



MSME ki baat by Hemant Chutani

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Avocado Business Guide: Market Data, Government Subsidy Aur Shuru Karne Ka Poora Process

PM Narendra Modi ne **Mann Ki Baat ke 137ve episode** mein avocado ka zikr kiya aur bataya ki ye ab health aur premium market ki demand ban chuka hai aur farmers ke liye naye opportunities bana raha hai.^[3] Iska business side ye hai: India mein demand tezi se badh rahi hai, lekin production almost na ke barabar hai, isliye avocado abhi bhi **import** ho raha hai. Neeche poora data, government subsidy ke exact numbers, aur shuru karne ka process diya gaya hai.

1. Market Data (Ek Nazar Mein)

Parameter	Figure
Import Growth (2019-23)	397 MT (2019-20) se 2,210 MT (2022-23) — 456% increase (World Avocado Organisation) ^[1]
Import (Jan-May 2025)	7,600 MT , pichle saal ke 3,000 MT se 150% zyada ; 55 se zyada importers active ^[5]
Import (Jan-Jun 2025)	9,900 MT se zyada , jabki 2024 ki same period mein 3,961 MT tha ^[2]
Domestic Consumption	2024 mein 10,000 MT ; 2026-27 tak 40,000 MT ka estimate — lagbhag 4 guna ^[6]
India Mein Cultivation Area	Sirf 1,400 hectare — Kerala, Tamil Nadu, Karnataka, Maharashtra, Sikkim aur Arunachal Pradesh ^[6]
Expected Return	USD 6,500-13,000 per acre (lagbhag ₹5.5-11 lakh) ka estimate, traditional crop se shift karne par ^[6]
Import Kahan Se	Peru, Kenya, Chile, Tanzania aur South Africa ^{[7][5]}
Main Growing Areas	Wayanad aur Idukki (Kerala), Kodaikanal aur Ooty (Tamil Nadu), Coorg aur Chikmagalur (Karnataka), Nashik (Maharashtra), aur North East ^{[1][8]}

Import Substitution Ka Point: Demand 4 guna badh rahi hai lekin cultivation area sirf 1,400 hectare hai. Is gap ko Indian production se bhara ja sakta hai — yahi is business ka core opportunity hai.

2. Government Subsidy: MIDH Ke Exact Numbers

Avocado ke liye alag scheme nahi hai. Ye **Mission for Integrated Development of Horticulture (MIDH)** mein ek fruit crop ki tarah cover hota hai. MIDH mein Government of India 60% aur State government 40% funding deti hai; North East aur Himalayan states mein Gol ka share **90%** hai.^[9]

A. Plantation Aur Nursery

- **New Orchard (Area Expansion):** Subsidy **40% general areas** mein aur **50% North East / TSP / island areas** mein, maximum **4 hectare** per beneficiary. Cost norm drip irrigation ke saath **₹0.40-2.20 lakh per hectare**, aur bina drip ke **₹0.30-0.50 lakh per hectare**.^[10]
- **Payment 3 Installments Mein: 60:20:20** ratio mein 3 saal — condition ye ki second year mein **75%** aur third year mein **90%** plants survive karein.^[10]
- **Small Nursery (1 hectare):** Cost norm ₹15 lakh; private sector ko **50% credit-linked back-ended subsidy, maximum ₹7.50 lakh per unit**. Nursery ko saal mein minimum **25,000 certified plants** produce karne hote hain.^[11]
- **Hi-tech Nursery (2-4 hectare):** Cost norm ₹25 lakh per hectare par **40% credit-linked back-ended subsidy**. Grafted plants supply karne walon ke liye relevant.^[10]
- **Rejuvenation:** Purane orchard ke liye **50% subsidy, ₹20,000 per hectare** tak, maximum 2 hectare.^[11]

B. Cold Chain Aur Post-Harvest (Traders Ke Liye)

- **Ripening Chamber:** Cost norm **₹0.35 lakh per MT**, maximum 300 MT. Avocado supply chain ka sabse critical component — importers ne Mumbai, Delhi, Bangalore aur Hyderabad mein isi liye ripening chambers set up kiye hain.^{[11][2]}
- **Cold Storage:** 5,000 MT capacity tak, cost norm **₹2,800-3,500 per MT**, controlled atmosphere technology ke option ke saath.^[11]
- **Pre-Cooling Unit:** 5 MT capacity ke liye cost norm lagbhag **₹8.75 lakh per unit**; hilly aur scheduled areas mein subsidy percentage zyada.^[11]
- **Apply Kahan:** Ye components **NHM, HMNEH aur National Horticulture Board (NHB)** — teeno ke through MIDH mein aate hain. State Horticulture Department ya NHB office se apply karein.^[11]

3. Variety Aur Technical Details

- **Oil Content Ka Farq:** India ke seed-grown avocado mein oil content lagbhag **12%** hota hai, fruit size chhota aur shelf life kam. Hass, Lamb Hass, Maluma Hass aur Pinkerton jaisi imported varieties mein **18% se zyada** oil, bada size aur lambi shelf life hoti hai. Commercial market yahi maangta hai.^[6]
- **ICAR-IIHR Ki Indian Varieties:** Chettalli (Karnataka) centre se do varieties release hui hain — **Arka Supreme: 175-200 kg per tree** aur **Arka Coorg Ravi: 150-200 kg per tree, 12-14% oil content**.^[12]

- **Grafted Plant Zaroori Hai:** Grafting, cloning ya tissue culture se lagaye gaye plants **3-4 saal** mein fruit dena shuru karte hain aur quality uniform rehti hai. Seed se ugate plants mein zyada time lagta hai aur quality fixed nahi hoti.^[6]
- **Climate Requirement:** Temperature **10-30°C**, daily **6-8 hours** sunlight, aur saal bhar mein **1,000-1,300 mm** rainfall. Frost aur dry heat nuksan karti hai — isliye hilly aur high-altitude areas suitable hain.^[1]
- **State Level Funding:** Bihar ne National Edible Oil-Oilseeds Mission ke through avocado nursery ke liye lagbhag **USD 20,000 (₹17 lakh)** tak ke grant ka provision rakha hai. Dusre states bhi nursery, drip irrigation aur cold chain par funding de rahe hain.^[12]

4. Business Kaise Shuru Karein? (Step-by-Step)

- 1 **Climate Aur Location Check Karein:** Upar diye gaye temperature, sunlight aur rainfall parameters apne area par verify karein. Frost wale ilaake avoid karein.^[1]
- 2 **Grafted Planting Material Lein:** ICAR-IIHR ki Arka varieties ya accredited nursery se hi grafted plants kharidein, seed-grown nahi.^[12]
- 3 **MIDH Ke Liye Apply Karein:** District Horticulture Officer se milein aur new orchard, drip irrigation, nursery ya cold chain component ke liye application dein. Details midh.gov.in aur nhb.gov.in par hain.^[9]
- 4 **Intercropping Consider Karein:** Chikkamagaluru mein farmers coffee plantation ke beech avocado laga rahe hain aur saath mein black pepper bhi le rahe hain. Isse pehle 3-4 saal ka gap manage ho jata hai.^[8]
- 5 **Buyers Pehle Fix Karein:** Quick-commerce platforms, supermarket chains, cafes, hotels aur importers ke ripening centres — production shuru hone se pehle hi baat kar lein. Direct marketing mein margin sabse zyada hai.^{[3][2]}
- 6 **MSME / Trading Route:** Kheti na bhi karein toh ripening chamber, cold storage, grading-packing unit ya value-added products (avocado oil, guacamole) mein MSME banakar MIDH aur MSME schemes ka fayda le sakte hain.^[11]

Sources & References (Verify Yourself)

Is document ke saare figures neeche diye gaye public sources se hain. Kripya khud bhi verify karein:

- 1 World Avocado Organisation data (via ReadOn) — imports up 456%, from 397 MT in 2019-20 to 2,210 MT in 2022-23; growing regions and climate requirements: readon.substack.com
- 2 FreshPlaza — over 9,900 MT imported in H1 2025 vs 3,961 MT a year earlier; ripening chambers in Mumbai, Delhi, Bangalore and Hyderabad: freshplaza.com
- 3 Asianet Newsable — PM Modi on avocado in the 137th episode of Mann Ki Baat: newsable.asianetnews.com
- 4 South First — Mann Ki Baat and Instagram coverage of Indian avocado growers; Wayanad and Ambalavayal as growing hubs: thesouthfirst.com
- 5 India Sea Trade News — imports up 150% in January-May 2025 (7,600 MT vs 3,000 MT), 55+ importers: indiaseatradenews.com
- 6 EastFruit / FreshPlaza — Department of Agriculture, Government of Bihar: 1,400 hectares, consumption 10,000 MT (2024) to 40,000 MT (2026-27), USD 6,500-13,000 per acre, oil content comparison: east-fruit.com
- 7 India Sea Trade News — import sources (Peru, Kenya, Chile) and weak domestic supply: indiaseatradenews.com
- 8 FreshPlaza — avocado intercropped with coffee and black pepper in Chikkamagaluru; Kodaikanal cultivation: freshplaza.com

- 9 Vikaspedia (Government of India) — MIDH overview, 60:40 central-state funding, 90% for NE and Himalayan states: vikaspedia.in
- 10 Vikaspedia — MIDH cost norms: new orchard 40%/50%, max 4 ha, ₹0.30–2.20 lakh per ha, 60:20:20 instalments with 75%/90% survival conditions: vikaspedia.in
- 11 Vikaspedia — nursery, rejuvenation, pre-cooling, cold storage and ripening chamber norms under NHM, HMNEH and NHB: vikaspedia.in
- 12 CropGPT / FreshPlaza — ICAR-IIHR Chettalli varieties Arka Supreme and Arka Coorg Ravi; Bihar nursery grants; MIDH support for nurseries, drip irrigation, cold chains: cropgpt.ai
- 13 Official portals — MIDH: midh.gov.in | National Horticulture Board: nhb.gov.in | ICAR-IIHR: ihr.res.in | APEDA: apeda.gov.in

Contact for Assistance & Queries

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