



P.L.RAJ IAS & IPS ACADEMY

Building Bureaucrats Since 2006

6. First Export of Gi-Tagged Tezpur Litchi – Economy

APEDA facilitated the first export of GI-tagged Tezpur Litchi from Assam to Dubai expanding global market access for Northeast India's premium agricultural products.

1. This milestone represents the power of Geographical Indication (GI) tags in transforming regional agricultural products into internationally competitive exports.
2. The export strengthens India's agricultural diplomacy and demonstrates the economic potential of protecting and promoting traditional knowledge embedded in region-specific cultivation practices.

1.About Litchi – Botanical Profile and Cultivation Requirements

Botanical Classification

1. Litchi is a tropical fruit belonging to the Sapindaceae family valued for sweet taste, juicy pulp, and high nutritional content.
2. Known scientifically as *Litchi chinensis*, it belongs to the soapberry family alongside rambutan and longan.

Cultivation Conditions

1. Suitable Climate – Litchi thrives in moist sub-tropical climate and grows best in low-altitude regions up to about 800 metres above sea level.
2. Soil Requirement – Deep, well-drained loamy soils rich in organic matter with pH range of 5.0–7.0 are ideal ensuring optimal nutrient availability.
3. Temperature Requirement – Summer temperatures must remain below 40.5°C while winter temperatures must stay above freezing point balancing heat and cold tolerance.
4. Rainfall Sensitivity – Prolonged rainfall during flowering adversely affects pollination while crop is sensitive to frost in winter and dry heat in summer requiring precise micro-climate conditions.

Global and Indian Distribution

1. China is world's largest producer of litchi followed by India with Thailand, Australia, South Africa, Madagascar, and United States as other major producers.
2. In India, litchi is extensively cultivated in Bihar, West Bengal, Uttar Pradesh, Jharkhand, and Assam with Bihar being the leading producing state.
3. Assam's unique agro-climatic conditions in Sonitpur district create exceptional litchi quality distinct from production in other states.

2.Tezpur Litchi – Premium Heritage Product

Historical Origins

1. Tezpur's litchi legacy dates back to 1923 when noted litterateur and former Tezpur Municipality chairman Padmanath Gohain Baruah established litchi orchards in the town.
2. Over a century of cultivation has allowed development of region-specific varieties adapted to Assam's distinct agro-climatic conditions.

Key Quality Characteristics

1. Known for exceptional sweetness, juicy pulp, bright-red appearance, and distinctive aroma making it highly preferred in domestic and international markets.

2. Premium quality results from unique combination of Sonitpur district's soil composition, rainfall patterns, and temperature variations.

Diverse Indigenous Varieties

1. Major varieties include Bombaya, Bilati, Elaichi, Piyaji, and Sahi each possessing unique flavor profiles and quality attributes.
2. Varietal diversity provides market differentiation opportunities enabling premium positioning.

GI Status and Protection

1. GI tag awarded in 2015 protecting its unique geographical identity and strengthening global market recognition.
2. GI protection prevents imitation products from claiming Tezpur Litchi name ensuring quality assurance for consumers.
3. Another GI-tagged litchi variety – Shahi Litchi (Bihar) received GI recognition in 2018.

3.About APEDA – Institutional Role in Agricultural Exports

Establishment and Status

1. Agricultural and Processed Food Products Export Development Authority (APEDA) is a statutory body under Ministry of Commerce & Industry.
2. Established under APEDA Act, 1985 providing legal mandate for agricultural export promotion.

Key Functions

1. Export Promotion – Identifies and develops international markets for Indian agricultural products building overseas demand.
2. Infrastructure and Quality Support – Provides assistance for quality certification, packaging, cold-chain infrastructure, and export-oriented facilities.
3. Capacity Building – Conducts training programmes for farmers, exporters, and FPOs to improve export competitiveness.
4. Market Linkages – Connects producers with domestic and international buyers through trade promotion and market access initiatives.

4.Significance of Tezpur Litchi Export

Northeast India Agricultural Development

1. First export to Dubai demonstrates viability of Northeast India's premium products in competitive Gulf markets.
2. Creates template for other GI-tagged products from Assam and Northeast India to access global markets.

GI Tag as Export Catalyst

1. GI recognition provides quality assurance to international buyers reducing market entry barriers.
2. Premium pricing enabled by GI status improves farmer incomes incentivizing quality-focused cultivation.

5.Way Forward

1. **Expand Export Markets** – Leverage Dubai success to access other Gulf, European, and Southeast Asian markets for Tezpur Litchi.
2. **Strengthen Cold Chain** – Develop dedicated cold-chain infrastructure from Assam to major export hubs ensuring product quality during transit.
3. **Value Addition** – Promote litchi-based processed products including juices, preserves, and cosmetics extending market opportunities beyond fresh fruit.

4. **Farmer Capacity Building** – Train Assam farmers in export quality standards, packaging, and certification requirements through APEDA programmes.

Source – [https -//agrospectrumindia.com/2026/06/10/apeda-facilitates-first-export-of-gi-tagged-tezpur-litchi-from-assam-to-dubai.html](https://agrospectrumindia.com/2026/06/10/apeda-facilitates-first-export-of-gi-tagged-tezpur-litchi-from-assam-to-dubai.html)