Dear Farmers and Farm women,

Wishing you a happy and prosperous New Year, 2024!

Horticulture is an art of production, utilization and improvement of horticultural crops, such as fruits and vegetables, spices and condiments, ornamental, plantation, medicinal and aromatic plants. Horticulture plays a major role in the economy by generating employment, providing raw materials to various food processing industries, and higher farm profitability due to higher production and export earnings from foreign exchange. It can play a crucial role in changing the face of agriculture in Punjab by virtue of its diversification, employment generation and export potential. Presently, area under horticultural crops in Punjab state is 420022 ha., out of which 93615 ha. is under fruits; 28774 ha. is under vegetables; 2177 ha. is under flowers and 36486 ha. is under spices and aromatic crops. There is a need to create niche areas for horticultural crops to diversify farmers’ income and to conserve natural resources. PAU has developed various technologies for higher yield, better quality and for increasing resistance to biotic and abiotic stresses in these crops. PAU is providing technical expertise for increase in yield as well as production in the limited area available for horticulture. The state department of Horticulture is also providing subsidies for planting new orchards and reviving old orchards apart from many other schemes. Processing and value addition of horticultural crops plays a very important role in their promotion and adoption apart from creating export potential. PAU provides hands on trainings to farmers and farm women for preservation, processing and value addition of these perishable crops. Punjab Agro Industries Corporation has also set up a Mega Food Park in Ludhiana to promote investment in food processing industries.

Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness. With these words, I hope that we will approach the New Year 2024 with resolve to find the opportunities hidden in each new day. Once again, on behalf of PAU, I wish all the readers a very happy and joyful New Year, 2024.

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