



Arunachal Kiwi Mission – USP of Arunachal Pradesh

A Union Minister launched the *Arunachal Kiwi: The USP of Arunachal Pradesh* mission, a ₹167-crore cluster-based initiative aimed at transforming Arunachal Pradesh into a globally competitive organic kiwi economy.

Arunachal Pradesh is India's largest kiwi-producing state, contributing more than 50 per cent of the country's total kiwi output with annual production exceeding 7,050 metric tonnes. The state also became the first in India to obtain certified organic kiwi status under the *Mission Organic Value Chain Development for North Eastern Region* (MOVCD-NER).

The mission seeks to strengthen cluster-based cultivation, value addition, branding, export potential and farmer income through organic horticulture development.

APSC Relevance: Organic farming, horticulture economy and agricultural development in Northeast India.