

**A Study of Pomegranate Export in India****Prof. Yadav Bhagwat Ganpat**

Asso.Professor Department of Commerce

Dada Patil Mahavidyalaya, Karjat Dist – Ahmednagar

**Abstract:**

Agriculture forms the backbone of the India economy contributing more than one-fifth to the GDP and providing livelihood support to about two-thirds of country's population. Agriculture plays a multifunctional role with every 1% rise in agricultural productivity cutting poverty by an estimated 0.6%. India is the second largest producer of the fruits and vegetables in the world after China. There is an overall increase in the demand of fruits and vegetables for consumption both in fresh and processed form. exports of fresh pomegranates have increased from 67,892tonnes in 2018-19 to 80,548 tonnes during 2019-20.

**Key Words:** Pomegranate, Export, Fruit, Agriculture, Trade**Introduction:**

Pomegranate is a high value crop and its entire tree is of great economic importance. Apart from its demand for fresh fruits and juice, the processed products like wine and candy are also gaining importance in world trade. All parts of pomegranate tree have great therapeutic value and are used in leather and dyeing industry. The calorific value of the pomegranate fruit is 65. Its juice is easily digestible and contains about 15 percent invert sugar. It is a rich source of sodium and also contains a good amount of riboflavin, thiamin, niacin, Vitamin C, calcium and phosphorous. Protein and fat contents are negligible.

Export is a vehicle of growth and development. They help not only in procuring the latest machinery, equipment and technology but also the goods and services. Export plays an important role in the economy of the country. In order to maintain balance of trade and foreign exchange reserve, it is necessary to have a sustained and high rate of growth of export. Pomegranate is grown in tropical and subtropical regions of the world. It has been recognised internationally as super food considering its nutritional value.

**Objective of the Study:**

5. To Study the quality of Pomegranate for Export
6. To Study the Export of Pomegranate in India
7. To Study the top 10 countries for export of pomegranate
8. To Study the Export specifications for pomegranate

**Methodology:**

The study is based on secondary data. The data will be collected from government horticulture office, district agriculture office, magazines, newspapers, government websites, etc.

**Quality of Pomegranate for Export:**

In order to maintain high quality levels and food safety standards, retail industries has partnered with SGS, a world leader in quality control. The desirable fruit characters of fresh Pomegranate for export purpose are

- Dark rose pink colour of the fruit



- Round and globose shape of the fruit.
- Smooth cutting at the stem end.
- Softness of the seeds.
- Fruit weight around 500 Gms.
- Uniform size and shape of the fruit in a pack or box.
- Dark rose pink arils.
- Higher sugar content near about 16-17 Brix.
- Free from scars, russetting, disease spots, insect injury, scratches, etc.
- Pleasant flavour and aroma
- Bracts/calyx without any damage and having freshness.

**Export of pomegranate from India**

**Table No. 1** Export of pomegranate from India

Year	Quantity in Tons	Value in Rs Crore
2006-07	21670	79.57
2007-08	35175	91.19
2008-09	34811	114.62
2009-10	33415	119.43
2010-11	18212	70.95
2011-12	30162	147.28
2012-13	36027	234.5
2013-14	31328	298.52
2014-15	20907	323.61
2015-16	31072	416.00
2016-17	26130	380.40
2017-18	47,336	537.73
2018-19	67,892	688.50
2019-20	80,548	687.52

Source: DGCIS Annual Export

The above table indicate that the export of pomegranate. The quantity was increased from 21670 tons in 2006-07 to 80,548 tons in 2019-20

**Top 10 export destinations for pomegranate**

**Table No. 2**

**Top 10 export destinations for pomegranate**

Rank	Country	Value Rs Crore	% to Total
1	U A E	253.80	61.01
2	Saudi Arab	31.76	7.63
3	Netherland	21.30	5.12
4	U K	14.85	3.57
5	Thailand	11.09	2.67
6	Kuwait	10.74	2.58
7	U S A	8.72	2.10
8	Malaysia	8.71	2.09
9	Sri Lanka	6.05	1.45
10	Bahrain	5.96	1.43





The major export destinations for Indian pomegranate are presented in Table 2. It was noticed that UAE alone accounted for 61.01% in the total export of pomegranate from India in the year followed by Saudi Arab (7.63%) and Netherland (5.12%).

#### Export specifications for pomegranate

Table No. 3

#### Export specifications for pomegranate

Particulars	Variety	Middle East	Netherland/ Germany	UK
Size/Weight/ Colour	Ganesh, Bhagwa	300-450 g Red	250-300 g Red	250-300 g Red
	Arakata, Mrudula	200-250 g Deep red	200-250 g Deep red	200-250 g Deep red
Packing		5 kg	3 kg	3 kg
Storage		5 °C	5 °C	5 °C
Transportation		By Sea	By Sea	By Sea
Particulars	Variety	Middle East	Netherland/ Germany	UK

#### Conclusions:

There is a potential to increase its export as currently India is exporting less than 5.00% of its production. Though sales channels of the pomegranate are currently directed all over the world, due to their origin, they are mostly consumed in the Middle and Far East as well as in Mediterranean countries and the United Kingdom. Appropriate export promotion policies need to be evolved to diversify the trade concentration to other countries and also to find new markets besides expanding the existing markets in major importing countries. Efforts need to be made to popularize pomegranates in Canada, U.S.A., South American countries etc by holding fruit fairs, exhibitions etc, as there is good price realization also from these countries.

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