

# Minutes of the meeting

Subject: District Export Promotion Committee meeting of West Tripura District

Date: 4<sup>th</sup> August, 2022

Time: 3.30 PM

Venue: Conference Hall of District Magistrate and Collector Office

## **Members present during the meeting:**

1. Shri. Debapriya Bardhan, IAS, Chairman, DEPC, District Magistrate and Collector West Tripura.
2. Shri. Rajesh Debbarma, General Manager, District Industries Centre & Co-convener, DEPC, West Tripura.
3. Shri. Debashish Chakraborty, Asst. DGFT, Office of the DGFT, Kolkata
4. Smt. Mitraruma Chakma, Assistant Director, Office of the Deputy Director, Horticulture, West Tripura
5. Smt. Bratati Das, Assistant Director, Office of the Deputy Director, Agriculture, West Tripura

## **Member Attendance thorough Video Conferencing:**

1. Parveen Verma, Young Professional, Office of the DGFT, Kolkata

## **Other officials in attendance:**

1. Shri. S C Das, Addl. Mission Director, TBM, West Tripura
2. Shri. M.K Hossain, APD, Office of the DM & Collector, West Tripura
3. Shri. Asit Debbarma, MGNF, West Tripura
4. Shri. Sushanta Bhowmik, President, Export Import Association, Tripura
5. Shri. Dibyendu Banik, Asst. Secretary, Tripura Wholesale Grocery Merchant Association
6. Shri. Ramkrisna Das, Tripura Wholesale Grocery Merchant Association
7. Shri. Mithan Debnath, CEO, Tirupati Agarbati, Agartala
8. Shri. Saikat Achariya, General Manager, Pioneer Bamboo Product Pvt. Ltd, Bodhjungle, Agartala
9. Shri. Swatik Chakraborty, Director & CEO, SS Bamboowala Pvt. Ltd, Ramnagar-3, Agartala
10. Shri. Indrajit Debnath, Secretary, Society for alternative thinking & Action, Indranagar, Agartala
11. Shri. Sabsananda Bhowmik, Secretary, Urban Rural Development Society
12. Shri. Hanaprasad Sarkar, Riya bata.com
13. Shri. Bhagirath Rabi Das, Bhagirath enterprise, Ishanpur, West Tripura
14. Shri. Sridam Shil, Fashion Handicraft, Bairangi Para, Ishanpur, West Tripura

The District Export Promotion Committee (DEPC) meeting was held under the chairmanship of DM & Collector of West Tripura. The purpose of this meeting was to identify the key potential products for export. The DEPC meeting began with a short introduction of committee members and other participants. Following the introduction, the discussion began with six products (Bamboo Products, Agarbati Incense sticks, Bamboo Furniture, Rubber, Arjun Flower (Brooms), and Ginger which were identified in the 1<sup>st</sup> District Export Promotion Committee meeting. During the discussion, the potential of the product, market value, and availability of the products have been elaborately discussed, and after the discussion, the following decisions have been taken:

1. District Export Promotion Committee has identified 3(three) potential export products from the West Tripura district. The products are **Bamboo Products, Agarbati Incense sticks and Rubber products.**
2. The Committee also adopted the Revised District Export Plan presented by the Co-Convener (General Manager, DIC, West Tripura) of the Committee in respect of three identified products.
3. Arjun Flower (Broom) has very less value in the market and last year the total revenue of this product was not so impressive. Therefore, exporting this product would not be impactful for the district and this product does not have any potential to be exported. Therefore, this product has not been considered as potential exported product.
4. Ginger and horticulture related products are not even self-sufficient in the district, and their productions are lesser than the demand. Therefore, this product has also not been considered as potential exported product.
5. It has been also decided to conduct sensitization workshops and Buyer-Seller Meet in the month of September, 2022

The meeting ended with thanks to all.

*Debari*  
22/08/22

Debapriya Bardhan, IAS  
Chairman, DEPC  
District Magistrate and Collector  
West Tripura, Tripura



## Questionnaires

Sl. No.	Questionnaire	Action Taken
9.	Whether efforts have been made to identify the strength (economy) of every district and a plan of action to build upon their action is prepared? If yes, please provide details.	<p>One District One Products (ODOP) :  District Wise Exportable Items are as :  West Tripura- Bamboo Based Product, Rubber.  Dhalai – Fresh fruits, Bamboo Matt.  North Tripura – Agar Oil, Areca-nut  Sepahijala – Fresh fruits, Bamboo Handicrafts.  South Tripura – Rubber, Cashew nut  Unakoti – Agarbatti Sector, Tea.  Gomati – Religious Tourism, Jack Fruit.  Khowai- Rubber, Jack Fruit</p> <p>Two Border Haat has already constructed and other to are in pipe line.  There are 8(eight) Land Customs Station in Tripura Bangladesh Border, except Gomati District, every District has Land Customs Station. 2(two) ICP are in West &amp; Sepahijala District and also proposed to setting up Integrated development Complex for smoothing the Export-Import business. In South District there is a Special Economic Zone</p>
10.	What are the district-wise economic activities initiated by the state government ? Please provide details.	<p>For each District, Export Promotion Committee was formed,  Exporter conclave held in six districts in Tripura form 24.09.2021 to 30.09.21.  The preparation of district export plans are going on with the help of DGFT, Kolkata office.  A program of Capacity Building - Export Awareness Workshop for the Exporter of Agartala was organized by the Federation of Indian Export Organization (FIEO) in association with APEDA , on 12.04.2021.  Exposure visit to maharashtra with APEDA registered entrepreneurs/ exporters from 06.12.2021 to 10.12.2021</p>
11.	Whether the study of the export potential of every district has been undertaken ? If yes, please provide details.	<p>Five Districts has prepared District Export Plan in Tripura with the help of DGFT and 3(three) District has taken the initiative for preparation of District Export Plan.</p>



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20/9

No.F.DI/DIC(W)/1(3)/2020/ 1837-47  
Government of Tripura  
Office of the General Manager  
District Industries Centre  
West Tripura, Khejurbagan, Agartala  
Email ID:- gmdicwest@gmail.com

<sup>23rd</sup>  
Dated, Agartala, September, 2022

**NOTIFICATION**

**Subject:-Adaptation of District Export Action Plan of West Tripura District.**

In pursuance of the office memorandum F.No.01/69/12/01/2020-SC(Pt) dated 04.04.2022 of the Joint Director General of Foreign Trade, Ministry of Commerce and Industry, Government of India, the District Export Promotion Committee (DEPC) of West Tripura District adopted District Export Action Plan (DEAP) in respect of 3(three) identified potential export products viz Bamboo Products, Agarbatti Incense sticks, and Rubber products.

The objective of this plan is to streamline production, plug the loopholes in the supply chain, and provide district and state level administrative hand holding in consultation with the 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 Bamboo Products, Agarbatti Incense sticks, and Rubber products. 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 on doubling the annual incomes of the entrepreneurs. This DEAP will make sure to guide DEPC to involve all stakeholders such as Industrialists, logistics operators, Primary Processing industries, whole sale marketing business houses, Research labs, Banking and Financial Institutions, etc. of West Tripura to streamline the production of Bamboo Products, Agarbatti Incense sticks, and Rubber products.

The District Export Action Plan (DEAP) was adapted in the meeting of the District Export Promotion Committee (DEPC) held on 4<sup>th</sup> August 2022.

F.T. Section  
RECEIVED  
No. 24  
Date 28/9/22  
Time 12.00 Noon



*Debarpan*  
23/09/22  
Debarpriya Bardhan, IAS  
Chairman,

**District Export Promotion Committee (DEPC)**  
District Magistrate and Collector  
West Tripura, Tripura

1. Dy. DGFT (Shri Arun Updahaya), Office of the DGFT (Eastern Zone), Kolkata
2. LDM, PNB, West Tripura District
3. Deputy Director, Horticulture, West Tripura District
4. Deputy Director, Agriculture, West Tripura District

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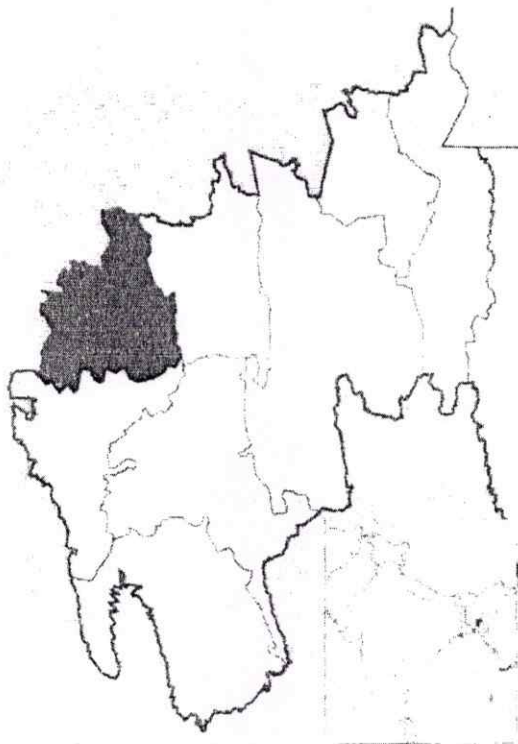
1. Additional DGFT (Eastern Zone), Ministry of Commerce and Industry, Government of India Kolkata for kind information.
2. Director, Industries and Commerce, Government of Tripura, Agartala for kind information.
3. DM & Collector, West Tripura District, Agartala for kind information.
4. MD, Tripura Bamboo Mission, Indranagar, Agartala for kind information
5. Director, MSME, Government of India, Indranagar, Agartala for kind information
6. Chief General Manager, NABARD, Khejurbagan, Agartala for kind information
7. Joint Rubber Production Commissioner, Rubber Board, Government of India, Chandamari, Agartala for kind information.

FT WM



# District Export Action Plan

## West Tripura, Tripura



**Districts**  
as Export Hubs

## Executive Summary

Under this Initiative a DEPC committee was formed vide letter no F no 01/36/218/01/AM-18/TC/PART-1/01 date 26/12/2019, which is headed by the District Magistrate /District Collector, in this Pilot phase Initiate 75 districts have been selected in which West Tripura is one of the districts selected, from this Districts we have identified the products as "Bamboo products, Agarbatti Incense Sticks & Rubber Products" as a potential one. Reference of these products has been provided by the DEPC as the number of MSME's is more and import value is relatively high as compared to other products, we need to register more ME (Merchant exporter) and SSM (Small Scale manufacturer) and provide them support. In this document, the DEAP of West Tripura district for the export of Bamboo products, Agarbatti Incense Sticks & Rubber Products is explained. The chosen products have fairly high production in this district and can be made niche Items of export for the future. Currently, there are products of the most important items exported from West Tripura. 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 in consultation with the 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 Bamboo product, Agarbatti Incense Sticks, and Rubber products. The present trends in Trade and commerce for Bamboo product, Agarbatti Incense Sticks, and Rubber products have also been analyzed in the following chapters. 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 doubling the Annual incomes of the engineering community. This DEAP will make sure to Guide DEPC to involve all stakeholders such as farmer of West Tripura, logistics operators, and primary Processing industries, wholesale marketing business houses, government, research labs, banking and financial institutions, etc. to streamline the production of Bamboo products, Agarbatti Incense Sticks & Rubber Products. This Plan includes strategy to enhance logistics and infrastructure at the district level and better utilization of the Market Access Initiative (MAI) Scheme of the Department of Commerce for inviting foreign buyers under reverse buyer-seller meets at the district level, suitably gathering district level commodity and Goods exports data including through GSTN and Customs ICEGATE System. Each district of our country has a potential equal to that of one country; each of our districts has the capacity equal to a small country in the world. Each of our districts has a diverse identity and potential for a global market. The foreign trade today constitutes 45% of India's GDP. Special focus and dedicated attention need to be paid to India's export promotion in its economic policies to leverage trade for higher sustained growth.



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**Analysis of existing markets of Agarbatti Incense Sticks and Potential for the existing market:**

On behalf of the Tripura government, IL&FS, along with ITC, has initiated a project to use bamboo for industrial production of agarbattis (incense sticks), in 2013. Bamboo is an important raw material in the agarbatti industry. With its vast resources and preferred quality of bamboo for the production of sticks, Tripura is ideally placed to increase its market share.

TBM had an initial objective of enhancing the turnover of the bamboo sector from Rs. 27.9 crores to Rs. 75.85 crores by 2010. By the mid-term review in 2009, through various initiatives and activities, the mission had scaled up the state's turnover to Rs. 56.56 crores by 2009–10 and Rs. 115.56 crores by 2012–13. Its target was Rs. 200 crores by the end of 2016–17. The turnover (export from the state) of the commercial bamboo sector was estimated at Rs. 96.53 crores for 2016–17. The state has 16 clusters for incense sticks production, 24 for handicraft/furniture production, and seven for bamboo plantations (TBM, 2017). (2 of which are in West Tripura District).

Four species of bamboo, viz., Barak (*Bambusa balcooa*), Bari (*Bambusa vulgaris*), Mirtinga (*Bambusa tulda*), and Muli (*Melocanna baccifera*), are used in bamboo-based incense sticks, best-suited species for the Indian agarbatti industry is *B. tulda* and it shows higher bulk density, basic density, and lower moisture content. It is one of the most grown/planted species by rural people because of its clean and straight culm, medium height, strength, and easy availability. The scarcity of raw materials due to flowering, rapid depletion of bamboo resources, and increasing popularity of bamboo in the industrial sector as an alternative to wood have resulted in a shortage of the species mainly used by the agarbatti industry.

India is presently one of the largest producers and exporters of incense sticks with global domination by countries such as the U.S.A., Brazil, and China. The main competitors are China and Vietnam. Incense sticks are meant to burn, and for that reason, they are classified as hazardous materials when shipped. There are a number of guidelines that international freight must meet before it can be imported. Incense is made out of plant material so the USDA regulates the importation of these goods.







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### Districts as Export Hubs



Countries of Export (USD Mn)

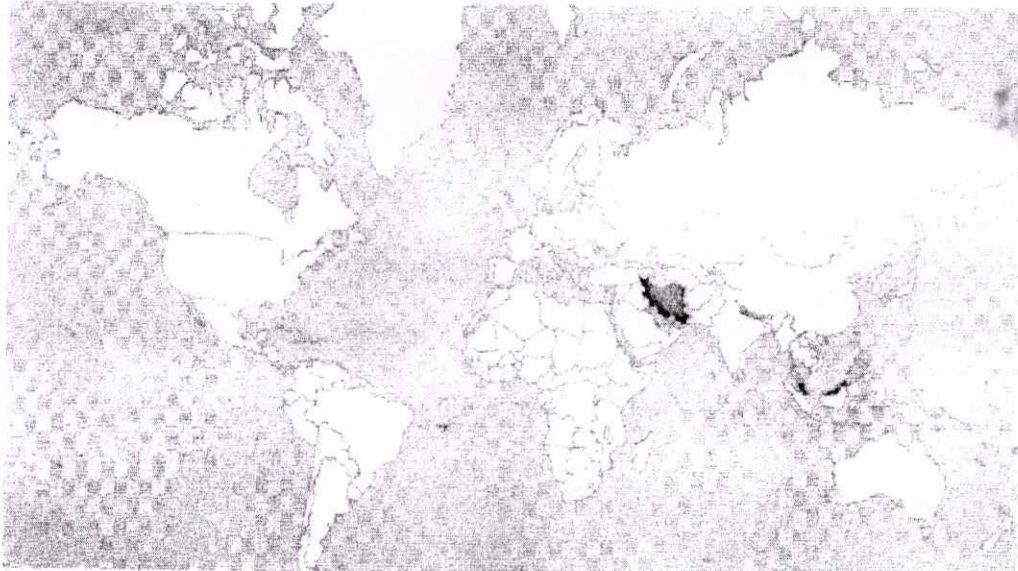


Figure 13: Countries that imported Rubber products from Tripura from Feb 2015 to March 2021

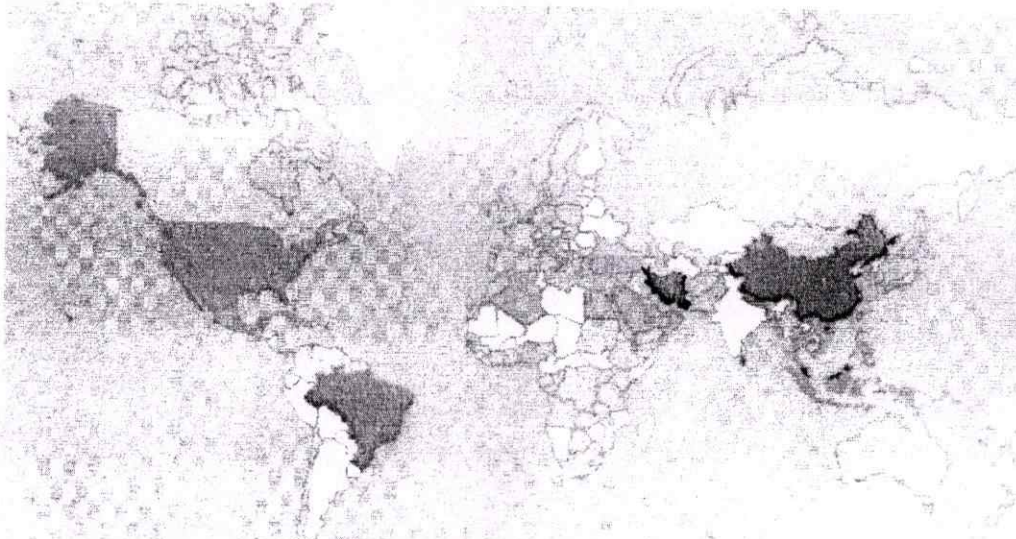


Figure 14: Countries which imported Rubber products from India







### Districts as Export Hubs



#### Analysis of existing markets of Rubber products & Potential for new market

Thailand is the largest exporter of Natural Rubber in the global market with an export share of 67.3%. The top 5 exporting countries, Thailand, Vietnam, Guatemala, Laos & Netherlands control 88% of the global export market. India has a 0.2% share of the global export market with an export value of 5310 USD Thousand.

Tripura is the second largest rubber-producing state in India after Kerala, as per area under cultivation and quantity of produce. The state has got 85,000 hectares of land area under rubber cultivation, out of which 65,000 hectares of plantation area are currently mature for harvesting. But this entire bulk produces 75,000-ton rubber every year, which is less than 1,200 Kg per hectare. While the national average is 1,500 Kg per hectare, much higher production is seen in places like Baripada in Odisha's Mayurbhanj district where 1,800 Kg of rubber is produced per hectare. 6.5 lakh tons of rubber were produced in India, out of which Tripura produced around 12 per cent. While the figures seem promising, they have been rather stagnant in terms of per-hectare production for the last 4 decades. The national annual demand for rubber is 12 lakh tons in the domestic industry which means there is more scope for producing rubber.

In terms of quality, rubber is produced in six major categories – RSS 1, 2, 3, 4, 5 and 'lot' or ungraded quality. Till a few years back, nearly all rubber produced in Tripura used to be of the last category. With a bit of training and up gradation, 35-40 percent of rubber produced in Tripura is now graded – mostly RSS 3 and 4. Seventy percent of rubber produced in India is consumed by the tyre industry, which means RSS 2 and RSS 4 quality rubber are required in larger quantities. However, to create a niche market, Tripura has produced 10 percent of its rubber in RSS categories 1 and 2, which fetches a high price. These are used for producing surgical gloves, pre-cured threads, catheters and other medical equipment.



Table 3: Description of the product

S.No	Product	Value of Export (In cr)	Share of Trade (%)	HS Code
1	THREAD OF VULENSE RUBR, NOT COVRD ELSEWHERE	1,50,55,429	1.22	4007001 0

\*Source: DGCIS Dashboard

For the state of Tripura, the Total area under plantation: is 85453.63 hectares. In terms of area under NR cultivation, South Tripura accounts for 47%, West Tripura 40%, Dhalai district 11% and North Tripura 2%. Total rubber production: 83701.23 MT. (state of Tripura). About 99% of the natural rubber produced in Tripura is processed into different marketable forms like sheet rubber, Indian Standard Natural Rubber (ISNR) / Block Rubber and Centrifuged Latex (Cenex).

Bangladesh shares its borders with the district of West Tripura. Bangladesh imported (product ITC HSN Code: 400110) \$ 1,007,000 in the year 2020-2021 but only \$5,000 from India. And worth \$0 from the state of Tripura. For product code: 400121 (smoked sheets) Bangladesh imports \$512,000 worth of product, but none from India even though processing units produce high-quality sheets in Tripura. The Maitri Setu, over Feni River, connecting Sabroom, Tripura and Chittagong. There is also an "Akhaura Rail Line" between Chittagong, Bangladesh and Agartala, Tripura. These routes provide the potential for exports to Bangladesh which has an untapped potential of around \$19,000 with India. The Integrated Check Post (ICP) in Sabroom would work as a logistic hub with warehouses and container transshipment facilities.

Worldwide car sales grew to around 66.7 million automobiles in 2021, up from around 63.8 million units in 2020. This upward trend is expected to continue over the next decade too. Rubber and rubber products are used for a variety of purposes in the automobile industry. In the automotive industry, the presence of rubber is seen in fluid transfer systems, body sealing systems, transmission systems, automotive anti vibration, sealants, adhesives & coatings, O-Rings, molded parts, flat seals, foam and converting products, body parts, spare parts etc. The

growth of the automobile market across countries is anticipated to increase the demand for natural rubber production. Natural rubber is preferred over synthetic rubber due to its high tensile strength and vibration dampening properties, along with tear resistance.

**Present Status of the Foreign Trade in Tripura –Bangladesh Border (ICP/LCS).**

**Table 4: Volume of Trade- Imports and Exports (year –wise)**

Year	Imports	Exports	Total
2006-07	48.69	0.87	49.56
2007-08	84.15	1.51	85.66
2008-09	125.94	0.26	126.20
2009-10	162.88	0.42	163.30
2010-11	255.88	1.71	257.59
2011-12	329.05	1.55	330.6
2012-13	342.65	0.41	343.06
2013-14	229.89	0.41	230.24
2014-15	357.65	1.02	358.67
2015-16	381.76	1.96	383.72
2016-17	300.23	4.60	304.83
2017-18	384.22	6.46	390.68
2018-19	522.42	14.66	537.08
2019-2020	644.78	30.34	675.12

\*Source: Industries and Commerce Dept, Government of Tripura

**Table 5: Volume of Trade – LCS-wise during 2019 -20**

Sl. No.	State	Export value (Rs. in cr.)	Import value (Rs in cr.)	Total trade value (Rs. in cr.)
1.	Agartala LCS	0.38	585.60	585.98
2.	Srimantapur LCS	0.40	23.97	24.37
3.	Muhurighat LCS	0	8.81	8.81



4.	Manughat LCS	21.46	23.05	44.51
5.	Khowaighat LCS	0	1.53	1.53
6.	Old Ragnabazar LCS	8.10	1.82	9.92
	<b>Total</b>	<b>30.34</b>	<b>644.78</b>	<b>675.12</b>

\*Source: Industries and Commerce Dept, Government of Tripura

- Export: Rs. 30.34 Cr.
- Import: Rs. 644.78 Cr.
- Total Trade value: Rs 675.12 Cr.

**Table 6: Composition of Imports – Commodity-wise (2019-20)**

Sl. No.	Commodity	Total Value
1	Food Items	239.49
2	Variety of fish – small fish,	174.95
3	Cement	73.62
4	Dry fish	36.19
5	Steel Sheet	25.80
6	Steam Coal	24.37
7	Flavour Drinks	13.26
8	Plastic Items	12.47
9	M.S Rod	8.37
10	PVC Pipes/ Tube	6.66
11	Other commodities	29.60
	<b>Total</b>	<b>644.78</b>

\*Source: Industries and Commerce Dept, Government of Tripura

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**Districts**  
as Export Hubs



Government of Tripura

**Table 7: Composition of Exports – commodity-wise (2019-20)**

Sl. No.	Commodity	Total Value
1	Fresh Orange	10.03
2	Pomegranate	9.71
3	Fresh Apple	6.92
4	Grapes	2.56
5	Dry fish	0.38
6	Wood apple	0.18
7	Citrus	0.17
8	Seeds of cumin	0.13
9	Fresh Ginger	0.10
10	Tamarind	0.07
11	Other commodities	0.09
<b>Total</b>		<b>30.34</b>

*\*Source: Industries and Commerce Dept, Government of Tripura*

**Potential - SWOT Analysis**

	Helpful	Harmful
<b>INTERNAL</b>	<p><b>STRENGTHS</b></p> <p>The progress is being monitored by the state on a regular basis, exports will get a further boost on the following strengths are</p> <ul style="list-style-type: none"> <li>• Natural advantage in terms of physical geography for Bamboo Product,, Agarbatti Incense Stick and Rubber</li> </ul>	<p><b>WEAKNESS</b></p> <p>West Tripura District is growing in a haphazard manner.</p> <ul style="list-style-type: none"> <li>• Urban sprawl</li> <li>• Lack of city core</li> <li>• Weak public transport system</li> <li>• multiplicity of agencies</li> <li>• Lack of entrepreneurial &amp;</li> </ul>





	<p>products etc...</p> <ul style="list-style-type: none"> <li>• Strategic location</li> <li>• As near to Integrated Check Post (ICP), Agartala &amp; Land Custom Station (LCS), Srimantapur.</li> <li>• Positive investment climate</li> <li>• Innovative public service management</li> <li>• Education hub and semi-skilled labor</li> </ul>	<p>managerial skills</p> <ul style="list-style-type: none"> <li>• Erratic Power Supply</li> <li>• Marketing problem</li> <li>• Obsolete Technology</li> <li>• Working Capital Problem</li> <li>• Lack of Support services</li> <li>• Pollution</li> </ul>
<b>EXTERNAL</b>	<p><b>OPPORTUNITIES</b></p> <p>West District has enough opportunity in terms of development. It has a natural advantage like</p> <ul style="list-style-type: none"> <li>• Investment is on the rise</li> <li>• Rising per capita income of the world will demand more products, thus West Tripura District can be a potential exporter candidate.</li> </ul>	<p><b>THREATS</b></p> <p>West Tripura District has some threats like -</p> <ul style="list-style-type: none"> <li>• Migration of local people and labor</li> <li>• Digital divide</li> <li>• Lack of proper infrastructure</li> <li>• Chinese competition</li> </ul>

### Comparative Advantage

The low wage of service professionals along with quality semi-skilled workers provides West



### Districts as Export Hubs



District comparative advantage in exports. The locational advantage of West District to the nearby Integrated Check Post (ICP) of Agartala, which is second largest in India and is also a major advantage for the development of the export of the products from the district. Many big Industries are also based in West Tripura District. The location and geographical advantage is putting West Tripura District on the maps of major export hubs in Tripura.

#### Preference in Free Trade Agreements:

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 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.

#### Challenges that need to be addressed:

Sl. no	Key Challenges	Issue to be Addressed
1	Infrastructure	<ul style="list-style-type: none"> <li>Although the products aren't perishable, contact with rain/moisture can reduce the quality of the products like bamboo product and agarbatti incense sticks. Without proper storage facilities, these products will lose value over time.</li> <li>Lack of availability of sufficient state-of-the-art testing labs in the district, which leads to additional costs for transporting the export</li> </ul>





		products to get them tested.
2	Logistics	<ul style="list-style-type: none"><li>• Incense sticks are meant to burn, and for that reason, they are classified as hazardous materials when shipped. There are a number of guidelines that international freight must meet before it can be imported.</li><li>• Congestion at the ports due to high waiting periods for the shipment.</li><li>• The connectivity of the land-locked production areas to the ports or terminals is a stiff challenge.</li><li>• Also, the link roads from production clusters to the main road are to be improved for seamless transportation.</li></ul>
3	Training and Development - Farm and Exporter Levels	<ul style="list-style-type: none"><li>• Lack of awareness of exporters on existing schemes and policies and relevant documentation related to exports.</li><li>• There are a lot of middlemen involved in the supply chain of both bamboo products and agarbatti incense sticks.</li><li>• Lack of transparency: often the growers don't know about the schemes from the government and the selling price of their products in the market.</li></ul>

4	Backward Integrations	<ul style="list-style-type: none"> <li>• From the export perspective, the importing nations are becoming more and more stringent with respect to the production norms/traceability at the farm level.</li> <li>• To comply with the norms of importing nations, it is requisite to procure the produce from registered farmers only. If the farmers' registration is not put in place, exports may be adversely affected.</li> </ul>
5	Packaging	<ul style="list-style-type: none"> <li>• The availability of quality packing material to suit the export requirement is a challenge. The packaging is important as it adds value to the product.</li> </ul>

**Infrastructures for Export:**

Better Infrastructures are key for better exports. West District is well connected by air, rails and roads. The movement of people, entrepreneurs, and businessmen are very easy for doing export related activities. Banking infrastructures are well developed. The requirement of money for doing export import business, various branches of different banks are available in the city. West District has the following infrastructures for promoting export activities in the district.

**Integrated Check Post (ICP) and LCS:**

West District has Integrated Check Post (ICP), Agartala, which is the second largest ICP of India. Export and Import activities are being carried out to Bangladesh and Tripura through this ICP. It is located at India-Bangladesh Border in the close vicinity of Agartala, the capital city of State of Tripura, India. This is the only ICP located in the capital city of any state and that too within the municipal area. Total ICP Land area is 11.72 acres. Akhaura is the corresponding place on the Bangladesh side. It was inaugurated by the Union Home Minister on 17.11.2013. Facilities available at the ICP Agartala include: Passenger Terminal, Cargo Building, Warehouses, Inspection Shed, Plant Quarantine, Health, Loose Cargo Area, Parking Facilities and Driver Rest Area, etc.



Agartala ICP is a most important trade route for Bangladesh, through which cross-border movement of people and goods take place. The value of imports through this Check-post has been more than Rs. 110 Crores per annum and main items of import are Crushed Stone, Lay Flat Tubes, Float Glass, Cement, etc. Out of these items, Stone Chips is the predominant item handled at Agartala. Main items of export which hitherto have been nominal (about Rs. 1 crore) are Bamboo, Dry Fish, and Dry Chilli. The annual Customs revenue realization is around Rs. 5.5 Crores. The annual passengers movement (Incoming and Outgoing) is around forty thousand. It is hoped that operationalization of the new ICP will give an impetus to enhanced trade. The trend during the year 2013-14 indicates decline in the volume of trade transacted. Tripura is ideally located to become the 'Gateway to North East India'.

Year	Trade			No. of Vehicles			Passengers		
	Import (Rs. Cr.)	Export (Rs. Cr.)	Total	Import	Export	Total	Incoming	Outcoming	Total
2012-13	245.08	0.07	245.15	28954	15	28969	19750	22107	41857
2013-14	164.29	0.425	164.71	18227	25	18252	25336	26392	51728
2014-15	265.5	0.71	266.21	30543	25	30568	38559	39621	78180
2015-16	282.16	0.239	282.4	30191	2	30193	44551	45904	90455
2016-17	189.6	0.64	190.24	11484	1	11485	49370	49731	99101
2017-18	235.22	0.267	235.49	10988	7	10995	81982	79135	161117
2018-19	355.06	1.42	356.5	12055	18	12073	126651	112817	239468
2019- 2020(up to May 2019)	26	0.94	26.94	971	1	972	11859	10904	22763



In addition to this, West District has Srimantapur LCS in the nearby district Sepahijalla and Khowaighat LCS in another nearby district Khowai. Furthermore, West Furthermore, there will be a new Integrated Check Post (ICP) at Nischintapur of West District very shortly.

**Existing and upcoming Transportation facilities in the region:**

- **Air Connectivity:** Maharaja Bir Bikram Airport, Agartala is the second largest airport in North-East India. Netaji Subhash Chandra Bose International Airport, Kolkata and Gopinath Bardoli International Airport are two InterNational Airports nearest to Agartala Airport and it takes only 45 minutes by air. By using these two InterNational Airports, West Tripura District can export identified products to any part of the World.
- **Rails:** Agartala of West Tripura District is well connected with all parts of India by Rails. The railway line between Agartala and Akhaura in Bangladesh will be completed by September 2021 and the land acquisition for the same has been completed. The 15.6 km-long railway link will connect Gangasagar in Bangladesh to Nischintapur in India (10.6 km) and from Nischintapur to Agartala railway station (5.46 km). There will be a new Integrated Check Post (ICP) at Nischintapur. It will have a transshipment yard, and the passengers and goods coming from Bangladesh will be onboarded there.
- **Roads:** Agartala of West Tripura District is well connected with all parts of India by Roads and Sabroom, South Tripura. Agartala is only 130 km away from Sabroom. In which a new 1.9 km-long Maitri Setu bridge has been opened to the public that connects Sabroom, India, with Ramgarh, Bangladesh. The Maitri Setu Bridge runs over the Feni River, which flows between the Indian boundary in Tripura and Bangladesh. The bridge was built by the National Highways and Infrastructure Development Corporation with an Rs1.99bn (\$18.2m) investment. The connectivity is not only strengthening the friendship between India and Bangladesh but also proving to be a strong link of business too. The entire region is being developed as a trade corridor between northeast India and Bangladesh. The rail and water connectivity projects that have been realized in recent years have been strengthened by this bridge. This will improve the connectivity of south Assam, Mizoram and Manipur, along with Tripura with Bangladesh and South-East Asia. The bridge will give Tripura access to Bangladesh’s Chittagong Port, which is



80 km away from Sabroom.

- **Waterways:** Agartala of West District is not directly connected with any part of India and abroad by Waterways. However, nearby Sonamura, Sepahijala District is connected with Bangladesh by waterways. The distance between Agartala and Sonamura by road is only 60 Kms. At Sunamura, a Jetty was constructed on the river Gomati to operationalise a part of the Indo-Bangla waterway project. The Jetty connects Sonamura with Daudkandi in Bangladesh, a distance of only 80 kilometers. At present, Ships and Steamers ply from Haldia in West Bengal to Daudkandi, which is a longer route. The floating Jetty at Sonamura is capable of carrying 12 tonnes of goods. It can be a game-changer in the state's communication system, as boats and barges capable of carrying 12 tonnes of goods are moving along this route. The water route would facilitate the export of Ginger, Brooms and Bamboo products to other states and abroad, and transport goods from Bangladesh to India. The Gomati has sufficient water for the movement of boats and barges during monsoon. The Indo-Bangla waterway connects the Gomati River with the Meghna River of Bangladesh to get access to Ashuganj port.

#### **State government and Central Government Schemes to augment export**

##### ***Subsidy/Incentives:***

##### **Subsidy/Incentives:**

Tripura is one of the fastest-growing states in terms of exports. Recently, State Government schemes have been very successful in promoting exports. Although foreign trade is governed by the Foreign Trade Policy announced by the Government of India, However, State Government shall align its policies which could favor exporters in terms of reducing their transaction cost & time and enhancing competitiveness. State Government is implementing two schemes of state government namely the Tripura Industrial Investment Promotion



### Districts as Export Hubs



Incentive Scheme (TIIPIS), 2017 and Tripura Industrial Investment Promotion Incentive Scheme (TIIPIS), 2022 for promote industry and subsequent export activities in the state of Tripura. 11(eleven) and 14(fourteen) different components of subsidy/incentives are being provided under the TIIPIS, 2017 and TIIPIS, 2022 respectively. In the said two schemes, one component of subsidy in each scheme is being provided in the following rate for promoting export activities of West Tripura District, Tripura.

- (i) Export Promotion Subsidy (Thrust Sector only) under TIIPIS, 2017: Industrial enterprises under the thrust sector which export their manufactured goods to Bangladesh through the Land Customs Stations in the State shall be provided reimbursement @ 10% of the value of goods exported subject to a ceiling of Rs.20 lakhs per enterprise per annum. Reimbursement of payment shall be made on the basis of records available with the Central Customs authority.
- (ii) Export Promotion Subsidy under TIIPIS, 2022: Industrial enterprises which export their manufacturing goods to Bangladesh through the land custom station in the state shall be provided reimbursement of @10% of the value of goods exported, subject to a ceiling of Rs50 lakhs per enterprise per annum. Reimbursement of payment shall be made on the basis of records available with Central Customs authority. This shall be applicable only for the manufacturing of items in the state of Tripura, subject to an enterprise shall have to achieve at least 20% value addition within the state, to be ascertained in the manner as may be prescribed by the state government.

- Export facilitation Cell- This may be a part of existing facilitation cell of RICs/DICs and shall have a single window operation for export
- Cluster Development
- Skilling



**Problems & Interventions and their level:**

Problems	Detail	Proposed Intervention	Level of Intervention (Center, State, District, RA)	Concerned Ministry & Department
Administrative Support	Lack of awareness about IEC and procedures of Export	Workshop	Center, state	DGFT
Branding	Loss of merchandise due to damage	Better primary, secondary, or tertiary packaging	Center, RA	IIP, MoCI
Awareness	Lack of awareness	Dissemination of information through Product Catalogs.	District, RA	DEPC
Quality assurance & Certification	Lack of awareness About the International Certification and standards	Quality certifications for products as Agarbatti Incense is one such value added product of Bamboo and comes under the	RA, State and Central	DGFT, DPIIT, Mo CI & Agriculture Department of Respective state



		category of Hazardous products		
Credit Support	Lack of availability credit, finance	Mapping existing schemes with beneficiaries	RA, District, State, Central	DEPC and line ministries at State and Central level
Logistics	<p>Incense sticks are meant to burn, and for that reason, they are classified as hazardous materials when shipped. There are a number of guidelines that international freight must meet before it can be imported.</p> <p>Congestion at the ports due to high waiting periods for the shipment.</p> <p>The connectivity of the land-locked production areas to the ports or terminals is a stiff challenge.</p>	Mapping existing schemes with beneficiaries	District, State, Central	





	Also, the link roads from production clusters to the main road are to be improved for seamless transportation.			
Marketing support	development of web portals, buyers- sellers meet aggressive promotion	Mapping existing schemes with beneficiaries	District, State, Central	DEPC and line ministries at State and Central level
Training	Lack of awareness of exporters on existing schemes and policies and relevant documentation related to exports.  Linking them to Self-Help Groups (SHGs) and Farmers' Producers Organizations (FPOs).  Lack of transparency: often the growers don't know about the Global standards, the selling price of their	Workshops on ecommerce onboarding  Technical workshop on – quality control of raw materials, use and benefits of different types of perfumes, different type of packaging technologies, branding procedure, etc Should be organized in due course of time.	District and State Level	DEPC and State Industries Dept Including MSME



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### Districts as Export Hubs



Government of Tripura

	products in the International market.	Workshop of advance technologies of agarbatti like pyrolizing technology relies on partial pyrolysis of biomass, carbon-neutral agarbatti, carbon-neutral certification, etc should be organized in due course of time.		
Regulatory	<p>Congestion at the ports due to high waiting periods for the shipment.</p> <p>Customs duty-related challenges like Demurages and detention</p> <p>With a view to meet the increasing technical standards for production for exports the state government should</p>	Coordination and Resolution	Center	Department of Revenue, Mo F



	endeavor to increase the number of testing and research facilities in Tripura. The facilities in the existing test labs need to be revamped.			
Research and Development	Design related modifications required for products with value addition to meet the global demand.	Training workshops by NID	District, State and Central	State
Supply chain	No access to cold chain and warehouse facilities,	Mapping existing schemes with beneficiaries	District, State, Central	DEPC and line Mo FPI, Agriculture ministry at State and Central level
Common Facilitation Center	Lack of processing facilities and packaging goods is a concern.	A Common Facility Center with state-of-the-art machinery	District, State, Central	DEPC, State Industries Department, Mo CI
Infrastructure	Although the products aren't perishable, contact with		State, Center	state government



	<p>rain/moisture can reduce the quality of the products like bamboo furniture and agarbatti. Without proper storage facilities, these products will lose value over time.</p> <p>Lack of availability of sufficient state-of-the-art testing labs in the district, which leads to additional costs for transporting the export products to get them tested.</p> <p>Creation of special purpose vehicle (SPV) Export facilitation Cell- This may be a part of existing facilitation cell of RICs/DICs and shall have a single window operation for export</p>			
--	--	--	--	--



**Important Contact Details**

Contact Person	Designation	Address	Contact Details	Email
Shri J.K Sinha, IAS	SEPC SPOC (Chief Secretary)	Chief Secretary, Government of Tripura, New Secretariat Complex, PO: Secretariat-799010, Agartala, West Tripura.	03322553700 direct 033 2255 3800/760	<a href="mailto:cs-tripura@nic.in">cs-tripura@nic.in</a> ; <a href="mailto:cstripura@gmail.com">cstripura@gmail.com</a>
Smt. Swapna Debnath	Director ,Industries and Commerce Department	Shilpa Udyog Bhavan, Khejurbagan, Agartala, Tripura- 799006	9436452082	<a href="mailto:swapnadebnath@rediffmail.com">swapnadebnath@rediffmail.com</a>
Shri Debapriya Bardhan, IAS	DEPC Chairman (District Magistrate and Collector)	Old Secretariat Building, Darjeeling HO, Darjeeling - 734101	9436120070.	<a href="mailto:dmwest-tr@nic.in">dmwest-tr@nic.in</a> .
Shri Arjun Upadhya S, Dy DGFT, ITS	(Co-Chair, DEPC)Deputy DGFT, RA KOLKATA	4, SidoKanhuDahar, Esplanade, Chowringhee North, Kolkata	7701945625	<a href="mailto:arjun.upadhya@gov.in">arjun.upadhya@gov.in</a>
Shri Rajesh Debbarma	DEPC, Convenor, GM,DIC(West Tripura)	Shilpa Udyog Bhavan, Khejurbagan,	8732039726	<a href="mailto:gmdicwest@gmail.com">gmdicwest@gmail.com</a>

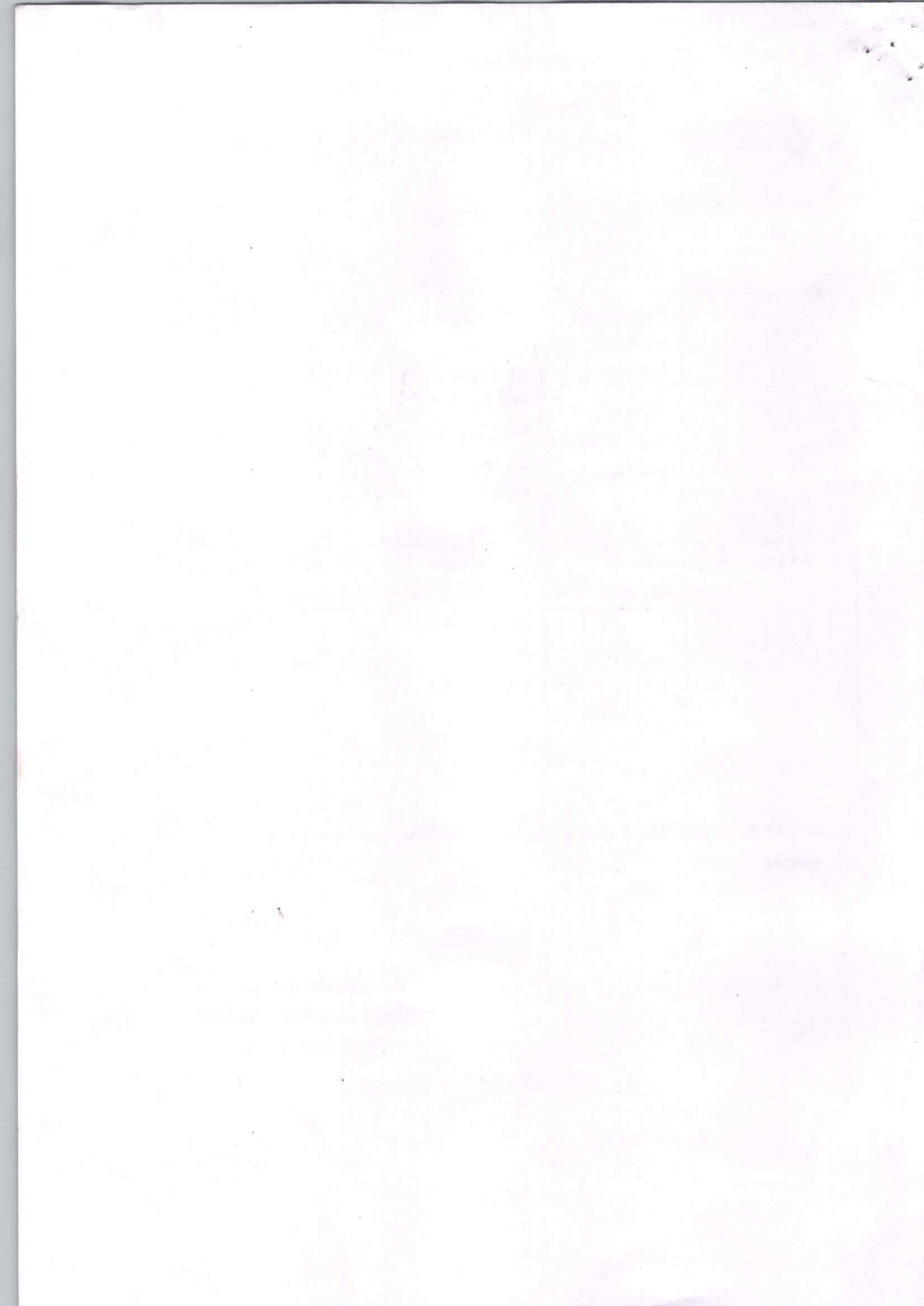
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		Agartala, Tripura- 799006		
	Deputy Rubber Production Commissioner  Rubber Board Regional Office - Agartala	Rubber Board Complex, Chandamari, Kunjaban PO, West Tripura, Agartala - 799 006 West Tripura, Tripura	0381 - 2355143, 2351233	roagr@rubberboa rd.org.in
Mr. Sidhartha Tyagi	Assistant Director ,EPCH	53/1, Sambhunath Pandit Street, First Floor, Opp. Bangur institute of Neuroscience & Psychiatry, Kolkata, West Bengal 700025	9350202196	kolkata@epch.co m, mails@epch.com

Note: - This plan was adopted dated 4<sup>th</sup> August 2022, this is a revised plan with trade analytics.

Shri. Debapriya Bardhan, IAS  
(District Magistrate & Collector)  
West Tripura District







**Introduction to District Export Action Plan (DEAP):**

The District Export Action Plan (DEAP) is focused on making the district an export hub for any particular products concentrated in 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 West District, Tripura 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 West District, Tripura. 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.

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 farmers, 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:**

**General characteristics of West Tripura:**

West District headquarter is located in Agartala which is also the capital of the State of Tripura. The district is bounded by Bangladesh in the North and West, by Khowai district in the East and by Sepahijala District in the South. The total area of the West District is 983.63 sq. km. Population in the district as per the 2011 census is 9.18 lakhs with a population density of around 933 per sq. km. The literacy rate of the West District is 97.43% (2016) which is one of the highest in the country. The sex ratio is 970. The population consists mainly of a non-tribal population which is 81% of the District Population. The remaining Population mostly consists of Tribal Communities mainly Tripuri, Chakma, Jamatia & Reang etc... West District has three Sub-Divisions namely Sadar, Mohanpur & Jirania and nine RD Blocks. It has a total of 172 Gram Panchayats. It is the most populous district of Tripura and thereby is having the largest number of Assembly Constituencies i.e., 14 (fourteen) Assembly Constituencies out of a total of 60 ACs. It is the most urbanized district of the State of Tripura with an urban population of about 54%. It is having 4 number of Urban Local Bodies (ULBs) out of which the only Municipal Corporation in the state i.e. Agartala Municipal Corporation is under West District. West District is having all the essential infrastructure such as a well-developed Airport, Railway Station, urban transportation and rural transportation facilities, all the Central Government & State Government Head Offices, State Head offices of all the Banks, Medical colleges, engineering Colleges and other educational Institutions including Central University and various other amenities and institutions.

Rural part of West District is mainly dependent on agriculture and allied activities. Paddy cultivation is the main agricultural activity. West Tripura has one Industrial Growth Centre namely Bodhjunnagar Industrial Growth Centre, four Industrial estates namely R.K.Nagar Industrial Estate, Dukli Industrial Estate, A.D.Nagar Industrial Estate, Badharghat Industrial Estate and one food park namely Tulakona Food Park in which industries like Rubber, Bamboo Furniture, Agarbatti Incense Sticks, Plastic, Stone chips, ACC Block, Rice, Food products, Oxygen Plant and packaged drinking water etc exists. In addition to this, there are many Bamboos Industry, Spices Industry, Bakery Industry, and Packaged Drinking Water

etc outside the above noted Growth Center and Industrial Estates. There are also nineteen Tea Estates which makes West District as the largest producer of tea in the state of Tripura.

Total International Border length with Bangladesh is 77.86 KM. West District has a Land Custom Station at Agartala, which is the second largest LCS of India. Akhaura is the corresponding place on the Bangladesh side.



Figure 1: Map of Tripura

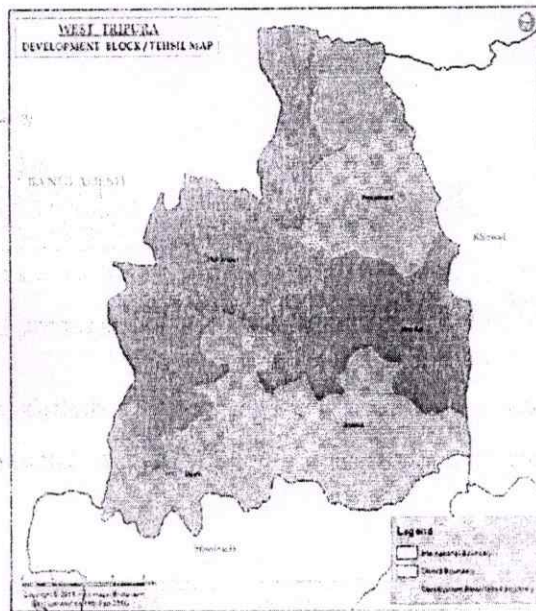


Figure 2: Map of West Tripura

**Industrial Background:**

The rural part of the West District is mainly dependent on agriculture and allied activities. Paddy cultivation is the main agricultural activity. West Tripura has one Industrial Growth Centre namely Bodhjungnagar Industrial Growth Centre, four Industrial estates namely R.K.Nagar Industrial Estate, Dukli Industrial Estate, A.D. Nagar Industrial Estate, Badharghat Industrial Estate and one food park namely Tulakona Food Park in which industries like Rubber, Bamboo Furniture, Agarbatti Incense Sticks, Plastic, Stone chips, ACC Block, Rice, Food products, Oxygen Plant and packaged drinking water etc exists. In addition to this, there are many Bamboo industries, Spices industries, Bakery industries, Packaged Drinking Water etc



outside the above-noted Growth Center and Industrial Estates. There are also nineteen Tea Estates which makes the West District the largest producer of tea in the state of Tripura.

**Table 1: Available Industrial Infrastructure in the District of West Tripura**

Sl. No.	Name of Industrial Growth Centre/Estate	Total Land Available in the Area (In Acre)	Total Allotable Land (In Acres)	No. of Units to whom Allotment order issued	No. of Units established (Units functioning)
1	BodhjungNagar Industrial Growth Centre	535.73 ✓	295.65 ✓	94	43
2	R.K.Nagar Industrial Estate/Area	226.16 ✓	146.95 ✓	16	8
3	Dukli Industrial Area	52.37 ✓	18.39	19	10
4	A.D.Nagar Industrial Estate/Area	8.41 ✓	3.89	31	24
5	Badharghat Industrial Estate/Area	20.525 ✓	10.35	26	20
6	Outside Industrial Estate/Area				19
	<b>Total</b>	<b>843.195 ✓</b>	<b>475.23 ✓</b>	<b>186</b>	<b>124 ✓</b>

\*Source: DIC, West Tripura

In addition to this, there are many Bamboos Industry, Spices Industry, Bakery Industry and Packaged Drinking Water etc. outside the above noted Growth Centre and Industrial Estates.

**Non-Availability of infrastructure like:**

- Export Promotion Industrial Park
- Agro Export Zone
- Pack House



**Districts**  
as Export Hubs



**Training Institutes & courses offered**

- Tripura Bamboo Mission
- Tripura Central University
- Bamboo and Cane Development Institute(BCDI), Lichubagan, Agartala
- National Skill Training Institute for Women, Agartala
- State Skill Development Mission, Agartala
- Rural Development & Self Employment Training Institute (RUDSETI), Agartala
- Society For Entrepreneurship Development (SoFED), Indranagar, Agartala
- Tripura Rural Livelihood Mission (TRLM)

Tourism  
1715

**MSME status of West Tripura**

Total MSME's: 4946 No's ( As on 05.09.2022)

- Micro: 4660 No's
- Small: 260 No's
- Medium: 26 No's

\*Source: [Udyamregistration.gov.in](http://Udyamregistration.gov.in)

**Potential areas for new MSMEs:**

- Food processing enterprise
- Tea & beverages
- Aromatics
- Traditional Garments
- Agarbatti & Candle manufacturing
- Bamboo-based products
- Apiary
- Steel Furniture & Steel Fabrication
- Engineering Goods.
- Plastic-based Industry
- Paper Cup and Plates Units
- Paper & Corrugated packaging materials
- Wire nets
- Packaged drinking water



- Printing press

**Potential Service Providers are as follows:**

- Nursing Home and Hospital's
- Tourism and Hospitality
- Interior & exterior designing
- Information Technology
- Construction Activities
- Video, Audio, Digital Studio
- Offset Printing
- Mobile Phone Repairing

**Topography:**

Geographically the state is a part of Purvanchal (Eastern Mountains) and the region represents a low-lying plain pierced by a series of low-drawn spurs projecting from the Iugai / Mizor hills. It is actually part of the Surma valley, built up by river-borne detritus materials. There are six prominent hill ranges running parallel from north to south and keeping an average distance of about 20 km from each other. From East to West these ranges are

- Jampui
- Kakhautang
- Longthorai
- Atharamura
- Sardaug
- Baramura

The other note-worthy hill ranges include Deota Mura, Batchai, Balcom and Kalajhari. These ranges and valleys become taller (increase in height) while approaching east.

**The important peaks are:**

- Betalong Sib (Jampui Range) – 979 mts is the highest peak
- Saisunmura
- Baramura (Deotamura Range)
- Jarimura

- Atharamura
- Feing Pui
- Sinbari (Longthorai range)
- Sakhan

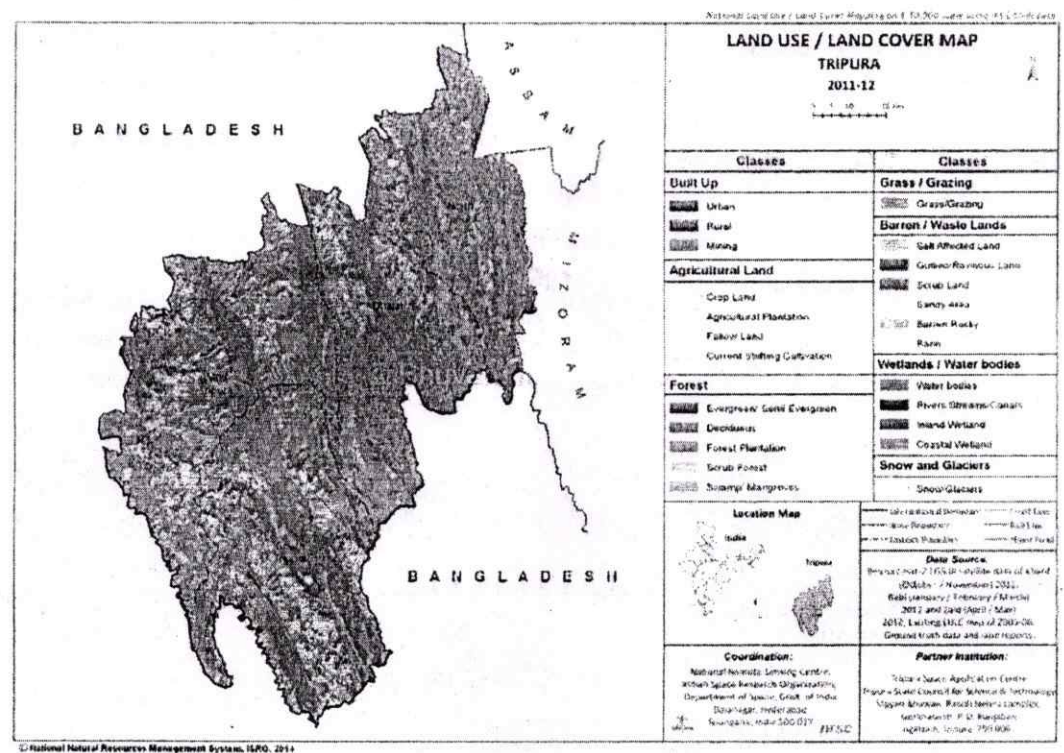


Figure 3: Topography of Tripura

West Tripura District is one of eight administrative districts of Tripura with its headquarters at Agartala. The district is bounded by Bangladesh in the North and West, by Khowai district in the East and by Sepahijala District in the South. Tripura became a full-fledged state in January 1972. For better attention to problems of land and tenancies, for accelerating the pace of development, Tripura was divided into eight districts. The major languages spoken in the district are Bengali and Kokborok.

**Climate conditions:**

The normal temperature at Agartala and Khasar is 25.2°C and 25.0°C respectively. The temperature shows a declining trend from west to east. The daily maximum temperature and



minimum mean temperatures are 30.70°C and 19.50°C respectively during the summer months. The cold weather starts from about the end of November when the temperature of both day and night decreases steadily. January is the coldest month when the mean daily minimum temperature is only 8.9°C and the maximum temperature is 25.2°C.

A more sensitive element of climate is the variation in rainfall. It varies not only from place to place or from year to year but also between seasons. Annual rainfall ranges from 1922 mm to 2855 mm. The rainfall generally increases from southwest to northeast. There is a big gap in the rainfall content in the southern central part around Amarpur, which is surrounded by 1500 mm. isohytes. The north-eastern part of the state around Dharamnagar gets maximum rainfall. Most of the rain comes during the months April-June and July to September. This period is generally referred to as the Kharif season; this is the major agricultural season of the whole State.

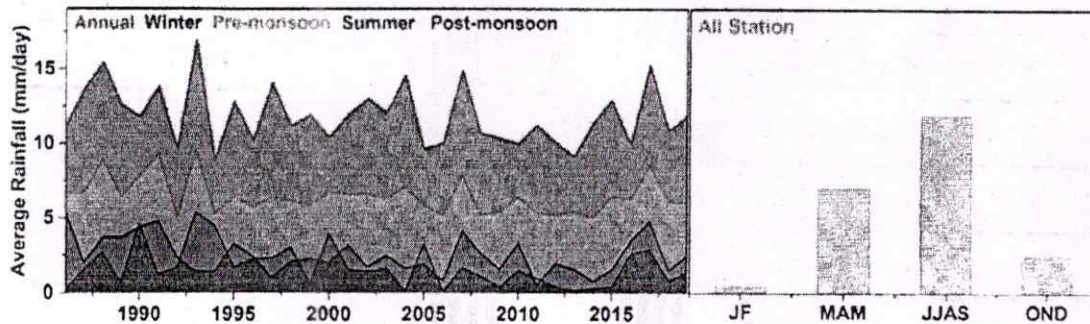


Figure 4: Average rainfall in Tripura over the year

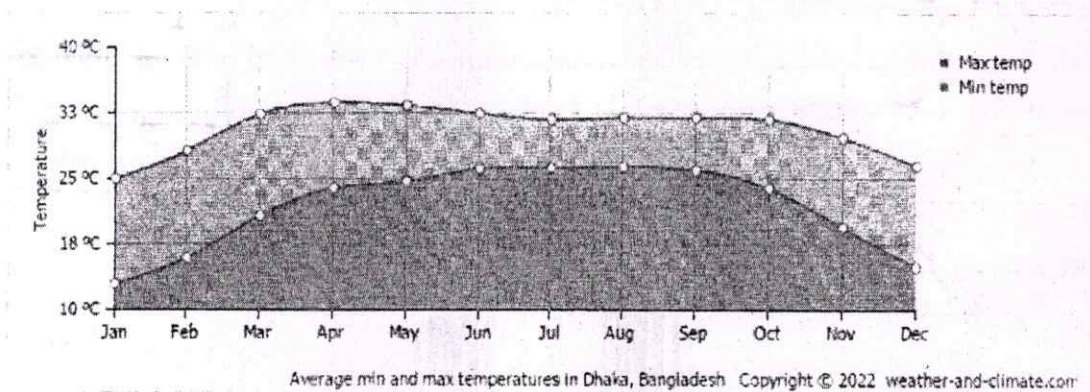


Figure 5: Average min & max temperature in Tripura

**Demography:**

**Table 2: Demography of West Tripura**

SL. NO	PARTICULARS	STATISTICS
1	Total Population	9,18,200
2	Total male population	4,66,152
3	Total Female Population	4,52,048
4	Proportion to Tripura Population	46.97%
5	ST Population	1,76,596
6	SC population	1,92,75
7	Population Growth (in compare to 2001)	12.57%
8	Land Area	983.6 km <sup>2</sup>
9	Density/ Sq.km	577
10	Sex Ration (Per 1000)	967
11	Average Literacy	91.07
12	Male Literacy	94.04
13	Female Literacy	88.01
14	Total Child Population (0-6 Age)	93,078

\* Source: [ecostat.tripura.gov.in](http://ecostat.tripura.gov.in)







Districts  
as Export Hubs



- h) Liaison with and report progress to state level export promotion committee.
- i) Update Online DEPC Progress Monitoring Portal

*(Signature)*  
 (Dr. P.K. Goyal, IAS)  
 Special Secretary,  
 (Industries & Commerce)

To  
 All Concerned

Copy to:-

1. PS to the Hon'ble Minister (I&C), for kind information of the Hon'ble Minister (I&C).
2. PS to the Secretary, Ministry of Commerce & Industry, Department of Commerce, Government of India, Udyog Bhawan, New Delhi, for kind information of the Secretary Commerce & Industry.
3. PS to the Chief Secretary, Government of Tripura, for kind information of the Chief Secretary.
4. Deputy Secretary, Ministry of Commerce, Govt. of India, Udyog Bhawan, New Delhi for information.
5. Addl. Director General of Foreign Trade, Eastern zone, 4-Esplanade, Kolkata.
6. Sri Ashna Pal, Director, State Cell, Department of Commerce, Govt. of India, for information.
7. The District Magistrate & Collector, West/South /North/Dhalai/ Khowai/Sepahijala/ Unakoti/ Gomati District, for kind information.
8. The Additional District Magistrate & Collector, West/South /North/Dhalai/ Khowai/Sepahijala/ Unakoti/ Gomati District, for kind information.
9. The Asstt. Commissioner, Customs Division, Near Mouchak Club, Agartala for kind information.
10. The Director, FSSAI, Regional Office, Guwahati, Assam for information.
11. The Assist General Manager, NABARD, Agartala office, TIDC building for information.
12. The Director, Dept of Agriculture and Farmer Welfare, Govt. of Tripura for information.
13. The Director, Dept of Horticulture and Soil Conservation, Govt. of Tripura for information.
14. The Resident Commissioner, Tripura Bhawan, Kautliya Marg, New Delhi for information.



**District Office's details:**

GM DIC Office:

Sri Rajesh Debbarma      Shilpaudyog Bhavan,  
Khejurbagan,              0381-              8732039726      gmdicwest@gamil.com  
Agartala- 799006              2418170

**Selection of Products:**

Product Identified by the District Export Promotion Committee (DEPC), West District, Tripura has identified the following 3(Three) products as exportable products from their district in its meeting held on 4<sup>TH</sup> August, 2022. Minutes of the meeting are inserted in the below image.

- Bamboo products
- Agarbatti Incense Sticks
- Rubber products



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**Districts**  
as Export Hubs



Government of Tripura

No.F.D/DIC(W)/1(3)/2020/1.647-66  
Government of Tripura  
Office of the General Manager  
District Industries Centre  
West Tripura, Khejurbagan, Agartala

Dated, Agartala, the 29 August, 2022

To

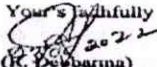
1. Dy. DGFT (Shri Arjun Updahaya ), Office of the DGFT(Eastern Zone) , Kolkata
2. Md.Tripura Bamboo Mission, Indranagar, Agartala
3. Deputy Director, Horticulture, West Tripura
4. Deputy Director, Agriculture, West Tripura
5. APD( Md K.Houscu), Office of the DM & Collector, West Tripura
6. Shri Parveen Verma, Young Professional, Office of the DGFT, Kolkata
7. Shri. Sushanta Bhowmik, President, Export Import Association, Tripura
8. Shri. Dibyendu Banik, Asst. Secretary, Tripura Wholesale Grocery Merchant Association
9. Shri. Ramkrishna Das, Tripura Wholesale Grocery Merchant Association
10. Shri. Mithan Debnath, CEO, Tirupati Agarbati, Agartala
11. Shri. Saikat Acharya, General Manager, Pioneer Bamboo Product Pvt. Ltd, Bodhjungnagar
12. Shri. Swatik Chakraborty, Director & CEO, SS Bamboowala Pvt. Ltd, Ramnagar-3, Agartala
13. Shri. Indrajit Debnath, Secretary, Society for alternative thinking & Action, Indranagar, Agartala
14. Shri. Sabsananda Bhowmik, Secretary, Urban Rural Development Society
15. Shri. Hanaprasad Sarkar, Kiya bata.com
16. Shri. Bhagirath Rabi Das, Bhagirath enterprise, Ishanpur, West Tripura
17. Shri. Sridam Shil, Fashion Handicraft, Bairangi Para, Ishanpur, West Tripura

Subject :- Circulation of Minutes of the DEPC meeting held on 04.08.2022

Sir,

Please find enclosed herewith the Minutes of the District Export Promotion Committee (DEPC) meeting held on 04.08.2022 in the Conference Hall of DM & Collector, West Tripura.

This is in favour of kind information and necessary action.

Yours faithfully  
  
(R. P. Barua)  
Co-Convenor, DEPC  
(General Manager)  
DIC, West Tripura

Copy to:

1. Director, Industries and Commerce, Government of Tripura, Agartala for kind information.
2. DM & Collector, West Tripura District, Agartala for kind information.
3. Additional DGFT (Eastern Zone), Ministry of Commerce and Industry, Government of India Kolkata for kind information.



## Minutes of the meeting

Subject: District Export Promotion Committee meeting of West Tripura District

Date: 4<sup>th</sup> August, 2022

Time: 3.30 PM

Venue: Conference Hall of District Magistrate and Collector Office

**Members present during the meeting:**

1. Shri. Debapriya Bardhan, IAS, Chairman, DEPC, District Magistrate and Collector West Tripura.
2. Shri. Rajesh Debbarma, General Manager, District Industries Centre & Co-convenor, DEPC, West Tripura.
3. Shri. Debashish Chakraborty, Asst. DGFT, Office of the DGFT, Kolkata
4. Smt. Mitraruma Chakma, Assistant Director, Office of the Deputy Director, Horticulture, West Tripura
5. Smt. Bratati Das, Assistant Director, Office of the Deputy Director, Agriculture, West Tripura

**Member Attendance thorough Video Conferencing:**

1. Parveen Verma, Young Professional, Office of the DGFT, Kolkata

**Other officials in attendance:**

1. Shri. S C Das, Addl. Mission Director, TBM, West Tripura
2. Shri. M.K Hossain, APD, Office of the DM & Collector, West Tripura
3. Shri. Asit Debbarma, MGNF, West Tripura
4. Shri. Sushanta Bhowmik, President, Export Import Association, Tripura
5. Shri. Dibyendu Banik, Asst. Secretary, Tripura Wholesale Grocery Merchant Association
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12. Shri. Hanaprasad Sarkar, Riya bata.com
13. Shri. Bhagirath Rabi Das, Bhagirath enterprise, Ishanpur, West Tripura
14. Shri. Sridam Shil, Fashion Handicraft, Bairangi Para, Ishanpur, West Tripura



The District Export Promotion Committee (DEPC) meeting was held under the chairmanship of DM & Collector of West Tripura. The purpose of this meeting was to identify the key potential products for export. The DEPC meeting began with a short introduction of committee members and other participants. Following the introduction, the discussion began with six products (Bamboo Products, Agarbati Incense sticks, Bamboo Furniture, Rubber, Arjun Flower (Brooms), and Ginger which were identified in the 1<sup>st</sup> District Export Promotion Committee meeting. During the discussion, the potential of the product, market value, and availability of the products have been elaborately discussed, and after the discussion, the following decisions have been taken:

1. District Export Promotion Committee has identified 3(three) potential export products from the West Tripura district. The products are **Bamboo Products, Agarbati Incense sticks and Rubber products.**
2. The Committee also adopted the Revised District Export Plan presented by the Co-Convener (General Manager, DIC, West Tripura) of the Committee in respect of three identified products.
3. Arjun Flower (Broom) has very less value in the market and last year the total revenue of this product was not so impressive. Therefore, exporting this product would not be impactful for the district and this product does not have any potential to be exported. Therefore, this product has not been considered as potential exported product.
4. Ginger and horticulture related products are not even self-sufficient in the district, and their productions are lesser than the demand. Therefore, this product has also not been considered as potential exported product.
5. It has been also decided to conduct sensitization workshops and Buyer-Seller Meet in the month of September, 2022

The meeting ended with thanks to all.

*Debari*  
22/08/22

Debari Barchan, IAS  
Chairman, DEPC  
District Magistrate and Collector  
West Tripura, Tripura

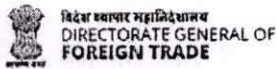


**Production in West District:**

West District, Tripura has one Industrial Growth Centre, four Industrial estates and one Food Park, where industries of Rubber, Bamboo Furniture, Agarbati Incense Sticks, Plastic, Stone chips, ACC Block, Rice, Food products, Oxygen Plant and packed drinking water, etc exist.

Sl. No.	Name of Industrial Growth Centre/ Estate	Total Land Available in the Area (In Acre)	Total Allotable Land (In Acres)	No. of Units to whom Allotment order issued	No. of Units established (Units functioning)
1	Bodhjungnagar Industrial Growth Centre	535.73	295.65	94	43
2	R.K.Nagar Industrial Estate/Area	226.16	146.95	16	8
3	Dukli Industrial Area	52.37	18.39	19	10
4	A.D.Nagar Industrial Estate/Area	8.41	3.89	31	24
5	Badharghat Industrial Estate/Area	20.525	10.35	26	20
6	Outside Industrial Estate/Area				19
	<b>Total</b>	<b>843.195</b>	<b>475.23</b>	<b>186</b>	<b>124</b>

In addition to this, there are many Bamboo Industries, Spices Industries, Bakery Industries and Packed Drinking Water Industries etc. outside the above noted Growth Centre and Industrial Estates. Salient features of the identified products of West District are as under:



**General characteristics of the product and the value-added products:**

- HS code of the product: Bamboo Products – 940382, Agarbatti Incense Sticks– 330741 & Rubber products- 400121,
- Whether GI Tagged :- NO
- Is the product perishable: Bamboo products – NO, Agarbatti Incense sticks- NO & Rubber products- NO
- Concerned Line Ministry, State departments and Boards:
  1. DGFT, Government of India
  2. Department of Industries and Commerce, Government of Tripura
  3. Rubber Board, Government of India
  4. Tripura Bamboo Mission
  5. India & Bangladesh Chamber of Commerce & Industries, Agartala.
  6. Tripura Industries Owner Association, Bodjungnagar, West Tripura
  7. Tripura Chamber of Commerce and industries, Agartala
  8. Agartala Export Association, Agartala
  9. All Tripura Merchant Association, Agartala

**Product Profiles:**

**Bamboo Products:**

Bamboo is one of the major and important natural resources of Tripura. The state sustains tropical moist deciduous forests with patches of forests of evergreen species and a substantial area under bamboo brakes. The climate ranges from moist to humid and annual rainfall varies between 2,250-2,500 mm. At least 19 species of bamboos are commonly found in the State (source: Forest Dept. Tripura). The extent of the bamboo bearing area in the forests of the state is 3,246 km<sup>2</sup>. Bamboo is strong, with the compressive force of concrete and the strength-to-weight ratio of steel Bamboo absorbs carbon dioxide and releases 35% more oxygen into the atmosphere than an equivalent stand of hardwood trees. Some species of bamboo grow more than three feet each day. No plant on the planet features a faster growth rate. When it is harvested, it will grow a new shoot from its extensive root system with no need for additional planting or cultivation. With very little attention, a bamboo shoot can become



a structural column within three years, and that building could stand strong for a lifetime. Even sustainable timber can't begin to compare with bamboo as a conscientious building material. Though bamboo has traditionally been used throughout Tripura, new treatment methods have given bamboo a longer lifespan. Selective Bamboo is harvested from local source and treated ecologically, then lab tested to confirm its durability and integrity.

Cane and Bamboo crafts are the main crafts of Tripura. Ethnic groups in Tripura make a wide variety of handicraft products using bamboo and cane. Some of the well-known craft products from the State include table mats, floor mats, room dividers, decorated wall panels, attractive furniture of cane and various gift items. Cane and Bamboo occupy a distinctive place in the life of Tripura. Wide variety of wonderful objects is made out of the Cane and Bamboo. Variety of items are produced, including Furniture, and Table Mats & other Mat products, Lamp Shades etc. Interior decoration products made out of Cane and Bamboo include ceilings, panelling, plaques, Pot containers (Planters) etc. made of Gossamer thin bamboo mattress. Lamp Shades made out of fine strips of cane and bamboo, Furniture made of cane, Baskets knitted out of cane and bamboo strips are some of the well-known craft products from the Tripura, which are always in demand. These products are exported to the neighbouring country Bangladesh and South East Asia as they are in great demand.

Bamboo can replace the use of wood for nearly every application. Bamboo Flooring, Bamboo Tiles, Bamboo Furniture and much more can be made from bamboo.

Industries which that are producing the Bamboo Products in West District are as under: Their product can also be exportable in the neighbouring country Bangladesh and South East Asia.

1. M/s Mutha Industries Pvt. Ltd, Bamboo Park, R.K.Nagar, West Tripura
2. M/s Bamboo Enterprise United (BENU), Katlamara, Mohanpur, West Tripura
3. M/s Contemporary Association Of Rural Empowerment, Kalibazar, Bamutia, West Tripura
4. M/s Mahamaya Handicrafts, Ranirgoan, West Tripura.
5. M/s Biswakarma Handicrafts, Ranirgoan, Majlishpur, West Tripura
6. M/s Gandhiji Handicrafts, Industry, Mohanpur, Jirania, West Tripura



### Districts as Export Hubs



7. M/s S S Bamboowala Private Limited, Ram Nagar Road No 4, 2nd Crossing, Ram Nagar, Agartala, Tripura – 799002
8. M/s Archana Cottage Industry, Harijoy Chowdhuri para, Majlishpur, West Tripura
9. M/s Chakraborty Handicrafts. Narshingarh, Agartala
10. M/s Cotemporary Handicraft Society, Town Pratapghar, Agartala
11. M/s Creative Bamboo Craft Guild, Duttapara , Jogendranagar, Agartala
12. M/s Kalika Handicraft Society, Dudhpatil, Mahanpur, Jirania
13. M/s Malancha Craft Producer Group, Uttar Ramnagar, Gandhigram Agartala
14. M/s Nariaikatan SHG, Bankimnagar, Jirania R.D Block
15. M/s Padma SHG, Barjala, Agartala
16. M/s Sankar Debnath, Brajanagar, Jirania R.D Block
17. M/s Swami Jogananda SHG, Brajanagar, Jirania R.D Block
18. M/s Tripura Cottage Industries, VIP Road, Agartala
19. M/s Udhyogi SHG, Krishnanagar, Ranirbazar, Jirania R.D Block
20. M/s Women's welfare Society, Nutannagar, Agartala
21. M/s Kanak Prava enterprise, Ramnagar Rd No-4, Agartala West Tripura 799002
22. M/s Unnyasa Handicraft, Matrix Apt. Bijoykumar Chowmuhani, Agartala, West Tripura
23. M/s Sangita Handicraft, Indranagar, ITI Road, Agartala West Tripura- 799006
24. M/s Joyguru handicraft Katlamara, West Tripura
25. M/s Bhaginath Enterprise, Ishanpur, West Tripura.
26. M/s Fashion Handicraft, Bairangi Para, Ishanpur, West Tripura -799212
27. M/s Chakraborty Handicraft, Near old Kalibari, Indranagar
28. M/s Maakali Handicraft, Aralia Shiv Mandir Para, Near Aralia High School, Agartala,

*Handicrafts  
clusters  
Item identified  
for export?  
Packaging*

West Tripura--

#### Agarbati Incense Sticks:

Bamboo is the base material for incense sticks accounting for one-third of its weight. The Forests of Tripura were always rich in bamboo resources. Apart from that, a large majority of rural households have at least one or two bamboo clumps in their backyards. Many individual households amongst tribal communities have a tradition of conserving tracts of



uplands with naturally growing bamboo either on their own land or in forestland to meet their domestic needs and also for sale for livelihoods. Tripura is thus known as the 'Home of bamboo'; and bamboo stick making is an age-old tradition for rural artisans, mostly women. There was no comprehensive study till then in Tripura on the status of raw materials for incense stick making, packaging, marketing as well as the livelihood of artisans involved in the process.

Agarbati Incense stick, a globally traded product, is burned for fragrance. It is known as Agarbatti in India and Dhup-Kathi locally in Tripura. Incense stick making developed as a cottage industry in Thanjavur district of Tamil Nadu and spread over thereafter to the neighbouring state of Karnataka, which emerged eventually as the largest production centre of incense sticks in the country. Incense sticks are traditionally used for worship, meditation, prayer, ceremonies and ritual purification. These are also used as air fresheners, mosquito repellent and for the creation of ambience and aromatherapy.

Tripura used to supply about 90 percent of bamboo sticks utilised by the Indian incense stick industry in the recent past. The situation changed drastically as the stock of Muli bamboo (*M. baccifera*) accounting for 80 percent of the bamboo resource of the state declined steeply due to mortality as a result of gregarious flowering (2003- 2009). The Muli bamboo, abundant and cheaply available, was mainly used for incense sticks production in the state, but currently its scarcity has adversely affected the sector. The share of supply from Tripura for the Indian industry came down to 50- 60 percent in 2008, but was still very significant i.e., 25,000 tonnes or 125 billion sticks. There was a drastic reduction in import duty on bamboo sticks from 30 to 10 percent in 2011 encouraging imports from China or Vietnam. The imported bamboo sticks on the whole are better with respect to uniformity of dimensions and quality because of large scale mechanization compared to a substantial part of the supply from India which is made manually. In case of Tripura, almost the entire production of bamboo sticks is made by machine.

Industries which that are producing the Agarbati Incense Sticks in West District are as under: Their product can also be exportable in the neighbouring country Bangladesh and South East Asia.



### Districts as Export Hubs



1. M/s Pioneer Bamboo Products Pvt.Ltd, Industrial Growth Centre, Bodhjungnagar, West Tripura.
2. M/s Tirupati Agarbatti, Joynagar Near Nabadiganta, Agartala,
3. M/s Stickavilla Industries , Amtali By pass, West Tripura
4. M/s Tribeni Agarbatti Industry, Nutannagar, West Tripura.
5. M/s BANSHI Agarbatti,Kathaltali,West Tripura
6. M/s Bhakti Agarbatti,Masterpara,Kalibari Road,Agartala
7. M/s Joyram Enterprise, Gangail Road,Agartala,
8. M/s .Bapuji Agarbati Industry,Mohanpur, Jirania,
9. M/s .Mangla Dhoop & Agarbatti, A.D.Nagar, Agartala.
10. M/s D.S.P Stick Industries, East Champamura, Kalitilla, West Tripura.
11. M/s Omkar Agarbatti Industry, Amtali,West Tripura.
12. M/s Rainbow incense Stick, Hatath Bazar, ONGC, Panchamukh, Agartala West Tripura
13. M/s Society for alternative thinking & Action, Jirania, Agartala, West Tripura
14. M/s Majlishpur Labour Contact co-operative society Ltd, Dabinagar, Po- Ranirbazar West Tripura
15. M/s Sree Agarbatti, Office-Khejurbagan, Near TNGCL office- 799006

#### Rubber Products:

Tripura is the second largest rubber-producing state in India after Kerala, as per area under cultivation and quantity of produce. The state has got 85,000 hectares of land area under rubber cultivation, out of which 65,000 hectares of plantation area are currently mature for harvesting. But this entire bulk produces 75,000 tons of rubber every year, which is less than 1,200 Kg per hectare. While the national average is 1,500 Kg per hectare, much higher production is seen in places like Baripada in Odisha's Mayurbhanj district where 1,800 Kg of rubber is produced per hectare. 6.5 lakh tons of rubber were produced in India, out of which Tripura produced around 12 percent. While the figures seem promising, they have been rather stagnant in terms of per-hectare production for the last 4 decades. The national annual demand for rubber is 12 lakh tons in the domestic industry which means there is more scope for producing rubber.



In terms of quality, rubber is produced in six major categories – RSS 1, 2, 3, 4, 5 and 'lot' or ungraded quality. Till a few years back, nearly all rubber produced in Tripura used to be of the last category. With a bit of training and up gradation, 35-40 percent of rubber produced in Tripura is now graded – mostly RSS 3 and 4. Seventy percent of rubber produced in India is consumed by the tyre industry, which means RSS 2 and RSS 4 quality rubber are required in larger quantities. However, in an effort to create a niche market, Tripura has produced 10 per cent of its rubber in RSS categories 1 and 2, which fetches a high price. These are used for producing surgical gloves, pre-cured threads, catheters and other medical equipment. Major Industries which are producing Rubber products & RSS4/Indian Standard Natural Rubber (INSR) in West District, Tripura are as under:

1. Abhisar Buildwell Pvt Ltd, Bodhjungle, West Tripura
2. Aristo Texcon Pvt Ltd, Bodhjungle, West Tripura
3. M/s Malaya Rub-Tech Industries, Bodhjungle, West Tripura
4. M/s Brite Rubber Processor Pvt. Ltd, Bodhjungle, West Tripura
5. M/s Ramakrishna Rubber Industry, Bodhjungle, West Tripura
6. M/s ABM Rubber Industries Pvt. Ltd, Bodhjungle, West Tripura
7. M/s Palappillil Techno Rubbers, Bodhjungle, West Tripura
8. M/s Mas Latex Industries, Bodhjungle, West Tripura

Above noted Rubber Industries are producing huge quantity of Rubber products in their industrial units and supplying their finished products to all parts of the India. This product can also be exportable in the neighbouring country Bangladesh and South East Asia.

Trade analysis Existing and Potential markets

Export destinations

Analysis of markets of Bamboo products & Potential new markets:

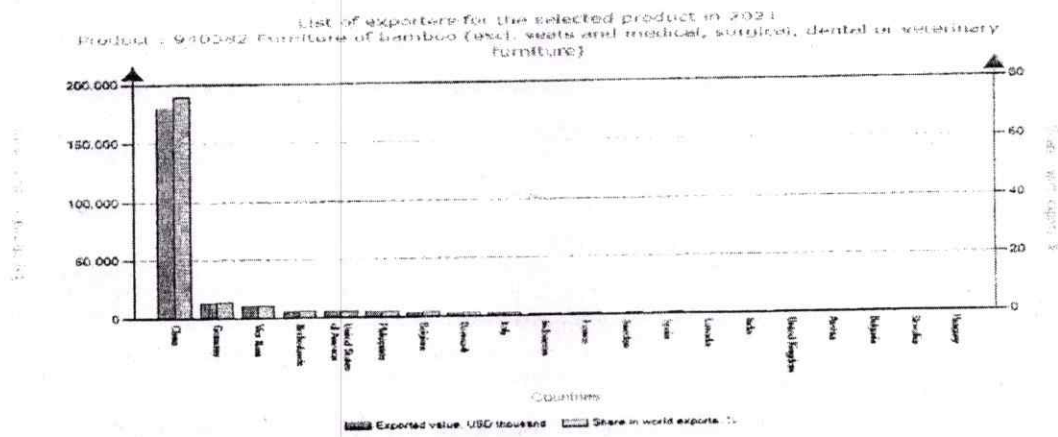


Figure 6: Top Exporters of Bamboo products

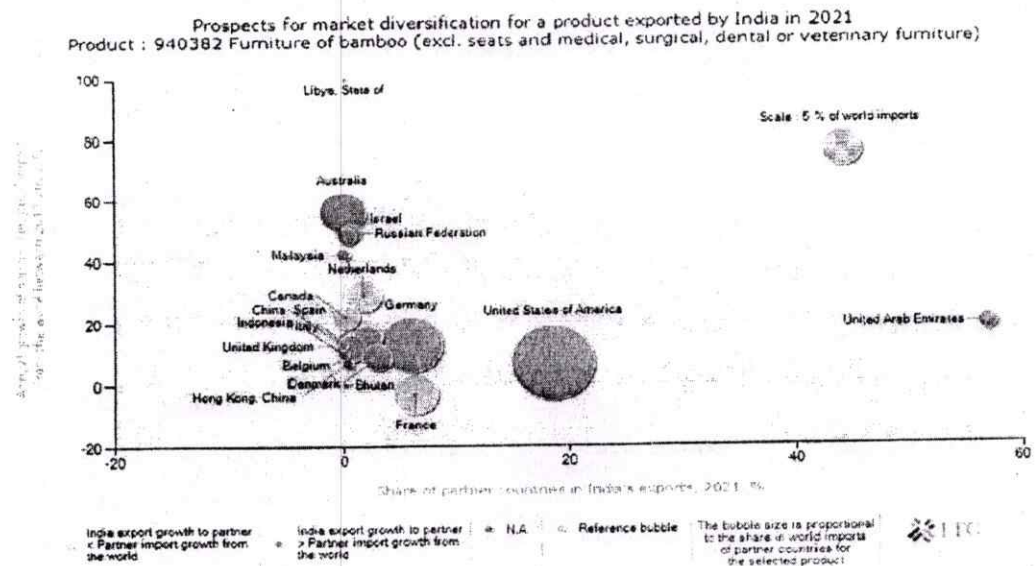


Figure 7: Market Diversification for India



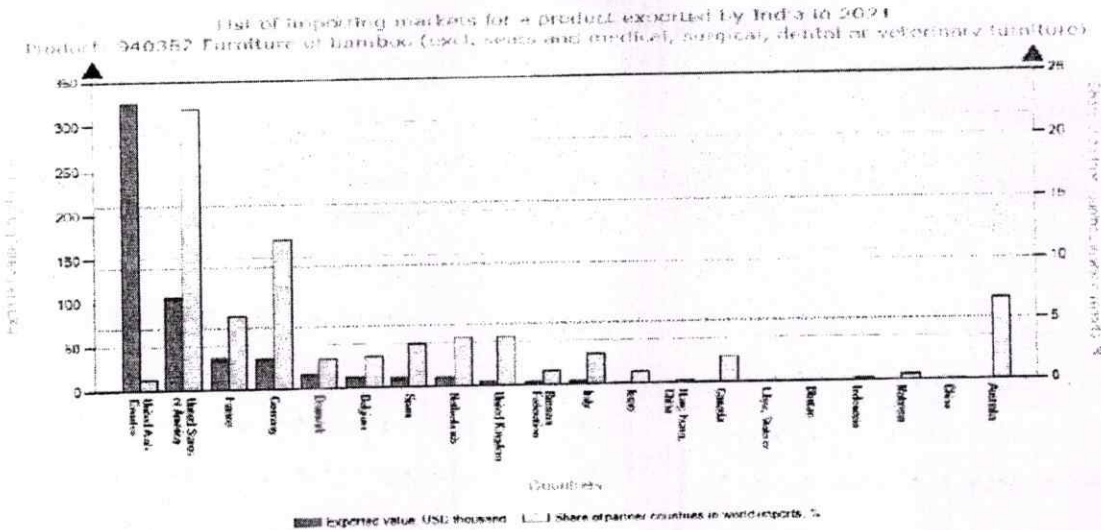


Figure 8: Importers of Bamboo products from India

The world bamboo market is currently worth US\$ 8 billion/year, of which China's share is US\$ 5.5 billion. Traditional markets cover handicrafts, blinds, bamboo shoots, chopsticks and traditional bamboo furniture, which account for 95 per cent of the market to date. New market products include modern/laminated furniture, flooring and panels covering the remaining five per cent of the bamboo sector. [Tripura Bamboo Mission website, 2018] TBM had an initial objective of enhancing the turnover of the bamboo sector from Rs. 27.9 crores to Rs. 75.85 crores by 2010. By the mid-term review in 2009, through various initiatives and activities, the mission had scaled up the state's turnover to Rs. 56.56 crores by 2009-10 and Rs. 115.56 crores by 2012-13. Its target was Rs. 200 crores by the end of 2016-17. The turnover (export from the state) of the commercial bamboo sector was estimated at Rs. 96.53 crores for 2016-17. The state has 16 clusters for incense sticks production, 24 for handicraft/furniture production, and seven for bamboo plantations (TBM, 2017). TBM has 6 handicraft/furniture clusters in West Tripura District, one (Katlamara- Simna) of which is solely dedicated to Bamboo Furniture and another one (Bamutia) for both Furniture and handicraft:

The Furniture Market size was valued at USD 637.26 billion in 2021 and is predicted to reach USD 945.53 billion by 2030 with a CAGR of 4.5% from 2022-2030. The global eco-friendly furniture market size was valued at USD 35.2 billion in 2019. Most of the furniture available nowadays is made of Formaldehyde based products which can cause skin irritation and

breathing problems. There is a shifting trend toward sustainable products like bamboo, rattan, and recycled textiles. In 2020, eBay, an American E-Commerce giant reported a 171% increase in searches for the keyword "Sustainable Furniture" in 2019 in the UK. Increasing adoption of eco-friendly housing projects by firms across countries such as Australia, China, Singapore, the U.S., and Canada owing to client demand as well as the prominence of environmental regulations is also driving the demand for sustainable interiors from the residential sector.

North America dominated the global market, accounting for a share of 36.1% in 2019. Asia Pacific is expected to witness a revenue-based CAGR of 7.4% from 2020 to 2027.

**STOOLS:** Bamboo stools accounted for the highest market share of about 44% in 2018, owing to rising application of the product for both outdoor and indoor purposes. Commercial buildings such as outdoor restaurants, cafes, and bars increasingly prefer bamboo bar stools to create a contemporary look. With the recent growth of Holistic wellness industries, which focus on natural and eco-friendly aesthetics, other furniture such as chairs and tables, cabinets, and dressers, among others are expected to witness significant growth in the forthcoming years.

*Walmart  
THHDC  
Highest  
selling  
product*

**Export destinations of Agarbatti Incense Sticks:**

Prospects for market diversification for a product exported by India in 2021  
Product : 330741 "Agarbatti" and other odiferous preparations which operate by burning"

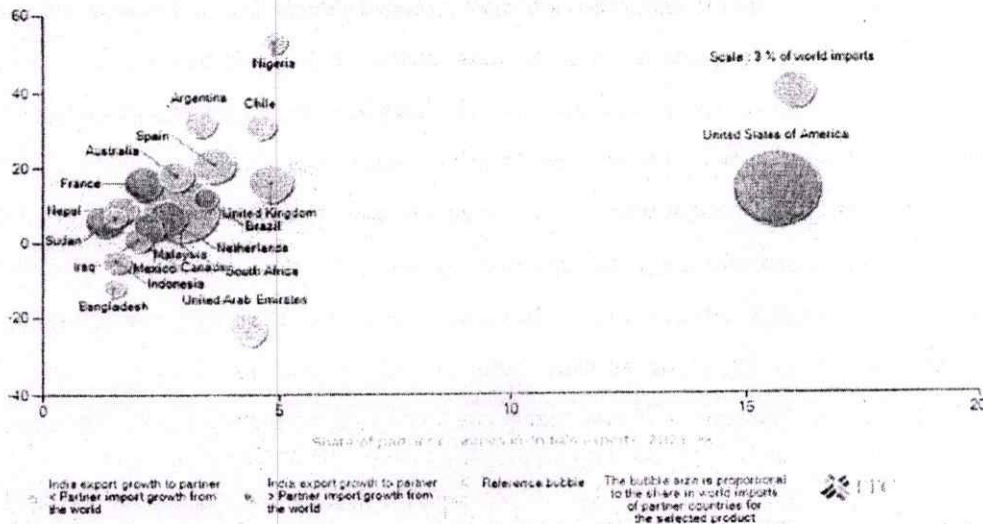


Figure 9: Prospects for Market Diversification of For a Product Exported by India



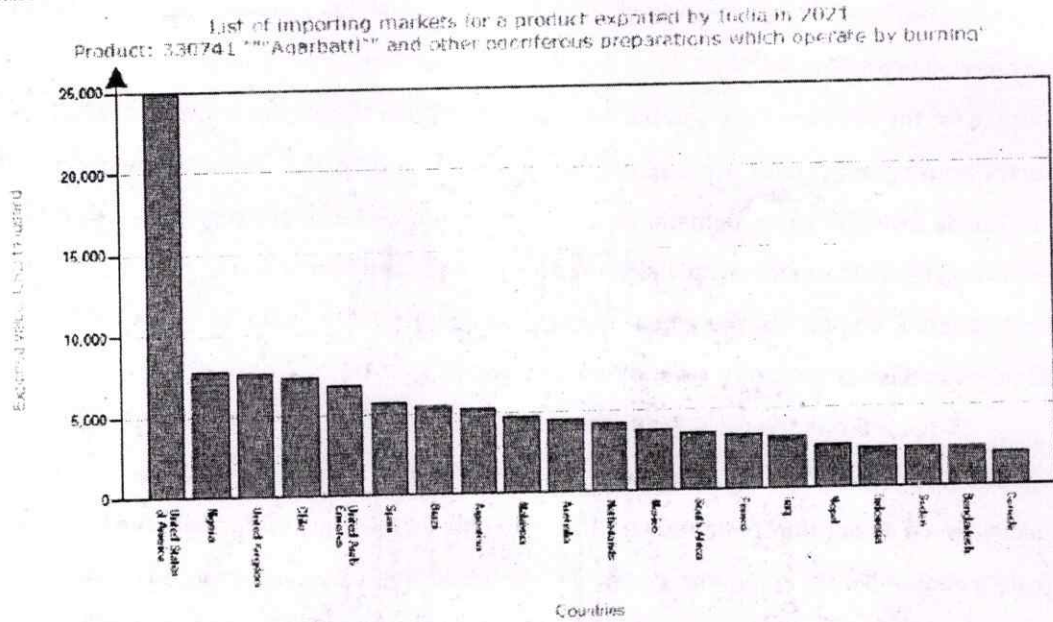


Figure 10: Importing markets for a product

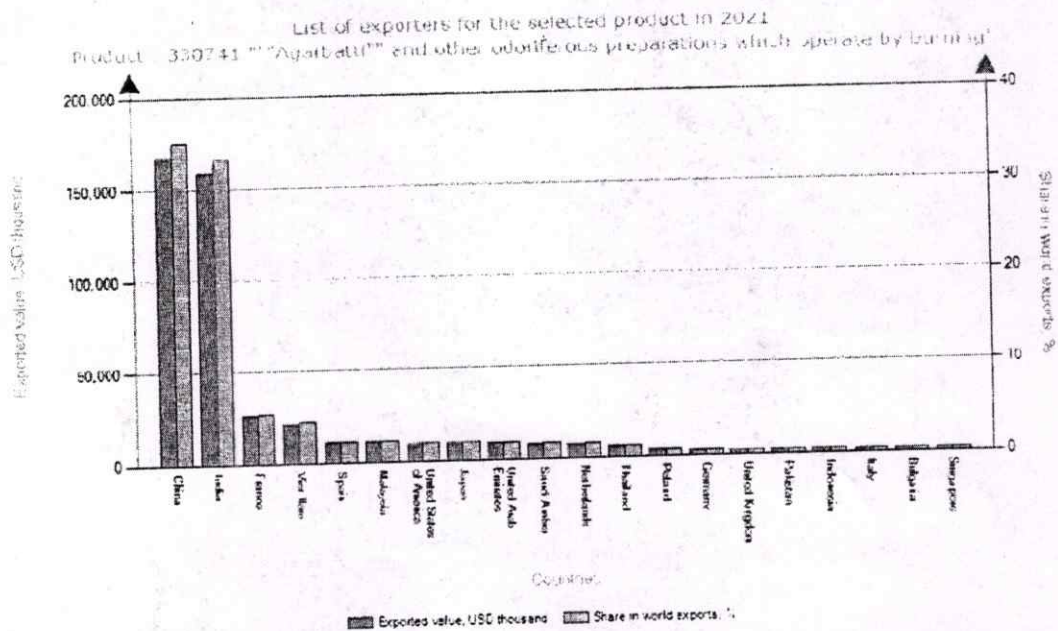


Figure 11: Top exporters globally