

Recent activities under Agri Export Policy implementation

- A virtual Training Workshop for export of mangoes to Japan was organized in association with EoI, Tokyo and Invest India for the potential exporters belonging to several regions on 10.02.2022. The Indo Japan Mango Festival 2022 was organized on 28.03.2022 in association with EoI, Tokyo & Invest India. Retail chains viz. Lawson, Costco, CGC, Seven-Eleven Japan Co. Ltd., Yokohama have been connected and commercial orders have been received after sampling and tasting of Indian mango varieties for boosting trade.
- A meeting was held between NCDC team & APEDA on 27.04.2022 to discuss on facilitating the exclusive vertical for agri exports (COOPEXCIL). NCDC was requested to identify the Cooperatives in the agri sector for facilitating export linkage. Further, the required information related to MoFPI & APEDA's schemes for setting up/upgrading of food testing labs was shared with NCDC for inviting proposals for the same.
- Synergy is being developed with MIDH (CDP-NHB), MoFPI (PMFME) and DGFT's DEH initiative for convergence of cluster development schemes.
- A VC Meeting was organized with MoFPI team (chaired by Mr. Minhaj Alam, JS MoFPI) on 22nd April, 2022 to discuss the way forward for formulating a mechanism for implementation of PMFME Scheme under MoFPI. It was decided to organize Stakeholder consultation programs regarding sensitization of the PMFME scheme for the potential pilot clusters phase wise.
- APEDA signed MoU with National Research Development Corporation (NRDC) on 20th April, 2022 to strengthen export value chain. Both the organisations will cooperate in collaborative projects for the commercialisation of embedded technology related to agri and food processing and also promote the Agri Start-ups.

Note on progress of Agri Export Policy implementation

1. Twenty two States and 2 UTs (Ladakh, A&N Islands) have finalized the State specific 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, Goa. The action plans of remaining 6 States are at different stages of finalization.
2. The State Level Monitoring Committee (**SLMC**) has been formed in **26 States and 4 UTs**. **28 States & 4 UTs** have **nominated Nodal agencies**.
3. **Twenty seven Cluster visits** have been undertaken for Cluster development under AEP implementation till now. **32 meetings** in the **second round of cluster development** through virtual mode have been organised during July-August, 2020.
4. Several rounds of stakeholder VC meetings and other activities at the cluster

level have been organised for activating all the clusters in line with the Varanasi export hub model.

5. **Thirty eight Cluster Level Committees** have been formed in the cluster district(s) of Potato in Punjab, U.P. (two separate districts), Isabgol in Rajasthan, Orange, Pomegranate, Grapes, Banana (three districts) in Maharashtra, Banana in Tamil Nadu, Mango in U.P., Dairy products in Gujarat, U.P., Rose onion in Karnataka, Fresh vegetables in U.P., Orange in Chindwara, M.P., Banana in Kerala and Potato in Gujarat (two districts).
6. Forty eight **Virtual BSM meetings with EoIs, importers, exporters and Product associations from India** have been organised during Aug 2020 till date. The virtual sessions involved respective address by Indian Ambassador and Chairman, APEDA. Product associations made sectoral presentations followed by virtual release of E-catalogue. V-BSMs have been organized with Kuwait, Indonesia, Switzerland, Belgium, Iran. Similar programs have been organized for Canada (Organic products), UAE & USA (GI products), Germany, South Africa, Australia, Thailand, Oman, Bhutan, Azerbaijan, Qatar, Saudi Arabia, Nepal, Uzbekistan, Vietnam, Netherlands, Brunei, Cambodia, S.Korea, Sudan, Bahrain, Angola, Egypt, Algeria, Bangladesh, Morocco, Jordan, Laos.
7. Country specific agri export strategy reports have been prepared for 60 countries in consultation with the Indian Embassies/High Commissions of the respective countries to tap the opportunities being emerged during Covid pandemic and the potential for agri exports to countries.
8. An E-report on India's tariff disadvantages covering the Tariff barriers for 28 potential export products identified under Agri Export Policy was prepared after seeking the feedback of respective Territorial Divisions in DoC. The document has been circulated to DoC and DAC&FW for taking up the issues aggressively while bilateral meetings for reduction of tariff and also negotiating while the market access discussions with the importing countries.
9. **MoU** was signed with Administrative Staff College of India (ASCI) and Quality Council of India (QCI) for mutual cooperation. This was followed by signing of MoUs with TRIFED and SFAC.
A VC meeting was organised with TRIFED and NCDL to initiate further actions towards the agreed common areas of cooperation. MoUs were signed with NCUI, AFC India Ltd., NABARD, CSIR-NBRI, NSIC and NAFED.
10. A **Market Intelligence Cell** has been constituted in APEDA and the activity of dissemination of E-market intelligence reports comprising detailed market analysis has commenced. Till now 27 reports have been prepared for the following products viz. Mango, basmati rice, non basmati rice, groundnut, grapes, gherkins, dehydrated onion, pomegranate, banana, potato, buffalo meat, swine meat, fresh cut flowers, wine, egg, dairy products (SMP & cheese), biscuits, jaggery, millets, fruits and vegetable seeds, Moringa, Fox nut, fruit juices, mango pulp, potato flakes and cereal preparations.
11. A **Farmer Connect Portal** has been set up by APEDA on its website for providing a platform for FPOs/FPCs, Cooperatives to interact with exporters. Around 3295 FPO/FPCs and 3315 exporters have been registered in the portal

so far.

12. Towards integration with **ODOP initiative** of DGFT for Mango cluster in Maharashtra, APEDA in association with Invest India coordinated with the Embassy of India, Japan to organise the Mango Festival of India 2021 in Tokyo, Japan on 28.05.2021. This involved mango sampling with potential buyers followed by large scale mango promotion with supermarkets, malls, restaurants etc.

Further, the first commercial consignment of GI tagged Bhagalpuri Zardalu mangoes was promoted by exporting to UK in association with HCI, London.

For promoting exports of 13 agro perishable products, a virtual B2B trade facilitation event was organized in association with Consulate General of India, Saudi Arabia on 12th August, 2021. The event saw participation from the Indian Embassy at Riyadh, exporters, and leading Saudi supermarket retailers.

An event called Agri-Bazaar (Indo-Russian Buyer Seller Meet) has been conducted in partnership with the Embassy of India, Moscow on 23rd August 2021. The event showcased 11 perishable products from India, presented for exports to major interlocutors and buyers inclusive of retail chains and supermarkets in Russia viz. Metro Cash & Carry, Magnit, X5 Retail Group, Lenta.

Towards integration made with DGFT for synergizing on the Districts as Export hubs (DEH) initiative for promoting exports from Punjab, HP, J&K and Ladakh, a two day virtual outreach event titled 'From India to the World' was organized in association with Invest India on 29th—30th July, 2021. The event saw participation from the Indian Embassies of the Washington DC (USA), UAE, and Japan as the virtual trade fair platform model of APEDA was adopted.

13. The funds towards the Sanction amount for assistance under two components of the Central sector scheme for 2020-21 have been disbursed and utilised by 15 State Nodal agencies (A.P., Telangana, Karnataka, Punjab, Tamil Nadu, Kerala, Manipur, UP, Rajasthan, Nagaland, Assam, Sikkim, Maharashtra, Gujarat, Uttarakhand).
14. State Nodal agencies were pursued for formation of Help desk/Control room in their States to address the issues faced by agri/horticulture stakeholders during lockdown due to Covid-19 pandemic. 18 States & 1UT have so far set up such facilities.
15. The 2nd Workshop with State Nodal agencies on the Progress of AEP implementation & Cluster development was organised by APEDA at Delhi on 06 February, 2020 where 25 States & 1UT had actively participated. Commerce Secretary, senior officials from Line Ministries attended the program and discussed about the role of their organisations for the benefit of agri exports.
16. BSM cum Workshop (between Exporter & FPOs) in the notified/identified Cluster of eleven States in association with the State Nodal agency was organised at Ujjain, M.P. (Orange) on 11 October, 2019, Mehboobnagar, Telangana (Mango) on 15 October, 2019, Kandhamal, Odisha (Organic Turmeric, ginger) on 17 October, 2019, Chitradurga, Karnataka (Pomegranate) on 24 October, 2019, Meghalaya (Organic Turmeric) on 02 November, 2019, Shimla, Himachal Pradesh on 14 November, 2019, Kadapa, Andhra Pradesh (Banana) on 19 November, 2019, Kolkata, W.Bengal (Fresh vegetables) and Agartala, Tripura

(Pineapple) on 29 November, 2019, Nagpur (Orange) on 06 December, 2019 & Sangli, Maharashtra (Raisins) on 19 December, 2019, Mahbubabad (Mango) on 16 December, 2019 & Sangareddy, Telangana (Mango) on 18 December, 2019 and Dehradun, Uttarakhand on 30 December, 2019.

Exports from Clusters

1. The first Trial Sea shipment of 14MT Fresh vegetables (green chillies) export to Dubai was made on 20 December, 2019 after the procurement and sorting, grading, packing of produce took place at the Concor perishable cargo facility, Rajatalab at **Varanasi** cluster region. As an outcome of this export promotion activity, farmers in the region received reasonably good prices for their Fresh produce, which was almost double than what they used to get from the local market earlier.

Another consignment of 2.7MT of Fresh vegetables was dispatched from Varanasi to London by air via Delhi on 23 April, 2020. The first air shipment of 3 MT of Fresh mangoes (Dasheri/Langra) routed through multimodal mode from Varanasi-Lucknow-Delhi to Dubai was shipped on 30 May, 2020 via Air India flight.

This was followed by another similar shipment of 1.2MT of Fresh mangoes (Chausa /Langra/Ramkheda) routed through multimodal mode from Varanasi-Lucknow-Delhi to London shipped on 16 June, 2020 via Air India flight.

Around 532MT of Black rice was exported to Oman and Qatar on 16 December, 2020 as the consignment was aggregated from the farmers of Chandauli district of the cluster. Subsequently, 7500MT of regional rice has been exported to Vietnam via Mundhra port.

Since January, 2021 till date, around 1000MT of mixed vegetables consignments of chilli and peas have been dispatched to Bangladesh (via Malda district) and Nepal (via Raxaul) from Patalganga in Ghazipur district of Varanasi Division.

Further 1MT of fresh vegetables air consignment was sent from Ghazipur district of Varanasi to Dubai via Lucknow airport on 21 January, 2021.

Direct connectivity of air shipments from LBSI airport, Varanasi to Middle East destinations has been developed. As a result, five air shipments of 1MT each of fresh vegetables have been sent from Varanasi to Sharjah.

The season's first fresh mango (Langra/chausa) was exported to Dubai (via Lucknow) on 01.07.2021 after sourcing the produce from two FPOs.

The exports of fresh vegetables from LBSI airport to UAE resumed in October 2021 with the commencement of the current season. Three shipments of green chilly have been exported from the region to Dubai by sea route in December 2021.

Consignments of 12 MT of green chilly to UAE and 1300 MT of Non basmati rice was shipped to China from Mirzapur region on 04 December, 2021 in the presence of Hon'ble MoS Commerce. A full cargo rail rake of Non Basmati rice (2650MTs) was shipped from Mirzapur to Senegal, Africa on 20.01.2022.

2. The first sea consignment of 26.25MT of mangoes (Dasheri,Langra) from **Lucknow cluster** to Oman was dispatched on 17 June, 2020 from Rehmankheda packhouse to JNPT for further being shipped onboard the available connecting vessel. The trial was successful and the mangoes were displayed in the biggest mall in Oman after reaching the destination as the

quality was maintained by sending the produce in crates.

Subsequently the export of two consignments (each upto 27MT) of Fresh mango (Dasher, Langra, Bombay green) was dispatched from Lucknow packhouse facility to Dubai via JNPT in coordination with UP Mandi Parishad on 22June and 30June, 2020. The entire multimodal logistics supply chain was facilitated by APEDA for this sea trial. 46.38 MT of mangoes and 16.79 MT of fresh vegetables have been sent by Air.

On 15October, 2020 an air consignment of 1.10MT of Fresh vegetables procured from Lucknow and Varanasi region was shipped to Dubai.

The season's first export of Malihabadi Dasher mango (1.10MT) was made to UK by air on 10.06.2021. This was followed by another shipment of Dasher/Langra mango from Lucknow to Doha on 15.06.2021.

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 on 14 October, 2021.

3. As an outcome of one of the cluster development programs of buyer seller meet and field visit in **Nagpur** cluster district, the first container of 15 MT of Nagpur Oranges was exported to Dubai from VHT packhouse, Vashi on 13February, 2020. Oranges were directly procured from Nagpur cluster farmers and brought to Mumbai for container stuffing. Till date, more than 100MT of oranges have been exported to UAE and supplied to top supermarkets i.e Lulu Super mart, Safari Mall, Nesto. The exporters involved were SDF productions, Fair Exports and M/s.Mitray (Nagpur based FPC).

Three containers of Ambiyabaha season Oranges (15MT each) were dispatched from VHT facility at Navi Mumbai to Dubai during October-December, 2020 after procuring the produce from the farmers in the cluster. Around 15,000MT has been exported to Bangladesh by road during Feb-Mar 2021.

4. 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 first train shipment of banana from Tadipatri, **Ananthpur** (Banana Cluster) in Andhra Pradesh to JNPT Mumbai on 30January, 2020. The shipment of 43 reefer containers was loaded with 890 MTs of high quality Bananas to JNPT for multiple importing countries in the presence of DFV, APEDA, State Government of AP. Till date, 9790MT of banana from the cluster district has been dispatched through 11reefer rail movements for export to Middle East thereby covering 600Ha of cultivation land and benefiting around 15,000 farmers and many FPOs in the region.

In continuation to the initiative taken last year and looking into the export potential of Banana, APEDA in association with Government of Andhra Pradesh and Ministry of Railways executed reefer train movements from Anantpur District, Andhra Pradesh to the Middle East countries and Iran via JNPT port. Recently, 8150MT of banana from the cluster district has been dispatched through 9reefer rail movements via JNPT for export. Around 5 FPOs under the Banana cluster identified have been actively cultivating banana under contract farming through MoU or agreement with a buy back arrangement with five leading banana exporters.

30,291 MTs of banana (Dec 2020 -10.04.2021) has been exported from the district. Before the cluster development activities like BSMs, Fruit care, creation

of 5 line Pack house facility, the farmers were fetching an average price of Rs. 5/kg. Currently the farmer/FPOs are getting average price of Rs. 11/- kg, also avoiding the middle men / commission agents in the supply chain.

A total quantity of 4374 MT of banana was exported from **Kadapa** cluster district during March-April, 2021 with the start of the harvesting season, as per the data sourced from DHO, Kadapa.

The first reefer rail rake was shipped from Tadipatri, Anantapur to JNPT on 29.01.2022. In the current season, **1500 MTs of banana** has been exported from the district so far.

5. Sea shipment of 20' refer container of Cavendish banana was sent to Maldives through Tuticorin port on 25February, 2020 from the Cumbum area of **Theni** cluster, Tamil Nadu. The banana consignment was packed and loaded in local packhouse after the fresh produce was procured from the FPO named Western Ghat banana producer group including 25 farmers.

Further 450 MT of G9 banana supplied by the above mentioned FPO, was exported to Middle East by exporters Greener Agro and Desai Fruits & vegetables from the cluster.

During the last one year till March 2021, more than 110 containers (2400 MTs) of G9 and Nendran banana have been exported to Dubai, Saudi Arabia, Maldives from Theni and Pollachi. Also four trial shipments of Red banana of 120kg each was made to Europe by air by exporter Greener Agro.

Since 1st April to 30th November 2021, around 2120 MTs ie.106 containers of Bananas have been sent from Theni cluster to Dubai, Saudi Arabia and Qatar. (Source: Dist. Hort. Officials).

6. During 2020-21, 7113 containers of 96,028 MT of fresh grapes have been exported to EU from **Nasik** cluster district. 1089 containers of 15,269 MT and one container of Raisin have been exported from the cluster district of **Sangli** to EU and other countries.

With the start of the current Grapes season in January 2022, 1246 containers of 15,761 MT alongwith 397 MT of fresh grapes have been exported to EU from Nasik and Sangli cluster districts respectively, so far.

7. During 2020-21, 6198.3 MT of fresh banana has been exported to Middle East countries viz. Bahrain, Dubai, Georgia, Iran, Oman, Saudi Arabia, Turkey, UAE, Iraq etc. from the cluster comprising **Surat, Narmada & Bharuch**. **3856 MT of banana** has been processed from common infra packhouse in Surat and exported to Iran, Oman, Saudi Arabia during April 2021-10 January, 2022.

8. So far (upto 15.02.21), 3278, 280 & 90 containers of Banana has been exported from **Solapur, Jalgaon and Kolhapur** respectively.

9. Export of Pomegranates from Solapur cluster district was 32,315 MT (approx.) during the year 2020-21.

10. During January-30June 2021, 163,425 MT of Onions has been exported from Nasik to multiple destinations.

11. In the current season, more than 100 MTs of mangoes have been exported from **Krishna & Chittoor** cluster districts, Andhra Pradesh to Germany, Netherlands, UK Ireland, New Zealand, Middle East countries etc.

For the first time in this season, a consignment of 2.5 MTs of GI certified Banganapalli & other variety Survarnarekha mangoes sourced from farmers in Krishna & Chittoor districts of Andhra Pradesh has been shipped to South Korea on 06.05.2021. The mangoes exported were treated, cleaned & shipped from the APEDA assisted and registered packhouse & VHT facility at Tirupati, Andhra Pradesh and exported by IFFCO Kisan SEZ (IKSEZ). This was followed by three more consignments which got cleared by PQ agency, South Korea.

12. As per the feedback received from exporters, around 408 MT of fresh banana has been exported from the cluster district of Wayanad (Kerala) during the current FY.
13. A trial shipment of Fresh oranges (24MT) sourced from Pandhurna, Chhindwara cluster (MP) was facilitated and exported to Bangladesh by road on 18 November 2021. Further, 111 MT has been dispatched from the cluster district to Bangladesh.
14. 7167.62 MT of Rose onions was exported from the Cluster area to Malaysia, Singapore, Indonesia, Bangladesh and Sri Lanka during October 2020 to December 2020. An export consignment (22MTs) of GI product shipped to Malaysia on 01.05.22 was facilitated after sourcing the produce from Sadali FPO in Chikaballapur cluster.