

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

RAJYA SABHA
UNSTARRED QUESTION NO. 532
ANSWERED ON 07/02/2025

PROMOTION AND EXPORT OF MD-2 VARIETY OF PINEAPPLE

532. SHRI DHAIRYASHIL MOHAN PATIL:

Will the Minister of Commerce and Industry be pleased to state:

- (a) the steps taken by Government to increase the production and export of MD-2 variety of pineapple exported from the Konkan region to United Arab Emirates (UAE);
- (b) the schemes being implemented to ensure participation and benefit of local farmers of the Konkan region in this export initiative; and
- (c) the special efforts being made by Government for promotion and marketing of MD-2 variety of pineapple in the international market so that the agricultural export of Konkan region may increase?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a) & (b) The Government of India through, Ministry of Agriculture and Farmers Welfare is implementing Mission for Integrated Development of Horticulture, to improve the production of Fruits (including MD-2 variety of Pineapple) and Vegetables, in all States/ UTs including Konkan region. The scheme provides support for production of planting material, high yielding varieties of vegetable seed production, vegetable cultivation, rejuvenation of senile orchards, protected cultivation, and for adoption of Integrated Nutrient Management/Integrated Pest Management, organic farming, including insitu generation of organic inputs.

The Department of Commerce through Agricultural and Processed food products Export Development Authority (APEDA) provides financial assistance to its member exporters of APEDA from across the country, for export promotion of its Scheduled products, including for Fruits & Vegetables, under Agriculture and Processed Foods Export Promotion Scheme of APEDA for the 15th Finance Commission Cycle (2021-22 to 2025-26) in following three broad areas:

- (i) Scheme for infrastructure Development- Financial assistance for setting up of packhouse facilities with packing / grading lines, pre-cooling unit with cold storage and refrigerated transportation, cable system for handling of crops like banana, pre-shipment treatment facilities such as irradiation, vapor heat treatment, hot water dip treatment and common infrastructure facilities, reefer vans and missing gap in the existing infrastructure of individual exporters.

(ii) Scheme for Quality Development –Financial assistance for purchase of laboratory testing equipment, installation of quality management system, handheld devices for capturing farm level coordinates for traceability and testing of water, soil, residues and pesticides etc.

(iii) Scheme for Market Promotion- The assistance covers participation of exporters in international trade fairs, organizing buyer seller meets and developing packaging standards for new products and upgrading the existing packaging standards.

The details of financial assistance guidelines are available at APEDA Website www.apeda.gov.in under the “Scheme” tab.

Further, in the year 2024-25, APEDA, also facilitated participation of its member exporters in International trade fairs including the events exclusively organized for Fruits and Vegetables such as Asia Fruit Logistica, Hong Kong and MACFRUT, Italy for promotion of Indian fruits, including pineapples.

As a result of the Government efforts, export of Pineapple (inclusive of MD 2 variety of pineapple) has grown by 15.51% by volume and 25.79% in value, in the last five years.

(c) APEDA, in collaboration with respective Institutes of Indian Council of Agriculture Research (ICAR) under the Department of Agriculture Research and Education (DARE), is developing sea protocols for exports of perishable horticultural products, including for pineapples. The sea protocol for Pineapples, once developed and implemented, will enable their exports to more distant markets and also significantly reduce the freight charges for exports, thereby increasing global competitiveness of Indian Pineapples including MD-2 variety of pineapple.
