

With support from



Federal Ministry  
of Food  
and Agriculture

by decision of the  
German Bundestag



Indo-German Cooperation on **Agricultural Market Development**

*Building sustainable partnerships*

# INDIA'S AGRI-FOOD TRADE POLICIES & EXPORT INCENTIVES



Compiled by

**Dr. Ramesh Mittal**

Course Director- "Agri-Export and Import Management Training Program"

Director, CCS National Institute of Agricultural Marketing

## Indo-German Cooperation on Agricultural Market Development

## Preface

The Indo-German Cooperation on Agricultural Market Development (AMD) Project is intended to contribute to the sustainable economic growth of India's agricultural sector and improve livelihoods in rural regions. The project's goal is to support India's strategy for modernizing agricultural markets and enhance knowledge and skills on the various key aspects of international Agribusiness management, specifically targeting the European Union (EU) markets. The project further focuses enhancing the knowledge on international market management; outlook to identify markets and buyers; Indian and EU trade policies; import regulations and associated incentives; agri trade logistics & management; emerging foreign trade policies; and tools for enhancing price competitiveness in the global markets.

It is with great pleasure that we present an e-book, "India's Agri-Food Trade Policies and Export Incentives" The e-book comprises information on export food trade policies and showcasing the need and scope of export opportunities in Rajasthan, Odisha, and Uttar Pradesh states. The e-book will give information and knowledge to upcoming entrepreneurs and learn the details to start a foreign trade operation. The e-book has been prepared to provide basic knowledge about the export-import management of agri. commodities in seven parts. This e-book is a part of the series of seven e-books as

1. India's agri-food trade policies and export incentives
2. European union agri-food trade policies and import regulations
3. Product and market identification for exports
4. International marketing management
5. Trade operations and documentation
6. Agri-trade logistics and customs regulation
7. International trade and finance

We wish all the officials from the agriculture and marketing division/APMCs, state representatives from the Directorate of Marketing and Inspection (DMI), and leading exporters/ agri-startups/ FPO CEOs/ FPOs resource institutions that will benefit from the e-book and get knowledge about export-import operations.

**Dr. Ramesh Mittal, Director,  
CCS National Institute of Agricultural Marketing**

# Table of Content

Chapter No	Topics
1	Global Agriculture Trade Scenario & APEDA'S Role in Boosting India's Agri Export
2	Role Of State Government in Agri Exports (Rajasthan, Uttar Pradesh, Odisha)
3	IT Initiatives for Information Dissemination & Implementation of Traceability Systems
4	APEDA'S Role: Post-Harvest / Processing Infrastructure

# India's Agri-Food Trade Policies and Export Incentives



**Dr. Sudhanshu**  
**Secretary APEDA**  
**Ministry of Commerce & Industries**  
**Government of India**



## **Indo-German Cooperation on Agricultural Market Development**

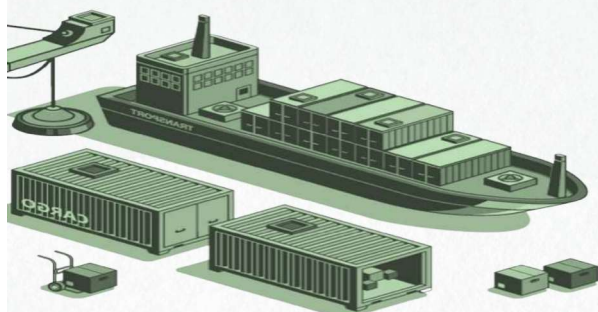
# **Chapter No 1**

## **Global Agriculture Trade Scenario & APEDA'S Role in Boosting India's Agri Export**

## CERTIFICATE TRAINING PROGRAM ON AGRI EXPORT-IMPORT MANAGEMENT

### GLOBAL AGRICULTURE TRADE SCENARIO & APEDA'S ROLE IN BOOSTING INDIA'S AGRI EXPORT (MODULE 1)

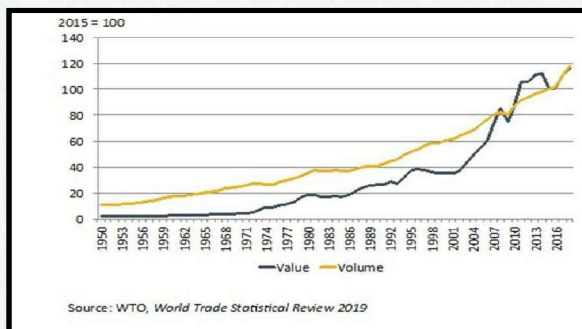
07<sup>th</sup> November, 2022



By  
**Dr. Sudhanshu**  
Secretary, APEDA, New Delhi

## INTERNATIONAL AGRI-FOOD TRADE SCENARIO Contd..

Global agricultural exports have more than tripled in value and more than doubled in volume since 1995, exceeding US \$1.8 trillion in 2018. Rapid growth over the period 2000-2010 was due largely to increases in commodity prices, reflecting the impact of several factors on agricultural commodity markets.



Source: WTO Stats

India and World Agricultural Trade										
(Million USD)	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
World Export	1649389	1655099	1731531	1752575	1564085	1584129	1725209	1804030	1779888	1803125
World Import	1701893	1681611	1756648	1798003	1599244	1604023	1766106	1856514	1827560	1849613
India's Export	34491	42395	46954	42897	34643	33064	38833	38927	37371	38872
India's Import	22551	25668	24418	27316	27718	29029	32991	28246	27931	26188
India's share in world export (%)	2.09	2.56	2.71	2.45	2.21	2.09	2.25	2.16	2.10	2.16
India's share in world import (%)	1.33	1.53	1.39	1.52	1.73	1.81	1.87	1.52	1.53	1.42

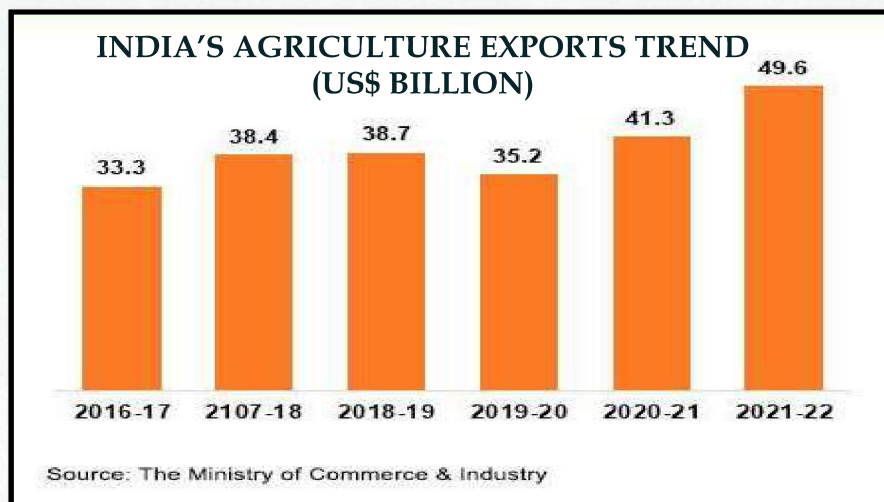
## INTERNATIONAL AGRI-FOOD TRADE SCENARIO



- The contribution of Agriculture (including forestry and fishing) was about 18.64% (Rs. 39,80,067 Cr.) in the total GVA during 2021-22 (as per Provisional Estimates at current prices).
- India has emerged as a significant Agri-exporter in several crops viz. **Rice, spices, cotton, oil meals, castor oil, coffee, cashew, tea, fresh vegetables and sugar.**
- India's agricultural imports are mainly dominated by edible oils (Crude & refined), pulses, cashew nuts, apple, almond, and dates
- As per WTO's Trade Statistics (2020), **India's share in global Agri export trade is 2.2% & 1.40% in agricultural imports.**
- India's Agri export contributed nearly 14% (USD 49.6 bn) of its total merchandise exports during 2021-22.
- **India ranks 9<sup>th</sup> in terms of exports & 11<sup>th</sup> in terms of import of Agri products** while considering EU(27) as one country.

## OVERVIEW OF INDIAN AGRICULTURE EXPORT

- India is one of the largest agricultural product exporters in the world.
- During **2021-22**, the country recorded **US\$ 49.6 billion in total agriculture exports** with a 20% increase from US\$ 41.3 billion in 2020-21.
- India's agriculture exports primarily comprises Agri & allied products, Marine products, plantation, and Textile & allied products. Agri & allied products exports were valued at US\$ 37.3 billion, recording a growth of 17% over 2020-21.



## STRENGTHS OF INDIAN AGRICULTURE

Significant jump in India's agricultural goods exports indicate our strength in producing unique products grown by farmers across various regions

India ranks 1<sup>st</sup> in the world production of Millets, Spices, Banana & Mangoes.

Largest producer of Milk and Bovine meat.

India ranks 2<sup>nd</sup> in the world in production of Rice, Wheat, Sugarcane, Tea, Cashew, Fresh vegetables (Onion, Potato, Tomato, Okra, Cucumber/gherkins).

Ranks 3<sup>rd</sup> in the world production of Eggs

Ranks 5<sup>th</sup> in the world production of Honey

Seventh in production of Grapes and Pomegranates in the world.

## HIGHLIGHTS OF EXPORT OF AGRICULTURAL COMMODITIES FROM INDIA

Rice is the largest exported agricultural product from India and contributed to more than 19% of the total agriculture export during the year 2021-22.

**Sugar, spices and buffalo meat are among the largest exported products with the contribution of 9%, 8% and 7% to 2021-22 agriculture exports respectively.**

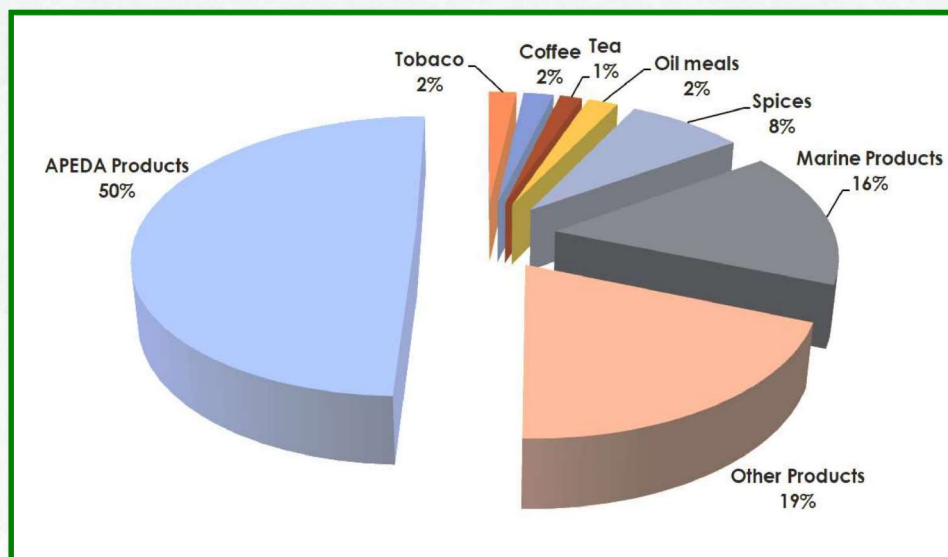
Wheat exports were valued at US\$ 2.1 billion in 2021-22 after recording significant growth over exports of US\$ 568 million in 2021-22.

In 2021-22 **Coffee exports have crossed US\$ 1 billion** for the first time, which has improved realizations for coffee growers in Karnataka, Kerala and Tamil Nadu.

During 2021-22, the export of APEDA products was USD 24.7 bn, having a share of approximately 50% in India's total agri exports.

## HIGHLIGHTS OF EXPORT OF AGRICULTURAL COMMODITIES FROM INDIA

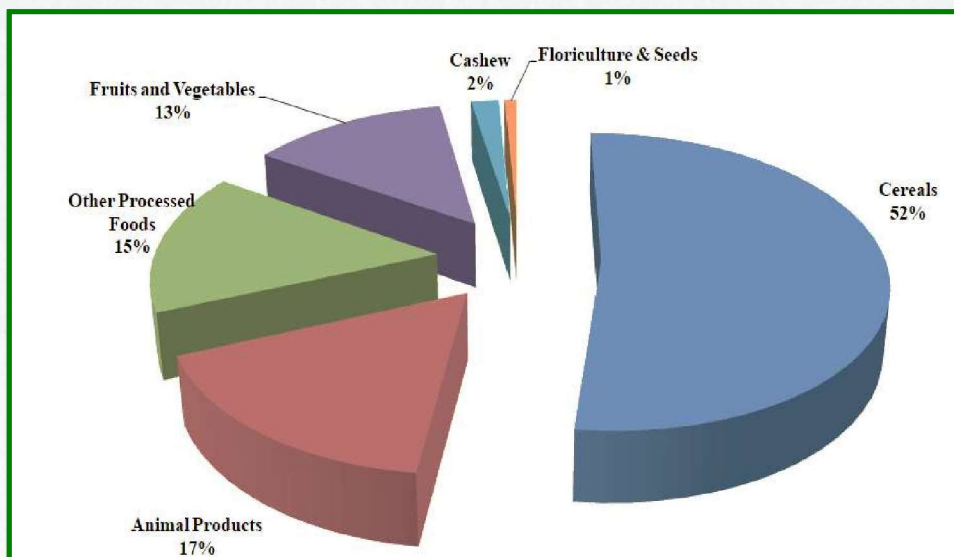
**Export Share of Different Agri. Products**  
**Year : 2021-22, USD 49.62 Bn**  
**APEDA's Share USD 24.77 Bn**



Source: DGCIS

## HIGHLIGHTS OF EXPORT OF AGRICULTURAL COMMODITIES FROM INDIA

**APEDA's Export Basket**  
**Year : 2021-22, USD 24.77 Bn**

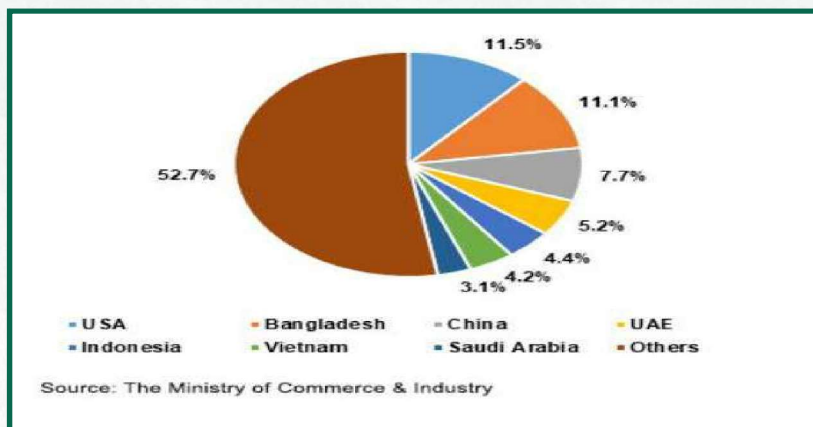


Source: DGCIS

## MAJOR EXPORT DESTINATIONS

- The largest importers of India's agricultural products are **USA, Bangladesh, China, UAE, Indonesia, Vietnam, Saudi Arabia, Iran, Nepal and Malaysia**. The other importing countries are Korea, Japan, Italy, and the UK.
- During 2021-22, USA was the largest importer of Indian agricultural products at US\$ 5.7 billion with share at 11.5% of the total exports.
- Bangladesh is the major importer of Agri & allied products at US\$ 3.8 billion followed by UAE at US\$ 2.3 billion.

Country-wise approximate share of exports (2021-22)



## MAJOR PLAYERS IN AGRI EXPORTS

### LINE MINISTRIES

Agriculture & Farmers Welfare
Animal Husbandry
Fisheries
Food Processing Industries
Commerce & Industry
Civil Aviation
Railways
Shipping
Road transport & Highways
Food & Public Distribution
Micro, Small & Medium Enterprises (MSME)

### STATE GOVTS.

State Agriculture Marketing Boards
State Agriculture Universities

### AGENCIES UNDER DEPT. OF COMMERCE

APEDA
MPEDA
Spices Board
Tea Board
Coffee Board
DGFT
Export Inspection Council (EIC)
ITPO
IBEF

### OTHER IMPORTANT AGENCIES

FSSAI
NHB, NAFED
NCCD
NPPO
Central insecticides Board and Registration committee (CIBRC)
ICAR Institutions
NABARD, SFAC, NCDC, TRIFED
EXIM Bank, ECGC
CSIR, IIP, CFTRI
KVKs

## ABOUT APEDA

- Set up in 1986 for development and promotion of export of scheduled products under an act of Parliament in 1986 erstwhile PFPEDA.
- Headquarter at Delhi
- 14 Regional offices –Mumbai, Bengaluru, Hyderabad, Guwahati, Kolkata, Chandigarh, Jammu & Srinagar, Ladakh, Ahmedabad, Chennai, Kochi, Agartala, Visakhapatnam
- 2 Project offices –Varanasi, Bhopal
- Number of products (8 digit) – 719
- Total export in 1986-87- merely \$ 0.6 bn
- Total Exports in 2021-22 - \$ 24.7 bn
- Exports to more than 200 countries across the globe.



## APEDA MANDATE

- 1 Development of industries relating to the scheduled products for export by way of providing financial assistance or otherwise for undertaking surveys and feasibility studies, participation in enquiry capital through joint ventures and other reliefs and subsidy schemes;
- 2 Registration of persons as exporters of the scheduled products on payment of such fees as may be prescribed;
- 3 Fixing of standards and specifications for the scheduled products for the purpose of exports;
- 4 Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyances or other places where such products are kept or handled for the purpose of ensuring the quality of such products;

- 5 Improving of packaging of the Scheduled products;
- 6 Improving of marketing of the Scheduled products outside India;
- 7 Collection of statistics from the owners of factories or establishments engaged in the production, processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and publication of the statistics so collected or of any portions thereof or extracts there from;
- 8 Training in various aspects of the industries connected with the scheduled products

## APEDA SCHEDULED PRODUCTS BASKET



Fruits, vegetables and their products



Meat and Meat Products



Poultry and Poultry Products



Dairy Products



Confectionery, Biscuits & Bakery Products



Honey, Jaggery and Sugar Products



## APEDA SCHEDULED PRODUCTS BASKET



Chocolates of all kinds



Alcoholic and Non-Alcoholic Beverages



Cereal and cereal Products



Groundnuts, Peanuts and Walnuts



Pickles, Papads and Chutneys



Guar gum

Basmati Rice has been included in the Second Schedule of APEDA Act.



## APEDA - EXPORT STATISTICS

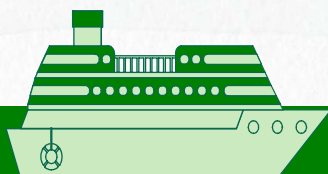


Product	2020-21			2021-22		
	Qty In MT	Rs. Crore	US\$ Mill	Qty In MT	Rs. Crore	US\$ Mill
Floriculture & Seeds	32872.47	1384.39	186.67	35147.11	1522.09	204.29
Fresh Fruits & Vegetables	3148077.5	9940.95	1342.13	3376248.79	11412.42	1527.63
Processed Fruits and Vegetables	1328400.95	11374.97	1533.72	1586255.02	12858.66	1724.87
Other Processed Foods	3199034.17	25571.24	3454.04	3670324.22	28601.4	3834.97
Livestock Products	1484354.76	27155.57	3670.24	1713723.6	30953.3	4152.2
Cereals	22843210.33	74490.85	10064	32301791.55	96011.45	12872.6
Cashew	73823.51	3131.95	423.09	80366.26	3409.91	457.42
<b>Total</b>	<b>3,21,09,774</b>	<b>1,53,050</b>	<b>20,674</b>	<b>4,27,63,857</b>	<b>1,84,769</b>	<b>24,774</b>
Source: DGCIS						



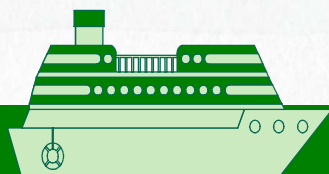
## SERVICES RENDERED BY APEDA

Sr. No.	Certificates	Number (2021-22)
1.	Registration cum Membership Certificates (RCMC) (New & Renewal)	7099
2.	Registration cum Allocation Certificates for Rice (RCAC)	30320
3.	Certificate of Export (COE) for export of Peanuts & Peanuts Products.	26365
4.	Certificate of Origin (COO).	29
5.	Certificate for Import of Sugar	94
6.	Recognition of Pack houses	166
7.	Registration of Peanut Units	186
8.	Registration of Meat Establishments	86



## INFRASTRUCTURE CREATED BY APEDA

	GOVERNMENT	EXPORTERS	TOTAL
Pack houses	60	186	216
Centers for Perishable Cargo	12	-	12
Vapor Heat Treatment Plants	4	2	6
Irradiation Units	2	1	3
Flower Auction Centers	3	-	3
Meat Processing Units	4	104	108



## QUALITY INITIATIVES



Total nos. of Farmers ~ 1.38 lakh

**HortiNet**

Traceability System for Horticulture Products

Total nos. of Farmers ~ 78,384



Total nos. of Farmers ~ 16 lakh



Total nos. of Units ~ 165



Total nos. of Plants ~ 84

The **Laboratory recognition network** was expanded from **50 labs to 234 food testing laboratories (NABL accredited)** at present to facilitate lab testing across the country.

## INDIAN ORGANIC EXPORT SCENARIO- NATIONAL PROGRAM FOR ORGANIC PRODUCTION (NPOP)

### AREA:

Total area under Organic certification process (registered under National Programme for Organic Production) is **9119,865.9 Ha** (2021-22).

### PRODUCTION:

India produced around **3430,735.7 MT** (2021-22) of certified organic products which includes all varieties of food products namely Oil Seeds, fibre, Sugar cane, Cereals & Millets, Cotton, Pulses, Aromatic & Medicinal Plants, Tea, Coffee, Fruits, Spices, Dry Fruits, Vegetables, Processed foods etc.

### EXPORTS:

The total volume of export during 2021-22 was **460,320.40 MT**. The Organic food export realization was **INR 5249.32 Cr. (771.96 Million USD)**. Organic products are exported to USA, European Union, Canada, Great Britain, Korea Republic, Israel, Switzerland, Ecuador, Vietnam, Australia etc.





## NATIONAL PROGRAM FOR ORGANIC PRODUCTION (NPOP)

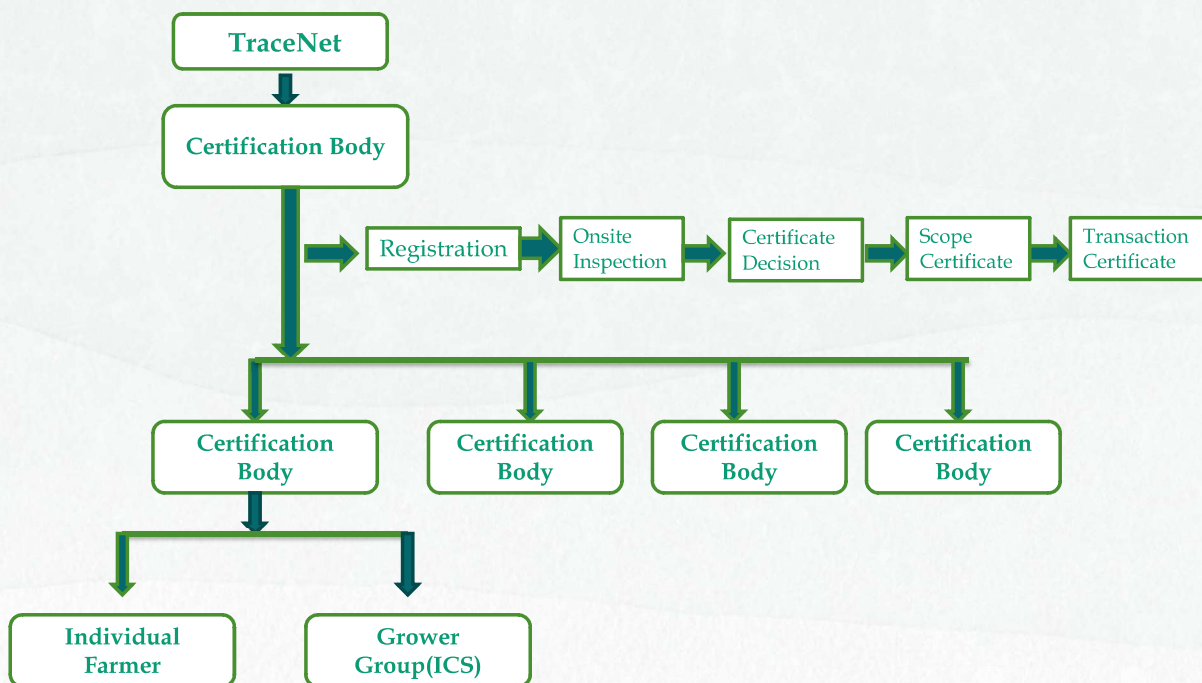
- ❖ Launched during 2001; APEDA functions as the Secretariat of the Certification Bodies under NPOP
- ❖ Internationally recognized
  - Equivalence with EU and Switzerland
  - USDA recognized conformity Assessment system
  - Equivalence with Canada, Japan, South Korea and Taiwan - expected soon
- ❖ 34 Accredited certification bodies
  - 14 in public sector
  - 20 in private sector
- ❖ Offers certification in :
  - Crop production
  - Mushroom
  - Wild harvest collection
  - Seaweeds and aquatic
  - Livestock and sericulture
  - Green house production
  - Apiculture
  - Aquaculture
  - Food Processing
  - Animal Feed Processing



*Operated by Agricultural  
and Processed Food  
Product Export  
Development Authority  
(APEDA, Ministry of  
Commerce, Govt of India)*



## APEDA TRACENET PROCESS FOR ORGANIC CERTIFICATION





## APEDA FINANCIAL ASSISTANCE SCHEME

APEDA provides financial assistance scheme as per Promotion Scheme of APEDA for the 15<sup>TH</sup> Finance Commission cycle (2021-22 to 2025-26). The scheme covers market development under its third subcomponent.



### 1. Export Infrastructure Development

- Setting up of post harvest handling facilities.
- Financial assistance provided for setting up of infrastructure such as pack houses, refer van, VHT, HWT, cable system etc.
- Assistance also provided for processing facilities for addressing missing gap.



### 2. Quality Development

- Assistance provided for quality management system, lab equipment and testing of sample etc.



### 3. Market Development

- Activities covered include development and dissemination of data base and market intelligence, participation of trade fair, BSM, R-BSM, Events, trade delegation etc.
- Product development, R&D and enhancement of traceability etc



## RECENT INITIATIVES OF APEDA FOR EXPORT PROMOTION





## PARTICIPATION IN MAJOR INTERNATIONAL EXHIBITIONS

To augment visibility of Indian products in the international market, APEDA has been able to establish B-2-B relations of food products exporters with Importers by regular participation in major food exhibitions in US, UAE, EU and South East Asian markets. New potential markets in Africa, East Europe, South America have also been explored through product specific and general marketing campaigns by active involvement of Indian Embassies/ High commissions in the past.

Recently, APEDA participated in London Wine fair held during 7<sup>th</sup> -9<sup>th</sup> June along with 10 exporters.



## EXPORT PROMOTION - MARKETING OF INDIAN PROCESSED FOOD PRODUCTS

- To unlock the abundant potential in food and hospitality sector, APEDA organized Asia's biggest B2B international food and hospitality fair AAHAR every year.
- This year it was 36<sup>th</sup> edition of AAHAR which took place at Pragati Maidan from 26<sup>th</sup> -30<sup>th</sup> April 2022.





## VIRTUAL BUYER SELLER MEETS TO BOOST AGRI EXPORT

APEDA organizes Virtual Buyer Seller Meets (V-BSM) in association with Indian Missions abroad promoting exports of APEDA mandated products. Further, APEDA also takes steps to boost exports of Millets, Health foods, Organic foods, Grapes, Processed foods from the Country. The virtual buyer seller meets have generated interest among the importers. New connections have been established and generated trade enquiries.

Fifty V-BSMs have been organized by APEDA in association with Indian Missions with UAE, Kuwait, Indonesia, Switzerland, Belgium, Iran, Canada (Organic products), UAE & USA (GI products), Germany, South Africa, Australia, Thailand, Oman, Nepal, Bhutan, Azerbaijan, Uzbekistan, Vietnam, Netherlands, Brunei, Cambodia, South Korea, Sudan, Japan, GCC Countries, Bahrain, Angola, Egypt, Algeria, Bangladesh, Morocco, Jordan, Laos, Myanmar etc. E-catalogues were released while each BSM having details of participant exporters, importers, Trade associations.



## VIRTUAL TRADE FAIR



APEDA took an initiative to develop its own **Virtual Trade Fair (VTF)** application, to leverage on the opportunity due to COVID 19 situation and to sustain the existing markets. The virtual platform will provide an opportunity for Agri importers of several countries and our exporters to interact through participation. Trade fair is being planned for the Processed food sector in the coming months

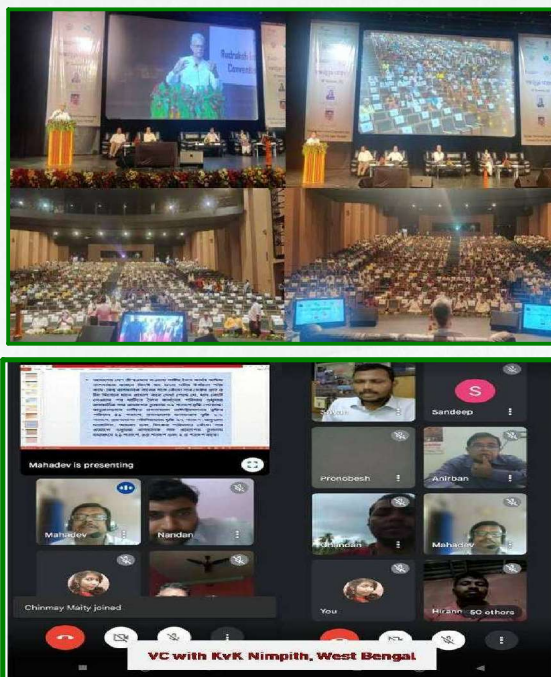
The following Virtual Trade Fairs were organized by APEDA :

1. Indian Rice and Agro Commodity Show, **10-12 March, 2021**, wherein, 132 Indian exporters participated and 404 visitors visited the VTF.
2. Indian Fruits, Vegetables & Floriculture Show, **26-28 May, 2021**, wherein, 407 Indian exporters participated and 898 visitors visited the VTF.



## PRODUCT PROMOTION MEETINGS AND STAKEHOLDER CONSULTATIONS

Regular interactions are organized with the trade to understand the difficulties faced at each level in supply chain of exports for taking up with the concerned organizations for resolving the issues. Meetings have been organized with the exporters, food processing industries, ICAR institutes, NPPO and state agriculture departments. Issues emerged have been taken up with the concerned agencies for early solutions



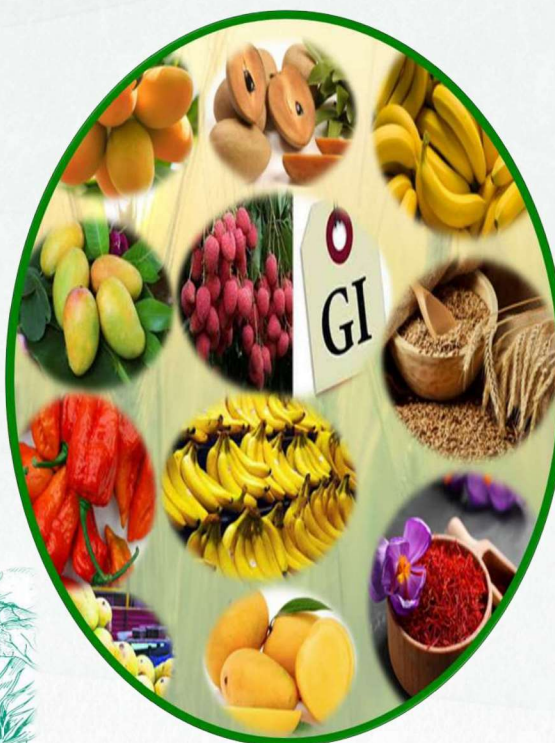
## PROMOTION OF GI TAGGED, INDIGENOUS, ETHNIC AGRICULTURAL PRODUCTS

In tandem with Hon'ble PM's call for 'vocal for local', 'local goes global' and 'Atmanirbhar Bharat', APEDA has been focussing on promotion of exports of locally sourced GI tagged as well as indigenous, ethnic agricultural products.

New products and new export destinations have been identified and accordingly the trial shipments have been facilitated.

During the last one year, the trial of export shipments has been enabled viz. **Moringa**, **patented village rice**, **red rice**, **flavoured jaggery powder**, **organic millets**, **processed jackfruit** etc.

Products such as **dehydrated mahua flowers**, **puffed rice**, and GI products viz. **Jaynagar Moa**, **Mihidana**, **Sitabhog**, **Marayoor jaggery** etc. have been exported during the recent period.



## TRIAL SHIPMENTS - GI PRODUCTS

PRODUCTS	STATE	COUNTRIES
Banganpalli Mangoes	Krishna & Chittoor Districts, Andhra Pradesh	South Korea
Dahanu Gholvad Sapota	Palghar Dist, Maharashtra	UK
Marathwada Kesar Mango	Aurangabad	UK
Saffron	Jammu & Kashmir	Dubai
Jalgaon Banana	Jalgaon Cluster	Dubai
Nendran Banana	Thrissur Cluster	Singapore
Shahi Litchi	Bihar	UK
Bhagalpuri Zardalu, Khirsapati & Lakshmanbhog Mango	Bihar, West Bengal	UK Bahrain
Madurai Malli	Tamil Nadu	USA, Sharjah
Bhalia wheat	Gujarat	Srilanka, Kenya
King Chilli	Nagaland	UK
Vazhakulam pineapple, Marayoor jaggery	Kerala	Dubai, UAE



## Trial shipments - Ethnic, unique products

Products	Region / State	Countries
Moringa	Kumbakonam, Tamil Nadu, Telangana	Australia, Vietnam, Ghana, USA
Patented Village Rice	Kumbakonam, TN	Ghana & Yemen
Millets (Organic)	Uttarakhand	Denmark
Red Rice	Sonepat, Haryana	USA
Flavored Jaggery Powder	Mumbai	USA
Fresh Jackfruit	Tripura	UK
Jamun fruit	Uttar Pradesh	UK
Groundnuts	West Bengal	Nepal
Dragon Fruit	Sangli, Maharashtra, Gujarat, West Bengal	Dubai, UK, Saudi Arabia
Burmese Grapes	Darrang, Assam	Dubai
Cherries	Srinagar	Dubai
Dehydrated Mahua flowers	Chhattisgarh	France
Himalayan Goat meat	Uttarakhand	Dubai
Himachal apples	HP	Bahrain
Puffed rice	Cuttack, Odisha	Malaysia





## FPO/FPCs/AGRI COOPERATIVES HANDHOLDING SUPPORT



### FPO/FPCs HANDHOLDING SUPPORT



Central Sector Scheme “Formation and Promotion of 10,000 new Farmer Producer Organizations (FPOs)”

Formation & promotion of FPOs is the first step for converting Krishi into Atmanirbhar Krishi. It will enhance cost effective production and productivity and higher net incomes to the member of the FPO

Central Sector Scheme with funding from Government of India, formation & Promotion of FPOs are to be done through the Implementing Agencies (IAs).

*Presently 14 Implementing Agencies (IAs) have been finalized for formation and promotion of FPOs viz. Small Farmers Agri-Business Consortium (SFAC), National Cooperative Development Corporation (NCDC), National Bank for Agriculture and Rural Development (NABARD), National Agricultural Cooperative Marketing Federation of India (NAFED), North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC), Tamil Nadu-Small Farmers Agri-Business Consortium (TN-SFAC), Small Farmers Agri-Business Consortium Haryana (SFACHR), Watershed Development Department (WDD)-Karnataka & Foundation for Development of Rural Value Chains (FDRVC)- Ministry of Rural Development (MoRD), Gujarat Agro Industries Corporation Ltd. (GAICL), Tribal Cooperative Marketing Development Federation of India (TRIFED), Uttar Pradesh Diversified Agriculture Support Project (UPDASP), Integrated Nutrient Management Division (INM)*



## SUPPORT PROVIDED BY GOVERNMENT

### Financial support to FPOs:

- FPO Management cost of INR 18 lakhs per FPO for 3 years
- Matching equity grant of up to INR 15 lakhs per FPO
- Credit Guarantee Fund for project loan of up to INR 2 crores per FPO

### Handholding Support to FPOs:

- National Project Management Agency (NPMA) engaged to provide overall guidance, data management and monitoring
- CBBOs engaged to support FPOs on ground during operational phase

## SUPPORT PROVIDED BY APEDA

FACILITATION  
FOR EXPORT  
LINKAGE  
OF FPOs/FPCs

CAPACITY  
BUILDING

BUYER  
SELLER  
MEETS/  
CONNECTING  
EXPORTERS

FACILITATION  
TO FPOs/FPCs  
FOR DIRECT  
EXPORT



## INITIATIVES FOR EXPORT LINKAGE OF FPOs



Walnuts sourced from FPO in J&K showcased at LuLu hypermarket in Dubai

Mango promotion program organised in leading retail chain in association with CGI, Dubai. The Langra & Dasher variety mangoes locally procured from FPO in UP



Organic pineapple sourced from FPO in Manipur displayed at in-store promotion program in the leading supermarkets in Dubai



DURING THE INITIAL PERIOD OF IMPLEMENTATION APEDA  
HELPED SEVERAL FPOS/ CO-OPERATIVE SOCIETIES FROM  
MAHARASHTRA AND GUJARAT IN FORMATION OF FPOS IN 2020-21

- Maha Orange
- Shramajivi Nagpur  
Oranges Growers  
Association
- Nagpur Mandarin  
Farmer Producer  
Organization
- Navya Orange Processing
- Jotirling Farmers  
Producer Company(275  
farmers registered)
- Sun Star A1 Farmers  
Producer Company  
(60 farmers  
registered)

- Mahakrushi Farmers  
Producer Co Ltd(265  
farmers registered)
- Lokvikas Farmer  
Producer Company  
(FPC)
- Shramajivi Nagpuri  
Santra Utpadak  
Company Warud  
(FPO)
- Citrus Grower FPOs
- Kamrej Kela Mandi
- Sardar Bagayat Mandli
- Seva Sahakari Mandli



THANK YOU

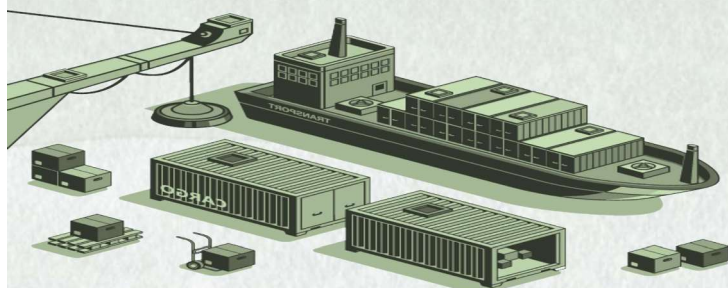
# **Chapter No 2**

## **Role Of State Government in Agri Exports (Rajasthan, Uttar Pradesh, Odisha**



## ROLE OF STATE GOVERNMENT IN AGRI EXPORTS (Rajasthan, Uttar Pradesh, Odisha)

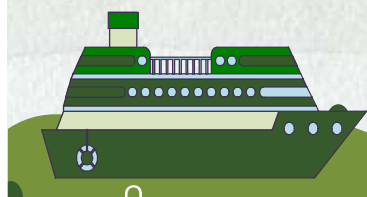
Agri-Export & Import Management Training Program-  
(Module 1 - Session 2)  
12<sup>th</sup> November, 2022



By  
Dr. Sudhanshu  
Secretary, APEDA

## CONTENTS

1. Major Constraints – Agri exports
2. Agri Export Policy and its implementation
3. State wise profile –APEDA infrastructure
4. Agriculture Export perspective – U.P./Rajasthan/Odisha
5. Success Stories
6. Role of State Govt. in boosting agri exports



## MAJOR CONSTRAINTS - AGRI EXPORTS



### SUPPLY SIDE CONSTRAINTS

1. Lack of export oriented production, farmers mainly producing for domestic market and mostly linked to MSP.
2. Control of excessive use of pesticides by farmers and Sale of unauthorized pesticides & chemicals for meeting stringent norms of importing countries.
3. Requirement of new plant varieties is affecting the export oriented production. Some of the exportable agri produce are facing problems of low productivity, frequent attack of pest and diseases hampering export growth.
4. Aggregation of exportable product (low productivity, varied quality, large geography).
5. Need for Sea protocol in respect of certain products. Export of fresh produce such as mangoes, pineapple, citrus fruits etc. gets affected to long distant countries in the absence of established sea protocol.
6. Export if surplus only (for eg. wheat, maize, sugar, onion).
7. Post harvest infrastructure gaps in the states in terms of availability of pack houses, cold storages, reefer vehicles, ripening chambers, laboratories etc.
8. Infrastructure gaps at various airports/ Sea Ports in the supply chain.

## AGRI EXPORT POLICY

### MAIN OBJECTIVES:

1. To **increase agricultural exports** from present and reach US\$ 100 Billion in the next few years.
2. To **make India global power** in agriculture and raise farmers income.
3. To **diversify our export basket**, destinations and boost high value and value added agricultural exports.
4. To promote novel, **indigenous, organic, ethnic, traditional** and non-traditional Agri products exports.
5. To provide an institutional mechanism for **pursuing market access**, tackling barriers and deal with **sanitary and phyto-sanitary issues**.
6. To strive to **double India's share in world agriculture exports** by integrating with global value chain at the earliest.
7. **Enable farmers to get benefit of export opportunities in overseas market.**

## MAJOR ACTION POINTS – AGRI EXPORT POLICY

1. Establish a “stable policy regime”
2. APMC Reforms and Streamlining Mandi Fee
3. Infrastructure and Logistics
4. Holistic approach to boost exports
5. **Greater Involvement of State Governments in Agri Exports**
6. Monitoring framework at Central Government level
7. **Focus on “Clusters” (district level)**
8. Product development for indigenous commodities and value addition
9. Promote value added organic exports
10. Skill development
11. Marketing and promotion of “Brand India”
12. Private investment
13. Export Facilitation
14. Establishment of strong quality regimen
15. Research and Development



## AEP IMPLEMENTATION – SUMMARY

1. 28 States & 4 UTs have appointed the Nodal agency and Nodal officers for AEP implementation.
2. State level Monitoring Committee as per AEP has been formed in majority of the States.
3. Twenty two States and 2 UTs (Ladakh/ A&N Islands) have finalized the State specific agri export Action Plan viz. Maharashtra, U.P., Kerala, Nagaland, Tamil Nadu, Assam, Punjab, Karnataka, Gujarat, Rajasthan Andhra Pradesh, Telangana, Manipur, Sikkim, Uttarakhand, M.P., Mizoram, Meghalaya, Tripura, Arunachal Pradesh, Himachal Pradesh and Goa.
4. Focusing on Cluster activities, APEDA planned Cluster level meetings and visits to all the notified 29 Clusters in the past few years for Cluster development.
5. Thirty eight Cluster level committees have been notified under the Chairmanship of concerned DC/DM/Director, Horticulture in several cluster districts across the States.

## STATE-WISE PROFILE - APEDA EXPORTS

S.NO.	STATE	LABORATORIES	PACKHOUSES	APEDA PRODUCTS EXPORTS 2021-22 (QTY-MT)	APEDA PRODUCTS EXPORTS 2021-22 (USD MILL.)
1	Gujarat	23	8	12188211.58	6661.06
2	Maharashtra	36	156	5391837.76	4278.06
3	West Bengal	6	2	8493240.02	2850.30
4	Andhra Pradesh	3	3	7932915.11	2669.92
5	<b>Uttar Pradesh</b>	<b>9</b>	<b>3</b>	<b>1844770.70</b>	<b>2421.82</b>
6	Tamil Nadu	24	6	2342689.44	1537.82
7	Haryana	13	1	1258912.69	1462.43
8	Kerala	8	3	276876.83	476.82
9	Bihar	0	0	1378937.40	438.18
10	Karnataka	17	6	288262.04	413.04
11	<b>Rajasthan</b>	<b>17</b>	<b>0</b>	<b>289103.57</b>	<b>406.07</b>
12	Punjab	3	2	346095.59	399.77
13	Telangana	7	2	139852.75	238.38
14	Delhi	17	1	59923.19	179.06
15	Madhya Pradesh	8	0	145070.76	178.10

7

## STATE-WISE PROFILE - APEDA EXPORTS

Contd..

S.NO.	STATE	LABORATORIES	PACKHOUSES	APEDA PRODUCTS EXPORTS 2021-22 (QTY-MT)	APEDA PRODUCTS EXPORTS 2018-19 (USD MILL.)
16	<b>Odisha</b>	<b>1</b>	<b>1</b>	<b>204336.63</b>	<b>75.94</b>
17	Tripura	0	0	84039.76	26.82
18	Assam	0	0	30391.04	17.22
19	Uttarakhand	1	3	15673.60	12.77
20	Goa	3	0	5368.08	12.09
21	Chhattisgarh	0	0	35635.87	11.20
22	Sikkim	0	0	10984.62	6.78
23	Jammu and Kashmir	1	1	0.60	0.01
24	Jharkhand	2	0	0	0
25	Meghalaya	0	0	40.00	0.01
26	Chandigarh	4	0	0	0
27	Himachal Pradesh	2	0	3.50	0
28	Nagaland	0	0	0	0
29	Manipur	0	0	0	0
30	Arunachal Pradesh	0	0	0	0
31	Mizoram	0	0	0	0

8



## Agriculture Exports perspective - Uttar Pradesh

### OVERVIEW - UTTAR PRADESH

#### Top 5 Export worthy products from the State

S.No.	PRODUCT	SPECIFIC CHARACTERISTICS OF THE PRODUCTS IN TERMS OF STRENGTH, POTENTIAL, UNIQUENESS.
1	Mango	<ul style="list-style-type: none"> <li>Huge production with multiple varieties of produce.</li> <li>The Total Soluble Solids (measure of sweetness) ranges from 22-24 for the ripe varieties, which is less in other varieties (Alphonso-20 and Kesar/Banganapalli-18)</li> </ul>
2	Basmati/Non Basmati Rice	<ul style="list-style-type: none"> <li>GI Product.</li> <li>Good production with ample productivity.</li> </ul>
3	Dairy products	<ul style="list-style-type: none"> <li>Adequate production in and around the processing hub ie. Mathura</li> </ul>
4	Bovine Meat	<ul style="list-style-type: none"> <li>Good production with well-connected supply chain.</li> <li>Majority of Integrated Abattoir cum meat processing Plants are located in U.P.</li> </ul>
5	Fresh vegetables (Okra, Green chilly, Green peas, Bottle Gourd, Bitter Gourd)	<ul style="list-style-type: none"> <li>Huge production</li> <li>Complies residue level of heavy metals, pesticides &amp; other safety parameter. Fresh produce free from sunburn</li> </ul>

## TOP EXPORT WORTHY PRODUCTS FROM THE STATE



## AEP ACTIVITIES - PRODUCT CLUSTERS

1. Directorate of Agriculture Marketing & Agriculture Foreign Trade has been nominated as the Nodal agency for AEP implementation. The State level Monitoring Committee has been formed under the Chairmanship of State Chief Secretary. The State action plan was finalised, **U.P. Agriculture Export Policy** passed by the Cabinet and submitted to MoC&I.
2. **Cluster Level Committee:** Cluster level Committee was formed under the Chairmanship of concerned District Administration in all the districts.
3. Following Clusters has been notified and proposed under AEP till now:-

PRODUCT	STATE	EXISTING NOTIFIED DISTRICTS
Mango	Uttar Pradesh	Saharanpur, Meerut, Lucknow
Potato		Agra, Farukkabad
Fresh vegetables		Varanasi
Dairy products		Mathura

4. A series of meetings (between Mandi Parishad, Exporter & FPOs) organised in association with the State Nodal agency and other stakeholders such as officials from State Horticulture/Agriculture departments, RFRAC, KVKs, CISH, PQS etc. at district level to activate the clusters.

## EXPORT STATISTICS (U.P.)

	2019-20		2020-21		2021-22		
Product Name	Qty	US\$ Mill	Qty	US\$ Mill	Qty	US\$ Mill	Country
BUFFALO MEAT	592548.06	1644.19	603889.65	1778.72	647247.96	1806.59	world
NON BASMATI RICE	240043.93	96.49	360906.25	123.18	378089.12	121.05	world
MISCELLANEOUS PREPARATIONS	27597.05	70.17	33012.59	83.49	45380.24	95.75	world
CEREAL PREPARATIONS	14592.39	35.74	23229.49	51.40	22037.55	52.30	world
BASMATI RICE	146251.20	165.62	107265.86	113.45	46067.41	51.63	world
WHEAT	74073.00	20.56	124695.68	31.11	145735.37	36.70	world
DAIRY PRODUCTS	5535.61	27.42	3799.97	20.34	5000.59	26.61	world
ALCOHOLIC BEVERAGES	21969.70	28.64	24051.89	29.76	18180.75	25.35	world
MAIZE	61421.04	19.02	94926.86	18.32	87252.54	23.76	world
FRESH ONIONS	47573.72	8.66	74692.67	13.31	109181.82	23.21	world
OTHER FRESH VEGETABLES	158755.88	19.90	157484.87	28.94	163366.23	21.61	world

Source-DGCIS

13

## EXPORT STATISTICS (U.P.)

Contd..

	2019-20		2020-21		2021-22		
Product Name	Qty	US\$ Mill	Qty	US\$ Mill	Qty	US\$ Mill	Country
ANIMAL CASINGS	2302.83	10.42	2218.83	10.71	3153.07	18.11	world
OTHER FRESH FRUITS	73369.92	11.51	65844.78	12.14	84728.07	17.88	world
NATURAL HONEY	11590.56	18.15	8320.54	12.07	8200.51	17.75	world
PROCESSED VEGETABLES	6498.39	9.18	40158.76	17.77	34229.08	17.61	world
JAGGERY & CONFECTIONERY	10221.61	11.70	14101.70	14.30	17841.57	16.33	world
CASEIN	1.10	0.01	0.15	0.00	1739.30	16.09	world
COCOA PRODUCTS	990.76	8.03	780.39	5.99	612.11	7.88	world
PULSES	2402.42	3.94	8230.47	12.34	4062.56	6.80	world
SHEEP/GOAT MEAT	1243.56	6.76	861.34	4.39	828.13	4.42	world
FRESH GRAPES	3312.14	1.15	5052.33	1.75	9510.31	3.88	world
PROCESSED FRUITS, JUICES & NUTS	1308.89	2.65	1454.38	2.73	1444.18	2.88	world
<b>Total</b>	<b>1,515,784.6</b>	<b>2,227.87</b>	<b>1,763,534.82</b>	<b>2,394.06</b>	<b>1,844,770.71</b>	<b>2,421.82</b>	

Source-DGCIS

14

## INITIATIVES FOR EXPORT PROMOTION

- The first trial Sea shipment of 14MT Fresh vegetables (green chillies) export from Varanasi to Dubai was enabled in December, 2019 followed by many bulk shipments.
- Five consignments of **Jamun fruit (black plum)** have been sent to London by air for the first time from Lucknow, U.P. in June, 2021.
- A sea consignment of two containers (40MT) of **fresh banana** procured from the farmers at Lakhimpur, has been shipped from the Lucknow packhouse to Iran for the first time in October, 2021.
- Mandi Parishad Packhouse Lucknow & Saharanpur with VHT etc. have been upgraded and approved for export.
- Facilitated NABL accreditation of IRRI based Laboratory.
- GI products (**Dasheri mango**) have been promoted in UAE market with the support of EoI, UAE.
- **Research Study** for strengthening the Export value chain of Rice: APEDA has awarded a Study to **IRRI, Varanasi** for Identification of traditional Non Basmati rice varieties for export and development of value added products of Rice.
- **More than 40 FPOs** have been activated for exporters and provided RCMC.



Non basmati rice shipped to China from Mirzapur region in December, 2021 in the presence of Hon'ble MoS Commerce



## Agriculture Exports perspective - Rajasthan

## OVERVIEW - RAJASTHAN

### Top 5 export worthy products from the State

S.No.	PRODUCT	SPECIFIC CHARACTERISTICS OF THE PRODUCTS IN TERMS OF STRENGTH, POTENTIAL, UNIQUENESS.
1	Millets	<ul style="list-style-type: none"> <li>Huge production with uniformity in produce.</li> <li>Plays vital role in food security. Hence it could be exported to USA, EU, African nations.</li> </ul>
2	Isabgol	<ul style="list-style-type: none"> <li>Rajasthan accounts for more than 80% of the production in the country, producing 335,374MT (2020-21)</li> </ul>
3	Groundnut	<ul style="list-style-type: none"> <li>Adequate quality production like Gujarat</li> </ul>
4	Guargum	<ul style="list-style-type: none"> <li>Good production with well-connected supply chain.</li> </ul>
5	Pomegranate & Fresh vegetables (Beans, Brinjal, Green Chilly, Okra)	<ul style="list-style-type: none"> <li>Ample production</li> <li>Complies residue level &amp; other safety parameters of importing countries.</li> <li>Low local consumption</li> </ul>



### TOP EXPORT WORTHY PRODUCTS FROM THE STATE



## AEP ACTIVITIES - ISABGOL CLUSTER

1. Rajasthan State Agri Marketing Board (**RSAMB**) has been nominated as the Nodal agency for AEP implementation. The State level Monitoring Committee has been formed under the Chairmanship of State Chief Secretary. The State action plan was finalised, and submitted to MoC&I.
2. **Cluster Level Committee:** Cluster level Committee was formed under the Chairmanship of Administrator, RSAMB in all the districts in June 2019.
3. Following Cluster has been notified and proposed under AEP till now:-

PRODUCT	STATE	EXISTING NOTIFIED DISTRICTS	PROPOSED ADDITIONAL DISTRICTS
Isabgol	Rajasthan	Jodhpur, Nagaur, Barmer, Jaisalmer	Jalore, Bikaner

4. The revised Action plan as per the guidelines of the Central Sector scheme was submitted by the Nodal agency recently for three crops viz. Isabgol, Cumin and Fresh fruits, vegetables.

## EXPORT STATISTICS (RAJASTHAN)

	2019-20		2020-21		2021-22		
PRODUCT NAME	QTY	US\$ MILL	QTY	US\$ MILL	QTY	US\$ MILL	COUNTRY
GUARGUM	149021.13	163.29	57224.06	68.15	100745.59	128.31	world
DAIRY PRODUCTS	2393.91	6.56	15301.33	48.40	28352.22	96.51	world
CEREAL PREPARATIONS	8043.98	19.99	12829.50	27.88	17523.34	42.24	world
PROCESSED FRUITS, JUICES & NUTS	5014.49	6.09	9992.34	11.70	39400.44	40.50	world
MANGO PULP	202.11	0.30	2604.43	2.33	22628.19	19.28	world
CUCUMBER AND GHERKINS( PREPD. & PRESVD)	2460.28	2.00	3761.76	3.62	17247.93	16.56	world
PROCESSED VEGETABLES	5558.59	10.22	6159.37	11.75	6674.21	12.35	world
PULSES	2523.58	3.72	8436.23	9.71	8503.40	12.14	world
MISCELLANEOUS PREPARATIONS	5653.23	7.36	7723.19	9.84	6792.17	11.68	world
NON BASMATI RICE	244.88	0.22	10626.92	3.74	16087.28	6.73	world
MILLED PRODUCTS	6971.05	3.24	9411.46	4.39	10653.65	5.10	world

## EXPORT STATISTICS (RAJASTHAN)

Contd..

	2019-20		2020-21		2021-22		
PRODUCT NAME	QTY	US\$ MILL	QTY	US\$ MILL	QTY	US\$ MILL	COUNTRY
JAGGERY & CONFECTIONERY	6229.84	3.50	4629.00	3.22	5428.63	3.82	world
FLORICULTURE	12.43	0.06	190.90	0.63	414.46	2.85	world
OTHER FRESH FRUITS	586.37	0.53	467.25	0.63	1956.79	1.70	world
BUFFALO MEAT	173.00	0.40	1724.00	4.22	658.43	1.51	world
OTHER CEREALS	502.51	0.26	1019.44	0.71	1781.25	0.86	world
BASMATI RICE	1088.07	1.36	1341.90	1.51	766.59	0.85	world
WHEAT	15.50	0.01	1238.06	0.38	2127.79	0.65	world
GROUNDNUTS	3381.95	3.26	4086.24	4.33	543.83	0.60	world
OTHER FRESH VEGETABLES	1253.54	1.21	379.00	0.74	221.53	0.51	world
COCOA PRODUCTS	6.38	0.03	28.66	0.22	89.44	0.51	world
CARDANOL	6.00	0.00	22.00	0.01	352.00	0.34	world
<b>Total</b>	<b>201,771.3</b>	<b>233.93</b>	<b>159,283.4</b>	<b>218.28</b>	<b>289,103.6</b>	<b>406.07</b>	

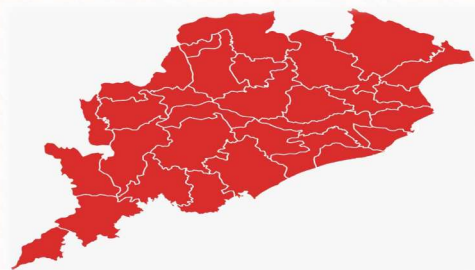
Source-DGCIS

## INITIATIVES FOR EXPORT PROMOTION

Considering a good quantity of exportable **Pomegranates production in Barmer and Jalore districts** of Rajasthan, exporters were mobilized for sourcing it from Rajasthan. APEDA facilitated the linkage of exporters and FPO (M/s Shiv Kisan Producer Company) of Pomegranate which resulted in exporters sourcing more than 800 MT of pomegranates for export and Arils purpose during January - March 2021.

The program for **Capacity building** of State Nodal agency officials has been organised through NIAM, Jaipur towards the funds disbursed under the AEP Central sector scheme component.

Similarly, the program for Capacity building of Isabgol cluster stakeholders has been organised through SAU, Jodhpur towards the funds disbursed under the AEP Central sector scheme component.



## Agriculture Exports perspective - Odisha

### OVERVIEW - ODISHA

#### Top 5 Export worthy products from the State

S. NO.	PRODUCT	SPECIFIC CHARACTERISTICS OF THE PRODUCTS IN TERMS OF STRENGTH, POTENTIAL, UNIQUENESS.
1	Millets	<ul style="list-style-type: none"> <li>Huge production with uniformity in produce.</li> <li>Plays vital role in food security, it could be exported worldwide.</li> </ul>
2	Non Basmati Rice	<ul style="list-style-type: none"> <li>Good production with ample productivity.</li> </ul>
3	Turmeric (Organic)	<ul style="list-style-type: none"> <li>Organic certification and farming is easy.</li> <li>Most of the cultivation is by default Organic</li> </ul>
4	Betel leaves	<ul style="list-style-type: none"> <li>Good production with connectivity to Bangladesh via West Bengal.</li> </ul>
5	Cashew	<ul style="list-style-type: none"> <li>Huge production</li> </ul>

## TOP EXPORT WORTHY PRODUCTS FROM THE STATE



## EXPORT STATISTICS (ODISHA)

	2019-20		2020-21		2021-22		
PRODUCT NAME	QTY	US\$ MILL	QTY	US\$ MILL	QTY	US\$ MILL	COUNTRY
NON BASMATI RICE	31203.94	15.04	87545.57	30.91	126642.4	50.18	world
MISCELLANEOUS PREPARATIONS	8133.96	3.46	5998.6	3.12	9232.39	4.37	world
GROUNDNUTS	7033.52	5.82	5456.86	4.65	4368.14	4.08	world
WHEAT	12684.11	3.76	27833.92	6.81	14696.9	3.9	world
OTHER FRESH FRUITS	3868.12	0.55	14390.12	2.48	19560.26	3.61	world
BASMATI RICE	526.33	0.48	618.2	0.49	1950.45	1.56	world
OTHER FRESH VEGETABLES	2943.44	0.26	8464	0.8	13102.38	1.4	world
FRESH GRAPES	1292.65	0.26	3549.77	0.65	3258.09	1.36	world
MAIZE	1022.33	0.29	5874.18	1.2	4025.25	1.13	world
PULSES	918.9	0.59	2298.36	1.54	1189.62	0.97	world
DAIRY PRODUCTS	12.26	0.08	1366.77	1.75	383.03	0.92	world

Source-DGCIS

## EXPORT STATISTICS (ODISHA) Contd..

	2019-20		2020-21		2021-22		
PRODUCT NAME	QTY	US\$ MILL	QTY	US\$ MILL	QTY	US\$ MILL	COUNTRY
CEREAL PREPARATIONS	906.29	0.59	1949.59	3.3	517.35	0.75	world
PROCESSED FRUITS, JUICES & NUTS	8.64	0.02	893.29	0.29	3435.77	0.6	world
JAGGERY & CONFECTIONERY	282.57	0.2	690.87	0.66	482.5	0.28	world
MILLED PRODUCTS	53.28	0.03	927.29	0.64	562.37	0.24	world
FRESH ONIONS	24.96	0	242.37	0.06	646.85	0.16	world
CASHEW KERNELS	6.42	0.06	8.19	0.06	19.92	0.14	world
PROCESSED VEGETABLES	17.28	0.02	42.56	0.11	59.41	0.12	world
OTHERS (BETEL LEAVES & NUTS)	3.85	0.02	6.9	0.03	14.17	0.06	world
OTHER CEREALS	8	0	28.96	0	129.2	0.05	world
POULTRY PRODUCTS	0	0	3.17	0.01	54.03	0.05	world
COCOA PRODUCTS	5.23	0.07	151	0.32	0.64	0.02	world
<b>Total</b>	<b>70956.08</b>	<b>31.6</b>	<b>168340.54</b>	<b>59.88</b>	<b>204331.12</b>	<b>75.95</b>	

Source-DGCIS

## INITIATIVES FOR EXPORT PROMOTION

APEDA in association with State Nodal agency-APICOL has organized a series of Sensitisation programs & Organic Cluster Development Workshop in Daringbari Block, Baliguda, Phulbani, at Dist. Kandhamal.

A commercial consignment of **Non basmati rice** has been sent to Hai Phong port, Vietnam for the first time from Paradip port by sea in May 2021. Exporter has shipped 20 containers of rice followed by around 500 containers planned for shipment subsequently from PICT to Vietnam.

A consignment of processed **Puffed rice** (Murmura) sourced from Cuttack, Odisha was exported to Malaysia via Vizag seaport in January, 2022.

A week long Indian mango promotion show was organized in **Bahrain** in June 2022, where **multiple varieties of the fruit** sourced from Odisha and neighboring States were displayed at 8 retail stores of importer Al Jazeera group.



## INTERVENTIONS PROPOSED TO STRENGTHEN SUPPLY CHAIN IN THE STATES

### Pre-harvest:

- ❖ Promotion of protected cultivation like fruit capping, fruit bagging etc. especially in mangoes and banana etc.

### Infrastructure development:

- Setting of Pack house
- ❖ For Fresh fruits and vegetables.
- ❖ Lucknow/Jaipur/Bhubaneswar airports need to be activated for international movement with setting of CPC & regular custom clearance facility.

### Logistic support:

- ❖ Reefer/Non-refer Vans for perishable product in adequate number, connecting each cluster to the exit points.
- ❖ Low cost technology based Mobile precooling/cold storage/solar operated system in the cluster at farm gate level.

### Transportation subsidy:

As UP/Rajasthan are landlocked regions, an additional cost of local transportation is incurred, which makes price uncompetitive. Hence the possibility of provision for a special subsidy is being explored.

### Market Linkage:

A **representative of potential importers/market chain** may be invited or **Buyer Seller Meet** may be organized wherein the Exporter/FPO's may participate.



## SUCCESS STORIES

## EXPORT OF FRESH BANANA FROM ANANTPUR CLUSTER, A.P.



With the support of APEDA and State Government of Andhra Pradesh, **Desai Fruits Venture (DFV)**, one of the largest APEDA member Exporter of banana, dispatched the **nine train shipments of banana** from Tadipatri, **Ananthpur (Banana Cluster)** in Andhra Pradesh to JNPT Mumbai.

Total reefer containers loaded in one train: 43 FCL's  
Total Volume of cargo loaded in one train: 890 MTs  
Total Volume of cargo dispatched in 49 trains till date: 68,010 MT  
Total Area of cultivation land from where Farm produce procured: 600Ha  
Total No. of Beneficiary farmers: 15,000 (and many FPOs)

**Outcome:** Before the cluster development activities like BSMs, Fruit care, etc., the farmers were fetching an average price of Rs. 5/kg. **Currently the farmer/FPOs are getting average price of Rs. 14/- kg**, also avoiding the middle men / commission agents in the supply chain.

## FRESH VEGETABLES CLUSTER - VARANASI, U.P.



The first Trial Sea shipment of Fresh vegetables (green chillies) export to Dubai was arranged and flagged off in December, 2019 after the procurement and sorting, grading, packing of produce took place at the Concor perishable cargo facility, Rajatalab (Varanasi).

Total Volume of cargo exported till date: 5000 MT fresh fruits & vegetables and approx 15,000 MT cereals

LBSI airport, Varanasi has witnessed full utilisation of available cargo space in airlines and significant growth in export volume in August 2022, as for the first time 80 MT of vegetables sourced from FPO's have been exported to Middle East.

## VARANASI AGRI EXPORT HUB - MODEL FOR CLUSTER DEVELOPMENT

1. A number of FPOs have been activated for export in the cluster. FPOs/FPCs/FIGs have been identified and further strengthened for increasing exports from the region.
2. FPOs/FPCs/FIGs were either connected to export supply chain or encouraged to start exports on their own.
3. The existing infrastructure was mapped and interventions for required infrastructure was identified.
4. APEDA initiated the activity of Direct connectivity of air shipments from LBSI airport, Varanasi to Middle East destinations. The Varanasi Airport has been developed into a full-scale functional window for Agri-Exports. The airport was equipped with necessary facilities and opened from January, 2021 for direct air shipment of Agri produce.
5. One of the facility in Varanasi "Perishable Cargo Centre" is ready to cater export shipment to Non EU countries.
6. Plant Quarantine and custom clearance is also available at LBSI airport to fulfil the necessary documentation and clearance.
7. A cold storage having a capacity of 5MT was set up in the air cargo terminal of Varanasi for storage of perishable cargo for exports, towards one of the actionable points for Varanasi agri Export Hub.



First export consignment of fresh vegetables (3MT) shipped to Qatar from Ballia region in November, 2022 in the presence of Hon'ble CM, Govt. of U.P.

## CUCUMBER & GHERKINS INDUSTRY

### SUCCESS STORIES



- India has emerged as the largest exporter of gherkins in the world. India has exported cucumber and gherkins to the tune of 217,521 MT with a value of USD 200 Mn during 2021-22.
- APEDA undertook a series of initiatives in infrastructure development, product promotion in the global market and adherence to food safety management system in processing units.
- Gherkins is currently exported to more than 20 countries, with major destinations being North America, European countries and Oceanic countries such as USA, France, Germany, Australia, Spain, SouthKorea, Canada, Japan, Belgium, Russia, China, Sri Lanka and Israel.
- The gherkins industry plays a key role in the creation of rural employment. In India, cultivation of gherkins is carried out under contract farming by around 90,000 small and marginal farmers with an annual production area of 65,000 acres.

## DEHYDRATED ONION INDUSTRY

### SUCCESS STORIES



- India is one of the major exporter of dried onions in the world accounting for 27% share in global exports in value terms. India has exported dehydrated onions to the tune of **84,782 MT with a value of USD 158.44 million during 2021-22.**
- Major destinations for export included Germany, USA, Brazil, Russian Federation & UK.
- APEDA facilitated the processors for setting up units (more than 70) in and around **Bhavnagar region in Gujarat.**

35

## GRAPE INDUSTRY

### SUCCESS STORIES



- India is one of the major exporter of Fresh Grapes in the world. India has exported Grapes to the tune of **263,076 MT with a value of USD 305.68 Mn during 2021-22.**
- Major destinations for export included Germany, USA, Netherlands, UK, Middle East.
- APEDA facilitated the setting up of integrated packhouses in and around Nashik & Sangli region in Maharashtra.
- Pioneered its first online traceability system for export of grapes to EU countries i.e. **GrapeNet.**
- The system covers 1,45,089 farmers, 52 exporters, 128 pack houses, 43,785 grape farms and 27 laboratories.
- Directly and indirectly linked with the livelihood of over **2 lakh farmers** in Grape growing belt of Maharashtra. During the export season operations, direct employment generated to **10,000+ wage earners.**
- Facilitated the Raisins processing industry in Sangli

36



## CASE STUDY OF AGRI PRODUCTS

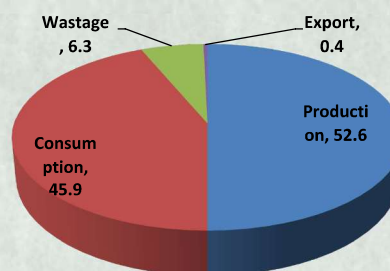
### CASE STUDY: EXPORT PROSPECTS OF POTATO



1. Low Productivity i.e. 24 MT/Ha as compared to other major producing countries viz USA (48 MT/ha), Germany (47 MT/Ha), Netherland (46 MT/Ha), Turkey (34 MT/Ha).

**Reason:** Non availability of storable and high yield quality seeds coupled with sub-optimal standards of cultivation adopted by farmers.

2. 10-15% of annual production becomes wastage due to lack of appropriate post harvest facilities.
3. World demand is around 13 MMT in which India's export share is miniscule (0.4 MMT).

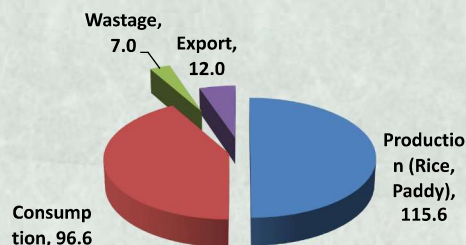


	Year- 2018-19 (Value in MMT)
Production (Source: NHB)	52.6
Consumption	45.9
Wastage (12% of Production)	6.3
Exports	0.4

## CASE STUDY: EXPORT PROSPECTS OF RICE



1. Low Productivity i.e. 3.8 MT/Ha as compared to other major producing countries viz. China (7 MT/ha), Indonesia (5.2 MT/Ha), Vietnam (5.5 MT/Ha).
2. 5-10% of annual production becomes wastage due to lack of appropriate post harvest facilities.



	Year- 2018-19 (Value in MMT)
Production (Source: NHB)	115.6
Consumption (Calculation: Production - Export + Wastage)	96.6
Wastage (Source: Estimated)	7
Exports (Source: DGCIS)	12

39

## IMPORTANT PARAMETERS FOR STATE EXPORT PERFORMANCE INDEX BY NITI AAYOG

SR. NO.	PARAMETERS OF STATE EXPORT PERFORMANCE INDEX
1	Existence of valid export promotion policy.
2	Identification of thrust sectors for exports.
3	Policy emphasis on product quality and standards
4	Marketing support
5	Performance measurement system
6	Award for excellence in exports
7	Appointment of full time export commissioner
8	Existence of a state centre co-ordination cell
9	International access
10	Establishment and functioning of an empowered committee
11	Number of investor summits
12	MOUs/Lols signed per summit
13	Value of MOUs/Lols signed
14	Power cost
15	Single window clearance
16	Loan schemes for exporters
17	Presence of knowledge and information portal for exporters
18	Number of trade fairs conducted by government department

40

## EXPORT INCENTIVES PROVIDED BY STATE GOVTS.

S.No.	Name of State	Scheme issued by/under	Name of Scheme
1	Maharashtra	MSAMB	Transport Subsidy scheme for export of agriculture commodities by sea route
2	Gujarat	Comprehensive Agro Business Policy (2016-21)	Assistance of Capital Investment Subsidy for Agro and Food Processing Units Assistance of Capital Investment Subsidy for Cold Chain, Food Irradiation Processing Plants and Pack Houses Assistance of Capital Subsidy for Creating Primary Processing Centers / Collection Centers in Rural Areas Assistance of Capital Subsidy for Reefer Vehicles Assistance of Back Ended Interest Subsidy on Term Loan for Agro and Food Infrastructural Projects Scheme for Financial Assistance for Air- Freight Subsidy Scheme for Financial Assistance for Sea- Freight Subsidy Quality Certification Mark scheme
3	Karnataka	Karnataka Industrial Policy 2014 -2019	Exemption from Entry Tax Refund of Certification Charges Refund of Cost incurred for Export Consultancy/Market Intelligence Studies Brand Promotion and Quality Assurance Support for creation of Export facilitation facilities, R&D and testing services Reimbursement of Export Credit Guarantee Insurance Support for development of exports in Gherkins, Rose Onions and Floriculture
4	U.P.	Govt. of U.P.	Uttar Pradesh Rice Export Promotion Scheme (2017-2022) "NAWAB" Brand Mango Promotion Scheme Transportation subsidy on mango export "TAJ" Brand Potato Promotion Scheme Garlic Export Promotion Scheme Mentha Export Promotion Scheme

41

## ROLE OF STATE GOVERNMENT IN BOOSTING AGRI EXPORTS



1. Identification of **infrastructure and logistic gaps** and work together with Central Govt. to fill up such gaps.
2. To **depute Plant Quarantine Officers** in identified clusters/approved packhouses.
3. Introduction of **Good Agricultural Practices** for quality production with International standards in respect export worthy products.
4. To ensure **proper connectivity of interior roads in the cluster/farm region**.
5. Requirement of drip irrigation across cultivable farm lands
6. To **ensure uninterrupted power supply** to packhouses and cold storages.
7. To encourage zero discharge effluent from processed industries to control pollution in the State.
8. Traceability implementation for identified products having export potential
9. Identification and promotion of FPOs/FPCs in the region for further export linkage

## PERFORMANCE BASED INCENTIVES PROPOSED FOR STATE GOVERNMENTS

1. Implementation of GAP certification by farmers
2. Adoption of GMP & GHP in processing units.
3. Special incentives for export of value added products.
4. Upgradation of airports/seaports.
5. Plug-in/holding charges at exit points for Perishables to be lowered or waived off.
6. Assistance to exporters of landlocked States towards meeting inland logistics cost.
7. Availability of minimum one Packhouse in each district.
8. Traceability implementation for identified products .

एपीडा  
APEDA

# THANK YOU

# **Chapter No 3**

## **IT Initiatives for Information Dissemination & Implementation of Traceability Systems**



**IT INITIATIVES FOR INFORMATION  
DISSEMINATION & IMPLEMENTATION OF  
TRACEABILITY SYSTEMS**

**AGRI-EXPORT & IMPORT MANAGEMENT TRAINING  
PROGRAM  
(MODULE 1 - SESSION 3)  
19<sup>TH</sup> NOVEMBER, 2022**

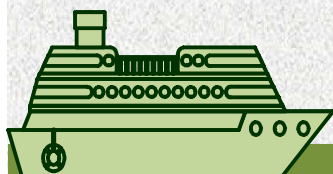


**By  
Dr. Sudhanshu  
Secretary, APEDA**



**CONTENTS**

1. APEDA website
2. AgriExchange portal
3. Farmer Connect portal
4. Online Processing & Issuance of Certificates
5. Development & Implementation of Traceability systems





## APEDA WEBSITE

### Information repository of

- ❖ APEDA Products and Sub Products
- ❖ Schemes for Subsidy
- ❖ Trade and Quality Information
- ❖ Global Export Statistics
- ❖ Exporters Directory
- ❖ Notification, Trade Notice and Circulars from DGFT
- ❖ Daily news bulletin for more than 30,000 users
- ❖ Quarterly electronic magazine covering industry developments and updates.

### **Website Traffic**

- ❖ Daily visits 1,38,275+ page views
- ❖ Daily visits on an Average by visitors: 2200
- ❖ Monthly visits million+ page views



3



## AGRIEXCHANGE PORTAL



### **Overview**

An online information exchange portal and to facilitate trade among buyers and sellers globally in the Agri business and to offer, negotiate and transact a deal. It is loaded with latest statistics pertaining to India and the world.

### **Stake Holders**

- ❖ Government Agencies
- ❖ Exporters
- ❖ Importers , Researchers

### Features

- ❖ Country/Product Info.
- ❖ Market Intelligence
- ❖ Statistics
- ❖ SPS, MEIS/Drawbacks
- ❖ Buy / Sell Leads
- ❖ News Alerts

4



## AGRIEXCHANGE TRADE LEADS

A new functionality has been incorporated in AgriExchange which allows Indian Embassies to submit trade leads.

Trade Leads submitted till **Jan 2022** by **top ten countries**:

TRADE LEADS		
COUNTRY	ENQUIRY	ENQUIRY APPROVED
United States	730	694
United Kingdom	614	581
United Arab Emirates	431	321
South Africa	290	279
Canada	238	208
Australia	234	217
Singapore	181	165
Netherland	163	153
China P Rp	156	47
Cameroon	151	24

NB: Letters were sent in Sep 2018 to all Indian Embassies/ High Commissioners introducing the new features incorporated in AgriExchange.



## DEVELOPMENT OF MARKET INTELLIGENCE - AGRI EXCHANGE PORTAL



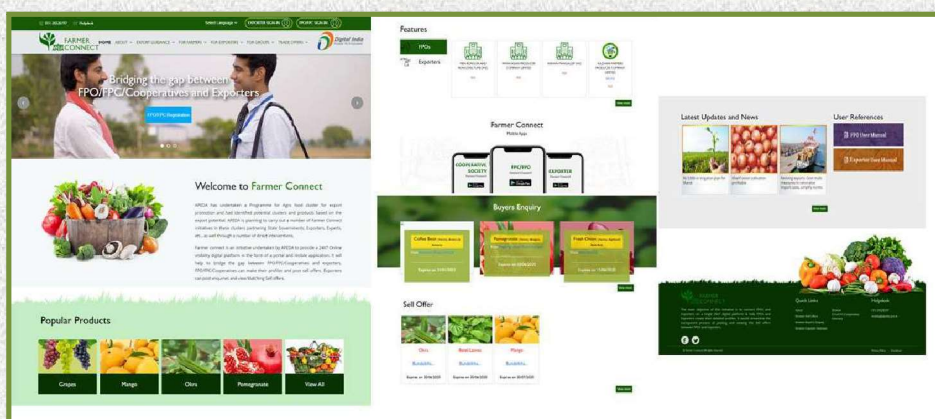
1. A dedicated portal setup for dissemination of customized Market Intelligence for Agri trade at APEDA website.
2. Referral point for Govt. Agencies, Government Agencies, Indian Entrepreneurs.
3. Provides various facilities of posting Buy-Sell leads, News alerts and useful tools for exporters.
4. A Market Intelligence Cell was constituted in APEDA and the activity of dissemination of [E-market intelligence reports](#) comprising detailed market analysis has been initiated.

## E-MARKET INTELLIGENCE BULLETINS



<a href="#">Mango</a>	Buffalo meat	Fruits and vegetable seeds
Basmati Rice	Swine meat	Moringa
Groundnut	Fresh cut flowers	Fox nut
Grapes	Wine	Fruit juices
Gherkins	Egg	Mango pulp
Dehydrated Onion	Dairy products	Potato flakes
Pomegranate	Biscuits	Cereal preparations
Banana	Jaggery	Non Basmati Rice
Potato	Millets	

## MARKET DEVELOPMENT- FARMER CONNECT PORTAL



1. The Farmer Connect portal is an 24x7 online initiative which provides a platform for FPOs/FPCs/Cooperatives and exporters to interact.
2. The main objective of Farmer connect portal is to facilitate and integrate the activities of Farmer and aggregators in the form of Farmer producer Organization (FPO) with Exporters through the assistance of ICT platform.
3. 2369 Exporters and 2345 FPOs has been registered in the portal



# MARKET DEVELOPMENT- FARMER CONNECT PORTAL

## SALIENT FEATURES FOR FPOs/EXPORTERS

### FPOs/FPCs/ Co-operatives

- Personalized Dashboard
- Post Sell Offers
- View Enquiries (Buy Offers)
- Match Alerts and Matching Offers
- View My Sell Offers

### Exporters/ Buyers

- Personalized Dashboard
- Post New Enquiries
- My Enquiries
- Match Alerts and Matching Offers
- View Sell Offers

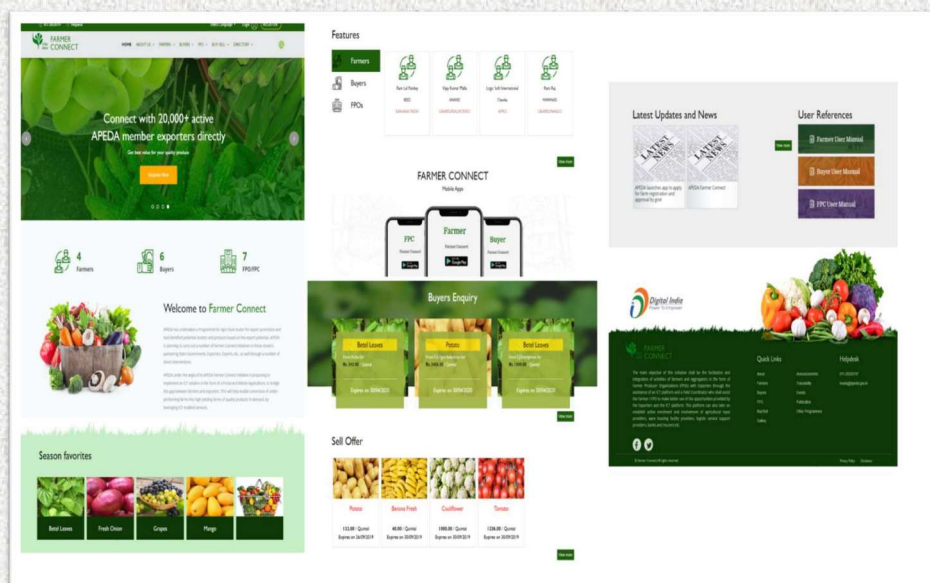
### Portal Other Features

- Export Guidance
- Trade Leads (Buy Enquiries/Sell Offers)
- List of Notified Clusters
- Integrated Pest Management
- Best Practices of Cultivation
- List of State Nodal Agencies
- Exporter Directory
- FPOs/FPCs Directory

<https://farmerconnect.apeda.gov.in/>



# FARMER CONNECT PORTAL HOME SCREEN



## USER TYPES

The APEDA Farmer Connect portal includes following:

1. Stake holders
  - 1.1. Sellers (FPOs)
  - 1.2 Buyers (Exporters)
- APEDA Recognized units – Pack houses, Peanut Processing Units, etc.
- APEDA Member Exporters, both Merchant as well as Manufacturers
2. Admin



## FEATURES OF FARMER CONNECT PORTAL

### ❖ FPO Module-

- Update Profile
- Farmer Registration
- Add/Remove farmers into the group
- View farms on Google Map
- Post Sell offers on behalf of farmers added into the group
- Communicate with farmers & buyers

### ❖ Admin Module-

- Monitoring of real time MIS like No. of Registered Farmers, Added Farms, Farm Area Occupied in crops plantation, total harvested Qty. of farmer's produces & total available dried stocks
- View Farms on Google Map.
- View Sell offers & Buyer Enquiries
- FPO Registration
- Post latest news & updates through CMS to be displayed on home screen of the portal.

### ❖ Buyer Module-

- Post enquiries
- Communicate with Sellers(FPOs & Farmers)
- View sell offers
- Review & Rate the sellers & Sell offers
- View Sellers (Farmer & FPO) profile
- View farms on Google Map
- View Matching Enquiries



## BUYER DASHBOARD

011-26526197 Helpdesk

Logged in as - T.J. ENTERPRISES test (Buyer) English हिन्दी

**FARMER CONNECT**

**Request Panel**

- Update Profile
- View Farms on Map
- Farmers Directory
- Stock Availability Details
- Registered Area under Crops

**Post New Enquiry**

Post New Enquiry

**My Enquiry**

View Details

**Match Alerts**

View Details

**Sell Offer**

View Details

Privacy Policy | Disclaimer

13



## FPO/FPC DASHBOARD

011-26526197 Helpdesk

Logged in as - FPO TEST TEST (FPO) English हिन्दी

**FARMER CONNECT**

**Request Panel**

- Update Profile
- Add/View Field Coordinator
- Add New Farmer
- Remove Farmer
- Farmers Directory
- Harvested Qty
- Stock Availability
- Registered Area Under Crop
- Communication with Farmer

**View Enquiry**

View Details

**Match Alerts**

View Details

**Post Sell Offers**

View Details

**View Sell Offers**

View Details

Privacy Policy | Disclaimer

X Cancel ✓ Capture

14



## ADMIN DASHBOARD

011-26526197 Helpdesk Logged in as - Admin (Admin) English | हिन्दी |

**FARMER CONNECT**

**Request Panel**

- Scout Report
- Farming Activity MIS
- View/Approve FPOs
- FPO Registration
- View Farms on Map
- Stock Availability Report
- Send Notification to Buyers
- Send tips to farmers
- Latest Updates & News

Sections

**Registered Farmers** 4

[View Details](#)

**Registered Buyers** 6

[View Details](#)

**168289.00 Acres**  
Registered Area under Crops

[View Details](#)

**13655 Quintals**  
Total Harvested Quantity

[View Details](#)

**Buy & Sell Offers**

**Sell Offers**

[View Details](#)

**Buyer's Enquiry**

[View Details](#)

Privacy Policy | Disclaimer X Cancel ✓ Capture



## FIELD COORDINATOR DASHBOARD

011-26526197 Helpdesk Logged in as - Nandigam Anusha (Field Coordinator) English | हिन्दी |

**FARMER CONNECT**

**Request Panel**

- Add/Update Farmer
- View Farms on Map
- Stock Availability Details
- Send Tips to Farmers
- Farming Activity Report

**Registered Farmers** 3

[View Details](#)

**Registered Farms** 4

[View Details](#)

**168279.00 Acres**  
Registered Area under Crops

[View Details](#)

**13455 Quintals**  
Total Harvested Quantity

[View Details](#)

**Buy & Sell Offer**

**View sell offer**

[View Details](#)

**View buyer's enquiry**

[View Details](#)

Privacy Policy | Disclaimer

## BUY ENQUIRIES SCREEN

Filter

Reset

Commodities

Crop Practices

Enquiry Validity


Price (in INR per Quintal)

Qty. (in Quintals)

### Buy Enquiries

Page 1 of 1

Sort by: ☒ Latest to Oldest ☐ Oldest to Latest



**S.S. Agro Industries**


Crop : Potato  
Variety : Agrifound Rose  
Required Quantity : 45.00 Quintals  
Price : Rs. 3456.00 INR/Quintal  
Enquiry Valid on : 30/04/2020

[Write Reviews](#)

[Contact Buyer](#)

[View More](#)

[f](#) [t](#)



**Richa**

Crop : Betel Leaves  
Variety : Karapaku  
Required Quantity : 34.00 Quintals  
Price : Rs. 343.00 INR/Quintal  
Enquiry Valid on : 30/04/2020

[Write Reviews](#)

[Contact Buyer](#)

[View More](#)

[f](#) [t](#)

17

## SELL OFFERS SCREEN


011-26526197

Helpdesk

Select Language

Login

REGISTER



FARMER CONNECT

HOME ABOUT US FARMERS BUYERS FPO BUY/SELL DIRECTORY

Filter

Reset

Order Posted By

☒ By Farmer

☐ By FPO

Commodities

Crop Practices

Offer Validity

Future Offers


Price (in INR per Quintal)

Qty. (in Quintals)

Analysis Report

### Sell Offers

Sort by: ☒ Latest to Oldest ☐ Oldest to Latest




**Ram Lal Pandey,Crop - Banana Fresh, Variety - Rasthali, Offer Posted on 11/09/2019**

Offered Qty: 100.00 Quintals  
Min.Order Qty: 50.00 Quintals  
Price: 40.00 INR/Quintal  
Offer expires on: 30/09/2019

[View More](#)

[Contact Seller](#)



**Ram Lal Pandey,Crop - Cauliflower, Variety - Dania Kalimpong, Offer Posted on 11/09/2019**

Offered Qty: 100.00 Quintals  
Min.Order Qty: 100.00 Quintals  
Price: 1000.00 INR/Quintal  
Offer expires on: 30/09/2019

[View More](#)

[Contact Seller](#)

## MOBILE APPLICATION SCREENS



19

## ONLINE PROCESSING & ISSUANCE OF CERTIFICATES

1. Unit recognition certificate for Meat Processing Units, Pack houses and Peanut Processing Units
2. Certificate of accreditation for Organic Certification agencies
3. **Registration-cum-Allocation Certificates (RCAC) for Export of Basmati Rice –**  
Export of Basmati Rice is allowed subject to registration of contracts with APEDA prior to the shipment

TOTAL RCAC'S issued during 2021-22	Quantity (in Million MT)	FOB value (in US\$ Million)
30320	3.8	3581



## 4. Certificate of Export (CoE) for Peanuts & Peanuts Products

- CoE issued by APEDA to the exporters/ processors of peanuts/peanut products for the quantity that qualify aflatoxin test based on the test report issued by the authorized laboratory
- Test report states that processing and packaging has been carried out in a processing unit, warehouse registered by APEDA with registration number.
- On receipt of the online application for CoE, APEDA examines compliance of the procedure. Thereafter, CoE is issued online digitally signed.

Total COEs issued during 2021-22	Quantity (MT)
26,365	5,05,353



21



## DEVELOPMENT & IMPLEMENTATION OF TRACEABILITY SYSTEMS

## QUALITY DEVELOPMENT - TRACEABILITY SYSTEMS IMPLEMENTED



Total nos. of Farmers – 145,089



Total nos. of Farmers – 24,81,166



Total nos. of Units – 186



Total nos. of Plants – 84



Total nos. of Farmers – 87,647

There are **234 commercial food testing laboratories (NABL accredited)** authorized by APEDA in 18 States for quality certification for its scheduled products.

## GRAPENET



### Overview

An online traceability system, for monitoring fresh grapes exported to the EU. An end-to-end system for monitoring pesticide residue and facilitate tracing back from retail shelves to the farm of the grower

The system covers **1,45lakh farmers, 52 exporters, 128 pack houses, 43,785 grape farms and 27 laboratories**

### Stake Holders

- ❖ State Governments Agencies
- ❖ Farmers/Pack houses/Exporter/Labs
- ❖ Agmark & Phyto-Sanitary Dept

### Features

- ❖ Farm Regist. & Inspection
- ❖ Lab Sampling & Test Report
- ❖ Pack house Lot Creation & Exporter Consignment
- ❖ Agmark & Phyto-Sanitary Certification

## TRACENET



### Overview

An online service for facilitating process certification for export of organic products which comply with the NPOP or NOP standards.

### Stake Holders

- ❖ Grower Groups
- ❖ Processors
- ❖ Trader
- ❖ Certification Bodies
- ❖ APEDA

### Features

- ❖ Scope Certification
- ❖ Production Reporting
- ❖ Authentication & Traceability
- ❖ Monitoring & Regulation

**TraceNet:** To monitor the export of organic products from India, a certification process had initiated that complies with the standards of NPOP or NOP. It is responsible for maintaining forward and backward traces, quality assurance for operators or producer groups as well as certification bodies within the organic supply chain in India. **More than 24 Lac farmers** are registered and **31 Certification bodies** have been recognized for certification process for all organic products.

## PEANUT.NET



### Overview

An online service for facilitating testing and certification of Peanut and Peanut products for export with the standards framed by APEDA and regulation issued by DGFT.

**Peanut.Net:** It is an at-hand service offered to the stakeholders for facilitating testing and certification of Peanut for export from India. The system collects, stores and reports forward and backward traces and quality assurance data entered by the stakeholders, within the Peanut supply chain in India.

### Stake Holders

- ❖ Processing Units
- ❖ Exporters
- ❖ Laboratories
- ❖ National Referral Laboratories
- ❖ APEDA

### Features

- ❖ Unit Registration
- ❖ Consignment Creation
- ❖ Lab Sampling & Test Report
- ❖ Certificate of Export (COE)
- ❖ Export & Stuffing Certificate



## Meat.Net

Certification system for export of meat products

### Overview

An online service for facilitating process certification for export of Meat products. Meat.Net collects, stores and reports – forward and backward traces and quality assurance data.

**Meat.Net:** The system enables registration of meat processing establishments and to apply online issuance of Health Certificate through Meat.Net System, for each consignment exported from India. As of now, 137 Meat units have been registered.

### Stake Holders

- ❖ Processing Units
- ❖ State/ District Veterinarians
- ❖ State Admin.
- ❖ APEDA

### Features

- ❖ Unit Registration
- ❖ Sourcing of Raw Material
- ❖ Health Certificate Appl.
- ❖ Health Certificate Issuance



## HortiNet

Traceability System for Horticulture Products

### Overview

An integrated online service for facilitating testing and certification of fruits and vegetables for export.

1. **HortiNet-Mango:** 55,981 Farmer and 87,000+ Farms have been registered.
2. **HortiNet-Vegetables:** Initially, Okra was registered during August 2015 and as of now, 43 vegetables have been added. Till date, over 18,000 farmers as well as 17k Farms have been registered.
3. **HortiNet - Citrus Fruit:** This system was implemented in July 2018. So far, 2050 Farmers and 2084 Farms have been registered.

**Introduced Farmer Registration for Onion, Banana and few other fruit and vegetables for the first time for exports**

### Stake Holders

- ❖ State Horticulture Dept

### Features

- ❖ Farmer Registration
- ❖ Farm Registration



## BLOCKCHAIN-GRAPENET INTEGRATION



To bring in enhanced trust and transparency, Blockchain technology had been initiated that covers all the stakeholders involved in the process of export of Grapes. Blockchain is an immutable, time-stamped series record of data that is distributed and managed by cluster of computers.

29

## BLOCKCHAIN-GRAPENET INTEGRATION

### Enhancing Assurance in APEDA's Traceability Systems through introduction of Blockchain

- APEDA's Traceability & Certification systems have the necessary cyber security controls in place and are audited regularly by CERT-IN empanelled auditors
- Additional layer of assurance by implementing a private, permissioned Blockchain network
- Integration with Grapenet in the beginning and later on expanded to cover all products under Hortinet
- APEDA's Blockchain repository can permit authorized external users to refer and verify the details of Farm Registration, Consignment creation, Lab Testing and Agmark/Phyto-sanitary Certificates
- This Blockchain network can expand to include other stakeholders in Central and State govts. further to extract true power of Blockchain.



## APEDA'S OTHER E-GOVERNANCE INITIATIVES

## E-GOVERNANCE INITIATIVES

- Reduction in Mandatory Documentation for registration of Traders, Exporters
- Merchant exporters can obtain RCMC just with their IE Code, validated from DGFT and paying necessary fees online.

### National Single Window System (NSWS) Integration:

APEDA actively participated in implementation of the **National Single Window System** of Ministry of Commerce & Industry and was among the pioneer organizations who successfully integrated their Exporter Registration System with the National Single Window System.



**NATIONAL SINGLE WINDOW SYSTEM**  
(SOFT-LAUNCH)

Single Platform to Enable Investors Identify & Obtain Approvals & Clearances

**Online Services Available**

 Know Your Approval Service	 Applicant Dashboard
 Common Registration Form	 Document Repository
 State Registration Form	 E-Communication module

## E-GOVERNANCE INITIATIVES



### Integration of APEDA services with Kisan Suvidha:

It is an omnibus mobile app developed to help farmers get relevant information instantly. App provides information on various details - weather, market prices, seeds, fertilizers, pesticides, agriculture machinery, dealers, agro advisories, plant protection, IPM practices



## E-GOVERNANCE INITIATIVES

### Integration of APEDA services with Kisan Rath:

- MoA&FW in association with National Informatics Centre (NIC) has developed mobile application "**Kisan Rath**" to facilitate farmers & traders in searching transport vehicles for Primary and Secondary transportation for movement of Agri & Horti produce.
- **Primary transportation** includes movement from Farm to Mandis, FPO Collection Centre and Warehouses
- **Secondary Transportation** includes movement from Mandis to Intra-state & Inter-state mandis, Processing units, Railway station, Warehouses and Wholesalers etc.

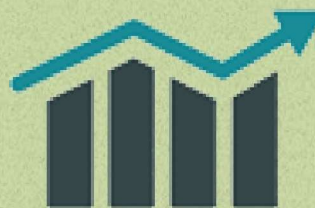


## E-GOVERNANCE INITIATIVES

**Video Manuals for stakeholders:** In order to educate stakeholders and sensitize them about software process of traceability, APEDA took the initiative of making videos for user manual on digital platform

**AgriExchange Mobile App:** APEDA has launched AgriExchange Mobile App during 2021-22 to access market information on international trade and track status of various applications filed by them with APEDA.

This app automatically allows 36,000+ active APEDA Registered Exporter Members to receive daily news alerts and trade leads.



## E-GOVERNANCE INITIATIVES

### Farm Registration Mobile App:

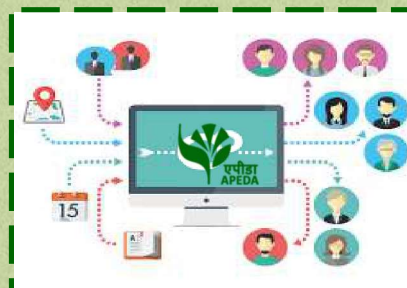
APEDA also strengthened its Farm Registration App by adding new products for registered farmers for exports. The installation base has crossed 50,000+

### NIC Cloud:

APEDA has been a pioneer in making use of latest technologies for building its IT infrastructure and applications for export promotion.

With the growth of cloud technology in a secure environment, APEDA has successfully migrated all its IT systems to NIC Cloud during 2021-22.

This has enabled easier monitoring of performance of APEDA's digital systems serving its stakeholders with better user experience.





# **Chapter No 4**

## **APEDA'S Role: Post-Harvest / Processing Infrastructure**



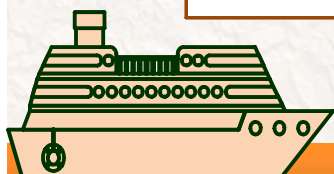
**APEDA'S ROLE : POST -HARVEST  
/ PROCESSING INFRASTRUCTURE**

**AGRI-EXPORT & IMPORT MANAGEMENT TRAINING  
PROGRAM  
(MODULE 1 - SESSION 4)  
26<sup>TH</sup> NOVEMBER, 2022**

**Dr. Sudhanshu  
Secretary, APEDA**

**CONTENTS**

1. Integrated Packhouse
2. Post-harvest Treatment facilities
3. Reefer Van
4. Processing units
5. Meat Plants
6. Testing Laboratories
7. CPC
8. Flower Auction Centre





## RATIONALE FOR COLD CHAIN & POST HARVEST INFRASTRUCTURE



Absence of Cold chain leads to...



## RATIONALE FOR COLD CHAIN & POST HARVEST INFRASTRUCTURE

- **Challenges faced**
  - Pest and Diseases
  - Pesticide Residue
- **Bans imposed / Warnings issued –**
  - Curry leaves - UAE (Pesticide residue)
  - Mango, Chilli and Cucumber - UAE (Pesticide residue)
  - Mangoes and four vegetables - EU countries (Pest and diseases)
  - Green chilli - Saudi Arabia & Kuwait (Pesticide Residue)
  - Potatoes - Russia (Pest and Diseases)
- The bans imposed create a negative publicity among the importing countries. The other countries become more cautious in importing fresh produce from India also imposing checks in import.

## INTEGRATED PACKHOUSE

Infrastructure set up by APEDA	Government	Exporters	Total
<a href="#">List of APEDA Recognized Pack houses</a>	60	186	216

- APEDA has initiated several steps like helping exporters with Financial assistance for setting up specialised Pack houses for Horticulture products as per international standards
- These packhouses are also processing fruits (Mangoes, Pomegranate & Vegetables) etc. for export to EU, Japan, Korea, China, USA, Australia.
- In addition to private sector pack houses, the State Government agencies in UP, Maharashtra, Andhra Pradesh, Rajasthan, Kerala etc. have also facilitated large number of exporters by providing common infrastructure projects (Pack Houses).



Common Pack house for Mangoes at Ratnagiri, Maharashtra

## COMMON INFRASTRUCTURE SET UP CREATED BY APEDA

INFRASTRUCTURE SETUP BY APEDA UNDER THE OLD COMMON INFRASTRUCTURE SCHEME			
Total Pack houses	60		
States /UT	Qty	States /UT	Qty
Maharashtra	17	Assam (Amingaon, Karimganj)	2
Himachal Pradesh	7	West Bengal	2
Karnataka	6	Tamil Nadu	1
Andhra Pradesh	5	Kerala	1
Gujarat	4	Mizoram (Aizawl)	1
Rajasthan	4	Sikkim (Rangpo)	1
M.P	3	Odisha	1
Punjab	2	J&K	1
U.P	2		



## STATE OF THE ART PACK-HOUSE INFRASTRUCTURE



□ In order to establish quality standards at par with Intl. standards like Codex, EU, USDA, APEDA has established accreditation of Packhouses and Peanut units in association with NPPO, Ministry of Agriculture so as to achieve acceptance of high standard products in EU, Australia, USA, Japan, China & S.Korea.

## Common Integrated Packhouse - MSAMB, Navi Mumbai Vegetable Processing Facility (VPF)



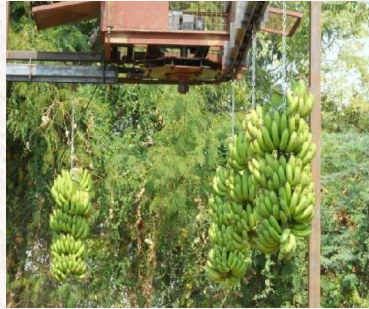
## Snapshot- Integrated Packhouse



## Post Harvest infrastructure - Mango



## Post harvest Processing – Banana



## Post harvest Supply Chain - Grapes



## Post harvest handling – Vegetables for EU



## Post harvest processing line – Baby Corn



## Inspection of Fresh produce at Packhouse



Washing

Sorting

Grading

Pre-cooling

Packaging

Labelling

## CA Store Facility



## Walk in Cold Store, Saharanpur (U.P.)



## POST-HARVEST TREATMENT FACILITIES

## Hot Water Dip Treatment (HWT)

Infrastructure set up by APEDA	Government	Exporters	Total
HWT facilities	6	18	24



## Vapour Heat Treatment (VHT)

Infrastructure set up by APEDA	Government	Exporters	Total
Vapor Heat Treatment Plants	4	2	6

Sr. No.	State	Packhouse	Location
1	Andhra Pradesh	A.P. Agro Integrated Pack House & VHT System	Agriculture Market Yard, Thiruchanur Road, Tirupati Chittoor District 517501 Andhra Pradesh, Tirupati, 517501
2		A P State Agro Industries Development Corporation	APIIC Industrial Park, Auto Nagar, Dist. Krishna, Nuzvid-521201
3	Maharashtra	MSAMB VHT Facility center	Export Building, APMC Vegetable market, Sector no. 19A, Vashi, Navi Mumbai, 400705
4		Nikko Namdhari Food Pvt. Ltd.	Gat No.1398, At post-Sayyed Pimpri, Taluk/District- Nashik -422003
5	Uttar Pradesh	Mango Pack House Lucknow	Krishi Utpadan Mandi Samiti, Sitapur Road Lucknow Uttar Pradesh-226021
6		Mango Pack House Saharanpur	Naveen Mandi Sthal Chilkana Road, Saharanpur-247001
7		Misra Automatics Pvt. Ltd	Khasra Number 2772, Aam Ka Road, Dhoom Manikpur Village, Near Radha Soami Satsang, Gautam Budh Nagar, Dadri- 203208

## Vapour Heat Treatment (VHT)



## Vapour Heat Treatment (VHT)



### Procedure for Exports to Japan/S.Korea

- Farm Registration
- Pre Harvest Process
- Post Harvest Process
- Desapping of Fruits
- Cleaning & Washing of Fruits
- Sorting & Grading
- Packaging, Labelling/ Marking
- Inspection by NIPPO
- Issuance of PSC
- Loading, sealing of vehicle & transport to airport
- Loading to aircargo

Initiating submission of documents of VHT facility to APQA, South Korea and MAFF, Japan for approval of the facilities for export of mangoes to respective countries every year

## Vapour Heat Treatment (VHT)



## Irradiation Facility

Infrastructure set up by APEDA	Government	Exporters	Total
Irradiation Units (Nashik, Vashi, Malur, Ahmedabad)	3	1	4



## Irradiation Facility



- APEDA signed Cooperative service Agreement with USDA APHIS for cooperative export of fruits from India to USA.
- Coordinated with USDA for invitation, stationing of USDA officials to three Irradiation plants



## Reefer Van

Financial assistance for Purchase of insulated, reefer transport /mobile pre-cooling units including special vehicle for livestock carriers



## Peanut Processing unit



## REGISTRATION OF MEAT PLANTS

- **71 APEDA INTEGRATED ABATTOIRS CUM MEAT PROCESING PLANTS**
- **17 APEDA REGISTERED MEAT PROCESSING PLANTS**
- **6 STAND-ALONE ABATTOIRS**

More than 100 MERCHANT EXPORTERS  
A person/Company engaged in trading activities and is sourcing meat from a APEDA registered manufacturing unit

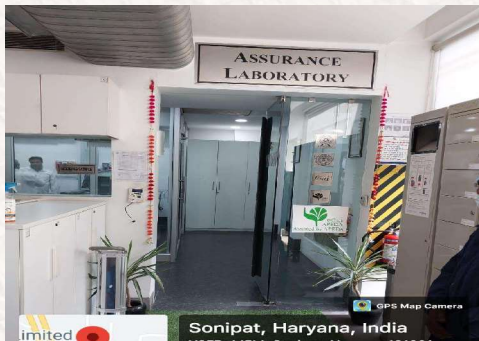
## Modern state of art Abattoirs cum Meat Processing Plants



## Modern state of art Abattoirs cum Meat Processing Plants



## Food Testing Laboratory



## Food Testing Laboratory



There are **234 commercial food testing laboratories (NABL accredited) & ISO-17025** authorized by APEDA in 18 States for quality certification for its scheduled products.

## Centre for Perishable Cargo (CPC)

Infrastructure set up by APEDA	Government	Exporters	Total
Centers for Perishable Cargo	12	-	12

Infrastructure like CPC/specialized cargo handling facilities at major airports i.e. Delhi, Mumbai, Chennai, Bengaluru, Hyderabad and Thiruvananthapuram have been set up.



- Integrating NPPO documents, its issuance by e-Phyto markets in Government and private sector,
- AAI facilitating exports by upgradation of cold chambers,
- upgrading skills of handling perishables,
- E- processing of documents to save crucial time

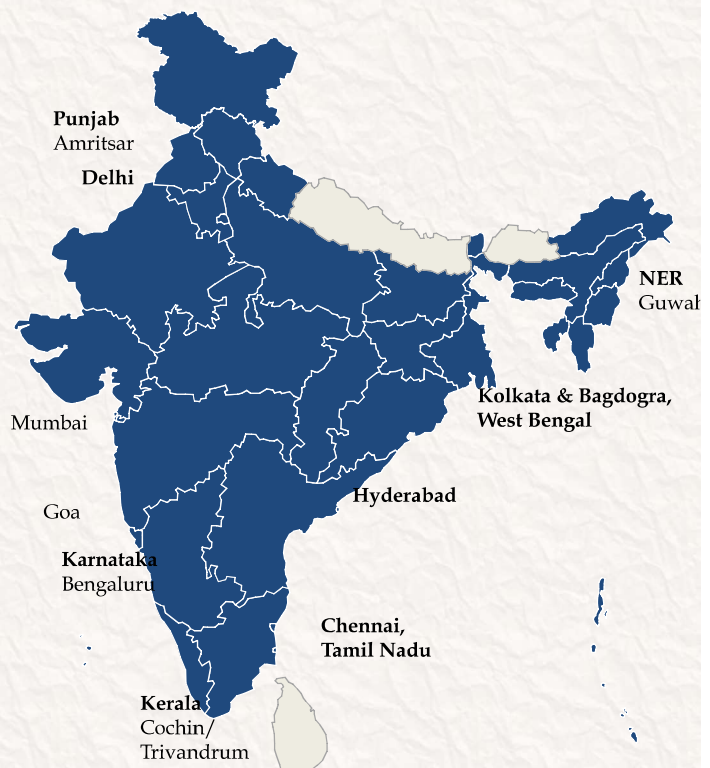
## CPC Mumbai



## CPC Cochin



## Centre for Perishable Cargo (CPC) at key Airports



## FLOWER AUCTION CENTERS

Infrastructure set up by APEDA	Government	Exporters	Total
Flower auction Centers	3	-	3



International Flower Auction, Hebbal (Bengaluru) offers the largest global market for selling all cut/dried flowers and live plants, also equipped with an efficient and competent supply chain



## FLOWER AUCTION CENTERS









Indo-German Cooperation on **Agricultural Market Development**

*Building sustainable partnerships*

# Indo-German Cooperation on **Agricultural Market Development**

C/o CCS National Institute of Agricultural Marketing (CCS NIAM)  
Bambala, Kota Road, Jaipur, Rajasthan - 302033  
[www.amd-india.net](http://www.amd-india.net)