

ENTREPRENEURSHIP OPPORTUNITIES IN HORTICULTURE

Date: 26/11/2019

Organizing Department: Department of Agriculture

Mode: Offline

No. of Participants: 53

Duration of Event: One day

Resource Person: Dr. Vikas Kumar - Assistant Professor - Dept. of Agriculture

Name of the Coordinators: Dr. Anjali Tiwari, Assistant Prof. - Department of Agriculture, VGU, Dr. Bhavani Dongabanti, Assistant Prof. - Department of Agriculture, VGU

Event Venue : Seminar Hall, Technology Block



Marketing of different horticultural products at VGU



Final products of jam, jelly and squash

Brief Report

India is the second largest producer of Fruits and Vegetables globally. During 2017-18 the production of fruits was 97 MT and vegetables was 184 MT. The salient features of commercial horticulture are perishability, intense technology, high profitability accompanied with high investment and high risks including vulnerability to post-harvest losses. Overall it demands very good entrepreneurship, leadership and skill development. The programme was organized with the objective to highlight the prospects of entrepreneurship in horticulture to youth.

The workshop covered following topics:

- An Introduction to entrepreneurial opportunities in the Horticultural Processing Sector
- To develop food processing, value added products from fruits and vegetables-prospects for entrepreneurs
- Entrepreneurship in horticulture to the educated and unemployed youth
- To explore leadership roles required in horticulture business and realign and recalibrate self with new knowledge, concepts and tools