CHAPTER 1 INTRODUCTION 1. Background	1
2. Areas Of Agricultural Diversification3. Objectives	3 5
4. Methodology And Sources Of Data 5. Chapter Scheme	6 11
·	I I
CHAPTER 2 EXPERIENCE WITH AGRICULTURAL DIVERSIFICATION STRATEGIES : INDIA AND SOME SELECTED DEVELOPING COUNTRIES	
1. Introduction	18
2. Paradigm Shifts In Economic Development	19
3. Review Of Agricultural Strategies In India	23
4. The Eighth Plan Initiative For Horticultural Development	29
5. The Ninth Five Year Plan And Horticultural Development	34
6. Agricultural Diversification: Changes In Cropping Pattern In India.	35
CHAPTER III PRODUCTION AND DEMAND CHARACTERISTICS O FRUIT CROPS.	F
1. Agronomical And Technical Details Of Cultivation Of	
Fruits Crops	42
2. Production Statistics Of Horticultural Crops In India.	
(With Special Reference To Fruits)	48
3. Demand Characteristics Of Horticultural Crops.	53
4. Demand Projections For Selected Crops	63
CHAPTER 4 DIVERSIFICATION OF INDIAN AGRICULTURE EXPORTS: THE POTENTIAL OF HORTICULTURE	RAL
1. Introduction	68
2. Structure Of Agricultural Exports In India	70
3. An Account On Exports Of Grapes And Mangoes	77
4. Export Projections	84
5. Government Incentives To Promote Export Of	0.0
Horticultural Crops	86
CHAPTER 5 ECONOMIC VIABILITY OF AGRICULTURAL DIVERSIFICATION: A SURVEY OF LITERATURE	
1. Introduction	89
2. A Review Of The Literature On The Economic Viability	
Of Horticultural Crops	90
APPENDIX TO CHAPTER 5: SOME REMARKS ON THE	
RECENT DEBATE REGARDING FOOD SECURITY AND	115
AGRICULTURAL DIVERSIFICATION.	115
CHAPTER 6 HORTICULTURE IN MAHARASHTRA: SCOPE, POLICY AND SPREAD	
1. Introduction	120

The State Of Maharashtra 121 3. Cropping Pattern In Maharashtra: A Trend Analysis Of Area Under Different Categories Of Crops 125 4. Horticultural Development In The State: Incentives & Schemes 128		
Under Different Categories Of Crops 125 4. Horticultural Development In The State:		
4. Horticultural Development In The State:		
Incentives & Schemes 128		
CHAPTER 7 A PROFILE OF THE REGIONS, RESPONDENTS, CROPS COVERED AND THE SALIENT FEATURES OF THE STUDY REGIONS		
1. Background Of The Sample Survey 149		
2. Coverage Of The Sample Survey 149		
3. Organised Efforts In Grape Farming 152		
4. Salient Features Of The Mulshi Region. 153		
5. Salient Features Of The Junnar Region. 166		
6. Salient Features Of The Dry Area Of Shirur Region. 179		
CHAPTER 8COSTS, VOLUME, AND REVENUE		
(CVR)ANALYSIS OF THE SELECTED FRUIT CROPS		
IN THE STUDY REGIONS.		
1. Introduction 182		
2. Cost And Revenue Analysis Of Mangoes In The Mulshi		
Region. 183		
3. Cost And Revenue Analysis Of Mangoes And Grapes		
In The Junnar Region 192		
4. Cost And Revenue Analysis Of Grapes In Junnar		
Narayangaon Region 203		
5. Cost And Revenue Analysis Of Oranges		
In The Shirur Region 208		
CHAPTER 9 COST-BENEFIT ANALYSIS OF THE SELECTED		
FRUIT CROPS IN THE STUDY REGIONS.		
1. Introduction 214		
2. Computation Of NPV, IRR, and BCR. 218		
3. The IRR and NPV and BCR Analysis Of Mango		
Cultivation In The Mulshi And Junnar Region 219		
4. The IRR, NPV and BCR Analysis Of Grapes In The		
Junnar Narayangaon Region 230		
CHAPTER 10 ORGANISED EFFORTS IN GRAPE FARMING (A		
CASE STUDY OF TWO GRAPE GROWERS' CO-OPERATIVE		
SOCIETIES)		
1. Introduction 234		
2. An Account Of The Two Grape Growers'		
Cooperative Societies 236		
3. Grape Exports Of Abhinav And Vighnahar Societies. 240		
4. Revenue And Cost Analysis Of One Acre Of Grape		
Farm 246		
CHAPTER 11 – SUMMARY AND CONCLUSIONS		
1. Conclusions from the Survey of Existing Literature 259		
2. Main Observations Based on the Analysis of Data		
Collected Through the Field Study. 268		

3. Results of the Cost Benefit Analysis of Farm Diversification4. Role of Co-operatives in the Process of	271
Agricultural Diversification 5. Observations on the Reach and Effectiveness of the	274
Capital Subsidy Scheme 6. Principal Findings of the Study	275 277
ANNEXURE – 1. EXPERIENCES WITH AGRICULTURAL DIVERSIFICATION (Selected Developing Countries)	285
ANNEXURE – 2. BRIEF CASE STUDIES OF 'OUTLIERS'	295
ANNEXURE -3. COST AND REVENUE ESTIMATES OF SELECTED CROPS IN THE STUDY REGIONS	308
ANNEXURE – 4. INCOME ESTIMATES IN THE STUDY REGIONS	313
ANNEXURE - 5. MAP OF PUNE DISTRICT (PHYSICAL AND ROAD MAP)	319
ANNEXURE – 6. INSTRUMENTS USED TO COLLECT DATA FROM RESPONDENT FARMERS	321
ANNEXURE – 7. INSTRUMENT USED TO COLLECT DATA FROM COOPERATIVES SOCIETIES	331
BIBLIOGRAPHY AND REFERENCES	335

LIST OF TABLES

CHAPTER -- 2

•	Table 2.1 Plan Outlay By Central Government For	
		31
•		32
		32
		37
	able 2.5 Percentage Distribution Of Area Under Food /Non Food	
		39
•	able 2.6 Trends In Agricultural Diversification In	_
		40
CHAPT	ER 3	
	able 3.1 Gestation Period For Selected Fruit Crops	44
•	able 3.2 Package Of Practices For Cultivation Of Fruit Crops	15
•	able 3.3 Product Life Cycle Of Grapes:	47
	able 3.4 India's Position in World Production of Fruits and Vegetables	48
		49
		50
		51
		52
		53
	able 3.10 Income Elasticity of Demand for Fruits and Vegetables	-
	•	54
		56
		58
		60
	•	61
	·	52
	able 3.16 Total Demand For Milk, Fruits, Vegetables, Meat And Eggs	_
		62
•	Table 3.17 Comparison Of Food Consumption	_
	•	63
	Table 3.18 Demand Projections For Horticultural Commodities (India)	
	Table 3.19 Production and Demand for Fruits and Vegetables in India.	
	able 5.17 Floddellon and Demand for France and Vegetables in India.	
СНАРТ	ER – 4	
,	Table 4.1 Share Of India In The World Production And Export Of	
		7 1
	— — — — — — — — — — — — — — — — —	72
	Table 4.3 Trends In Exports Of Some Selected Agricultural	' -
	•	73
	Table 4.4 Domestic And World Prices Of Principal Agricultural	, 3
	·	74
	Fable 4.5 India's Share In World Exports By Commodity Divisions	, H
	• • • • • • • • • • • • • • • • • • •	75
	Fable 4.6 Trends In Growth Of Exports Of Fruits And Vegetables	ر ,
		75
		16
	CHICKET C. CALBUINE IN COURT INTO THE COURT OF THE COURT	

Table 4.8 Statewise Area, Production And Yield Of Grapes.	78
Table 4.9 Exports Of Grapes From India	78
Table 4.10 India's Exports Of Grapes (Fresh)	7 9
Table 4.11 State Wise Area, Production, Yield Of Mangoes.	81
Table 4.12 India's Export Of Mangoes	82
Table 4.13 India's Exports Of Mango And Mango Products.	83
Table 4.14 India's Exports of Mango (Fresh).	84
Table 4.15 Export Projections For Horticultural Products (From Indi	a)85
CHAPTER 5	
Table 5.1 Cost Of Cultivation And Income Per Acre Of Selected	
Fruit Crops	91
Table 5.2 Annuity Values, Selected Fruit Crops	92
Table 5.3 Cost Of Establishing / Maintaining Trees	95
Table 5.4 Average Annual Returns From Fruit Trees	95
Table 5.5 Economic Evaluation Of Agro Horticultural System	96
Table 5.6 Annual Stream Of Income And Costs of Grapes	98
Table 5.7 Cash Flow For Grape Gardens	98
Table 5.8 Cash Flow For Composite Investment	100
Table 5.9 Returns From Selected Crops In India	101
Table 5.10 Discounted Present Value	102
Table 5.11 Crop Composition Across Farm Groups And	
Irrigation Types	104
Table 5.12 Net Return And Income Cost Ratio In Crop Enterprise	105
Table 5.13 Share Of Cash Crops In Gross Cropped Area.	109
Table 5.14 Cropping Pattern Followed By Different Size Of Farms	112
CHAPTER 6	
Table 6.1 Main Fruit Areas Of Maharashtra	123
Table 6.2 Land Utilisation Pattern In Maharashtra	123
Table 6.3 Land Utilisation Pattern In Maharashtra	124
Table 6.4 Cropping Pattern In Maharashtra Area under	121
Principal crops.	126
Table 6.5 Trends In Crop-Wise Allocation Of Land.	128
Table 6.6 Area Growth Under Horticultural Crops	130
Table 6.7 Production Estimates	130
Table 6.8 Estimated Generation Of Mandays In 8th Five Year Plan	131
Table 6.9 Statement Showing Scale Of Finance And Cash Flow Per	
Hectare For Mango (Alphonso)	136
Table 6.9 Continued: Annual Cash Inflow	
Table 6.9(a) Revised Scale Of Finance Per Hectare For Selected	
Fruit Crops.	138
Table 6.10 Area Under Horticultural Crops - Maharashtra State	140
Table 6.11 New Areas Brought Under Fruit Crops	146
Table 6.12 Area And Production Of Various Fruits Crops	
In Maharashtra,	146
CHAPTER 7	
(Mulshi Region)	
Table - 7.1 Classification of Respondents On the Basis of Age	155
Table - 7.2 Classification on the Basis of Educational Status of the	
Respondent	155

Table - 7.3 Classification of Respondents on The Basis of Family Members	156
Table - 7.4 Classification Of Respondents On The Basis Of The Size Of Land Holdings	156
Table - 7.5 Classification of Land Holdings Respondent-wise on the Basis of Irrigation Facilities	157
Table - 7.6 Classification of Respondents on the basis of Source of Irrigation	158
Table - 7.7 Classification of Respondents on the Basis of Soil Type and Quality	159
Table - 7.8 Classification of Respondents on the Basis of Selected Fruit Crops	160
Table - 7.9 Classification of Respondents on the Basis of Cash Crops Adopted	
Table - 7.10 Classification of Respondents on the Basis of Reasons for Adopting Horticulture	
Table - 7.11 Classification of Respondents on the Basis of Source of Finance	162
Table 7.12 (A) Pre-Diversification Cropping Pattern: Mulshi Group	164
Table 7.12 (B) Post Diversification Cropping Pattern: Mulshi Group	165
(Junnar Region)	
Table 7.13 Classification Of Respondents On The Basis Of Age	167
Table 7.14 Classification of Respondents on the Basis of Educational status	168
Table 7.15 Classification of Respondents on the Basis of the number o	f
family members	168
Table 7.16 Classification of Respondents on the Basis of Land Holdings	168
Table 7.17 Classification of Households on Basis Of Irrigated/ Non- irrigated Land	170
Table 7.18 Classification of Respondents on Basis of Source of Irrigation	171
Table 7.19 Classification of Respondents On the Basis of Soil Type and Quality	171
Table 7.20 Classification of the Respondents on the Basis of Selected Fruit Crops	172
Table 7.21 Classification of the Respondents on the Basis of	
Cash Crops Under Cultivation In the Area Table 7.22a Cropping Pattern in the Pre and Post Diversification	173
Period: Bori Village Table 7.22b B: Parunda/Vaishnavwadi Villages	174 175
CHAPTER – 8	
Table 8.1 Revenue From Mangoes (Kule-Bhalgudi Group Of Villages, Mulshi)	185
Table 8.2 Cost of Cultivation of Mangoes. (Kule-Bhalgudi group of villages, Mulshi)	187
Table 8.3 Revenue Analysis Of Mango Cultivation (Belewade Region)	190
Table 8.4 Cost of Cultivation of Mangoes (Belewade Village, Mulshi)	191

Table 8.5 Revenue from Mangoes (Bori Budruk village, Junnar)	194
Table 8.6 Cost of Cultivation of Mangoes	
(Bori Budruk Village, Junnar)	197
Table 8.7 Revenue from Mangoes	
(Parunda, Vaishnavwadi villages, Junnar).	199
Table 8.8 Cost of Cultivation of Mangoes	
(Parunda/Vaishnavwadi Villages, Junnar)	202
Table 8.9 Cost of Cultivation of one acre of a Grape Farm	
(Junnar- Narayangoan region).	206
Table 8.10 Revenue From Grapes (per acre)	
(Junnar-Narayangaon region).	207
Table 8.11 Revenue From Oranges In Shirur Region	209
Table 8.12 Cost Break up of Oranges in Shirur Region.	211
CHAPTER 9	
Table 9.1 The IRR, NPV and BCR (per acre) of Mangoes	
(Kule-Bhalgudi Villages Mulshi)	221
Table 9.2 The IRR, NPV and BCR (per acre) of Mangoes	
(Belewade Village Mulshi)	225
Table 9.3 The IRR, NPV and BCR (per acre) of Mangoes	
(Bori Village Junnar)	227
Table 9.4 The IRR, NPV and BCR (per acre) of Mangoes	
(Parunda-Vaishanavwadi Villages Junnar)	229
Table 9.5 The IRR, NPV and BCR (per acre) of Grapes	
(Junnar-Narayangaon Region)	232
CHAPTER 10	
Table 10.1 Data On Production Of Fruits And Vegetables	238
Table 10.2 Break up of revenue and expenditure of grapes.	245
exported to the European market (Thompson seedless)	
Table 10.3 Cost Of Development Of One Acre Of Grape Farm:	
(Thompson seedless)	247
Table 10.4 Cost Of Maintenance Of One Acre Grape Farm	
(Annual Recurring Expenses)	254
Table 10.5 Total Annual cost of grape farms	255
Table 10.6 Total annual outgo of grape farms.	256