



## Fresh vegetables in India

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**Abstract :** This paper focuses on production, export and marketing of vegetables in India. Consumer preferences have also shifted away from cereals and moved towards high-value agricultural produce like vegetables. The vegetable production in India has touched a new height in recent years. India has occupied second position in production of vegetables after China. During the study, it was found that India produced vegetables in huge amount during 2010-11 in comparison to previous year *i.e.* 2009-10. India export vegetables mainly to Asian countries such as Bangladesh, Pakistan, Sri Lanka, Nepal, Philippines etc. and to the European countries. Marketing of vegetables in India is the traditional phenomenon and the various channels support in marketing of vegetables and these channels are playing crucial roll today. India is suffering with some basic constraints and it comes in production and marketing of vegetables.

**Key Words :** Production, Export, Marketing, Constraints, Fresh vegetables

**View Point Article :** Kumar, Govind (2013). Fresh vegetables in India. *Internat. J. agric. Sci.*, 9(1): 379-387.

**Article History :** Received : 11.06.2012; Accepted : 09.10.2012

### INTRODUCTION

The 'green revolution' is one of the great success that country has observed and the country achieved self-sufficiency and a good degree of stability in grain production. India occupies the prime position in the production of vegetable crops and it is universally accepted. The area and production of vegetables in India has been increasing year after year during the post green revolution period and the country is heading towards another revolution in the form of 'golden revolution'. A wide variety of vegetables are grown in India. India now grows nearly seventy (70) different kinds of vegetables like tomato, brinjal, chilli, cauliflower, cabbage, peas, potatoes, onions and few common cucurbits and leafy vegetables (Singh, 2004). Besides, a large number of minor vegetables are also grown in different parts of the country. These minor vegetables possess high export potential and could fetch very high price in many overseas markets. India is the second largest producer of vegetables in the world. The demand of vegetables is increasing day by day and it would be 250 million tones by 2030. Due to advent of hybrid varieties and increasing awareness about nutritional security, vegetable production is getting continuous momentum in our country.

During the 1990s, area under vegetable crops increased by 29 per cent and their production by 42 per cent. The credit for vertical expansion in vegetable production goes to the development of improved vegetable varieties and new management technologies. Many non-traditional vegetables mainly processed and gherkins and others like asparagus, celery, bell pepper, sweet corn, green and lime beans and organically grown vegetables are also being increasingly exported. The present study presents a glimpse and overview of vegetable scenario of India vegetable production, export potential and way of marketing. An attempt has also been made to cover the entire vegetable scenario of India's vegetable production and export during past five years.

Singh *et al.* (2009) found that there has been considerable growth in production of vegetables and potato, tomato, brinjal and onion have emerged as major vegetables in terms of both area and production. The general constraints faced by this sector are the timely delivery, grading packaging, good quality, poor market infrastructure, agro-processing plants, marketing credit, proper pricing, uniform grading and standardization of weights and measures; inadequate and poor dissemination of market information, poor post-harvest handling, low and declining productivity.