

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:3950
ANSWERED ON:30.04.2012
EXPORT OF POMEGRANATE
Shivanagouda Shri Shivaramagouda

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the domestic pomegranate is highly in demand in foreign countries;
- (b) if so, the details thereof;
- (c) the details of the total pomegranate exported during each of the last three years, country-wise and value-wise;
- (d) whether the Government is contemplating to introduce any special package to encourage its production and further boost its export; and
- (e) if so, the details thereof?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI ANAND SHARMA)

(a & b) India produces pomegranate throughout the year. In other countries, demand of Indian pomegranate is high during the period of June-August when other countries are not harvesting pomegranate.

(c) The details of the total pomegranate exported during 2008-09, 2009-10 and 2010-11, country-wise and value-wise are at Annexure. Complete data on annual basis for 2011-12 is not yet available.

(d & e) The Government provides assistance under Centrally Sponsored Scheme on National Horticulture Mission (NHM) for various interventions aimed at increasing production and productivity of horticultural crops including fruit crops like pomegranate for the holistic development of horticulture in the country. Production related activities includes development of planting material through nurseries, area expansion, rejuvenation, Integrated Pest Management, Integrated Nutrient Management, creation of water resources. Besides, assistance is also being included for creating infrastructure for post harvest management and marketing.

The Government also is taking steps separately to encourage exports of agro products, including pomegranate through measures and incentives under Plan schemes of the Commodity Boards and Export Promotion Councils. Agricultural and Processed Food Products Export Development Authority (APEDA), under the administrative control of the Department of Commerce is also implementing various Schemes to extend financial assistance to the eligible exporters registered with it to boost the overall agri exports. Besides these measures, the Ministry of Commerce & Industry has put in place various schemes namely Market Development Assistance (MDA), Market Assistance Initiative (MAI), Assistance to States for Developing Export Infrastructure and Allied Activities (ASIDE), Vishesh Krishi and Gram Upaj Yojana, Focus Product Scheme, Focus Market Scheme, Town of Export Excellence, etc. to provide assistance to encourage exports. Trade delegations are also mounted to penetrate foreign markets and Buyer -Seller Meets are organized to assist the potential exports.