

STRAWBERRY CULTIVATION | a success story IN EAST JAINTIA HILLS DISTRICT

Smt. Iahphang Dkhar, of Shohshrieh village in East Jaintia Hills is one of the farmers of the District who has taken up commercial cultivation of strawberry. Tracking through her past records, Smt. Iahphang Dkhar has been always been a hardworking and sincere farmer. In her capacity as a farmer, she has cultivated spices like Turmeric (Lakadong variety), Ginger, Vegetables like Cabbage, Tomato, Radish, Colocasia, French beans, etc to support her family, especially her school going children.



Encouraged by the Office of the District Horticulture Officer to take up Strawberry Cultivation, as the area (Shohshrieh Village) was highly favourable for growing such a fruit crop, her desire and passion to become one of the progressive farmers of the area finally took off when she was selected as a beneficiary under MIDH scheme during the year 2013-2014.

At the beginning, the Department assisted her with 6000 nos. of strawberry runners, which she planted in the open field. Hit by hailstones and thunderstorm in March-April, most of the fruits were affected thus reducing yield. Therefore, she started replanting the runners from the open field to protected cultivation under Polyhouse. This move proved beneficial as her yield improved and garnered her maximum returns throughout the year, fetching a good price of Rs.400/- per kg. Smti. Dkhar harvests the fruits twice in a month from Feb-July/Aug with the average yield being 200gms/plant/harvest season. (i.e 6000 plants gives 600kg/harvest) Amounting Rs. 2, 40,000/- per season.



Strawberry under protected condition

Smt. Iahphang Dkhar marketed the produce to local markets in Ladrymbai, Khliehriat, Jowai and Shillong. Due to high demand of the fruit in the District, she is now expanding the area on strawberry cultivation in the village by buying her own runners for multiplication along with the help and technical guidance from the Department.

Smt. Iahphang Dkhar was assisted with various kinds of input support which included items like imported planting material of strawberry variety (festival), organic manures, plant protection, irrigation system like creation of water sources, drip irrigation, poly houses, vermi-compost unit, collection/packing house for strawberry, etc. Encouraged by the technical advice that she received from the Department of the District, she is now planning to set up a Minimal Processing Unit in the area by forming one SHG named Man-i-tre.



Marketing



Packaging

Besides the assistance that she received from the Department, Smt. Iahphang Dkhar received support from her family to extend their hands in managing this large scale cultivation. She also hires labourers from the village when demand of work is high like land preparation, planting, weeding etc. Excluding the expenditure and input support, Smt. Iahphang Dkhar has made a profit of around Rs.1,90,000/- from her strawberry cultivation.

