



North East India Market exploration study tour report

September, 2017



Choni Dendup, Regional Marketing Coordinator, RAMCO-Gelephu

Dorji Rinchen, Regional Marketing Coordinator, RAMCO-Mongar

Ugyen Choidup, Regional Manager, FCBL-Gelephu

Table of Contents

1. Introduction	1
2. Recommendation.....	11
3. Annexure.....	12
3.1. List of People and Agency.	12
3.2. Schedule of visit to North East India	14

North East India Market exploration study tour report

1. Introduction

As approved, a team from Department of Agricultural Marketing and Cooperatives and FCBL Regional Office Gelephu visited North East India to study Market for Bhutanese Agricultural Products that includes Agri- Horti products, Dairy products and Non Wood Forest Products. (NWFP). Our visit started with the visit of Vibrant North East 2017 exhibition which kicked off from 4-6 May 2017. The exhibition had participants from all over the India for various products. The team met with Managing Director Mr. Pankaj Kumar Prasad of North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMCL), A Government of India Enterprises and employees and shared the information on potential of Agriculture, Horticulture, and Food processing and related to live stocks products. The vibrant North East Exhibition was organized jointly by Centre for Agriculture and Rural Development, Association Chamber of Commerce of India, Ministry of Development of North East Region, Indian Council of Food and Agriculture mainly to provide exposures to farmers about latest agriculture input products, technologies, farming practices, government schemes, Agri, Horti, Marketing and Post-harvest Managements. To name few of the companies we met and reacted were, VISTA AGRITECH PVT LTD dealing with various medicinal plants processing and activities, Spice Board of India (Ministry of Commerce & Industries, Government of India), National Cooperative Development Corporation Export Promotion Council for Handicrafts, Spice Zero etc.



Figure 1: VISTA AGRITECH PVT LTD Product

The team visited Gortso Regulated Vegetable Market, and met and reacted with vendors and seen plenty of vegetable both bulk and retail transaction. The vegetables are grown within the locality except ginger and chilies which are imported from Andhra Pradesh, West Bengal and very few from Meghalaya. The most of the available vegetables were summer vegetables produced locally in Assam. The retail prices of some of the available vegetables were as below:

S/ No	Products	Price range (Rs)	Remarks
1	Radish	16-18	
2	Cabbages	10-12	
3	Big Chili	40-50	Capsicum fresh produce
4	Small chili	12-15	
5	Beans	20-22	fresh
6	Potato	8-9	

7	carrot	35-40	
8	pea	60 70	Produce from Meghalaya, new in market
9	Ginger	8-10	Whole sale price is 4-5/kg
10	tomato	18- 20	
11	Lady finger	25-30	
12	Squash		

We are informed that North East States produce about 45% of all India supply and the farm gate price of ginger is as low as Rs 4 to 5 a kg. Particularly this season had a surplus production of ginger. The price of the ginger is determined by the production in other states like Karnataka, Sikkim and hill station of west Bengal.



Figure 2: Gortso Regulated Market, Guwahati

We have visited Assam Livestock and Poultry Corporation, and discussed regarding the possibility of importing eggs from Bhutan. We were informed that Assam does not produce enough eggs and all the supply to Assam and North

East India are from Andhra Pradesh. The prevailing market price for imported eggs is Rs 5 to 6 per egg. The locally produced eggs are very limited and have the premium price of Rs 10 to 15 per eggs. All the available eggs are of white and red eggs are very limited and available in super market like Bipanan Kendra organic/ natural vegetable Marketing, where red eggs packed in four piece cost Rs 40. We were advised that to have formal trading in Bhutanese eggs and to have reliable importer in Guwahati, the Ministry of Agriculture and Forests in Bhutan to write to the Assam Livestock and Poultry Corporation, who in turn will identify the right dealer/ importer to avoid any in conveniences while trading. The team is quite confident that Bhutanese red eggs will have good market with premium price with identification of right importer which Assam Livestock and Poultry Corporation agreed to facilitate. Pic



Figure 3: Meghalaya local eggs



Figure 4: Imported egg in Shillong market

While visiting National Dairy Development Board (NDDB), we were able to meet Mr. Atanu Borbora, General Manager and Mr. S. B. Bose, the Managing Director. We were briefed about NDDB and the state of milk availability in Assam. We were told that per capita milk availability is only 77 ml per person per day against the National level of 330 ml per day per person. The dairy in Assam is yet to develop and introduction of high yielding cows and artificial Insemination programmes are under way. However, the preference is for the crossed breed of local and jersey cows as they are more resistant to the diseases and adoptable to the local climatic conditions and the better milk quality.

The present capacity of processing plant of NDDB in Guwahati is 65,000 liters and going expand to 150, 000 liters soon. Presently the local supply is very limited and majority of their requirement is being imported from Jarkhang and West Bengal. The price ranges from Rs 40/ liters and above depending on the solid/ SNF content of the milk. The Managing Director is very much positive towards the importing of Bhutanese milk and at the initial stage, can go with 2000 to 5000 liters a day. He also advised us to follow the official channel as sighted earlier.

In Shillong, met with Mr. Fair Born, Manager. Meghalaya Business Development Society and visited. Meghalaya cluster vegetable market and saw that the chilies and some portions of egg are imported from West Bengal. We have also seen many non-wood forest products (NWFP) like wild mushrooms medicinal plants fruits and vegetables collected from the wild similar to Bhutan.



Figure 5: Medicinal plant



Figure 6: Wild fruit



Figure 7: Wild mushroom

In Meghalaya, the state has adopted the village cluster production system where each block concentrated to produce three products like One Gewog Three Products (OGTP) that MoAF adopted during 10th Plan period. The Copy of the map is as below:

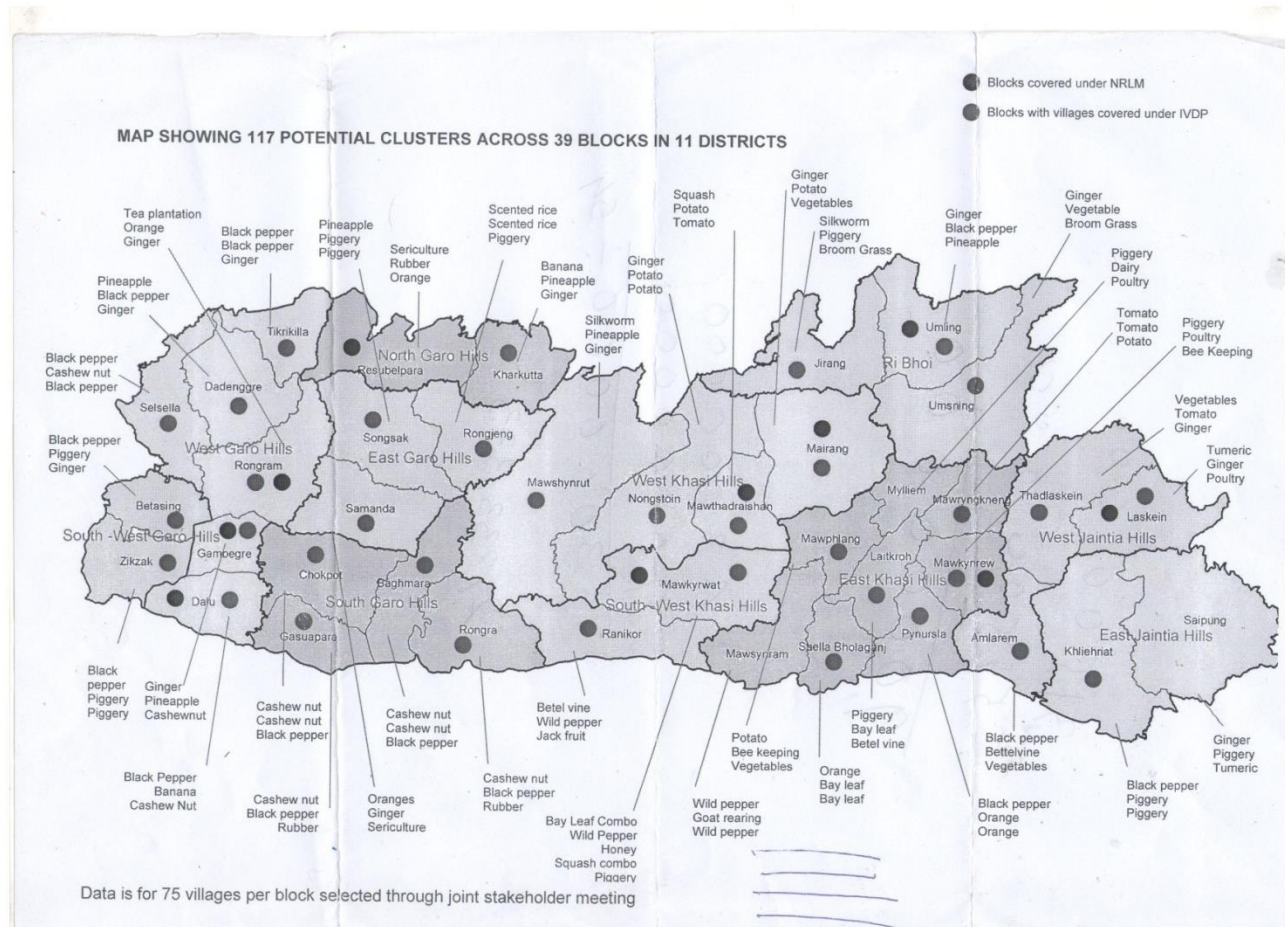


Figure 8: Map of village cluster production system in Meghalaya

The Meghalaya state is the main vegetable producing state during the summer months and supplies to Assam, Mizoram, Manipur and Nagaland. Yet the state still cannot meet the demand from all these states. Due to similar climatic condition and altitude, almost all the vegetable that Bhutan produce can be produced in the state.

The vegetable during the summer months are abundantly available in main city of Guwahati from Meghalaya but other smaller cities and towns like Rangya, Nalbari, Partsala are still not accessible for the supply from Meghalaya and Bhutanese vegetables have good chances in these areas.



Figure 9: Shillong wholesale vegetable market

We also learnt that the Bhutanese potatoes being auctioned and sold from Samdrup Jongkhar do not reach Guwahati and is all sold off in the above said cities and towns of Kumrikata, Tamalpur, Rangya, Nalbari, Partsala and Baropeta.

On way back from Guwahati visited vegetable wholesale market of Barpeta and seen lot of vegetables traded in bulks and retails. The vegetables are non-organic grown within locality and imported from bordering states. The vegetables are cheaper as compared to other markets and a 50 kg bag of potato cost only Rs 200 to 250. We also personally observed that the traders applying colours to vegetables to look it more fresh and green.



Figure 10: Rs.200/bag in Barpeta Market



Figure 11: Traders applying chemical colours to vegetable

We met with some egg dealers in these towns and they are not willing to import our red eggs as the local people in the area prefer the white imported eggs. They

suggested that our eggs would go to cake making where each eggs would be paid Rs 3 to 4 per egg. At Bongaygoan vegetable markets seen plenty of vegetables but there we have seen gingers brought from Gelephu FCBL A/yard. Eggs are imported from Andhra and West Bengal and selling at 5 to 6 per egg.

2. Recommendation

The Bhutanese vegetables will not be able to sell or compete in Guwahati market as the fresh, cheap and similar products from Meghalaya will be available abundantly during the same season Bhutanese vegetable season. However, the Bhutanese vegetables can be exported to the nearby Indian towns like Kumrikata, Tamalpur and Rongya etc. The team would recommend with certain official arrangement, Bhutanese traders/ farmers can participate in Indian bordering markets during *haat days* similar to India Bangladesh border market arrangements.

During our vegetable season, the MoAF/DAMC in collaboration with FCB can advertise vigorously and invite vegetable dealers from the main towns and cities from our bordering areas.

As advised MoAF/ DAMC to write formal letter to the Department of Livestock, Government of Assam and Assam Livestock and Poultry Corporation for formal trading of milk and eggs

As cited above, the DAMC can trial market our red eggs and milk to Guwahati through formalized channel as advised by our counter parts in Guwahati.

3. Annexure

3.1. List of People and Agency.

SL. No	People Met	Designation	Agency
1	Mr. Bhupal Neog	OSD/Consultant	Amalgamated, Agri value chain, TATA, Guwahati.
2	Mr. Tapen Dev,	Vegetable Wholeseller	Regulated vegetable Market, Guwahati
3	Mr. Saha Majander	Vegetable Wholeseller	Regulated vegetable Market, Guwahati
4	Mr. Nan Kishore	Vegetable Dealer and fruits Dealer	Fancy Bazaar, Guwahati
5	Mr. Rajander	-do-	-do-
6	Mr. Bapi	-do-	-do-
7	Mr. Anish Ranjan	Managing Director	Seven Food/City Developers, Guwahati
8	Mr. Fair Born	Manager	Meghalaya Business Development Society, Shillong
9	Ms. Garnert	Manager	Meghalaya Business Development Authority, Shillong
10	Mr. Ata Barbarnah,	Project Coordinator	NDDB Dairy Service, Parabi, Guwahati
11	Dr. P.N. Konwar,	Project Manager, RIDF Project	Assam Livestock & Poultry Corporation, Guwahati

12	Mr. Ulpal Kumar Sharma,	Asst. Director	Apart, Diary Development Assam, Guwahati
13	Mr. S.B. Bose,	Managing Director	The West Assam Milk Producers Co-operative Union Ltd,
14	Mr. Naran Updual,	Proprietor	Milk & Egg Dealer Rengai
15	Mr. Nitu Barmen	Vegetable Wholeseller, Barpeta	Barpeta
16	Mr. R.Krishna	-do-	-do-
17	Mr. Tapen Berania	Egg dealer, Barpeta	-do-
18	Mr. Mondal Sha	Vegetable & Egg Dealer, Bongaygoan	-do-
19	Mr. Amen Dev	-do-	-do-

Note: Met with many other wholeseller/Retailer during visits.

3.2. Schedule of visit to North East India

04th May 2017	Gelephu to Guwahati
05th May 2017	Guwahati to North East Expo Khanapora, Guwahati
06th May 2017	Visited Gorchuk Regulated Agriculture Market, Guwahati
07th May 2017	Visited Fancy Bazaar, Guwahati
08th May 2017	Visited Seven Food Solution & City Developers in Guwahati
09th May 2017	Guwahati to Shillong
10th May 2017	Visited vegetable market in Shillong main town & visited Mawphaling Vegetable cluster block Shillong
11th May 2017	Shillong to Guwahati
12th May 2017	Visited Khanapara Dairy Development Office, Guwahati
13th May 2017	Visited RIDF Project, Poultry Corporation, Guwahati
14th May 2017	Visited West Assam Milk Producers Co-operative Union Ltd. Guwahati
15th May 2017	Visited Amalgamated Office,Guwahat
16th May 2017	Guwahati to Rangai – Barpeta- Bongaygoan to Gelephu