



## A Case Study

# Production and profitability of horticulture crops

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**ABSTRACT :** India's soil and climate are most suitable for horticulture crops. Horticulture crops are fruits, vegetables, root and tuber crops, flowers, ornamental plants, medicinal and aromatic plants, spices, condiments, plantation crops and mushrooms. Horticulture crops play an important role in Indian economy. Because, they improve the income of rural people. Cultivation of these crops is intensive. So, it shows employment opportunity to the rural people. Fruits and vegetables are also rich source of vitamins, minerals, proteins, carbohydrates etc. which is essential in human nutrition. It provides nutritional security of the people. Cultivation of horticulture crops are linked with the health and happiness of the people. Cost of cultivation of horticulture crops has been calculated. It was observed from the analysis of data that horticulture crops have produced more production than food crops. It was also noticed that all crops under horticulture have yielded good rate of returns. Measures have been suggested to improve the development of horticulture.

**KEY WORDS :** Horticulture, Methodology, Cropping pattern, Cost of cultivation

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Most of the Indian's main occupation is agriculture. India is having variety of agro climatic conditions. Almost all types of horticulture crops are grown in India. Fruits, vegetables, tuber crops, floriculture, medicinal and aromatic plants, spices and plantation crops are different varieties in horticulture.

India is the second largest producer of the fruits and vegetables after China. Because of international trade, the number of commodities and varieties produced and traded has increased. In spite of adopting global patterns, Indians have been facing huge supply constrains, because there is a low comparative advantage and export competitiveness. New marketing facilities have been developed to reduce post harvest loses and wastage due to inefficient storage and transportation. Shift in cropping pattern towards horticulture production is economically viable and beneficial. But, it requires systematic planning. The commodities, in which, major area shift are mango, banana, lemon, potato, brinjal and onions. India is the largest producer of banana, mango, and green peas. The major exports from India are mango, grapes, orange, apple, banana, mosambe, onion, potato, tomato and pumpkins. The major exports are going to Bangladesh, Nepal, U.A.E., U.K. and Malaysia.

In India, farmers are having small quantity of land and

less money. They can not invest large amount on agriculture. So, they diversified from agriculture to horticulture. Diversification of horticulture from agriculture is having some advantages. They (i) provide nutritional security to the people, (ii) provide raw material for growing agro processing industries, (iii) create employment opportunities to the people, (iv) improve the productivity of land returns, (v) scope for optimum utilization of natural resources.

### **Importance of horticulture:**

India's soil and climate are most suitable for horticulture crops. Horticulture crops are fruits, vegetables, root and tuber crops, flowers, ornamental plants, medicinal and aromatic plants, spices, condiments, plantation crops and mushrooms. All the horticulture crops occupy 7 per cent of the cropped area. They contribute over 18 per cent of gross horticulture output in the country. Horticulture crops play an important role in Indian economy. Because, it improves the income of rural people. Cultivation of these crops is intensive. So, it shows employment opportunity to the rural people. Fruits and vegetables are also rich source of vitamins, minerals, proteins, carbohydrates etc. and are essential for human nutrition. It provides nutritional security of the people. Cultivation of