

A COMPARATIVE STUDY ON EXPORT POTENTIAL OF KHASI MANDARIN, FROM LOCAL TO GLOBAL WITH ECONOMIC GROWTH

Gauranga Ghosh

Scholar, RNTU
Senior Finance And Accounts Officer
ICAR Research Complex for NEH Region, Meghalaya-793103

Abstract

The study focuses on production aspect of Khasi Mandarin in Meghalaya through estimation of the feasibility of investment in Khasi Mandarin cultivation and also identifying the problem faced by the growers. The study was conducted in four selected villages i.e. Mawphu and Umblai villages (Shella block) of East Khasi Hills and Nongnah and Keniong villages (Ranikor block) of West Khasi Hills districts of Meghalaya. A total of 80 respondent farmers were drawn using probability proportionate to size sampling method. The study indicates that even though the production is declining with ages of orchards, the economic indicators' such as NPV, B: C ratio, IRR and PBP was found to be profitable, economically feasible and financially viable. Thus mandarin cultivation proves to be a profitable enterprise in the study area across all the groups of orchards. Major constraints cause by pest and diseases, rain fall and high wind during flowering season, lack of recommended package of practise (water and fertilizer management), lack of extension advisory and training exposure have directly affected the fruit yield. An attempt has been made to study the marketing of Khasi Mandarin in Sohra market of East Khasi Hills and Mawkyrwat market of West Khasi Hills districts of Meghalaya during the year 2015-16. Primary data was collected from selected mandarin growers constituting eighty (80) growers and five (5) intermediaries operating at each level of marketing channels. Three distribution Channels were identified viz., Channel-I (Producer → Wholesaler → Retailer → Consumer), Channel-II (Producer → Retailer → Consumer) and Channel-III (Producer → Consumer). Channel-I was the most popular channel where the farmer disposed maximum of their produce. The price spread was found to be highest under Channel-I (41.26 percent) of consumer's rupee in Sohra market and 46.64 percent of consumer's rupee in the Mawkyrwat market, due to more marketing costs incurred by agencies involved and more marketing margins earned by them. Producer's share in consumer's rupee under Channel-III was highest (94.51 percent) in Sohra market and 92.34 percent in the Mawkyrwat market, due to absent of intermediaries as the produce was sold directly to the consumer. Channel-III was found to be more efficient in both markets with the efficiency of 17.20 in Sohra market and 12.50 in the Mawkyrwat market, as it involved direct marketing of the produce to the consumers.

INTRODUCTION

Northeast India is recognized as an important part of the Indo-Burma biodiversity hotspot. It is considered as the richest and one of the most endangered places for plant survival in the world. This area is known as one of the centers of origin of various Citrus species. Among the Citrus crops available in northeastern region, Khasi Mandarin is the most economically important one and plays a vital role in the socio-economic development of the people in this region. Khasi Mandarin is well known for its quality, fruit colour, unique sugar-acid blend and shelf life which make it the most popular citrus cultivar in northeastern region of the country. It has been adjudged as an important variety, widely known throughout NE as well as outside and having good acceptance among the consumers. It is a perennial horticulture fruit crops and differentiated from other orange by its thin and loose peel, sweet and juicy. Khasi Mandarin is locally called as 'soh-niamtra' (in khasi language). It is mainly grown in the sub-mountainous tract along the Indo-Bangladesh border region of the state and contributes about 79.74 per cent of the total citrus production of the state. The total area of Khasi Mandarin in Meghalaya is 9.26 thousand hectare and production is 44.02 thousand MT. It is cultivated in all the eleven districts of Meghalaya with East Khasi Hills and West Khasi Hills districts contributing about 59.74 per cent of the total area and 67.77 per cent of the total production of mandarin in the state (GoM, 2019). The fruit, grown abundantly in Meghalaya, had earned a spot at the Geographical Indication (GI) tagging category which pave the way for better branding and marketing of these products both in domestic and international market (APEDA, 2015) (S. Passah et al., 2020)

Table 1: Area, production and productivity of Khasi Mandarin in Meghalaya (2017-18)

District	Area (ha)	Production(MT)	Productivity (MT/ ha)
Ri-Bhoi	271 (2.97)	1132 (2.57)	4.18
East Khasi Hills (EKH)	4250 (46.57)	23571(53.54)	5.55
West Khasi Hills (WKH)	1202 (13.17)	6264 (14.23)	5.21
Jaintia Hills (JH)	1100 (12.05)	5867 (13.33)	5.33
East Garo Hills (EGH)	535 (5.87)	2414 (5.48)	4.51
West Garo Hills (WGH)	1576 (17.27)	4196 (9.53)	2.66
South Garo Hills (SGH)	192 (2.10)	580 (1.32)	3.02
Total	9126 (100)	44024 (100)	4.82

Note: Figures in the parentheses are percentage to the total

Sources: GoM, 2019

Recently global exports were initiated by the Agricultural and Processed Food Export Development Authority (APEDA) in collaboration with the Meghalaya Government felicitated the maiden export shipment of Geographical Indication (GI)-tagged Khasi Mandarin oranges 2 MT to Dubai. The trial export shipment of the fruit has been sourced from Jirang-based Farmer Producer Company (FPC) under Ri Bhoi district. These oranges are grown under the Mission Organic Value Chain Development for North Eastern Region (MOVCDNER), which is a sub-mission under National Mission for Sustainable Agriculture (NMSA).



APEDA in collaboration with Meghalaya government felicitated maiden export shipment of GI tagged Khasi Mandarin orange to Dubai.

However a study on the local market has been conducted by selecting orange growers from Sonapur Block of Kamrup district. In spite of huge production of Khasi Mandarin in the block, the farmers were not getting their appropriate price because of the lack of proper marketing system and marketing channels. The prices of mandarin orange were dominated by the middleman, moreover due to the poor communication facilities; the people were ignorant about the actual market price which compelled them to sell the oranges in low prices. Moreover due to poor transportation the farmers were not willing to sell their product directly which encourages the existence of middleman, to control the whole market.

The problems faced by the farmers in Khasi Mandarin marketing were broadly categorized such as inadequate transport facilities, non-availability of market in the locality, absence of market information, low price due to existence of middlemen, problem of storage and existence of market middlemen. Thus, it was clear that 100.00 per cent of the total sample farmers from all the three groups faced the problem of inadequate transport facilities and problem of storage where as non-availability of market locality was 54.17 per cent, absence of

market information was reported by 40.83 per cent, low price due to existence of middlemen was 57.50 percent and existence of market middlemen was 51.67 per cent of the sample farmers.

In summary of various studies, there are several constrain that Khasi Mandarin growers faced:

- These studies revealed that due to undulated topography/ steep slope of land was considered to be the major constraints faced by mandarin growers in Meghalaya which made it difficult for the growers to carry their produce and was placed in first rank by the mandarin growers.
- In technical study, it was noted that lack of knowledge about various cultivation practices was the major constraints expressed by the farmers.
- Economic constraint also had major effect in Khasi Mandarin production. It was evident that mandarin growers faced the problem of high rate of labour charges (Phuse et al., 2008). This was mainly due to non-availability of motor able road in study area because of which farmers hired a labour to carry their produce up to vehicle accessible road. The other economic problem such as high initial investment (Yadav et al., 2013), lack of credit facility in the area and high cost of planting material were also considered as major constraints faced by the mandarin growers.

OBJECTIVE

1. To study the existing dynamics on export of Khasi Mandarin
2. To analyse the economic feasibility of the crop in export
3. To identify the problem faced by the mandarin growers during cultivation.

SUGGESTION

1. **The State Government needs to take various steps to promote/encourage the production of Khasi Mandarin** by various support in the form of (a) Subsidize/interest free loan to the farmers (b) Providing/developing organized market for the Khasi Mandarin (c) Providing subsidized/free input required for the production of Khasi Mandarin
2. Replacing systematic way the old Khasi Mandarin plant by planting new plant as the plants in many Orchard in this area are very old and giving less fruits over the period of time.
3. Central Government Agency like ICAR can play a pivotal role in developing entrepreneur in the field of Khasi Mandarin (many Scientist are already working in this line) along with other Central and State Government agency.
4. Diversification of finished products from Khasi Mandarin is one of the best solutions for enhancing the income of the farmers.
5. Needful to be done to maintain best quality of the Khasi Mandarin from the changing Environmental issues i.e. Changes in climate/whether bestsuitable for Khasi Mandarin.

CONCLUSION

Undoubtedly, the Khasi Mandarin has enormous potential for its commercialization. Even though commercialization of this particular crop has been started, it is still at a budding stage. With the problems face by the farmers, efforts should be taken up by the state government and concern authority to provide immediate support for development of better road facility and marketing infrastructure such as cold storage or small processing unit in those areas so that they can increase their productivity on large scale and better marketing of their produce. The policy implications suggested, if properly implemented may result in increased revenue of the farmers in particular and the state in general. Thus it enhances the livelihood and income opportunities of the farmers.

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