



## RESEARCH PAPER

# Investment feasibility analysis of dragon fruit farming

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**Abstract :** Dragon fruit is a climbing cacti and a new introduction in India, also known as ‘The wondrous fruit of the 21<sup>st</sup> Century’ due to its nutraceutical properties. The study was conducted in Dream Dragon Fruit Farm in Nagaland state of India. To estimate the economics of the farm, investment feasibility analysis was performed. The Net Present Value was found positive (Rs. 2,08,29,478.00), which indicates worthy investment of the proprietor. Benefit Cost Ratio was also greater than 1 (2.04), which also favours the investment. Internal Rate of Return of 11.78 clearly indicates a sound financial position of Dream Dragon Fruit Farm and hence the liabilities of the farm could be met easily during any unexpected closure in future. There is a wide scope in taking up dragon fruit farming and with proper Government intervention can lead to massive success for the farmers and a boon for the whole country.

**Key Words :** Dragon fruit, Investment, Feasibility analysis, Prospects

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