

NORTH EAST INDIA TRADE & INVESTMENT SUMMIT

Ho-chi - Minh City, Vietnam (12 to 14 February 2009)

The text/speech delivered by Shri N. Joykumar Singh, Managing Director, Manipur Food Industries Corporation Limited during NORTH EAST INDIA TRADE & INVESTMENT SUMMIT at Ho-chi - Minh City, Vietnam held on (12 to 14 February 2009) organised by Ministry of DoNER, Government of India and Indian Chamber of Commerce, Kolkata.

HON'BLE PRESIDUM MEMBERS, MEMBERS OF THE VIETNAM CHAMBER OF COMMERCE, DELEGATES, FRIENDS AND DEAR COLLEAGUES:

It is indeed a great pleasure and a historic opportunity for me and other honourable dignitaries from India to be present at this solemn partnership gathering between ASEAN and North-East India for greater economic cooperation between India and ASEAN led by Vietnam.

Today, the world has become truly global and fraternal ties between nations and trading blocs are fast developing into time-tested relationships. Economic cooperation has become so vital that no nation is unable to escape from the reality of a global world.

It is the desire of a billion Indians that people to people and region to region contact between the two great nations, India and Vietnam should be encouraged and enhanced so that bilateral ties become more sustained, strategic, meaningful and deep-rooted.

The Government of India had formulated the Look East policy with the vision that the whole North East of India and South Asian economies are similar in nature and such a strategic policy would be mutually acceptable and beneficial to one another giving ample opportunities for cooperation and integration. Today, Manipur is better connected with South East Asia and is actively trading with ASEAN countries especially with Myanmar (Burma).

Manipur is a beautiful State that is nested in the extreme corner of North East India, sharing 398 kilometres of boundary line with Burma

(Myanmar). It is located between 23.80° N to 25.68° N Latitude and 93.03° E to 94.78° E Longitude, covering a total area of 22,327 sq. km. Significantly, ninety percent of total area is hills and one tenth constitutes the valley area. Altitude varies from 40 m above MSL (Jiribam) to 2593m above MSL (Tamenglong). The capital city, Imphal has an elevation of 790 m above MSL.

Manipur has a salubrious climatic condition all around the year with its main seasons separated by two transitions:

- Winter (December to February)
- Pre-Monsoon (March & April)
- Monsoon (May to September)
- Post-Monsoon (October & November)

Annual rainfall varies from 1000 mm to 3500 mm and average rainfall is 2000 mm. Two broad types of soils are 1) Red Ferrogenous soils are found in the hills and alluvium soils are found in the valley areas. One may find a mild temperature in Manipur between sub-zero and 36° C.

Manipur is poised to be the next destination for food processing industry in the entire region. With its immense resources, suitable climatic condition, vast raw materials and easy availability of capital, technical know-how and labour, investment opportunities are abundant and diverse.

RAW MATERIAL RESOURCES

Agriculture is the main occupation for majority of the populace. The existing agricultural area under cultivation is 2, 85,000 hectares with unharnessed potential area of another 3, 25,500 hectares. Main crops grown in Manipur are rice, wheat, & maize. Paddy cover 82% of the total cultivated area and its unique varieties are Chak-hao-Poireiton (dark violet) and Chak-hao Angouba (white). Oil seeds, potato and sugar cane are the main cash crops.

Experts opine that horticulture is an important sector that is contributing to the economy of Manipur. It is firmly believed by trade analysts too that industrialisation in Manipur has been initiated through horticulture and agriculture sectors through food-processing and value addition of wide array of food produces.

Total horticulture potential area in Manipur is 2, 77,064 hectares and the total area covered by different crops is 62,203 hectares. There are wide potentials for commercial plantation for citrus, ginger, turmeric, tomato, cabbage, potato, pea, pineapple, banana, passion fruit, tapioca, squash etc. Organic farming is the most sought after practice in the hill areas.

With the current pace of horticultural produces and allied food processing activities associated with it, foreign exchange earnings may soon begun to trickle down to domestic and foreign investors. Horticultural produces that has major export potentials are:

Pineapple is an important horticultural produce, with a net cultivated area of 8468 Ha and its annual yield stands at 72417 MT. Most sought after varieties of pineapple are Kew and Queen Varieties.

Kew variety is generally good for manufacturing of slices, tit-bits, fresh packed toffee. Queen variety is most suitable for preparation of juice, pulp and squash. Both the varieties of pineapples are available 8 months round the year. Concentrated juice & powder are the processed forms of pineapple. Investors may have a look at this area for partnering.

Passion fruit is another important horticultural produce that is already marketed the world over. As its importance was lately discovered, there are vigorous attempts to market it more meaningfully. Previously, its targeted area for cultivation was 7853 Ha, with production at 63606 MT. Passion fruit is available almost throughout the year. It has a high medicinal value, unique taste and flavour.

Passion fruit is grown and produced mainly in the North Eastern states of Mizoram, Manipur and Nagaland in particular. Surprisingly in Manipur, Passion fruit grows naturally. Large scale cultivation and farming has already been initiated with excellent results. Both yellow and purple varieties of passion fruit are available in every part of Manipur. Purple variety is more suitable for processing. Interested investors are invited to come in a big way and exploit the potential.

Bamboo Shoot is used as a staple food item in millions of households the world over. The total area of bamboo shoot under cultivation is 50,000 hectares with 1.2 lakh MT of tender bamboo shoot available for processing every year. Edible varieties of bamboo shoot include *Bamboosa tulda*, *Dendro calamus gigantus*, *Melacan Bambusoides*.

Such variety of bamboo shoots has huge potential for domestic consumption and export to Japan, China, Thailand Singapore, Hong Kong and UK. Bamboo Shoots products include canned bamboo shoots in brine, in vegetable curry, in syrups, bamboo shoot candies, bamboo shoot chutneys, bamboo shoot sweet pickles, fermented bamboo shoots (locally named as Soibum, Soidon & Soijin) and bamboo shoot powder. Fortunately, the mismatch between demand and supply of tender bamboo shoots in South East Asia may be fulfilled with investment initiatives from your end.

Mushroom is another food produce that has a wide demand all over. There is vast scope for commercial cultivation of mushroom with existence of ideal weather conditions for its cultivation throughout the year. Suitable varieties for mushroom cultivation in the State are *Agaricus Bisporus* (Button caju), *Pleuratus Ostreatus* and Shitake mushroom (*Lentinus Edodes*).

The later variety of Shittake mushroom is originally a Japanese variety which is well cultivated in Senapati District, Manipur. It is particularly exported to Japan for its high medicinal value. It may be worthy for investors to explore excellent investment opportunities with Shittake mushrooms.

Spices are important ingredients used in preparation of different food items. The total cultivated area of spices is 11006 hectares with a net annual production at 75399 MT. Manipur already produces large quantities of ginger suitable for processing of dry ginger, oil and oleoresin. *Capsicum pendulum* (locally known as U-Morok) is grown in abundance as it holds credit for one of the hottest chillies in the world. Turmeric and Cumin Dalchini (*Cinnamom tamala*) are found in unclassified forests of Manipur. Potential investors will find it feasible to undertake business activities in spice products.

Vegetables are important as it forms a basic part of our diet and make us go green. The total area of cultivated land is 12093 hectares and current production figures stand at 113674 MT. Major vegetable crops includes cauliflower, cabbage, tomato, pea, potato & others. Vegetables are suitable for processing of various products namely pickles, sauce, chutney, juice, canned products etc.

Production of fruits, vegetables and spices in Manipur since the introduction of the Horticultural Technology Mission has grown up significantly. During the past 7 years, yield of fruits in MT /Hectare has grown up from 4.80 percent to 7.00 percent, yield of vegetables from 7.34 percent to 9.40 percent and spices from 7.34 percent to 9.40 percent.

Potential areas and products for export are the following produces:

- **Pineapple fresh packed, pulp, juice, slices, tit-bit toffee concentrate and powder**
- **Passion fruit, fresh packed, juice and concentrate**
- **Bamboo shoots fresh in brine/canned, dry, fermented bamboo shoot.**
- **Mushrooms canned and dry**
- **Lemon juice and concentrate**
- **Orange Juice and concentrate**
- **Ginger Oil. Oleoresin and ginger lime (RTS)**
- **Capsicum pendulum (U-Morok),KING- CHILLY**
- **Dalchini (Cinnamom tamala)**

As investment opportunities grow in Manipur, the following areas are of potential investment with expected high returns:

- **AGRI – EXPORT ZONE FOR PASSION FRUIT**
- **FRUIT JUICE CONCENTRATION PLANT**
- **PROCESSING OF BAMBOO SHOOT**
- **PRODUCTION OF OLEORESINS AND SPICE OIL PLANT**
- **INTEGRATED MUSHROOM PRODUCTION & PROCESSING PLANT**
- **TETRA PACKAGING UNIT AT FOOD PARK AT NILAKUTHI**
- **VARIOUS FOOD PROCESSING UNITS I.E. CITRUS, FRUIT & VEGETABLES AND TEA INDUSTRIES**

States of the art, modern infrastructure have been developed in the State at a fast pace and rapid scale. Food Industrial Park at Nilakuthi, Imphal East is hardly 9 km from the State Capital Imphal along the National Highway 39 is an integrated facility with all modern infrastructures, supporting the establishment of food processing units located within the Food Park. Another food park at Ukhrul is run by the MATA Foundation. Thus, Manipur can be proud of providing basic yet modern infrastructural facilities:

- **FOOD PARK AT NILAKUTHI, IMPHAL**
- **FOOD PROCESSING TRAINING CENTRE, IMPHAL**
- **REGIONAL EXTENSION SERVICE CENTRE, IMPHAL**
- **QUALITY CONTROL LABOLATORY - POROMPAT**
- **CODEX CELL - POROMPAT**
- **MOBILE FRUIT PROCESSING UNIT.**

Common facilities envisaged to be provided at the Food Park are cold storage, warehousing facilities for raw material and finished products. It also includes Quality Control Laboratory, Marketing cum Business Centre, Workshop -Tool Room, Tetra-Pack Unit and ensured Water & Power Supply along with Waste Management etc. Interested investors may set up food processing units in the Food Park.

Although Manipur has already welcomed foreign investors from France and Japan, there are golden and unharnessed opportunities which are unparallel. We eagerly welcome valuable investments from our ASEAN and Vietnamese partners for a sustained and equal partnership in nurturing our age-old fraternal ties.

THANKING YOU