

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

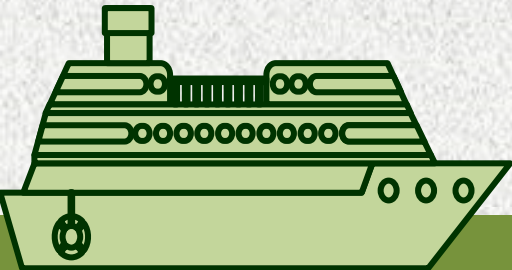
**AGRI-EXPORT & IMPORT MANAGEMENT TRAINING  
PROGRAM  
(MODULE 1 - SESSION 3)  
19<sup>TH</sup> NOVEMBER, 2022**



**By  
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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**



## 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





## 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



# 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



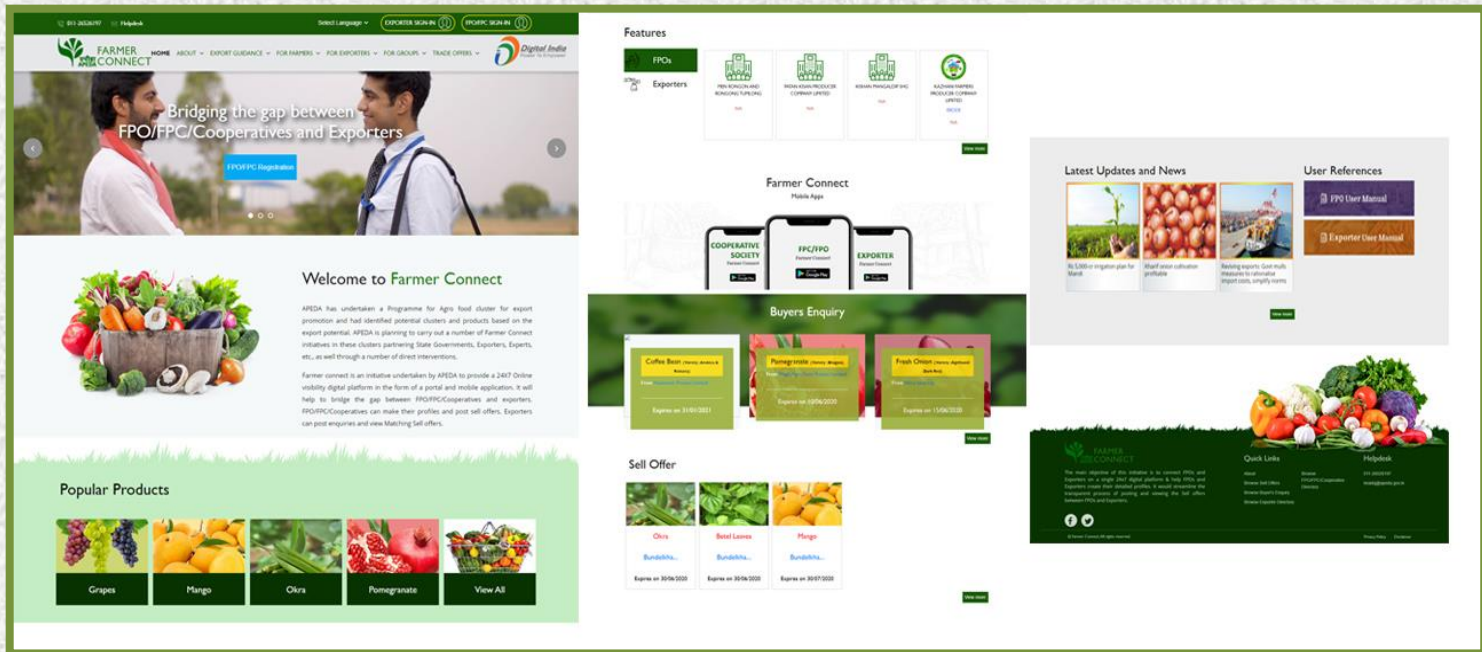

**APEDA Market Intelligence Bulletin**

**Market Intelligence for Food & Agriculture Export**

This Market Intelligence bulletin covers latest market intelligence and analytical inputs gathered by APEDA from various reputed sources. The information is meant for consumption among stakeholders of Agri and Processed Food Exports from India.

<a href="#"><u>Mango</u></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

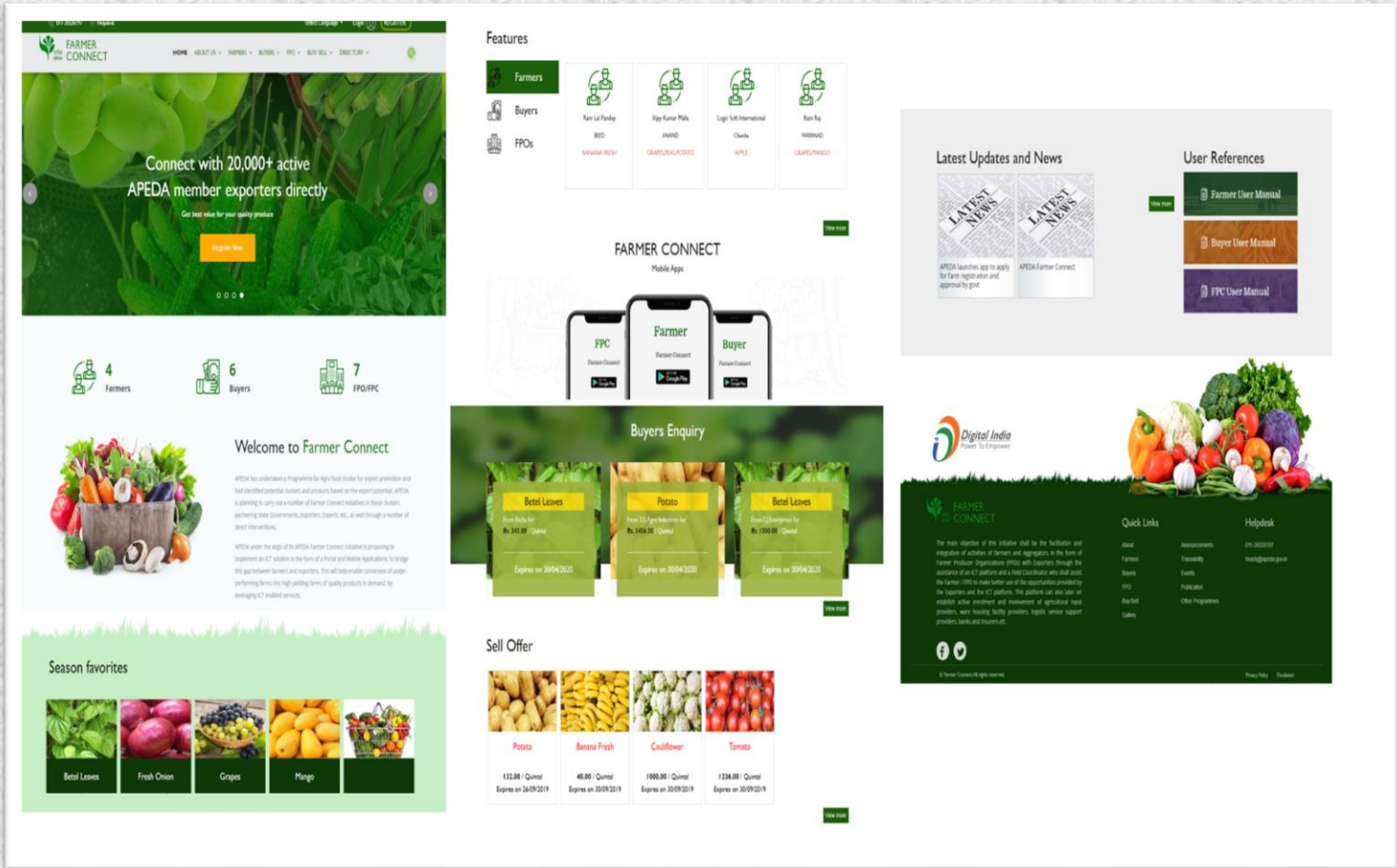
- Personalized Dashboard
- Post New Enquiries
- My Enquiries
- Match Alerts and Matching Offers
- View Sell Offers

### 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



The screenshot displays the Farmer Connect Portal Home Screen, which is designed to facilitate direct connections between farmers and exporters. The main banner features a vibrant image of green grapes and text that reads: "Connect with 20,000+ active APEDA member exporters directly. Get best value for your quality produce." Below this, there are statistics: 4 Farmers, 6 Buyers, and 7 FPO/FPC. A "Welcome to Farmer Connect" section provides information about APEDA's initiatives for export promotion and quality assurance. The "Season favorites" section highlights products like Betel Leaves, Fresh Onion, Grapes, and Mango. The "Buyers Enquiry" section lists items such as Betel Leaves, Potato, and Beet Leaves with their respective prices and quantities. The "Sell Offer" section lists items like Potato, Banana Fresh, Cauliflower, and Tomato with their prices and quantities. The "Features" section includes options for Farmers, Buyers, and FPOs, along with a "Latest Updates and News" section and "User References" for various user manuals. The footer includes a "Digital India" logo and a "Quick Links" section.

## 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



The banner features the APEDA Farmer Connect logo at the top left. The main text reads "Farmer Connect Portal" in large green letters, followed by "Buy / Sell Agri Product through Farmer Connect" in orange. Below this, it says "Register at: <https://farmerconnect.apeda.gov.in/>". The central illustration shows a basket of various fruits and vegetables (including watermelon, pumpkins, tomatoes, and leafy greens) next to a farmer carrying a bundle of crops. At the bottom, there are icons for the APEDA Member App, Farm Registration, and social media links for APEDAMOC on Instagram, Twitter, and Facebook.



# 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


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

# 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

# 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

### Registered Area under Crops

168289.00 Acres

View Details

### Total Harvested Quantity

13655 Quintals

View Details

### Buy & Sell Offers

#### Sell Offers

View Details

#### Buyer's Enquiry

View Details


Privacy Policy | Disclaimer

Cancel | Capture





## FARMER CONNECT

### Request Panel

 Add/Update Farmer

 View Farms on Map

 Stock Availability Details

 Send Tips to Farmers

 Farming Activity Report

 3  
Registered Farmers


[View Details](#)

 4  
Registered Farms

[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](#)



# 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

Contact Buyer

View More



Write Reviews



### Richa

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

Contact Buyer

View More



Write Reviews



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

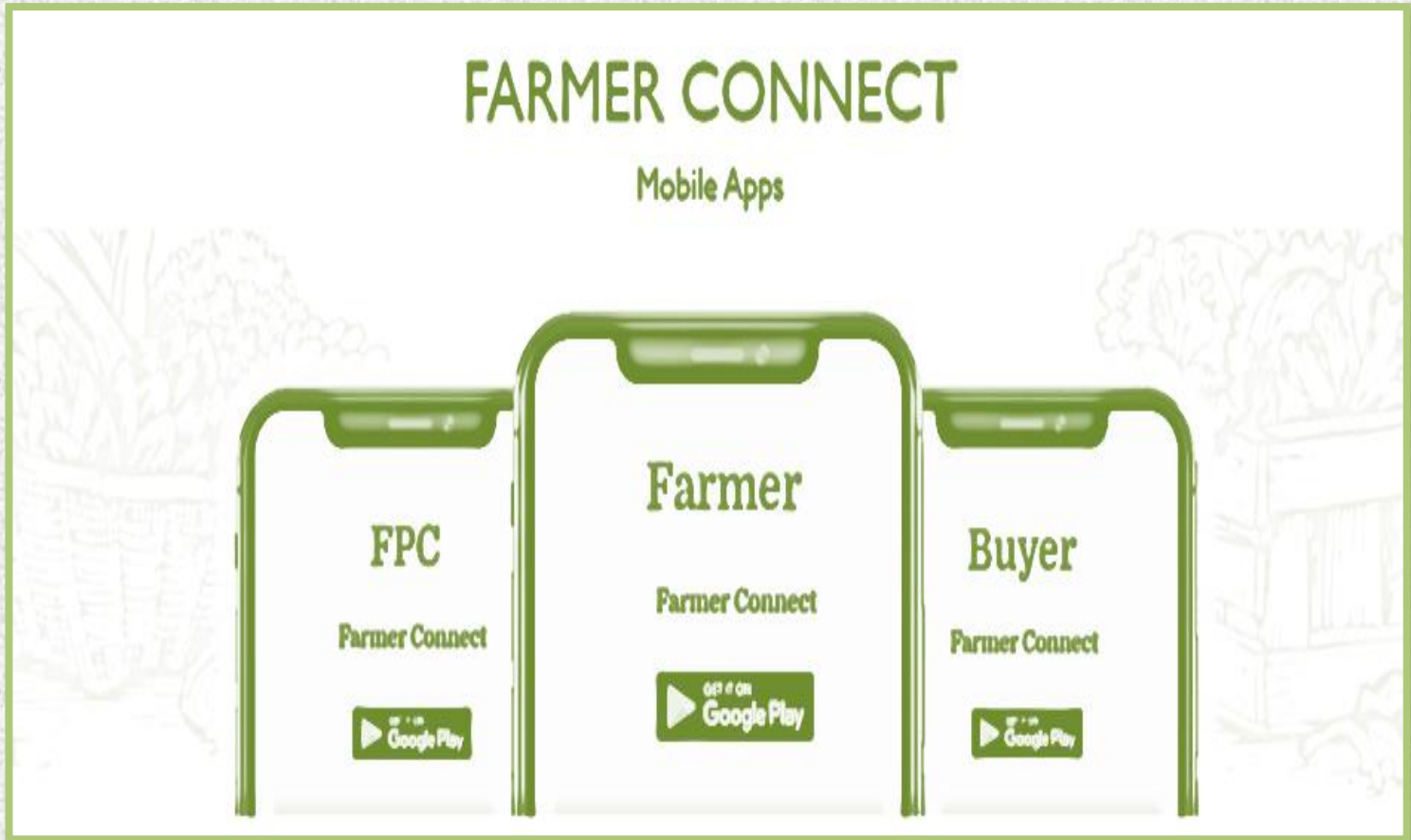
Price: 1000.00 INR/Quintal

Offer expires on: 30/09/2019

 View More

 Contact Seller

# MOBILE APPLICATION SCREENS



## 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



## ONLINE PROCESSING & ISSUANCE OF CERTIFICATES

### 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





## 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.



## 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





## 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



The screenshot shows the Meat.Net website interface. At the top, there is a navigation menu with links: About Online System, How to apply, Roles, Resources / User Manual, and Contact Us. The main content area is divided into two columns. The left column contains text about the service and registration process. The right column features a 'Login' section with fields for 'User Name', 'Password', and 'Enter Captcha', along with a 'Sign In' button. Below the login section is a 'Latest Update' section with a list of updates. At the bottom, there is a footer with copyright information and technical details.

**Meat.Net**  
Certification system for export of meat products

**Login**

User Name:

Password:

Enter Captcha:

**Latest Update**

- Mandatory Health Certificate for export of meat through Meat.Net from 1st April 2015
- Quick Response or QR codes on each Health Certificate generated through Meat.Net provides authenticity and facilitates verification online

Copyright © 2014 - APEDA. All rights reserved. Compatible with IE 7.0 & above. Powered By - Logictall

## 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

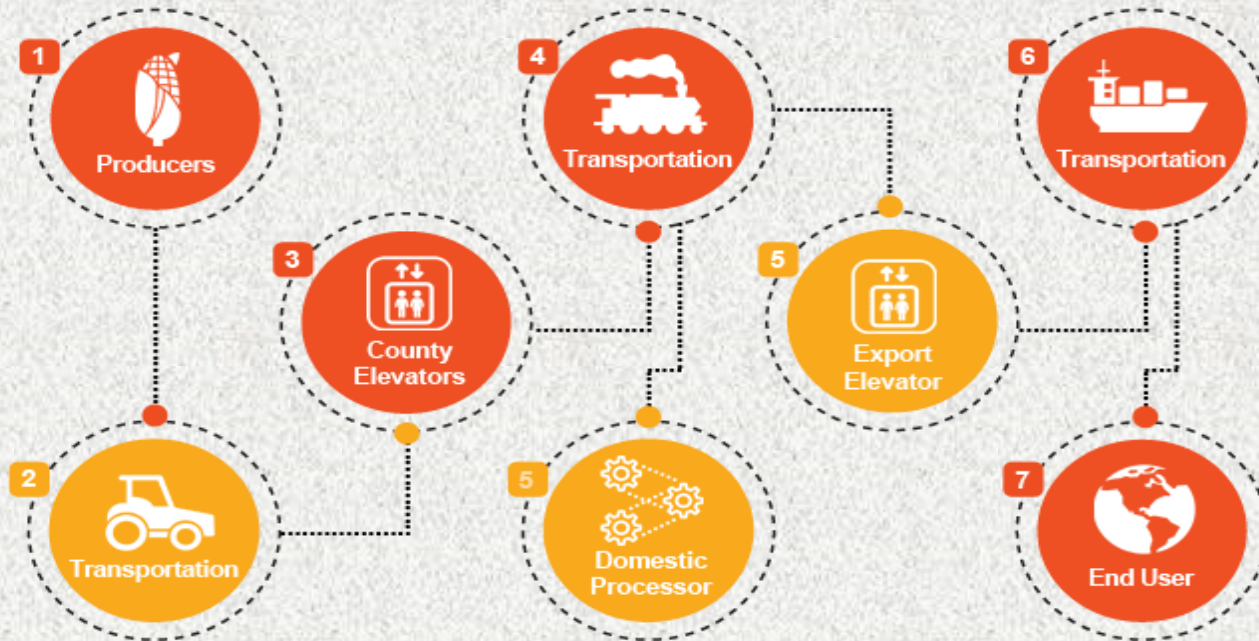
- ❖ State Horticulture Dept

#### 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.**



# 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.



#SingleWindowToIndia

**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





## 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



## 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.

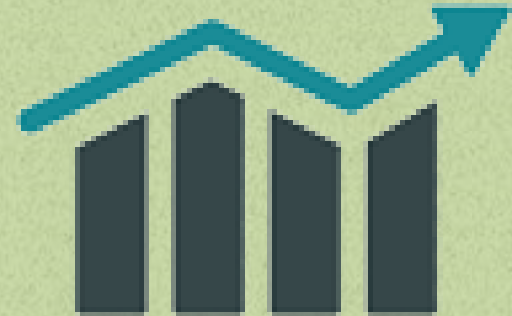


The image displays the Kisan Rath mobile application interface. At the top, it features the logos for Digital India (Power To Empower), the Government of India (Ministry of Agriculture & Farmers Welfare), and CSC (E-Governance Services India Limited). The app's main title is "KISAN RATH" with the subtitle "mobile app". Below the title is a circular logo with a truck icon and the text "किसान रथ". The app's purpose is stated as "FACILITATING TRANSPORTATION OF AGRICULTURAL PRODUCE". It also mentions the "Ministry of Agriculture & Farmers Welfare" and the "Department of Agriculture, Cooperation and Farmers Welfare". A screenshot of the app shows a list of transport vehicles. At the bottom, it states: "Farmers & Traders now can contact vehicle providers for transporting agricultural produce, using KISAN RATH mobile app launched by Govt of India." The footer includes the National Informatics Centre logo and text.

**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.



## 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.





एपीडा  
APEDA

**THANK YOU**