

Value addition of potatoes and chillies by farmers of Jalandhar district of Punjab

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ABSTRACT

India is the second largest producer of vegetables in the world. The total production is about 78.2 million tones of vegetables. It is estimated that every year vegetables worth about Rs.1500 crores is wasted. This is due to inadequate post harvest processing facilities in the country. Potato is one of the four major crops of the world. Potato is the king of vegetables and a wholesome food containing carbohydrates, proteins, minerals and vitamins. Potato is very strategic crop from export point of view in our country. Indian potato meets the international quality in terms of disease, freeness, shape, size, skin, colour etc. Chilli is the second vegetable which has a maximum area as compared to other vegetable in the Punjab. Chilli is highly perishable in nature. It requires more attention towards harvesting, storing and transporting. The net returns from the produce can be increase through value addition. This study was conducted in the purposively selected Jalandhar district of Punjab. Four blocks having maximum area under potatoes and chillies were selected purposively for the study. A sample of 75 potato and 75 chilli growers was selected by using probability proportion to size method. About 83.00 per cent of the potato growers were aware about sorting whereas 98.67 per cent of them were aware about grading of potatoes. All the respondents were aware that pickles and sauce are the processed products of chilli. All the potato growers also agreed that value addition adds to profit of farmers and is the need of the day. Maximum number of respondents of both categories (chilli and potato growers) reported lack of technical knowledge non availability of equipments and their high cost, non availability of credit, high cost of starting of processing unit and lack of good storage facilities as the major reason for not opting for value addition.

Key words : Constraints, Suggestion *Rabi jowar*

INTRODUCTION

India is the second largest producer of vegetables in the world. This is due to inadequate post harvest processing facilities in the country. Potato is one of the four major crops of the world. Potato is the king of vegetables and a wholesome food containing carbohydrates, proteins, minerals and vitamins. It is very strategic crop from export point of view in our country. Indian potato meets the international quality in terms of disease freeness, shape, size, skin, colour etc. the potato is processed to give it more economic value (Marwaha and Sandhu, 2003). Potato chips are one of the many processed food products popular all over India and the world (Singh, 2002). A processed potato is of more economic value than the raw, unprocessed one; the increased economic value has a positive effect – the farmer gets a better price for his potato crops due to increased demand, the processing company squeezes more profit margins from a better quality processed potato food product. Among processed potato food products, potato chips and French fries are the most commercially successful. Most of the potato growers are not aware about the methods, processes used to add value to this crops and due to this large amount of produce is wasted. There is a strong need for creating awareness, imparting knowledge and skills and motivating the farmers to increase their income through the adoption of value

addition methods. Value addition is an important technology, which increases shelf-life of storage, nutritional value and market price of produce. Similarly, chilli is the second vegetable which has a maximum area as compared to other vegetables in the Punjab. India is the major producer, exporter and consumer of chillies.

Chilli is also highly perishable in nature. It requires more attention towards harvesting, storing and transporting. Most of the growers sell their fresh crop in the market as it is used by the consumers as green as well as a dry form. The net returns from the produce can be increase through value addition. Keeping this in view the present study was conducted to know the value addition of potatoes and chillies among the farmers of Jalandhar district of Punjab.

MATERIALS AND METHODS

The study was conducted in the purposively selected Jalandhar district of Punjab. Four blocks having maximum area under potato and chilli were selected purposively for the study. The lists of vegetable growers with minimum of half acre area under cultivation of potato and chilli in selected blocks were procured and a sample of 75 potato and 75 chilli growers was selected by using probability proportion to size method. An interview schedule was prepared for data collection from potato and chilli growers. Data were collected by interviewing the respondents.

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