



Promotion of Growing Fruit Trees for Efficient Land Use, Food Security, Nutrition and Value Addition



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2. Project Objectives:

1. Organization of **plantation programs** of targeted nutritious fruits to make efficient use of land
2. **Promotional campaign** to popularise fruit growing and consumption in rural communities and school children.
3. Developement of **eco-friendly methods** for fruit planting, irrigation, fertilising, protection and maintenance through research scholars.
4. Conduct value addition demonstrations/**capacity building trainings** to enhance fruit production, post-harvest value of fruits during glut in market and for entrepreneurial development
5. Collection and strengthen of fruit planting materials for the mother blocks and **nursery** at Department of Horticulture, SKNCOA, Jobner to ensure the availability of quality planting materials.

3. Methodology and implementation approach(1):

- ✓ **Promotional campaigns/ plantation programs** would be implemented to popularise fruit growing and consumption for underprivileged people and school children.
- ✓ The **eco-friendly methods** will be developed for fruit planting, irrigation, fertilising, protection and maintenance through research scholars.
- ✓ Further, **post-harvest management demonstrations** would be planned for entrepreneurial development, to aware knowledge about value addition and preparation of value added products for increasing income and livelihood of rural communities.

4. Methodology and implementation approach(2):

- ✓ **Capacity building trainings** targeting to youth, farmers and farm women will be organized on fruit production and their value addition.
- ✓ Fruit planting materials will be collected and strengthen for the mother blocks and nursery at Department of Horticulture, SKNCOA, Jobner for frequent availability of quality planting materials.
- ✓ **Public awareness extension literatures** will be developed and disseminate for fruit nursery production and value addition of fruits.

5. Social and nutrition impact pathway – Project outcomes/Impact:

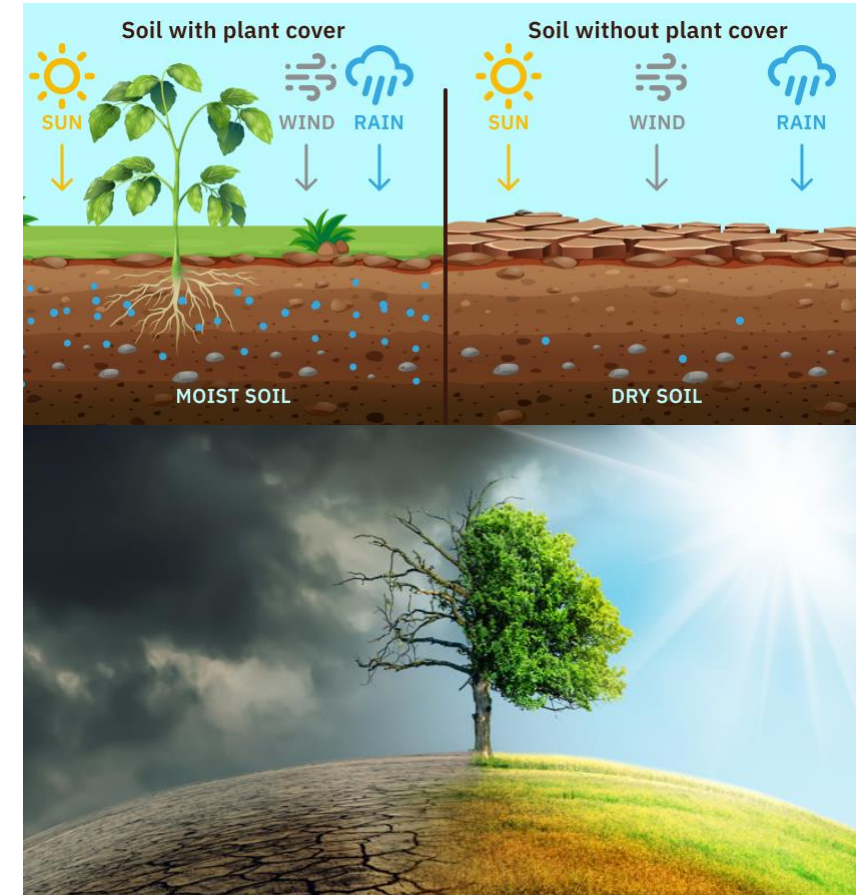
- ✓ Increase awareness of the diversity of fruits among consumers for health and nutrition security
- ✓ Diversified sustainable farming systems
- ✓ Supporting income-oriented sustainable agriculture
- ✓ Reducing poverty for under privileged people



Slide 6. Environmental and climate advantages



- ✓ Soil Health and Water Conservation
- ✓ Microclimate Regulation
- ✓ Climate Change Mitigation
- ✓ Biodiversity Support





7. Scaling, sustainability and cost efficiency:

- ✓ Community-Based Organizations (CBOs) or Tree/Orchard Management Committees
- ✓ Farmer Cooperatives
- ✓ Living Nurseries
- ✓ Integration into Local Governance Plans
- ✓ Benefit-Sharing Frameworks

8. Budget summary and risk and mitigation strategy:

S. No.	Head	Budget (INR)			Justification
		2026	2027	2028	
1.	Operational Cost	3.5 lacs	3.5 lacs	3.5 lacs	Supply and purchase of fruit trees for planting materials and their maintenance, providing necessary inputs and protection, establishment of fruit tree nursery for capacity building, Research work by scholars
2.	Manpower	1.5 lacs	1.5 lacs	1.5 lacs	Hiring labourers for field work and coordination of field activities
3.	Travel	0.5 lacs	0.5 lacs	0.5 lacs	Any staff travel relating to coordination and implementation of project activities, participants for trainings, transport of fruit trees etc.
4.	Demonstrations, trainings and capacity building	1.0 lacs	1.0 lacs	1.0 lacs	Organization of demonstrations, trainings and capacity building programmes at ON and OFF Campus
5.	Documentation and publication	0.2 lacs	0.2 lacs	0.2 lacs	Preparation of public awareness literatures for promotion of project activities like success stories, brochures, posters, manuals etc.
6.	Contingency/ Misc. expenses	0.5 lacs	0.5 lacs	0.5 lacs	Any other expenses do not cover under above heads
	Total Rs.	7.20 lacs	7.20 lacs	7.20 lacs	Grand Total Rs. 21.60 lacs



Thanks