



TERI TO STEER APPLE ORCHARD MANAGEMENT IN HIMACHAL PRADESH

August 19th 2013, New Delhi: Global think-tank The Energy and Resources Institute (TERI) in association with Container Corporation of India (CONCOR) will undertake an integrated and holistic village development program in the select villages of Himachal Pradesh, focusing on Apple Orchard Management. The program is envisaged in three phases in 3 years.

Lauding the initiative, Mr. Virbhadra Singh, Hon'ble Chief Minister, Himachal Pradesh said "I am confident that this project will further complement the efforts of the Government in capacity building of orchardists and improving the orchard management technology through improved irrigation and mechanization, and will eventually give a boost for revitalizing the apple economy of the State. I wish to see the fruits of this project not only in the project area but eventually throughout the State. I congratulate TERI and CONCOR in taking this initiative and launch this project in the interest of apple farmers of Himachal Pradesh".

Speaking about the project, Dr. R.K.Pachauri, Director General, TERI said "The importance of our mountain states like Himachal Pradesh pursuing sustainable development practices is becoming increasingly clear. Himachal Pradesh is a major producer of apples in this country, but with the challenges ahead there is a need to improve the productivity and quality of produce. This project can prove to be a game changer for horticulture in our hill states, and it is hoped that the knowledge and experience from this project can be disseminated on a large scale to other parts of the Himalayan region."

Shri Anil Kumar Gupta, Chairman and Managing Director, CONCOR said "CONCOR and TERI have successfully tied up for a one of a kind project to implement sustainability measures in Mukteshwar area of Uttarakhand resulting in creation of storage capacity of more than 15 lakhs litres of water besides other agricultural interventions such as polyhouses etc. for the farmers there. We are confident of replicating and transcending these achievements in the state of Himachal Pradesh, where Concor is already working for last six years through its subsidiary Fresh &

Healthy Enterprises popularising the premium apple produces of the state by providing cold chain logistics and being a game changer of sorts for the agro industry.”

The strategic approach adopted by TERI and CONCOR to achieve the desired output would include: Awareness on agricultural issues in the community, need identification and prioritization, identification and allocation of land for construction under the project activities and implementation of activities based on need of the community by taking into confidence the village Panchayat.

The project assumes significance in light of the basic problems faced by the farmers in the region ranging from scarcity of water, absence of good agricultural practices, absence of technological solutions, ineffective management of Apple Orchards, absence of quality training and capacity building etc. In this context, 5- 7 village clusters in Himachal Pradesh have been identified for developing as Model Clusters in Phases. The project would majorly focus on training and capacity building on “Apple Orchard Management” by national and International experts so that the socio economic status of the farming community in Himachal Pradesh can be improved.

The phases of the integrated development program will be as follows:

-Phase I – Planning Phase: (3 months) Targeted implementation of identified critical activities and development of an integrated master plan for the selected villages.

-Phase II - Implementation Phase (27 months) Implementation of sectoral action plans (short, medium and long term), based on the integrated master plan developed during Phase I. The emphasis would be on sustainability by developing resilient institutions (at the local level) and creating viable financial mechanisms.

-Phase III – Sustainability Phase (6 months) Sustainability, hand holding and outreach.

TERI proposes to help the farmers through Rainwater Harvesting Solutions, introduction of high yielding Apple variety which is good in colour and size, mechanisation solutions with interventions like sprayers, pruning tools of high quality with introduction of anti-hail nets etc, nutritional management, pest management, cleaning practices, post-harvest management with engagement of National and International Apple experts for specific inputs on Apple Orchard management along with establishment of Knowledge cum Recreational Centres.

ABOUT TERI:

TERI is an independent, not-for-profit research institute focused on energy, environment, and sustainable development and devoted to efficient and sustainable use of natural resources.

Since its inception in 1974, TERI has emerged as an institution of excellence for its path-breaking research, and is a global brand widely respected by the political leaders, policy makers, corporate entities as well as the civil society at large.

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