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SCOPE OF COMMERCE OF POTATO IN INDIA

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ABSTRACT

There is an Indian potato surplus, so attempting to export potatoes has been made. After 1970, Nepal was India's main importing potato, representing over 80 percent of total Indian exports, until 1974, Srilanka and the United Arab countries also began importing large amounts of Indian potatoes. The key countries that regularly import potatoes from India were Srilanka, the UAE, and Nepal. But, even though Indian potatoes are technically moderately competitive, exports were negligible and variable. It was anticipated that the WTO regime would increase the price level on the international market with the liberalization of the Indian Economy. The export of Indian potatoes was also expected to be strongly boosted by implementing the proposed heavy cut in agricultural subsidies.

India has surplus labor but has a capital deficit, so labor-driven crops such as potatoes are not only important for the creation of jobs but also for food safety. The opportunity for jobs in farm, manufacturing, industry and storage, transport, retail, and marketing of fresh and processed potatoes exists enormously. The current paper highlights the scope of Potato commerce.

KEYWORDS:

Potato, Commerce, Transport

INTRODUCTION

Indian potatoes do not have a forbidden disease. It is of standard quality in shape, scale, skin color, flesh, and dry matter. Apart from the prospect of the export markets of potatoes, semi-processed and finished goods, we must also explore the latent opportunities on the market. To

make India a trustworthy supplier in the world market, factors such as market opportunity, supply chain management, pre-and post-collection handling, tariff structure, and infrastructure must be evaluated.

In India, the majority of potatoes are grown in winter and picked in February-March when the northern hemisphere does not produce a fresh crop that is a strategic export crop. Indian potatoes are very competitive because potatoes are grown in loam soil and therefore the shape and luster of the tuber are fine. Indian pommes of cigarettes are not free of banned diseases such as warts, black scapes, red rings, tuber moths, nematodes, etc. Indeed, Srilanka, Bhutan, and Bangladesh have already recognized some of the Indian species. Indian potatoes are acceptable for these countries to meet standards of form, size, taste, the color of the skin, and fresh, dry matter.

India has exported the pulp into 51 countries, in various formats, including tables of pulp, the fresh pulp of chilled, frozen or uncooked pulp of potato, fresh or chilled pulp other than seed. Data, quantity, and value are given below from 51 countries in 36 countries. Imports from 15 other countries were very negligible, irregular, and were therefore excluded in the report. The daily and steady importer of Indian Potatoes was ranked in 9 countries. These countries are the United Arab Ems and Bangladesh, Nepal, Srilanka, Malaysia, Maldives, Mauritius, Singapore, Saudi Arabia. Not only have these countries chosen because of their import regularity, but also because these countries can sail enough. The time of transit does not exceed 10 days, which can be achieved via a non-referenced container. Indian potatoes also comply with these countries' sanitary and plant health standards and follow the quality standards for shapes, size, skin colors, flesh, and dry matter.

Most exports from India lack scale for example, the largest fresh produce exporter records annual sales of about Rs 500 million. The low volume translates into a lack of economics in operation and mares exports are uncompetitive. Hence, exporters are not able to establish themselves as long-term players in the export market and rely heavily on opportunistic businesses. These factors cumulatively translate into low investments in upgrading skill sets, product innovation, quality improvement, and brand building.

Production of the potato is moving to Asian and developing countries from a European base. In the developed countries the acreage of potatoes is also not growing, so supply from developing countries such as China and India now must be harvested.

In the sector, India has a negligible share of world trade and is ranked third in world output. Exports were, however, found to be production-dependent. After consumption, exports depend on the surplus of goods. But other exporting considerations, such as international quality standards, competition in prices and demand, except for the quantity of output.

West Bengal, India's second-largest producer, contributes over 30 percent more than the Indian average of its total yields and remains a significant surplus after compliance with domestic requirements. West Bengal yield is related to the yield of India since both West Bengal and India are similar in terms of yield including seed quality, seasonal variations, disease.

SCOPE OF COMMERCE OF POTATO

Due to developments in lower tariffs and non-tariff obstacles, many developing countries have been incorporated into potato trading recently. CPR and CIP research has shown that potatoes will grow in economic value for developing countries in the future. The supply of potatoes shifts to Asia and developing nations from European bases.

But European countries such as the Netherlands, Germany, the United Kingdom and France average returns of 40 tones. CPRI sometimes launches various commercial varieties of Indian potatoes. Jawahar and Sutlej is the main variety. Kufri Sindhuri, Chandramukhi, Jyoti, Lauvkar, Dewa, Badshah, Bahar, Salina, Swami, Megha... These varieties can be adapted to different Indian regions. Kufri Jyoti and Kufri Chandramukhi, Kufri Ashoka can replace Kufri Chandramukhi in West Bengal, are two of the main varieties common in West Bengal. Not all these organisms are directly produced for processing. In order to specifically process the Kufri Chipsona 1 and 2, CPRI has produced two new varieties of pumpkin. Kufri Chipsona 3 and Himalaya, recently launched, have all the processing characteristics, i.e. dry matter content and sugar reduction. It produces a higher yield than all previous variations and also has strong late-fly resistance (devastating disease).

The key reasons for the low quality, small potato size, and poor output of major Western Bengal varieties are the lack of availability of quality seed materials. At present, the breeder's seed is produced by CPRI, which has been distributed for the three stages before being distributed among farmers by various state governments and nodal agencies. But the case is actually slightly different.

While the seeds are distributed by CPRI, they do not multiply three times and are planted annually with certified seeds in only 10 percent of the potato region.

The Government considers the use of TPS to resolve the issue of quality seed shortages. For possible application in India, TPS is investigated by CIP. TPS is fundamental in breaking down the numerous constraints, such as the low multiplication rate, disease control problems, and high reproductive seed costs. The primary priority should be for small farmers, who still use the conventional seed-sized tuber system from the preceding harvest, to provide the seeds with variations in seed quality and frequent degeneration of yield as a result of attacks on different diseases and seed virus buildups. However, when storage, transport, and management costs are applied to the procurement of breeder seeds it becomes very costly.

In both conventional methods and cold storage, the storage system is also performed. Pit and room storage are common approaches. The most common storage method is cold and 90 percent of total cold storage capacity is for potatoes in India and West Bengal. However, the existing cold storage capacity is insufficient, leading to a 20 to 30% loss after harvest. Cold storage has also been faced with other infrastructure problems - good environmental conditions, careful management of organisms, enzymes and insects causing diseases, tuber sprouting control while being stored, potato firmness preserving optimal temperature and moisture. This triggers the germination or build-up of sugar reduction, leading to unmarketable tubers that are not suitable for processing.

While India is the world's third-largest potato producer, and the fourth largest potato producer in cultivated areas, exports to the world are negligible. The Netherlands is the largest exporter and France, Germany, Belgium, and Canada are followed by this nation. The share of India is quite insignificant: less than 0.5% and 0.3% in volume. Even the sum of exports is very insignificant in comparison to total country output, which ranges from 0.3% to 0.45%.

There's a lot to do with that. The key limitations lie in the quality of the products and the failure of importers mainly from European countries to comply with the sanitary and phytosanitary standards. However, we already fulfill SAARC and other South Asian country's standards for seed and ware potatoes, in particular in West Bengal, and some of the varieties are approved in some of our neighboring countries. Nevertheless, we are incapable of capturing their complete demand, because export is becoming highly market competitive and export unpaid at some point due to the fluctuation in domestic wholesale prices. In the

past two decades, there have been recurrent glutes, and the export is just a vehicle for crisis management in these years of gluts or low potato prices.

DISCUSSION

The profitability of the potato crop is primarily determined by production price costs and marketable returns after the post-harvest loss is reduced. The net profit for farmers has declined even after significant increases in productivity and areas. Annual growth of 3% is estimated to lead to shortages, while growth above 8% would lead to glutes.

The second-largest producer is West Bengal in India, which accounts for more than 30% of the overall output. Almost half of all produce is cold storage and after consumption, there is a large surplus. In cold storage, the potatoes are kept at a low temperature of 2 to 4 degrees, where glucose begins to build up. This makes the pulp black and therefore unprocessable.

Potato is a high-yielding, short-lived plant in world food crops (Solanum Tuberosum). It is the world's largest vegetable. It is very food-producing. It is a very rich source of starch, but also contains large quantities of protein and minerals, although consumed for its calorific value. There's more fat jess than rice and wheat. A boiled potato provides approximately 69 KCal per 100 g. It is a decent source of high-quality biologically valuable protein. Even milk, eggs, and animal proteins are high in this attribute.

This can be prevented by slightly higher temperatures but then start sprouting at high temperatures, rendering the tubers unfit for processing again. There is thus a restriction on potato production in maintaining the correct cold-stored temperature for safe tubers. The losses after harvest are approximately 20 to 30% and 10% is lost on the market as non-marketable fresh during harvest. A recurring surplus has been observed over the past 20 decades, and by selling their goods at half the pay price, the farmers faced issues of life and death.

The lack of correct techniques for the control of diseases and disorders hampers constant potato development. These diseases are often very costly to manage and cannot be afforded to smaller marginal farmers. Hoarders save potatoes for the purpose of creating an artificial crisis. West Bengal's potato production, area, and yield are growing. The average return is higher than the average in India. It was a useful factor in the crop system because of its short length and its compatibility with other crops.

The entire selling price varies all year round. The season of harvest is very low and it is growing to a pace that stays constant for a four-month period between mid-May and September, following its peak in the last few months of the year. The two ports of West Bengal are Kolkata and Haldia with ample infrastructure. In comparison with its output, exports from West Bengal are very nominal. Over the last five years, exports have mostly taken place from both the ports into three countries, Malaysia, Maldives, and Singapore. Yeats were found in either Kolkata or Haldia port when exporting pumpkin was zero. Mainly products and seed potatoes were exported.

Foreign investors have become interested in investing in West Bengal's agri-business. In a few states in India, such as Punjab and Maharashtra, the idea of contract farming has already become common. In India, numerous success stories have occurred, such as the contract farmers of PepsiCo., ITC, and Reliance Industries.

CONCLUSION

In future years, food and sustainability are the goals of sustainable agricultural production. Western analysts have forecast that India will have to import more than forty million tons of food grain every year by 2030 as a result of the current population growth rate. As a result, there is rising demand for food. Furthermore, growers are pressurized on land to recognize crops - with higher productivity, more food per unit area and unit time, short length, and a good match for multi-crop system (increased crop intensity & productivity) and intensive workforce. The distinct advantages of potatoes relative to other cultivars easily separate them from the community of plants.

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