



# Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

## Brief report on Kisan Goshti organized by Department of Agriculture, IIAST on

### “Value Addition of Horticultural Crops: Issues and Strategies”

“बागवानी फसलों का मूल्य संवर्धनमुद्दे और रणनीतियाँ :”

Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST) on 04 May 2024 organized a Kisan Goshti to sensitize the farmers of the Paikramau Village on Value Addition of Horticultural Crops: Issues and Strategies. Important information will be imparted on the importance of value addition in horticultural crops and strategies for enhancing value along the supply chain.

The Goshti was observed under the guidance of Prof. Mohd Haris Siddiqui, Dean, Faculty of Agricultural Science and Technology and Prof. Saba Siddiqui, Head, Department of Agriculture, IIAST. The faculty members Dr. Salman Ahmad, Dr. Suhail Ahmad Khan and Dr. Sanket Kumar accompanied students of B.Sc (Hons.) Agriculture to Paikramau Village where the Goshti was organized. The farmers of village Paikramau and other nearby villages attended the Goshti.

During the Goshti, Dr. Salman Ahmad highlighted the challenges in value addition for horticultural crops, focusing on improving the quality and productivity of value-added products. He emphasized the importance of Integrated Pest Management (IPM) in post-harvest management to maintain the quality and safety of these products. Implementing IPM strategies can help reduce pest-related losses and improve the shelf life and market value of horticultural products. By implementing IPM in post-harvest management, the quality and safety of horticultural products can be preserved, reducing post-harvest losses and enhancing the value addition process. Dr. Ahmad stressed that adopting such integrated approaches is essential for sustainable and profitable horticulture. Dr. Suhail Ahmad Khan emphasized the significant economic benefits of value addition in horticultural crops, particularly in improving the livelihoods of farmers. He explained how value addition can enhance the profitability of agricultural products, reduce post-harvest losses, and create new market opportunities. By processing raw produce into more valuable products, farmers can achieve better returns and access broader markets, both domestically and internationally. Dr. Khan also elaborated on various schemes and initiatives launched by the Government of India under the Ministry of Food Processing Industries (MoFPI) aimed at supporting agripreneurs and enhancing the food processing sector like Pradhan Mantri Kisan Sampada Yojana (PMKSY) Cold Chain, Value Addition and Preservation Infrastructure, Financial Assistance for Food Processing, Operation Greens etc. Dr. Sanket Kumar shared his expertise on value addition strategies in horticultural crops to enhance farmers' income. His presentation emphasized the practical approaches that can be adopted to transform raw horticultural produce into more marketable and higher-value products, thereby providing farmers with better financial returns. Dr. Kumar stressed the



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importance of processing fresh produce into products with longer shelf lives, such as canned, dried, or frozen goods. This not only reduces post-harvest losses but also adds value by creating new product forms that can be sold at higher prices. Dr. Kumar highlighted the role of branding and attractive packaging in differentiating products in the marketplace. A strong brand can build customer loyalty and allow products to stand out on retail shelves, while good packaging can preserve product quality and appeal to consumers.

The farmers of Paikramau were encouraged for value added products instead of selling the horticultural crops in raw form. Active engagement between farmers and experts took place, addressing queries and fostering a successful interaction. Feedback from the farmers indicated high satisfaction with the organization of the Kisan Goshti and the quality of content delivered.

## Glimpses of Kisan Goshti

