

## STUDY ON ECONOMICS AND MARKETING PATTERN OF GINGER CULTIVATION IN WOKHA DISTRICT OF NAGALAND, INDIA

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### **ABSTRACT**

*For the study 60 ginger growers were identified following multistage stratified random sampling. From the study it was revealed that, the average per hectare total cost of ginger cultivation was Rs. 8,50,386.43. Planting material/rhizomes with 31.60 percent constituted the highest cost expenses, followed by hired human labour 19.10, FYM & plant protection 11.85, family labour 8.32, marketing cost 6.47, and transportation expenses 4.63. The production cost per ha increases with increase in farm sizes. The average ginger yield for all farmer groups was found to be 32.5q with gross income of Rs. 38, 49,693.33. The highest gross income falls under medium group and marginal as lowest. The average net returns found out for all farmer groups was Rs. 30,73,326.90 with highest from medium group (Rs. 64,54,570.00) and the lowest in marginal group (Rs. 3,44,555). As per findings the net income increased with increase in farm sizes. The Benefit Cost Ratio (BCR) average was 4.2. Two marketing channels were identified from the research study two blocks namely: Producer-Consumer (Channel I) and Producer-Wholesaler-Consumer (Channel II). About 3035.27q (85.13 percent) were sold through channel II which dominated the marketing channel. As per findings, Channel I was efficient for marginal farmers and Channel - II for medium and small farmer groups.*

**KEYWORDS:** Wokha, Nagaland, Economics, Ginger, Marketing Channel, Margin