

PROJECT REPORT ON
A BRIEF STUDY ON THE EXPORT OF NAGA KING
CHILLI FROM NAGALAND

*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 THE EXPORT OF NAGA KING CHILLI FROM NAGALAND” 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.

RASHMI SAHA

CERTIFICATE

We recommend that this project report be placed before the examiners for evaluation.

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A BRIEF STUDY ON EXPORT OF KING CHILLI HELP FOR LEARNING AND ANALYSIS THE EXPORT MARKET OF NAGALAND. I WOULD LIKE TO CONVEY MY SINCERE THANKS TO MISS NGIPLON RACHEL CHOHWANGLIM, ASSISTANCE PROFESOR DEPARTMENT OF COMMERCE KOHIMA COLLEGE KOHIMA FOR BEING A MENTOR AN GUIDING ,THE PROJECT ,IT WILL BE IMPOSSIBLE WITHOUT HER SUPPORT SHE GIVE AND ENCOURAGEMENT TO DO OUR PROJECT AN WORK ON IT IN A DEFINED WAY.

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CHAPTER – 1 INTRODUCTION

1.1 Introduction

Export marketing means exporting goods to other countries of the world. In export marketing goods are sent abroad as per the procedures formed by the exporting country.

Export marketing is more complicated to domestic marketing due to international restrictions , global competition lengthy procedure and formalities an so on.

A long with this export marketing offers opportunities for earning huge profits and valuable foreign exchange .

Nagaland is located in the north east of India. Nagaland export plenty of goods an services to be discussed from the different parts of Nagaland they export different types of product but the export of king Chilli is listed at the top list soI will discussed about the export of king chilli from Nagaland which is demanded the highest from different state.king chilli has great demand in both international and domestic markets king chilli is an indigenous variety of capsicum to the north east region of India and has been familiar and has been hottest chilli in the world.Nagaland export data of naga king chilli it help in many ways such as it can generate competitive analysis reports on export ;port ;supplier and importer of Naga king Chilli . The king focused and declared it is hottest chillies of the world when reported by defence research Laborty ,Tezpur ,assam India . And has recorded that it is the hottest chilli with 10011304 SHU [verma et al...].the high hill condition with high nitrogen available of the region are suitable for the cultivation and production of a extensive range of capsicum crops durning monsoon season and due to better climatic condition it produces better aroma and taste .

1.2 Review of literature

The main objective of this paper is export marketing in which the company sells products or services to a foreign country. Products are produced or distributed from the company home country to buyers in international.

King chilli [capsicum Chinese Jacq] is a indigenous variety of capsicum in the north east region of India and has been known as the hottest chilli in India .In the article strategic production management , possible nutritional value and active compounds of king chilli were reported for health benefit of different drug design . It has also been great prospective for its high pungency and medicinal value utilized by the native people of the northeast India. It is consumed in different from as normal chilli but have especial demand on national and international markets for its powerful pungency and aroma . But there is a difference between products that are available to foreign countries and produces that are specifically marketed to foreign customers .The only specifically marketed to foreign customers. The only difference between an export marketing plan and regular marketing plan is the location in interest the regular marketing plan is the location in interest the same type of marketing plan is the location in interest the same type of market research perform for locating and optimal domestic market must be completed international.

Opportunity for a frame to increase itself potential by marketing its products in a number of foreign market rather than relying solely pursued by a free end at increasing sales of the frames existing products by findings new markets for the products to stop strategy could involve the frame in building up in network or export market or in findings new application or uses for it product.

Involves production in one or more location for sales overseas in target market strategic alliances involve the combining together.

1.3 Objective of the Study

A] Sales and production stability –the present study was under taken that is economic make analyzing of negatively and the exit the resources use efficiency and sustainability value indices of Naga chilli on different farm size group .The Naga chilli on sold as RS.300/kg at lasted price mandi Rates .The overall return to cost ratio of 7.01 over cost and 2.40 over cost indicating for each one rupee invested on family labour to grow this crop generated a return of Rs 4.62. The producer accounted for 17.2 to 33.335% the consumer rupee.

B] Rates of profit – the study on economic analysis of chilli cultivation reveled that an average per hectare total cost of chilli cultivation was talking 13,8596.67 within a gross income of Rs 300,440.00.

c]Net profit – the process project is expected to generate profit from the first year of operation itself and will gradually increased with increasing capacity utilization .

D] Economic growth – production per hectare across various size group .The cost of production includes in the study text into accounts input costs likr seeds cause human labour marketing and transportation course interest on working capital , rental value of length at the prevailing rate in study area it have the family the income for hundred was found to be rupees 278 56 5.00 rupees 25519 7.50 and rupees 23601 7.50 per hectare for small and medium group of farmer respectively.

E] Benefit of bulk selling – It benefit a lot economic growth it helps to increase by selling in different places in bulk and getting the income of more and sufficient.

1.4 Research Questions

1. What are the various stages in export of Naga King chilli?
2. What is the positive and negative impact of export market in Nagaland?
3. Does export of King chilli helps Nagaland for its economic growth?
4. Does it help to employ local people?

1.5 Research Method

Primary Sources – For the purpose of the study I have conducted personal interview with few local residents in Kohima.

Secondary Sources-Reference 1[W.W.W. topic .org, 1 JEEFUS – economic of fresh Naga King chilli , Organic production practices of king chilli – Vikaspedia , Post harvest profit of chilli marketing ,Malakar of agriculture Research ,Google journal book of King chilli , Department of Agriculture economy.

Chapter 2 – Analysis and Findings

2.1 Export market of King chillies

King chilli is cultivated mostly in the north eastern state of Nagaland the chilli call different names in different states. I have different name like Naga mirchi ,Raja mirchi King chilli .Besides this it also helps in medicinal properties which poses different types of medicines.

There is no doubt that is considered one of the hottest chilli in the world

Not is people used this chilli for making pickles and adding hotness to non vegetarian food stuffs .In the recent years the king chilli is giving importance because it has been reported as one of the hottest chilli in the world .Afterharvesting the chilli are to process immediately to avoid fungus growth . Unlike other delete the boot jolokia has a moisture level of ever 85% which a very soft texture with ultimately reduces significantly the shelf life force stop therefore value added item like King chilli pickle has good prospect.

Considering the potential market opportunity of such units the present detailed project report has been developed for stop the main objective of such initiative is productivity utilize the abundanantly available resources of the local area to enable uninterrupted supply of the local area to enable uninterrupted supply of the product to market through out the year.

Nagaland producer the highest King chilli the has great demand on both International and Domestic markets. We are suppliers and exporter of the chilli from foster capicum Chinese is traditionally cultivated in Nagaland. The different names in different states.

2.2 Cultivation and Production

The chilli is grown mainly in Nagaland King Chilli is highly perishable non- climatic crop can be grown all the types of soil but a deep loose soil is preferred good quality king chilli can be produced under clay soil .The soil should be rich in organic matter with of ph 5.5.6.0 king chilli grows in monsoon climatic condition with generally high

humidity. The rainfall range for cultivation is wide ,ranging from 1200 to 4050 mm per annum and the climate is moderate with temperatures ranging between a maximum of 36 degree c in summer and a minimum of 12 degree c in winter . the cultivation practices should be well prepared of land preparation , proper showing and transplanting ,management of manuring and fertilizer and taken care of control the insect , pests and diseases for better cultivation and higher yield . The picking of either mature green red fruits depends upon the markets demands .Also green house production technology of king chili standardized technology of king chilli .Green house king chilli grow rapidly under optimum environmental conditions and food production begins 50 to 60 days after transplanting .For good fruit production and temperature range of 25 to 28 degree c during the day is desirable .

Fertilizer management practices will, therefore ,have to be planned to ensure that plant requirement are satisfied to to achieve goods yields of high quality fruit . As soon as possible after harvest fruit should be placed under conditions that will prolong storage life.

2.3 Harvesting practices

– Naga king chilli takes about 5 months to reach the harvesting stage from the time of transplanting . It is harvested at three different stages – green , yellow and ripened stages . For long distance market and vegetable purpose harvesting is done at the green stage . For drying pickling and seed purpose it is harvest to yellowing to red stage . 50 plants yield about 6 kg fresh fruit per week for three months which comes to approximately 1.5 kg per plant in three months

2.4 Composition of King chilli

Fresh matured king chillies are procured from local farmers. The proximate chemical composition such as moisture, ash, proteins, fat, fibre and carbohydrate. TDS energy and cash content of green as well as red king chilli were determines.

2.5 Post Harvest Management King in Nagaland

-In India chilli is used in three different forms such as fresh green chilli red grind and raw red. Ripen chillies are traditionally sun dried and procedures takes 3 to 4 days depending on the weather conditions and then grind in local huller mill and stored chilli . Mainly dried king chilli are sold due to very high level of perishability of king chilli . The Naga king chilli has a poor shelf life and deteriorates fast it stored under normal conditions for a long period. However in cold storage the product may be stored for 8 to 10 months.

2.6 Packing and storage structure

Packing is a important function for every produce and so it is marketing in chilli . It is a practice to protect the produce from any damage during storage transformation and other market aspects .Good packing of chilli not only facilitates convenience in transportation and storage but also attracts consumer to pay more .In Nagaland chillies are packed mostly in gunny bags and rarely in bamboo and basket .Suitable marketing opportunities and infrastructure for processing for king chilli is the part of the crop .Since the king chilli has the potential to become a mazor crop and reasonable pricing to production so as to make this crops more popular among the farmers .

Fresh king chilli can be transported from Nagaland to other parts of the country where population growing like Delhi, Mumbai , Kolkata due to pay premium prices for the product for improving the market system.

2.7 Seasonable Fluctuations in price of Fresh of king chilli

A significant amount of price fluctuations has been observed in chilli market depicted . The harvesting of the crop was reported to start in the early July and August and lower prices were seen from the month of September to January in all the markets .The chilli was found to fetch as high as rupees 600 to 1000 kg in the month of July and April and as low as rupees 200 kg during the period of September to January.This was due to the fact that the quality and scarcity of the chilli were high at the

beginning of the harvest and the prices shot up against the end of season .The weight of the chilli was reported to lighter at the earlier period of harvesting and heavier as the seasoned progressed . The variation in the price was also observed .In local market of kohima the price of king chilli is rs 400 to 500 per kg.

2.8 Potential Value of king chilli

Despite the long use of this fruit, a limited number of scientific studies and publication of king chilli (c.chinese jacq). This variety is indigenous to the north east region of India but scientifically it has not been explored to its fullest so the people of the north eastern India used the fruits of different food formulation like flavouring curries due to its high quality fragrance pungency , capaicin which is great potential value in medicinal treatments like headache night blindness digestiveness diseases and to reduce chronic congestion . Bhut Jolokia is contents very its capsaicum content arranging from 2.45% to 5.36%. Naga king chilli has the potentiality to biosynthesize capsicin significantly as compared to other species so the king chilli has potential application and can be utilized in different medicine purpose like painreliever, can prevention reduction of weight etc.

2.9 Market Prospect

- Pickle are important part of the Indian cuisine and are consumed with man course as well as many food preparation and snacks . The Naga king chili is widely cultivated in north eastern states of India predominantly in NAGALAND ,Assam and Manipur there is no doubt that the Naga king chilli ,being one of the hottest chilli in the world.
- Placement of the product at strategic outlets and publicity in local media would sales. It may also carry door to door services in initial years to introduced the product and attract more customers .
- Marketing plan of the proposed project may include promotional campaign like offering special discount, referrals, advertisement , new product development , packaging innovations and typing up with buying houses .

2.10 Quality Control and standards

- An FPO license is necessary to start a fruit processing industry in India .The FPO mark guarantees that the product was manufactured in ahygenic food safe environment, thus and ensuring that the product is fit for consumption.
- Pollution control there is no major pollution problem associated with this industry except for disposal of waste which should be managed appropriately.
- Energy conservation proper care should be taken in running the machineries and equipment to avoid over run high electricity consumption. The machinery selected for the plant should be most energy efficient for economical production.

2.11 CONSUMABLE ,POWER AND UTILITY.

The major consumable required are as follows ;

1. king chilli
- 2.Edible oil , salt , spices and preservatives .
- 3.Packaging , packaging materials including plastic jars, pouches ,lables , card board boxes and Adhesive tapes.

Power :

The total requirement of the power for the project is 5.73 kilo watt . The total power supply would be distributed in the following way ;

PLANT MACHINERY – 3.73 KW

GENERAL LIGHTING – 2.00 KW

Utility :

Water: constant flow of water would be necessary in the operation of the plant .

Water would be obtained from borewell and can be stored in an overhead tank , from were it will be supplied to the required areas . Process water should be free of mud and suspended particles . It should be available at a pressure of 3 kg / sq kilometer .

Other Utilities :

Other utilities include fuel etc , those should be locally available.

2.12 Financial Analysis

1. Cost of production – the various cost components taken into account are cost of administrative expenses, consumable store, utilities, wages and salaries insure interest rates , taxes , etc , depreciation.
2. Repairs and maintenance – cost under repair and maintenance expenses have been assessed by charging 1 % on land and building, 2 % on machinery and 1.5 % on fixed asset on first year with increase of 2 % on subsequent years.
3. Administrative expenses – this has been considered in the cost and profitability statement under other expenses etc.
4. Depreciation – in calculating the cost of operation , depreciation has been calculated under straight line method after absorbing the pre – operative and contingencies expenses.

2.13 Technology process

The process flow diagram is as follows:

WASHING
DRYING
CURING IN BRINE SOLUTION
MIXING WITH INGREDIENTS
PACING / LOADING / SUPPLY

2.14 EXPORT OF KING CHILLI

Exporting of king chillies can be in different ways by making pickle try except . And because of such better climate condition the Chilli grow well in Nagaland .

Guinness Book of record of measuring 855000s covillie units beating the maximum rate savanna habaneours 577000s covillie units . Landscape of Nagaland it is growth in district of Mon kohima and Peren wokha etc .

The cost of production includes in the study takes into account inputs cost likes it cost human labour marketing and transportation cost interest on working capital rental value of length at the beginning rate in study area depreciation on implements on interest on fixed assets.

Exporting generates substantial foreign exchange for nation . Placement of the product and strategic outlets and publicity in local media book sales. It also carried door to door services in the years to introduced product to attract more customers.

Marketing plan of the proposed project may include promotional company like offering special discounts referrals and advertising new product development packaging innovation and drying up with buying houses.

2.15 Detailed Analysis and Finding

Detailed Analysis and finding has been carried out considering mainly the aspect mentioned:

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- Market and demand of the products.
 - Requirements of miscellaneous assets of the project.
 - Estimation of installed capacity an operation pattern
 - Consumable power utilize and man-power requirements
 - Means of finance
 - Estimation of cost of operation profitability and Fund flow statement etc .
 - Cost of production
 - Hectares of tones to be supplied
 - Consumed by the domestic market
 - Marketing strategies
-

Chapter – 3

CONCLUSION

King Chilli is a fruit cum vegetable with great potential and economic importance.

King chilli has lots of nutritional values and it contains capsaicin with medicinal potential. It has commercial implication in the pharmaceutical and food industry, hence its demand is on the increase. King chili is very encouraging for designing new drugs with the help of this active compound for the treatment of many infectious diseases to improve the health status of the consumers. Due to its high demand and high price, the continuous production practices and, utilizing better technical inputs rising off season grower better storage facilities and packaging, and preservation handling in marketing chain distribution should be essential. Since it has pungency, its aroma renders and immense scope both in domestic and international market, and as such, through commercialization and scientific exploration of the fruit is essential, as it serves as good source of income for local farmers and also offers potential for future exploitation.

King Chilli production is constrained by several factors viz. lack of warehouse/ go down for proper storage of king chilli lack of market information problem of credit facility and lack of transportation facility .Further lack of scientific training cultivation of king chilli and high price fluctuation in market has also perceived as source of market risk but on a lower scale .

There are vast opportunities for improving the production , productivity and income of the farmers while overcoming the constrains , utilizing better scientific inputs using off season growing of king chilli crops with improve the conditions , better storage and packaging , efficient and correcting price an in reality . If such happen it will be broom to farmers at national economy.

Exporting generates substantial foreign exchange earnings for nation .Exporting in simple words means selling goods about or export if there is to outflow goods and inflow of foreign exchange which country has its own rule and regulations of different countries and exporting company has to meeting and a few documentation requirements for its analyses of king chilli how it sold in bulk the chilli in the world. Export market helps in rate of profits an sales and production stability in a adequate domestic demand economic reducing business tricks regulation information and media revolution strategic vision expecting social responsibility government policy and benefit of selling Nagaland import more as compared to export but one of the highest rated export Nagaland give to climatic condition of Nagaland and produces a bulk of king chilli and supply in many states it is supply in very high rate and it can be manufactured in different forms some can dry and use it and can be kept for several months and some use as pickling and keeping for a long period .

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