



GENERAL BACKGROUND

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Location

Located in the extreme north-eastern corner of India between 23.80°N to 25.68°N Latitude and 93.03°E to 94.78°E Longitude, and literally meaning “A Jeweled Land”, Manipur occupies a total area of 22,327 sq. km. Of its total area, about nine-tenths (20,089 sq. km.) constitute the hills which surround the remaining one-tenth (2238 sq. km.), the central valley of alluvial filling. It is bounded by Nagaland on the north, Assam on the west and Mizoram on the south. Along the east it shares a 398 km. long international boundary with Myanmar. The altitude varies from 40 m above MSL (Jiribam) to 2593 m above MSL (Tamenglong). Imphal, the centrally located State Capital, has an elevation of 790 m above MSL.





The People

Manipur is inhabited by three major ethnic groups - the Meiteis including Meitei Muslims in the valley and the Nagas and the Kuki-Chin-Mizo tribes in the hills. People are predominantly Mongoloid, and speak Tibeto-Burmese languages. Manipuri is the lingua franca of the State. English is the official language and also the language of doing business.

Population

Manipur has a population of 22.94 lakhs (2001 Census). Of the total population, 58.9% live in the valley and the remaining 41.1% are in the hills. Hills are inhabited mainly by tribals and the valley by the Meiteis (including the Meitei Muslims). Some demographic indicators are as below (2001 Census):

Total Population	22,93,896
Male Population	11,61,952
Female Population	11,31,944
Rural Population	17,17,928
Urban Population	5,75,968
Density of Population (per sq. km.)	103
Literate Population	13,10,534
Towns	33





Climate & Soil

Manipur is blessed with a temperate climate the year round. It has two main seasons separated by two transitions :-

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

The southwest Monsoon chiefly determines the weather and rainfall through-out the State. It is on this that the harvest cycle partly depends. The State has tropical to temperate climate depending upon elevation. Rainfall varies from 1000 mm. to 3500 mm. and average rainfall is 2000 mm. Temperature ranges from sub-zero to 36°C.

The soil cover can be divided into two broad types, viz., the red ferruginous soil in the hill area and the alluvium in the valley. The top soil on the steep slopes is very thin. In the plain areas, especially flood plains and delta, the soil is of considerable thickness.





INFRASTRUCTURE

Transport

Air communication:

Imphal is the second largest airport in the region. Imphal is connected to Kolkata, New Delhi, Guwahati, Aizawl, Dimpaur and Silchar by Indian Airlines, Jet Airways, Indigo, Air Deccan and Kingfisher.

Imphal - New Delhi (Daily) Imphal - Kolkata (Daily)

Imphal - Guwahati (Daily) Imphal - Aizawl (Thrice a week)

Imphal - Silchar (Daily), Imphal - Dimapur (Daily)



Railways:

NH-39 links Imphal with railhead at Dimapur in Nagaland, 215 km. to the north. NH-53 links Imphal with railhead at Jiribam, 225 km. in the south-west. With the coming of Jiribam to Tupul railway line which is under survey, Imphal will be much more closer to the rest of India.

Roads:

3 National Highways , viz., (1) N.H.-39 (2) N.H.-53 and (3) N.H.-150 criss-cross the State connecting all districts.

The Saurashtra-Silchar Super Highway project is being extended to Moreh. With the proposed Moreh to Mae Sot (Thailand) highway coming up, Manipur will become India's Gateway to South-East Asia.



Road transport:

The total road length is 7178 Km.



AGRICULTURE

The existing area under cultivation of different crops in Manipur is 2,85,000 hectares as against the available potential area of 3,25,500 hectares. Rice, wheat, maize, oil seeds, potato and sugar cane etc. are the main cash crops in the State. Among these crops, cultivation of the paddy is the largest, both in the plains and hills, and cover 82% of the total cultivated area. Besides the numerous varieties of local rice which are all unique in taste, there are two types which are specific to the State with distinctive scent and flavour and are preferred for Chak-hao pudding preparation Chak-hao-Poireiton (dark violet) and Chak-hao (white).



Areas and productions of different crops
Area in hectares, production in thousand MT

Crop	2008-09	
	Area	Prodn.
1. Paddy	210.99	473.38
2. Wheat	2.05	5.12
3. Maize	20.23	35.38
4. Pulses	26.00	22.75
5. Oilseeds	34.20	26.15
6. Potato	13.00	108.00
7. Total	306.47	715.65



HORTICULTURE

Gifted with suitable agro-climatic conditions, Manipur is home to various food and cash crops, fruits and vegetables. The soil is fertile and suited more particularly in the hills for growing of different fruits and vegetables. Organic farming is the most sought-after practice in the hill areas.

Pineapple, passion fruit and mushroom naturally grow. They are also commercially cultivated. Bamboo shoot and ginger are available in plenty.

Manipur has vast potentials for commercial plantation of fruits like lemon, lime, orange, pineapple, banana, passion fruit, amla, olive, figs, mandarin etc.). The quality of pineapple (both Queen and Kew varieties) is distinct with unique taste and flavour. So far, identified potential area for cultivation is estimated at 2,77,064 Hectares. Out of this, about 70,499 Hectares is covered under different crops.

Schemes like Technology mission for integrated development of Horticulture with the objective of improving production and productivity of horticultural crops by harnessing the potential of the region makes this field a viable option for commercialization as well as marketing.





Area in(1000) hectares, production in MT

Name of Crops		(MT)	
		Area	2008-09 Production
A.	Fruit Crop		
1.	Passion fruit	7659	65248
2.	Banana	4991	64424
3.	Oranges	4138	31968
4.	Lime Lemon	3062	22974
5.	Others Fruits	10535	54357
	Total	30355	348489.8
B.	Vegetables Crop		2008-09
1.	Cauliflower	1919	19187
2.	Cabbage	3985	50939
3.	Tomato	1845	23077
4.	Pea	3506	33989
5.	Potato	1690	15196
6.	Others	3673	31874
	Total	16618	174261.6
C.	Spices Crop		2008-09
1.	Chilli	7962	59169
2.	Ginger	2098	24794
3.	Turmeric	834	9884
4.	Others	584	2584
	Total	11478	96431



Organic Farming

The consumption of chemical fertilizer in agri-horticulture farming, in the State is low, particularly in hills. Fertilizer used are nitrogenous, phosphatic and potassic. Only urea, DAP and MOP are used in the hill areas which collectively accounts for 6.96% of the total 18,672 tons of fertilizer used in the whole State (1999-2000).

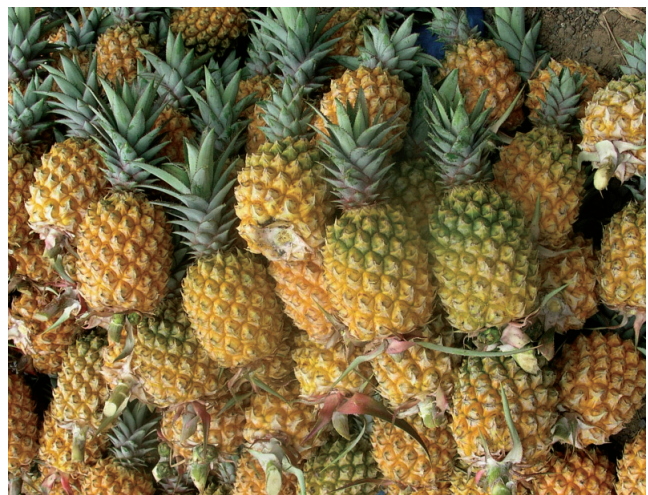
Agri-horticultural development in the hill areas of Manipur is thus practically based on organic farming. It is in hill areas that fruit growing concentrates.

Major Agro-horti raw materials having export potential:



Pineapple

Pineapples are available for almost 8 Months a year in Manipur. The present pineapple cultivated area is about 10,000 hectares with annual yield of 70,000 MT. Both the most sought after varieties of Pineapple viz Kew and Queen are plentifully available in Manipur. Kew variety is generally good for manufacturing of slices, tit-bits, fresh packed toffee, whereas the Queen variety is most suitable for preparation of juice, pulp and squash. The 8 month availability of the pineapples in Manipur makes the state highly advantageous for processing and export, the most striking speciality being the Kew variety for its tantalizing taste and flavour. There are huge demands of the products in and outside the Country.



Passion fruit

Passion fruit, both as fresh and in processed form, like juice and concentrate has excellent market worldwide because of its unique taste and flavour. Production of passion fruit in India is mainly in the North Eastern region – Mizoram Manipur and Nagaland in Particular. In Manipur Passion Fruit grows naturally. Large scale cultivation and farming has started recently. Both yellow and purple varieties are available in Chandel, Churachandpur, Ukhrul, Thoubal and Bishnupur, Tamenglong Districts.

The fruit can be harvested throughout the year depending on the time of plantation. APEDA & SFAC have set up model organic farming project for passion fruit at Mao of Senapati District through one NGO namely Good Samaritan Social Service Association. The production of concentrated juice with a capacity of 2MT of fruits per hour has been launched under the brand name **Pasip**. The project implemented by Exotic juices Ltd. is co funded by Ministry of Food Processing Industries, Govt. of India, SFAC, APEDA, EXIM bank and NEDFi. The passion processing is a registered unit of Department of Commerce and Industries, Govt. of Manipur. The plantation was initiated by APEDA, regional office Guwahati and APEDA virtual office in the Directorate of Commerce Industries.





Bamboo Shoots

Bamboo Shoot production units may be taken up extensively as it has potentials for bamboo cultivation and marketing of processed bamboo shoots, products (orient food) in the local as well as international markets in countries like Japan, China, Thailand, Singapore, Hong Kong and UK. Manipur has 5000 sq. kms. of land under bamboo.

Bamboo Shoots products:

Canned Bamboo shoots

- i. In brine
- ii. In curried vegetable
- iii. In Syrup.

Bamboo shoot candies

Bamboo shoot chutneys

Bamboo shoot sweet pickles

Fermented bamboo shoots

(locally named as Soibum and Soidon)

Bamboo Shoot Powder.

Mushroom

A new thrust area is cultivation and processing of Mushroom. There are vast scope for commercial cultivation of Mushrooms in the State which offers ideal weather conditions for mushroom cultivation throughout the year. Apart from the indigenous species, other suitable varieties of Mushroom for cultivation in the State are *Agaricus bisporus* (Button caju), *Pleuratus Ostreatus*, Shiitake mushroom etc. Shiitake Mushroom cultivation and processing plant is coming up at Senapati District of Manipur for export.

Spices

Ginger

Manipur produces large quantities of ginger suitable for processing of dry ginger, oil and oleoresin. A ready to serve drink (RTS) generally known as ginger lime, ginger and lime mixed (1:3) has a good potential and demand in Manipur and the outside.

Capsicum pendulum (U-Morok)

Locally known as U-Morok is a small but bushy type of chilli plant with semiwoody stem. The fruits are big and fleshy with high pungent taste. It is one of the hottest chillies grown in the world.

Dalchini (Cinnamom tamala)

Dalchini is found in unclassified forests of Manipur. It grows wild and is grouped under minor forest produces.

POTENTIAL AREAS FOR EXPORT

- 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), Ginger Powder
- Chak-hao (aromatic deep violet rice)
- Honey
- Other processed food products viz. pickles, chutney, etc.



Export Oriented Units

- ◆ M/s Exotic Juices Ltd:
A unit of Good Samaritan Association, Punanamei Mao, Manipur.
Products: Passion Fruit Juice and concentrate
- ◆ Ginger Oleoresin Plant:
A unit of MATA (Management of Tribal Areas) Litan, Ukhrul District, Manipur
Products: Ginger Oleoresin
- ◆ Integrated Shiitake Mushroom Processing Unit, Senapati
- ◆ Fruit Processing of Rishang Keishing Foundation for Management of Tribal Areas (MATA)
- ◆ Pineapple Processing and cold storage plant
Association of extensive growers innovative service

Product Profile as well as reknown brand names of some FPI Units:

Sl. Brand Name Manufacturing Address Product Ranges

1. Magfruit	Magfruit Products Department of Horticulture & Soil Conservation Govt. of Manipur	Squashes: Pineapple, Orange, Lemon Jams: Mixed Fruit, Jelly, Canned Products etc.
2. Manifru	Manipur Fruit Juice Crushers, Mantripukhri, Imphal East	Squashes: Pineapple, Orange, Lemon, Litchi Jams: Mixed Fruit, Pineapple, Canned Products Pickles: Mixed Fruit, Chilli, Mango etc.
3. Likla	Thangjam Agro Industries Chingmeirong East, Imphal East	Squashes: Pineapple, Orange, Lemon, Litchi, Passion Fruit RTS: Lime Ginger Jams: Mixed Fruit, Jelly, Canned Products Pickles: Mixed Fruit, Chilli, Mango etc.

4. Pasip	Exotic Juices Limited, Punanamei, Mao, Senapati, Manipur	Passion Fruit Products, Concentrate
5. Parafruit	Parafruit Pvt. Ltd. Sagolband, Nepra Menjor Leikai, Imphal West	Squashes: Pineapple, Orange, Lemon, Passion Fruit Jams: Mixed Fruit, Pineapple Pickles: Mixed Fruit, Chilli, Mango etc.
6. Ratna	Ratna Fruit India Uripok Polem Leikai, Imphal West	Squashes: Pineapple, Orange, Lemon, Passion Fruit RTS: Lime Ginger Jams: Mixed Fruit, Jelly, Canned Products Pickles: Mixed Fruit, Chilli, Mango etc.
7. Sana	Sana a Family of Food Products, Sega Road Takhellambam Leikai, Imphal West	Squashes: Pineapple, Orange, Lemon, Passion Fruit RTS: Lime Ginger Jams: Mixed Fruit, Jelly, Canned Products Pickles: Mixed Fruit, Chilli, Mango etc.
8. Heiron	Heiron Food Processing Centre, Moirang, Bishnupur	Squashes: Pineapple, Orange, Lemon, Passion Fruit RTS: Lime Ginger Jams: Mixed Fruit, Jelly, Canned Products Pickles: Mixed Fruit, Chilli, Mango etc.
9. Alfa	Alfa Fruits Zion Street, Churachandpur	Squashes: Pineapple, Orange, Lemon, Passion Fruit RTS: Lime Ginger Jams: Mixed Fruit, Jelly, Canned Products Pickles: Mixed Fruit, Chilli, Mango etc.
10. Meira Foods	Action for Community Transformation, Brahmapur Aribam Leikai, Imphal East	Pickles, Dry Fruits, Consumer Foods etc.
11. Pure Gold	Shiho Spices, Singjamei Waikhom Leikai, Imphal East	Spices: Turmeric Powder, Chilli Powder, Garam Masala, Vegetable Masala, Coriander Powder, Jeera Powder etc.
12. Bright	Bright Bakery & Biscuit Industry (National Awardee) Mantripukhri, Imphal East	Bread, Biscuit, Buns, Cakes and all types of baked foods.
13. Kangla Foods	Kangla Food Products Nambol Chingmang, Bishnupur District	All types of Consumer snacked foods.
14. Poky	Poky Bake Foods Yaiskul Police lane, Imphal West	Bread, Biscuits, Cakes etc.
15. Bobby Bakery	Bobby Bakery Yumnam Leikai, Imphal West	Bread, Biscuits, Cakes etc.