

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE & FARMERS WELFARE
DEPARTMENT OF AGRICULTURE & FARMERS WELFARE

RAJYA SABHA
UNSTARRED QUESTION NO-164
TO BE ANSWERED ON 21/07/2023

PROMOTION OF QUEEN VARIETY OF PINEAPPLE

164. SHRI BIPLAB KUMAR DEB

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

- (a) whether efforts are being made for the promotion of Queen variety of pineapple from Tripura since its declaration as the State Fruit of Tripura in 2018; and
- (b) the details of initiatives being undertaken for increasing production and export of Queen variety of pineapple during the last five years?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

(SHRI NARENDRA SINGH TOMAR)

(a) & (b) Yes, numerous efforts are being made for the promotion of Queen Variety of Pineapple from Tripura since its declaration as the State Fruit of Tripura in 2018. Details of the efforts being undertaken for increasing the production and export of Queen variety of pineapple are as under:

- Under Mission for Integrated Development of Horticulture (MIDH), a centrally sponsored scheme for development of horticulture in the country, assistance is provided for area expansion of pineapple including Queen variety of pineapple.
- For enhancing per acre productivity and production of pineapple, High Density Plantation of Pineapple has been taken under RKVY Scheme.
- Initiatives have been taken for increasing production of pineapple through staggered method by induction of plant hormone under RKVY Scheme & State Plan Scheme.

Under APEDA's "Agriculture and Processed Foods Export Promotion Scheme", financial assistance is provided for the establishment of post harvest infrastructure for fresh horticulture produce which includes Integrated Pack Houses, Processing facilities, purchase of insulated reefer transport/mobile pre-cooling units with financial assistance upto 40% of the total cost subject to the ceiling of Rs. 200 Lakhs for each of the activities.

Other major initiatives undertaken for increasing export of Queen variety of pineapple during the last five years are as under:

- Buyer-Seller Meet was organized for Queen Pineapple at Mumbai in May, 2018 and at Guwahati during 2019 where 56 and 18 countries participated respectively. Similar

Buyer-Seller Meet cum National Conference was organized in Agartala on 3rd & 4th July, 2023 for promotion of Tripura's Pineapple.

- For promoting export of Tripura's Pineapple in the Domestic and International market, a Pineapple Festival was organized in Kolkata on 13th June, 2018 & 1st July, 2018.
- Queen Pineapple of Tripura has got Geographical Indication (GI) Tag for promotion of Pineapple marketing.
- Pineapple festival and promotion of Pineapple was organized at Dilli Haat during July, 2018. Similarly, a seminar was organized in Dilli Haat for branding of Tripura's Pineapple on 19th May, 2023.
- Promotional activities on Pineapple were carried out through participation at International Buyer- Seller Meet at Pragna Bhawan on 26th September'2019.
- Conducted a meeting with the Pineapple traders to promote Tripura's Pineapple during 25th- 26th March, 2019 at Tripura Bhawan, Kolkata.
- Promotion of Queen Pineapple through publication of postage stamp and printing special envelope on Queen Pineapple by Postal Department, GoI has been undertaken.
- A Visual Digital Logo of Tripura Pineapples has also been designed by National Institution of Design, unveiled & introduced by the Department on 31st October, 2019 as a promotional activity for marketing.
- To support Pineapple export, 10 nos. of solar based cool chamber have been established.
- For promoting quality marketing as well as export of Tripura's Pineapple, an Integrated Pack House in Tripura at Horticulture Research Complex, Nagicherra has been established.
