IT INITIATIVES FOR INFORMATION DISSEMINATION & IMPLEMENTATION OF TRACEABILITY SYSTEMS

AGRI-EXPORT & IMPORT MANAGEMENT TRAINING PROGRAM
(MODULE 1 – SESSION 3)

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Secretary, APEDA

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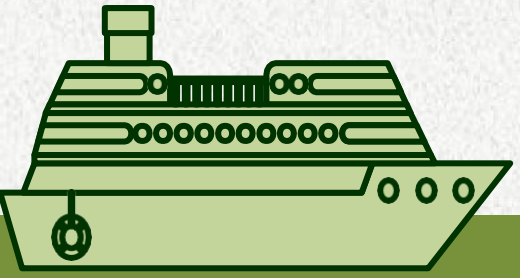


APEDA WEBSITE

Information repository of

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

Website Traffic

- Daily visits1,49,275+ page views
- Daily visits on an Average by visitors: 2300
- Monthly visits million+ page views

AGRIEXCHANGE PORTAL

agriXchange
the changing face of agri-business

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.

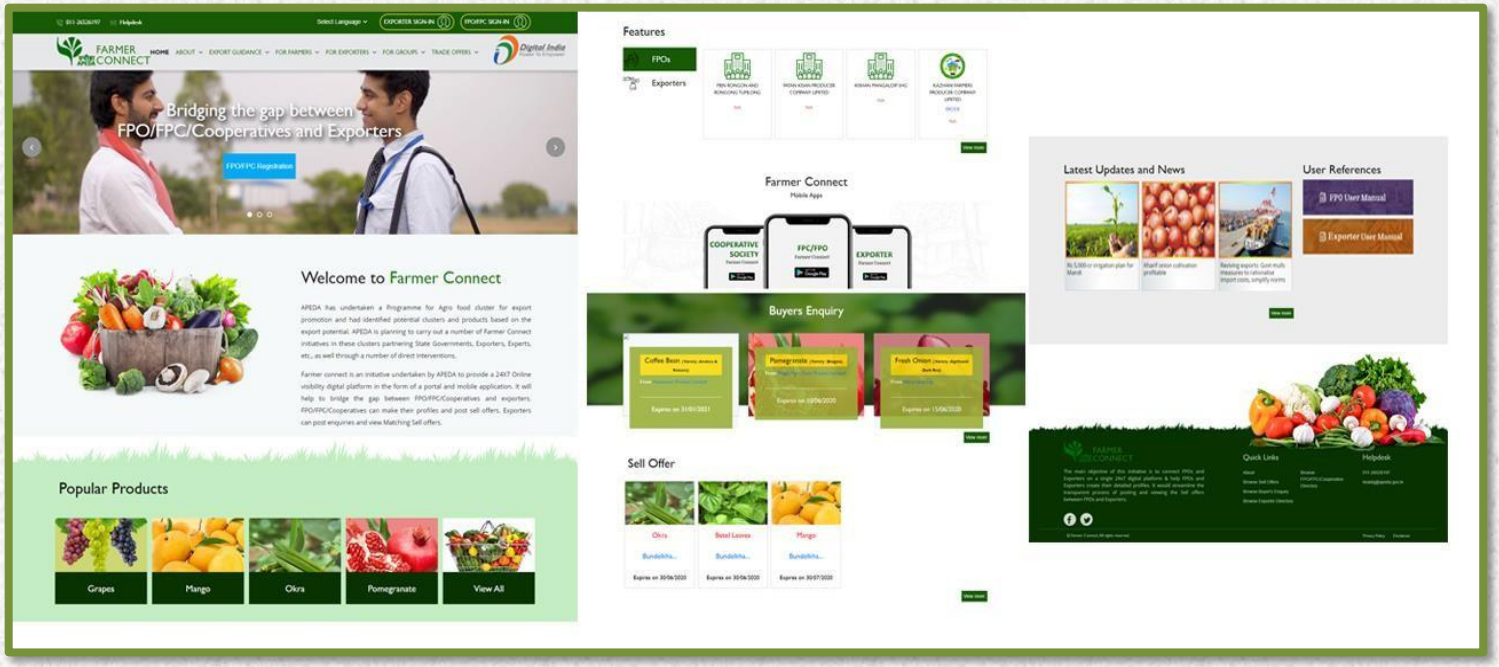
DEVELOPMENT OF MARKET INTELLIGENCE – AGRI EXCHANGE PORTAL

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

Mango	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. 3,315 Exporters and 3,295 FPOs has been registered in the portal

MARKET DEVELOPMENT- FARMER CONNECT PORTAL

SALIENT FEATURES FOR FPOs/EXPORTERS

FPOs/FPCs/ Co-operatives

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

Exporters/ Buyers

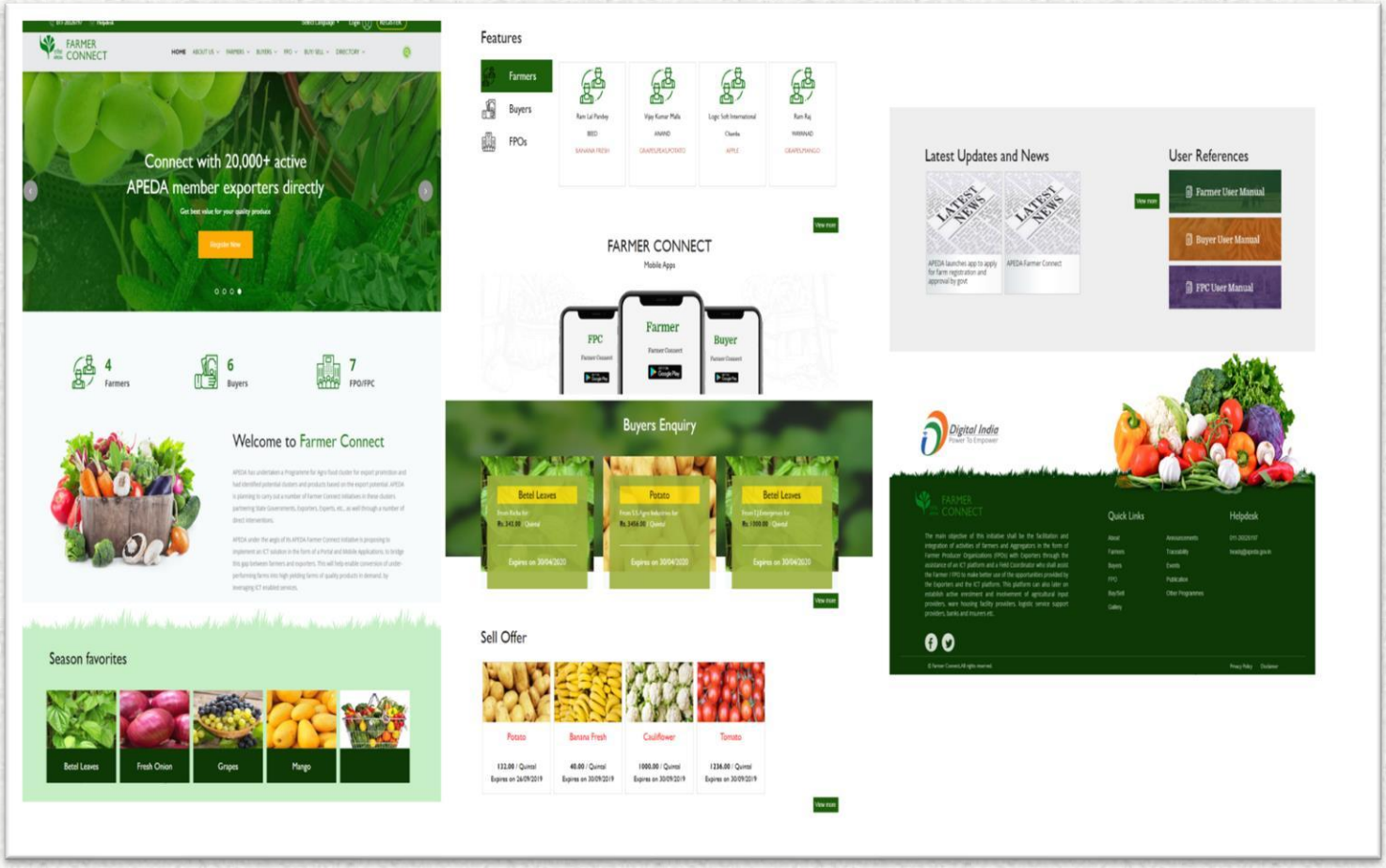
- Personalized Dashboard
- Post New Enquiries
- My Enquiries
- Match Alerts and Matching Offers
- View Sell Offers

Portal Other Features

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

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

FARMER CONNECT PORTAL HOME SCREEN



USER TYPES

The APEDA Farmer Connect portal includes following:

1. **Stake holders**
   1. **Sellers (FPOs)**
   1.2 **Buyers (Exporters)**

- **APEDA Recognized units – Pack houses, Peanut Processing Units, etc.**
- **APEDA Member Exporters, both Merchant as well as Manufacturers**

2. **Admin**

FEATURES OF FARMER CONNECT PORTAL

❖ **FPO Module-**

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

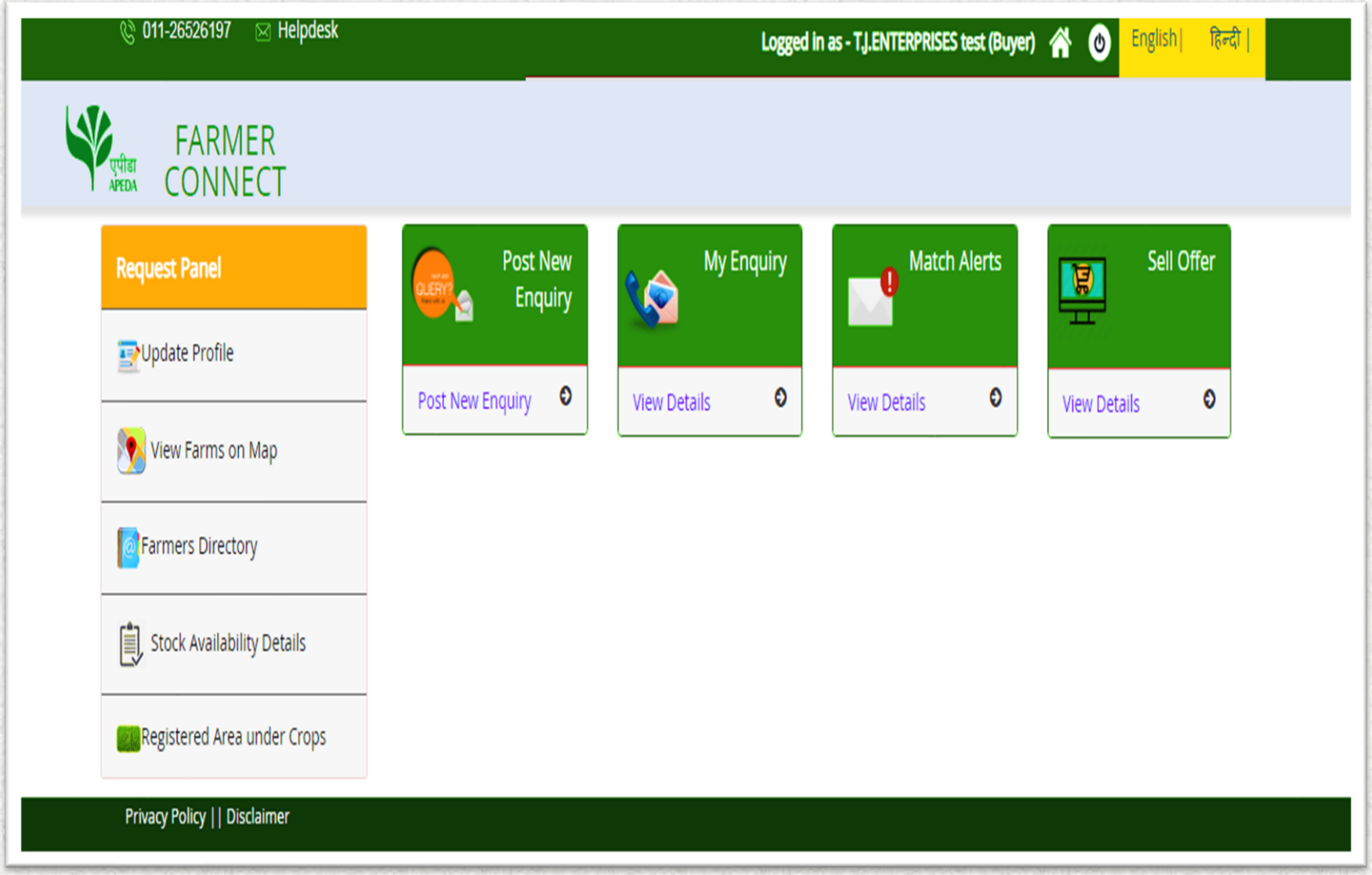
❖ **Admin Module-**

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

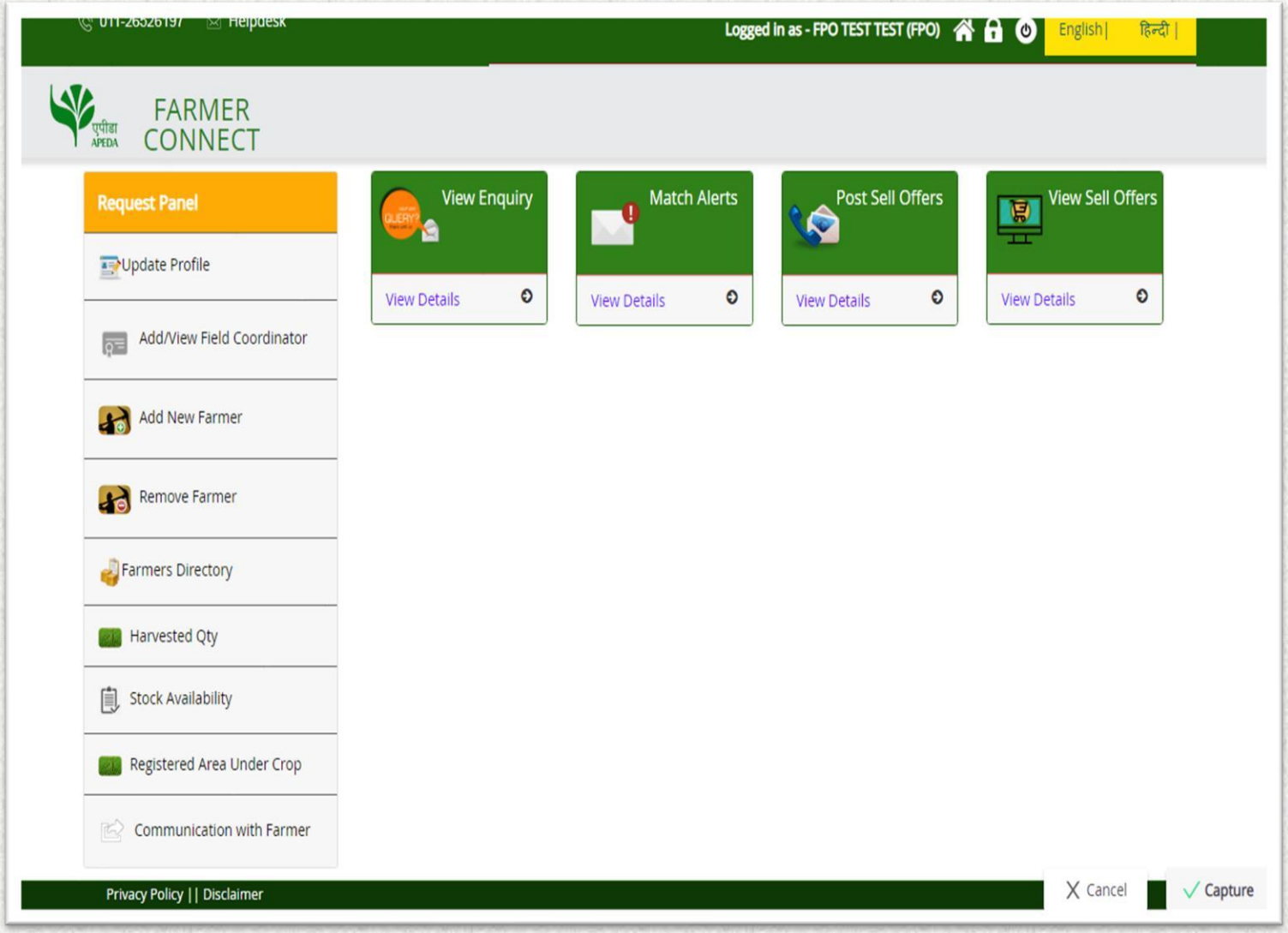
❖ **Buyer Module-**

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

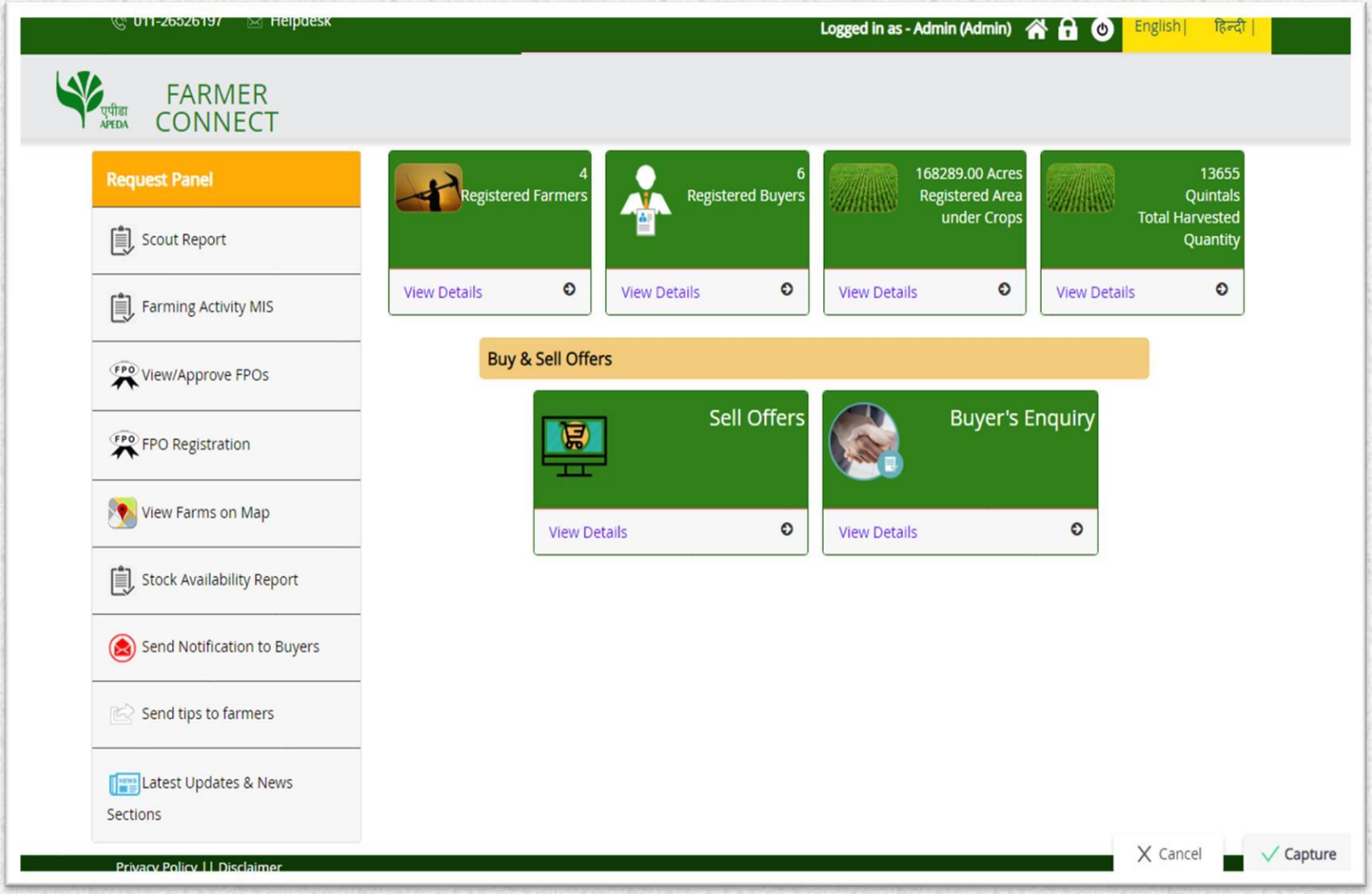
BUYER DASHBOARD



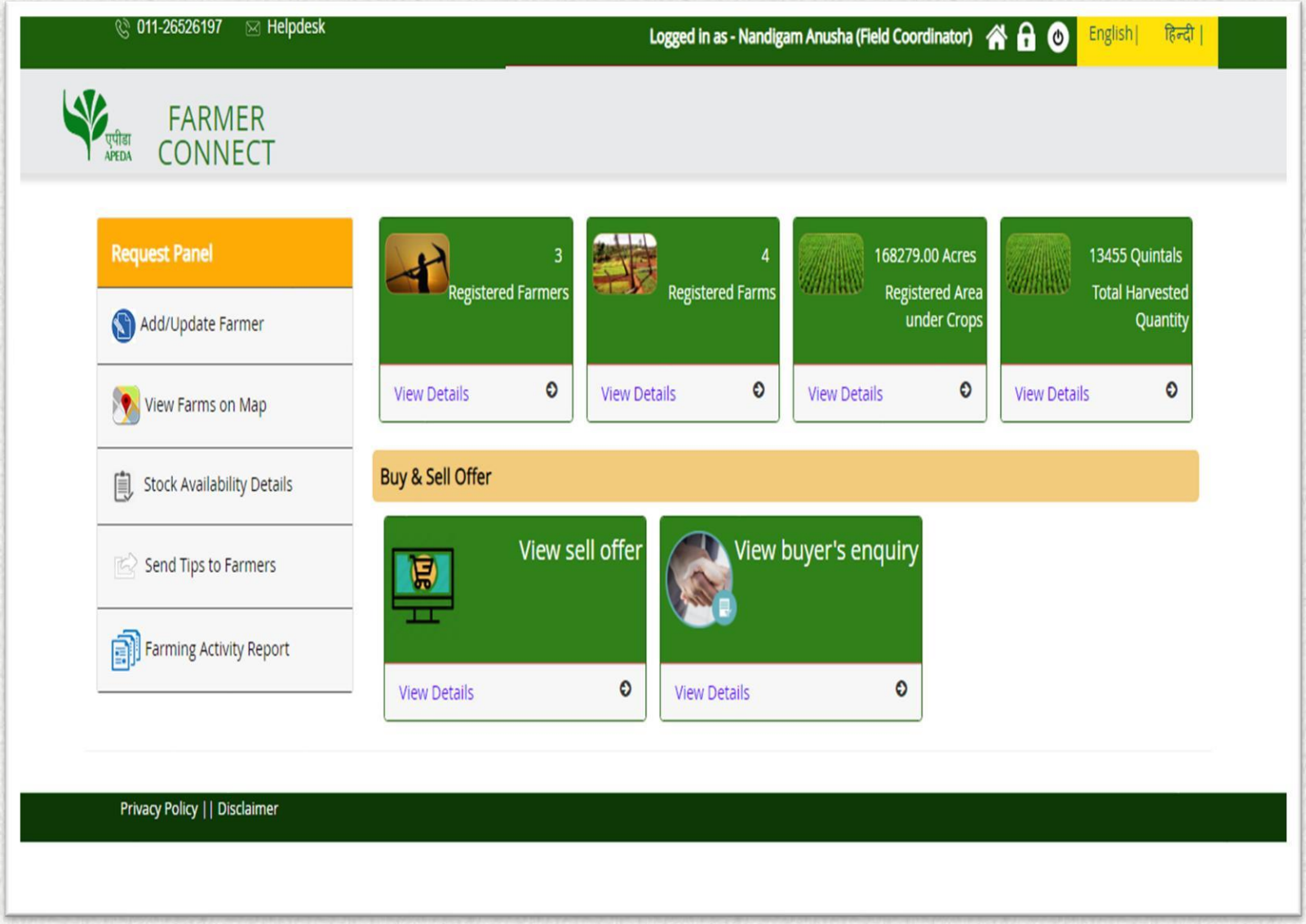
FPO/FPC DASHBOARD



ADMIN DASHBOARD



FIELD COORDINATOR DASHBOARD



BUY ENQUIRIES SCREEN

APEDA CONNECT

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

SELL OFFERS SCREEN

011-26526197 Helpdesk Select Language Login REGISTER

FARMER CONNECT

HOME ABOUT US FARMERS BUYERS FPO BUY/ SELL DIRECTORY

Filter Reset

Order Posted By

By Farmer

By FPO

Commodities

Crop Practices

Offer Validity

Future Offers

Price (In INR per Quintal)

Qty. (In Quintals)

Analysis Report

Sell Offers

Sort by: Latest to Oldest Oldest to Latest

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

Offered Qty.: 100.00 Quintals

Min.Order Qty: 50.00 Quintals

Price: 40.00 INR/Quintal

Offer expires on: 30/09/2019

View More

Contact Seller

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

Offered Qty.: 100.00 Quintals

Min.Order Qty: 100.00 Quintals

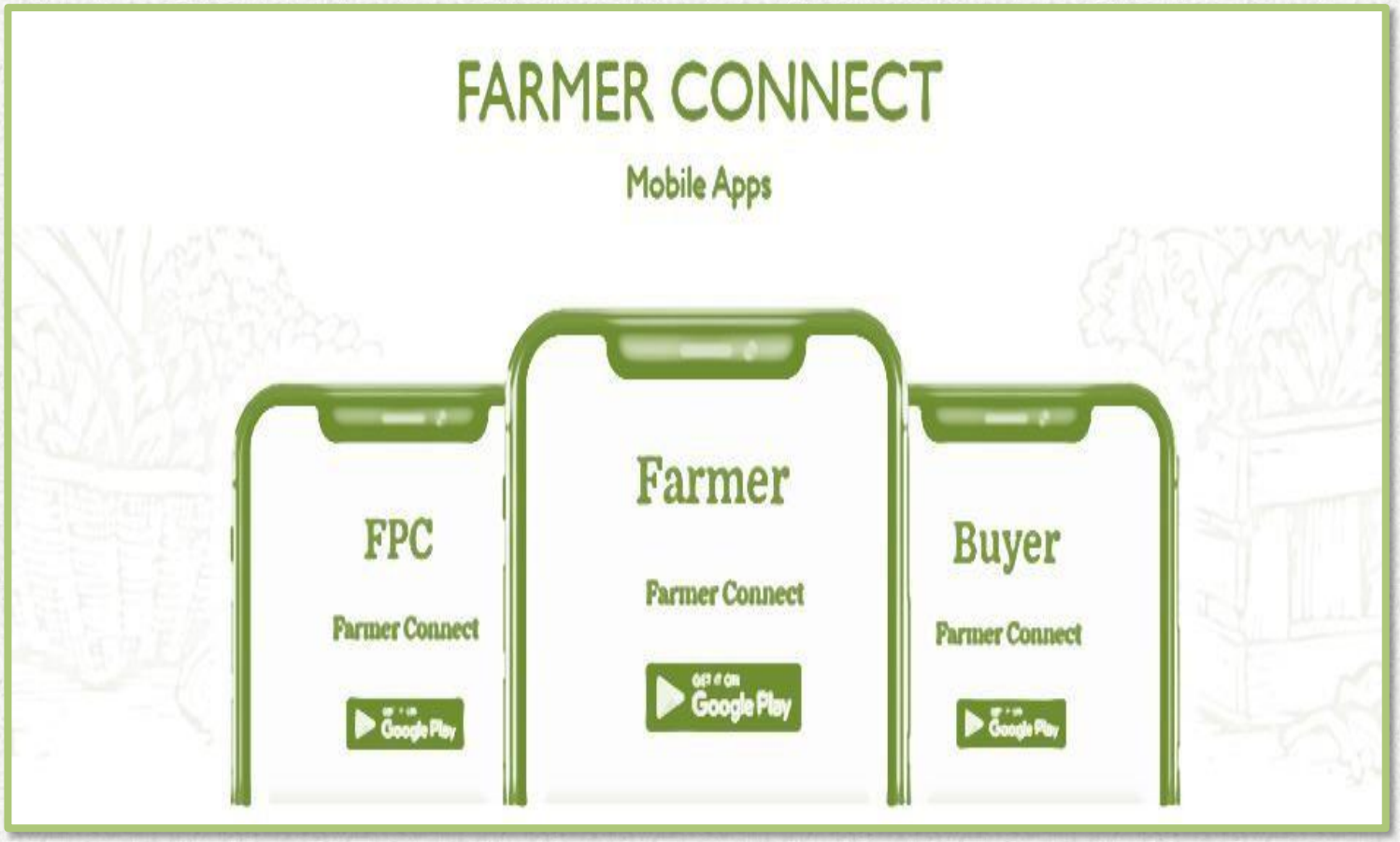
Price: 1000.00 INR/Quintal

Offer expires on: 30/09/2019

View More

Contact Seller

MOBILE APPLICATION SCREENS



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 2023-24	Quantity (in Million MT	FOB value (in US$ Million)
48562	5.9	7030

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)
34,884	6,93,763

एपीडा
APEDA

DEVELOPMENT & IMPLEMENTATION OF TRACEABILITY SYSTEMS

QUALITY DEVELOPMENT - TRACEABILITY SYSTEMS IMPLEMENTED

Total nos. of Farmers – 40,000+

Total nos. of Farmers – 25,81,166

Total nos. of Units – 190

Total nos. of Plants – 90

Total nos. of Farmers – 90,569+

There are **144 commercial food testing laboratories (NABL accredited)** authorized by APEDA in 18 States for quality certification for its scheduled products.

GRAPENET

Overview

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

The system covers **1,65 lakh farmers, 59 exporters, 132 pack houses, 44,367 grape farms and 29 laboratories**

Stake Holders

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

Features

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

TRACENET

Overview

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

Stake Holders

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

Features

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

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

PEANUT.NET

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

Meat.Net
Certification system for export of meat products

Overview

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

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

Stake Holders

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

Features

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

HORTINET

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

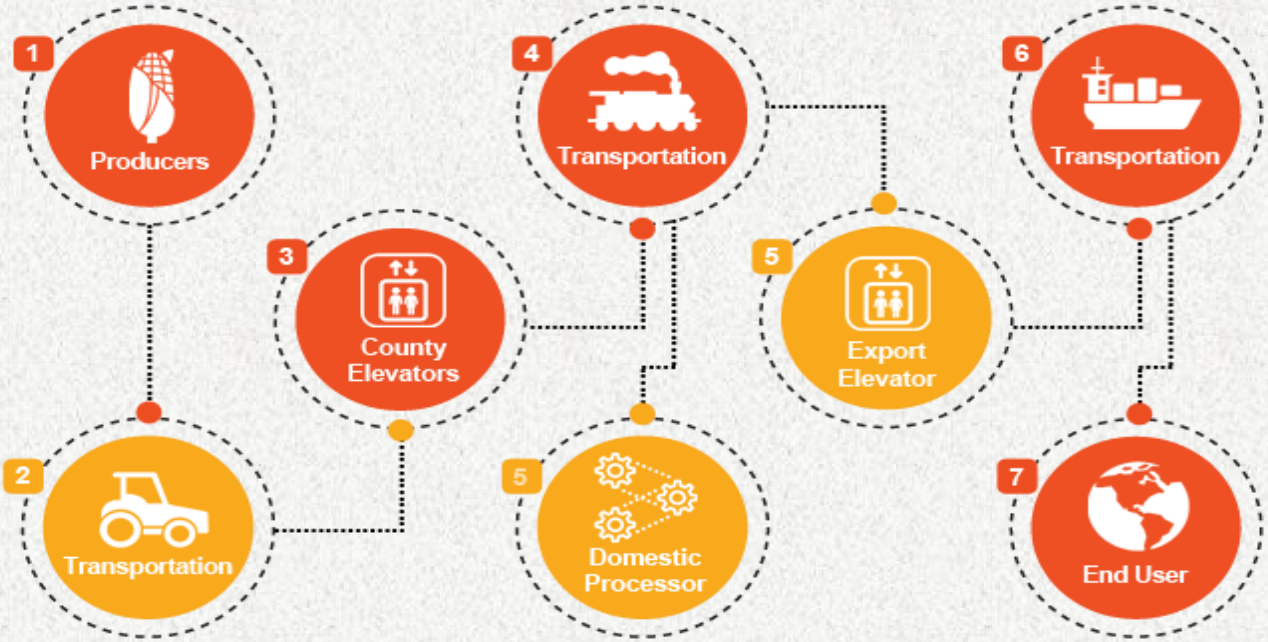
Stake Holders

- 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.

E-GOVERNANCE INITIATIVES

Integration of APEDA services with Kisan Suvidha:

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

E-GOVERNANCE INITIATIVES

Integration of APEDA services with Kisan Rath:

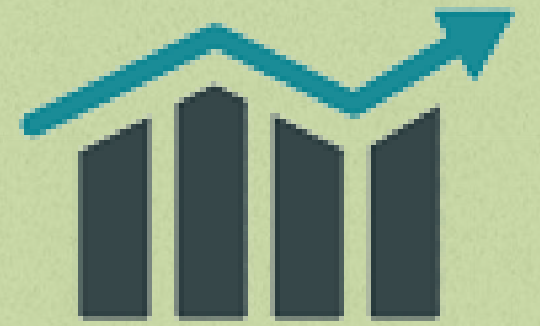
- MoA&FW in association with National Informatics Centre (NIC) has developed mobile application **"Kisan Rath"** to facilitate farmers & traders in searching transport vehicles for Primary and Secondary transportation for movement of Agri & Horti produce.
- **Primary transportation** includes movement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

E-GOVERNANCE INITIATIVES

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

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

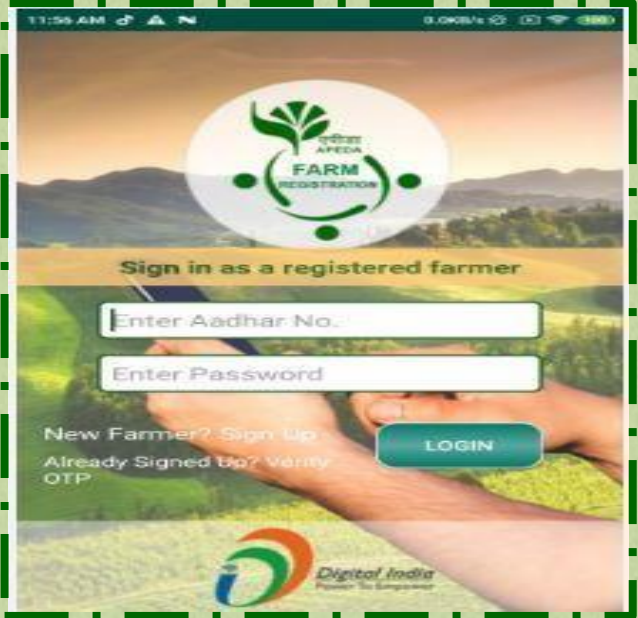
This app automatically allows 36,000+ active APEDA Registered Exporter Members to receive daily news alerts and trade leads.



E-GOVERNANCE INITIATIVES

Farm Registration Mobile App:

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



NIC Cloud:

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

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

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

THANK YOU