CONTENTS

Guide Certificate i - ii
Declaration iii
Acknowledgement iv
List of Tables v - vi
List of Figures vii - viii
Abbreviations ix

CHAPTER – 1  1 - 22
Introduction
1.1 Introduction
1.2 Background
1.3 Significance
1.4 Scope
1.5 Objectives
1.6 Methodology
1.7 Major Hypothesis
1.8 Review of literature
1.9 Chapter plan
1.10 Limitation

CHAPTER – 2  23 – 57
A Panoramic view of Potato production:
World, Developing Countries & India.

2.1 Introduction
2.2 History & Description
2.3 World Scenario
2.4 Potato Trade in developing countries
2.5 Indian Scenario
2.6 Marketing and consumption pattern of Potato in India
2.7 Alternative marketing opportunities – Processing
   2.7.1 Processing In India
2.8 Export opportunities of Indian Potato
   2.8.1 Seed Potato Exports
   2.8.2 Table Potato Export
   2.8.3 Export of Processed Potatoes (Flakes & French-fries)

CHAPTER – 3
Pre and Post Harvest Scenario

3.1 Introduction

3.2 Developments in Agronomical Practices worldwide:
   3.2.1 Plowing
   3.2.2 Harrowing
   3.2.3 Insect and Disease Control
   3.2.4 Vine Kill
   3.2.5 Harvesting Equipment
   3.2.6 Grading
   3.2.7 Transportation and storage
   3.2.8 Recommendations for maintaining Post-harvest Quality (Dept. of Vegetable Crops, University of California, USA).

3.3 Pre Harvest Scenarios of India and West Bengal
   3.3.1 Seed system and seed quality
      3.3.1.1 Traditional seed system or informal seed system.
      3.3.1.2 Formal seed system
   3.3.2 Varieties
   3.3.3 Seasons, Soil and Temperature:
      3.3.3.1 Seasons
      3.3.3.2 Planting and Soil
3.3.4 Pest, Diseases and Disorder Management:

3.4 Post Harvest Scenario (India & West Bengal)
   3.4.1 Grading
   3.4.2 Packaging
   3.4.3 Storage

CHAPTER – 4

Brief review of the export status and export potential of Potatoes

4.1 Introduction
4.2 India’s Potatoes Export
4.3 Export Competitiveness of Potato
4.4 Country wise Analysis of India’s Export
4.5 Analysis of India’s Potato Export – Commodity wise
4.6 Brief review of the potential of the target countries
   4.6.1 Contribution of 9 Countries in the total Export of India
   4.6.2 Contribution of India to target countries total import
   4.6.3 Commodity wise export to the target countries have been analyzed

CHAPTER – 5

West Bengal Scenario

5.1 Introduction
5.2 The State Economy
5.3 Industrial infrastructure
   5.3.1 Special Economic Zones (SEZs)
   5.3.2 Agri-Export Zones (AEZs)
5.4. State Policy for Economic Development
   5.4.1 Special Economic Zone Policy
5.5 Business Opportunities

5.5.1 Agro based Food processing:

5.5.2 Exports

5.5.3 Investment

5.6 Current Industrial resurgence in West Bengal:

5.7 West Bengal Potato Production

5.7.1 Estimation of Regression line between yearly Production and area cultivated in West Bengal

5.7.2 Co-relation of West Bengal Yield and India’s Yield

5.7.3 Cold Storages in West Bengal

5.7.4 Potato Processing in West Bengal

5.8 Export status of Potato from West Bengal (Kolkata & Haldia Port)

5.9 Price Competitiveness of Potato Export from West Bengal.

5.10 Fluctuations of wholesale price of Potato in West Bengal.

5.11 Agri Export Zone For Potatoes In West Bengal

5.11.1 Status of AEZ in West Bengal

5.12 Constraints of Potato Export

5.12.1 Policy

5.12.2 Non tariff barriers

5.12.3 Transportation

5.12.4 Cold Storage

5.13 Contract Farming

5.14 Role and Responsibilities of Different Government Organizations for Export Promotion in West Bengal.
5.14.1 State Level Agencies

5.14.1.1 Dept. of Agriculture, Govt. of West Bengal

5.14.1.2 Bidhan Chandra Krishi Vishwa Vidyalaya (BCKVV)

5.14.1.3 West Bengal State Electricity Board

5.14.1.4 Department of Sales Tax

5.14.1.5. State level Financial Institutions and Co-operative Banks

5.14.1.6. Dept. of Food Processing Industries & Horticulture

5.14.2 Central Government Agencies

5.14.2.1 The Central Potato Research Institute CPRI

5.14.2.2 Agricultural and Processed Food Products Export development Authority (APEDA)

5.14.2.3 Dept. Of Food Processing Industries (DFPI), Govt. of India

5.14.2.4 National Horticulture Board

5.14.2.5. Ministry of Commerce

5.15 In-depth Interview Results

5.15.1 Interview of Farmers

5.15.2 Interview of Exporters

CHAPTER – 6

Major Findings and Suggestions

6.1 Major Findings

6.2 Conclusion
6.3 Suggestion
6.4 Scope for further research

Appendix 191 - 192
Bibliography 193 - 201