

Emerging Trends Of Cultivation Of Makhana And Its Marketing Potential In Bihar

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Makhana or gorgon nut is an interesting product as it is almost exclusively commercialized in Bihar and branding and packing for this crop was not started until recently. It is thus a unique case on the development of brands in poor settings and its impact on the value chain. In a five year period, branded products for this Product increased from 25% to 50% of the total market. These branded products are sold at significantly higher prices than loose products. Makhana or gorgon nut is an aquatic crop that is largely grown in Northern India. Though Machala is also found in wild form in China, Japan and Russia, India is the only country where Makhana is cultivated as a crop, mainly in the states of Bihar and some parts of Assam. It is estimated that Bihar accounts for more than 80 percent of total makhana production in the country and that makhana production takes place in 20 out of its 38 districts.