

PRESS RELEASE



Jelbongpara's Mosambi Growers Look Beyond the Orchard for Better Returns

AMPATI, SEPTEMBER 25: For the mosambi growers of Jelbongpara, the challenge is no longer simply growing good fruit but finding the right market to sell it at a price that reflects its quality.

A field visit and interaction with growers in the area have highlighted the need for stronger market linkages and greater awareness of government schemes, as farmers look to turn their good harvests into better and more reliable returns.



At present, around 15 farmers in Jelbongpara are harvesting mosambi in substantial quantities. The fruit produced in the area is regarded as being of particularly good quality, with growers pointing to its quality as a potential advantage in accessing wider markets across the Garo Hills and beyond.



The field interaction provided insights into the health of the orchards and annual yields, while farmers highlighted marketing as one of their key concerns. They also sought more extensive awareness of government schemes and support available for horticulture and related activities.



In response, consultations are planned with regional distributors to explore supply-chain arrangements ahead of the next harvest season. The proposed engagement is aimed at connecting local growers with potential buyers and creating more dependable channels for marketing their produce.



The interaction also underlined the potential of mosambi cultivation in Jelbongpara as an income-generating activity, with better market access, scheme awareness and post-harvest support identified as important steps towards strengthening the prospects of local growers.