

# MIZORAMIN AGRICULTURAL MARKETING THA LEH DIK A MAMAWH

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Kan thupui a **Agricultural Marketing** dah hi mi tam zawk chuan kan hrethiam nghal maithei a, chutih laiin a hrethiam lo pawh kan awm maithei. A mawl thei ang berin han sawifiah dawn ila. Agriculture tih awmzia chu "Thlawhhma lak chungchang/ Buh leh bal, thlai chin chungchang tihna a ni a. Marketing tih awmzia chu zawrh sum atan a ruahmanna thil reng reng/ thil lei leh hralh chung changa inhnamhnawih thil reng reng sawina a ni. Tichuan, Agricultural Marketing tih awmzia chu kan hre thei tawh mai awm e. Agricultural Marketing chu "Buh leh Bal thlai thar hralh chhuahna atan a thil \ul mamawh inhnamhnawih/ kaihhnawih a\anga in tanin kan tharchhuah te mumal tak a sawngbawl a, a eitute dawhkan a thlen thleng a ruahmanna hi a ni. Agricultural Marketing hnuaiah hian zau takin tih tur a awm a, chung kan tih tura inhnamhnawih te chu; kan chin tur a **chi** a\anga in \anin, a **chin dan leh a mamawh hrang hrang tui pek, hlo thlawh, a natna vendan hrang hrangte, a rah seng dante leh seng hnu a zawrh sum atan a sawngbawl dante, dah \hat dan te, phurh sawn dawna a chhiat lohna atan bawm a dahdan te, hralh chhuah dawna a funna tur \ha leh mawi, chhe mai lo tura siam te leh a kaihhnawih thil tam tak, sum chang tam thei tura sawngbawl te hi a huam thei awm e.**

Tun \umah hi chuan buh leh bal, thlai chin dan hi chu mithiam zawkte Agriculture/ Horticulture, etc. Scientist-te kutah dah ta phawt ila. Kan thupuia kan hmuh marketing tih chhung a Mizoram-in marketing \ha leh dik, mumal zawk a mamawh dan hi kan ngaihtuah tur leh kan sawi tur chu a ni. Hetah pawh hian han thliar sin leh ta ila Vegetable - Thlai chungchang hi kan sawi ber tur chu a ni ang. Mizote hi thlai ei tam leh ching uar hnam kan ni a, kan sum lak luhna hnar tak pawh a ni awm e. Tunlai khawvelah chuan agriculture scientist-te hmalakna zarah loneitute khawhawi a zau tawhin, lo neih dan thar leh changkang zawk kan hre thar zel a, chu bakah kan tharchhuah hralh dan chungchangah pawh kan duhtui chho zel bawk a. Mahni mamawh ang mila thlai ching mai lo vin eng te hi nge hralh tla ber ang a, eng hi nge ching ila hlawk ang tih ngaihtuah chungin thlai chin tur thlan dan pawh kan uluk ta hle mai. Chutiang bawkin Agricultural Marketing pawh hi lei leh hralh tih ngawt chuan a hrilhfiyah zo tawh lo va; A hralhna ngaihtuah chung a thlai chin tur ruahman leh thlan te, a seng hun hmaa inruahman lawkna leh a senghnu a lakkhawm dan te, a phurh dan te hralh hun leh hralh chhuah dan te, ei tura buatsaih dan \ha te, a hralhna hmun a semchhuah dan zawng zawngte hi a pawimawh tawh a ni. Chuvang chuan, Mizorama kan harsatna pawh heng Agricultural Marketing kan han sawi a\ang te hian sawi kan tum dawn a ni. Tin , Mizorama chhungkaw tam zawk te hi lo neiha eizawng, kan khawsak relbawlna \ha leh \ha lo inngahna pawimawh tak a nih avang hian kan loneitute tharchhuah chungchang a kawng zawnsak leh hma lak dan \ha zawn a hun hle a ni.

Agricultural Marketing \ha leh dik kan sawi turah hian tuna kan dinhmun a\ang hian a pawimawh zual han sawi dawn ila.

*1. Loneitute \angrua a intelkhawm a pawimawh (Farmer's Co-operative Society):*

Kan loneitute \anrua a, intelkhawm a, kan thlai tharchhuahte mumal zawka kan hralhchhuahe a pawimawh. Tun dinhmunah chuan loneitu mimal tin deuh thawin kan tharchhuahte Aizawlah emaw, khawpui dangah emaw, mahniin kan zuarchhuak \hin a. He chindan hau tak leh sum heh tak hi bansan a 'Farmer's Co-operative Society' mumal tak, hemi chung chang a kan din a pawimawh. Tha leh zung, sum leh pai kan senthlawn bakah Sawrkar nen a mumal leh hlawk zawk a kan thlai tharte hma lakna a ti buaiin a ti\huanawp thei. Loneituten Society \ha tak kan din chuan, kan tharchhuahte kha Society-in a hralhna atan a pawimawh leh a hralh dan tur min siamsak ang a, mahnia buaipui ngai lovin, hmun hla taka zawrh ngai lovin kan chinna khuaah kan hralh thei tawh ang. Hei hian kan thlai hralh turte mahnia sawngbawl a, motor-a hmun hla taka phur lovin min siam ang a, sum leh paiah hlawkna tam zawk kan lo nei tawh ang.

*2. Kan thar chhuahe dahkhawmna tur Kudam/ Godown leh a vawn \hatna (Storage and warehouse) kan mamawh:*

Thingtlang chu sawi loh, khawpuiah pawh kan thil tharchhuahe dahkhawmna tur mumal kan la nei lo hi a pawia a, mumal tak a dahkhawmna tur Godown, Storage and Warehouse \ha kan neih a pawimawh. Tun \um Covid-19 hripui leng avanga Sawrkarin lockdown a puan khan Horticulture, Commerce & Industries Department leh Mizofed ten **Vegetable Chain Committee** Sawrkar-in a din hnuaiah thingtlang a\angin thlai lakluh a sem hna a thawk a. Kha mi \um a Sawrkar-in cheng tam tak a hloh nachhan kha, chhan hrang hrang zingah Godown/ Storage leh Warehouse kan neih \hat loh vanga sum tam tak chan kan ni. Thlai dah\hatna \ha kan neih chuan sum tam tak kan hloh tur kha kan hum ang a, loneituten kan hlawk phah thei dawn a ni. Tin, thlai dah\hatna \ha kan neih chuan thlai tam lai a man tlawm tak tak a kan hralh kha hralh lovin thlai van hunah man man zawkin kan hralh thei tawh zawk dawn a ni.

*3. Kan thlai thar te hralh tur a sawngbawl dan (Packing and Packaging):*

Loneituten kan thlai tharte hralh tura kan sawngbawl dan a hman lai deuh a, zir tur kan nei dawn a ni. Thlai te hi chhe hma tak tak an ni a, kan phurhnaah te, ni leh ruah avang te, a \awna, a dahna a zir te hian hralh tlak loh khawpin kan siam thei. Hei hian hah tak a kan thar chhuahe awmze awm lovin, sumah pawh chan tlak loh khawpin a siam thei. Hemi chungchangah hian mithiamte nen \ang hova training neih a pawimawh. Thil \ul leh mamawhte Sawrkar leh Loneitute nen \ang hova hma lak a \ul khawp mai.

*4. Loneituten eng thlai nge chin tur tih an hriat a pawimawh:*

Loneituten a hralhna awm \hat dan a zirin eng thlai nge chin tur an hriat a pawimawh ta hle mai. Anmahni mai chuan eng thlai nge hralh kal tur, ram pawn a hralh kal tur thlenga an hriat theihna turin Sawrkar-a a buaipuitu department-ten an hrih hriat a pawimawh khawp mai. Anmahni chuan hriat mai a harsa baw si a churang chuan a department enkawltuten kan ngaihven a, thlai in-ang hlir chin tir lova mamawh ang a loneitute hrih thiam a \ul. Ram chung

leh pawn a kan mamawh dan a zir a mumal tak a zir chian a, chin uar atana \ha leh \ha lote loneitute hrilh hriat zel a, thurawn pek a \ulin a pawimawh hle ang. Entirnan, parbawr, tomato leh thil dangte hi ram pawn a\anga lakluhah kan innghat nge kan ram loneituteah kan innghat.

Agricultural Marketing mumal tak leh \ha tak hi ram hmasawanna leh hauhsakna atan thil pawimawh tak a ni a. A chung a tarlan te khi a pawimawh zual ni a ka ngaihte an ni a. Khing te khi tun dinhmuna kan la neih \hat tawk loh avangin kan loneitute pawhin hlawkna an tel tlem em em a, hralhna a mumal loh avangin tam tak chuan mahni mamawh bak tharchhuah pawh harsa an ti tawh a an buai tawh a ni. Hei hian loneitute mai a ti\huanawp lo va ram pum a ngawng a ni. Tunlai khawvel \hang zelah leh agriculture technology lamah pawh hma kan sawn ve zeln a ramah hian Agricultural Marketing hi ram hnufualte hmasawanna a an inngahna pawimawh a ni. Agricultural Marketing a \hat loh chuan development plan \ha a siam theih lo va, industry lam hmasawanna a dip baw k a, kawng engkimah ram \hanmawh baw k a siam thei a ni. Chuvangin, Agricultural Marketing \ha nei turin loneitute, Sawrkar-a a kaih hnawih department-te leh mipui-te \angrualin Pathian chakna ringin taimakna, tumruhna, huaisenna nen ke i pen tlang ang u.

Industry Meichher  
Apr-Jun, 2020