



Bangladesh top Destination for Indian Pomegranates

Why in News

Bangladesh has emerged as the top destination for exported Indian pomegranates over the last few years.

- Last fiscal (2020-21), India had exported 68,502.9 tonnes of the fruit, of which 36,906.77 tonnes (more than 50%) had gone to Bangladesh.

Key Points

▪ About:

- Pomegranate (*Punica granatum*) is grown in tropical and subtropical regions of the world.
 - It **grows well under semi-arid conditions** and can be grown upto an altitude of 500 m. above mean sea level. It **thrives well under hot, dry summer and cold winters** provided irrigation facilities are available.
- **Grown mostly in Maharashtra, Karnataka and Gujarat**, pomegranate has emerged as a major export crop for drought-prone areas of the state.
- Over the years, Indian exports have become stagnant at around 50,000-60,000 tonnes as **concerns over the quality of the fruit eclipsed the growth potential.**
- **While the European Union is a major market** where the fruit fetches premium prices, the standards governing quality are higher there.
 - **Non-availability of export-ready fruit** has, over the years, seen European markets slipping slowly out of Indian exporters' hands.

▪ Reasons for Export Growth in Bangladesh:

- **Ease of transportation and relatively relaxed import norms** have helped Indian growers take their fruit to Bangladesh even as the share of export to European countries has dropped.
- The fruit **can be exported to Bangladesh round the year** and thus the produce can be sent even when the European season is over.

Source: IE