Allahabadi guava may soon arrive in 'bottled' avataar

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PRAYAGRAJ: The famed Allahabadi guava, known for its distinctive sweetness, aroma and colour, may soon find a new and lucrative market, with a ₹155-crore ethanol plant coming up in Shankargarh to manufacture fruit wine and other beverages.

The Mahakaushal Distillery plant, spread over 10 hectares, is almost ready and is expected to begin production in January 2027.

Its main capacity will be around one lakh litres of ethanol per day, translating into nearly 3.65 crore litres annually if operated at full capacity throughout the year, said plant director Raj Jaiswal.

Besides ethanol for fuel blending, the facility plans to procure guavas directly from farmers and use them to manufacture fruit wine.

The initiative is expected to open up an alternative market for guava growers in Prayagraj and Kaushambi, who have been struggling with challenges such as fruit fly infestation, wilt disease and weather-related losses.

The project will also generate direct and indirect employment in Shankargarh and adjoining rural areas.

More than 600 people are expected to get employment through the unit. Its other proposed activities include manufacturing organic manure from plant waste, producing nutritious cattle feed and purchasing crop residue from farmers, providing them an additional source of income, said district magistrate Manish Kumar Verma.

He said departments concerned have been instructed to extend all necessary assistance to ensure the plant becomes operational within the stipulated timeline.



The Distillery plant SOURCED

The proposed fruit wine venture could also create opportunities for wine tourism and agri-tourism in the Prayagraj region.

Besides guava, the company sees potential in producing fruit wine from amla, jamun and mango, drawing on the fruit belts of Prayagraj, Kaushambi and Pratapgarh, said Jaiswal adding that the region had considerable potential for fruit-based beverages, with Prayagraj and Kaushambi known for guava cultivation, Pratapgarh for amla and the Manikpur belt for mangoes.

Tourism entrepreneur Nilesh Narayan, who runs Holy Water India Journey, said resorts around the plant could help develop a new tourism circuit beyond the region's established spiritual and heritage attractions.

Winery visits, orchard tours, wedding shoots and corporate events could become additional attractions, he said.

Narayan said that such a tourism initiative could also draw foreign tourists and NRIs visiting Varanasi and Ayodhya, offering them another experience in Prayagraj.