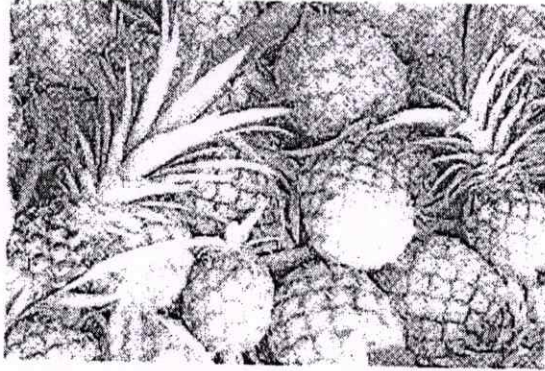


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# District Export Plan



## Tourism & Pineapple Unakoti (Tripura)

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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 Unakoti 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 Unakoti. 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.

**Unakoti district** is a district of Tripura, India. This district was created on 21 January 2012 when four new districts were created in Tripura. Unakoti derives its name from the Unakoti hill. Unakoti literally means,



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### 3. District Export Promotion Committee (DEPC)

To be notified later.

#### DEPC Office Details

##### GM DIC Office Details:

To be updated later

(Source: )

#### Export Profile

##### Identified Product - 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.

As per the source of district administration, It is 'Shaiba' (Saivite) pilgrimage and dates back to 7th – 9th centuries if not earlier. The marvellous rock carvings, murals with their primitive beauty, waterfalls are not to be missed. Unakoti means one less than a crore and it is said that these many rock cut carvings are available here. As per Hindu mythology, when Lord Shiva was going to Kashi along with one crore gods and goddesses he made a night halt at this location. He asked all the gods and goddesses to wake up before sunrise and proceed for Kashi.

It is said that in the morning, except Shiva himself, no one else could get up so Lord Shiva set out for Kashi himself cursing the others to become stone images. As a result we have one less than a crore stone images and carvings at Unakoti. These carvings are located at a beautifully landscaped forest area with green vegetation all around which add to the beauty of the carvings. The images found at Unakoti are of two types, namely rock-carved figures and stone images.

Among the rock cut carvings, the central Shiva head and gigantic Ganesha figures deserve special mention. The central Shiva head known as 'Unakoti Swarna Kal Bhairava' is about 30 feet high including an embroidered head-dress which itself is 10 feet high. On each side of the head-dress of the central Shiva, there are two full size female figures – one of Durga standing on a lion and another female figure on the other side. In addition three enormous images of Nandi Bull are found half buried in the ground. There are various other stones as well as rock cut images at Unakoti. Every year a big fair popularly known as 'Ashokastami Mela' is held in the month of April which is visited by thousands of pilgrims.

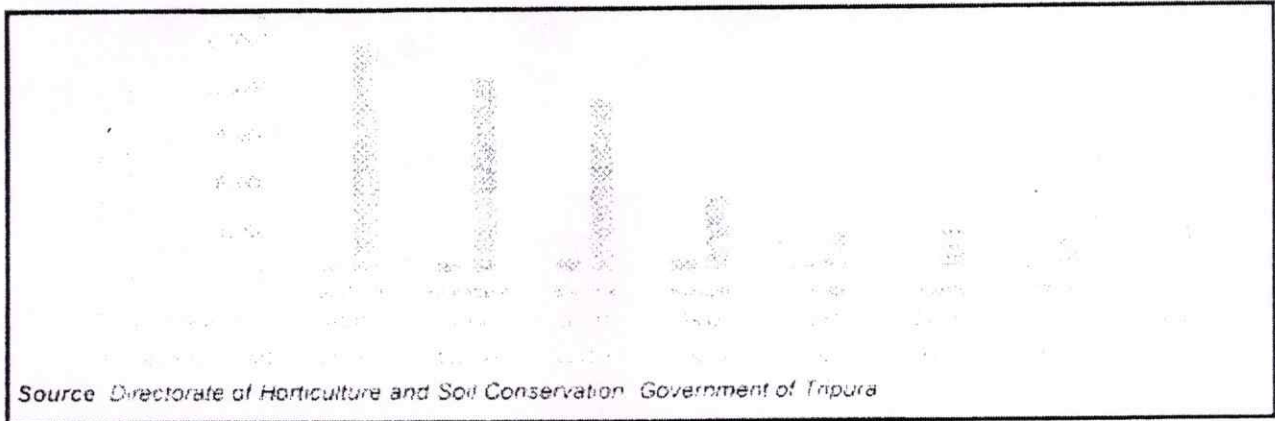
**Top producers of pineapple -**

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 Unakoti, Unakoti, Unakoti 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.

The districts in the west and south - Unakoti, South Tripura, Gomati & West Tripura mostly grow Queen 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 from the same variety.

Market analysis - Existing and Potential markets

<b>India Export of Pineapple Product Report/Country Wise</b>							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	1,828.18	311.25	3,630.89	436.02	3,507.70	736.62	68.94	23.02
U Arabi Emis	536.79	328.16	772.45	461.3	956.22	710.27	53.97	22.2
Qatar	977.97	672.74	1,191.52	726.25	802.28	529.87	27.04	16.56
Maldives	451.65	315.61	664.43	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	10.39
Saudi Arab	544.66	381.65	1,033.32	770.79	313.59	191.81	-75.12	5.99
Baharain Is	223.41	120.72	336.54	180.12	170.58	98.03	-45.58	3.06
Russia	187.29	156.12	20.8	20.61	50.08	63.9	210.04	?
Italy	1.53	51.15	1.5	42.32	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	8.7	141.39	14.78	23.29	6.62	-55.21	0.21
Kuwait	9.94	4.54	42.59	21.21	5.22	2.71	87.27	0.08
Kenya	0	0	0	0	0.86	1.84	100	0.06
Uzbekistan	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 Dnr	0	0	0.01	0	0.13	0.07	100	0
Malaysia	0	0	0	0	0.09	0.06	100	0
Gambia	0	0	0	0	0.05	0.04	100	0
Indonesia	0	0	0	0	0.07	0.04	100	0
Iran	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
14. UAE
15. Poland

(Source- Trade Map)

**Tourism** : The most prominent tourist destination in the district is Unakoti Heritage Site which is Saivite pilgrimage and dates back to 7th – 9th centuries if not earlier. The marvellous rock carvings, murals with their primitive beauty, and waterfalls are considered an archaeological treasure. The Tripura government is all set to unveil a new tourism policy with a focus on public- private partnership (PPP) model to boost footfall of tourists .In the year 2017-18, around 80,000 foreign tourists, mostly from Bangladesh, visited the state, while the footfall rose to 1,12,955 in 2018-19. Tripura, which has tremendous potential in the tourism segment and improvement in infrastructure will provide the much-needed impetus.

- **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 –** Unakoti 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 Unakoti can be a potential exporter candidate for Pineapple.

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- **THREATS** – Unakoti has some threats like -
    - Land locked district in the state.
    - Digital divide
    - Lack of proper infrastructure

**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 now it has crossed the borders of the country and reached the international markets of different countries 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.

### 13. Infrastructure for Export

## 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.

## **By Air**

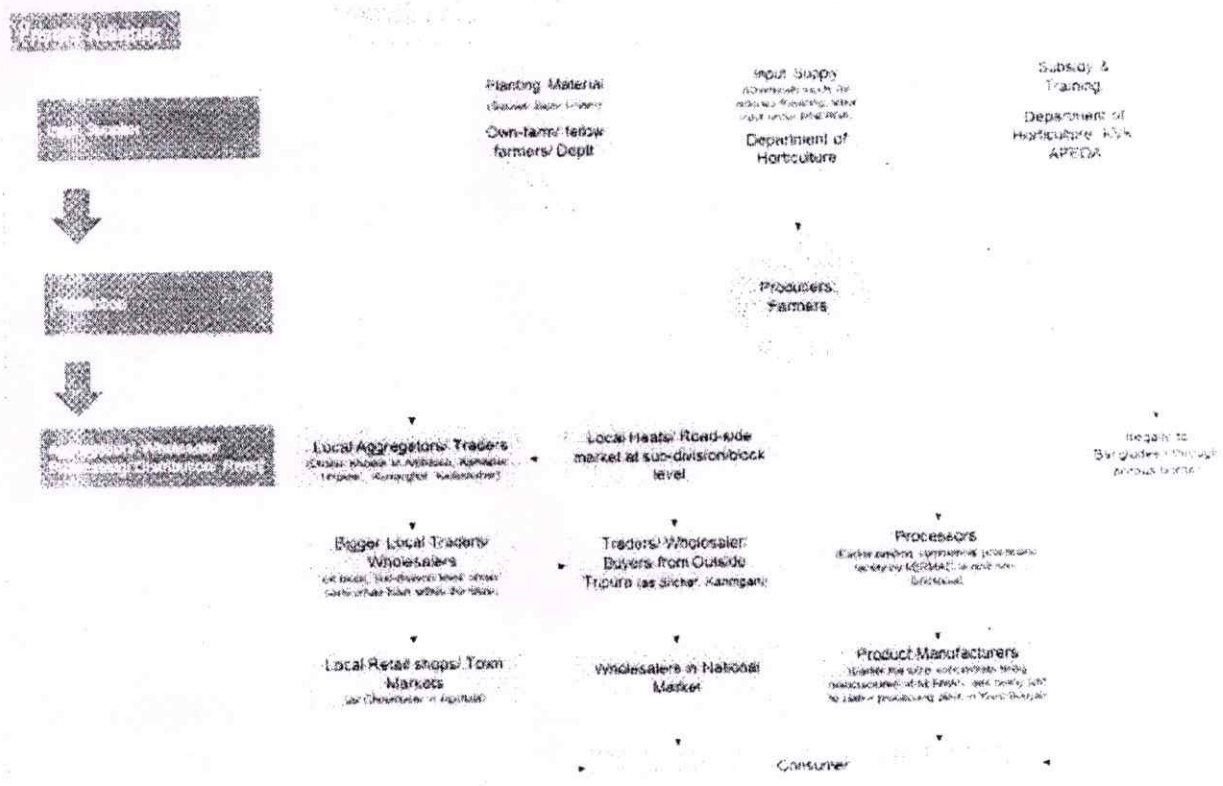
Nearest Airport is at Agartala which is around 178 KM from Kailashahar by road. The place is around 8 KM from Kailashahar town.

## **By Train**

Nearest Railway Station is at Kumarghat which is 26 KM from Kailashahar. Bus, Auto Rickshaw and other small vehicles ply between Kailashahar and Kumarghat. The place is around 8 KM from Kailashahar town and around 22 KM from Dharmanagar by road.

## **By Road**

Nearest cities like Guwahati, Silchar, Shillong and Agartala are connected with Kailashahar by Bus and other small vehicles. The place is around 8 KM from Kailashahar town and around 22 KM from Dharmanagar by road.



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.

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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.

Tourism needs more concentrated efforts to improve infrastructures and connectivities to increase the flow of tourists.