

33rd meeting of National Horticulture Board held under chairmanship of Union Agriculture Minister Shri Shivraj Singh Chouhan

Scheme implementation should be timely, transparent, and farmer-centric - Union Minister Shri Shivraj Singh

Small farmers should get maximum benefits, their income should also increase - Shri Shivraj Singh Chouhan

Develop strategy to prevent quick spoilage of horticulture produce so that shelf life increases - Union Agriculture Minister

Farmers should not suffer losses; run awareness programmes - Shri Shivraj Singh

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The 33rd meeting of the Board of Directors of the National Horticulture Board (NHB) was held today at Krishi Bhawan, New Delhi, under the chairmanship of Union Minister for Agriculture and Farmers' Welfare, and Rural Development, Shri Shivraj Singh Chouhan. Union Agriculture Minister of State Shri Ramnath Thakur was also present in the meeting.



In the meeting, Shri Shivraj Singh Chouhan reviewed NHB schemes, and the discussion focused particularly on commercial horticulture development schemes, cold-chain infrastructure projects, Cluster Development Programme (CDP) - a new initiative to enhance productivity and market linkages through region-specific horticulture clusters, and Clean Plant Programme - to provide disease-free planting material for high-value crops.



Union Minister Shri Shivraj Singh directed that scheme implementation be timely, transparent, and farmer-centric, with subsidies provided to farmers on time and no complaints in this regard. He also emphasised developing a special strategy for perishable horticulture produce in farmers' interest, to increase their shelf life, prevent losses to farmers, and run awareness programs to avoid damage.

During the meeting, Union Minister Shri Chouhan gave several strategic suggestions to boost productivity, quality, and competitiveness in the horticulture sector. He instructed special focus on quality planting material, post-harvest management, and productivity enhancement. Shri Shivraj Singh stated that it is essential to strengthen systems to connect farmers comprehensively to markets, cold-chain networks, and value-addition opportunities. He said the NHB should prepare state-wise and region-wise roadmaps and work with full strength for farmers' benefit.

Union Minister Shri Shivraj Singh Chouhan released technical publications prepared by the National Horticulture Board on Good Agricultural Practices, organic farming models, and advanced horticulture technologies. These resources will serve as valuable reference material for farmers, entrepreneurs, and agriculture experts. The meeting was attended by Union Agriculture Secretary Dr. Devesh Chaturvedi, ICAR Director General Dr. Mangi Lal Jat, senior officials from agriculture and various departments, and non-official members from the horticulture industry. This broad representation strengthened regional perspectives and participatory dialogue in the meeting.

The National Horticulture Board is an autonomous organisation under the Department of Agriculture and Farmers' Welfare, working for robust development of commercial horticulture and cold-chain infrastructure across the country.

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