

Promotion of Globally Popular Exotic and
Important Indigenous / Niche Fruit Crops

Background

- To promote and scale-up the production of globally popular exotic and important indigenous fruits of high value (economic/nutritional) by popularizing the cultivation of such fruits in suitable agro-climatic conditions through out the country.
- In the recent years, cultivation of globally popular exotic fruits which have very high nutritional and nutraceutical values is on the rise in different parts of the country. These fruits are originally not from India and presently, by and large known by their English names in India. They are also being imported on large scale causing concern.
- Similarly, there are certain indigenous fruits with high nutritional value and nutraceutical properties which have high potential but needs commercial push.

Globally Popular Exotic Fruit Crops

1. Avocado
2. Blue berry
3. Dragon fruit
4. Fig
5. Kiwi
6. Mangosteen
7. Persimmon
8. Passion fruit
9. Rambutan
10. Strawberry



Important Indigoes / Niche Fruits Produced Locally

1. Aonla
2. Bael
3. Garcinia
4. Hanuman Phal (Sou)
5. Jackfruit
6. Jamun
7. Karonda
8. Phalsa
9. Seabukthorn
10. Tamarind



Local Nomenclature for Promising Exotic Fruits

Sl No	Common Name	Botanical Name	Origin	Indian States where it is grown now	Most popular name	Suggested Popular name by the Committee	Remarks
1.	Avocado / Butter fruit	Persea americana	South-central Mexico	Tamil Nadu, Kerala, Karnataka, Maharashtra	Butter Fruit, Iligator pear, Nahuatl	Butter Fruit	Popularly known by this name in all growing states
2.	Blue berry	Vaccinium corymbosum	North America	Himachal Pradesh, Maharashtra, Uttarakhand, Jammu and kashmir	Bilberry, Cowberry, Cranberry, Crowberry; Farkle berry, Lingon berry	Blue berry	Popularly known by this name
3.	Dragon fruit	Hylocer eusundatus	Mexico, Central America, and South America	Gujarat, Karnataka, Kerala, Tamil Nadu, Maharashtra, Orissa, West Bengal, Andhra Pradesh, Nagaland	Pitaya, Dragon fruit, Kamalam	Kamalam	Popularly known by this name in different states where it is grown. The fruit also resembles the opening bud of Lotus (Kamalam)
4.	Fig	Ficus carica	Mediterranean- Turkey	Maharashtra, Gujarat, Uttar Pradesh, Karnataka and Tamil Nadu	Fig, AttiPazham, AttiPazham, AthiPallu, Bodda, Anjura, Athi, Anjeer, Gular, Dumoor, Jainadumar, Rumbadi, Dimiri	Anjeer	Popularly known by this name in major producing states.
5.	Kiwi	Actinidi adeliciosa	Central and eastern China	Arunachal Pradesh, Himachal Pradesh, Uttarakhand, Tamil Nadu Uttar Pradesh, J & K, Sikkim, Meghalaya, and Kerala.	Kiwi, Actinidia	Kiwi Phal	Popularly known by this name
6.	Mangosteen	Garcinia mangostana	Malaysia, Sunda Islands of Indonesia.	Kerala and Tamil Nadu	Mang-khud, Buahmanggis	Mangosteen	Popularly known by this name
7.	Persimmon	Diospyros kaki	Southern China	Jammu & Kashmir, Himachal Pradesh, North-eastern states Tamil Nadu	Kaki, Japaniphal , Tendu phal, Amlok	Tendu Phal	It belongs to botanical family of Tendu plant.
8.	Passion fruit	Passiflora edulis	Southern Brazil	Tamil Nadu, Kerala, Karnataka and north eastern states -Manipur, Nagaland, Mizoram, Arunachal Pradesh and Meghalaya	Passion Fruit , Granadilla, Maracuya,Ggrenadille, Mmaracujá, Iilikoi	Passion Fruit	Popularly known by this name in all growing states
9.	Rambutan	Nephelium lappaceum	Malaysian–Indonesian region	Kerala, Tamil Nadu, Maharashtra	Rambutan, Ramboutanier, ramboetan, Chinese shaotzu, Chomchom, Vaithieu	Rambutan	Popularly known by this name in all growing states
10.	Strawberry	Fragaria × ananassa	North America, France, Chile	Maharashtra, Himachal Pradesh, Uttar Pradesh, West Bengal, Delhi, Haryana, Punjab and Rajasthan, Jammu Kashmir, Meghalaya, Nagaland	Strawberry	Strawberry	Popularly known by this name throughout the country

Nodal Officers in DAC & FW and ICAR

Sl No	Crops	Nodal officer-DAC & FW	Nodal officer- ICAR
1	Avocado / Butter fruit	Horticulture Commissioner	Director, ICAR- IIHR
2	Blue berry	Horticulture Commissioner	Director, ICAR- CITH
3	Dragon fruit	Horticulture Commissioner	Director, ICAR- IIHR
4	Fig	Horticulture Commissioner	Director, ICAR- IIHR
5	Kiwi	Horticulture Commissioner	Director, ICAR- CITH
6	Mangosteen	Horticulture Commissioner	Director, ICAR- IIHR
7	Persimmon	Horticulture Commissioner	Director, ICAR- CITH
8	Passion fruit	Horticulture Commissioner	Director, ICAR- IIHR
9	Rambutan	Horticulture Commissioner	Director, ICAR- IIHR
10	Strawberry	Horticulture Commissioner	Director, ICAR- CITH

Nodal Officers In DAC & FW and ICAR

Sl No	Crops	Nodal officer-DAC & FW	Nodal officer- ICAR
1	Aonla	Horticulture Commissioner	Director, ICAR- CISH
2	Bael	Horticulture Commissioner	Director, ICAR- IISH
3	Garcinia	Horticulture Commissioner	Director, ICAR- IIHR
4	Hanuman Phal (Sour sop)	Horticulture Commissioner	Director, ICAR- CITH
5	Jackfruit	Horticulture Commissioner	Director, ICAR- IIHR
6	Jamun	Horticulture Commissioner	Director, ICAR- IISH
7	Karonda	Horticulture Commissioner	Director, ICAR- CIAH
8	Phalsa	Horticulture Commissioner	Director, ICAR- CIAH
9	Seabukthorn	Horticulture Commissioner	Director, ICAR- CISH
10	Tamarind	Horticulture Commissioner	Director, ICAR- CIAH

Road Map

- To assess present level of production of each fruit in the producing States and import of these fruits in India
- To assess agro-climatic requirements for expansion of area under these fruits
- To trace the origin and history of these fruits and preparation of a website for their promotion including value chain development and marketing
- To find out local names by which these fruits are known in India and assign them most popular common/ Indian name for popularizing them
- To find out unique properties of each fruit and plan a strategy for their branding, promotion and scaling up production in India

Action Planned

- Mission Directors of corresponding / identified states to provide total area and production figures in respect of each fruit- Hort (Advisor) to co-ordinate
- Mission Directors to provide names of 3 most important districts, with highest area and production of each fruit in the State
- Mission directors to provide potential area expansion plan in next three years and planting material requirement for the same.
- Include the activities in their Annual Action Plan for the year 2021-22
- To form FPOs for each fruit crop, where there is potential
- Creation of database of Farmers / Traders / Nursery dealing with these crops
- Documentation of success stories

Involvement of KVKs/ICAR Institutes / Centers of Excellence

- Commodity specific ICAR Institutes / SAUs in the region will be Knowledge Partners and develop / refine Package of Practices of these specific crops
- All the KVK in the crop growing area will be involved in outreach activities and capacity building through training and demonstration of technologies
- Centre of Excellences established under MIDH in the respective states will also be involved in training and demonstration
- Regular webinars with commodity specific stakeholders for increasing production & productivity and to reduce imports

Road Map for promotion

Sl No	Activity	Participating institute	Target date	Remarks
1	Meeting with State Mission Directors & ICAR	DAC & FW, State Departments of Horticulture, ICAR	1 st Week of February, 2021	To discuss about the plans for areas expansion and planting material requirement
2	Strategy meeting with stake holders	DAC & FW, ICAR, Progressive Growers, Potential States, Marketing agencies	3 rd week of February, 2021	Meeting to be held under the Chairmanship of Secretary, AC and FW or Additional Secretary (Hort)
3	Finalization of Website	ICAR, DAC & FW, NAFED	3 rd week of February, 2021	Launching of website with information about the crop details, marketing information.
4	Standardization and Demonstration of good package of practices	ICAR Institutes / KVKs /COEs	Continuous Process starting from March ,2021	Creating awareness among farmers for adopting proper POP
5	Special promotion in DD Kissan	ICAR / State Mission Directors	Continuous process, to start from 1 st March 2021	To be conducted on different crop production technologies.

Road Map for promotion

Sl No	Activity	Participating institute	Target date	Remarks
6	Establishment/ expansion of nurseries as per state action plans	DAC & FW, State Mission Directors and NHB	1st April.2021	Inviting AAP and sanctioning after examining them.
7	Branding / trade promotion/ organization of exhibitions etc.	ICAR Institutes, APEDA and NHB	Continuous process, based on the cropping season, to start from 1 st April 2021	To attract new players in trade and to promote export
8	Information collection /evaluation for its active ingredients / pharmaceutical values- benefits of consuming	Crop Institutes of ICAR / State and Central Agricultural Universities	1 st June, 2021	Information for promotional activities
9	Buyer Sellers meet	DAC and FW, NAFED, APEDA	Continuous process based on the cropping season, to start from June' 2021	To create platform for marketing by bringing together. buyers and farmers

Thank You