

NATIONAL HORTICULTURE MISSION: A BOON TO THE FARMING COMMUNITY

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ABSTRACT

The National Horticulture Mission (NHM), a programme for the comprehensive development of horticulture, was launched by the Indian government in 2005–2006 in recognition of the enormous potential of horticulture to support the growth of Indian agriculture. In NHM, 85% of the funding for the development programmes come from the Government of India (GOI) and remaining 15% comes from the State Government. There was a strong correlation between NHM and the type of family, size of horticultural land holding, socioeconomic status, degree of education, size of land holding, annual income from horticulture crops, annual family income, and exposure to the media. The details about the national horticulture mission are discussed in this popular article.



INTRODUCTION

The National Horticulture Board is implementing the National Horticulture Mission (NHM), a sub-scheme of the Mission for Integrated Development of Horticulture (NHB). The objective was primarily created to support the expansion of the horticultural industry, which includes cashew, cocoa, flowers, mushrooms, spices, and root and tuber crops. Under this aim, 85% of the funding for the development programmes will come from the Government of India (GOI), while the remaining 15% will come from the State Government. The National Horticulture Mission is thoroughly examined in this essay. Over the past few years, horticulture production in India has increased significantly. Significant advancements have been made in expanding the area planted with horticulture crops since the National Horticulture Mission (NHM) was launched in 2005–2006, leading to increased production. Patil and Hosamani (2017) studied the performance of the national horticultural mission (NHM) scheme and its impact on horticulture development in Karnataka and found area coverage, creation of water resources, protected cultivation, horticulture mechanisation, post-harvest management and rejuvenation, vermin composting units/bio-digester unit were the most important components which influences the performance of NHM in the study area. According to Kadli *et al.*, (2014), even after a decrease in the area under fruits during post-NHM, the production and productivity increased, indicating the diffusion of technologies and adoption of modern

technology by the fruit-growing farmers. Besides, initiatives taken by the government through NHM might have had a positive role in this direction. According to Suvagiya Shilpa, Shah and Ardeshta (2017); Mehta (2012), the results revealed that kinked growth rates of acreage under vegetable crops increased significantly for both the study periods separately. There may be a reason that farmers put more area under vegetables. Hence, the production increased, but in the absence of suitable infrastructures for vegetable production, such as irrigation, quality inputs and susceptibility of high-yielding varieties to pests and diseases, the productivity of vegetables decreased during the post-NHM period.

OBJECTIVE

The main objectives of the National Horticulture Mission are as follows:

- Increasing the horticulture industry's growth through research, technological promotion, post-harvest management, processing, and marketing, among other things.
- To boost nutritional security, increase horticultural production, and quadruple farmer income.
- To create a convergence between several ongoing and upcoming programmes for horticulture development.
- Advancing and developing technology by integrating old and contemporary scientific knowledge.
- To open up employment prospects, particularly for young people who lack skills or training.

MISSION STRATEGY

To accomplish the goals mentioned above the mission would employ the following strategies:

- Encouraging the development of new production, post-harvest, and processing technologies.
- Ensuring complete assistance for cultivation, post-harvest administration, marketing, and processing ensures producers receive fair returns.
- Increasing production by switching from conventional crops to plantations.
- Provide farmers with the necessary technology for high-tech horticulture farming and cultivation.
- Assisting in constructing post-harvest facilities for marketing infrastructure and value addition, such as ripening chambers, pack houses, cold storage, controlled atmosphere (CA) storage, etc.
- Promoting partnerships, processing, and marketing organisations in the public and commercial sectors at the national, state, and district levels.
- Encouraging the development of human resources and capabilities at all levels.

MISSION INTERVENTION

Mission interventions heavily rely on geographic information systems, remote sensing, and information communication technology. The infrastructure facilities for post-harvest management, markets, and production projections are monitored and planned using this system.

ELIGIBILITY CRITERIA

COST OF APPLICATION FORM AND SCHEME BROCHURE: Application form and scheme brochure fees will be as follows:

PROJECT COST	COST OF APPLICATION FORM AND SCHEME BROCHURE
Projects with costs up to Rs. 10 lakhs	Rs. 1000/-
Projects with costs above Rs. 10 lakhs and below Rs. 20 lakhs	Rs. 2000/-
Projects with costs above Rs. 20 lakhs and below Rs. 50 lakhs	Rs. 5000/-
Projects with costs above Rs. 50 lakhs	Rs. 10000/-

ELIGIBLE ORGANISATIONS

NGOs, Associations of Growers, Individuals, Partnership/Proprietary Firms Companies, Corporations, Cooperatives, Agricultural Produce Marketing Committees, Marketing Boards/ Committees, Municipal Corporations/ Committees, Agro-Industries Corporations, SAU and other relevant R&D organisations are among the eligible promoters under the schemes as mentioned above.

WHO CAN APPLY FOR GETTING A LETTER OF INTENT?

To request the issuance of a letter of intent (LOI), one must be a natural person, a group of people, or a legal person (a partnership firm, a trust, a cooperative society, a society registered under the Registration of Societies Act, a business, or a self-help group, for example).

ONLINE SUBMISSION OF APPLICATION

NHB has established a framework for online Letter of Intent applications through its website, www.nhb.gov.in, the Letter of Intent (LOI). Visit the "Apply Online and Track Status here" option on the website. This Section includes details on how to apply, the cost of applying, and other information. Candidates can apply online with the help of payment choices, a checklist, etc. The applicant has the following three choices for covering the application fee:-

- Demand Draft

- Electronic Transfer of funds in NHB's account
- Credit/Debit Card (VISA/Master)

HOW TO ESTABLISH THE IDENTITY OF THE APPLICANT?

If the applicant is a natural person, establishing the identity of the person or group of people will typically be sufficient with the applicant's name, sex, age, occupation, father's or husband's name, permanent address, and full postal address supported by a self-attested passport-size photograph of the applicant attached to the application. However, if the applicant is a statutory person, it is necessary to insist on knowing the following information about them:

- a) Authenticated copy of the applicant body's or company's registration document.
- b) Authorising signatory of application to seek for a bank loan, NHB subsidy, and all other associated essential procedures in this regard is the Board of Directors Resolution, validly passed. The name, age, sex, designation or employment, father's or husband's name, permanent address, postal address, and self-attested photograph of the applicant must be listed as the signatory of the application in the Board resolution.
- c) It is also recommended to include the Board of Directors or Competent Body of Management's resolution from the applicant body authorising the investment project, taking out a bank loan, etc.
- d) A copy of the most recent audit and annual reports for the applicant body.

TITLE OF THE LAND AND COPY OF RECORD OF RIGHT

The applicant must hold ownership or lease rights to the parcel of land for at least a 10-year term on which the proposed project is built. The minimum lease term should be 15 years for plantation crops and fruit orchards with longer gestation periods. Land lease agreements must be registered with the appropriate authority, such as the office of the sub-registrar, etc. The application must be accompanied by the most recent copy of the register of rights attesting to this fact. Even though the credit institution may have thought so, mortgaged land shall not be regarded equally with leasing. Similarly, the power of Attorney given by the owner of the land in favour of the applicant shall not qualify him for benefit under the scheme.

DOCUMENTS THAT MUST BE SENT WITH THE APPLICATION FORM:

- A copy of the right-over document for the project land.
- If the land is being leased for the project, a certified copy of the lease document must be submitted with the LOI application and registered.
- Acknowledgement in the enclosed form.

- Prescribed cost of application form and scheme brochure.
- Copy of last submitted income tax return, if any
- A copy of the project report presented to any financial institution or bank together with a letter stating that the loan application is being considered.
- Key map of the project land (free hand sketch) displaying the project's layout and land boundaries, as well as any sources of irrigation water and other relevant information.
- If the applicant is a partner in a partnership firm engaged in a related activity, the NOC granted by that organisation.
- If the project calls for the primary processing of fruits and vegetables and the production of any fruit product covered by FPO 1955, a NOC from the Ministry of Food Processing Industries (MFPI) must be submitted.

CONCLUSION

The National Horticulture Mission (NHM), a programme for the comprehensive development of horticulture, was launched by the Indian government in 2005–2006 in recognition of the enormous potential of horticulture to support the growth of Indian agriculture. NHM can promote the horticultural activity in the different states by taking initiative on encouraging vegetable seed production, protective agriculture, bee keeping activity, improving the post harvest storage options etc. Hence, it can be conclude that NHM can be bone for development and upliftment of Indian farming community.

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