

Spices and Fruit for Micro-enterprises

**A Study of the Potentials of Ginger
and Pineapples in West Garo Hills
Meghalaya, India**

**Anjali M. Bhatia
Nandita Hazarika
Randhir Singha**

**International Centre for Integrated
Mountain Development
Kathmandu, Nepal
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Preface

Development experiences in most of the mountain areas of the Hindu Kush-Himalayan Region, over the past decades, have shown that the prevailing predominant mode of their economies – subsistence agriculture – is becoming increasingly unsustainable both economically and ecologically. Diversification of economic activities into products and services, for which these areas offer a comparative advantage, through enterprise-based production for the market, is considered necessary for sustaining livelihoods and alleviating the poverty of the rapidly increasing population. It is in this context that ICIMOD established a programme on Development of Micro-enterprises in Mountain Areas with the objectives of identifying constraints and opportunities and developing policy, programme, and training guidelines for enterprise development in hill and mountain areas of the HKH region. As part of this programme, the Centre has commissioned a number of studies in different countries and areas of the HKH region with a view to documenting experiences of development and functioning of enterprises covering different aspects such as comparative advantage of products, processes, and factors in enterprise development, technology, credit, marketing, and development of entrepreneurial skills as well as policies and programmes by government and non-government agencies for promotion of enterprises.

The present paper '**Spices and Fruit for Micro-Enterprises: A Study of the Potentials of Ginger and Pineapples in West Garo Hills, Meghalaya, India**', by Anjali M. Bhatia, Nandita Hazarika, and Randhir Singha, is one in this series of studies. It is being published with the hope that it will be found useful by those engaged in research and development, policy-making, programme formulation, and implementation for the promotion of enterprises, as well as by present and potential entrepreneurs in their respective activities.

T. S. Papola
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Acknowled **Abstract**

This report examines the feasibility of developing micro-enterprises based on processing of ginger and pineapple crops in the West Garo Hills, Meghalaya. Based on secondary information, an intensive primary survey was carried out to interact with farmers, traders, and credit institutions. While ginger drying emerges as a viable option, pineapple processing requires large-scale investments, unsuitable for household/ community level enterprises. Integration of improved farming methods and market regulation with value addition were identified as imperatives for the success of micro-enterprise development. Among the ginger-drying options evaluated, the gasifier-based process could be introduced for demonstration purposes. The options for value addition would not only increase returns for farmers but also provide them with alternatives, thereby enhancing their bargaining power.

Keywords: micro-enterprise, dry ginger, pineapple, agroprocessing, market, regulated market, gasifier, shifting (*jhum*) cultivation, credit, storage.

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IRDP

Integrated Rural Development Programme

JRY

Jawahar Rozgar Yojana

KVIC

Khadi Village Industries Commission

MWS

Million Well Scheme

NABARD

National Bank for Agriculture and Rural Development

NSIC

National Small Industries Corporation

List of Abbreviations

Apex Bank	Meghalaya Cooperative Apex Bank
CFTRI	Central Food Technological Research Institute
CPCRI	Central Plantation Crops' Research Institute
DIC	District Industries Centre
DRDA	District Rural Development Agency
DWCRA	Development of Women and Children in Rural Areas
GOI	Government of India
IARI	Indian Agricultural Research Institute
IAY	Indira Awas Yojana
ICAR	Indian Council for Agricultural Research
IRDP	Integrated Rural Development Programme
JRY	Jawahar Rozgar Yojana
KVIC	Khadi Village Industries Commission
MWS	Million Well Scheme
NABARD	National Bank for Agriculture and Rural Development
NEC	North Eastern Council
NEITCO	North-eastern Industrial and Technical Consultancy Organization Ltd.
NERAMAC	North Eastern Regional Marketing Corporation Ltd.
NGO	Non-governmental Organization
PMRY	Prime Minister Rozgar Yojana
SISI	Small Industries Service Institute
TRIFED	Tribal Co-operative Marketing Development Federation of India Ltd.
TRYSEM	Training for Rural Youths for Self Employment
TERI	Tata Energy Research Institute
REG	Rural Energy Group

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List of Local Terms

<i>Jhum</i>	Shifting cultivation	1
<i>Machongs</i>	Various exogamous sub-clans of the main clans	2
<i>Nokna</i>	The youngest daughter of the household who becomes the heiress	4
<i>Nokkrom</i>	The heiress daughter's (<i>Nokna</i>) husband	4
<i>A'khing</i>	Administrative units	5
<i>Nokma</i>	The chief of the <i>A'khing</i> lands	6
<i>Mahari</i>	Closely related kin	6
<i>Mesta</i>	Roselle (<i>Hibiscus expl. Sabda riffa</i>) L. Var. <i>F. Altissima</i> - Malvaceae	7

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