

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO. 3271
TO BE ANSWERED ON THE 21ST MARCH, 2023

MARKETING OF AGRICULTURAL PRODUCTS

3271. DR. RAMESH POKHRIYAL "NISHANK":

Will the Minister of AGRICULTURE AND FARMERSWELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) the special efforts made by the Government for the successful marketing of fruits, vegetables and processed products in Himalayan States;
- (b) the subsidy being provided by the Government on storage and transportation;
- (c) whether the Government is making efforts to provide international market for these products of farmers; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF AGRICULTURE AND FARMERSWELFARE

कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) and (b): Agricultural marketing is a state subject and wholesale markets are set up under the provisions of respective State Agricultural Produce Market Committee (APMC) Act. However, in order to reduce supply chain, promote competition and encourage private sector investment in development of value chain and marketing infrastructure of perishable horticultural produce, Department has been pursuing with the States including Himalayan States to de-regulate marketing of these perishables outside the market -yards. Responding to pursuance, all the Himalayan States except Uttarakhand have done so.

The Agricultural & Processed Food Products Export Development Authority (APEDA), a statutory body under the administrative control of Department of Commerce, has taken various initiatives for the marketing of fruits, vegetables and processed products in Himalayan states. Some of the initiatives are at Annexure-I. Further, Financial assistance is being provided for setting up of common infrastructure facilities such as pack-houses, processing units, reefer van etc. in various States across

the country under Agriculture and Processed Foods Export Promotion Scheme of APEDA for the 15th Finance Commission Cycle (2021-22 TO 2025-26).

Government is implementing Agricultural Marketing Infrastructure (AMI), a sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM) across the country. Under the scheme, subsidy at the rate of 25% for plain areas and 33.33% for NER, hilly area is available for beneficiaries viz, Farmers, Individuals, Group of farmers/growers, Agri-preneurs, Registered Farmer Producer Organizations (FPOs), Cooperatives, and state agencies etc. for development of Agricultural Marketing Infrastructure Projects including storage infrastructure.

Government is also implementing Mission for Integrated Development of Horticulture (MIDH) under which financial assistance is provided for various horticulture activities including post-harvest management infrastructure such as construction/Expansion/Modernization of cold storages of capacity up to 5000 MT, purchase of refrigerated transport vehicle for 9MT and prorata basis for lesser capacity but not below 4MT and market infrastructure such as creation of wholesale market, rural primary market, functional infrastructure etc in the country including Himalayan States. These components are demand/entrepreneur driven for which Government assistance in the form of credit linked back ended subsidy is available through respective State Horticulture Missions.

Besides, National Horticulture Board (NHB) is implementing a scheme namely "Capital Investment Subsidy for Construction/ Expansion/Modernization of Cold Storages and Storages for Horticulture Products". Under the scheme, credit linked back-ended subsidy at the rate of 35% of the capital cost of the project in general areas and 50% in case of North East, hilly & scheduled areas for construction/expansion/modernization of cold storage and Controlled Atmosphere (CA) storage of capacity above 5000 MT and up to 10000 MT is available. In case of North East region, the units with capacity above 1000 MT are also eligible for assistance.

Ministry of Agriculture & Farmers Welfare has launched Horticulture Cluster Development Programme (HCDP) for selected high value horticulture crops through National Horticulture Board (NHB). This Programme is designed to leverage the geographical specialization of horticulture clusters and promote integrated and market led development of pre-production, production, post-harvest, logistics, branding and marketing activities,

Initially 12 clusters have been selected on Pilot basis for the launch of Horticulture Cluster Development Programme. Details of these 12 clusters are at Annexure-III.

Further, Government is implementing a Central Sector Scheme Agriculture Infrastructure Fund (AIF) of Rs. 1,00,000 Crore to provide a medium-long term loan

facility for investment in viable projects for post-harvest market infrastructure including warehousing facility and community farming assets through interest subvention and financial support.

As per the information received from Ministry of Railways, Kisan Rail Scheme was introduced by Indian Railways to enable the speedy movement of perishables including fruits, vegetables, meat, poultry, fishery and dairy products from production surplus regions to consumption or deficit regions. 45% subsidy being granted by the Ministry of Railways on transportation of perishables through Kisan Rail.

(c) and (d):The initiatives taken by APEDA to provide international market for fruits, vegetables and processed products are attached at Annexure II.

APEDA's Initiatives in Himalayan Region

A. Initiatives taken by APEDA in Jammu & Kashmir and Ladakh

1. New Products vis-a-vis New Destinations:

- i. Facilitated maiden shipment of Almond oil, walnut oil and apricot oil from J&K exported to UAE in September, 2022.
- ii. Facilitated shipment of Dried Lavender from the UT of Jammu & Kashmir to UAE during September, 2022.
- iii. Facilitated the maiden shipment export of 20 MT of fresh apricot from Ladakh in 2021 to Dubai. Export of 35 MT of fresh apricot from Ladakh to Singapore, Mauritius and Vietnam in 2022.
- iv. Promoted export of Gucchi Mushroom of 3 tons worth 3 from Jammu region.
- v. Promoted export of 30 MT of Basmati, non basmati rice from Jammu region.
- vi. Facilitated export of 510 MT walnut from Jammu region.

2. Buyer Seller Meet/Market Promotion programmes organized

IBSM (International buyer sellers meet) on apricot in LehLadakh on 14th June, 2022.

3. Capacity Building Programmes in Jammu & Kashmir and Ladakh

- i. Awareness program for FPOs convergence to exporter in Leh on 25th October, 2022.
- ii. Export awareness workshop in association with DGFT in Leh and Kargil on 13th&15th March, 2023.
- iii. Canopy management of high value fruit crops of Ladakh in Kargilincollaboration with Horticulture Department Kargil on 14th March, 2023.
- iv. Capacity building Program for FPOs, FPO as an Exporter in Baramulla on 29th September, 2022.
- v. Capacity building program for FPOs, FPC's and Cooperatives for enhancing the quality of Rice for Exports in Anantnag on 3rd October, 2022.
- vi. Awareness program for the promotion of Basmati and Non-Basmati Rice in RS Pura Jammu on 17th October, 2022.
- vii. Awareness program for FPOs – Convergence to exporters in Jammu on 1st November, 2022.

4. Products promoted by APEDA from J&K and Ladakh to gulf countries, Bangladesh, Singapore, Mauritius and Vietnam are as follows:

- a) **Fruits and its products:** Cherry, Apricot, apples, almond, walnuts (whole/kernel) apple chips, walnut oil, almond oil, apricot oil,

- b) **Vegetables and its products:** Radish, Lotus root, Broccoli, Kashmiri Lal Mirch, white Radish long, cauliflower, Kale, Turnip, Karmiri pickle, Red kidney beans, Red chillipowder, fennel seed powder, Poney Fred beans, Gucchi (Morel) mushroom, black Carrot, Lal Mirch paste
- c) **Agriculture products:** Basmati rice, Brown rice, Mushkbudji rice, Talbeena Barley Kheer
- d) **Special products:** Apricot RaksteyKarpoo GI tag, Saffron GI tag/ Customized saffron products, Acacia Honey, Multiflora honey, wild forest honey, dried lavender

5. Infrastructures supported by APEDA:

- a) **Up-gradation of Food testing laboratory for analysis of food products as per importing country requirements:** The project is in process in which Rs. 4.55 crores have been sanctioned for the upgradation of the facility.
- b) **Purchase of reefer van for handling fruits and vegetables:** The reefer truck has been allocated to a private entrepreneur in which funding of Rs. 0.27 crores has been sanctioned by APEDA.

B. Initiatives taken by APEDA in North Eastern Region

APEDA has taken special initiatives to export some of the unique products from NER. Some of the initiatives are as under:

1. New products vis-a-vis New Destinations:

i. First export consignment of Jackfruit from Tripura to UK

APEDA facilitated the first shipment of fresh jackfruit from Tripura to London in May 2021. Jackfruits were sourced from Tripura based KrishiSanyoga Agro Producer Company Ltd and packed at APEDA assisted pack-house at Guwahati, Assam.

ii. First export consignment of Jackfruit from Tripura to Germany

APEDA facilitated the first consignment of fresh jackfruit from Tripura to Germany in July 2021.

iii. First shipment of Burmese Grapes from Assam to UAE

APEDA facilitated a consignment of Leteku (Burmese grape), an exotic fruit rich in vitamin C and iron from Assam. The consignment was exported by APEDA registered exporter M/s Kiega EXIM Pvt Ltd, Assam from Guwahati to Dubai.

iv. First shipment of Tender Jackfruit and Green Chilli from Assam to UAE

APEDA facilitated and organised export of first consignment of 1.5 MT of tender jack fruit and 0.5 MT of green chilli from Dhubri district to Dubai

through M/s. Fair Exports India Pvt. Ltd, Mumbai, a division of Lulu Group International. Prior to export, APEDA facilitated the series of meetings and field inspection for sourcing quality material for exports.

v. First shipment of Tezpur Litchi (GI) from Assam to UK

APEDA registered exporter, M/s Kiega Exim, Assam exported the litchi consignment to the UK, sourced from M/s Agnigarh Farmer Producer Company, Sonitpur. Hon'ble Chief Minister of Assam, Dr Himanta Biswa Sarma flagged off the consignment. In this regard, APEDA had co-organized the buyer seller meet followed by a field visit to assess the quality of litchis for export.

vi. First shipment of Assam lemon (GI) from Baksha district, Assam to UK

Due to APEDA's perseverance and effort, APEDA held a series of meeting followed by field visit along with exporters and farmers for the first consignment of Assam lemon from Baksha district through M/s Kiega EXIM, Guwahati sourced from the FPC, M/s Nilachal Agro Producer Company Ltd, Baksha.

vii. Export of Iron rich Red Rice of Assam to USA

APEDA facilitated a consignment of Iron rich 'red rice' grown in Brahmaputra valley of Assam to USA. The rice variety is also referred as 'Bao-dhaan', which is an integral part of the Assamese food. The red rice was sourced and exported by M/s L.T Foods from Haryana.

viii. First shipment of GI products to Vietnam

M/s North East Farm Sales Promotion, a start up from Assam exported consignment of orthodox tea of Assam, Large Cardamom of Sikkim, Dehydrated King chilli of Nagaland and Black rice of Manipur to Vietnam from Guwahati wherein APEDA facilitated the export shipment.

ix. First export consignment of King Chilly (Raja Mircha), a GI crop from Nagaland to London

The first consignment of fresh '*Raja Mircha*' also referred as king chilli was exported from Nagaland to London from Guwahati airport in July 2021 through APEDA's effort. APEDA coordinated with the state Marketing Board in getting samples tested for pesticides and the results were encouraging since it is grown organically. The consignment was sourced from Peren district, Nagaland and was packed at APEDA assisted packhouse at Guwahati for exports.

x. Export of Assam Lemon (KajiNemu) having Geographical Indication tag to UK and UAE

Through the support of APEDA, M/s M/s Kiega Exim, Assam identified farmers in Tinsukia district and started contractual farming with M/s

SeujiPaam, an FPC with buy back guarantee and exported lemons directly to the UK. Over the years, the exporter has associated with many more farmers and FPCs of Assam Lemon for export

xi. Export of Flat Beans (Lab-Lab Beans) to the UK and UAE

M/s Kiega Exim, Assam tied up with Seujmukhi Agro Producer Company Ltd, an FPC from Darrang district for sourcing of flat beans.

xii. Export of Natural Honey to USA from Assam

APEDA assisted in strengthening in-house laboratory of M/s Salt Range Foods Pvt. Ltd, Assam in order to meet the importing countries food quality and safety requirements for exports. This is also the first approved honey processing unit located in Assam for exports to the USA. APEDA has provided support in identifying FPC's for sourcing quality honey from the region and overcoming procurement and logistics hurdles.

xiii. Promotion of Trial Shipments through Multi- modal Logistics

APEDA facilitated and assisted the First Trial Shipment of fresh organic pineapples from Manipur to Dubai covering multi modal transport mode, road and sea route in order to explore new markets and test marketing of new products. About 20 MT of fresh organic pineapples was exported by an FPC turned exporter M/s Thayong Organic Producer Company Ltd, Manipur on 25th July 2022.

xiv. Export of Assam Lemon to UK from Assam

APEDA facilitated and assisted the First commercial consignment of Assam Lemon (GI) from Baksa, Assam to United Kingdom.

xv. Export of Joha Rice and Aijung local rice from Assam to Dubai.

APEDA facilitated and assisted the commercial consignment of 5 MT of Joha rice (GI) and 5 MT of Aijung local rice from Assam to Dubai.

xvi. First flagshipment of Khasi Mandarin (GI) from Meghalaya to Abu Dhabi

APEDA facilitated and assisted the flag-off & trial export flag shipment for khasi mandarin-The GI Of Meghalaya for promoting export of Khasi Mandarin (GI) from Meghalaya to Abu Dhabi in December 2022.

xvii. First flagshipment of Khasi Mandarin (GI) from Meghalaya to Dubai

APEDA facilitated and assisted the flag-off & trial export flag shipment for khasi mandarin-The GI Of Meghalaya for promoting export of Khasi Mandarin (GI) from Meghalaya to Dubai in December 2022.

xviii. Flag off Ceremony of 2MT Khasi Mandarin (GI No. 465) and Export Shipment

APEDA in collaboration with Directorate of Horticulture, Government of Meghalaya successfully facilitate first consignment of flag off ceremony of Khasi Mandarin (GI 465) to Doha and Bahrain, UAE in December, 2022.

2. Buyer Seller Meet/Market Promotion programmes organized in NER

APEDA initiated the efforts to open the export window for NER products by organizing the first Conference cum International Buyer Seller Meet (IBSM) in the region in the year 2019 in Guwahati, Assam. Since then, APEDA has been organising various such events to showcase the strength of North East Region, to provide a platform for B2B and B2G meetings of international buyers with the exporters and exporters with the progressive farmers/growers to explore the opportunities and prospects of agri-exports from the NER. APEDA also organized field visits of importers to have firsthand information about the qualitative cultivation practices being followed by farmers as part of the buyer-seller meet.

i. International Buyer Seller Meet (BSM) in Guwahati, Assam

APEDA organized IBSM at Guwahati on 10th March 2022 wherein exhibitors from across the state displayed a wide range of agri-horti products including GI products such as fresh fruits, vegetables, processed food products, black rice, red rice, joha rice, spices, tea, Coffee, honey, processed meat, spices & organic products. Importers from Sri Lanka, Dubai, Bangladesh, Oman, Netherlands, Singapore and Greece participated along with exporters from NER and other states.

ii. International Buyer Seller Meet (BSM) in Dibrugarh

Conference cum International Buyer Seller Meet was organized at Dibrugarh, Assam in association with Dept. of Industries & Commerce, Govt. of Assam from 24-25th March 2022. Buyers from Bangladesh, Nepal, exporters from across the country attended the meet.

iii. International Buyer Seller Meet (BSM) in Shillong, Meghalaya

In a move aimed at realizing Prime Minister Narendra Modi's vision of 'Vocal for Local' with an emphasis on 'Aatmanirbhar Bharat', APEDA organized International Buyer Seller Meet (BSM) in Shillong, Meghalaya on 29th March 2022. Buyers from Sri Lanka, Nepal, Bhutan, Bangladesh, Singapore, Malaysia, Greece, United Arab Emirates, Muscat and European countries actively participated in the first of its kind Buyer Seller Meet post-Covid-19 period in Meghalaya.

iv. International Buyer Seller Meet (IBSM) at Itanagar, Arunachal

APEDA organised one-day International Buyer Seller Meet (IBSM) at Itanagar, Arunachal Pradesh on 24th May 2022. The event was inaugurated by Shri Pema Khandu, Hon'ble Chief Minister of Arunachal Pradesh along with Shri TageTaki, Hon'ble Minister of Agriculture, Horticulture, Animal Husbandry & Veterinary and other dignataries. More than 20 buyers from

India, the USA, Australia, Ghana, Indonesia, Bhutan, Myanmar and Nepal participated in the BSM.

- v. **APEDA Co-organised Buyer Seller meets for Tezpur Litchi (GI) with the district agriculture office-** Sonitpur, Assam on 19th May, 2022.

- vi. **International Buyer Seller Meet (IBSM) at Gangtok, Sikkim**

APEDA in association with Govt. of Sikkim organised an International Buyer Seller Meet at Gangtok, Sikkim on 18th October 2022 to promote export of organic agricultural & processed food products of Sikkim. 10 importers from Oman, Bangladesh, Kuwait, Indonesia, Singapore & Japan and 15 exporters from India participated in the event. Stalls displayed a wide range of organic agriculture products from Sikkim and other Northeastern states.

- vii. **APEDA organised a Workshop cum Buyer Seller Meet for export of potential agri products from Mizoram-** Aizawl, Mizoram on 24th November 2022

- viii. **APEDA organized an Awareness Program on Millet Exports Cum Buyer Seller Meet- Guwahati**

APEDA in association with Federation of Industry & Commerce of North Eastern Region (FINER) organized an Awareness Program on Millet Exports Cum Buyer Seller Meet- Guwahati, Assam on 9th November 2022.

- ix. **In-store export promotion programme of fresh organic pineapples from Assam in Dubai, UAE**

APEDA organized an In-store export promotion programme in Dubai, United Arab Emirates (UAE) on 23rd July 2022 to promote Assam's pineapples for wider acceptance in the Gulf countries. The 'In-store promotion show' of pineapples from Assam was organized in association with Dubai's largest supermarket group Lulu Group as a part of APEDA's strategy to promote locally produced agricultural products to the international markets. The showcased pineapples were procured from Hmarkhawlien village under Lakhipur sub-division in Cachar district, Assam.

- x. **Buyer Seller Meet (BSM) at Khanapura, Guwahati**

APEDA in association with Govt. of Assam organised a Buyer Seller Meet at Khanapura, Assam on 4th February 2023 during the Expo One - Organic Expo to promote export of organic agricultural products of North East Regions. Approximately, 40 exporters across the country and 200 FPO groups participated in the Buyer Seller Meet.

3. **Capacity building programmes in NER on exports, food processing, value addition and packaging**

There are increasing number of entrepreneurs and Startups from the region for which APEDA has been conducting several training programmes on export procedures, food processing, food packaging in collaboration with institutes such as the Assam Agriculture University (AAU), Central Food Technological Research

Institute (CFTRI), Indian Institute of Food Processing Technology (IIFPT), Indian Institute of Packaging (IIP) etc. APEDA organized 136 capacity building programmes on export awareness across the different parts of NER. Apart from capacity building initiatives, APEDA facilitated 22 Buyer-Seller Meets as well as trade fairs in NER in the last three years.

4. Organised Exposure visits for FPOs/Farmer Groups /State Government Officers

APEDA facilitated onsite visits to Maharashtra to acquaint the exporters and state officials from NER on the export requirements, export oriented farming, pack house, irradiation unit, vapour heat treatment plant, packhouse, centre for perishable cargo (CPC) modern food processing units etc. to enhance technical skills for export requirements. State officials and exporters from Assam, Arunachal Pradesh, Meghalaya, Manipur, Nagaland and Tripura have undertaken the onsite exposure visit.

5. Promotion of organic products from NER

Establishment of State owned Certification Body for organic products

In order to expand the organic certification activities in the North Eastern States, APEDA is encouraging the States to establish State owned Certification Bodies for obtaining accreditation under NPOP and has provided training programmes to state officials involved in organic mission.

6. Promotion of unique Geographical Indications (GI) from NER

Various initiatives have been taken by APEDA to promote the unique GI Products from the region such as organizing buyer seller meet, awareness workshop. Geographical Indications becomes a powerful tool depicting its uniqueness and distinct characteristics to a product.

- i. Training and awareness programmes for farmers, exporters and other stakeholders on importance of the GI products, registration process and requirements for GI and about quality production was held in Guwahati on 31st May 2022.
- ii. APEDA organized Conference on export potential of Natural, Organic and Geographical Indications (GI) agro products in Guwahati on June 24, 2022 to tap the abundant export potential of natural, organic and GI agricultural products from Assam and neighboring states of NER. On the 2nd day of the event, demonstration techniques on Natural Farming was organised with the support of Directorate of Horticulture and Food Processing, Govt. of Assam.
- iii. APEDA in association with Foundation for Innovative Packaging and Sustainability (FIPS) as “Knowledge Partner” organized the National Conference on Export Worthy Natural Packaging of Natural, Organic and Geographical (GI) Agro-Products at Assam Administrative Staff College, Guwahati on 30th June, 2022.

- iv. Exclusive buyer seller meet was held with exporters and importers for GI products such as Joha Rice of Assam, Chak – Hao (Black Rice) of Manipur, Tezpur Litchi of Assam, KajiNemu of Assam, Assam KarbiAnglong Ginger of Assam.

7. Promotion of Natural Packaging for exports

APEDA organized the natural packaging workshop in Guwahati on 30th June 2022 to create awareness about the availability of natural agricultural crops and their utilisation as packaging materials among the consumers, as North east is blessed with rich biodiversity, abundant natural resources.

8. Promotion of export of Pork and Pork products

APEDA has developed guidelines for export of fresh and processed pork with the help of National Research Centre on pig.

APEDA organized training program on scientific rearing of pig for processing for export at block level in Assam in association with Assam Livestock and Poultry Corporation (ALPCO), Govt. of Assam in order that local farmers can supply quality material for export.

9. MoU between APEDA and Assam Agriculture University for capacity building programmes in Assam

APEDA signed a MoU with Assam Agriculture University, Jorhat in March 2022 to conduct various training programs for promotion of export from the state and in this regard, training programmes are under way.

10. In-store export promotion programme of fresh organic pineapples from Manipur in Dubai, UAE

APEDA organized in-store export promotion show for Manipur's pineapple on 3rd September 2022 with Dubai's largest supermarket Lulu Group with support of Manipur Organic Mission Agency (MOMA), Govt. of Manipur Organic certified pineapple was sourced from Thayong Organic Producer Company Ltd, Imphal East (FPC), Manipur.

11. Infrastructures supported by APEDA

i. Setting up of the first integrated Pack house as per Europe standards

APEDA supported a private exporter in setting up the first pack house in Assam under its financial assistance scheme. This is the only pack house in NER approved as per the European standards.

ii. APEDA assisted packhouse at Amingaon, Guwahati&Karimkanj, Assam

The packhouse at Amingaon, Assam is operational under the Assam Industrial Development Corporation (AIDC) and leased to a private exporter. The unit is funded by APEDA under its common infrastructure scheme.

- iii. **Pack House for Fruits and Vegetables at Karimganj, Assam** is under the Assam State Agricultural Marketing Board (ASAMB), Assam, funded by APEDA under its common infrastructure scheme.
- iv. **Export oriented pork processing unit at Nazira, Assam** APEDA had facilitated setting up of a meat processing unit of Assam State Livestock Development Corporation (ALPCO) in Nazira, Assam under the TIES scheme of the Ministry of Commerce and Industry, Govt of India.
- v. **Multipurpose cold storage plant at Champhai in Mizoram** under the Department of Horticulture, funded by APEDA under its common infrastructure scheme.
- vi. **Walk-in-type-cold room at Lengpui Airport, Aizwalis** under Mizoram Small Farmers Agribusiness Consortium (MSFAC),funded by APEDA under its common infrastructure scheme.
- vii. **Pack house at Aizwalis** under New land use policy Implementation Board (NIB), now under the Agriculture Dept,funded by APEDA under its common infrastructure scheme.

Initiatives/ strategy undertaken by APEDA to provide International Markets for Fruits, Vegetables and Processed Products which includes Himalayan Region

1. Financial assistance is provided under Agriculture and Processed Foods Export Promotion Scheme of APEDA for the 15th Finance Commission Cycle (2021-22 TO 2025-26) in three broad areas, namely

- Scheme for infrastructure Development
- Scheme for Quality Development
- Scheme for Market Promotion

2. Development of Common Infrastructure for agri exports: APEDA provided financial assistance for setting up of common infrastructure facilities such as pack-houses, processing units, reefer van etc. in various States across the country.

3. APEDA promotes unique GI/ organic products from Himalayan region which includes apple from Jammu & Kashmir and Himachal Pradesh.

4. Collaboration with Missions/ Embassies: APEDA has been regularly interacting with the Indian Missions abroad which enabled to tap the opportunities in the importing country's requirements arising on account of the COVID pandemic.

a) Virtual Trade Fairs (VTFs) - To overcome the adverse impact of COVID-19 and to sustain the existing markets, APEDA took the pioneer step and introduced its own platform through in-house team for organizing Virtual Trade Fairs to establish contact between Indian exporters and importers.

b) Virtual Buyer Seller Meets - To leverage on the opportunity due to COVID 19 situation, APEDA organized virtual buyer seller meets in association with Indian Missions abroad promoting exports of APEDA mandated products.

c) Export promotion of GI products- In its endeavour to promote export of agricultural products inherent to India, APEDA has taken initiative to promote mangoes having registered geographical indications (GI) in India by organising Virtual Buyer Seller Meets on Agricultural and Food products GI.

4. APEDA's e-Governance System: To facilitate exports and strengthen the backward linkage, APEDA has implemented Traceability system such as HortiNet for potential fruits and vegetables and mangoes primarily for export to EU countries for farmer registration and traceability from farm to exports.

5. Packaging Development: Besides providing financial assistance to its member exporters under its Market Development Scheme for using international standards of packaging, APEDA in association with Indian Institute of Packaging has developed packaging standards and specifications for potential fruits and vegetables.

6. Scheme for recognition of Horticulture Pack house: APEDA launched a comprehensive pack house recognition scheme for export of fruits and vegetables with the objectives to improve the quality of the produce. Around APEDA has registered 171 pack houses for processing of fresh fruits and vegetables for export of identified markets.

7. Quality development programmes: In order to attain quality of the produce to be exported, APEDA has recognized 213 Labs across India to provide services of testing to wide range of products

8. Pre and post harvest manuals for exports of fruits: Pre harvest manuals of mangoes for production and post harvest manuals for handling of mangoes of export potential were developed in association with the ICAR institutions and fruits and vegetables exporters Association. These manuals are facilitating the growers, exporters and traders in maintaining the basic quality and safety requirements of fruits and vegetables for exports.

9. Promotion of GI tagged, indigenous, ethnic agricultural products - Keeping in mind the Hon'ble PM's call for 'vocal for local' and 'Atmanirbhar Bharat', APEDA has been focussing on promotion of exports of locally sourced GI tagged as well as indigenous, ethnic agricultural products.

10. Opening of Market Access & Export Promotion in International Markets: APEDA has played an important role in opening up of new market for agricultural products in the recent past.

11. Sensitisation/Capacity Building/Training programs - Series of Capacity Building/training programs have been carried out in the Agri Clusters' and States in association with the State departments, SAUs, KVKs for the FPOs/FPCs/SHGs/exporters in order to provide linkage of the Farmer groups to exports and to promote the entrepreneurs for becoming prospective exporters.

12. Synergy with Line Ministries for cluster development - Efforts have been made for having a synergy with the identified Clusters of MoA&FW, MoFPI and DGFT. The cluster development activities are being aligned with the Clusters of MIDH (NHB) identified under the Horticulture Cluster development program and ODOP (PMFME) scheme of MoFPI for seeking a convergence with their financial assistance schemes.

13. Organization of promotion programme: To promote Indian fruits in International market, promotional programmes are organized in potential countries in association with respective Embassies.

14. Constitution of Export Promotion Forums: For more focused approach and to ensure greater participation and role of exporters in export promotion and bring focus on the issues/challenges /bottlenecks faced in production and export, Export Promotion Forums have been constituted for certain fruits for making a strategy for promoting export.

15. Supply of high quality input material –Under the AgriExport Policy, 14 product clusters spread across in 6 states dedicated to horticulture products have been identified and looking at the success of these clusters, State Governments are approaching APEDA & Ministry of Commerce for approval of more and more product based clusters. APEDA has been able to arrange MOU between FPOs/FPCs with exporters for organizing procurement of quality produce directly by FPC for exports.

16. Prevention of Pest and diseases and Pesticide Residue Control - To overcome the challenge of managing pest and diseases, Government of India and the state government have come out with the SOPs for producing pest free horticultural produce in their region. In this regard, all the organizations have ascertained to associate themselves with APEDA for addressing the concerns of farmers and exporters.

17. Market Access and forward linkages – The horticulture produce in India is subject to competition in International markets from Asian countries like China, Japan, Thailand, Philippines etc. The absence of bilateral agreements between major importers and India has also proved to be disadvantage. APEDA proposes aggressive negotiations for bilateral agreement for turning the table in favour of India.

Annexure-III

Details of identified 12 clusters under Cluster Development Programme

S. No.	Crop	Identified Clusters	State
1.	Apple	1.Shopian 2.Kinnaur	Jammu &Kashmir Himachal Pradesh
2.	Mango	1.Lucknow 2.Kutch 3. Mehbubnagar	Uttar Pradesh Gujarat Telangana
3.	Banana	1.Anantpur 2.Theni	Andhra Pradesh Tamil Nadu
4.	Grapes	1.Nasik	Maharashtra
5.	Pineapple	1. Siphahijala	Tripura
6.	Pomegranate	1.Solapur 2.Chitradurga	Maharashtra Karnataka
7	Turmeric	1. West Jaintia Hills	Meghalaya
