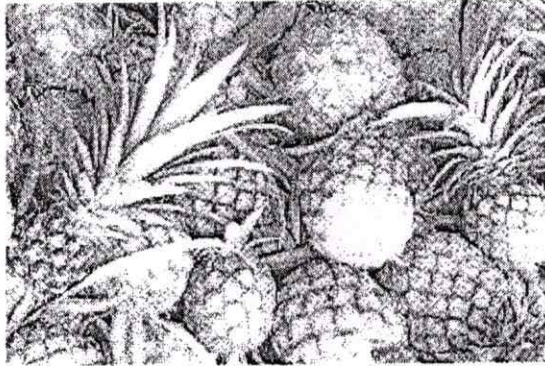


District Export Plan



Queen Pineapple Sepahijala (Tripura)

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Introduction

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The District Export Plan (DEP) is focused to make the district as export hub for any particular products concentrated to that district and nearby districts as product clusters. The goods or services chosen for the particular district are based on the natural as well as comparative advantage in all terms justifying the export potential.

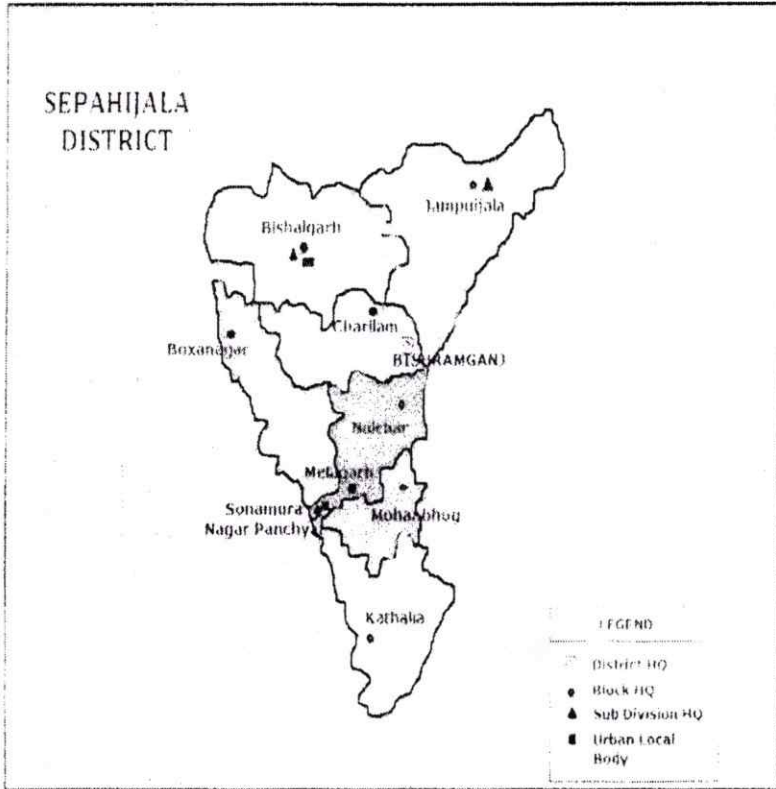
In this document, the DEP of Sepahijala district for the export of various products is explained. The chosen products have huge production in the district and can be made into niche items of export for the future. Currently chosen products can become potential items exported from Sepahijala. The objective of this document is to streamline the production, plug the loopholes in the supply chain, and provide district and state level administrative handholding by forming a **district export promotion committee (DEPC)** and **State Level Export Promotion committee (SLEPC)**.

This document also explains the existing level and process of production and enlists the present industries and exporters involved in the export of various products from the district. The present trends in trade and commerce for such products have also been analyzed in the subsequent chapters.

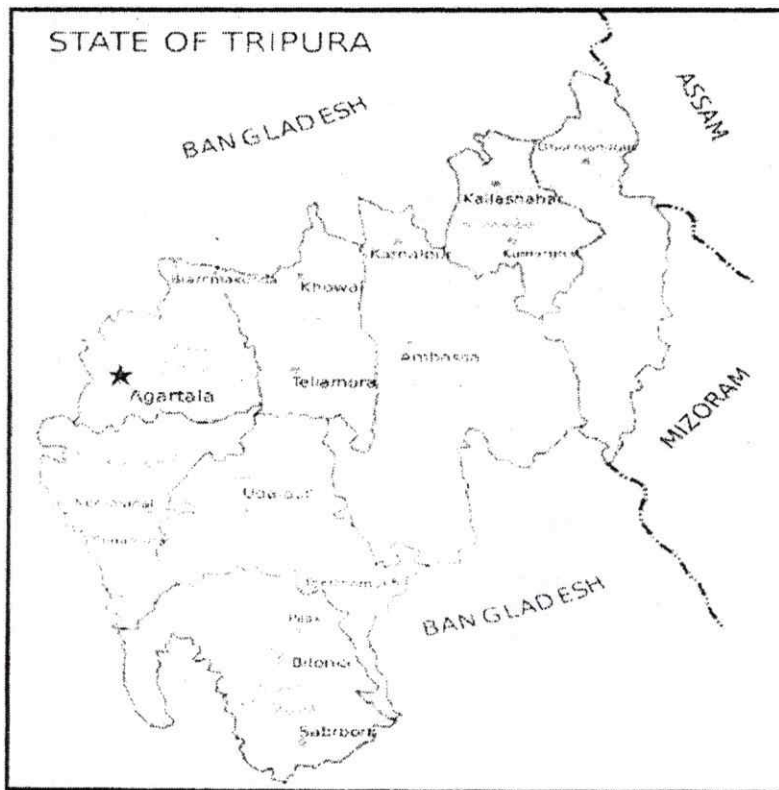
Objective - The objective of this DEP is to become the basis for the formation of DEPC at the district level. It also targets export as an important activity for the local people. The benefits of production and price realization reaching to the ground level will have a much larger impact in increasing the annual incomes of the trader community. This DEP will make sure to guide DEPC to involve all stakeholders such as producers, collection and logistics, primary processing industries, wholesale marketing business houses, government, research labs, banking and financial institutions, etc. to streamline the production from source to consumers at global scale.

District Profile

Sepahijala District is a district of Tripura, India. This district was created in January 2012 when four new districts were established in Tripura, taking the number of districts in the state from four to eight. Part of the district was formed from the former district of West Tripura. The principal towns in the district are Bishalgarh, Bishramganj, Melaghar and Sonamura.



(Source: sepahijala.nic.in)



(Source: Wikipedia)

notified later.

GM DIC Office Details:

To be updated later

(Source:)

Identified Product - Queen Pineapple

Product Summary- Pineapple (*Ananas comosus*) is an important fruit of India. Pineapple is cultivated in an area of 89 thousand ha and total production is 1,415.00 thousand tons. It is abundantly grown in almost the entire North East region, West Bengal, Kerala, Karnataka, Bihar, Goa and Maharashtra states.

Major pineapple growing countries in the world are Brazil, Thailand, Philippines, Costa Rica, China and India.

Queen Pineapple is a GI product from Tripura. Tripura experiences a humid subtropical type of climate. The features of climate, however, vary from subtropical to temperate conditions in the hilly areas of the State. The temperature ranges 7 to 27°C during winters to 20 to 36°C during summers. Owing to such climatic conditions, the State has a highly conducive environment for cultivation of various horticultural crops such as Pineapple, litchi, mango, banana, jackfruit, citrus fruits, etc.

Export of Pineapples has significantly increased in the last few years. However, the total quantity exported is negligible.

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Production of Pineapple

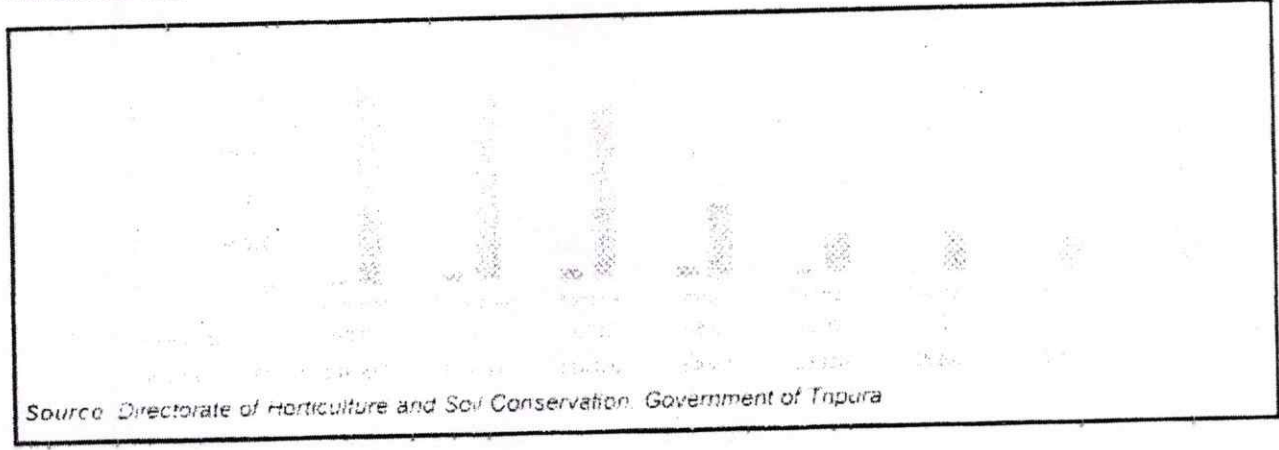
Top producers of pineapple -

| Sl No | State | Production (MT) | Share (%) |
|-------|----------------|-----------------|-----------|
| 1 | West Bengal | 345 | 20.30 |
| 2 | Assam | 296 | 17.44 |
| 3 | Karnataka | 163 | 9.63 |
| 4 | Meghalaya | 144 | 8.51 |
| 5 | Manipur | 134 | 7.9 |
| 6 | Nagaland | 132 | 7.8 |
| 7 | Tripura | 128 | 7.4 |
| 8 | Andhra Pradesh | 71 | 6.2 |
| 9 | Kerala | 69 | 6 |

(Source - APEDA)

Although Tripura is the 7th largest producer of pineapple, yet due to low population, it is having surplus for export. Especially the GI tagged Queen Pineapple has a unique aroma and taste.

Production data:



Pineapple is a traditional fruit crop of Tripura. The agro-climatic conditions of Tripura make it suitable for large-scale pineapple cultivation. Tripura pineapple is particularly famous for its quality and aroma. The crop accounts for 16% of the total area under fruit crop cultivation and 23% of the total fruit production in the State.

The districts like Sepahijala, Unakoti, North Tripura and Khowai predominantly produce a few varieties of pineapple, which is highly suitable for processing into value added products such as canning, concentrate, squash, jam, jelly and juice.

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cts in the west and south - Sepahijala, South Tripura, Gomati & West Tripura mostly grow
Variety of pineapple, which is suitable for table consumption and primarily used for local
consumption.

The average landholding size of pineapple growers in the study area is estimated to be about 1.03 ha. Of
the surveyed farmers, 60% were reportedly marginal farmers (less than 1 ha); 25% small (1-2 ha), 15%
are semi-medium (2-4 ha). The average landholding of the pineapple respondents is little more than the
average size of land holding in the State which is about 0.97 hectare. The farmers in the selected clusters
are purely dependent on farming as a source of their income.

Varieties - There are mainly two varieties of pineapple that are grown in Tripura – **Queen & Kew**.

1. **Kew pineapple** - spineless and large sized fruit weighing between 1.5 Kg. to 2.5 Kg.
2. **Queen pineapple** - Tripura is particularly famous for this variety of pineapple, which is not only
distinct from other pineapple varieties but also significantly different in quality of same variety

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**India Export of Pineapple
Product Report/Country Wise**

Value in Rs. Lacs
Qty in MT

Product: Pineapples Fresh Or Dried(08043000)

| Country | 2016-17 | | 2017-18 | | 2018-19 | | %age growth on previous year | %age share in 2018-19 |
|---------------|---------|----------|---------|----------|---------|----------|------------------------------|-----------------------|
| | Qty | Rs. Lacs | Qty | Rs. Lacs | Qty | Rs. Lacs | | |
| Nepal | 1828.18 | 311.25 | 2630.89 | 446.02 | 1502.20 | 236.62 | 68.94 | 23.02 |
| U. Arab Emis. | 546.74 | 328.16 | 772.45 | 461.4 | 956.22 | 710.27 | 55.97 | 22.2 |
| Saudi | 977.97 | 672.74 | 1191.22 | 726.25 | 802.28 | 529.87 | 27.04 | 16.56 |
| Maldives | 451.65 | 315.61 | 664.44 | 472.99 | 660.96 | 503.69 | 6.49 | 15.74 |
| Oman | 312.53 | 223.76 | 501.06 | 350.6 | 447.33 | 332.51 | -5.16 | 10.38 |
| Saudi Arab | 544.66 | 381.67 | 1033.32 | 770.79 | 313.59 | 191.81 | -75.12 | 5.99 |
| Bahrain | 224.41 | 120.72 | 336.54 | 180.12 | 170.58 | 98.03 | -45.58 | 3.06 |
| Russia | 187.29 | 156.12 | 20.6 | 20.61 | 50.08 | 63.9 | 210.04 | 2 |
| Italy | 1.63 | 51.15 | 1.5 | 42.12 | 0.4 | 12.61 | 70.2 | 0.39 |
| France | 1.05 | 25.68 | 0.05 | 0.03 | 0.4 | 7.2 | 23.900.00 | 0.23 |
| Bhutan | 102.32 | 6.7 | 141.59 | 14.78 | 23.29 | 6.62 | -55.21 | 0.21 |
| Kuwait | 9.94 | 4.54 | 42.59 | 21.21 | 5.22 | 2.71 | 87.22 | 0.08 |
| Korea | 0 | 0 | 0 | 0 | 0.86 | 1.84 | 100 | 0.06 |
| Tajikistan | 0 | 0 | 0 | 0 | 1.71 | 0.93 | 100 | 0.03 |
| Hong Kong | 0.03 | 0.01 | 0.03 | 0.01 | 0.17 | 0.2 | 1,900.00 | 0.01 |
| Egypt A.Rp | 0 | 0 | 0 | 0 | 0.4 | 0.18 | 100 | 0.01 |
| Canada | 0.01 | 0 | 0 | 0 | 0.02 | 0.09 | 100 | 0 |
| Sri Lanka | 0 | 0 | 0.01 | 0 | 0.13 | 0.07 | 100 | 0 |
| Malaysia | 0 | 0 | 0 | 0 | 0.05 | 0.06 | 100 | 0 |
| Qatar | 0 | 0 | 0 | 0 | 0.05 | 0.04 | 100 | 0 |
| Indonesia | 0 | 0 | 0 | 0 | 0.07 | 0.04 | 100 | 0 |
| UAE | 17.1 | 10.1 | 0 | 0 | 0.07 | 0.04 | 100 | 0 |

(Source: DGCIS)

Top 15 Import Market for Pineapple in 2018

1. USA
2. Netherland
3. China
4. Germany
5. Spain
6. Belgium
7. Italy
8. UK
9. Japan
10. France
11. Canada
12. South Korea
13. Russia

UAE

Poland

(Source- Trade Map)

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- **STRENGTH** - The progress is being monitored by the state on a regular basis, exports will get a further boost on the following strengths are -
 - Natural advantage in terms of physical geography for the production of pineapple
 - Climatic advantage in terms of rainfall, temperature, etc.
 - Strategic location as Bangladesh is touching its border, the trade along Bangladesh then to Chittagong port
 - Positive investment climate
 - Farmers' Producers Organization.
 - The Strengths of the District are its huge natural resources, fertile land, conducive climate, adequate and well spread rainfall.: The queen variety of pineapples in Tripura is now the official State Fruit and made its first shipment of one tonne of pineapples to Dubai in September 2018.
 - GI tagged.
 - North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC) had Fruit Juice Concentration Plant (FJCP) at Nalkata since 1988, but it's been inoperational since 2010.
- **WEAKNESS** -
 - Lack of entrepreneurial & managerial skills
 - Marketing problem
 - Obsolete Technology
 - Working Capital Problem
 - Lack of Support services
 - Small district with less per capita income.
 - Lack of entrepreneurial skills.
 - Seasonality of production

- Lack of cold storage and other facilities
- Far from ports.
- **OPPORTUNITIES** – Sepahijala has enough opportunity in terms of development. It has natural advantage like
 - Investment is on the rise.
 - Farmers are becoming more educated.
 - Rising per capita income of the world will demand more products, thus Sepahijala can be a potential exporter candidate for Pineapple.
- **THREATS** – Sepahijala has some threats like -
 - Land locked district in the state.
 - Digital divide
 - Lack of proper infrastructure

Key aspects: FTAs

ASEAN: Many of the ASEAN countries are one of the largest importers of our products. In this regard, the FTA signed with ASEAN also augments to boost export of such products.

CEPA / CECA: The agreements signed with Japan and South Korea are very helpful in penetrating their markets. However, the safety regulations can be overcome by maintaining quality products with proper standard certification.

SAFTA: Bangladesh and India can have mutual benefits in the regards that the fruits and juice companies of Bangladesh have advantages in developed economies due to LDC status. Hence, India can exploit this and provide pineapple as raw material for the industries of Bangladesh. Also through SAFTA India can also export processed items of the fruits in the neighbouring countries.

In a bid to promote Tripura's homegrown queen pineapples, the department of horticulture and soil conservation has developed unique tags and logos for packaging boxes for exporting the produce in national and international level. Tripura's pineapple has received geographical identification (GI) tag and

...s crossed the borders of the country and reached the international markets of different
including the Middle-east where it has gained people's attention for its taste.

APEDA (Agri-Product Export Development Authority) is one of the major export promotion councils for the export of agri products. APEDA is focussing on - removal of major bottlenecks, and increasing the skills of entrepreneurs in this sector.

Packaging requirement

- (a) **For Export Market-** Packaging is normally done in corrugated or solid fiberboard cartons. The container shall comprise of the inter-locking type preferably having a water-proof coating to prevent damage due to high humidity in cold stores.
- (b) **For Domestic Markets-** For domestic markets, pineapples are packed in gunny bags.

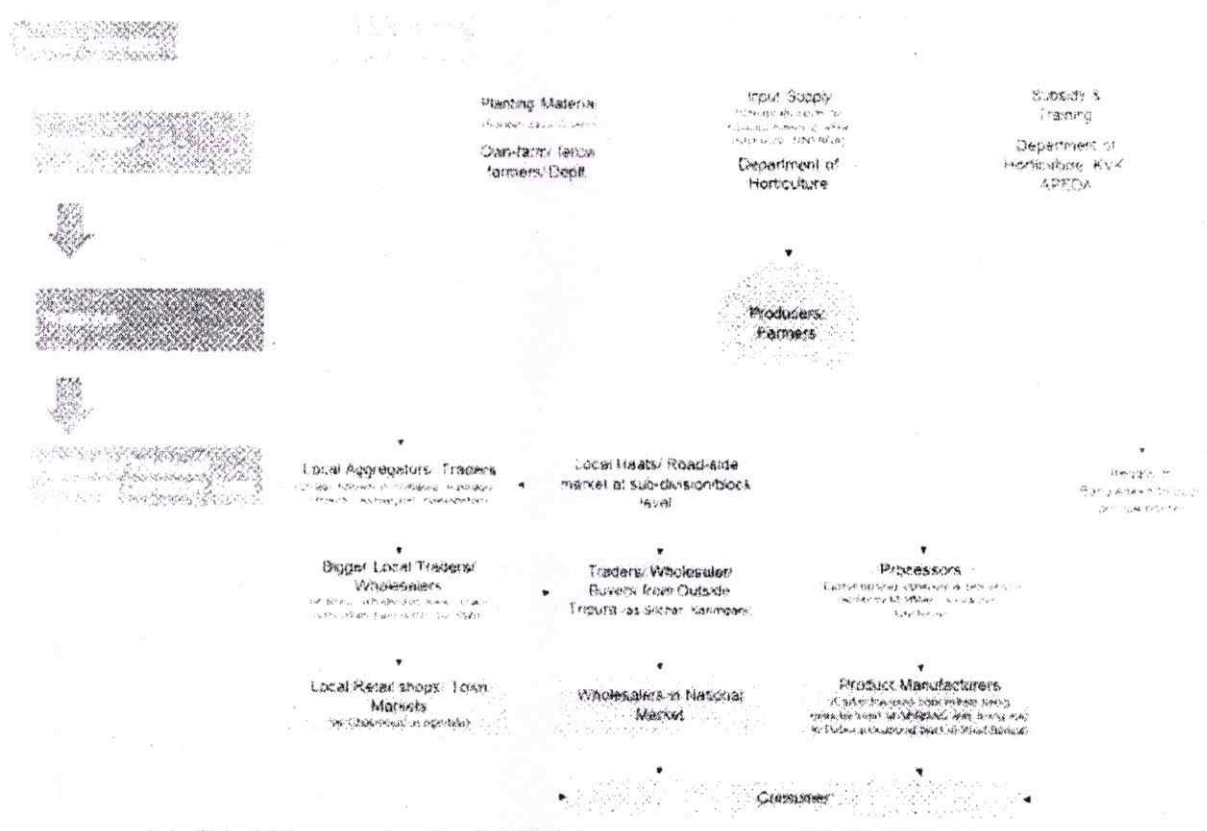
Roadway

National Highway 8 (NH 8), running from Karimganj in Assam to Sabroom in Tripura, passes through this district.

Railway

Lumding-Sabroom line of Northeast Frontier Railway passes through Sipahijala district. There are two stations in the district, namely Bishramganj railway station and Bishalgarh railway station, providing connectivity to Tripura capital Agartala and Assam and other major cities of the state like Dharmanagar, Udaipur and Belonia.

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Source: (midh.gov.in)

Documents required for exports

1. Shipping Bill/ Bill of Export
2. Invoice Cum Packing list
3. Bill of Lading/Airway Bill

Other Documents

- Phytosanitary Certificate
- Health Certificate
- GLOBALGAP Certification
- Organic Certification-Certificate indicating material produce is based on organic farming.

1. Traceability of Pineapples may be initiated by APEDA for better control on quality of produce for exports.

2. Cold storage and Pack House facilities in the district may be increased.
3. TMA assistance may be increased for Pineapple to cover high logistic charges from the district.
4. Food processing facilities.