



वार्षिक रिपोर्ट ANNUAL REPORT 2014-15



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1. ESTABLISHMENT OF APEDA

The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. The Act (2 of 1986) came into effect from 13th February, 1986 by a notification issued in the Gazette of India: Extraordinary: Part-II [Sec. 3(ii): 13.2.1986]. The Authority replaced the Processed Food Export Promotion Council (PFEPCC).

In terms of Chapter V Section 21(2) of the APEDA Act, a copy of the Annual Report of the Authority giving a true and full account of its activities, policy and programmes during the previous financial year is required to be presented annually to the Central Government for causing the same to be laid before each House of Parliament.

This is the 29th Anniversary Annual Report of Agricultural and Processed Food Products Export Development Authority (APEDA) and covers the financial year 2014-15.

1.1 ASSIGNED FUNCTIONS

In accordance with the Agricultural and Processed Food Products Export Development Authority Act, 1985, (2 of 1986) the following functions have been assigned to the Authority.

- a) Development of industries relating to the scheduled products for export by way of providing financial assistance or otherwise for undertaking surveys and feasibility studies, participation in equity capital through joint ventures and other reliefs and subsidy schemes;
- b) Registration of persons as exporters of the scheduled products on payment of such fees as may be prescribed;
- c) Fixing of standards and specifications for the scheduled products for the purpose of exports;



- d) Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyances or other places where such products are kept or handled for the purpose of ensuring the quality of such products;
- e) Improving of packaging of the Scheduled products;
- f) Improving of marketing of the Scheduled products outside India;
- g) Promotion of export oriented production and development of the Scheduled products;
- h) Collection of statistics from the owners of factories or establishments engaged in the production, processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and publication of the statistics so collected or of any portions thereof or extracts there from;
- i) Training in various aspects of the industries connected with the scheduled products;
- j) Such other matters as may be prescribed.



1.2 PRODUCTS MONITORED

APEDA is mandated with the responsibility of export promotion and development of the following scheduled products in First Schedule of APEDA Act:

1.	Fruits, Vegetables and their Products
2.	Meat and Meat Products
3.	Poultry and Poultry Products
4.	Dairy Products
5.	Confectionery, Biscuits and Bakery Products
6.	Honey, Jaggery and Sugar Products
7.	Cocoa and its products, chocolates of all kinds
8.	Alcoholic and Non-Alcoholic Beverages
9.	Cereal and Cereal Products
10.	Groundnuts, Peanuts and Walnuts
11.	Pickles, Papads and Chutneys
12.	Guar Gum
13.	Floriculture and Floriculture Products
14.	Herbal and Medicinal Plants



Basmati Rice has been included in the Second Schedule of APEDA Act.

In addition to this, APEDA has been entrusted with the responsibility to monitor the import of sugar as well.

APEDA also functions as the Secretariat to service the National Accreditation Board (NAB) for the implementation of accreditation of the Certification Bodies under National Programme for Organic Production (NPOP) for organic exports. "Organic Products" for export are to be certified only if Produced, Processed and Packed as per the standards laid down in the document "National Programme for Organic Production (NPOP)."



1.3 COMPOSITION OF THE APEDA AUTHORITY

As prescribed by the statute, the APEDA Authority consists of the following members namely:

A Chairman, appointed by the Central Government;

The Agricultural Marketing Adviser to the Government of India, ex-officio;

One member appointed by the Central Government representing the Planning Commission;

Three members of Parliament of whom two are elected by the House of People and one by the Council of States;

Eight members appointed by the Central Government representing respectively the Ministries of the Central Govt. dealing with;

- | | |
|--|--------------------------------|
| (i) Agricultural and Rural Development | (v) Food |
| (ii) Commerce | (vi) Civil Supplies |
| (iii) Finance | (vii) Civil Aviation |
| (iv) Industry | (viii) Shipping and Transport; |

Five members appointed by the Central Government by rotation in the alphabetical order to represent the States and the Union Territories;

Seven members appointed by the Central Govt. representing;

Twelve members appointed by the Central Government representing:

- | | |
|---|---|
| a) Fruits and Vegetables Products Industries; | i) Indian Council of Agricultural Research; |
| b) Meat, Poultry and Dairy Products Industries; | ii) National Horticulture Board; |
| c) Other Scheduled Products Industries; | iii) National Agriculture Cooperative Marketing Federation; |
| d) Packaging Industry; | iv) Central Food Technological Research Institute; |
| | v) Indian Institute of Packaging; |
| | vi) Spices Export Promotion Council and |
| | vii) Cashew Export Promotion Council. |

Two members appointed by the Central Government from amongst specialists and scientists in the field of agriculture, economics and marketing of the scheduled products.

1.4 ADMINISTRATIVE SET UP

Chairman of the Authority

The rules under APEDA-Act related to the powers and duties of Chairman and Secretary notified under Ministry of Commerce & Industry (Department of Commerce) Notification no. 50379(E) dated 15th February, 2013 has been further amended vide Ministry of Commerce & Industry (Department of Commerce) notification no. 301038(E) dated 4th April, 2014. The powers and duties of Chairman and Secretary were executed as per the Notification No. S.O.1038 (E) dated 4th April 2014.

Shri Asit Kumar Tripathy, Joint Secretary, Department of Commerce was given additional charge of Chairman, APEDA w.e.f. 05.10.2013 till 22.04.2014.

Shri Santosh K Sarangi held the charge of Chairman & Secretary APEDA w.e.f. 23.04.2014 to 15.04.2015.

Director

Shri R.K. Boyal continued as Director w.e.f. 01.04.2014 to 31.07.2014. Shri A S Rawat, General Manager (GM) held additional charge of Director, APEDA w.e.f. 01.08.2014 till 22.01.2015. Shri S Dave, Director, APEDA, who was on deputation to FSSAI joined APEDA on 23.01.2015 and continued as Director till 31.03.2015.

Officers and Staff of the Authority

Section 7(3) of the APEDA Act provides for appointment of such officers and employees by the Authority as may be necessary for the efficient performance of its functions.

During the period under review, the total number of employees in the organization was 89 as against the total sanctioned staff strength of 124. The category-wise break up of employees of the APEDA Authority was as follows:

a)	In ranks equivalent to Group A posts in the Government. (including Chairman, Director and Secretary)	25
b)	In ranks equivalent to Group B Posts in the Government	30
c)	In ranks equivalent to Group C Posts in the Government	26
d)	In ranks equivalent to Group D posts in the Government	08



The welfare and development of SC/ST employees was adequately looked after by the Authority. APEDA did not have any unresolved grievance from any SC/ST employees.

As per Govt. norms, the reservation for physically handicapped persons is 3% of the total strength in all grades. Against the existing staff strength of 89, two incumbents are physically challenged.

1.5 APEDA VIRTUAL OFFICES

APEDA has been serving the agri-export community for 28 years. To reach out to the exporters in different parts of the country, in addition to 5 of its own Regional Offices, APEDA has set up 13 Virtual Offices at Thiruvananthapuram (Kerala), Bhubaneshwar (Orissa), Srinagar (J&K), Chandigarh, Imphal (Manipur), Agartala (Tripura), Kohima (Nagaland), Chennai (Tamil Nadu), Raipur (Chattisgarh), Ahmedabad (Gujarat), Bhopal (Madhya Pradesh), Lucknow (Uttar Pradesh) and Panaji (Goa) in association with respective State Governments/agencies. Basic information about APEDA, its functions, registration and financial assistance schemes etc. were made available to entrepreneurs/prospective exporters by these virtual offices.

1.6 COMPUTERIZATION OF VARIOUS ACTIVITIES IN APEDA

1. Selection of consultant for Operation & Management project of APEDA IT activities was completed and work order was issued to M/s. Logicsoft International Pvt. Ltd. and consultant has taken over the project from 1st December 2014.
2. Meat.Net application software has been developed and launched by the Secretary, Department of Commerce on 26th November 2014 during the APEDA Award Function.
3. Agriculture Market Promotion scheme for XII plan was implemented after suitable modification in the Financial Assistance Scheme (FAS) application software as per the revised scheme.
4. Transport Assistance Scheme (TAS) 2014-15 was implemented after suitable modification in the TAS application software as per the revised scheme. The software has also been updated as per revised scheme for 2014-17 plan period.
5. Web based recruitment software was developed and implemented for seeking online applications for various posts in APEDA.
6. Initiated proposal for Video Conference in consultation with M/s. BECIL. Order placed for supply, installation and commissioning of Video Conference system in APEDA Head Office and Regional Offices. The installation of Video Conferencing System in APEDA HO and ROs is to be completed shortly.
7. An integrated traceability system called HortiNet was developed with the integration of Grape, Anar and Okra. For monitoring of mango processing and certification for export; a module for Farmer's Registration was included and made operational in the HortiNet System.
8. Few major modification and upgradations were made with additional provisions in the Tracenet system:



- 6 a. Provision for issuance of provisional TC before shipment

- b. Provision for import of NOP certified ingredients and re-export to USA
 - c. Inclusion of processing of Organic Textile products under NPOP
9. APEDA website has been developed and facilitated with user friendly options such as accessibility on different web browsers and platforms like mobile and tablet etc. Regular updation in the APEDA website is an ongoing process.
 10. Redesigning of AgriXchange Trade portal and news letter. The agriexchange portal was enriched with the various new information such as National and International Trade database, FTAs, Port wise information, Global Analytical Reports, Trace and Track, National and international production and price, Import Tariff, SPS notifications, Import regulations and standards, India Food safety and standards, and latest market reports (USDA Gain report).
 11. Initiated compilation of various analytical reports on import and export data on various Agriculture and Processed Food products sourced from DGCIS and COMTRADE. Database on Principle Commodities of Agri and Allied products has been initiated and is maintained.
 12. Thirty new desktop computers were purchased and obsolete discarded.
 13. A new process has been introduced in Peanut.Net wherein Certificate of Export is now being issued by APEDA in place of IOPEPC. The system has been upgraded with mandatory inclusions such as quality parameters like HACCP /FSSAI certification and mode of export for neighbouring countries for instance Rail, Road, Sea etc.
 14. Intimation of Registration with APEDA through SMS has also been integrated in the system.
 15. Facilitation for effective circulation of APEDA daily newsletter to more than 30000 recipients. It is also being uploaded on social websites likes Facebook, Tweeter and Google plus.
 16. Information given, data compiled and requisite answering material provided for different products for different areas of export for more than 75 parliament questions.



2. AUTHORITY MEETINGS AND STATUTORY FUNCTIONS

During the year 2014-15, three APEDA Authority Meetings were held on 26th June, 2014, 18th November, 2014 and 20th February, 2015 respectively.

2.1 REGISTRATION OF THE EXPORTERS:

In total, 3512 new manufacture/merchant exporters were registered with APEDA during the year 2014-15.



2.2 ISSUANCE OF TRADE NOTICES AND REGISTRATION-CUM-ALLOCATION CERTIFICATES

BASMATI RICE:

Details of RCAC (Basmati Rice) issued during the financial year 2014-15



2014-15		
TOTAL RCAC'S	QTY in lakh MT	FOB Value (in million USD)
21910	37.93	4859.24

2.3 Details of RCAC's (Import of Sugar) during the financial year 2014-15

2014-15 (Raw Sugar)			2014-15 (White/Refined Sugar)		
Total RCAC	Qty (lakh MT)	CIF Value (in million USD)	Total RCAC	Qty in MT	CIF Value (in million USD)
52	20.6	3540.61	69	706.12	18.97



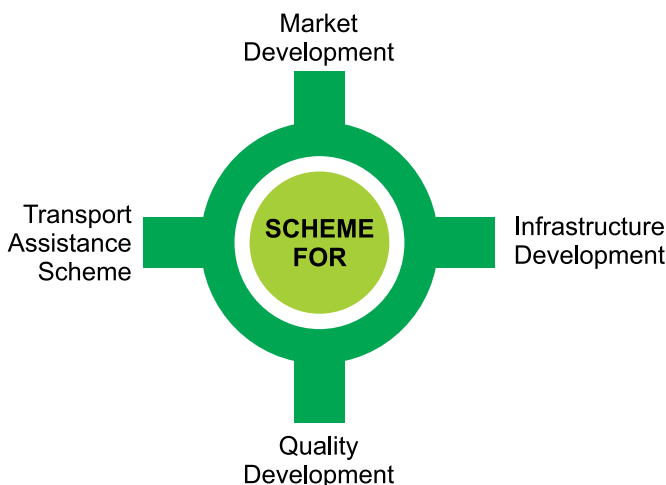
2.4 IMPLEMENTATION OF OFFICIAL LANGUAGE ACT

The Authority implemented various provisions of the Official Language Act and Official Language Rules of the Government of the India during 2014-15. Some of the activities undertaken by the Authority are given below:

1. APEDA Registration cum Membership Certificate (RCMC) and Registration cum Allocation Certificate (RCAC) are issued bilingually.
2. Official Language Implementation Committee meetings were organized regularly during the year.
3. Provisions of Section 3(3) of Official Languages Act were implemented.
4. Incentive Schemes for Officers & employees for working in Hindi is available in APEDA. Cash awards were given to the Officers and staff of the organization for effective work in Hindi.
5. Employees of APEDA were deputed on training/seminar/workshop on official language to increase progressive use of Hindi.
6. Hindi Fortnight was organized from 14th – 28th September during the year 2014-15. Various competitions were organized to encourage use of Hindi as a routine mode of communication. Prize distribution ceremony was organized to honour the employees participating in these competitions and for encouragement for working in Hindi.
7. All the file covers are printed with bilingual commonly used phrases to assist the employees in doing regular noting in Hindi.
8. Each employee has been given कार्यालय सहायिका and each section has been given English-Hindi dictionary to promote the use of Official Language.
9. APEDA website is also available in Hindi and is being updated from time to time.

2.5 FINANCIAL ASSISTANCE SCHEMES

In its endeavour to promote agro exports, APEDA provided financial assistance to the registered exporters under the following schemes:



3. EXPORT PERFORMANCE

The export of APEDA products for the period April-March 2014-15 is as below:

value in Rs Crore & USD Million

Product Group	Export				% age Growth	
	2013-14		2014-15		Rs. Crore	USD Million
	Rs. Crore	USD Million	Rs. Crore	USD Million		
Floriculture & Seeds	866.45	143.13	887.81	145.35	2.47	1.55
Fruits & Vegetables	8760.95	1451.03	7474.14	1221.83	-14.69	-15.80
Processed Fruits & Vegetable	6483.84	1069.75	6670.37	1090.81	2.88	1.97
Livestock Products	32288.57	5313.00	33128.30	5411.33	2.60	1.85
Other Processed Foods	25068.16	4180.80	24893.06	4067.91	-0.70	-2.70
Basmati Rice	29299.96	4866.30	27597.89	4518.11	-5.81	-7.16
Non-Basmati Rice	17749.96	2917.76	20428.54	3334.71	15.09	14.29
Wheat	9261.61	1566.49	4991.84	828.76	-46.10	-47.09
Other Cereals	7140.57	1198.09	5261.53	869.01	-26.31	-27.47
Total	136920.07	22706.35	131333.48	21487.82	-4.08	-5.37

Source: DGCIS

Though overall APEDA exports registered a negative growth of 4.08% as compared to previous year but it has been observed that non-basmati rice, processed fruits & vegetables, floriculture & seeds, livestock products witnessed positive growth.



4. MAJOR ACHIEVEMENTS

- **EU lifted ban on import of Indian mango**

The European Union decided to lift ban on the import of mangoes from India by devising improvements in plant health controls and certification system. The legislation now needs to be formally adopted and published by the European Commission. This is indeed great news for the UK-India and EU-India trade relationship and especially for Indian exporters and UK consumers. EU accounts for more than 50 per cent of total exports of fruits and vegetables from India. UK is the main destination followed by the Netherlands, Germany and Belgium.



- **India, Russia agree to develop e-certification systems to boost Food Trade**

APEDA and Russia's Federal Service for Veterinary and Plant Control (Rosselkhoznadzor) have agreed to increase cooperation to boost food exports from India to Russia through technical consultations and e-certification systems. Russia has also allowed carabeef (buffalo meat) imports from India, following talks between APEDA and Russia's Federal Service for Veterinary and Plant Control (Rosselkhoznadzor). In addition to increasing buffalo meat supplies to Russia, India is also likely to increase exports of other food items to Russia which includes dairy products. In the last few months, Rosselkhoznadzor has approved bovine imports from four Indian companies namely, M/s. Fair Exports Pvt. Ltd, M/s. Frigerio Conserva Allana Ltd., M/s. Frigorifico Allana Ltd. and M/s. Amroon Foods Pvt. Ltd. and egg imports from SKM Egg Products Export (India) Ltd. Rosselkhoznadzor had agreed to depute its officials in India to inspect meat exports from India to Russia. Three months after formal approval for import Russia's official veterinary and phytosanitary service monitor, Rosselkhoznadzor, has appointed an inspector for India. The primary assignment of the inspector is to visit buffalo meat processing plants, pack houses and units intended to get involved in export and approve the consignment. The expert will oversee buffalo meat production and dispatch from India and will be acquainted with the raw material suppliers of Indian establishments that are going to be exported to Russia.



India is the producer and one of the world's major exporter of buffalo meat. Indian buffalo

meat is popular in countries like Vietnam, Malaysia, Thailand, Saudi Arabia, Egypt and UAE, and livestock exports has increased from 3216604.92 lakhs to 3295958.09 lakhs in 2014-15.

● **APEDA introduced traceability system in India**

APEDA has been undertaking a number of initiatives for market promotion and quality development for Indian agricultural and processed products exports in general. Some of the key issues that are constantly faced by Indian agricultural and processed food products in the penetration of major markets like European Union, USA, Japan, etc., have been the following:

- Increasing global focus on food safety, especially on residue monitoring, product standardization, Traceability, etc.,
- Regular Crisis due to pesticide residue, aflatoxin, etc., in products exported from India
- Use of the above as non-tariff barriers by developed markets

To assure the importing countries that the quality requirements are being maintained at every level of supply chain, APEDA took initiatives to set up traceability mechanism in agricultural products.

APEDA has come out with a number of initiatives in this area including setting up of information technology enabled monitoring systems co-opting all stakeholders in the supply chain into a single system in the recent past.

Introduction of Traceability Systems in India by APEDA

TraceNet System, for enhancing the credibility of certification system of organic products, a user friendly web- based traceability system has been implemented by APEDA since June 2010. This is world's first ever web based traceability system implemented at national level for organic products in line with the National Programme for Organic Production (NPOP) for which APEDA is the Secretariat and the accrediting body for accreditation of Certification Bodies. The NPOP defines the standards and procedures to be followed for organic farming and certification.



TraceNet system helps in maintaining authentic information and related data of all the organic stakeholders under certification i.e. operators (producers, processors traders, ICS) and Certification Bodies operating under the NPOP. Presently, the TraceNet software is being provided for use by the operators and Certification bodies. APEDA has further initiated the steps to extend the present traceability system from certification to the accreditation process. The TraceNet system covers certification of all horticulture and agriculture crops including cotton, Processed Foods and wild harvest. Eventually, it will be further upgraded with the inclusion of Livestock products (meat, poultry, dairy, honey) and Aquaculture products in the near future.

Peanut.net System, Higher levels of aflatoxins in groundnuts have been a major concern of the importing countries. Therefore, it was essential to establish adequate controls to minimize possibilities of presence of the aflatoxins in groundnuts in excess of prescribed levels. A regulation for export of Peanuts and Peanut products (PPP) through control of aflatoxins was developed. Export of groundnuts (peanuts) permitted subject to compulsory registration of contracts, controlled aflatoxins level certificate given by the laboratories authorized by APEDA. Based on the prescribed regulation, APEDA has developed Peanut.net web based traceability system with the objective of export controlled aflatoxins level in the Peanut and Peanut products consignments. The Stakeholders co-opted for the Peanut.net traceability system are processing units involved in shelling, grading, value added products manufacturing, etc., Exporters, Accredited Laboratories and APEDA. No certificate can be issued by any laboratory without going through this system. Each consignment of peanut export is accompanied by a certificate of Laboratory, Certificate of Export, Health certificate and Stuffing Certificate. This has helped India address Europe's major concerns of prevalence of aflatoxin in Indian peanuts, thereby helping to avert major restrictions on exports of PPP to EU.

HORTINET – A single sign in traceability system for all horticulture produces With the continuous success of the traceability systems developed and implemented so far, APEDA has taken up the challenge to cover all fruits and vegetables under the ambit of traceability system called as Hortinet. Hortinet is an integrated web enabled certification and Traceability system which acts as a surveillance system to ensure that fruits and vegetables exported from India adheres to the International Standards for human consumption. Initially Grape, Anar, Okra and Mango have been integrated in the single sign in system and more products will follow

Grapes: A first of its kind in India, was set up for establishing consignment to farm traceability covering all stakeholders in the grapes export supply chain including farmers, exporters, State Government Horticulture/Agriculture Departments, Accredited Laboratories, Agmark, Pack houses, Phyto-sanitary Certification Departments, National Referral Laboratory (NRL), APEDA, etc., through a centralized web-based monitoring software. Grapenet is used for monitoring table grapes exported from India to the European Union. It has been running successfully since 2008.

Pomegranate: For monitoring the quality assurance being maintained in the supply chain of Pomegranate export, the system has been developed in line with the Grapenet which has been successfully implemented.

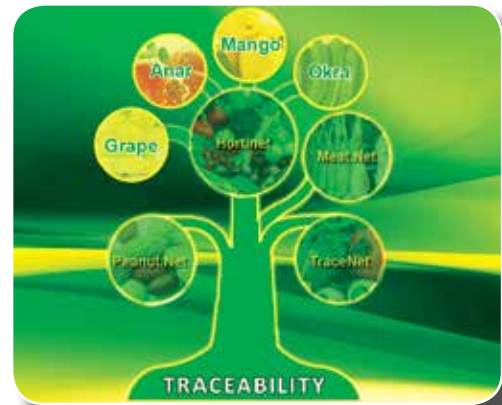


Mango and Okra : Over the past few years, EU has been reporting an interception of pests and pesticides residues in okra, mango and some other products exported from India. As a sequel to arrest this trend, it was decided to strengthen our export certification system. Taking a cue from the success of the traceability system for Grape exports to the EU, APEDA introduced residue monitoring plan for Okra exports effective 7th March, 2013 which has proved successful thus far and interceptions have been controlled. As for Mango, EU banned import from India along with four other vegetable items effective 1.5.2014. But in order to have a robust export certification mechanism, India introduced a system of export of fruits and vegetables to the EU through APEDA recognized pack houses where phytosanitary certification will also be conducted. This system has been working satisfactorily. But in order to graduate to an improved traceability mechanism, mango and okra have been identified as two immediate items which can be exported through a similar system as GrapeNet. This will ensure that the produce is safe and compliant with EU norms and traceability will be maintained to have appropriate audit trail of exports of these products. Mango and Okra system are the two traceability software already developed and are now going to be tried before fully fledged implementation in the near future.



Meat.Net The Directorate General of Foreign Trade (DGFT), Ministry of Commerce & Industry, Govt. of India vide notification No. 12/(2004-2009) dated 21/12/2004 and DGFT notification no-82(RE-2010)/2009-2014, dated: October 31, 2011, has made it mandatory to have the integrated abattoirs cum meat processing plants/ meat processing plants/ abattoirs registered with APEDA prior to export. In view of this the procedure as per details mentioned Dated: 6th December, 2013 Document No.: APEDA/MPD/Registration/2013 for grant of registration certificate shall be adopted. Despite the above mentioned procedures in force, there have been few cases where it has been highlighted the export undertaken by some of the exporters were more than what has been sourced by them from the authorized meat plants. Further, APEDA has also been facing difficulties such as:

- (a) To ascertain the arrangements between the supplier of the carcasses and processors/ integrated abattoirs because of the erratic discontinuance of agreements between supplier and sourcing plants.
- (b) Mismatch in the available capacity and the exports carried out by the plants.
- (c) Agreements by plant owners with multiple merchant exporters, though having exclusive arrangement with one exporter.
- (d) Forfeiting of certificates by miscreant exporters. In order to address afore mentioned difficulties, APEDA has developed a web based system “Meat.net” in consultation with various stake holders.



The Meat.Net system was launched by Honorable Commerce Secretary on 26 November 2014. The system has following benefits:-

- System is keeping a tab on overall exports on the basis of approved capacities of the meat plants.
- The system ensures that raw material/meat is sourced from APEDA registered meat plant.
- Validation of exports of meat from integrated abattoirs approved by respective importing countries.
- QR code embedded Health Certificate is issued by respective State Animal Husbandry Department to prevent forfeiting.
- System integrates stakeholders like State Animal Husbandry Departments, Meat Plants/Exporters and Labs to have real time information/data on meat exports.
- System incorporates in built authorization for supply/receiving of raw material from one source to another. Finally the system is aiming to elevate the credibility of Indian meat producers to export quality meat in international market.

INTEGRATED EFFORTS LED TO OPENING UP OF INDIAN DAIRY PRODUCTS IN RUSSIAN MARKET

Russia has lifted restrictions on the import of milk, cheese and other dairy products from India after allowing buffalo meat exports from the country and they hope to augment exports of these product significantly.

- **Buffalo meat now India's top agri export item**

India exported buffalo meat worth Rs. 29282.58 crores (\$4781.18 million), a rise of 10.68 % as compared to fiscal year 2013-14.

- **Mauritius opens up market for Indian mangoes**

An agreement has been signed on 11th March 2015 with Republic of Mauritius for import of Indian Mangoes into Mauritius which will be effective from 1st April to 31st August of every year with post quarantine mitigation measures with the Vapour Heat Treatment (VHT) option of 47.8°C for 20 minutes and Hot Water Treatment of 48°C for specified time interval for specified quantity. They have already started issuing import permits for Indian Mangoes.

- **India to export basmati rice to Iran**

A 20 member delegation of officials from Ministry of Commerce and trade representatives visited Iran to discuss issues concerning Basmati rice and explore the possibility of increasing buffalo meat and soya meal exports.

India has emerged as the largest exporter of rice in last three years.



5. INFRASTRUCTURE DEVELOPMENT:

Setting up of Common Infrastructure:

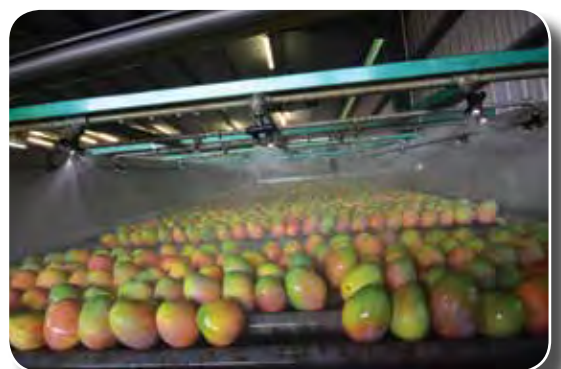
Himachal Pradesh

1. M/s. Horticulture Produce Marketing and Processing Corporation Ltd., Shimla, H.P. has been sanctioned financial assistance of Rs.800.00 lakhs by the Authority for upgradation of apple juice concentration plant at Parwanoo, Distt. Solan, Himachal Pradesh. It was also decided that in case the entire funding and work execution is on schedule, then a total of Rs.1000.00 lakhs could be considered by APEDA at a subsequent stage. The total project cost is Rs. 1240.35 lakhs. The MOU between APEDA and HPMC was signed on 22/9/2014. APEDA has also released an amount of Rs. 200.00 lakhs to HPMC. The project will increase the existing processing capacity of apple juice concentrate.
2. M/s. Fresh and Healthy Enterprises Ltd., New Delhi has been sanctioned financial assistance of Rs.800.00 lakhs by the Authority under the scheme for Infrastructure Development for setting up of Controlled Atmosphere Cold Store for apples and other horticulture produce at Kingal, Himachal Pradesh. The total project cost is Rs. 3945.00 lakhs.



Maharashtra

1. M/s. Maharashtra State Ware Housing Corporation(MSWC), Gultekdi, Pune has been sanctioned financial assistance of Rs.800.00 lakhs by the Authority for setting up of cold storage facility at Gultekdi, Pune. The total project cost is Rs. 928.91 lakhs. The MOU between APEDA and MSWC was signed on 22/9/2014. APEDA has also released an amount of Rs.400.00 lakhs to MSWC. A Cold storage capacity of 2056 MT will be created for export of Fresh Fruits and Vegetables alongwith Milk Products.
2. M/s Maharashtra State Agricultural Marketing Board (MSAMB) has been sanctioned financial assistance of Rs.286.87 lakhs by the Authority for setting up of common packhouse project at Goregaon, Mumbai. The total project cost is Rs. 318.74 lakhs. The MOU between APEDA and MSAMB was signed on 27/12/2014.



Subsequently APEDA has also released an amount of Rs. 143.44 lakhs. The project is being set up considering the demand of exporters for fulfilling the quality phytosanitary requirements of the EU. Hot water dip facility for Mangoes will be provided alongwith a processing line and cold storage alongwith pre cooling, which will help boosting mango export from the region.

Punjab

M/s Punjab MARKFED, Punjab has been sanctioned financial assistance of Rs.800/-lakhs by the Authority for setting up of Honey Processing Unit at Jalandhar, Punjab. The total project cost is Rs. 1550.00 lakhs. The MOU between APEDA and MARKFED was signed on 22/12/2014. APEDA has released an amount of Rs. 400.00 lakhs to MARKFED. The installed capacity of the plant is 3000 MT per annum.



Kerala

Council for Food Research and Development (CFRD), Kerala has been sanctioned financial assistance by the Authority during the year for setting up of fruits and vegetables, chilled storage and dehydration facility at village Elanji, Taluka Muvattupuzha, Ernakulam, Kerala to promote value addition and export of agri horti products from Kerala. The total project cost is Rs. 1055.00 lakhs wherein APEDA's contribution will be Rs. 735.00 lakhs. The MoU between APEDA and CFRD was signed on 19.03.2015 and subsequently APEDA has released an amount of Rs. 368.00 lakhs to CFRD.



M/s. Vegetable and Fruits Promotion Council Keralam (VFPCCK), Kerala has been sanctioned financial assistance by the Authority for setting up of integrated pack houses for fruits and vegetables at Wayanad and Thrissur in Kerala. APEDA's contribution towards the project will be to the tune of Rs. 430.92 lakhs. The MoU between APEDA and VFPCCK was signed on 20.03.2015 and subsequently an amount of Rs. 215.00 lakhs has been released by APEDA to VFPCCK.



Gujarat

Gujarat State Agricultural Marketing Board, Gandhinagar, Gujarat has been sanctioned financial assistance by the Authority during the

year for setting up of cold storage facility for exports of groundnuts at Kodinar, Gujarat. The total project cost is Rs. 684.90 lakhs wherein APEDA's contribution will be Rs. 539.18 lakhs.

Jammu & Kashmir

The proposal of J&K Agro for setting up of processing unit for walnut at Srinagar was sanctioned by the Authority during the year 2014-15. MOU is yet to be executed.



Individual Exporters

APEDA has provided financial assistance to 23 exporters during the financial year 2014-15 under various components of the Scheme for Infrastructure Development and disbursed an amount of Rs. 323.00 lakhs.

Creation of Cold Chain Capacity

Under the PMO's initiative for Creation and Management of Cold Chain Infrastructure–Thrust Area, APEDA has projected a target for creation of cold storage capacity of 6867 MT as against the target of 5000 MT.



6. QUALITY DEVELOPMENT:

1) Recognition of laboratories and HACCP implementation and certification agencies

- a) 31 laboratories were recognized including 7 newly recognized laboratories for sampling and analysis of APEDA scheduled products for exports. 5 recognized laboratories in the private sector and 1 National Referral Laboratory at NRC Grapes Pune were upgraded with high precision analysis equipments.
- b) 8 certification agencies and 4 implementation agencies were recognized for certification and implementation of HACCP during the period.



2) Development and implementation of Procedures for Exports

- a) Procedures for exports of fresh table grapes to the European Union through control of residues of agro chemicals to ensure food safety compliances for export season 2014-15.
- b) Procedures for exports of peanuts and peanut products from India to ensure food safety compliances of the importing countries.
- c) Procedure for issue of Health Certificate for exports of okra to EU.

3) Development of Procedures of recognition of peanut processing units:

- a) Procedure for grant of recognition certificate to peanut processing units for export of peanuts.
- b) Procedure for grant of recognition certificate to peanut shelling & or grading units for export of peanuts.
- c) Procedure for grant of recognition certificate to godowns/storage for export of peanuts.



4) Standardization and harmonization:

- a) Contributed to national interpretation of Good Agricultural Practices (GAP) and GlobalGAP being a member of National Technical Working Group of Quality Council of India.
- b) Participated in 8th Session of Codex Committee on Contaminants in Food held in The Netherlands 31 March - 4 April 2014. Leading Electronic Working Group on New work proposals on establishment of levels of total aflatoxins and methods of sampling and analysis in ready-to-eat peanuts.
- c) Participated in 46th Session of Codex Committee on Pesticide Residues Nanjing China 5-10 May 2014. Initiated grouping of minor and major crops protecting interests of India for establishing Maximum Residue Limits of chemicals of potential fruits and vegetables.



7. DEVELOPMENTAL ACTIVITY IN PRODUCT CATEGORIES:

HORTICULTURE SECTOR:

- **Market Access Issues and Initiatives taken:**

- **Market Access for Pomegranates in USA**

- US being a strategically important market, APEDA in collaboration with (National Plant Protection Organization) NPPO had taken up an issue of market access for pomegranates. In this context, Plant Health Bilateral meeting was held in Colorado, US from 3-5 March, 2015. APEDA along with Department of Agriculture & Cooperation (DAC), Ministry of Agriculture participated in the bilateral discussion. As a result of discussion, USA has eventually agreed to grant Market access for Indian Pomegranate with irradiation as quarantine mitigation measure.



- **Market Access for Grapes in New Zealand:** The mitigation measure suggested i.e. SO₂ + CO₂ and cold treatment was accepted and conveyed to the New Zealand Authorities. The protocol for the fumigation treatment is being developed by NPPO in consultation with NRC-Grapes, Experts, APEDA and The Central Institute of Post-Harvest Engineering and Technology (CIPHET).

- **Market Access for Walnuts & Banana in South Korea:** During Bilateral meeting the Korean Delegation has confirmed that Pest Risk Analysis (PRA) is not required for Walnut in shell. It was also confirmed by the South Korean Authorities that Raw Banana can be exported without PRA. However, Ripe Banana requires PRA.

- **Market Access for Mangoes in Australia:**

Australian Authorities have already approved Vapor Heat Treatment (VHT) Plant in Saharanpur and it is being negotiated to consider irradiation and Hot Water Dip Treatment (HWDT) as a mitigation measure apart from VHT.



- **Visit of delegation**

European Commission has imposed a ban on mangoes, taro plant, aubergines, bitter gourd, snake gourd with effect from 1st May 2014. India had taken up the issue with European Authorities and in response to our request, EU FVO audit team visited India during 2-12 September 2014 to verify the export certification systems for fruits and vegetables put in place by Indian Authorities.

The opening meeting was conducted at the Ministry of Agriculture on 2nd September 2014 and EU team visited the following places:

- Regional Plant Quarantine Station, Mumbai
- Air Cargo Complex, New Delhi, Bangalore and Cochin
- 6 pack houses (two in Maharashtra, 1 in Karnataka, 1 in Kerala and two in Punjab)

During the visit, discussions were held and hot water dip treatment was considered as a possible mitigation measure for pest free mangoes.

EU team has sent a draft report wherein they have acknowledged the effort put in by the Indian Authorities i.e. APEDA and NPPO in streamlining the process of exports. Subsequently, a communication was received from EU that issue will be resolved and ban would be lifted in next few months.

LIVESTOCK SECTOR:

• Market Access Issues and Initiatives taken:

- ★ A delegation from Saudi Food and Drug Authority (SFDA), Saudi Arabia visited India in the month of January & February, 2014 to inspect APEDA registered Integrated Abattoirs and Meat Processing Plants in India and 29 abattoirs cum meat processing plants were approved for export of meat and meat products to Saudi Arabia.
- ★ The Department of Veterinary Services (DVS), Biosecurity and SPS Management Division, Director General of Veterinary Services, Ministry of Agriculture, Malaysia sent an inspection mission to India in the month of May-June 2014 for inspection of APEDA registered Integrated Abattoirs and Meat Processing Plants and approved 12 abattoirs cum meat processing plants for export of meat and meat products to Malaysia.
- ★ General Organization for Veterinary Services (GOVS), Arab Republic of Egypt visited India in the month of August 2014 for inspection of APEDA registered Integrated Abattoirs and Meat Processing Plants and approved 30 abattoirs cum meat processing plants for export of Meat & Meat products to Egypt.
- ★ A delegation from Hong Kong visited India in the month of September, 2014 to inspect APEDA registered Integrated Abattoirs and Meat Processing Plants to consider market access for Indian Meat to Hong Kong. Subsequently, initially one abattoir cum meat processing plant has been approved



for meat exports to Hong Kong. Indian poultry products are also in consideration and there is a likelihood of opening up of export of Indian poultry products in Hong Kong market.

- ★ Federal Service for Veterinary and Phytosanitary Surveillance(FSVPS) of the Russian Federation had several bilateral discussions and finally granted market access of meat products by initially approving four APEDA registered Integrated Abattoir cum Meat Processing Plants in India for export of meat and meat products to Russia in November 2014.



- ★ Public Authority for Agriculture and Fish Resources (PAAFR), Kuwait visited India for inspection of one of the leading poultry units in first week of January 2015 to consider grant of Market access to Indian Poultry and Poultry products. The delegations expressed their satisfaction of the conditions of the facilities visited and were convinced about the measures taken by the concerned authorities for ensuring Bio Security and compartmentalization facilities of poultry farms for disease control.



- ★ India has extended invitation to UAE Veterinary Department to consider access of poultry products.
- ★ APEDA has also sent invitation to Ukrainian Veterinary officials for granting Market access to Indian Meat products.
- ★ Bilateral discussions are being held between India and Vietnam on enhancing the potentiality of export of various agricultural products including Meat products from India.

Interaction with Trade and Other Agencies:

- ★ An Interactive meeting with Honey producers and exporters was organized to make them aware about the need for adoption of latest domestic standards of FSSAI for residue controls.
- ★ Honey exporters were encouraged to upgrade their Quality System in the processing units by installing latest testing



equipments to check antibiotics in Honey.

- ★ APEDA in consultation with Export Inspection Agency (EIC) recommended names of leading dairy plants for inclusion of their units for inspection by FSVPS, Russia for market access.

Project Proposals:

- ★ Under the R&D initiatives APEDA has awarded a project on causes and prevention of Sarcocystosis in Animals (Buffaloes) to National Research Centre on Meat, Hyderabad.
- ★ A project to develop guidelines and standards for export of Fresh Pork from India has been awarded to National Research Centre on Pig, ICAR, Guwahati. Draft guidelines have been submitted by them.
- ★ With the aim of developing packaging standards of table eggs for exports, a project has been awarded to the Indian Institute of Packaging. This project will help egg exporters to increase the shelf life and prevent damage.



CEREALS SECTOR:

1. Registration of Basmati Rice as GI

APEDA has been entrusted with responsibility by Govt. of India for protection of intellectual property vested in Basmati Rice. GI Registry issued an order on December 31, 2013 on the application submitted by APEDA in November, 2008 for registration of Basmati Rice as a GI.

As per lawyers opinion it was not feasible to comply with the orders of GI registry for resubmission of application including all actual producing areas of Basmati not leaving even a micron point space as uncovered. In view of the impracticability of compliance, APEDA has filed an appeal before Intellectual Property Appellate Board, Chennai against the order of the GI registry.

2. Accreditation of BEDF Lab

Basmati Export Development Foundation (BEDF), founded by APEDA and registered as a society in 2002 is mandated to undertake activities for integration amongst diverse stakeholders such as farmers, traders, millers & merchant exporters for strengthening the supply chain with improvement in quality of the product.



For quality assurance and authentication of Basmati Rice, a world-class laboratory has been set up in the premises of SVBP University of Agriculture & Technology at Modipuram, Meerut (UP) with facilities for DNA profiling, pesticides residue testing and quality testing on the basis of physical parameters. This lab has been notified by DGFT as an authorised centre for testing of Basmati Rice samples drawn by Customs for variety identification & DNA testing.

The lab is accredited under ISO/IEC 17025:2005 from National Accreditation Board for Testing & Calibration Laboratories (NABL). DNA testing by Centre for DNA Fingerprinting & Diagnostic (CDFD), Hyderabad is also supported from Basmati Development Fund.

3. Registration of Contracts for Basmati Rice

The export of Basmati Rice is permitted with Registration of Contracts prior to shipment with APEDA. From April to March 2015, contracts for export of about 37.70 lakh MT have been registered.

4. Workshops organised by BEDF for the Farmers of Basmati Growing States

During the year, Basmati Export Development Foundation had organised 14 workshops on “Quality Improvement in production of Basmati Rice for Export” through its Demonstration & Training Farm in Basmati growing states, viz. J&K, Punjab, Haryana, H P, Delhi, Western U P, & Uttrakhand to increase the awareness of the farmers for production of good quality Basmati Rice for export.

5. Workshop to review the export of Non-Basmati Rice

India has emerged as largest exporter of rice in the world in last three years. During the year 2014-15 also India is likely to retain this position. The current volume of annual export of rice is about 12 million MT.

Non-Basmati rice exports, out of this, are of the order of 8.2 million MT. Southern states are significant contributors to this export performance. Therefore, APEDA organised



a workshop on December 5, 2014 at Hyderabad to review the export of Non-Basmati rice. About 100 participants from the states of Seemandhra, Telangana, Tamilnadu and Karnataka attended the workshop. In addition, several associations of rice exporters and millers also participated. Following issues were covered in the workshop:

- (i) Policy support from Central/State Government to sustain the export of non-Basmati rice.
- (ii) Issues related with export procedures.
- (iii) Quality related matters and market access requirements for specific markets.
- (iv) Measures that would lead to increase in unit value realization.

6. Focus on promotion of Basmati Rice in the International Trade Fairs

A special focus is given on promotion of Basmati Rice in most of the International Trade Fairs where APEDA participates. During the year, special promotion was organised with All India Rice Exporters Association (AIREA) in SIAL, Paris; World Food, Moscow; Saudi Agro Food Fair and IFE, London. Trade delegation led by Shri Santosh Kumar Sarangi, JS Department of Commerce and Chairman APEDA visited Iran from January 31 – February 03, 2015.

7. Registration of contracts for Import of Sugar

As per the provisions contained in the Foreign Trade Policy (FTP) for import of sugar under Chapter 17 registers all imports of sugar both raw and refined. During the year, contracts for import of 528092 MT of raw sugar and 266.66 MT of white/refined sugar have been registered upto March 2015.



PROCESSED FOOD SECTOR:

1. Trade promotion Activities:

Various outreach programmes were organized by Processed Food Division during the year 2014-15

- ★ A meeting chaired by Chairman, APEDA was held on 10th November 2014 in APEDA with Processed Food exporters where export strategy on promotion of processed foods abroad, trade issues related to Processed Food Sector and awareness on Financial Assistance Scheme of APEDA were discussed during the meeting.
- ★ Meeting of the biscuit exporters was held on 19.12.2014 where trade issues related



with exports were discussed and deliberated.

- ★ Meeting of biscuits exporters and exporters of processed products dealing with Not Else Where Specified (NSE) category was held on 21.01.2015 to deliberate on the action plan for export promotion for these products.
- ★ A Brain storming session on Promoting exports of Value added products from India was organized on 12th March 2015 in the presence of Commerce Secretary, Secretary MoFPI and Chairman, APEDA.
- ★ A two-day's brain storming workshop on sorghum and sorghum products was co-organized jointly by APEDA and International Crop Research Institute for Semi-Arid Tropics (ICRISAT) in the month of March 2015.

Processed Foods division contributed on various occasions in seminars/workshops such as:-

- o The National Conclave on The Indian Food Processing Sector;
- o National Meet on modernization of Jaggery industry and Jaggery Carnival;
- o Awareness of State Mission of Food Processing & Skill Enhancement of Entrepreneurs in Food Processing,
- o Directorate of Groundnut Research, Junagadh ICAR-interface meeting;
- o Annual Trade Meet of Indian Oilseeds and Produce Export Promotion Council in addressing issues related to trade market promotion for export promotion;
- o Deliberation on vital issues in augmenting exports of processed food products.



Satellite based crop survey for groundnut crop: Considering the requirement of the trade and the benefits envisaged in forecasting a near accurate estimate of groundnut crop, APEDA awarded a study on satellite based crop survey for groundnut crop during Kharif 2014 to IOPEPC. The crop survey covered nine states i.e., Andhra Pradesh, Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Uttar Pradesh, Odisha and Tamil Nadu.

A strategy paper on “Promoting Export of Processed Foods / Value-added Products” was prepared and submitted to MoC&I.

2. Quality development in the processed food sector:

- i) Implementation of quality management systems/ Strengthening of laboratories: APEDA endeavoured for implementation of quality management systems in the processed food sector; to make it beneficial for exporters, financial assistance in the



food processing sector for strengthening in-house quality control laboratories; implementation of internationally accepted quality management system like BRC, ISO 22000 and HACCP continued in 2014-15. The main beneficiaries includes exporters of dehydrated vegetables, processed fruits and vegetables, frozen fruits and vegetables, groundnuts, guar gum and other processed foods like bakery, confectionery.



8. PARTICIPATION IN INTERNATIONAL & NATIONAL EVENTS:

INTERNATIONAL EVENTS ORGANIZED:

- **Malaysia International Food & Beverage Trade Fair (MIFB), Kuala Lumpur, Malaysia from 19-21 June, 2014** : APEDA participated in the Malaysia International Food & Beverage Trade Fair, 2014, Kuala Lumpur which is one of the most prestigious and biggest international food and beverages exhibition in South East Asian Countries and also one of the leading international events of this type. The event was held on 19th – 21st June, 2014.

Sh.R.K.Boyal, Director, APEDA along with Mrs.Vinita Sudhanshu, AGM, APEDA, Mumbai have organized APEDA's participation during 15th Malaysian International Food & Beverage Trade Fair, Kaula Lumpur, Malyasia during 19th to 21st June, 2014. The show presented the latest products from the international food and beverage industry, machinery for all kind of food industries, distribution channels and consumer tastes. During the show wet sampling of Indian Basmati Rice and Indian mangoes was organized.

APEDA took a space of 54 sq. mtrs. and 8 exporters of various products such as fresh fruits and vegetables, frozen products, rice, mango pulp, pickles and chutneys, ready to eat food products, dehydrated onion, fruit juices, snacks and sweets and a range of other processed food products have participated through APEDA in this event.

- **Big Seven/Saitex, Johannesburg, South Africa from 22 – 24th June, 2014** : APEDA participated in Big Seven/Saitex, Johannesburg, South Africa during 22nd – 24th June 2014 and had taken an area of 100 Sq. Mtrs and was part of Indian Pavilion. Shri Vinod K Kaul, Deputy General Manager and Mr. T. Sudhakar, Deputy General Manager represented APEDA at the exhibition.
- **Summer Fancy Food & Confectionary Show, New York, USA from 29th June to 1st July 2014** Dr. Sudhanshu, DGM, APEDA, Mumbai along with Shri A.S. Rawat, GM, APEDA have organized APEDA's participation in 60th Summer Fancy Food Show'2014 during 29th to 1st July, 2014 at Jacob K Javits Convention Center, New York. The event was held from 29th June – 1st July 2014 and was attraction centre for thousands of top brand food buyers from around the world.

APEDA booked 200 sq. mtrs space for organizing its participation during the event & 12 exporters have participated in the event and 10 other leading exporters have sent their products samples for display. APEDA displayed a range of food products like basmati rice, fresh mangoes, processed foods, pickles and chutney, snacks foods etc. APEDA has



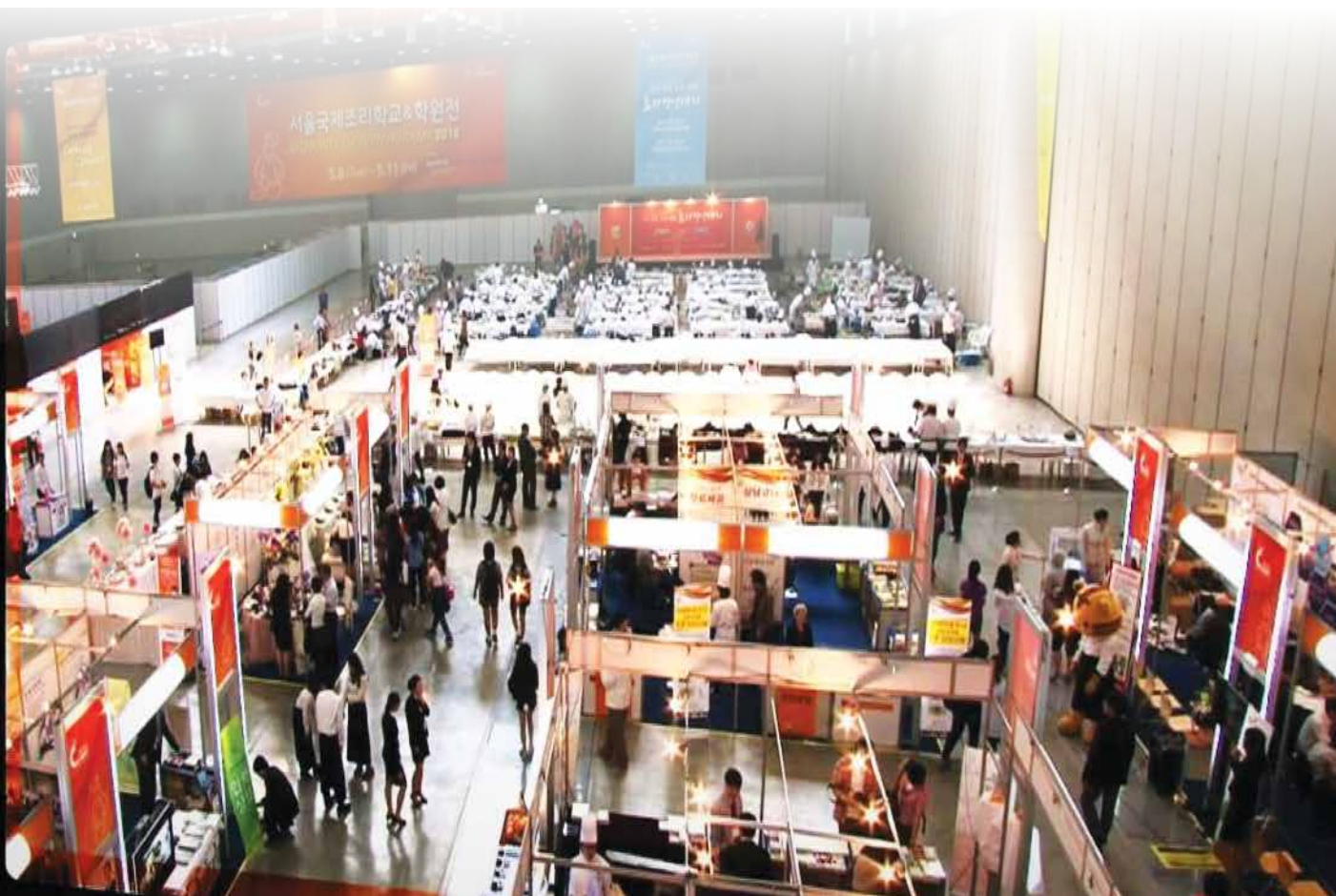
organized promotion of Indian Basmati Rice and Wine alongwith wet sampling of Indian mangoes, Biryani, Indian Beer etc. Mr. A. S. Rawat, General Manager and Mr. Sudhanshu, Deputy General Manager represented APEDA.

- **Saudi Agro Food, Riyadh, Saudi Arabia from 7th – 10th September, 2014** : APEDA participated in Saudi Agro Food Fair 2014, the International Trade Show for Food products, ingredients and technologies held at Riyadh International Convention and Exhibition Center (RICEC) in Riyadh, Saudi Arabia from September 7-10, 2014.

Around 50 Indian companies participated in the exhibition under APEDA and ITPO banner and showcased a wide range of agro and food products. APEDA's participation was organized by Dr. Tarun Bajaj, General Manager & Mr. R. K. Mondal, Dy. General Manager, APEDA.

- **World Food Moscow, Moscow, Russia from 15th – 18th September, 2014** APEDA participated in World Food Moscow 2014, Russia during September 15-18, 2014. Shri Sunil Kumar General Manager coordinated APEDA's participation in the fair. Shri Santosh Sarangi, Chairman, APEDA led a five member trade delegation to explore the potential for improving higher trade, especially exports from India in agricultural processed products, meat, marine and dairy products.

- **SIAL 2014, Paris, France from 19th – 23rd October, 2014** APEDA participated in SIAL 2014 Food Fair organized during 19th to 23rd October 2014 in Paris, France and had taken an area of 700 sq. mtrs. The APEDA India pavilion jointly organized with Ministry of Food Processing Industries was well designed in wooden structure with vibrant colour with the theme of incredible India. More than 50 numbers of exporters participated with APEDA in this event.



Bringing out India's true flavor, arrangements were made for promoting India Basmati Rice through an exclusive wet sampling of Basmati Rice Biryani in vegetable and non-vegetable flavor to the visitors. Indian wine and beer were also promoted in the free samplewise testing campaign in the APEDA India Pavilion. APEDA's participation was organized by Dr. Tarun Bajaj, General Manager and Mr. Man Prakash Vijay, Assistant General Manager, APEDA.



- **Fruit Logistica, Berlin, Germany from 4th – 6th February, 2015;** APEDA participated in Fruit Logistica, Berlin, Germany held from 4th -6th February 2015 by taking an area of 200 sq. mtrs. Mr. A. S. Rawat, General Manager, APEDA and Mr. Bidyut Baruah, Assistant General Manager represented APEDA in the fair alongwith 16 exporters from fresh fruits and vegetable industry. Products on display at the APEDA pavilion under fresh fruits category included pomegranate, mangoes and table grapes and in vegetable category included okra, onion, corn etc.
- **Gulfood 2015, Dubai, UAE from 8th – 12th February, 2015** The event was held at Dubai World Trade Centre, Dubai, UAE from 8th – 12th February 2015. APEDA was represented by Mr. Santosh Kumar Sarangi, Chairman and Mr. S. S. Nayyar, General Manager, APEDA. APEDA took an area of 752 Sq. Mtrs and was part of Indian Pavilion. 75 exporters mainly from cereals and processed food participated in the event alongwith APEDA. In addition 10 exporter were also present in the event alongwith their products in the theme area.



- **Foodex Japan, 2015, Tokyo, Japan from 3rd – 6th March, 2015** APEDA participated in Foodex, 2015, Japan during the 3rd to 6th March 2015 in Tokyo and taken area of 72 sq. mtrs. 16 exporters participated through APEDA. The participating exporters displayed a range of products through their stall such as IQF fruits and vegetables, dehydrated products, mango pulp, ready to eat food products, peanut butter and gherkins etc. A Buyer Seller Meet was also organized with TEA Board supported by Embassy of

India. The buyer seller meet was attended by approximately more than 80 participations. Dr. Sudhanshu, Deputy General Manager & Mr. Umesh Kumar, Assistant General Manager represented APEDA at the exhibition.

- **IFE London, London, United Kingdom from 22nd – 25th March, 2015** APEDA participated in International Food & Drink event during 22nd – 25th March 2015. Mr.

Upendra Kumar, Deputy General Manager and Mrs. Samidha Gupta, Assistant General Manager, APEDA represented APEDA for the event.

Agricultural products like rice, dehydrated vegetables, pulses, snacks, frozen snacks, fresh innovative ready to eat products like simply preserved corn, cassava (without the use of preservatives), cereal preparation like pappadams, mouth fresheners, herbal products, spices and condiments, organic cereals, confectionery and jiggery, fruit pulps and pastes had been displayed at the Indian pavilion. 14 exhibitors/exporters participated in the event and displayed their products.

DOMESTIC EVENT

- **AAHAR, 2015** APEDA organized participation this year in AAHAR 2015 held from 11th to 14th March 2015 at Pragati Maidan, New Delhi with the theme “Make in India”.

APEDA was allocated 1500sq. mtr space at a prominent location in Hall No. 18 and 44. Exhibitors of various food products i.e. Bakery products, canned foods, Ready to Eat products, Basmati rice, dehydrated products, Confectionaries, chocolates, frozen foods, meat and meat products, honey etc. participated under APEDA umbrella.



9. NATIONAL PROGRAMME FOR ORGANIC PRODUCTION (NPOP)

The National Programme for Organic Production (NPOP) is being implemented by the Ministry of Commerce & Industry for exports under the Foreign Trade Development Regulations (FTDR) Act since October 2001. The aims of NPOP include policies for development and certification of organic products, national standards for organic products, accreditation of certification bodies and certification of organic products in conformity to the national standards and encourage the development of organic cultivation and processing.

Organic farming in India has grown at a steady pace after the implementation of NPOP in 2001 by the Ministry of Commerce and Industry. Today India organic products have made their mark in the global market and are poised to reach new heights.

Area and production under Organic Certification

During 2014-15, area under organic certification was around 4.9 million ha including forest area of 3.7 million ha. The total organic production was 1.1 million MT including wild collection

Major products exported

During the year 2014-15 the total volume of Agricultural exports was 285663 MT realizing Rs.2099 crores (327 Million USD). The major countries where organic products were exported were USA followed by European Union and Canada. The other destinations of export of organic products were Switzerland, Japan, Australia, New Zealand, Middle East countries and ASEAN countries.

The major products exported were Soyabean, Sugar, Basmati Rice, Tea, Pulses, Spices, Flax seeds and Processed Foods (Mango pulp and Soyabean meal).

New Standards introduced in NPOP

The NPOP standard was first notified in 2001 for exports of organic products covering standards only for crops and their processing, labeling, storage and transport. Since, there is good demand for organic livestock, and aquaculture products, standards for these products have been introduced in the seventh edition of NPOP 2014-15. The revised NPOP will be implemented in 2015-16.

Trade promotion in International Organic Fairs

APEDA participated in two major trade fairs on organic and natural products in the year 2014-15.

A) Biofach Germany 2015 at Nuremberg, Germany

APEDA participated in Biofach Germany 2015 held from February 11-14, 2015 at the Exhibition Centre in Nuremberg, Germany. They had booked a space of 559 Sqm in Hall No. 5 accommodating 23 exporters. This included Spices Board also which further exhibited 5 more Spices exporters. The Indian pavilion was inaugurated by the Consulate General of India, Mr. Sevala Naik soon after the official ceremony of the fair.

The Make in India theme was selected this year for designing of Indian pavilion. Thematically designed posters and signage were displayed which was well appreciated by many of the visitors.

B) Natural Expo West 2015 at Anaheim, USA

Considering the global demand of Indian Organic products, APEDA participated for the first time in the Natural Products Expo West/Engredea Exhibition from 6-8 March 2015 at Anaheim Convention Center, Anaheim, CA, USA to unleash this unique opportunity for organic trade promotion in USA, one of the largest and growing markets for organic products in the World.

As APEDA participated for the first time, the approach was promotion and showcasing India's strength in organic products and varieties that it can offer by displaying Basmati Rice, Tulsi Tea, Cashew, Spices and Condiments.

The Consulate General of India, Ambassador Venkatesan Ashok visited and met the Indian exporters and appreciated the efforts of APEDA for promotion of organic products export.

Capacity Building

Capacity building programmes were organized for the following:

- (A) Evaluation committee members on NPOP and audit procedures.
- (B) Certification bodies and Evaluation Committee members on new product category Aquaculture.

Promotional Activities:

Three regional conferences on Organic farming were organized for the Eastern, North Eastern, Western & Northern Region at Bhubaneswar, Guwahati and New Delhi.

- Training Programme for Evaluation Committee Members for Assessment of Organic Aquaculture
- A training programme was organized by APEDA for strengthening the capacities in the certification of organic products – Aquaculture under the Capacity Building Initiative for Trade Development in India (CITD) with EU at New Delhi from 20th – 23rd January, 2015.

The objectives of the training programme were to

- ❖ To build the capacity building of the Evaluation Committee members (Auditors/Assessors) for assessment of the organic aquaculture certification programmes of the CBs in India.
- ❖ To develop an understanding of the organic aquaculture and audit procedures for future evaluations.

10. ACTIVITIES OF REGIONAL OFFICES OF APEDA INCLUDING NORTH-EASTERN REGION:

Regional Office Mumbai:

Regional Office, Mumbai has been entrusted with export promotion of agricultural and processed food products from the Western Region of the country covering the states of Maharashtra, Madhya Pradesh, Gujarat and Goa. The activities of Regional Office Mumbai range from dissemination of information pertaining to the mandated products, markets and services to the exporters which includes implementation of financial assistance scheme; strengthening of marketing intelligence and database; quality upgradation; research and development; development of infrastructure; development of market and transport assistance. Following activities were carried out:

- 1) **Registration cum Membership Certificate and Registration cum Allocation Certificate:** APEDA Regional Office, Mumbai had issued 1650 Registration Certificates (RCMC) & 1092 Registration cum Allocation Certificates (RCAC) for Basmati Rice, 84 for Import of Raw Sugar.
- 2) **Monitoring of Common Infrastructure projects in Western Region:** Regional office monitored the progress of the ongoing common infrastructure projects in the western region. Pre-assessment visits of the new proposed projects in the western region were also carried out. The joint verification of few common infrastructure facilities were carried out to review the projects during the year.
- 3) Regional Office interacted with various concerned agencies such as MSAMB, Horticulture Department, Animal Husbandry Department, Air India, Customs etc. for taking up the issues related to exports.
- 4) Other regular routine work was carried out as per the following.

(i) Transport Assistance Scheme (TAS):

During the year, Regional Office, Mumbai processed the TAS applications of the exporters and has disbursed an amount of Rs.21.00 Crores (from April'2014 to March'2015) towards the Transport Assistance scheme.

(ii) Promotion of Hindi Rajbhasha:

APEDA, Regional Office, Mumbai organized Hindi Pakhwada from 14th – 28th September 2014 in which competitions like essay writing, kavita vachan, antakshari etc. activities were organized.

Hindi Rajbhasha : APEDA, Regional Office, Mumbai has organized in National Workshop on Hindi Rajbhasha on 20th to 22nd November'2015 at Nashik.

(iii) EU Joint Inspection/Pack House Audit :

APEDA, Mumbai organized total 168 inspections & re-inspections of packhouses during the year.

(iv) Visit of Meat Plant Registration Committee:

Regional Office, Mumbai has organized inspection of 14 Integrated Abattoir cum Meat Processing Plants for issuance of APEDA registration certificate for meat exports.

(v) Visit of Peanut Processing Recognition Committee:

APEDA, Mumbai organized IOPEPC committee visit for registration of 11 peanut processing units during the year.

(vi) Visit of EIA panel inspection committee visit:

APEDA, Mumbai joined the visit of EIA interdepartmental panel inspection committee visit to 03 of milk processing units and one mango pulp processing unit in Ratnagiri during the year. Apart from milk, the visit was made for mango pulp processing units in Ratnagiri.

(vii) Visit of Ministry of Food Processing Industries (MOFPI) panel Inspection committee visit:

APEDA, Mumbai joined the visit of MOFPI panel inspection committee visit to the 05 nos. of cold chain projects during the year.

(viii) Delegations:

APEDA, Mumbai office co-ordinated the visit of following international delegations in the Western Region during the year:

- i) Visit of Malaysian Meat Delegation : (May'2014)
- ii) Visit of New Zealand Delegation : (May'2014)
- iii) Visit of Egyptian Delegation : (August'2014)
- iv) Visit of EU FVO Delegation : (September'2014)
- v) Visit of Hong Kong Delegation : (September'2014)
- vi) Visit of Algerian Meat Delegation : (November'2014)
- vii) Visit of Dutch delegate : (November'2015)
- viii) Visit of PAAFR Delegation : (January'2015)

Physical Verifications:

During the year, 19 physical verifications were carried out by Regional Office, Mumbai for disbursement of APEDA's financial assistance to exporters.

Buyer Seller Meet on 5th May 2014 for quality production of fruits & vegetables for exports : APEDA, R.O., Mumbai in association with Department of Agriculture, (MAICP Project) organized a Buyer Seller Meet on 5th May, 2014 for strengthening of the backward linkages for improving the quality production of fruits and vegetables for exports. The Buyer

Seller Meet was organized with the farmers of five major fruit and vegetable producing districts of Thane, Pune, Ahmednagar, Nasik & Satara.

Buyer Seller Meet with U.P.Mandi Parishad : R.O., Mumbai in association with U.P. Mandi Parishad has organized the Buyer Seller Meet with mangoes and vegetables exporters at Hotel Fortune, Navi Mumbai on 4th August 2014.

National Exhibitions:

- 1. Food and Beverage Show, Goregaon, Mumbai:** R.O., Mumbai organized APEDA's participation in Food and Beverage Show, Goregaon organized by CII, Mumbai scheduled from 22nd to 24th August 2014.
- 2. Food & Hospitality, 2015:** R.O., Mumbai organized participation in the event held at Bandra Kurla Complex, Mumbai on 22nd to 24th January, 2015. Dr. Sudhanshu, DGM, APEDA joined the inauguration panel in the ceremony held on 22nd January'2015.

Coordination of visits/ participation in Seminar/ workshops & training programme/ inspections: During the year, RO, Mumbai organized and attended approx. 81 meetings/ workshops/ seminars etc. with State/Central Govt. Organizations.

- **FERA Training Programme :** Considering the need for sufficient amount of capacity building for the requirement to be met for export of fruits & vegetables to EU countries, APEDA, R.O., Mumbai organized a training programme through FERA, U.K. A senior resource person was deputed by FERA, U.K., who imparted the training programme. The training programme was organized on 19th, 20th & 21st August'2014 at Hotel Fortune, Navi Mumbai. The first two days of the programme was organized for exporters and third day programme for phyto sanitary inspecting officials & issuing authorities & APEDA officials. The training programme was found useful by the participants.
- **EU FVO Audit :** EU FVO Mission has visited India from 2nd to 12th September'2014. The delegation visited Mumbai from 3rd to 6th September'2014. Regional Office, Mumbai organized the visit of the delegation and following meetings were organized/attended:
 - a) The introductory meeting at RPQS office, Mumbai on 3rd September'2014.
 - b) Visit to Perishable Cargo Center, Sahar Mumbai was organized on 3rd September'2014.
 - c) Meeting of EU delegation with fresh fruits & vegetables exporters and plant quarantine officials was organized on 4th September 2014 at Regional Office APEDA. The meeting was attended by Sh.A.S.Rawat, General Manager, APEDA, Sh.V.K.Kaul, Consultant, APEDA, Dr.Sudhanshu, Dy. General Manager, APEDA & Mrs.Vinita Sudhanshu, Assistant General Manager, APEDA, Mumbai.
 - d) A visit was also organized to the pack house facility of M/s. Ruchi Exports on 4th September 2014 and M/s. Savla Exports Pvt. Ltd. on 5th September'2014.
- **Interaction Meeting with Peanut Exporters :** R.O., Mumbai has organized an interaction meeting with peanut exporters at Hotel Fortune Landmark, Ahmedabad under the Chairmanship of Mr.Santosh Sarangi, Chairman, APEDA on 13th November'2014. The

meeting was attended by Dr. Sudhanshu, Dy. General Manager, APEDA, Mumbai and Mrs.Vinita Sudhanshu, Asstt. General Manager, APEDA, Mumbai.

- **Meat.net Traceability Software** : R.O., Mumbai organized the Training Programme cum meeting on Meat.net Traceability Software at Hotel Yogi Executive, Navi Mumbai on 21st November'2014. A presentation was made on Meat.Net system, good hygiene practices and quality control systems in meat industry. The meeting was joined by Sh. Upendra Kumar Vats, Dy. General Manager, APEDA, Dr. Sudhanshu, Dy. General Manager, APEDA & Mrs. Vinita Sudhanshu, Asstt. General Manager, APEDA.
- **Interaction Meeting with Pack House & exporters for export of mangoes to EU countries** : R.O., Mumbai has organized meeting with mango exporters, pack house owners & other stakeholders for finalization of hot water treatment protocol on 26th December'2014. During the meeting presentation was made by Mrs.Vinita Sudhanshu, Asstt. General Manager, APEDA, Mumbai on APEDA's financial assistance Schemes.
- **APEDA Board Meeting** : APEDA, R.O., Mumbai facilitated in organizing the 82nd Authority meeting of APEDA at Hotel Orchid, Mumbai on 18th November'2014. APEDA, Authority members and Senior officials of APEDA attended the meeting. The proposals related to common infrastructure, financial assistance schemes, applications of individual exporters and guidelines for the new approved schemes along with other proposals related to administrative and finance issues were discussed during the meeting.
- **Sensitization programme on APEDA's activities and Financial Assistance Schemes of APEDA** : Two sensitization programmes for the exporters one at Ahmedabad on 13th November, 2014 and second at Navi Mumbai on 26th December, 2014 were organized.

- **REGIONAL OFFICE BANGALORE:**

APEDA, Bangalore was in regular touch with Central and State Government Departments and other organizations related to export in the state. It was also involved in providing advisory services to the fresh and aspiring entrepreneurs on various export opportunities.

Disseminated trade information on policy, procedure, product promotion, international buyers etc. and actively involved in processing of transport assistance claims of the exporters and verification of the assets created with APEDA's financial assistance. Bangalore office issued 1550 Registration cum Membership Certificates (RCMCs) and Registration cum Allocation Certificate (RCACs) to 104 companies for 2950.27 mts of basmati rice. Rs.26.00 crores of transport subsidies was disbursed during the annual year, in addition to organizing and participating in the visits to Meat Plants/Packhouses and physical verification of assets. In order to popularize APEDA's activities in the Southern Region, RO Bangalore participated in workshops/seminars/training programmes organized by various Central and State Government Departments, Financial Institutions, Research Institutes, Agricultural Universities etc., and made presentations on activities of APEDA and financial assistance schemes :

Programmes / Meetings:

- APEDA Regional Office of Bangalore organized a One Day Sensitization Programme to create awareness among Farmers/Producers/Exporters with regard to Hortinet at Hotel Mascot, Trivandrum on 14th June 2014. The event was organized in co-ordination with WTO Cell of Kerala. Field Officer, Ms. Thangam Ramachandran co-ordinated the event and participated in the event along with Mr. Vinod Kumar Kaul, Deputy General Manager and Mr. Man Prakash Vijay, Assistant General Manager.
- APEDA signed a Memorandum of Understanding ON 20.08.2014 with Tamil Nadu Horticulture Development Agency (TANHODA), Chennai for setting up of IQF Plant at State Horticulture Farm, Jeenur, Krishnagiri, Tamilnadu. The total project cost is Rs. Rs.961.63 lakhs wherein APEDA's contribution will be Rs. 742.00 lakhs.
- APEDA Bangalore organized an interactive meeting with exporters from the Southern Region on 07.11.2014 with regard to the study on export oriented integrated infrastructure for agri products, conducted by M/s. Price Waterhouse. Dr. Navneesh Sharma, Deputy General Manager (DGM) and Mr. Prashant Waghmare, Assistant General Manager (AGM), from APEDA, representatives of M/s. Price Waterhouse and exporters were present during the meeting. The exporters gave their feedback with regard to TAS/FAS schemes of APEDA. A similar meeting was organized at Chennai on 06.11.2014 wherein Field Officer Ms. Thangam Ramachandran coordinated with the exporters for participating in the meeting. Dr. Navneesh Sharma, DGM and Mr. T. Sudakhar, DGM participated in the meeting. Around 25 exporters participated in the meeting at Chennai.
- APEDA Bangalore organized an Interactive Meeting with exporters of table eggs and poultry at IFAB, Bangalore on 08.10.2014. Mr. Sunil Kumar, GM, Mr. Prashant Waghmare AGM, officials from Indian Institute of Packaging, experts from Veterinary College and exporters participated in the meeting. Various issues related to poultry exports, packaging standards, infrastructure requirements for cold storage and compartmentalization etc were discussed in the meeting.
- Mr. A S Rawat, GM and Mr. Prashant Waghmare, AGM participated in the interactive meeting organized by Department of Agri Marketing and Agri Business at Trichy on 27.10.2014. Other representatives who attended the meeting included Deputy Directors, Scientists, representatives from Banana Growers Federation, food Processors, leading exporters, Airlines (cargo) operations, Clearing & Forwarding agents, Govt. Officials from Department of Horticulture and Agriculture Plant Quarantine Department and Research Scholars from Agro Marketing Intelligence and Business Promotion Centre, Tiruchirapalli. The meeting discussed integration and co-ordination of all stakeholders, need based research and development, integration of producers with exporters, market accessibility, testing facilities, capacity building, post harvest infrastructure etc. Previously a meeting was organized at Trichy on 16th and 17th June 2014.
- A one day Interaction between mango grower and exporter was held at Srinivasapur Taluk, Kolar on 12th January 2015. The workshop was jointly organized by Mango Board, Department of Horticulture, Govt. of Karnataka and APEDA. Farmers/growers/exporters

and Officials of State Horticulture Dept. were present during the interaction. Mr. Prashant Waghmare, AGM represented APEDA and made a presentation during the workshop. There was direct interaction between mango growers and exporters.

- Meeting was organized with stakeholders/exporters and KSIE Officials at Cochin on 10th February 2015 to discuss issues related to usage of cold storage and cold chain requirements for exports.

Visits / Seminars / Conference:

1. Various physical verifications, meat plant inspections, IDP visits, packhouse recognition visits, evaluation of organic certification agencies, pre-inspection of land for common infrastructure projects, IFAB Board meetings etc. in the Southern Region were carried out by Regional Office, Bangalore.
2. Mr. Prashant Waghmare, AGM accompanied Dr. Navneesh Sharma, DGM and visited Trichy on 12.09.2014 to attend the National Workshop on Greenhouse Solar Dryer Technology.
3. Mr. Prashant Waghmare, AGM had given presentation on one day programme on production of export quality mangoes organized by Department of Horticulture at Chintamani, Kolar. Mr. Vinod Kumar Kaul, Deputy General Manager was invited as an expert for the meeting.
4. Mr. Prashant Waghmare, AGM visited RO Hyderabad Office on 16.12.2014 and made a presentation of TAS Scheme of APEDA. Exporters from Andhra region were present during the interactive session and TAS procedure/ filing of TAS application/documentation etc., was explained to them in detail.

CLUSTER DEVELOPMENT MEETINGS

1. A meeting was organized with farmers/Govt. officials for mango cluster development on 26.04.2015 at Krishnagiri, Tamil Nadu and visit to Mango orchards.
2. Organized cluster meetings and farm visits from 15th to 18th June 2014 with Mr. A.S Rawat, General Manager to Trichy, Theni, Dindugul, Namakkal for Banana Cluster.
3. Organized and accompanied Mr. A.S Rawat, General Manager for cluster development meeting on 22nd March 2015 with farmers/exporters/State Govt. Officials at Hiriyyur, for Pomegranate Cluster development.
4. Organized and accompanied Mr. A.S Rawat, General Manager for cluster development meeting with officials of M/s. Vazhankulam Agro & Fruit Processing Co.,/exporters/farmers at Muvattupuzha, Cochin on 23rd March 2015 for Pineapple Cluster Development.
5. Organized and accompanied Mr. A.S Rawat, General Manager for cluster development meeting with officials of Vegetable & Fruit Promotion Council Keralam /exporters/farmers at Cochin on 24th March 2015 for Vegetable Cluster Development.

Domestic Exhibitions :

1) **AAHAR- The International Food & Hospitality Fair 2014 held at Chennai from 14th to 16th Aug, 2014.**

AAHAR, The International Food & Hospitality Fair 2014 was jointly organized by India Trade Promotion Organization (ITPO) along with Tamil Nadu Trade Promotion Organization (TNTPO) from 14th to 16th August 2014 held at Chennai Trade Centre Complex, Nandambakkam, Chennai. Smt. M.P.Nirmala, IAS, Secretary (Food & Civil Supply) Govt. of Tamil Nadu, inaugurated the event. Shri. N. Kumar, General Manager, India Trade promotion Organization, New Delhi were also present during the inauguration. APEDA was allotted 18 Sq Mts. of space, The exporters based in Southern Region were invited to participate in APEDA's Pavilion. A total number of exhibitors of around 60 from within the country participated in the event. The Pavilion was well decorated with colorful posters. Visitors mainly comprised of farmers, Entrepreneur, Traders from the states of Tamilnadu, Karnataka, Andhra Pradesh, Kerala and all parts of India. Shri Prashant Waghmare AGM, Shri. J. Anand & Shri. E. N. Veerabhadraiah, from Regional Office, Mumbai organized the APEDA's participation at the above event.

2) **India Foodex 2014 held at Bangalore International Exhibition Center, Bangalore from 22nd to 24th August 2014**

APEDA Bangalore participated in the 6th Edition of INDIA FOODEX 2014, an International Exhibition on Food Products, Processing & Packaging, Machinery and Allied Industries organized by M/s. Media Today Pvt. Ltd., New Delhi, at Bangalore International exhibition Center, Bangalore from 22nd to 24th August 2014. APEDA was one of the sponsors of the Exhibition. APEDA was allotted 27 sq. mtrs stall. Home Secretary, Govt. of Karnataka inaugurated the Exhibition.

Exporters from Southern Region were invited to participate in the exhibition. The Farmers Association from Tamilnadu and Govt. Pineapple Processing unit from Kerala were given opportunity along with exporters and were allotted space in APEDA stall for display of their products.

3) **TAMIL NADU BANANA FESTIVAL** : APEDA Regional Office Bangalore participated in the "Tamil Nadu Banana Festival" organized by CII at Trichy on 20th and 21st December 2014. APEDA was given a stall at a prominent location. Posters and danglers were put up in the stall. Mr. T. Sudhakar, DGM and E.N.Veerabhadraiah from RO Bangalore participated in the festival on both days.

INTERNATIONAL VISIT :

Visit of Milan, Italy from 13th to 16th Oct. 2014 for participation in BTSF Training Programme

Mr. P, Waghmare, AGM was nominated for participation in the Training Programme on "Better Training for Safer Food" organized by the Directorate of Health and Consumer Affairs, European Union held at Milan, Italy from 13th to 16th Nov. 2014. Around 27 participants representing various countries attended the training programme.

VISIT OF FOREIGN DELEGATION:

Mr. Carlos Donati visited Bangalore and Mr. Prashant Waghmare, AGM accompanied him for inspection of one of the approved pack houses i.e., M/s. Namdhari Farm Fresh Pvt. Ltd., Bidadi, Bangalore Rural, in the month of 25th June 2014. The EU member informed that he was satisfied with the packhouse as they are following all parameters laid down by the EU country.

Subsequently, another EU-FVO Audit team consisting of Mr Joze Ilersic, Mr Demetrios Fragoyiannis and Mr.Sameer Rajabali Bandali visited Bangalore on 8th September 2014 and Cochin on 9th September 2014. Mr. Prashant Waghmare, AGM accompanied the visiting delegation alongwith Mr. Vinod Kumar Kaul, DGM and visited the packhouse of M/s. Namdhari Farm Fresh Pvt. Ltd., Bidadi, Bangalore on 08.09.2014 and M/s. Vazhankulam Agro Fruit Processing Co. Ltd., Cochin on 09.09.2014 and the EU Audit team appreciated the Common Pack House facility at Cochin for following all the parameters laid down by the European Union. The EU team also visited Cochin Airport as well as Bangalore Airport during the visit.

Miscellaneous Activities : APEDA, Bangalore has approved 8 pack houses in the Southern Region :-

- **REGIONAL OFFICE HYDERABAD:**

APEDA, Hyderabad Office is in regular touch with the Central and State Government Departments and other Organizations related to the exports in the State. It is also involved in providing advisory services existing and to the fresh and aspiring entrepreneurs of various export opportunities. It is also involved in performing various Statutory activities like issue of RCMC and RCAC in addition to organizing and participating in the visits for Meat Plant and Pack House approvals and physical verification of assets.

In order to popularize APEDA's activities in the States of Andhra Pradesh and Telangana it participates in Workshops, Seminars and Training Programmes organized by various Central and State Government Departments, Financial Institutions, Research Organizations, Agricultural Universities etc., and make presentations on the APEDA's activities and Financial Assistance Schemes. APEDA, RO, Hyderabad also organized Workshops, Training Programmes, etc.

During the year 2014- 2015, RO Hyderabad issued 211 nos. of RCMCs and 38 RCACs for export of 1163.68 Mts of Basmati Rice.

- ❖ **CONFERENCES/WORKSHOPS/TRAINING PROGRAMMES**

1. **Stakeholders Meeting at Kakinada Port on Establishment of ICD facility**

Mr. T. Sudhakar, DGM attended the stakeholders meeting at Kakinada Port on 28-04-2014, on Establishment of ICD facility. The Coconada Chambers of Commerce organized the meeting with the support of Customs House agents association, APIIC, Director Ports, Kakinada Sea Ports Ltd., GMR, SEZ, CWC.

2. Interactive Meeting with Exporters on 15.04.2014 & 16.04.2014

RO Hyderabad organized an interactive meeting with exporters on APEDA's XII Plan Financial Assistance Schemes at Chittoor on 15-04-2014 and at Hyderabad on 16-04-2014. Dr. Navneesh Sharma, DGM, made a presentation XII Five Year Plan Schemes of APEDA. Mr. T. Sudhakar, DGM and Mr. R. P. Naidu, Senior Personnel Executive, R.O, Hyderabad also attended the meeting.

3. Workshop on Post Harvest Technology at Chittoor on 17.06.2014

Mr. T. Sudhakar, DGM participated the Workshop on Post harvest Technology in Mango for Processing and Export at Chittoor on 17-06-2014 organized by Department of Horticulture, Govt. of Andhra Pradesh.

4. Meeting with Gherkin Exporters 16.07.2014

RO, Hyderabad organized a meeting with Gherkins exporters for processing and export of gherkins at RO Hyderabad on 16-07-2014. Dr. Tarun Bajaj, General Manager had interaction with Gherkin Exporters and Horticulture Officers.

5. Bio-Fach India Exhibition at Ernakulam, Kerala from 06.11.2014 to 08.11.2014

Mr. R.P. Naidu, Sr. PE organized APEDA stall at BioFach India Exhibition at Ernakulam, Kerala from 06.11.2014 to 08.11.2014. Around nine companies' product samples were exhibited in the stall. Necessary information was provided to exporters and visitors.

6. Visit of students from Tamil Nadu Agricultural University, Coimbatore

Thirty students from Tamil Nadu Agricultural University, Agricultural College and Research Institute, Coimbatore visited Regional Office, Hyderabad on 13.11.2014. During their visit Mr. R.P. Naidu, Sr. Personal Executive made presentation on Financial Assistance Schemes of APEDA and export opportunities in agricultural commodities.

7. Meeting on 06.11.2014 on Study of Identification of Export Oriented Integrated Infrastructure for Agri products.

Mr. T. Sudhakar, DGM attended a meeting on Study of Identification of Export Oriented Integrated Infrastructure for Agri products from India at Tamil Nadu Horticulture Development Agency, Chennai on 06-11-2014.

8. Workshop on Export of Non Basmati Rice from Southern States at Hyderabad on 05.12.2014.

RO Hyderabad organized a Workshop on Export of Non Basmati Rice from Southern States at Hyderabad on 5th December 2014. Chairman, APEDA made a key note address. Around 120 Rice Millers from Southern States participated in the workshop.

9. National Conference on Cold Chain Infrastructure – Issues and Way Forward at Hotel Katriya, Hyderabad on 13.12.2014.

The Federation of Telangana and Andhra Pradesh Chambers of Commerce and Industry (FAPCCI) organized a National Conference on Cold Chain Infrastructure –

Issues and Way Forward at Hotel Katriya, Hyderabad on 13.12.2014. Mr. T. Sudhakar, DGM attended the programme and necessary inputs were provided.

10. **Banana Festival at Trichy**

Mr. T. Sudhakar, DGM participated in the Tamil Nadu Banana Festival organized by CII at Trichy on 20th & 21st December 2014. The Programme was sponsored by APEDA.

11. **Training Programme on Meat.net software**

Training Programme on Meat.net software was organized at Department of Animal Husbandry at Hyderabad on 27.01.2015. Mr. Sunil Kumar, General Manager made a presentation on Meat.net software.

12. **Visit of Meat Delegations**

- a) Malaysian Meat delegation visited Hyderabad for inspection of meat processing plant of M/s. Frigerio Conserva Allana Ltd., and M/s. Al-Kabeer Exports from 21st to 23rd May 2014. Mr. T. Sudhakar, DGM, accompanied the delegation during their inspection.
- b) Egyptian Meat Delegation visited meat processing plants of M/s. Frigerio Conserva Allana Ltd., and M/s. Al-Kabeer Exports on 19.08.2014.
- c) Algerian Meat Delegation for compliance and review audit inspection of abattoirs and meat processing plants for visit of meat plants of M/s. Allana Ltd., and M/s. Al-Kabeer Exports Ltd., , in Hyderabad on 13-11-2014.

14. Meeting of Chairman, APEDA with Hon'ble Minister for Agriculture/ Horticulture and Animal Husbandry on 05.12.2014 at Hyderabad.

Chairman, APEDA met Shri Pocharam Srinivas Reddy, Hon'ble Minister for Agriculture/ Horticulture and Animal Husbandry on 05.12.2014 at Hyderabad and discussed about establishment of various Common Infrastructure facilities in the State of Telangana. During the meeting all HOD's of Department of Horticulture, Department of Agriculture, Department of Animal Husbandry, Agriculture/Horticulture Universities, etc., were present.

Chairman also met Mr. J.S.V. Prasa, IAS, Principal Secretary (Industries), Govt. of Andhra Pradesh on 05.12.2014 and discussed about allotment of 100 acres of land at Kakinada Port to Container Corporation of India (CONCOR) for establishment of Multi Model facility.

• **REGIONAL OFFICE KOLKATA:**

RO, Kolkata in Eastern region is a gateway to Bangladesh and South East Asian Countries for exports of Indian products. APEDA, Kolkata office has good co-ordination with various State & Central Govt. Departments, Universities for effective implementation of programme & schemes of APEDA. We are attending individual exporters as well as various trade & institutional events to provide and disseminate information on APEDA's development programme, Financial Assistance Scheme,

Transport Assistance Scheme & Market Development Assistance, for development of quality & infrastructure in various agri-export zone in the Region.

RO, Kolkata has issued 255 RCMC and 22 RCAC (Basmati Rice).

Seminars, Meetings & Workshops:-

RO, Kolkata has participated in 116 Meetings, Seminars & workshops in West Bengal & Orissa during the year. The awareness and export oriented subjects were taken and potential exporters were addressed by AGM, APEDA, senior officers and functionaries of State Govt. as well as Industry associations like Dept. of PFI & Hort., ICC, APICOL, CII, FIEO, PHD Chambers, BCKV University etc.

APEDA supported Domestic Trade Fairs in Eastern region:

During this year the Kolkata Regional Office has actively participated in domestic trade fairs “Agri Horti Food Fest 2015” at Kolkata organized by ICC and Govt. of W.B. from 26-28 Feb’15. We disseminated the information about APEDA activities and schemes to visitors.

In addition we have also attended/participated 19 domestic Trade Fairs/Seminars/Workshops etc. organized by different organizers in the four Eastern Region states.

Common infrastructure projects assisted by APEDA:

- A) Project on ‘Post Harvest Handling Cum Auction Centre for Pineapple” at Bidhannagar, Siliguri, dist. Darjeeling, W.B. was completed and ready for operation but due to some problem proper usage of the facility could not be ensured by the nodal agency. However, as reported by Siliguri Jalpaiguri Development Authority (SJDA) the Nodal Agency, an agency has been appointed by them for selection of maintenance and operation partner for the project. The project is expected to be operational very soon.
- B) A project on “Integrated Packhouse for Vegetables” at Titlagarh, Dist. Bolangir, Odisha has been approved by APEDA and the work is almost completed and due for final Physical Verification.
- C) Integrated Pack House for Fresh Vegetables at Barasat, West Bengal is operational. But due to some technical problem, the same is under repair and maintenance.
- D) Centre for Perishable Cargo for perishable products at Bagdogra Airport is completed and but yet to be operational. The selection of O&M agency is under process by the nodal agency.
- E) Centre for Perishable Cargo at Kolkata Airport is fully operational. However, the nodal agency has been advised for smooth operation of the unit for the benefit of the fresh fruits and vegetables exporters.

Recognition of a New Pack House:

The Horticultural Pack House of M/s. Keventer Agro Limited at Barasat, West Bengal has been recognized by APEDA as IPH for exports of fresh vegetables and Betel leaf to EU.

Inspections, Packhouse Physical Verifications and Field Visits:

21 Inspections/Physical Verifications have been carried out during the year.

Collection of DGCIS Data:

The APEDA, Kolkata office regularly collected trade data from DGCIS on principal commodities and on eight digit HS Code for APEDA products and forwarded it to Head office for analytical purposes. Also this office remained in regular touch with the DGCI&S officials for timely dissemination of data to APEDA. In recent past DGCI&S has started providing export/import data through online as well.

Work in Rajbhasha Hindi:

The staff member namely Mr. S.K. Mandal, AE has been given training on official language. Both the courses i.e. "Praveen" and "Pragya" has been successfully completed by him. Work in Rajbhasha Hindi has been carried out and 299 short notes, 41 letters issued and worked on 72 files during the year 2014-15.

• REGIONAL OFFICE GUWAHATI:

Organized meeting with exporter of meat and processed food sector of NER with delegation from China.

APEDA made a presentation before a delegation from China which was held in Guwahati on 23rd December' 2014. APEDA informed the delegation about the potential crop of NER and introduced them to the exporters in meat and processed food sector. APEDA also took the delegation to the important organization like NRC on Pig etc.

Meeting with the delegation from Bhutan:

An official delegation from the Govt. of Bhutan visited APEDA regional office in October 2014 where a meeting with the pork processor based in Guwahati was organized. The Bhutanese delegation was impressed with the pork product and were willing to import pork from the country.

Seminar and workshop:

RO Guwahati organized a seminar on export of Red rice in association with the Department of Agriculture and Assam State Agriculture Marketing Board in Marigaon of Assam where entrepreneurs, farmers, exporters etc. participated to boost export from the region. Red rice is a specialty of Assam which is containing high anthocyanin and is considered to be good for health. There has been a steady growth in export of this variety of Rice to USA.

Organic product:

APEDA organized Organic mission workshop for NER in Guwahati on 18th August'2014 where exporters, Organic Certification Bodies, farmers, and Govt. officials participated. The workshop was inaugurated by the Minister of Agriculture, Assam and Joint Secretary Ministry of Agriculture was a special guest. He briefed the audience on the scope of Organic Farming

in India. Chairman APEDA appreciated the effort made by the state of Sikkim and opined that other state of NER would also take similar action for promotion of organic farming in their state.

Floriculture:

For promotion of floriculture in NER APEDA had held a meeting with major flower growing state of NER like Meghalaya, Manipur, Mizoram, Nagaland and Sikkim. A meeting in this regard was held under the chairmanship of Chairman APEDA on 19.06.2014. In this meeting different issues like prospects and problems were discussed. A comprehensive note on this was prepared and submitted to the Ministry.

Infrastructure Development:

APEDA had interacted with the Govt. of Mizoram, Manipur, Sikkim and Arunachal Pradesh to explore the avenues and requirement of common Infrastructure Projects to augment exports from North Eastern Region under EDF-NER scheme and assistance provided under common Infrastructure facilities in the financial assistance scheme of APEDA. Govt. of Mizoram has submitted a project proposal on setting up of Pack house in Aizwal for fresh Ginger and Orange. Govt. of Manipur also has submitted proposal for pack house in Mao.





कृषि और प्रसंस्कृत खाद्य उत्पाद निर्यात विकास प्राधिकरण
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

Agricultural and Processed Food Products Export Development Authority
(Ministry of Commerce & Industry, Govt. of India)

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