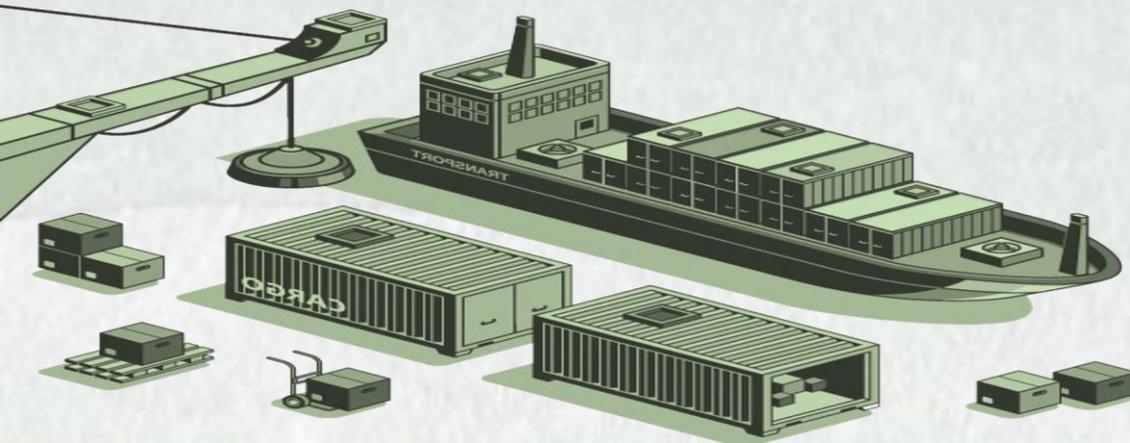




ROLE OF STATE GOVERNMENT IN AGRICULTURAL EXPORTS (Rajasthan, Uttar Pradesh, Odisha)

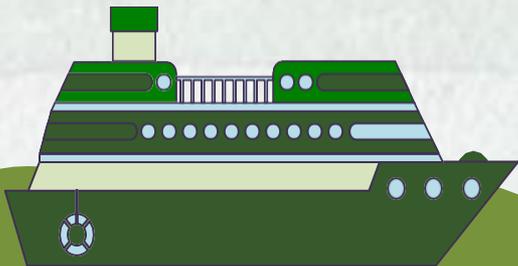
Agri-Export & Import Management Training Program-
(Module 1 - Session 2)



By
Dr. Sudhanshu
Secretary, APEDA

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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





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.

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 2024-25 (QTY- MT)	APEDA PRODUCTS EXPORTS 2024-25 (USD MILL.)
1	Gujarat	23	8	94,48,053.38	8,474.14
2	Maharashtra	36	156	54,29,857.63	5,559.69
3	Andhra Pradesh	3	3	60,64,857.67	2,878.63
4	Uttar Pradesh	9	3	14,37,122.83	2,842.16
5	Haryana	13	1	18,34,283.00	2,307.78
6	West Bengal	6	2	33,02,646.75	1,652.08
7	Tamil Nadu	24	6	21,50,056.36	1,533.81
8	Punjab	3	2	7,34,824.39	813.21
9	Kerala	8	3	6,86,514.93	554.93
10	Karnataka	17	6	2,93,976.72	471.77
11	Madhya Pradesh	8	0	2,60,053.76	358.82
12	Bihar	0	0	9,14,697.15	340.99
13	Telangana	7	2	1,94,882.27	317.71
14	Delhi	17	1	50,198.03	222.86
15	Rajasthan	17	0	1,70,437.83	207.04

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	Odisha	1	1	1,58,574.34	66.55
17	Assam	0	0	53,568.94	30.8
18	Uttarakhand	1	3	30,809.13	23.72
19	Goa	3	0	7,119.97	16.37
20	Chhattisgarh	0	0	19,397.45	9.28
21	Sikkim	0	0	3,529.81	2.12
22	Meghalaya	0	0	3,070.30	1.19
23	Tripura	0	0	1,199.70	0.57
24	Pondicherry	0	0	201.85	0.5
25	Himachal Pradesh	2	0	100.31	0.13



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"> • Huge production with multiple varieties of produce. • 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)
2	Basmati/Non Basmati Rice	<ul style="list-style-type: none"> • GI Product. • Good production with ample productivity.
3	Dairy products	<ul style="list-style-type: none"> • Adequate production in and around the processing hub ie. Mathura
4	Bovine Meat	<ul style="list-style-type: none"> • Good production with well-connected supply chain. • Majority of Integrated Abattoir cum meat processing Plants are located in U.P.
5	Fresh vegetables (Okra, Green chilly, Green peas, Bottle Gourd, Bitter Gourd)	<ul style="list-style-type: none"> • Huge production • Complies residue level of heavy metals, pesticides & other safety parameter. Fresh produce free from sunburn

TOP EXPORT WORTHY PRODUCTS FROM THE STATE



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.)

Product Name	2022-23		2023-24		2024-25		Country
	Qty	US\$ Mill	Qty	US\$ Mill	Qty	US\$ Mill	
BUFFALO MEAT	6,49,675.32	1,769.69	7,36,569.19	2,132.76	6,83,596.01	2,230.17	world
MISCELLANEOUS PREPARATIONS	56,694.96	105.01	1,09,973.06	132.33	1,35,748.62	147.39	world
BASMATI RICE	45,772.42	57.92	58,572.87	75.2	78,566.86	88.28	world
DAIRY PRODUCTS	5,396.08	31.85	4,619.72	23.98	10,879.07	57.54	world
CEREAL PREPARATIONS	18,382.04	49.96	15,898.93	50.85	18,799.58	51.36	world
NON BASMATI RICE	1,92,898.01	67.19	46,884.70	16.69	1,30,845.67	44.51	world
ALCOHOLIC BEVERAGES	10,944.54	24.02	15,654.56	37.52	12,676.70	38.28	world
NATURAL HONEY	11,163.34	26.23	18,803.94	29.38	14,715.05	29.78	world
OTHER FRESH VEGETABLES	1,59,671.22	21.83	1,16,225.73	14.52	1,44,994.64	23.45	world
OTHER FRESH FRUITS	85,809.51	16.69	67,931.97	14.33	69,721.00	17.73	world
ANIMAL CASINGS	4,224.30	14.98	3,949.28	16.37	4,316.42	17.4	world

	2022-23		2023-24		2024-25		
Product Name	Qty	US\$ Mill	Qty	US\$ Mill	Qty	US\$ Mill	Country
PULSES	5,269.11	8.44	5,847.21	11.22	8,445.08	16.12	world
PROCESSED VEGETABLES	6,644.52	13.35	8,518.73	11.61	17,362.62	13.83	world
JAGGERY & CONFECTIONERY	27,017.81	21.89	22,385.05	19.65	13,868.33	12.23	world
MAIZE	39,289.41	12.75	36,334.98	9.79	39,681.25	12.01	world
COCOA PRODUCTS	839.9	7.34	1,269.23	9.47	2,013.69	10.04	world
FRESH ONIONS	1,13,622.90	19.7	58,877.40	12.05	32,703.26	8.75	world
SHEEP/GOAT MEAT	1,027.39	5.07	741.63	4.67	669.65	4.71	world
PROCESSED FRUITS, JUICES & NUTS	1,919.69	2.65	1,794.79	3.71	2,549.48	4.34	world
Herbal and Medicinal Plants	0	0	0	0	833.99	4.1	world
FRESH GRAPES	8,307.36	3.21	7,117.44	2.52	5,708.83	3.14	world
OTHER PRODUCTS	65,620.24	52.71	88,059.71	61.62	8,427.06	6.99	world
Total	15,10,190.07	2,332.48	14,26,030.12	2,690.24	14,37,122.86	2,842.15	

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.
- On June 20, 2025, Uttar Pradesh exported 1,200 kg of premium Dussehri mangoes to Dubai. The consignment, comprising 400 boxes (each containing 3 kg), was dispatched from the Mango Pack House in Lucknow to Dubai-based importer Vergro Trading LLC. The total shipment was valued at US\$ 2,992.
- The Uttar Pradesh government has unveiled an ambitious plan to enhance the state's agricultural value by investing approximately Rs 3,800 crore in agricultural start-ups during the financial year 2023-24 (FY24).
- 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 be 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.



On the Fourth Day of the 'Viksit Krishi Sankalp Abhiyan' June 2025, Shri Shivraj Singh Chouhan Reaches Meerut, Uttar Pradesh, The aim of holding dialogues in village assemblies (chaupals) is to promote advanced farming practices.



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"> • Huge production with uniformity in produce. • Plays vital role in food security. Hence it could be exported to USA, EU, African nations.
2	Isabgol	<ul style="list-style-type: none"> • Rajasthan accounts for more than 80% of the production in the country, producing 335,374MT (2020-21)
3	Groundnut	<ul style="list-style-type: none"> • Adequate quality production like Gujarat
4	Guargum	<ul style="list-style-type: none"> • Good production with well-connected supply chain.
5	Pomegranate & Fresh vegetables (Beans, Brinjal, Green Chilly, Okra)	<ul style="list-style-type: none"> • Ample production • Complies residue level & other safety parameters of importing countries. • Low local consumption



TOP EXPORT WORTHY PRODUCTS FROM THE STATE



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)

PRODUCT NAME	2022-23		2023-24		2024-25		COUNTRY
	QTY	US\$ MILL	QTY	US\$ MILL	QTY	US\$ MILL	
GUARGUM	97,820.01	140.05	1,18,310.82	142.39	1,41,522.24	151.63	world
PULSES	7,447.93	13.81	6,956.53	11.93	10,615.28	16.75	world
NATURAL HONEY	297.43	0.62	3,909.44	6.05	8,156.40	16.21	world
Herbal and Medicinal Plants	0	0	0	0	1,924.25	13.42	world
MILLED PRODUCTS	1,157.82	0.89	1,623.17	1.11	4,985.60	2.54	world
MISCELLANEOUS PREPARATIONS	2,474.96	7.64	293.43	0.65	404.98	1.48	world
PROCESSED FRUITS, JUICES & NUTS	31,333.16	50.22	260.66	0.73	282.38	1	world
OTHER FRESH VEGETABLES	482.96	0.26	700.9	0.43	887.59	0.92	world
PROCESSED VEGETABLES	2,890.24	4.7	1,265.56	2.45	367.95	0.79	world
BASMATI RICE	105.27	0.19	299.37	0.41	322.65	0.52	world
CEREAL PREPARATIONS	2,388.77	6.63	378.22	0.5	364.62	0.51	world

Source-DGCIS

EXPORT STATISTICS (RAJASTHAN) Contd..

PRODUCT NAME	2022-23		2023-24		2024-25		COUNTRY
	QTY	US\$ MILL	QTY	US\$ MILL	QTY	US\$ MILL	
DAIRY PRODUCTS	75.52	0.51	40.13	0.23	48.83	0.27	world
JAGGERY & CONFECTIONERY	813.63	2.14	111.96	0.16	197.53	0.26	world
ALCOHOLIC BEVERAGES	0	0	0	0	33.6	0.2	world
OTHER FRESH FRUITS	3,372.29	2.89	28.04	0.04	132.94	0.16	world
NON BASMATI RICE	4,000.87	1.87	224.11	0.28	101.01	0.13	world
Millet	340.54	0.14	99.81	0.07	26.39	0.06	world
WALNUTS	34.93	0.19	13.76	0.05	14.74	0.05	world
OTHER CEREALS	71.69	0.13	11.97	0.03	21.77	0.04	world
COCOA PRODUCTS	7.24	0.03	8.42	0.03	8.29	0.03	world
CASHEW KERNELS	1.08	0.01	5.3	0.03	1.81	0.03	world
OTHER PRODUCTS	51699.99	54.9	187.79	0.08	17	0.03	world
Total	2,06,816.33	287.82	1,34,729.39	167.65	1,70,437.85	207.03	

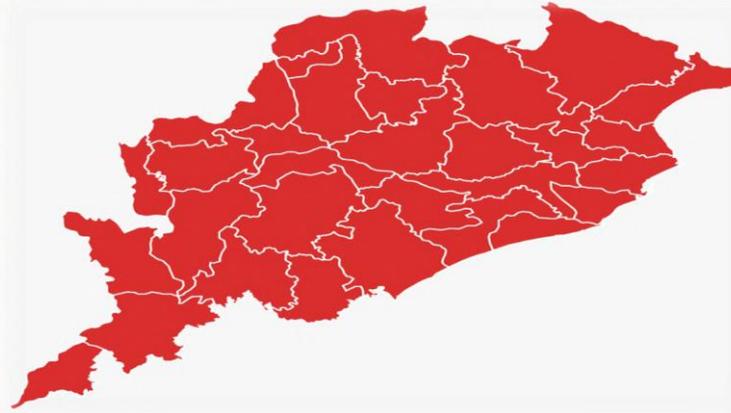
Source-DGCIS

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">• Huge production with uniformity in produce.• Plays vital role in food security, it could be exported worldwide.
2	Non Basmati Rice	<ul style="list-style-type: none">• Good production with ample productivity.
3	Turmeric (Organic)	<ul style="list-style-type: none">• Organic certification and farming is easy.• Most of the cultivation is by default Organic
4	Betel leaves	<ul style="list-style-type: none">• Good production with connectivity to Bangladesh via West Bengal.
5	Cashew	<ul style="list-style-type: none">• Huge production

TOP EXPORT WORTHY PRODUCTS FROM THE STATE



EXPORT STATISTICS (ODISHA)

PRODUCT NAME	2022-23		2023-24		2024-25		COUNTRY
	QTY	US\$ MILL	QTY	US\$ MILL	QTY	US\$ MILL	
NON BASMATI RICE	1,04,389.02	39.87	3,981.12	1.56	85,784.15	38.04	world
MISCELLANEOUS PREPARATIONS	14,081.85	9.04	12,279.40	6.7	15,216.13	7.52	world
GROUNDNUTS	4,488.36	4.24	5,006.00	4.82	6,001.76	5.27	world
OTHER FRESH FRUITS	11,746.61	3.65	17,162.41	4.31	17,410.43	3.96	world
BASMATI RICE	7,634.21	6.55	3,293.73	3.15	3,236.35	3.02	world
OTHER FRESH VEGETABLES	4,770.78	0.63	17,365.88	2.06	18,633.08	2.24	world
FRESH GRAPES	4,345.71	2.37	4,630.46	2.08	4,269.13	2	world
CASHEW KERNELS	38.36	0.28	67.88	0.38	147.73	1.08	world
PULSES	1,674.32	1.14	1,808.07	1.5	1,265.07	0.98	world
JAGGERY & CONFECTIONERY	1,009.05	0.49	1,792.87	0.89	1,963.01	0.97	world
MAIZE	2,009.03	0.62	3,521.83	0.88	1,419.56	0.41	world

Source-DGCIS

EXPORT STATISTICS (ODISHA) Contd..

PRODUCT NAME	2022-23		2023-24		2024-25		COUNTRY
	QTY	US\$ MILL	QTY	US\$ MILL	QTY	US\$ MILL	
FRESH ONIONS	369.98	0.05	1,277.41	0.32	1,234.51	0.31	world
PROCESSED FRUITS, JUICES & NUTS	4,195.98	1.23	1,432.56	0.37	950.95	0.27	world
CEREAL PREPARATIONS	191.44	0.13	230.05	0.16	256.52	0.18	world
FRESH MANGOES	0	0	0	0	390	0.1	world
OTHER CEREALS	152.84	0.04	339.09	0.09	281.42	0.08	world
CARDANOL	0	0	59.93	0.04	60	0.04	world
Herbal and Medicinal Plants	0	0	0	0	29.52	0.04	world
OTHERS (BETEL LEAVES & NUTS)	11.65	0.04	14.88	0.06	10.41	0.03	world
FRUITS & VEGETABLES SEEDS	3.35	0.01	0	0	3	0.01	world
PROCESSED VEGETABLES	130.54	0.09	106.65	0.07	6.5	0.01	world
OTHER PRODUCTS	4017.2	0.98	23764.13	7.52	5.14	0	world
Total	1,65,260.28	71.45	98,134.35	36.96	1,58,574.37	66.56	

Source-DGCIS

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.

Odisha CM flags off mango export from Patnagarh to Abu Dhabi, It was the first consignment of 1.08 tonnes of Amrapali mangoes on the inaugural flight from Biju Patnaik International Airport, on June 12, 2025



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.

SUCCESS
STORIES

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 MT's

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.



SUCCESS STORIES



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.



- 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.**

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



CASE STUDY OF AGRI PRODUCTS

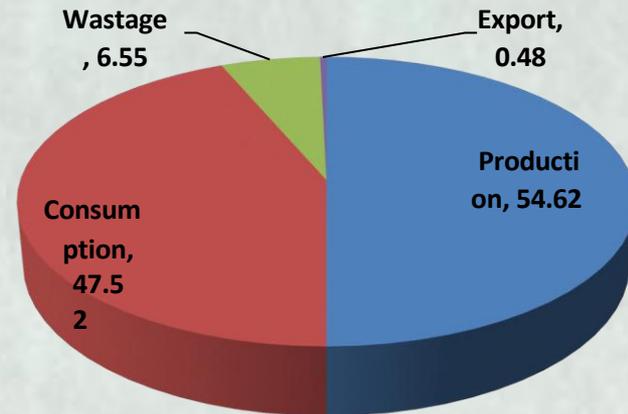
CASE STUDY: EXPORT PROSPECTS OF POTATO



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 (0.48 MMT).

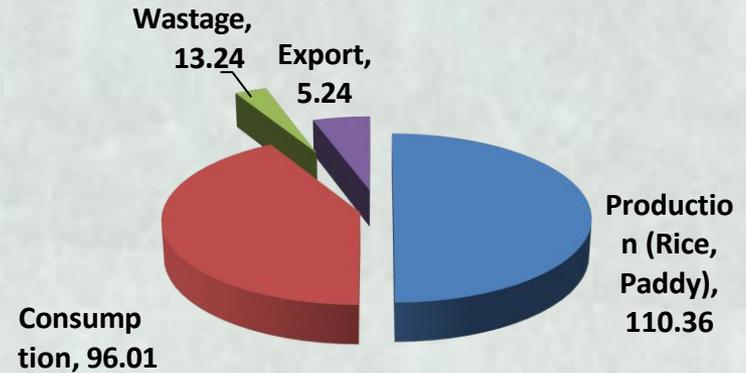


	Year- 2023-24 (Value in MMT)
Production (Source: NHB)	54.62
Consumption	47.52
Wastage (12% of Production)	6.55
Exports	4.89

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- 2023-24 (Value in MMT)
Production (Source: NHB)	110.36
Consumption (Calculation: Production - Export + Wastage)	96.01
Wastage (Source: Estimated)	13.24
Exports (Source: DGCIS)	5.24

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

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
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

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