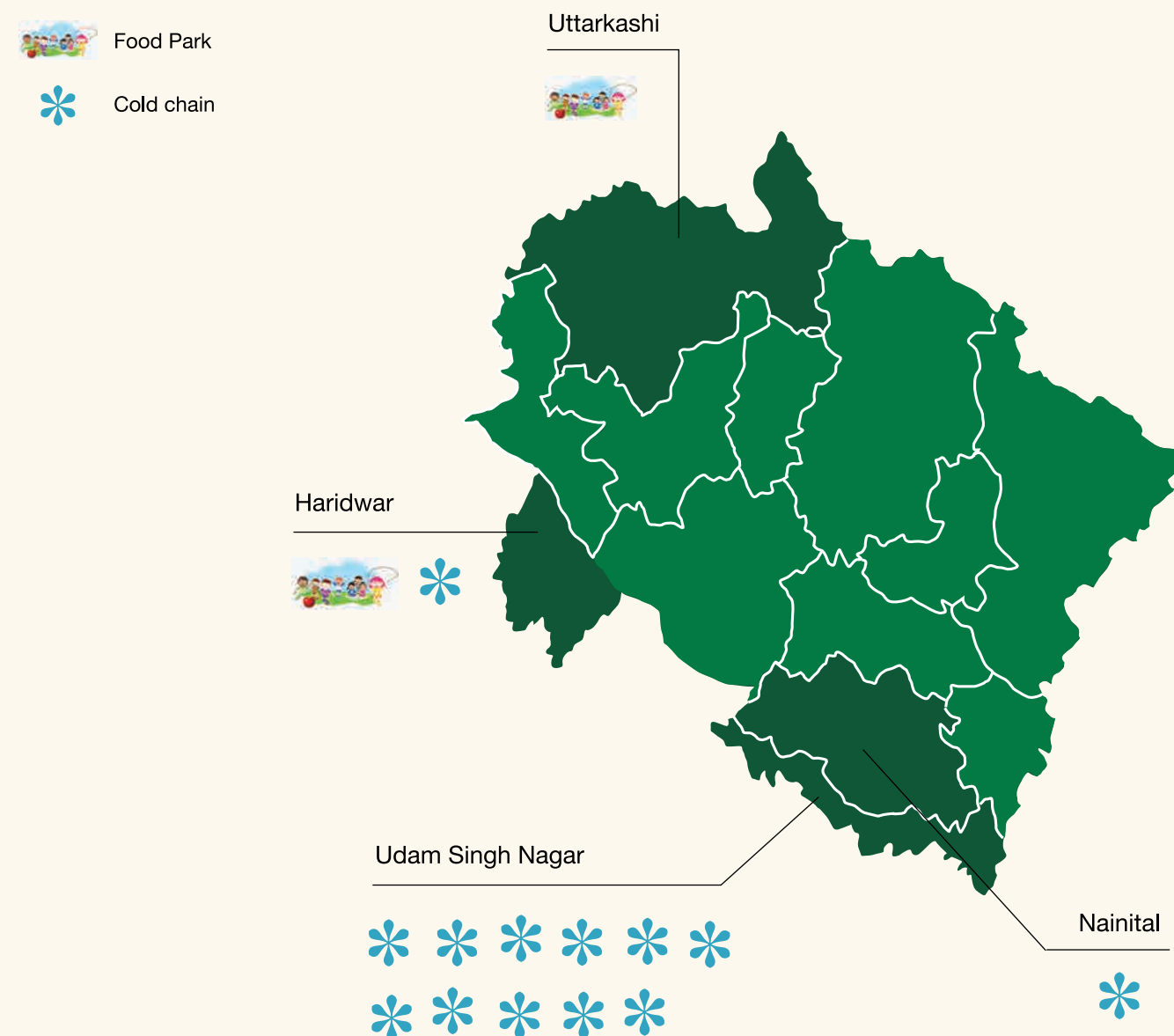
Production Clusters



[*http://foodprocessingindia.co.in/state-profile/uttarakhand](http://foodprocessingindia.co.in/state-profile/uttarakhand)

INFRASTRUCTURE

Infrastructure Clusters



[*http://foodprocessingindia.co.in/state-profile/uttarakhand](http://foodprocessingindia.co.in/state-profile/uttarakhand)

AGRICULTURE/HORTICULTURE INFRASTRUCTURE

Horticulture Promotional Activities



Uttarakhand Krishi Utpadan Mandi Parishad (UKUMP) is the nodal agency responsible for marketing in the state & state comprises of 107 industrial areas.



3 Farmer Consumer Markets setup in Dehradun viz Majri Grant in Doiwala Block, Danda Lakhond



UKUMP has created state-wide network for marketing of agricultural produce



Patanjali Mega Food Park (promoted by Patanjali Food and Herbal Park Pvt Ltd), Village Padartha, Haridwar spread across 28.39 Ha



Uttarakhand hosts #
• 25 Principal Market Yards • 31 Sub Market Yards and
• 27 Weekly Markets • 18 separate marketing yards to ensure marketing of horticulture produce



Himalayan Food Park promoted by Himalayan Food Park Pvt Ltd, Mahua Kheraganj village, Kashipur spread across 20.23 Ha

<http://www.shm.uk.gov.in/pages/display/6-state-profile>



PROCESSING CLUSTERS

S. No.	Category	Districts
1.	Fruits and Vegetables	Haridwar, Dehradun, Tehri Garhwal, Udham singh nagar, Nanital
2.	Spices	Almora, Chamoli, Haridwar, Dehradun, Udham Singh Nagar, Nanital
3.	Beverages	Haridwar, Dehradun, Udham Singh Nagar, Tehri Garhwal
4.	Chips and Namkeen	Haridwar, Dehradun, Udham Singh Nagar, Nanital

*<http://foodprocessingindia.co.in/state-profile/uttarakhand>

COLD CHAIN - LIST

S.N.	Name of Project & Address	Total Project Cost (Rs. in lakh)	Eligible grant (Rs. in lakh)	Total Capacity (in MT)
1.	M/s Trilok Singh Chemma, 2Km. stone, Jaitpur, Kundeshwari Road, Kashipur, U.S. Nagar	1590.02	1000.00	3000
2.	M/s Alisan International Private Limited, Khet No. 216, Village-Korla, NH 74, Gadarpur Road, Tehsil-Kiccha, Rudrapur, U.S. Nagar	1673.00	1000.00	2400
3.	M/s Rana Frozen Foods, Khasra No. 171, Village-Sundhari (Jurasi), Tehsil- Roorkee, Haridwar	1688.64	1000.00	4000
4.	M/s Ram Solvent Extraction Private Limited, 2 Km. Stone, Kashipur Road, Jaspur, U.S. Nagar,	1008.58	756.45	3000
5.	M/s Neutrons Agri Produce , Gadarpur, U.S. Nagar	1676.34	977.66	2508
6.	M/s B.P. Frozen Foods, Dhabora Mustakam, Parmanandpur, Tehsil-Kashipur, U.S.Nagar	1714.60	1000.00	2400
7.	M/s Powercon Industries Limited (A-29), Vikrampur, Tehsil- Bazpur, U.S. Nagar	1836.40	1000.00	3000
8.	M/s Bajpai Refrigeratin and Bakers Co., IDEB industrial area, Phase-I, Mahukheraganj, Kashipur, U.S.Nagar	1288.70	966.53	3000
9.	M/s E Alliances , C-11/1, Industrial Area, Selaqui, Dehradun-248197	1149.95	862.45	1200
10.	M/s Bio Life, P.O.N. Ashram , Ramgarh, District-Nainital	1771.00	981.00	2500
11.	M/s Brar Frozen, , Ranjit Nagar, Farms, P.O.-Bazpur, District-U.S.Nagar	1480.00	706.87	2400
12.	M/s Sharda Agri Foods, Village-Bara, Tehsil-Kiccha, U.S. Nagar	1740.39	750.00	2500
13.	M/s Pal Frozen Foods, Nainital	1612.00	1000.00	2500
14.	M/s Konark Industries, Plot No. 14, IDEF, Industrial area, Mahukheraganj, Kashipur	1713.82	1000.00	3000
15.	M/s Gupta Agro , village-Bichpur, Tehsil-Bajpur, U.S. Nagar	2082.49	1000.00	3000
16.	M/s Agarwal Frozen Foods, US Nagar	1675.00	696.00	3000
17.	M/s Mohyal Foods Private Limited, haridwar	1682.00	876.73	3000
18.	M/s S.K. Frozen Foods, Udham Singh nagar, Uttarakhand	1560.00	923.34	2200
19.	M/s Shanti Frozen Foods, Udham Singh Nagar	1754.50	876.71	10800
20.	M/s Stellar cold Chain, Kashipur, U.S. Nagar	1886.53	983.10	3500
21.	M/s Shivanya Frozen Food Products, Udham Singh Nagar	1680.00	736.00	1600
22.	M/s Aveena Milk Products, Laftpurkhubanpur, Bhagwanpur, Haridwar.	1872.00	1000.00	137600 Ltr. Per day
23.	M/s Rajshree Milk Products , Simla Pistor, Kiccha Road, Rudrapur, U.S. Nagar	1672.00	902.00	50000 Ltr. Per day
24.	M/s Himalayan Agro Vital Enterprises, Village-Chandpur Khurd, Vikasnagar, Dehradun (Sanctioned underational mission on food processing NMFP)	835.05	477.9275	2000
	Total	38643.010	21472.7675	254108

*<http://foodprocessingindia.co.in/state-profile/uttarakhand>

POLICIES, SCHEMES & INCENTIVES

GOVERNMENT SCHEMES TO PROMOTE HORTICULTURE

STATE GOVERNMENT SCHEMES

- District sector schemes (www.shm.uk.gov.in)
- State sector schemes (www.shm.uk.gov.in)

CENTRAL SPONSORED SCHEMES

- Horticulture Mission for North East and Himalayan States (HMNEH) (www.shm.uk.gov.in)
- Pradhan Mantri Krishi Sinchayee Yojna (PMKSY) (Per Drop More Crop) (www.shm.uk.gov.in)
- Industrial Development scheme for Himachal Pradesh & Uttarakhand 2017. Two incentives under this scheme include “Central Capital Investment Incentive for Access to Credit (CCIAS)” and “Central Comprehensive Insurance Incentives (CCII)
- National Horticulture Boards (NHB) (www.nhb.gov.in)
- Pradhan Mantri Fasal Bima Yojna (PMFBY) (Modified Weather Based Crop Insurance Scheme)
- Agriculture & Processed Food Export Development Authority (APEDA)

(Note: Detailed information can be had from the concerned website of the scheme)

KEY PLAYERS



DEPARTMENTAL CONTACT DETAILS

Investment Facilitation Centre, Directorate of Industries

Address	Investment Facilitation Centre C/o Directorate of Industries Industrial Area, Patel Nagar Dehradun, Uttarakhand – 248001
Website	www.investuttarakhand.com
Email ID	ifc.uttarakhand@gmail.com
Phone	+91-135-2728227

State Infrastructure and Industrial Development Corporation of Uttarakhand Ltd. (SIIDCUL)

Address	State Infrastructure and Industrial Development Corporation of Uttarakhand Ltd.(SIIDCUL) IT Park, Sahastradhara Road, Dehradun, Uttarakhand - 248001
Website	www.siidcul.com/
Email ID	contactus@siidcul.com
Phone	+91-135-2708100

Department of Horticulture

Address	Department of Horticulture, Government Garden, Circuit House, Dehradun, Uttarakhand-248001
Website	www.investuttarakhand.com, www.shm.uk.gov.in
Email ID	missionhortiuk@gmail.com
Phone	+91-135- 2759799/ 96

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