

ACTION PLAN FOR ONE DISTRICT ONE PRODUCT (ODOP)

CASHEW NUT

(Under ODOP initiative, Govt. of India)

South Tripura District



Prepared by :- District Industries Centre, Sabroom, South Tripura

One District One Product (ODOP) Action Plan for Cashew Nut – South Tripura District (2025-26)

1. Background

South Tripura District has been recognized under the **One District One Product (ODOP)** initiative for Cashew Nut, especially in the Rajnagar RD Block area. The sector holds high potential for employment generation, women's empowerment, and value-added exports.

- **Area under Cultivation:** 690 hectares
- **No. of Farmers:** 382
- **Annual Production:** 196 MT
- **SHG Contribution:** 98 MT (50%)
- **Current Raw Price:** ₹60–70/kg
- **Retail Price (Processed):** ₹900–1000/kg+

Despite these advantages, productivity remains sub-optimal, and value chain infrastructure is minimal. This plan addresses those critical gaps.

2. Objectives

- a. Expand cashew cultivation.
 - b. Improve productivity and promote sustainable practices.
 - c. Set up processing, storage, and packaging facilities.
 - d. Build branding and market linkage.
 - e. Enhance farmer incomes and create rural jobs.
 - f. Promote ecological sustainability near Trishna Wildlife Sanctuary.
 - g. Promote by products of Kaju like Juice, Syrup etc.
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3. Current Challenges

- Limited cultivation coverage.
 - Cashew plantations replaced by rubber due to better short-term returns.
 - Lack of new plantations and technical support.
 - Absence of local processing/value addition units.
 - No branding or organized marketing channels.
 - High post-harvest losses.
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District Industries Centre,
South Tripura District.

4. Strategic Action Plan

A. Production Enhancement

- Distribute quality planting material (high-yield, pest-resistant varieties).
 - Train farmers via TRLM on scientific practices, canopy management, and pruning.
 - Expand plantation through cluster approach.
 - Promote organic farming and eco-certification.
 - Ensure irrigation and fencing support via PMKSY, MGNREGS, and Horticulture.
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B. Processing & Post-Harvest Management

- Establish a Common Facility Center (CFC) in Rajnagar Block area.
 - Procure and install processing units: shelling, roasting, grading, peeling, packing.
 - Create village-level storage units with scientific handling protocols.
 - Support cold storage where needed for value-added packaging.
 - Develop SOPs for harvest, drying, and storage to reduce losses.
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C. Branding and Marketing

- Launch a district-level brand as proposed as "Pilak or Trishna Cashew Nut", reflecting heritage site like Pilak/ Wildlife Sanctuary namely Trishna.
 - Develop premium packaging with food safety certifications (FSSAI, AGMARK)
 - Register Geographical Indication (GI) for suggested brand name like "Pilak/Trishna Cashew Nut" (subject to feasibility)
 - Create marketing collaterals – brochures, catalogs, digital profiles.
 - Onboard SHGs/entrepreneurs on e-commerce platforms: ONDC, Amazon, Flipkart, and TRIFED
 - Facilitate bulk sale tie-ups with hotels, organic food brands, export houses
 - Leverage local fairs, national exhibitions, and ODOP platforms to showcase the product
 - Collaborate with Tripura Tourism/TRLM to sell branded cashews as part of souvenir kits.
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D. Institutional Convergence

- Tripura Rural Livelihoods Mission (TRLM): SHG mobilization, training, cluster development.
 - Horticulture Department: Extension support, planting material, irrigation linkage.
 - Industries & Commerce Department: Brand development, packaging design, market linkage.
 - PMFME (under MoFPI): Financial support for processing units and working capital.
 - MGNREGS: Wage support for fencing, irrigation, land development, pit digging.
 - KVK/ICAR: Technical guidance, scientific advisory on pest control, pruning, etc.
 - RSETI/Skill India Mission: Entrepreneurial and technical skills training.
 - Commerce & Export Promotion Councils: Market linkage and export registration.
 - Forest Department: Collaboration for eco-sensitive plantation near Trishna Wildlife Sanctuary.
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E. Capacity Building & Skill Development

- **Organize training programs on:**
 - Nursery management and grafting techniques
 - Organic certification and pest control
 - Processing & packaging operations
 - Quality control and hygiene standards
 - Digital literacy for e-commerce and online orders
 - Conduct exposure visits to established cashew processing hubs (e.g., Goa, Kerala, Maharashtra)
 - Engage master trainers to train SHG members on machinery handling and quality grading
 - Provide entrepreneurship training to interested SHG members under RSETI
 - Develop training manuals in local language (Kokborok/Bengali)
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F. Monitoring & Evaluation

- Form a District ODOP Cashew Task Force, chaired by DM
 - Monthly review meetings at block level with TRLM, Horticulture, and SHG reps
 - Use MIS/Dashboard for real-time monitoring of plantations, processing, and sales
 - Conduct:
 - Baseline Survey to record current status
 - Mid-term Evaluation for course correction
 - Impact Assessment at project end
 - Use GPS and GIS tools to track plantation growth and productivity
 - Partner with academic institutions for third-party monitoring
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5. Targets (2025–26)

Component	Target
Area Expansion	+100 hectares
Number of Trained SHG Members	200
Processing Units Installed	1 Common Facility Center
Village Storage Facilities	3 units
Participation in ODOP Exhibitions	Minimum 5 (state & national level)
Online Sales Channels Activated	3 platforms
Increase in Farmer Income	Minimum 2x
New Rural Jobs Created	50+

6. Expected Outcomes

- Enhanced income for over 380+ farmers and SHG members
- Launch and recognition of “**Pilak/Trishna Cashew Nut**” brand
- Creation of processing-related employment for rural youth and women
- Reduction of post-harvest losses by up to 40%
- Expansion in cashew nut area and productivity per hectare
- Wider market reach via offline and digital platforms
- Promotion of eco-tourism and heritage branding linked to Pilak and Trishna
- Strengthened role of SHGs as agri-business entities


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