



Horticulture Cluster Development Programme

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- 'Union Minister of Agriculture and Farmers Welfare' launched the Horticulture Cluster Development Programme to ensure holistic growth of horticulture. It is a central sector programme.
- In a pilot phase, it will be implemented in 12 horticulture clusters out of the total 53 clusters selected for the programme. It will be **implemented by the National Horticulture Board (NHB)** of the Ministry of Agriculture and Farmers' Welfare **aims at growing and developing identified horticulture clusters to make them globally competitive.**
- **The programme will address all major issues related to the Indian horticulture sector including pre-production, production, post-harvest management, logistics, marketing and branding.** It's designed to leverage geographical specialisation and promote integrated and market-led development of horticulture clusters.
- The programme will benefit about 10 lakh farmers and related stakeholders of the value chain and is expected to attract an investment of Rs. 10,000 crore when implemented in all the 53 clusters.

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