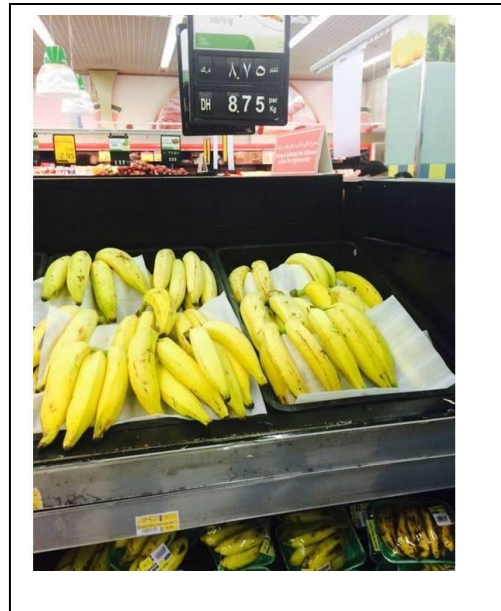


SEA - PROTOCOL FOR THE EXPORT OF TRADITIONAL BANANA VARIETIES



K. N. Shiva
P. Suresh Kumar
R. Thangavelu
V. Kumar
S. Uma

SEA - PROTOCOL FOR THE EXPORT OF TRADITIONAL BANANA VARIETIES

(K. N. Shiva, P. Suresh Kumar, R. Thangavelu, V. Kumar and S. Uma)

Preamble

A successful joint venture by the ICAR-NRC Banana, Tiruchirappalli; APEDA, New Delhi and Fair Exports (India) Pvt. Ltd., Kochi under the Public Private Partnership (PPP) mode set a new voyage by sea to Dubai with its 'Made in India' farm fresh Nendran bananas in a first of its kind attempt. ICAR-NRCB, Trichy and APEDA entered into a Memorandum of Understanding (MoU) for a consultancy project 'Development of Sea Protocol for the Trial Shipment for Export of Traditional Variety 'Nendran' banana from Kochi Seaport to Dubai in partnership with M/s. Fair Exports India Ltd., Kochi, on 20th April 2017. The MoU proposed to put in place a standard shipment protocols for Nendran banana by the end of September, 2017. An expert team from ICAR-NRC Banana comprising Dr. S. Uma, Director, Dr. K. N. Shiva, Dr. R. Thangavelu, Dr. V. Kumar and Dr. P. Suresh Kumar along with the constant support and encouragement from Mr. R. Ravindra, Deputy General Manager, APEDA, Bengaluru, and the officials led by My. Azeez, General Manager, Fair Exports (India) Pvt. Ltd., Kochi have accomplished the task with the successful sailing of two consignments on 7th August, 2017 and 22nd October, 2017. The products are successfully displayed in Lulu Hyper Mall, Dubai and Abu Dhabi.

Sea shipment of Nendran to Dubai

As per the ICAR-NRCB developed protocols, the process of exporting quality Nendran banana to Dubai began with the identification of suitable orchards for the selection of export quality bunches. The team visited the Nendran fields in Valliyur, Theni, and Mettupalayam in Tamil Nadu and Chamarajanagar in Karnataka. Besides, a Pack House was established in the premises of the Fair Exports (India) Pvt. Ltd., Angamaly, Kerala for the ease of export of the consignment from the Kochi Seaport to Dubai. Training and expertise were imparted to the staff of Fair Exports, through capacity building on scientific handling and packing of banana for export markets. Under the guidance of ICAR-NRCB experts, 9.0 tons and 11.0 tons of Nendran bananas were stuffed in 20 ft reefer container and were flagged off from Kochi Port on 31st July 2017, and 22nd October 2017. The consignment was received by the ICAR- NRCB experts at Dubai port. Later, the fruits were

exposed to ethylene at the LuLu facility for uniform ripening. The blemish free fruits were displayed in the Retail Store at the Lulu Hyper Mall, Dubai as well as in Abu Dhabi to the delight and joy of the Indian consumers in Dubai. This new transport by sea from India works out to be cheaper and reduce the cost to one seventh compared to air transport. The Director, NRCB have assured that efforts will be made to develop protocols for the export of other traditional varieties like Red Banana and NeyPoovan in the ensuing seasons. The success of this project encouraged APEDA to collaborate with NRCB on other projects and to transfer the NRCB developed technologies to the exporters which could pave the way for cost effective exports of Indian bananas to other countries.

After successful sailing of two consignments, Fair Export Pvt. Ltd., Angamaly, Kochi, Kerala started sailing 20 tons of 'Nendran' bananas through sea every week to Dubai with the volume of 1000 tons per year. With the saving of roughly Rs. 40,000 to 50,000 per ton compared to airlifted bananas, over all the company started realizing the savings of Rs. 4 to 5 crores per year. This cost saved could be shared with other stakeholders besides giving advantage to the consumers in the form of attractive blemish-free fruits.



MoU with the APEDA for the Development of Sea Shipment Protocol for Nendran



Dr. S. Uma, Director, ICAR-NRCB & Mr. R. Ravindra, Deputy General Manager, APEDA
at the pack house facility of Fair Exports Pvt. Ltd.



Banana stuffed Reefer Container ready for voyage



ICAR-NRCB scientists and the Fair Exports officials with the banana consignment at LuLu facility, Dubai



Nendran Banana sailed from the Kochi Port, India and received after 12 days at the Dubai Port



ICAR-NRCB Scientists (Drs. R. Thangavelu and K. N. Shiva) with Mr. M. A. Salim, Director and officials of LuLu Group International with the ripened Nendran bananas at Dubai



Ripe Nendran bananas in display at LuLu Mall Hyper, Dubai