

A STUDY TO KNOW THE MARKET POTENTIAL OF NARA ABBA PLUMB, PEAR WINE: REFERENCE TO LOWER SUBANSIRI DISTRICT OF INDIAN STATE OF ARUNACHAL PRADESH

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Abstract

Plums are grown as a commercial crop in the several countries of the world. Plum is native to China, although it became a commercial fruit of Japan and America. It is known as Japanese plum due to its cultivation in Japan from where cultivars spread to other places. At present, plum is cultivated in all temperate climate countries of the world. In India Himachal Pradesh, Jammu and Kashinir, Uttrakhand and Uttar Pradesh. In the plains low chilling requiring plum cultivars are cultivated throughout Punjab, Haryana and in some parts of Uttar Pradesh, Rajasthan and Lesser known as the State of Arunachal Pradesh situated at the end of Eastern Himalayas North East India[1]. Important fruit crop of temperate region. It belongs to the family Rosaceous. It can be grown at 1,700-2,400m above mean sea-level. Pears fruit is rich source of Portein and Vitamins. Due to its wider adaptability of climate and soil, pear can be grown in subtropical regions. In India Pear is cultivated in Himachal Pradesh, Jammu and Kashmir and U.P and low chilling varieties do well in subtropical regions[2]. Naara Aaba has launched in the India on 26 oct 2017 in the Indian Wine market with kiwi wine. Adding more feathers to its wing, Lambu-Subu Food and Beverages Limited has recently launched Naara Aaba pears and plum wines at its winery located at Hong village, Ziro here on 28 Oct.2020.[3] The present investigation has tried to find out the market potential of the product in the lower subansiri District of Arunachal Pradesh. The study was under the flowing objectives- such as sales and storage of the Plumb and Pears wine of Naara Aaba, the improvement of sales and promotion; and To Develop Base line data for the wine industries for state of Arunachal Pradesh. Survey was done on salesman of wine shop at Ziro Valley and part of the District with one hundred convenient samples. The tool for data collection was questionnaire consisting three parts. Our finding states that 80% knows about Nara Abba as one of the costlier brand wine. Due to cost, only 65% shop owner shows eagerness to sell this wine and only 15% are aware of promotional campaign. Conclusion- Naara Aaba is new and emerging brand in the wine market of Arunachal Pradesh and India at large. The future challenges are about unaware of the product in other states of India and due to high cost local people prefer to consume homemade and locally made cheaper wine. Our study suggest about more promotional campaign in large scale.

Keywords: Market Potential, Naara Aaba pear and plumb, Promotional Campaign

INTRODUCTION

Plums are grown as a commercial crop in the several countries of the world. Plum is native to China, although it became a commercial fruit of Japan and America. It is known as Japanese

plum due to its cultivation in Japan from where cultivars spread to other places. At present, plum is cultivated in all temperate climate countries of the world. In India Himachal Pradesh, Jammu and Kashmir, Uttarakhand and Uttar Pradesh. In the plains low chilling requiring plum cultivars are cultivated throughout Punjab, Haryana and in some parts of Uttar Pradesh, Rajasthan and Lesser known is the State of Arunachal Pradesh in the Eastern Himalayas of North East India of North East India [1]. Ziro Valley is the area where the climates suit the growth of pears and plums. Pears and plums are abundantly grown and the people, in the sands of time learnt the importance of making wine for the commercial purpose.

Brought to Japan from Ancient China Two thousand years ago, Ume **plum** define **plum wine**. Not only **wine** is prepared, but also juice, jam, and marinades. The **wine** recipe was discovered about 450 years ago[4]. In 1559, the first pear tree, a White Doyenne, was imported to the new world. King Louis XIV of France loved Rousselet de Reims pears. The Versailles garden creator La Quintinie also loved pears, and wrote about growing them, having about 100 different varieties, one of which was the ancestor of today's Comice[6]. Technologies were imported from Denmark for the winery and China provided its best bottles, in which the wine was packed.

The green and virgin mountain slopes adjoining Ziro is a perfect paradise for the growth of Pears and plums. The abundant sunshine adds to the taste of the fruit. Lambu Subu Food and Beverages were the first winery in Hong Village Ziro, to launch the Pears and plums wine under the brand name of "Naara Aaba" in India[2]. The Hong village is the second largest village in Asia and is inhabited by Apatani People which is one of the major tribes of Arunachal Pradesh. The Naara Aaba was launched in India on 28 Oct. 2020 in the Indian wine market. Naara Aaba is an attempt to preserve the fruit in its best form and taste. It comes with an environment conscious practice and trend. Its endeavour is to lead the energetic villagers towards self employment, dignity of labour and a progressive farming life.

The Researcher, after having lived in the Valley for a number of years for academic purpose, observed that this winery was one of its kinds in the country, which is unique in the valley. So, with the intention of showcasing it at the National and International level regarding the market potentiality, the study was undertaken.

Statement of problem: "A Study to Investigate the Market Potential of Naara Aaba (Plum & Pear Wine) in Lower Subansiri District, of Arunachal Pradesh"

OBJECTIVES OF THE STUDY

1. To collect data from the salesmen regarding production, sales and storage of the Plum & Pear wine
2. To collect opinion of the salesmen regarding the improvement of sales and promotion
3. To Develop Base line data for the state of Arunachal Pradesh

Research question: Is Plum and Pear wine (Naara Aaba) commercially viable?

METHODOLOGY

Research Design: The study is a survey in nature

Setting: All wine shops of Lower Subansiri are included in the study.

Target Population: The sales men in the wine shops in Ziro Valley.

Sampling Technique: Non Probability sampling. (Convenient)

Sample size: 100

Tool for data collection: A questionnaire is being prepared in three parts:

1. Demographic data
2. Collect data regarding knowledge of sales, storage and
3. Opinion regarding improvement of sales volume.

The Questionnaire was translated into Hindi for the convince of sales man.

Assumption: It is assumed that the respondents are honest and unbiased in their responses.

Duration of data Collation: Data was collected between 15January to 31January 2021.

Data Analysis: The collected data are organized into the representative categories so as to come up with logical result. In the quantitative analysis based on the evidence, an effort is being made to carefully understand and interpret the information. Percentage is used for the data interpretation.

Limitation of the study: The study is limited the Registered Wine Seller of Lower Subansisi District, Arunachal Pradesh.

Findings: 90% of the salesmen knew about the brand which is marketed as “Naara Aaba”. 80% of the wine shops are available with “Naara Aaba”brand for sale. 15 % of the respondents are aware of the promotional campaigns and procedures undertaken for promotion of sale. 48 % of the respondents says its available in the market easily. 90 % of the respondents are of the opinion that the cost is high compared to other brands. 35 % of the respondents are satisfied with the distribution system. 50 % of the respondents opine that more flavors can be added. Only 10% are aware of the impact of Pears and plumbs wine on health.

Analysis and interpretation: Locally it’s a popular brand in Ziro. The wine shopkeepers of Ziro procures the Naara Aaba onself. In Ziro the promotions take place occasionally. The distribution channel may be said to be normal. Naara Aaba is known as one of the expensive brand. Most of the sellers want easier channels of distribution. Half of the opine accepts that Naara Aaba should come with many more flavor, and very less number of respondents are aware of its health impacts.

Discussion: The farmers who have the garden of pears and plumbs having no commercial use. The farmers can convert it into the cash after introduction of the pears and plumbs wine the state. The farmers become happy like Glenn T. Mc Gourty and Christian E. Butzke had studded that Pear growers and packers continue to need profitable market channels for fruit that is not packed for fresh market or canned. Off-grade fruit that is designated for the juicing market frequently gives growers and packers poor returns unless there are significant shortages of fruit juice concentrates in the marketplace. Finding a use for these fruit in the creation of a higher priced, value added premium product could greatly strengthen the performance of this segment of the pear market and at the same time use the off-season production capacity of sparkling wineries. Our experiments demonstrate that an ultrapremium-quality cider can be made from juice grade Bartlett pears. Pear fruit should be ripe for optimum flavors and aromas.[9]

In the study of J. Corrales-García¹ , F. Esparza- Torres¹ , D. Jiménez-Montoya¹ , L.A. Miranda-Romero² and M. del Rosario García-Mateos³ There is real concern about the allegedly high

methanol content in beverages made from cactus pear juice. Until now the precise quantification of methanol in cactus pear wine had not been documented. The objective of this study was to characterize peeled and intact cactus pears of four cultivars as raw material for wine-making process, and determine fermenting efficiency, the methanol and ethanol contents and some quality attributes in their wines. The presence of peel did not affect acidity of the must. The highest content of total soluble solids (13.6°Brix) was found in the must of the cultivar 'Rojo Tecamachalco', followed by 'Cristalina' (13.2°Brix). Wines made from intact fruit had higher acidity than those made from peeled fruit. The wines made with peeled 'Villanueva' fruits, in general, had significantly greater fermenting efficiency (74%) and higher alcohol content (6.2%) than intact fruits. The presence of the peel did not affect methanol content. According to the results of this work, methanol was present in all of the wines made from cactus pear fruits of the four evaluated cultivars, but in concentrations below the limit established by the Official Mexican Norm (NOM 142 SSA 1-1995). It was thus concluded that making a beverage with a pleasant sweet fruity taste with low alcoholic content it is a good, adequate and safe alternative for the agroindustry use of the cactus pear fruit.[10]

The most popular drink in Ziro Valley is the "Apang and Marrua" prepared from Millet. This is prepared in almost every household, and is consumed as a normal welcome drink. By virtue of the tradition, may be drinking of Apang, Marrua and Kiwi wine is not differentiated.

SUMMARY AND CONCLUSION

The product Naara Aaba is new in the market, few peoples are aware about the product. The local people of Ziro prefer homemade Pears and Plumbs wine which is cheaper than Naara Aaba. Though Ziro is a tourist destination, many tourists do visit the valley. They prefer other international brands to Naara Aaba. The entire tourist buys the brand at as a sample, one time for taste only. Therefore the product needs more attention to make it viable for promotion, commercially, at the National level. If not for sale, at least an awareness that such a brand made from virgin Pears and plumbs is being produced by Ziro, Arunachal Pradesh

RECOMMENDATION

1. The study can be done at a wider scale including the confectionary shops, restaurants, hotels and resorts (where the product is available) to come up with a near to generalization of the findings.
2. Another study can be undertaken, taking into consideration, the consumers too.

DELIMITATION OF THE STUDY

- 1- The study is delimited to the wine sellers who were available at the time of data collection.

Problem faced by the researcher: There was paucity of literature hence the discussion was limited.

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