



INCREASING COMPETITIVENESS OF POTATO IN INDIA

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ABSTRACT

Potatoes are differentiated from other plant classes by their distinct advantages. It should be regarded as a food crop because it is one of the most productive edible crops, and thus can ensure food protection. The dry matter per unit zone per unit time is the largest. Due to the lower tariff trend and non-tariff barriers, several developing countries have become interested in trade in potatoes. Potato production is going to Asian and developing countries from European bases. Potato production is forecast at 40 percent of global production by 2020 in developing countries.

Potatoes are planted in India between September and November and harvested between January and March. In the subtropical planes, 90% of the total output is located, 6% in the hills, and 4% in the Peninsular India Plateau area. 76% of the total area and 87% of total production is in the Indo Gangetic plain, which is the Indian potato bowl. Since 1949-50 potatoes have grown considerably in area, output and production. India produces approximately 25 million tons of potatoes, representing over 7.5% of the world's production of some 300 million tons. Excess production has existed since 1970, but India has been irregular and negligible in its export of fresh and processed potatoes. The current paper highlights the increasing competition of potatoes in India.

KEYWORDS:

Potato, Production, Export



INTRODUCTION

The second-largest potato producer in Western Bengal produces around 7.5 million tons. Due to seasonal variability due to the various weather conditions depending on rainfall, temperature, moisture, and altitude, the farming system at) west Bengal is strongly influenced. The three main potato-growing districts, is Hooghly, Midnapore (W), and Burdwan (2411 thousand tons), are covering the climate zones of Gangetic Alluvial, Vidhyan Aluvia, and Coastal Saline, which are 1,235 thousand tonnes, respectively for the year 2004 (SIDA-DES, Ministry of Agriculture, Government of West Bengal).

The state is increasingly growing its area and production. Unlike many countries in the region, West Bengal manufactures varieties that are generally accepted particularly in the SAARC countries, especially as commodity and seed potatoes, all around the world. Pumpkin output is twice the volume of cold storage.

The best performance in the country is West Bengal. There is also ample surplus that can be exported either as fresh or as refined types. In addition, the physiological era of Indian seed potatoes will optionally be planted in the SAARC and other Asian countries due to a similarity of the growing season. The western Bengal varieties cannot be matched by the exporters in respect of processed potatoes. However, it can take the lead among exporters through the creation of a consortium of rising, processing, exporters, and proper planning based on international demand. Seeds and fresh potatoes from West Bengal are highly exported to the SAARC countries as their varieties can be accepted. The study provided a brief overview of the developments in potatoes in developed and India.

The potato production and export potential in India and the current status have been analyzed. Western Bengal is the main field of study and the focus is on state development, including both pre-and post-harvest mechanisms and their current status as exports. The competitiveness of products and processed potato has also been analyzed, taking the location and other advantages of the state into consideration.

Potato cultivation is an easy process. This cultivation is annual but long-lasting. It can also be cultivated in soil of poor quality and in adverse conditions. Performance is best when the weather



is cool with good rainfall and irrigation. It is not only cultivated in cooler climates but also cultivated in subtropical areas such as India, China as winter cultivation.

Recently, many developing countries are much more integrated into international trade in potatoes. Part of the reason for this is the global trade in lower tariffs and non-tariff obstacles. However, the volume and value of the trade are not always obvious since data from processed potato products are not always presented in the published figure. However, in recent years, different studies have suggested that many countries will have to speed up the growth in yield and stable production technology if they are to remain competitive in the emerging global potato market for years to come.

A detailed analysis of historical trends and future projections on potatoes in developing countries has been carried out recently by the CPRI and the CIP in collaboration. These calculations show that potatoes will most likely remain of relative economic importance for developing countries in the thick food basket for the next decade if not increased.

Indian Potato yields are very high with negligible variations as far as the world average is concerned. India has a massive population to feed, which is why this crop is in high demand. However, potato consumption is considerably lower than in Europe. Since 1970 exports of potatoes have always been available, but the amount exported was small and variable and was mostly intended for table purposes.

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Nepal was the largest importing country of Indian Potato until 1974, comprising approximately 80% of all exports from India. Subsequently, Srilanka and the UAE began importing large amounts of potato from India. The key countries importing potatoes from India remain Srilanka, the UAE, and Nepal. Bangladesh imported significant amounts of potato from India from 1999 to 2000. India's global export share is very insignificant and around 0.45%. The Netherlands is ninth in production and accounts for approximately 22-28 percent of its production and is the biggest importer and exporter. On the other hand, India exports just approximately 0.45 percent of its goods as the third-largest producer.



Uttar Pradesh, Punjab, Madhya Pradesh, and West Bengal are the main export areas for potatoes in India. In the India exchange, potato is also traded, specifically the India Ltd Multi Commodity Bursary.

Despite all this, people have a lot of misunderstandings about the unnecessary fat that contributes to Obesity. Potatoes contain fat. It is also known as hazardous as it contains glycoalkaloid compounds. The doctors recommend that most consumers (around 60 percent) not eat potatoes during their illness.

The majority of European countries regard potatoes as a staple food, while in India potatoes are considered a vegetable. India consumes around 14.8 kg per capita. In a developing country like India, food is the key requirement for feeding a growing populace living under a range of socio-economic conditions; it could lead to avoiding the problem of nutrition and hunger. It can play an important role in food and nutrition promotion and poverty eradication.

The profitability of the crop depends on a product's marketing price and marketable returns (after removing the post-harvest losses). The previous results show that potato production and the potato area in India have also increased, but net returns for farmers have fallen.

In the last two decades, there have also been repeated glutes. In some markets, potatoes have often reached 16-20 kg. But it's not always been the case. It suffered a serious surplus and collapse in potato prices causing a setback. In Calcutta, the annual wholesale price fell by 14%, in Chennai 34%, in Bombay 37%, in Kerala 51%, in Lucknow 38%, and in Patna 48%. Western Bengal was also the 2nd largest producer of potatoes, after Bihar (8 million tons) contributed about 34% of India's products, and had severe gluts that occurred in 1975, 1979, 1982, 1985, 1987, 1988, and 1997. The sector, manufacture, and return showed a significant 20% decrease, 41%, and 11.5% in comparison with 1996- 97, respectively. The research on wholesale prices and production showed variations in both over the last two decades.

Since the seed was mainly imported in quantities, it would be necessary to improve quality seed production techniques to avoid importing bulk amounts of potato seeds at risk of importing exotic diseases and pests, which would be able to wipe away the potato industry in the country. This will also help to save foreign exchange and provide farmers with higher returns on investment.



In different parts of India, the pattern of potato consumption is different. It is considered primarily to be a vegetable in West Bengal, Bihar, and Orissa that can be cooked separately or combined with additional vegetables.

An interpretation of the results shows that a growth rate of over 8% in annual output leads to a supply surplus, while annual growth of below 3% leads to scarcity.

In other parts of India, therefore, the consumption of potatoes is reduced. Around 0 percent of seed tuber cutting on the edges of the pickles, Kudali, is lost after harvest. The average rate is approximately 14.8 kg per person. Enough quantities are still left as surplus after consumption. The present capacity for cold storage is half of that produced by wasting many potatoes during the season. So there are great opportunities not only to create more storage but also to create alternative marketing.

DISCUSSION

The Indian Potato is mainly grown as fresh potatoes for home consumption. Potatoes that have a high yield and disease tolerance in the breeding program were therefore given greater importance. Therefore the agro-techniques for medium-sized tubers in the product are created.

Multinationals, which began processing PCs in India, found the Indian PC primarily unfit for production and obtained raw materials from other sources. In the north-western plains of India, the major manufacturing industries are situated. But in the cooler NWP, the potatoes contain comparatively less dry matter and less sugar, and so this area is unlikely to be good for processing potatoes.

ICAR has found another new hybrid variety, the "Kufri Chipsona-3," that would boost the potato processing industry in India, as the research and development work at CPRI Shimla and few other institutions has produced versions of Chipsona I and 2, which are suited for processing with higher dry matter content and reduced sugar. Both internal and external defects are free of these. This will offer the industry a more range of manufacturing. Even after six months of storage, this variety retains excellent processing numbers, delivering raw material to the industry year-round (www.icas.org.in/pr). This variety is what the flakes industry will produce.

In the processing of chips, floors, and dehydrated materials, the variety which was used or is even used at present is Kufri Jyoti. Even for the manufacturing industry, Kufri Chandramukhi is



used. But Kufri Chipsona I and 2 are 2-3% drier and more resistant to late blight than Kufri Jyoti. ICAR for commercial cultivation has also established another hybrid species 'Kufri Himalini.' Late disturbance in recent years has become more frequent and severe and the resistance to late disturbance is not great in the current Kufri Jyoti species. The new variety is more efficient and has greater resistance to late disturbances.

A successful processing pulp variety in any potato-growing area in India should have a dry substance content of a minimum of 20% while the sugar content should fall below 250mg/100g fresh weight.

The key type of pumpkin is frozen pumpkin and dehydrated pumpkin. Potatoes, slices, strips, flakes, granules, and meals are various types of dehydrated potatoes. It has a variety of uses and is the most versatile food. The mold, fry, bonding, and thickener are possible. It can be conveniently prepared for commercial applications. They are also very robust and have a large storage room.

Dehydrated potatoes are also packed for dry storage, thereby reducing the need for the first freezer region. The consistency is passed on to the final customer when used in the recipe. It has other nutritional advantages. It is fat-free and free of sodium. They also contain high levels of vitamins and potassium and are a good source of food fiber.

Chips from the potato are manufactured in organized as well as unorganized industries, but preferred class service chips from organized industries and workers and farmers use unorganized chips. In the last five years, the consumption of services in the organized sector has been up 151% and in the coming five years it has been projected to consume 23% more.

The anticipated growth by business class of potato consumption was over 40%. In the last five years, total chip usage has been up 154% for structured and 117% for unorganized. This is projected to rise over the next five years by 31% (organized) and 43% (unorganized). In addition, the current expenditure for potato products from the organized sector was analyzed and determined to be 4.93 times that of the unorganized sector, while the unorganized process sector is a major contributor to the entire process industry, it has its technical problems. For potato processors, the oil content of potato chips is very significant because oil content is expensive and oils are less attractive for the customer.



If the packaging and storage do not take enough care, the high oils can influence potato chips' shelf life. Potato chips' lifespan depends on other factors, such as packaging and light exclusion. The flavoring compounds caused by oxygen absorption reactions could make potato chips inaccessible due to the objectionable off. To prevent light penetration, packages should be constructed.

Manufacturer of large potato chips in the organized sector is committed to the provision of good packaging that lasts for a few months because light penetration is not feasible. On the other hand, the manufacturers of the unorganized sector make it easily accessible to a wide section of the population from the middle and lower-income groups, through the use of ordinary, transparent polythene bags to packaging that lowers their shelf lives.

CONCLUSION

Since the pattern of domestic consumption is shifting gradually because of rapid development and increased incomes, processed potato and potato products will have a big share in the market. The consistency parameters consisting of color, dimensions, form, skin, and nutritional values must be taken into account not only to follow international parameters but also to prepare some fast foods. The development of a processor that is appropriate for cold chipping can have a significant positive impact on the processing industries, as glucose accumulation is not suited to processing in cold storage potatoes.

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