

ECONOMICS OF FRESH NAGA KING CHILLI IN MANIPUR, INDIA –A CASE STUDY

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ABSTRACT

This study was carried out to examine the economics of Naga King Chilli production and marketing in Manipur during the agricultural year 2012-13. The crop gained international importance when it was certified as “the World’s Hottest Chili” by the Guinness World Records in September, 2006. One hundred (100) chilli growers were selected through simple random sampling without replacement technique from two blocks namely, Taosem and Nungba of Tamenglong district of the state. Primary data pertaining to production and marketing information were collected through direct interview with farmers and market intermediaries with the help of pre-tested structured schedules. King chilli has provided livelihood to various stake holders from producer to traders and processors in terms of income and employment. The overall return to cost ratio of 7.01 over Cost A₁ and 2.40 over Cost D indicating that for each one rupee invested on family labour to grow this crop generated a return of Rs. 4.61. The producer accounted for 17.2 to 33.33 % of the consumer’s rupee. Net marketing margin varied from 58.88 to 77.12 % of consumer’s price. Higher efficiency was found in the marketing Taosem block (channel II) which had less market intermediaries. Hence, this study was taken up to explore the economic importance of this crop in generating income and livelihood for the chili cultivators and portrays the present scenario in a comprehensive manner.

KEYWORDS: Cost of Production, Marketing Efficiency, Naga King Chili

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