

**A BRIEF STUDY ON CHILLY CULTIVATION IN MENGUJUMA  
VILLAGE**

*Project report submitted to Nagaland University in partial fulfilment  
for the award of the degree of Bachelor of Commerce*

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**DECLARATION**

I declare that the project report entitled “A BRIEF STUDY ON CHILLY CULTIVATION IN MENGUJUMA VILLAGE” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other university.

**KEKHRIEZEKHO RURHIE**

**CERTIFICATE**

I forward this project report to be placed before the examiners for evaluation.

**NGIPLON RACHEL CHOHWANGLIM**  
Supervisor

## **ACKNOWLEDGEMENT**

I would like to express my special thanks of gratitude to my Honour lecture, ma'am Rachel, for giving me this opportunity to write a project on the topic 'Chilli Cultivation on Mengujuma village'. This has helped me to extend my knowledge and I came to know so many new things.

I would also like to thank the interviewee for providing information regarding the chilli cultivation done on Mengujuma village.

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# CHAPTER 1 – INTRODUCTION

## 1.1 Background

It is believed that chilly is originated in the Amazon Basin, found its way to China via Africa in history. A few hundred years later, when the Capsicum Chinese was recognised as an independent variety, it was assumed to have originated in China. This is why the chilli variety got its name Capsicum Chinese.

Chilli is one of the most important commercial crop of India belongs to the solanaceae family which represents a diverse plant group. Chilli are cultivated mainly in tropical and sub tropical countries like India, Japan, Mexico, Turkey, United States of America and African countries.

With the increase in population and consumer demand of chilly, the Chilly cultivators are constantly looking for way to increase the quantity of their products. Chilly became popular in the whole of Asia rapidly and native Asian started cultivating this crop.

Mengujuma village, 32 km away from state capital, Kohima, is well known for its spicy and hot king chillis. Farmers in this village has been cultivated mix crops practice since last few decades but due to increased in the value of chilli and high price in the market they start practicing chilli cultivation. As the Mengujuma Chilli has hot and very spicy so it is well known for all the neighbouring village so the demand for this products is increased yearly.

Over the years, with the increased in demand of King chilli the cultivators also increased yearly. Many farmers who doing chilli cultivation only due to high price in the market.

## **1.2 Objective of the study.**

The main objectives of the study are;

1. To study about the Chilli cultivation.
2. To find out the difficulties face by the Chilli cultivators.
3. To find out the profitability of the chilli cultivators.
4. To study on how the chilli products can be sold and promote.
5. To study on how chilli cultivators are working.

### **1.3 Research Question**

1. Is chilly cultivation sustainable business in Mengujuma village in terms of profitability?
2. What are the challenges and problems of this business?

### **1.4 Research Method**

The research method use for the study was done through personal interview, questionnaire and base in own experiment.

## **Chapter 2: Data Analysis and interpretation**

### **Background of the Mengujuma village.**

Mengujuma village consists of people who migrated from various villages likes Jotsoma, Khonoma, Mezoma and also believes part of Zeliang.

Many other villages are known to Mengujuma village as 'Khavuma' and till date elders preferred Khavuma over Mengujuma. It is conveyed that before the coming of Christianity, the practice taboos and religious activities were strictly followed and during one of those days guests or persons coming from outside are prohibited to enter into village and asked to sleep near Khavùbo(fig tree) which is huge and curves in shape stands at the village gate. So the guests pass the words that they were the guests of Khavùma rather than Mengujuma.

Today the village have three denominations (Baptist, Revival, Assembly of God),one middle school and people are enthusiastic towards development and changes around them.



### **Mengujuma Population- Kohima, Nagaland**

Mengujuma is a medium size village located in Sechü-Zubza circle of Kohima district, Nagaland with total 116 families residing. The Mengujuma village has population of 537 of which 254 are males while 283 are females as per the Population Census of 2011.

In Mengujuma village population of children with age 0-6 is 117 which makes up 21.79% of the total population of village. Average Sex Ratio is Mengujuma village is 1114 which is higher than Nagaland State Average of 931. Child Sex Ratio of Mengujuma as per the census, 1167 higher than the Nagaland average of 943.

Mengujuma village has higher literacy rate as compared to Nagaland. In 2011, the literacy rate of Mengujuma village was 86.43% compared to 79.55% of Nagaland. In Mengujuma village Male literacy stands at 91.00% while female literacy rate was 82.27%.

As per the constitution of India and Panchyati Raaj Act, Mengujuma village is administrated by Sarpanch (Head of village) who is elected representative of village. Our website, don't have information about hospital, schools in Mengujuma village.

### **Mengujuma Data**

Particulars	Total	Male	Female
Total no. Of houses	116		
Population	537	254	283
Child (0-6)	117	54	63
Schedule caste	0	0	0
Schedule tribe	534	253	281
Literacy	86.43 %	91.00 %	82.27 %
Total workers	241	126	115
Main worker	238	0	0
Marginal worker	3	2	1

### **Growing of King chilli**

Mengujuma village is very famous of supplies and individual sellings hot king chilli within Kohima areas. With passing days the villagers realize it's value and improvements in their economic lives. It is also one of the most important source of income so they exchange rice with King chilli plantation in the jhum cultivation.

Villager like Mengujuma where no person own a land but encourage to practice and improve it's standards of any part of the area, people are motivated to be enterprise and resourceful to themselves. Likewise the most fruitful methods in the village is practicing King Chilli cultivation.

To plant King chilli you have to follow certain steps which are mentioned below:

- It is a plant in the wild bamboo area. So during the month of January u have to chops up the bamboos, and grasses and let them dry and dead for some days.
- In the month of March u have to burn and clean up the left over of dead particles.
- After cleaning u have to plant the seeds in one particular area, once saplings grows big enough to change its place, you can plant the saplings in different areas so that it can grow comfortably.
- Once in a while you clean the grass and put the soil in its stem.

It is advice to pluck often in the early stage of bearing for the tree to bear more. The bearing, sizes and hotness of the chillies sometimes depends on the places weather and maintenance. The main season of bearing is in the month of June to November.

### **Purpose of chilli cultivation**

Chilli is one of the most valuable crops in Nagaland. The crops is grown in large scale .The farmers plant chilli with the following purpose:

1. Chilli is a very popular plant so the farmers plant chilli with the aim of providing livelihood for their family.
2. Chilli is a profitable business and many people are already doing this for money. Both demand and value of the chilli are high in the market.
3. It is widely used for pickling purposes using butter milk .
4. Chilli also known as chilli pepper is or spicy fruit used in wisine preparations.

### **Initial investment by the farmers**

Initial investment	Respondent	Percentage
0-0	118	64.83%
1000-3000	47	25.82%
3000-5000	14	7.69%
5000 above	3	1.64%
Total	182	100%

The study found out that majority of the farmers start the chilli cultivation with zero balance (0) with a percentage of 64.83%, the amount between 1000-3000 is 25.82%, 3000-5000 is 7.69% and the amount of 5000 above is 1.64% respectively. In this chilli cultivation many farmers give their own time for clearing grasses and bamboos with spending any money on it. The seeds are collected by the previous year cultivation and no other things are not needed in chilli cultivation. The one who spent some amount of money in chilli cultivation are those who own labour to clearing grasses and bamboos.

### **Educational qualification of the farmers**

Educational qualification	Respondent	Percentage
Under matric	124	68.13%
Matric	27	14.83%
Higher secondary	14	7.14%
Graduate and above	18	9.89%
Total	182	100%

According to the study of educational qualification of the farmers we learn that most of the farmers were under matric pass with a percentage of 68.13% of 124 person. 27 person that is 14.83% is of matric pass, 14 person that is 7.14% is of higher secondary level and lastly 18 person that is 9.89% is of graduated and above who didn't get job so the cultivate chilli to earn money.

### **Gender wise distribution**

Gender	Respondent	Percentage
Male	95	52.19%
Female	87	47.81%
Total	182	100%

According to the study we learn that majority of the chilli cultivators are male with 95 person that's 52.19% follows by female with 87 person that's 47.81% .

Male are more than the female when it comes to chilli cultivation.

### **Distribution of age**

Age	Respondent	Percentage
18-30	28	15.36%
31-45	72	39.06%
46-60	78	42.85%
61-70	4	2.19%
Total	182	100%

The study found out that the group of age between 46-60 (42.85%) is the majority respondent who cultivated chilli out of which the age between 31-45 (39.06 %), 18-30 (15.36%), 61-70(2.19%) are followed respectively.

### **Advertisement of the products**

Advertisement	Respondent	Percentage
Social media	28	15.38%
Display and sale in market	40	21.97%
Personal contact	114	62.63%
Total	182	100%

According to the study of advertising of the products majority of the respondent have their own personal line of contact for selling off their products, out of 182 respondent, 114 person that is 62.63 % have personal contact. 21.97 % i.e., 40 person is selling the products through market and 28 person i.e., 15.38% promote the products through sharing in WhatsApp group and status.

### **Capital own or borrowed by the chilli cultivators**

According to the research of the capital own or borrowed by the respondent we learn that all the chilli cultivators start up the cultivation with their own money or by giving their own time for clearing up the grasses and bamboos in the they want to cultivate. Some cultivators they entrusted daily bread earners .The work are done by daily bread earners.

Particular	Person	Percentage%
Own capital	182	100%
Borrowed capital	0	0
Total	182	100%

### **Marital status of the farmers**

Marital status	Respondent	Percentage
Married	132	72.52%
Unmarried	50	27.48%
Total	182	100%

According to the study most of the farmers are married, out of 182 ,132 person that's 72.52% ,and 50 person that's 27.48% are unmarried.

### **Year of starting the chilli cultivation**

Year	Respondent	Percentage
1970-1980	37	20.32%
1981-2000	62	34.06%
2001-2022	83	45.60%
Total	182	100%

The study found out that the earliest 1970-1980 there was only 37 person who practicing mix cultivation. with the increase in demand of chilli in market the cultivators also increase in 62 person in 1981-2000 .In 2001-2022 there is increased in chilli cultivation with a person of 83.Due to increase in demand of chilli in the market with a high price and easy to cultivate the farmers practice chilli cultivation and left out the mix cultivation .

### **Annual income of the chilli cultivators**

Annual year	Respondent	Percentage
00000-20000	30	16.48%
20000-50000	70	38.46%
50000-80000	67	36.81%
80000-100000	25	13.73%
Total	182	100%

The study analyses the annual income of the chilli cultivators. Out of 182(16.48%) received the amount of 0-20000.Farmers who received the amount of 50000-80000 are the highest percentage of 38.46% , the annual income received between 20000 to 50000 is 36.81%, the income received between 80000-100000 is 13.73%.



### **Growing of King chilli**

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## CHAPTER 3 - CONCLUSION

### 3.1 Finding

From the research carried out through survey, we found out that majority of the villagers are cultivating chilli for the purpose of personal use, to meet other expenses and for livelihood for their family. From the research it has found out that due to lack of education and some are due to lack of job, so they engaged in this field. In research it has found out that chilli farming is less time consuming with high profits.

The study found out that the main aim of chilli cultivators is to provide livelihood for their family for selling their products. It has found out that many chilli cultivators are uneducated. while male are more engaged in this field. The study found out that above the age of 18 there start doing farming. According to the study they sale their products through different methods like, personal contacts, selling in market and through sharing of whatsapp group.

The research found out that all the chilli cultivators start their own cultivation with their own capital.

The study found out that the earliest 1970-1990 many farmers were practicing mix cultivation. But with the increase in demand of chilli products in market they start chilli cultivation.

### **3.2 Suggestions**

Chilli can be grown in all types of soil, but the sandy loam, clay loam and loam soil are best suited for it, the soil must be well drained and well aerated. Acidic soil are not well suitable for chilli cultivation.

Some point of suggestions are;

1. Pluck often in the early stage so that it can bear more seeds.
1. Exporting chilli products to different district, state and country.
2. By advertising more in the social media of the chilli products .

### **3.3 Conclusions**

After all the data and table we seen that most of the chilli cultivators are not doing for one purpose but they are doing it for different purposes for livelihood and to earn money to meet their own needs and for family.

We learn that most of the farmers are under matric and some are above and some are graduated, but all this people are doing chilli cultivation because of lack of job or maybe some other purpose to earn money for their day to day life and for future plan.

Last but not the least chilli cultivation is also useful if u can maintain properly then it can bear more seeds and due to rapid increase in demand with a high price of the products.

APPENDIX







