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Dr. P K Singh, Presently working as Principal Scientist at Center for protected cultivation technology, IARI,Pusa, New Delhi. Prior to that he has served in Indian Institute of Vegetable Research, Varanasi and Rajasthan Agricultural University. He has also served in Corporate sector at Mid management level in Indian Seed Industry. He has edited one Book "Hybrid Vegetable Development" published from USA. He has generated useful genetic stock which are later released as variety in Sponge gourd, Ridge gourd, Longmelon and Tomato. He has also registered some unique material of vegetable crops with NBPGR. Presently he is working on development of Tomato varieties suitable for poly house cultivation, grafting of vegetables, soilless cultivation and Urban & periurban horticulture. He has published 35 papers in different national and International journals.

**Presentation Summary**

**Entrepreneurship Opportunities Through Protected Cultivation**

Crop raising with protection from major biotic and abiotic stresses using some transparent cladding material which permits at least partial control of plant environment and which are large enough to permit a person to carry out cultural operations is termed as protected cultivation. There are several other advantages of protected cultivation viz. high productivity, high quality and long duration availability, off-season cultivation, judicious use of natural resources, employment generation, minimal use of chemicals etc. Protected cultivation is becoming more important for cultivation of high value vegetable flower crops for fresh consumption as well as for multiplication of quality seed and planting material due to continuous climate change. Therefore, protected cultivation provide the best opportunity to grow fresh high value vegetables and ornamental crops as well as virus-free multiplication of seed and planting material of much better quality compared to open fields with judicious use of natural resources. Protected cultivation provides means for off season vegetable production to small and marginal farmers also. It also provides employment avenues to rural youth which are learning techniques of protected cultivation. Similarly, when the seed crops are almost ready for harvesting and onset of seasonal rains can deteriorate the seed quality. Under such situations, protected conditions like greenhouse, walk-in tunnels can provide the best opportunity to protect the seed crops from such calamities. Therefore, different kind of protected structures can be used to fulfill different objectives viz. high productivity, high quality and long duration availability, off-season cultivation, judicious use of natural resources, employment generation, minimal use of chemicals etc. in various regions.