



Annual
Report

2018-19



**AGRICULTURAL & PROCESSED FOOD PRODUCTS
EXPORT DEVELOPMENT AUTHORITY (APEDA)**
(Ministry of Commerce & Industry, Govt. of India)





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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 33rd Annual Report of Agricultural and Processed Food Products Export Development Authority (APEDA) for the financial year 2018-19.



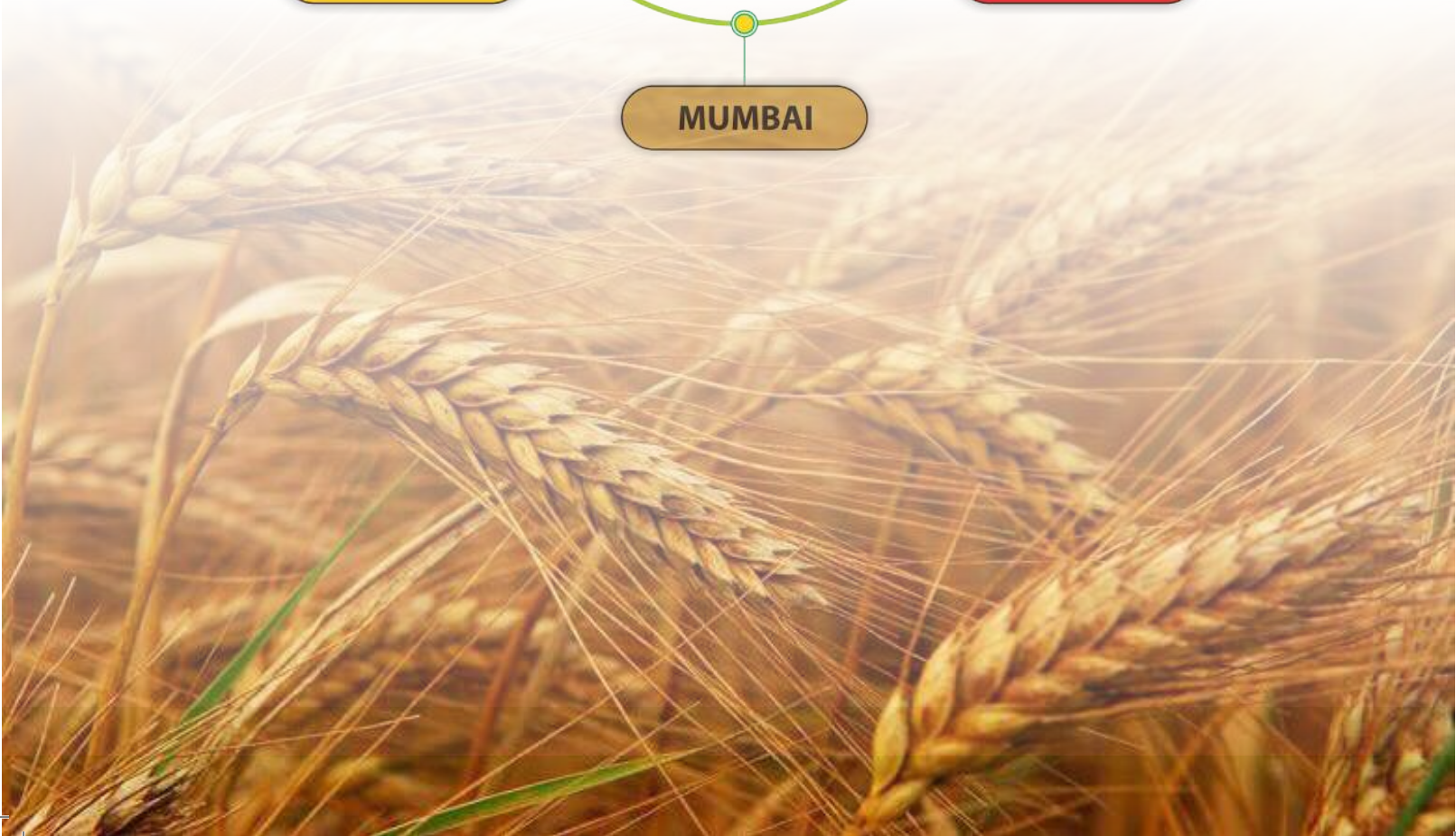
1.1 APEDA Organisation Set Up

The Agricultural and Processed Food Products Development Authority (APEDA) has its headquarters at New Delhi and is headed by Chairman, APEDA.

APEDA has set up Five Regional Offices at Mumbai, Bengaluru, Hyderabad, Kolkata and Guwahati.



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1.2 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 relieves 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.



1.3 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

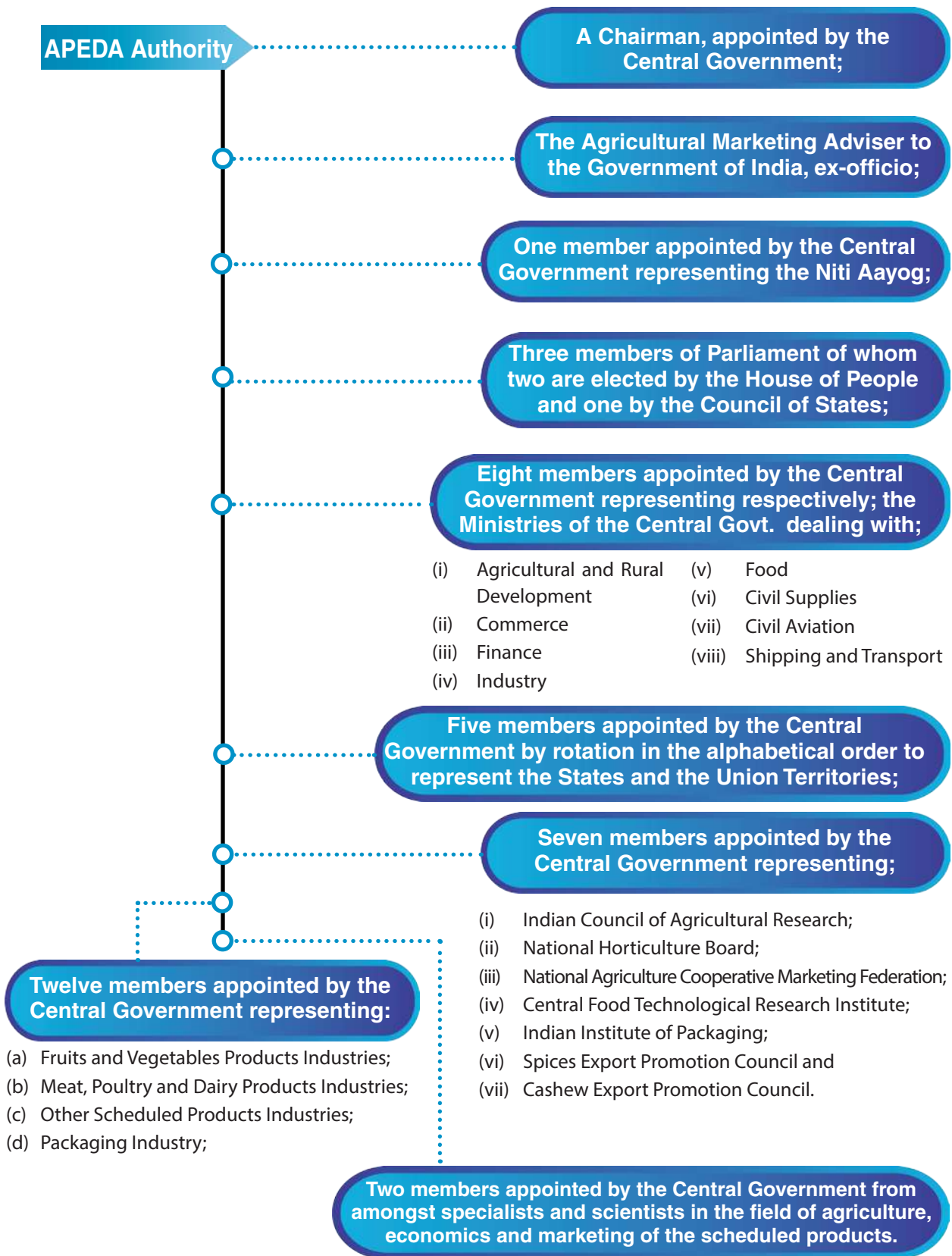


Rice has been included in the Second Schedule of APEDA Act.

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)."

1.4 Composition of the APEDA Authority

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





1.5 Administrative Set Up

Chairman	Appointed by the Central Government
Director	Appointed by APEDA
Secretary	Appointed by the Central Government
Other Officers and Staff	Appointed by the APEDA

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.

The total sanctioned staff strength is 124* in different categories of A, B, C and D (*including Chairman).

Chairman of the Authority

Shri D K Singh held the charge of Chairman, APEDA w.e.f. 1st April, 2018 to 19th July, 2018.

Ms. Anita Praveen, Joint Secretary, Department of Commerce held the additional charge of Chairman, APEDA w.e.f. 20th July, 2018 to 19th September, 2018.

Shri Paban Kumar Borthakur held the charge of Chairman, APEDA w.e.f. 20th September, 2018 to 31st March, 2019.

Director

Shri Sunil Kumar held the charge of Director, APEDA w.e.f. 1st April, 2018 to 31st January, 2019.



Officers and Staff of the Authority

During the period under review, the total number of employees in the organization was 84 as against the total sanctioned staff strength of 124 (including Chairman and Secretary). The category-wise break up of employees of the APEDA Authority was as follows:

In ranks equivalent to Group A posts in the Government (including Chairman & Secretary)	23
In ranks equivalent to Group B posts in the Government	31
In ranks equivalent to Group C posts in the Government	30

The welfare and development of SC/ST/OBCs and women employees is adequately looked after by the Authority. APEDA has no unresolved grievance from any SC/ST/OBC or women employees.

APEDA has formed a committee for receiving complaints against sexual harassment against women at work places which is being headed by a women officer of the level of Deputy General Manager.

As per Govt. norms, the reservation for physically handicapped persons is 4% of the total strength in all grades. Against the existing staff strength of 84, two incumbents are physically challenged. APEDA has taken care of the welfare of persons with disabilities. APEDA has provided motorized wheel chair to one of the employees to move within the office. Further, all the facilities as per rule are given to them. So far no complaints have been received from them.

At present, APEDA has a total of 25 female employees in Group A, B and C categories. The welfare of the female employees is also well looked after and there is no complaint from any woman employee for harassment or related to their welfare.



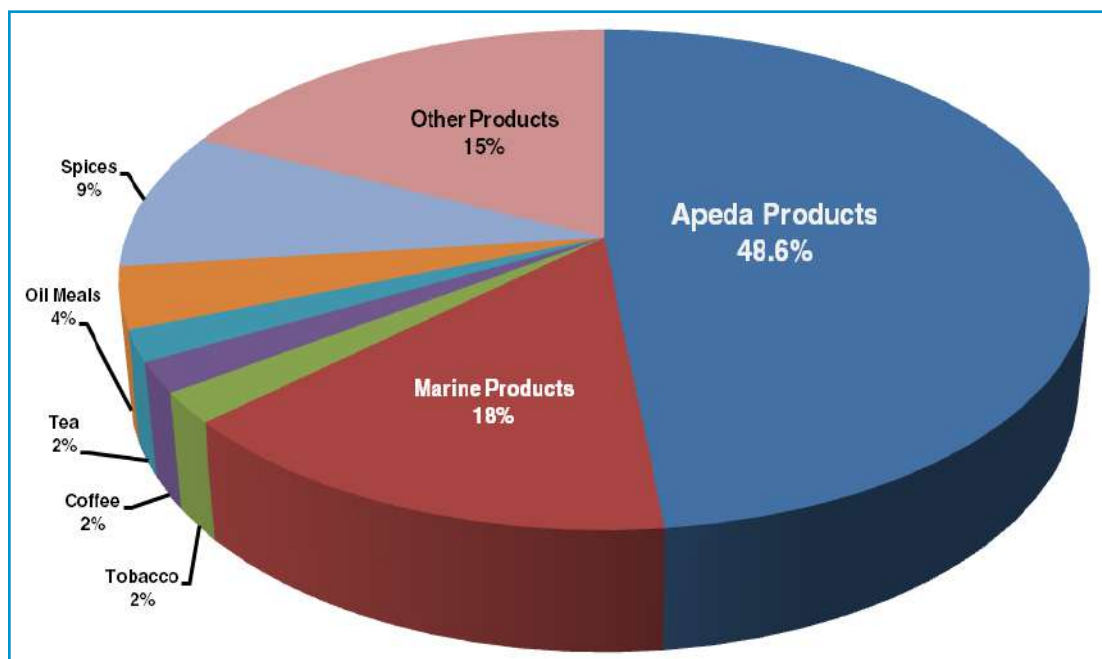
2. APEDA's EXPORT SCENARIO

2.1 APEDA's Share in Agri Exports (April 2018 – March 2019)

APEDA's Share in Agri Exports (April 2018 - March 2019)	
Total merchandise exports	US\$ 330.1 Bn
Export of Agri products (including Cotton)	US\$ 38.5 Bn
Share of Agri products in total merchandise exports	11.7%
Export of products monitored by APEDA (48.6% of all Agri products)	US\$ 18.7 Bn

Source: DGCIS

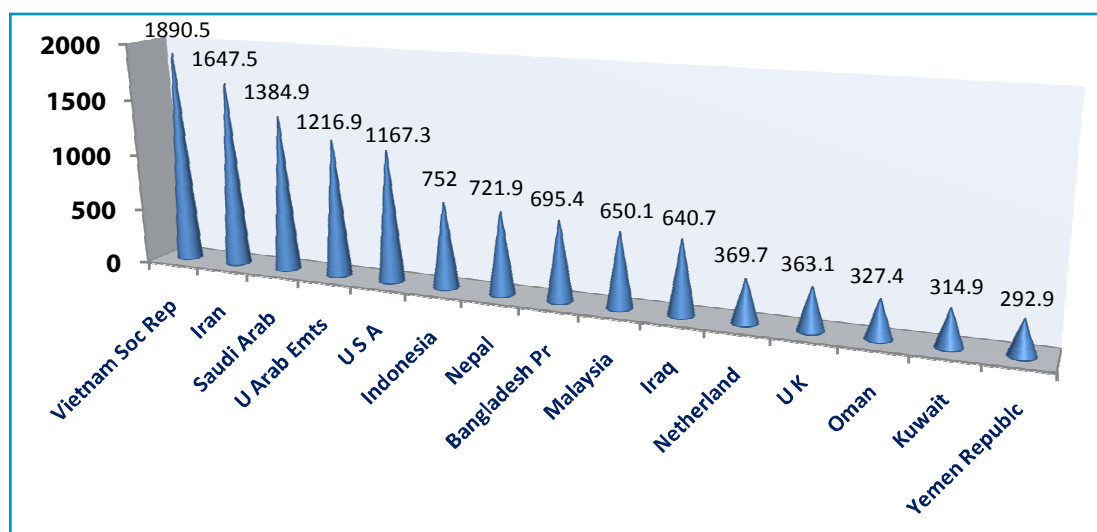
Agri Export Basket (2018-19)



2.2 Share (%) of APEDA Exports in Top 15 Markets (2018-19)

Country Name	2018-19	
	Value in US\$ Mill	% Share
Vietnam Soc Rep	1890.5	10.1
Iran	1647.5	8.8
Saudi Arab	1384.9	7.4
U Arab Emts	1216.9	6.5
U S A	1167.3	6.2
Indonesia	752	4.0
Nepal	721.9	3.9
Bangladesh Pr	695.4	3.7
Malaysia	650.1	3.5
Iraq	640.7	3.4
Netherland	369.7	2.0
U K	363.1	1.9
Oman	327.4	1.7
Kuwait	314.9	1.7
Yemen Republic	292.9	1.6

Source: DGCIS





2.3 APEDA's Major Products and Major Markets (% share 2018-19)

ALCOHOLIC BEVERAGES				
U ARAB EMTS (27.4%)	SINGAPORE (10.4%)	NETHERLAND (6.5%)	GHANA (6.1%)	NIGERIA (4.5%)
ANIMAL CASINGS				
VIETNAM SOC REP (88.2%)	MYANMAR (7.6%)	SOUTH AFRICA (0.9%)	MALAYSIA (0.8%)	PORTUGAL (0.6%)
BASMATI RICE				
IRAN (32.9%)	SAUDI ARAB (20%)	IRAQ (8.5%)	U ARAB EMTS (6.3%)	YEMEN RE-PUBLIC (4.5%)
BUFFALO MEAT				
VIETNAM SOC REP (47.2%)	MALAYSIA (10.3%)	INDONESIA (9%)	IRAQ (4.8%)	MYANMAR (3.5%)
CEREAL PREPARATIONS				
U S A (16.9%)	NEPAL (10%)	U ARAB EMTS (8.2%)	BANGLADESH PR (7.3%)	U K (5.2%)
COCOA PRODUCTS				
U S A (27.1%)	INDONESIA (9.7%)	TURKEY (9%)	U ARAB EMTS (7.1%)	NEPAL (5.9%)
DAIRY PRODUCTS				
U S A (24.6%)	TURKEY (10.6%)	U ARAB EMTS (10%)	EGYPT A RP (8.6%)	BANGLADESH PR (8.2%)
FLORICULTURE				
U S A (25.7%)	NETHERLAND (13.6%)	U K (7.8%)	GERMANY (6.9%)	U ARAB EMTS (6%)
FRESH FRUITS				
U ARAB EMTS (17.1%)	NETHERLAND (17.1%)	BANGLADESH PR (6.8%)	U K (6.5%)	RUSSIA (6.4%)
FRESH VEGETABLES				
BANGLADESH PR (15.3%)	U ARAB EMTS (15%)	MALAYSIA (10.6%)	NEPAL (8.8%)	SRI LANKA DSR (7.8%)
FRUITS / VEGETABLE SEEDS				
NETHERLAND (22.4%)	U S A (20.2%)	PAKISTAN IR (14.2%)	BANGLADESH PR (8.6%)	THAILAND (4%)
GROUNDNUT				
INDONESIA (40.9%)	PHILIPPINES (9.8%)	VIETNAM SOC REP (8.2%)	MALAYSIA (6.3%)	THAILAND (5.5%)
GUARGUM				
U S A (41.1%)	CHINA P RP (13.8%)	RUSSIA (7%)	NORWAY (6.6%)	GERMANY (5.4%)



MILLED PRODUCTS				
U S A (30.7%)	U ARAB EMTS (11.7%)	QATAR (6.6%)	AUSTRALIA (5.8%)	U K (5.2%)
MISC PROCESSED ITEMS				
U S A (16.6%)	U ARAB EMTS (9.7%)	NEPAL (7.7%)	INDONESIA (5.6%)	MALAYSIA (5%)
NON-BASMATI RICE				
NEPAL (9.3%)	BENIN (8.8%)	SENEGAL (7.3%)	BANGLADESH PR (6%)	GUINEA (5.9%)
OTHER CEREALS				
NEPAL (31.5%)	BANGLADESH PR (19.4%)	PAKISTAN IR (9.5%)	PHILIP-PINES (5.6%)	VIETNAM SOC REP (5.4%)
OTHER MEAT				
BHUTAN (88.6%)	VIETNAM SOC REP (8.4%)	NEPAL (1.2%)	ZAMBIA (1%)	SRI LANKA DSR (0.2%)
POULTRY PRODUCTS				
OMAN (35.2%)	MALDIVES (9.4%)	JAPAN (8%)	VIETNAM SOC REP (7.4%)	INDONESIA (6.2%)
PROCESSED FRUITS & JUICES				
U S A (13%)	NETHER-LAND (11.8%)	SAUDI ARAB (9.4%)	U K (7.1%)	GERMANY (4.4%)
PROCESSED MEAT				
U ARAB EMTS (45.1%)	MYANMAR (17.9%)	QATAR (13.4%)	MALDIVES (9.8%)	BHUTAN (4.8%)
PROCESSED VEGETABLES				
U S A (21.5%)	FRANCE (6.6%)	U K (6.4%)	GERMANY (6.3%)	BELGIUM (6.3%)
PULSES				
ALGERIA (16.5%)	U ARAB EMTS (8.6%)	U S A (8.2%)	SRI LANKA DSR (7.7%)	TURKEY (5.6%)
SHEEP/GOAT MEAT				
U ARAB EMTS (57.8%)	SAUDI ARAB (9.8%)	QATAR (9.3%)	KUWAIT (8.9%)	VIETNAM SOC REP (7.4%)
WHEAT				
NEPAL (75.7%)	BANGLADESH PR (9.4%)	U ARAB EMTS (4.7%)	SOMALIA (2.8%)	SRI LANKA DSR (1.6%)



2.4 APEDA's Export Performance during 2018-19

Product	2016-17		2017-18		2018-19		% Growth in 2018-19 from 2017-18	
	Rs. Crore	US\$ Mill	Rs. Crore	US\$ Mill	Rs. Crore	US\$ Mill	Rs.	USD
Basmati Rice	21512.9	3216.6	26870.2	4169.5	32804.3	4722.5	22.1	13.3
Buffalo Meat	26161.5	3912.0	26033.8	4036.9	25168.3	3608.7	-3.3	-10.6
Non Basmati Rice	16929.9	2531.5	22967.8	3564.4	21185.3	3047.8	-7.8	-14.5
Guargum	3106.6	464.2	4169.6	646.9	4707.1	676.5	12.9	4.6
Miscellaneous Preparations	2565.8	383.8	2947.1	457.1	4073.0	583.3	38.2	27.6
Cereal Preparations	3565.6	533.0	3559.9	552.3	3859.6	553.2	8.4	0.2
Fresh Onions	3106.1	464.0	3088.8	479.3	3468.9	498.2	12.3	3.9
Groundnuts	5444.3	811.6	3386.3	524.8	3298.3	473.8	-2.6	-9.7
Processed Fruits, Juices & Nuts	2492.7	372.8	2647.8	410.8	2805.0	402.5	5.9	-2.0
Processed Vegetables	2280.0	341.1	2211.6	343.1	2474.0	354.8	11.9	3.4
Dairy Products	905.7	135.4	1196.2	185.5	2423.0	345.7	102.6	86.4
Fresh Grapes	1781.7	268.3	1900.0	294.6	2335.3	334.8	22.9	13.6
Alcoholic Beverages	1991.4	297.6	2105.9	326.7	2104.0	301.7	-0.1	-7.6
Other Fresh Vegetables	2589.5	387.0	1848.8	286.8	1951.0	279.1	5.5	-2.7
Maize	1030.1	153.6	1228.5	190.3	1872.5	270.3	52.4	42.0
Other Fresh Fruits	1629.6	243.7	1443.8	224.1	1834.6	262.4	27.1	17.1
Pulses	1278.8	191.8	1473.3	228.3	1680.2	242.7	14.0	6.3
Jaggery & Confectionery	1467.9	219.5	1380.4	214.2	1606.5	230.2	16.4	7.5
Cucumber and Gherkins (Prepd. & Presvd)	936.2	140.1	1285.2	199.5	1437.1	206.0	11.8	3.3
Cocoa Products	1086.8	162.7	1144.4	177.5	1350.9	193.3	18.0	8.9
Milled Products	813.5	121.7	876.6	136.0	1060.2	151.9	20.9	11.7
Fruits & Vegetables Seeds	522.8	78.4	670.9	104.0	849.2	122.8	26.6	18.0
Sheep/Goat Meat	869.7	130.0	835.8	129.7	790.7	113.7	-5.4	-12.3
Natural Honey	557.8	83.5	653.6	101.3	732.2	105.5	12.0	4.1
Poultry Products	530.4	79.3	552.2	85.7	687.3	98.4	24.5	14.8
Mango Pulp	846.0	126.4	673.9	104.5	657.7	94.0	-2.4	-10.1
Floriculture	546.7	81.8	507.3	78.7	571.4	82.0	12.6	4.2
Other Cereals	395.6	59.2	373.7	57.9	554.2	79.7	48.3	37.6
Animal Casings	13.8	2.1	327.4	50.7	480.7	68.5	46.8	35.1
Wheat	447.9	67.2	624.4	96.7	425.0	60.5	-31.9	-37.4
Fresh Mangoes	443.7	67.0	382.3	59.3	406.5	60.3	6.3	1.7
Casein	237.7	35.4	104.7	16.2	220.5	31.3	110.7	92.8
Others (Betel Leaves & Nuts)	190.2	28.4	137.5	21.3	174.3	25.0	26.7	17.3
Albumin(Eggs & Milk)	87.8	13.2	83.7	13.0	103.1	14.8	23.1	13.9
Walnuts	55.2	8.3	127.2	19.7	66.8	9.6	-47.5	-51.3
Other Meat	0.2	0.0	16.4	2.6	13.7	2.0	-16.4	-23.1
Processed Meat	4.6	0.7	9.9	1.5	13.5	2.0	36.4	26.6
Total	108426.7	16212.5	119846.7	18591.6	130245.5	18709.3	8.7	0.6

Source: DGCIS



3. AUTHORITY MEETINGS AND STATUTORY FUNCTIONS

During the year 2018-19, three meetings of APEDA Authority were held on 26th June, 2018, 9th January, 2019 and 26th March, 2019, respectively.

4. REGISTRATION OF THE EXPORTERS

4.1 Registration-cum-Membership Certificate (RCMC)

Under section 12 sub section (1) of Agricultural and Processed Food Products Export Development Authority Act 1985 (as amended), every person exporting any one or more of the Scheduled products shall, before the expiration of one month from the date on which he undertakes such export or before the expiration of three months from the date of coming into force of this section, whichever is later, apply to Authority to be registered as an exporter of the Scheduled product or Scheduled products. The Registration-Cum-Membership Certificate (RCMC) is issued to exporters of APEDA's scheduled products and breakup of the certificates issued is as follows :

S. No.	Office Name	Total No. of RCMC (New)	Total No. of RCMC (Renewal)	Total No. of RCMC (Amendment)
1	Bengaluru	1591	232	585
2	Delhi	1174	348	552
3	Guwahati	69	10	12
4	Hyderabad	435	80	156
5	Kolkata	376	80	118
6	Mumbai	2497	429	929
Total		6142	1179	2352



4.2 Registration-cum-Allocation Certificates (RCAC)

4.2.1 RCAC issued for Export of Basmati Rice

Vide Notification No. 18/2015-20 dated August 1, 2016 issued by Director General of Foreign Trade (DGFT), Govt. of India, New Delhi the export of Basmati Rice is allowed subject to registration of contracts with APEDA prior to the shipment. APEDA issues Registration cum Allocation Certificates (RCAC) after scrutiny of the application as per requirements of the Trade Notice dated 16/09/2016 and subsequent amendments issued from time to time.

Total RCACs	Quantity (Million MT)	FOB Value (US\$ Million)
30422	4.3	5290

4.2.2 Certificate of Export (COE) issued for Export of Peanuts and Peanut Products

Certificate of Exports is issued by APEDA to the exporter/ processor of peanuts and peanut products for the quantity that qualify aflatoxin test based on the test report issued by the authorized laboratory stating that the processing and packaging has been carried out in a processing unit, warehouse registered by APEDA with registration number. On receipt of the online application for COE, APEDA examines for compliance of the procedure and thereafter, COE is issued online with digitally signed.

Total COEs	Quantity (in MT)
25223	496783.296

5. IMPLEMENTATION OF OFFICIAL LANGUAGE IN APEDA

Various provisions of the Official Language Act and Official Language Rules of the Government of the India had been implemented effectively during 2018-19. Some of the activities undertaken by the Authority are given below:

- 5.1. Official Language Implementation Committee meetings were organized regularly during the year.



- 5.2. Provisions of Section 3(3) of Official Languages Act were implemented.
- 5.3. 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.
- 5.4. Employees of APEDA were deputed on training/seminar/workshop on official language to increase progressive use of Hindi.
- 5.5. Hindi Fortnight was organized from 14th – 28th September during the year 2018-19. 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.
- 5.6. Hindi Day was celebrated on 14-09-2018 in NCUI building jointly with other six offices in the premises inviting renowned writers, journalists, other distinguished guests etc.
- 5.7. All the file covers are printed with bilingual commonly used phrases to assist the employees in doing regular noting in Hindi.
- 5.8. Nodal officers were nominated in each division to achieve targets fixed in each division and monitor the official language implementation of each division.
- 5.9. Each employee has been given 'कार्यालय सहायिका' and each section has been given English-Hindi dictionary to promote the use of Official Language.
- 5.10. APEDA website is available in Hindi and has been updated from time to time.
- 5.11. For operational implementation of Official Language and to increase the correspondence in Hindi, APEDA has taken initiatives and the following online certificates are being issued bilingually:-
 - (a) RCMC
 - (b) RCAC
 - (c) Certificate of Export
 - (d) Certification of recognition of shelling cum grading unit
 - (e) Certificate of recognition of horticulture packhouse
 - (f) Certificate of registration of meat plants.



6. AGRICULTURE EXPORT PROMOTION PLAN SCHEME OF APEDA

During the 2018-19, APEDA has been allocated a budget of Rs. 79.65 crore under its Scheme for Agriculture Export Promotion Plan. The detailed breakup of which is as under:

BUDGET STATEMENT FOR 2018-19 (Rupees in Crores)

	Particulars	Total Budget Allocated during 2018-19	Amount spent during 2018-19	Balance
	PLAN SCHEME			
1	Grant in aid-Subsidies			
(a)	Transport Assistance Scheme (TAS)	74.15*	74.15*	NIL
(b)	Market Development	22.05	22.05	NIL
	TOTAL (A)	46.20	46.20	NIL
2	Grant for creation of Capital Assets			
(a)	Infrastructure development	20.35	20.35	NIL
	TOTAL (B)	20.35	20.35	NIL
3	Grant in aid general			
(a)	Quality Control	6.68	6.68	NIL
	TOTAL (C)	6.68	6.68	NIL
4	North Eastern Area (NER)			
(i)	Grants in Aid (General)	-	-	
(ii)	Subsidies	4.00	4.00	NIL
(iii)	Creation of Capital Assets	1.05	1.05	NIL
	TOTAL (D)	5.05	5.05	NIL
5	Special Component for Scheduled castes*			
(i)	Grants in Aid (General)	-	-	
(ii)	Subsidies	-	-	
(iii)	Creation of Capital Assets	-	-	
	TOTAL (E)	-	-	
6	Special Component for Scheduled Tribe*			
(i)	Grants in Aid (General)	0.50	0.50	NIL
(ii)	Subsidies	0.50	0.50	NIL
(iii)	Creation of Capital Assets	0.365	0.365	NIL
	TOTAL (F)	1.365	1.365	NIL
	SUB TOTAL (A+B+C+D+E+F)	129.65	129.65	NIL

* Out of Rs. 74.15 crores, Rs. 50 crores sanctioned from APEDA fund.



7. APEDA's E-GOVERNANCE INITIATIVES

APEDA has undertaken a number of initiatives during the year to enhance the existing e-Governance system and introduce new online facilities for the benefit of stakeholders. The major initiatives taken in development and implementation of new system are as following:-

- 7.1 Developed paperless system for application filing, processing and certificate issuance for Organic Certification bodies including renewal of accreditation.
- 7.2 Farmer Registration module for Citrus Fruits and Betel Leaves was developed and incorporated in the traceability system for HortiNet.
- 7.3 Paperless online processing of Electronic Annual Performance Appraisal Report(e-APAR) for the officials of APEDA was developed and implemented.
- 7.4 A dashboard was developed and implemented which provides online MIS report on RCMC, RCAC, Monthly Export Return, Financial Assistance Scheme, Traceability softwares such as TraceNet, Peanut.Net, HortiNet, Meat.Net etc.
- 7.5 Traceability system Peanut.Net was further expanded with inclusion of Processing Unit (Batch Creation module).
- 7.6 Security Audit of APEDA applications (Meat.Net, TraceNet, HortiNet & Peanut.Net system) was successfully been completed by CERT IN empanelled vendor.
- 7.7 Developed and implemented Trade lead modules for Embassies to submit trade leads of their respective countries in APEDA's Agriexchange portal.
- 7.8 Implemented new financial assistance scheme guidelines for the Medium Term Expenditure Framework 2017-18 to 2019-20 in the FAS software.

8. HORTICULTURE SECTOR (FRESH FRUITS AND VEGETABLES & FLORICULTURE)

8.1. Market Access Issues

- 8.1.1 **Market Access of Grapes to Australia and New Zealand** – On pursuation with Quarantine Authorities of Australia, Ministry of Agriculture and Embassy of Australia and New Zealand, it was proposed to organize training of cold treatment by experts from Australia. The training was imparted in February 2019 to 30 leading exporters with demonstration in one of the pack house. It is expected that first trial shipment by one of the exporter who got training will be shipped soon.
- 8.1.2 **Market Access of cut flowers to Australia** – Australian and New Zealand Quarantine Authorities have agreed for signing a Standard Operating Procedure for export of cut flowers from the registered pack houses and farms.



8.1.3 Market Access of Pomegranate and Pomegranate Arils – APEDA and Embassy of India in Beijing had a series of meetings with the General Administration of Custom China (GACC) for market access of pomegranate and pomegranate arils. A team of four quarantine officials visited Indian Pomegranate farms and pack houses in December 2018. The agreement for export of pomegranate between India and China is expected soon.

8.1.4 Pre clearance Programme for mangoes in Korea and Japan – India has signed an MOU for export of mangoes with Korea and Japan. In order to issue phyto sanitary certificate, the quarantine authorities of Korea and Japan have agreed to send their inspectors for site visit as well as for pre clearance of hot water dip treatment (HWDT) for Korea and Vapour Heat Treatment (VHT) for Japan. The export of mangoes is expected to increase from these facilities in 2019 mango season. As per the current negotiations, APEDA and Ministry of Agriculture is making efforts to go for the annual audit by Japanese Authorities instead of stationing of inspectors. The negotiations are at advanced stage.

8.1.5 Operational Work Plan for mangoes to USA – APEDA and Ministry of Agriculture have signed an Operational Work Plan (OWP) on mutual consent with USDA-APHIS for export of mangoes to USA. The OWP includes stationing of Quarantine Inspectors to irradiation facilities in Mumbai, Nashik and Bengaluru. In case of USA also, APEDA and Ministry of Agriculture is negotiating for pre clearance of irradiation by NPPO India instead of seeking stationing of inspector to avoid high cost of placement of inspectors during every mango season.

8.1.6 Operational Work Plan for pomegranate arils to USA - On the incidence of detection of pest in the consignment of pomegranate arils, USA has imposed a ban on Indian pomegranate arils in October 2018. APEDA and Ministry of Agriculture negotiated to enter into a mutually agreed OWP for lifting of ban on Indian pomegranate arils.

8.1.7 Other Market Access issues in association with Department of Plant Protection and Quarantine, Ministry of Agriculture –

- Grapes to USA
- Fruits and Vegetables to China

APEDA, Ministry of Agriculture and Ministry of Commerce along with respective Embassies have begun an extensive exercise to continuously engage in negotiations for market access of various fruits and vegetables.

Regular Video Conferences with countries where potential of Indian horticulture products exist mainly with South East Asian Countries, Africa, Eastern Europe have been organized by MOC and APEDA under the chairmanship of Commerce Secretary.

APEDA also participated in Joint business Meetings in Russia, Tajikistan and China along with Embassy of India for pushing our market access requests in fresh horticulture products.



8.2 Meeting of Commerce Secretary with GACC China, 1st – 2nd August, 2018

A delegation of officials of various Ministries led by Commerce Secretary met GACC officials for a specific discussion on trade of agriculture, pharmaceuticals, sugar, rice, oilseeds, dairy, fresh fruits and vegetables between China and India. Discussions on export of rapeseed, pharmaceuticals, market access of dairy, rice and fresh fruits and vegetables were discussed in detail during the meeting. Exporters of rice and sugar was agreed upon for the B2B meetings to increase export from India. The Chinese side also confirmed visit of a technical team to pomegranate production areas as well as to see the pack house infrastructure to consider market access.

8.3 Reverse Buyer Seller Meet (RBSM) for Grapes

A Reverse Buyer Seller Meet for promotion of Indian Thomson Seedless as well as Sonaka and Black varieties of Grapes to China was organized between 27th – 29th November, 2018 in Mumbai.

25 buyers from China identified by Embassy of India, Beijing participated in the event and around 100 exporters from Maharashtra, Karnataka and Andhra Pradesh participated from Indian side for B2B Meetings.

In the current grape season 2018-19, more than 6000 MTs of grapes was exported which enabled a quantum jump from only 607 MTs exported in 2017-2018. This growth in export has established the acceptance of quality and taste of Indian grapes in consumer markets in Shanghai and Guangzhou.

8.4 International Export Conference cum Buyer Seller Meet (BSM) for NER Products

An International Export Conference cum Buyer Seller Meet was organized between 5th – 6th March, 2019 at Guwahati to promote NER products in international market.

Buyers from potential markets i.e. Myanmar, Nepal, Hong Kong, Indonesia Malaysia, Bangladesh, UAE, Laos were present to negotiate for import of horticulture, rice, tea, products with North Eastern entrepreneurs FPOs and farmers directly in B2B Meetings.

From Indian side, there were three categories of participation : (a) FPO/FPC to exporters (b) exporters from North East Region to the exporters of other region and (c) all exporters to all International buyers.

An exhibition was also organised to showcase all the product of all the 8 NER States for international buyers to have first look at the quality of the produce.

During the event, buyers were taken for field visit in Ri Bhoi, Meghalaya. The event was successful in involving FPOs for direct sales through whatsapp group to exporters. The event resulted in direct sales of NER agricultural products between each of the groups.



8.5 10th Joint Commission Meeting with India - Tajikistan from 28th-29th January, 2019

Several deliberations were made during Joint Commission Meeting (JCM) held between the group of officials led by Secretary Agriculture from Tajikistan side and Sh. Bidyut Behari Swain, Addl. Secretary, DOC Ms. Manisha Meena, Joint Director, DOC and Sh. U K Vats, General Manager, APEDA from Indian side. Issues of various Ministries have been taken up. The issue of meat exports related to APEDA had also been discussed.

8.6 Outreach programme with fruits and vegetables exporters

APEDA organized outreach programmes in Maharashtra in October 2018 and January 2019 to understand the basic issues and bottlenecks in exports of fruits and vegetables. As a follow up to these meetings, the matters related to insurance, logistics, transportation, pesticide residues and cost of pre-clearance programmes were discussed and taken up at the appropriate level.

8.7 Export of kinnows to Bangladesh

In view of the bumper production of kinnows in the state of Punjab during the current season and to increase the export and fetch good remunerative price to farmers, Punjab Agro Industries Corporation, State Government of Punjab and Ministry of Commerce entrusted APEDA to conduct a Buyer Seller Meet in Bangladesh for Indian kinnows. APEDA organized a Buyer Seller Meet cum B2B meeting, in store promotion programme in major super stores in Bangladesh during December 2018. APEDA also took up the matter of increase in MEIS support to kinnow farmers through DGFT. On pursuing the matter, DGFT announced increased MEIS support for kinnows which was raised from 5% to 10%.

8.8 Visit of Commerce Secretary to Lucknow

APEDA participated in the visit of Commerce Secretary to Lucknow to address problems faced by exporters and the State Government in the region. A half day interaction with exporters took place in Lucknow on 11th February, 2019 followed by interaction with state government functionaries to understand the issues. The financial assistance schemes, i.e., MEIS, TIES, MDA and other schemes of MoC, APEDA and MoFPI were explained for sensitization of stakeholders.

8.9 Visit of Commerce Secretary to Assam and Meghalaya

APEDA participated in the visit of Commerce Secretary to interact with the state governments of Meghalaya and Assam. An interactive session was also organized to understand problems faced by NER exporters in Guwahati. As a deliberation of the meeting, issues like providing transport subsidy to mitigate the high internal transportation cost, establishment and utilization of existing pack houses by ASAMB and export enhancement of organic products was discussed with exporters. The export prospects of pork were also discussed during the meeting. APEDA elaborated its plan for promotion of agri products from North East region. APEDA and MOC explained various incentives to compensate exporters like MEIS, TIES, MDA and other schemes of MoC, APEDA, MoFPI.



9. PROCESSED & OTHER PROCESSED FOOD SECTOR

9.1 Monitoring of Peanut Processing Units.

During the period 2018-2019, 18 new Peanut Units were registered and registration of 18 units were renewed. A total number of 25223 Certificates of Exports(COEs) for export of peanuts and peanuts products were issued.

9.2 Introduction to Batch Processing under Peanut.Net

In order to maintain Traceability of Peanut and Peanut products consignments exported from India, APEDA upgraded its Peanut.net traceability system with the inclusion of role of Registered Peanut units. Now, the Registered Peanut units of APEDA will log in to Peanut.net system for registration of their buyers and supply of batch to the Exporters. The exporters will be able to create consignments from the quantity sourced from these units and forward to laboratories for aflatoxin testing.

9.3 Training on Preventive Control Qualified Individual by FSPCA, USA

A training programme of FDA Food Safety Modernization Action (FSMA) - Preventive Controls for Human Foods (PCHF) was organized in Ahmedabad from 23rd - 25th January, 2019. The training was conducted by the FSMA authorized trainers, M/s. Sathguru Management Consultants, Hyderabad. Training programme was attended by 39 participants/exporters and it was found beneficial for the exporters exporting to the USA.

9.4 Visit of Canadian Food Inspection Agency delegation

APEDA organized the visit of Canadian Food Inspection Agency delegation from 30th November – 4th December, 2018 to M/s. MTR Foods Bengaluru and M/s. Aryan International, Greater Noida for conducting on-site establishment verifications of establishments exporting food products to Canada and their compliance of Canadian requirements.

9.5 Webinar – USA

For sensitizing the import requirements of USA, exporters were sensitized to join the webinar scheduled by USDA.

9.6 Development of value added products

Process was initiated for generation of proposals from CFTRI/NIFTEM and IIFPT on development of identified value added products.

9.7 Development of Packaging Standards

For development of packaging standards, two potential products in the processed food sector (a) IQF fruits and vegetables (b) Jaggery were identified. The proposals were got generated from Indian Institute of Packaging.

9.8 Product Papers

Product papers for Gherkins, Jaggery, Mango Pulp and Wine were prepared for reference of new entrepreneurs for export of these products.



9.9 Traceability Project for export of processed food products to Saudi Arabia

The process for development of traceability system for export of processed food products to Saudi Arabia was initiated.

10. LIVESTOCK SECTOR

10.1 Delegations Visits

10.1.1 Philippines - Delegation comprising of six auditors from National Meat Inspection Service, Department of Agriculture, Philippines visited India from 2nd Dec - 10th Dec, 2018 to audit APEDA registered Integrated Abattoir cum Meat Processing Plants.

10.1.2 Saudi Arabia - A team of Saudi Food and Drug Authority visited India from 2nd Dec - 10th Dec, 2018 to audit APEDA registered Integrated Abattoir cum Meat Processing Plants, rice, spices and processed fruits and vegetables establishments for evaluation for the exports to Saudi Arabia.

10.1.3 Algeria - A four member delegation from Department of Veterinary Science (DVS), Algeria visited from 29th September to 9th October, 2018 and approved 16 APEDA registered Integrated Abattoirs cum meat processing plants for export of meat.

10.1.4 UAE - UAE delegation from Ministry of Climate Change and Environment, UAE visited India from 8th April - 13th April, 2019 for lifting of ban on poultry products based on compartmentalization. APEDA arranged meetings with ICAR, DAHD, Animal Husbandry department of respective states especially Maharashtra and Tamil Nadu where there is compartmentalization and poultry farms have been established with biosecurity norms.

10.1.5 Visit of OIE Expert Mission in India - OIE Expert Mission visited India from 18th - 29th June, 2018 to carry out evaluation of India's Foot and Mouth Disease(FMD) Control Programme.

10.1.6 APEDA's participation in OIE Meeting held at Paris, 20th - 25th May, 2018 - A team of delegates from India comprised of Mr. Tarun Shridhar, Secretary ADF, Dr. Suresh S Honnappagol, AHC DADF, Mr. D K Singh, Chairman, APEDA, Mr. Upamanya Basu, JS(LH), DADF and Mr. Gopal Krishna Dwivedi, Principal Secretary, Govt. of Andhra Pradesh attended the 86th General Session of the world Assembly of National Delegates of the World Organization for Animal Health(OIE) meeting from 20th - 25th May, 2018 in Paris.





10.2 Market Access issues

10.2.1 INDONESIA: Coordinated with DAHD and exporters to address concerns of Indonesian Authorities on control measures taken by India during FMD outbreaks in certain parts of country. This timely action helped in preventing possible stoppage of exports.

10.2.2 HONG KONG: Questionnaire for Importation of Specified Food of Animal Origin Products (Sheep/goat meat) into Hong Kong has been sent for seeking market access.

10.2.3 EGYPT: Made Regular interaction with Embassy of India and facilitated trade, exports of Bovine meat which had almost stopped. Exports are continuing unabated. APEDA participated in India-Egypt JWG on Agriculture, Plant Quarantine and Animal Quarantine meeting held on 12th March, 2019 and raised issue of milk products exports to Egypt which got affected due to aflatoxin.

10.2.4 MALAYASIA: APEDA interacted with DVS Malaysia for visit of delegation to allow more APEDA registered Integrated Abattoir cum Meat Processing Plants for export to Malaysia.

10.2.5 RUSSIA: APEDA requested to approve more number of plants and deputation of Russian Veterinary Expert for evaluation of compliance of export of boneless buffalo meat from India to Russia conforming to EAEU and Russian standards and followed up on market access of diary products with Russia

10.3 APEDA has taken up market access issues with following countries:

- Japan (reduction in high import tariff on Indian egg powder).
- Korea, Nigeria, Turkey, South Africa (bovine meat & dairy products)
- Thailand (bovine meat and high import duty)
- China (bovine meat, milk and milk products, enhancing export of non-basmati rice, grapes, mangoes, okra, sapota, pineapple, papaya, pomegranates and pomegranates arils, banana, corn, maize and sorghum) by participating in GACC meetings.
- Philippines (buffalo meat for all consuming sectors).

10.4 APEDA has taken up SPS notification G/SPS/N/PHL/428 dated 19.12.2018 regarding temporary suspension of APEDA registered Integrated Abattoir cum Meat Processing Plants in Punjab due to FMD incidence with Philippines and TBT issued with USA on Meat by including buffalo meat also in the terminology of Agricultural Marketing Service (AMS) of U.S. Department of Agriculture (USDA).

10.5 Meeting with exporters

APEDA organized meetings with manufacturer and merchant exporters of meat on 10th December, 2018, 13th December, 2018 and 15th March, 2019. During the meetings, various issues were discussed which are important for removing bottlenecks in exports and augmenting further.



10.6 Ease of doing business

- 10.6.1** Introduced and implemented process of online applications for new registration/Renewal of registration/ Extension of validity/ Amendment/ through I-Track system.
- 10.6.2** Inspection of meat plants were ensured properly and in time bound manner for facilitating exports and meeting requirements of importing country.
- 10.6.3** 102 meat plants including integrated meat plants, stand-alone slaughter house and processing plants are approved and registered with APEDA.

10.7 Disease Surveillance

Follow up was made with Animal Husbandry Department and OIE for declaring FMD free zone as per OIE and submitted the dossier.

- 10.8** Developing new products of exports -Considering the potential in pork and pork product exports, work initiated towards development for infrastructure, standards and backward linkages, developing the entrepreneurs to ensure starting of exports of pork and pork products at the earliest.

11. CEREALS SECTOR

- 11.1** The GACC, China team visited India in July 2018 for field verification of 14 rice units and have subsequently conveyed approval of 10 rice establishments in July 2018. Till date 24 units has been approved by Chinese Authorities for export of Basmati and Non-Basmati Rice to China.
- 11.2** APEDA organized 15 field workshops through BEDF in association with AIREA, KVK and State Agriculture Departments to educate farmers and exporters about judicious use of pesticides during 2018-19.
- 11.3** APEDA had organized Buyer Seller Meet for promoting exports of Non Basmati Rice at Beijing, China on 29th October, 2018 and at Shanghai, China on 31st October 2018.
- 11.4** A two member audit team from Directorate General for Health and Food Safety, European Commission visited India from 8th –18th October, 2018 for evaluation of controls of pesticides for export of Basmati Rice to EU. The main objective of the team was to verify the corrective actions taken by the exporters and competent authorities in the case where alerts have been issued. The team visited some of the laboratories where pre-shipment testing for pesticides residues for export of rice to EU is undertaken. The team submitted its report in January 2019 and APEDA has also taken the required action with the amendment in the trade notice.



12. ORGANIC SECTOR

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 aim 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.

12.1 Area and production under Organic Certification

During 2018-19, area under organic certification was around 3.43 million ha comprising of 1.94 million ha (57%) under cultivation and 1.49 million ha (43%) under wild harvest collection.

12.2 Major products exported

During the year 2018-19 the total volume of agricultural exports was 614090 MT realizing Rs. 5151 crores (757 Million USD). The major countries where organic products exported were USA followed by European Union and Canada.

The other destinations of export of organic products were Switzerland, Australia, New Zealand, Japan, Middle East countries and ASEAN countries.

12.3 Accreditation of New Certification Body under NPOP

During 2018-19, one Certification Body, Telangana State Organic Certification Authority has been accredited under NPOP.

12.4 Monitoring and Surveillance of accredited Certification Bodies

Surveillance/renewal audits were conducted for all the 29 accredited Certification Bodies (12 renewals audits and 16 annual surveillances) to verify compliance to the standard requirements.

Additional audits of a producer, processor and a livestock farm of different Certification Bodies were also carried out during onsite audit of Korean Delegation as part of the onsite visit for MRA. The witness audit of the inspector of a Certification body was conducted by one of the Evaluation Committee members during the onsite visit of Canadian Food Inspection Agency for designation of APEDA as Conformity Verification Body.

12.5 Extension of scope of accreditation under NPOP

Scope of accreditation has been extended under NPOP to three Certification Bodies for Livestock & Apiculture, two Certification bodies for Aquaculture, one for Mushroom, 3 for Seaweed, Aquatic plants & Green House Crop Production.



12.6 Mutual Recognitions

Taiwan: Subsequent to Taiwan side verified India's NPOP, Indian side conducted onsite verification of Taiwan organic system from 25th September to 1st October, 2018. After assessing each other's organic system both sides have completed additional compliance requirements. Both the sides are at the stage of exchange of letters during the current year.

South Korea: Subsequent to Korean side verified India's NPOP, Indian side conducted onsite assessment of Korean organic system from 4th - 8th March 2019. Indian side is in the process of submitting its findings to Korean side to move forward in the matter.

Canada: Canadian team from CFIA visited APEDA-India from 10th - 14th December, 2018 to verify competence and implementation level of procedures. Indian side is in process of submission of action plan to comply with the Canadian side's findings.

12.7 Capacity building programmes

12.7.1 Two Induction training programmes were held during 21st - 23rd May, 2018 and 30th - 31st January, 2019 at APEDA New Delhi for two batches of newly empanelled Evaluation Committee members under NPOP representing various Govt. organizations.

12.7.2 Annual refresher training for existing Evaluation Committee members was held on 29th January, 2019 at APEDA New Delhi.

12.7.3 Capacity building Training programme on NPOP was organized at Guwahati from 28th - 29th May, 2018 for 35 officials out of which 8 officials for Assam, 10 from Mizoram, 8 from Tripura and 9 from Sikkim participated.

12.7.4 Capacity building Training programme on NPOP was organized at Guwahati from 30th - 31st May, 2018 for 42 officials out of which 9 officials from Manipur, 13 from Meghalaya, 8 from Nagaland and 12 officials from Arunachal Pradesh participated.

12.7.5 Outreach on market facilitation for organic products for Stakeholders conducted at Agartala, Tripura on 23rd July, 2018 wherein 55 participants attended the event.

12.7.6 Interaction-cum-feedback meeting and training on NPOP with Certification Bodies (CBs) was organized on 18th December, 2018 in APEDA, New Delhi wherein all CBs participated.

12.7.7 Outreach Programme on Export Promotion was organized in Bhopal on 20th December, 2018 wherein 116 participants attended the program.

12.7.8 Outreach Programme on Export Promotion Indore, MP was organized on 21st December, 2018 wherein 121 participants attended the program.

12.7.9 Training programme on NPOP and certification systems was organized in Indore on 22nd December, 2018 wherein 95 participants attended the program.



13. INFRASTRUCTURE DEVELOPMENT

Keeping in view of the above, APEDA has taken initiatives to create common infrastructure in various production areas to facilitate export of horticulture products from India.

The following are the infrastructure projects funded by APEDA during the year 2018-19:

13.1 Setting up of Integrated Pack House for Apples at Kinnaur, Himachal Pradesh

APEDA extended assistance of an amount of Rs. 129.70 lakhs to Himachal Pradesh Horticulture Produce Marketing & Processing Corporation Ltd. (HPMC) for setting up of Integrated Pack House for Apples at Kinnaur. The total project cost is Rs. 184.49 lakhs. The activity has been completed and the project is in operation.

13.2 Setting up of Apple Juice Concentrate Unit of HPMC at Parwanoo, Himachal Pradesh

APEDA extended assistance of an amount of Rs. 800.00 lakhs to Himachal Pradesh Horticulture Produce Marketing & Processing Corporation Ltd. for setting up Apple Juice Concentrate Unit at Parwanoo. The total project cost is Rs. 1240.35 lakhs. The activity has been completed and the project is in operation.

13.3 Setting up Common Post Harvest Infrastructure Facilities for Horticulture Produce at Kudachi, Belgaum District, Karnataka

APEDA extended assistance of an amount of Rs. 774.00 lakhs to Department of Horticulture, Govt. of Karnataka, Bangalore through Raibag Taluka Grape Growers Processor and Exporters Cooperative Society-Southern region for setting up Common Post-Harvest Infrastructure Facilities for Horticulture Produce at Kudachi, Karnataka. The total project cost is Rs. 860.00 lakhs. The activity has been completed and the project is in operation.

13.4 Setting of Common Facility as Cold Chain Infrastructure for fresh fruits and vegetables for exports at Navi Mumbai

APEDA extended assistance of an amount of Rs. 800.00 lakhs to Mumbai Agricultural Produce Market Committee to facilitate the export of fresh fruits and vegetables from the Western region. The total project cost is Rs. 2475.00 lakhs. The activity has been completed and the project is in operation.

13.5 Setting up of Common Processing Unit for export of frozen fruits with IQF facility at Mangalore, Haridwar, Uttarakhand

APEDA extended assistance of an amount of Rs. 800.00 lakhs to Krishi Utpadan Mandi Parishad (KUMP) for setting up common processing unit for export of frozen fruits with IQF facility at Mangalore, Uttarakhand. The total project is Rs. 938.67 lakhs. The activity has been completed and the project is in operation. The commercial production of IQF green peas will start from the next season.



13.6 Setting up of Integrated Pack House at Waynad, Kerala

APEDA extended assistance of an amount of Rs. 215.46 lakhs to Vegetable and Fruit Promotion Council Keralam (VFPCCK) for setting up Integrated Packhouse at Waynad, Kerala. The activity has been completed and the project is in operation. The exporters are regularly using this facility for export of fresh fruits and vegetables from the state of Kerala.

13.7 Setting up of Common Cold Chain Infrastructure facility with Pack House at Bidar, Karnataka

APEDA extended assistance of an amount of Rs. 653.00 lakhs to Karnataka State Agricultural Produce Processing Export Corporation Ltd. (KAPPEC) to facilitate horticulture products for export of grapes, pomegranate and other fresh fruits and vegetables. Bidar is considered as one of the major pomegranate and grapes growing area in the state of Karnataka. The total project is Rs. 804.00 lakhs. The activity has been completed and the project is in operation.

14. QUALITY DEVELOPMENT

14.1 Recognition of laboratories and HACCP implementation and certification agencies

14.1.1 49 laboratories were recognized for sampling and analysis of APEDA scheduled products for exports. National Referral Laboratory at NRC Grapes Pune was upgraded with high precision analysis equipments during the period.

14.1.2 6 certification agencies and 5 implementation agencies were recognized for certification and implementation of HACCP during the period.

14.2 Development of Procedures for Exports

Following procedures were developed for organizing supply chain and exports of few potential products :

14.2.1 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 2018-19.

14.2.2 Procedures for exports of Pomegranates through control of residues of agro chemicals to ensure food safety compliances for export season 2018-19.

14.2.3 Procedures for exports of peanuts and peanut products from India to ensure food safety compliances of the importing countries.

14.2.4 Procedure for exports of okra to EU.

14.2.5 Procedure for export of vegetables from India

14.2.6 Procedure for export of Betel Leaves to EU.



14.3 Development of Procedures of recognition of peanut processing units:

Following procedures were developed for organizing supply chain and exports of peanuts :

- 14.3.1** Procedure for grant of recognition certificate to peanut processing units for export of peanuts.
- 14.3.2** Procedure for grant of recognition certificate to peanut shelling & or grading units for export of peanuts.
- 14.3.3** Procedure for grant of recognition certificate to godowns/storage for export of peanuts.

14.4 Standardization and Harmonization:

APEDA participated in the Electronic Working Group for development of Codex Standards for Onion lead by Iran protecting interest of India.

- 14.5** APEDA framed procedure for Unified Accreditation of Laboratories with NABL, EIC & other Commodity Boards incorporating APEDA's requirements. National Accreditation Board for Testing and Calibration Laboratories (NABL) along with EIC, APEDA and other Commodity Boards joined together to conduct combined assessment of laboratories for benefit of exporters.

14.6 APEDA participated in International Convention on Sustainable Trade and Standards (ICSTS)

APEDA participated in International Convention on Sustainable Trade and Standards (ICSTS) organized in New Delhi on 17th - 18th September, 2018 by Quality Council of India (QCI) jointly with the United Nations Forum on Sustainability Standards (UNFSS) and contributed in the panel discussion on 'Strengthening multi-stakeholder sectoral initiatives and responsible sourcing decisions in agri-food value for strengthening multi-stakeholder frameworks for sustainable trade.

14.7 Visit of delegation from European Commission DG Health and Food Safety, Directorate of Health and food audits and analysis

EU Audit team from European Commission DG Health and Food Safety, Directorate of Health and food audits and analysis visited India to evaluate controls of pesticides in rice for export to European Union from 8th - 18th October, 2018. APEDA organized their visit to rice units, laboratories, CIBRC & FSSAI.

14.8 Rapid alerts, rejections & complaints

Monitored rapid alerts, rejections and complaints by organizing meetings with product divisions regularly and took appropriate action and updated the status in DOC online portal.



15. PARTICIPATION IN INTERNATIONAL & NATIONAL EVENTS

15.1 International Events

15.1.1 Big Seven & Saitex, Johannesburg, 24th – 26th June, 2018

APEDA participated in the Big Seven & Saitex, Johannesburg, South Africa 2018, by taking an area of 63 sqm. Mr. R Ravindra, Dy. General Manager and Mr. Dharma Rao, FO, APEDA organized the participation in the show. 6 exporters participated and showcased their products in the Indian pavilion including Ready to eat products, Ready to Cook Products, rice, pappad, chutney, dehydrated items, biscuits, cookies, chocolates etc. .

15.1.2 Summer Fancy Food Show, New York, USA, 30th June – 2nd July, 2018

APEDA participated in Summer Fancy Food Show, New York, USA, 30th June – 2nd July, 2018 by taking an area of 900 sq.ft.. Dr. Tarun Bajaj, General Manager and Mrs. Rekha Mehta, AGM, APEDA organized the participation in the show. 10 exporters participated and showcased their products in the Indian pavilion such as Rice, confectionery items, Ready to eat Processed food items, Mustard oil, Refind oil, Whole Wheat Flour, Pickles, Murabbas, snacks, Mouth Freshener, Organic Pulses, Organic spices, Organic Tea, Organic sweeteners, Organic Ghee Organic Dry Fruits, Organic Flours, Organic Cereals, Frozen Foods, Jams, Jelly's, Vermicille etc.

15.1.3 Sial 2018, Paris, France, 21st – 25th October, 2018

APEDA participated in Sial 2018, Paris, France, 21st – 25th October, 2018 by taking an area of 522 sqm. Mr. Sunil Kumar, Director, and Mr. Man Prakash Vijay AGM, APEDA organized the participation in the show. 39 exporters participated and showcased their products in the Indian pavilion such as Basmati Rice, Wheat Flour, Semolin, Indian Treat Frozen Foods, Non Basmati Rice, Millets, Pappad, Ready to Eat Snacks, Heat n Eat Frozen Product, Preserved Green Peas, Carrot, Sweet Corn, Mango Pappya, Okra, Pomogrante, Pineapple, Beet Root, Organic Amarnath Seeds, Flex seeds, Sesame Seeds, Nigella Sativa, Garlic fresh, Raisins (Grape Dried) Coconut Products, Dehydrated Onion and Garlic Products, Peanut, chickpeas, Organic Flours, spices, pluses and Millets, Canned fruit pulp, Canned Vegetables, Pickles, Chutneys, Pastas, Jam, Syrup, Natural Jaggery, Tomato Products,, Gherkins in Vinegar, Jalapenos preserved in jars, Boneless Buffalo Meat/ Chilled/Frozen Bluffalo Offals.

The Wet sampling of Veg. and Non. Veg. biryani was organized during the show.

15.1.4 8th Agro Bangladesh Expo, Dhaka, Bangladesh 25th – 27th October, 2018

APEDA participated in 8th Agro Bangladesh Expo, Dhaka, Bangladesh 25th – 27th October, 2018 by taking an area of 100 sqm. Mr. R K Mondal DGM and Mrs. Samidha Gupta, AGM, APEDA organized the participation in the show. 10 exporters participated and showcased their products in the Indian pavilion such as Rice, Processed Food, Fresh Fruits and Vegetables, Biscuits, Ready to Eat items, Dehydrated Onion and vegetable. The Wet sampling of Veg. and Non. Veg. biryani and Indian wine was organized during the show.



15.1.5 China International Import Expo, Shanghai, China 5th – 10th November, 2018

APEDA participated in China International Import Expo, Shanghai, China 5th – 10th November, 2018. Mr. S S Nayyar, General Manager and Mr. Bidyut Baruah, AGM, APEDA organized the participation in the show. The Wet sampling of Veg. and Non. Veg. biryani and Indian wine was organized during the show.

15.1.6 Fruit Logistica, 6th – 8th February, 2019, Berlin, Germany

APEDA participated in Fruit Logistica 2018 at Berlin, Germany from 6th – 8th February, 2019, by taking an area of 209 sqm. Mrs. Vinita Sudhanshu, DGM and Mr. Vishnu Saraswat, FO, APEDA organized the participation in the show. 14 exporters participated and showcased Fresh Horticulture Produce like Fresh Grapes, Pomogranate, Pomogranate Arils, Banana, Onion, Mango & Fresh Coconut in the Indian pavilion.

15.1.7 BIOFACH Nuremberg, Germany 13th – 16th February, 2019

APEDA participated in Biofach 2019 at Nuremberg, Germany from 13th – 16th February, 2019 by taking an area of 600 sqm. Mrs Reeba Abraham, AGM and Mrs. Rajni Arora, AGM, APEDA organized the participation in the show. A total of 40 exporters / co-exhibitors including 4 Commodity Boards i.e. Tea Board, Spices Board, Coconut Development Board & NAFED participated under APEDA – India Pavilion & showcased their Organic products. During the event, in addition to India Branding, a lot of other promotional activities, e.g., wet sampling of veg and non-veg biryani made of organic rice, demonstration and sampling of Indian cuisines, application of organic mehndi, Yoga activities etc. were the main attractions of the event.

15.1.8 Gulfood 2019, Dubai, UAE, 17th – 21st February, 2019

APEDA participated in Gulfood at Dubai, UAE, from 17th – 21st February, 2019 by taking an area of 768 sqm. Mr. Umesh Kumar, AGM & Ms. Sunita Rai, AGM, APEDA organized the participation in the show. 63 exporters participated and showcased their products in the Indian pavilion. To promote Indian Basmati rice, biryani sampling was done along with Indian fruit Beverage (Rasna) and the world hottest chilly (Bhoot Jalukie) sauce which was liked by many.

Simultaneously, sampling was also done by individual exporters in their respective stalls for Snack foods, ready to eat products, dairy products, confectionery, mouth fresheners and instant fruit drinks etc.

15.1.9 Namaskar Kenya from 11th -12th March, 2019 & Tanzania 14th -15th March, 2019

APEDA participated in Namaskar India in Kenya from 11th – 12th March, 2019 & Tanzania 14th – 15th March, 2019, by taking an area of 90 sqm. Mr Sudhanshu, DGM and Mr. Man Prakash, AGM APEDA organized the participation in the show. A number of exporters participated and showcased Processed Food, Poultry Products, Peanut Butter and ready to eat items during the event.



15.2 Promotion Programmes

15.2.1 Mango Promotion Programme, Kazakhstan, 1st – 4th June, 2018

APEDA in association with the Indian Embassy, Kazakhstan organized a mango promotion programme in Almaty and Astana, Kazakhstan from 1st – 4th June, 2018. Embassy of India identified three stores i.e. Galmart, Ramstore and Magnum for organizing In-store promotion program for Mangoes. 9 exporters participated and promoted the various varieties of mangoes from India. The delegation was led by Dr. Sudhanshu, Dy. General Manager, APEDA.

15.2.2 Kinnow Delegation – Bangladesh 28th – 29th November, 2018. Day 1 (28 November, 2018)

A Delegation of kinnow growers from the State of Punjab and Dr. C B Singh, Assistant General Manager, APEDA visited Bangladesh and have meetings with the Chamber of Commerce, Dhaka to discuss the present trade practices and its problem.

The issue of more than 90% import duty on perishable item was raised by the delegation and its impact on trade was also discussed in the detail. Vice President of Chamber of Commerce assured the delegation that they would raise this issue with the new Government after election regarding free trade agreement with India and deduction in import duties and taxes, as it is a big challenges with India. In Bangladesh election would be held by the end of December.

The delegation also had a meeting with Bangladesh Agro-Processor's Association (BAPA), a national level association in Bangladesh dealing in business-to-business trade event specialized in agro based and agro food processing sectors. President, BAPA informed that they are interested to sign an MoU with the Punjab Agro/Punjab Government for their processing products as well as to attract investment from Punjab processing companies in Bangladesh by setting up processing units and they are willing to provide maximum benefits/facilities. He informed that Bangladesh is a big potential market for food processing industries & Beverages industries also. He suggested that Kinnow processing plant can be set up in Bangladesh and company can further export from here to different countries and also cater local markets of Bangladesh. He suggested that raw material can be made in India and bottling plants can be set up in Bangladesh and can export to other countries. They also ready to adopt new technology in post harvest management and in processing sector etc. BAPA had also showed interest in development of potato seed technology. The BAPA has also want free trade agreement with India and reduction in import duty to strengthen the business between two neighbour countries.

15.3 National Events

During the financial year 2018-19, APEDA participated/organized/ supported the following events across the country for export promotion of agricultural products as well as deputed officials for successful participation:



15.3.1 Northern & Central Region

15.3.1.1 Biofach India 2018, 25th - 27th October, 2018 at Pragati Maidan, New Delhi

APEDA Co-organized Biofach India, an international trade fair at New Delhi for direct market linkages of Indian producers and exporters to world trade. The event was attended by 98 foreign delegates from 21 countries besides entire trade and industry of organic from India. 54 international buyers from 18 countries were hosted by APEDA. 95 Indian producers/companies participated in buyer-seller meets and 24 Indian companies participated as buyers along with foreign buyers. Through 117 buyer-seller meets a business of about Rs. 46 crore was negotiated.

15.3.1.2 Indus Food Fair, 14th – 15th January, 2019 Greater Noida

APEDA participated in Indus Food fair held in Greater Noida from 14th to 15th January, 2019, wherein, stalls for the exporters from North East were provided free of cost. Different products like organic red rice, black rice aromatic rice (Joha), sticky rice, pulses, kiwi wine, chilli sauce, tea were displayed and received good response.

15.3.1.3 Aahar 2019, 12th – 16th March, 2019 at Pragati Maidan, Delhi

Aahar held from during 12th – 16th March, 2019 at Pragati Maidan, New Delhi, is one of the important food fairs organized in India by ITPO and APEDA is the co-organizer of this event.

APEDA has taken an area of approx. 1262 sqm and more than 50 exporters from processed food, cereals, fresh fruits & vegetables, organic sector participated under APEDA banner during the exhibition.

APEDA's pavilion has been awarded '**Gold Award**' by ITPO for outstanding Display and Design.

15.3.2 Eastern & NER Region

15.3.2.1 Food Processing Conclave at Kolkata held on 27th April, 2018 organised by MOFPI and ICC at Kolkata.

15.3.2.2 Food Processing Conclave held on 22nd May, 2018 organized by the MoFPI in association with ICC at Ranchi, Jharkhand.

15.3.2.3 Bengal Mango Festival 2018 held on 8th - 10th June, 2018 organised by the DFPI&H, Govt. of West Bengal and ICC at New Town Mela Ground, New Town, Kolkata. APEDA participated by taking 9 Sq. Mtr. Stall in the event. A RBSM was also organized by the organizer wherein good number of overseas buyers and mango growers, exporters participated. The event was inaugurated by the Hon'ble MIC, Dept. of Food Processing Industries and Horticulture, Government of West Bengal.

15.3.2.4 Agri Vikash Odisha 2018 Conclave held on 29th - 30th June, 2018 at Shiksha 'O' Anusandhan University, Bhubaneswar. The event was organized by the Shiksha 'O' Anusandhan University, Bhubaneswar which was supported by three Ministries of the Govt. of India. APEDA had made its presence by taking 9 Sq. Mtr. stall in the two days event.



- 15.3.2.5 ICAR sponsored Workshop on “Business Incubation and Value Chain Integration for Doubling Farmers’ Income”** held on 1st September, 2018 at Bihar Agriculture University Campus, Sabour, Bhagalpur, Bihar. The Vice-Chancellor, BAU has appreciated APEDA’s cooperation and suggested for further agri export developmental activities in the state of Bihar.
- 15.3.2.6 Emerging Business Opportunities in Agri-Business: Focus on Finance and Market Linkages’** held on 3rd October 2018 organised by Confederation of Indian Industry with Small Farmers’ Agribusiness Consortium at Kolkata.
- 15.3.2.7 One Day Workshop on “Air Cargo Development - End to End Logistics Value Chain”** held on 5th October, 2018 organised by the Airports Authority of India at Bhubaneswar.
- 15.3.2.8 Two Days National TOP Expo & Summit 2018’** held on 20th - 21st December, 2018 at Bhubaneswar, Odisha organized by the Department of Agriculture, Govt. of Odisha.
- 15.3.2.9 ‘Krusha Odisha 2019’** held on 15th January, 2019 at Bhubaneswar organized by the Dept. of Agriculture, Govt. of Odisha.
- 15.3.2.10 12th Regional Standards Conclave** held on 1st February, 2019 at May Fair Convention, Bhubaneswar. The programme was organized by CII under the supervision of DOC, GOI. The DOC was represented by Shri Santosh Kumar Sarangi, Joint Secretary.
- 15.3.2.11 4th CII Food Processing Conclave 2019 – Emerging Opportunities** held on 16th February, 2019 Kolkata. The programme was organized by Confederation of Indian Industry (CII), Eastern Region in association with the MoFPI, Govt. of India.
- 15.3.2.12 APEDA participated in 10th Himalayan Expo** held on 10th-17th December, 2018 at Shillong, Meghalaya organized by ITPO by taking an area of 100sqm and provided free stalls to the exporters of NER to promote their products.
- 15.3.3 Southern Region**
- 15.3.3.1 AAHAR, Chennai** - The Food & Hospitality Fair / SICA Culinary Show/ Hotel Purchase Managers Forum Meet - August 23 - 25, 2018
- 15.3.3.2 Vibrant Tamil Nadu Global Food Expo and Summit** – First Edition - From 12th – 15th August, 2018 at Madurai sponsored by Tamil Nadu Chambers of Foundation, Young Entrepreneur Centre.
- 15.3.3.3 National Level Consultation** on Prospects of Millets Value Addition and Marketing at Thanjavur on 28th November, 2018.
- 15.3.3.4** Participation in **2nd Reverse Buyer Seller Meet** at Mumbai on 15th & 16th May, 2018.
- 15.3.3.5 International Workshop on Organic and Millets** at Bengaluru from 18th to 20th January, 2019.
- 15.3.3.6 International Workshop on Agro Processing and Value Addition, (VAIGA) Govt. of Kerala**, at Thrissur on 28th December, 2018.



- 15.3.3.7 National Horticulture Fair organized by I.I.H.R. at Bengaluru** from 23rd to 26th January, 2019.
- 15.3.3.8 Mango Buyer Seller Meet organized by Karnataka State Mango Development Corporation** at Ramanagara on 4th April, 2019.
- 15.3.4 Western Region**
- 15.3.4.1 Participated in international 15th Agro Food & Bev. Processing Expo-2018**, Goa from 2nd - 4th August, 2018.
- 15.3.4.2 Participated in the Annapoorna - World of Food India 2018**, at Goregaon on 27th – 29th September, 2018.
- 15.3.4.3 Participated in 10th AgroVision**-exhibition at Nagpur on 23rd – 26th November, 2018.
- 15.3.4.4 Participated in the 19th World Congress of Food Science and Technology 'IUFOST'** exhibition at Vashi on 23rd - 27th October 2018.
- 15.3.4.5 Participated in the 16th Agro Food & Beverages Processing Expo** exhibition Scheduled from 18th - 20th December, 2018 held at Goregaon.

16. ACTIVITIES OF APEDA REGIONAL OFFICES

16.1 REGIONAL OFFICE GUWAHATI

16.1.1 Export Promotion Initiatives

16.1.1.1 Exports from North East and Custom clearance facility at Guwahati airport

For the first time in the history of North east, the first customs cleared consignment containing vegetables was sent to Dubai on 17th November 2018. The consignment contained vegetables (flat beans, knolkhol, pointed gourd, brinjal, Assam lemon and cucumber), weighing a total of 810 kg. Further, the phytosanitary certificate, a mandatory requirement for exports was issued from the Guwahati airport itself. APEDA was instrumental in facilitating the export.

Since then, regular shipments of fresh fruits and vegetables is happening from Guwahati airport mostly to Middle East countries and London.

16.1.1.2 Trial Shipment of Banana

1 MT of banana (Malbhog variety) was exported, for the first time, from Guwahati, Assam to Dubai via Delhi through air for test marketing in Dubai market on 2nd May, 2018.

16.1.1.3 Promotion of Pork & Pork Products from NER

With APEDA's effort, a private exporter has taken on lease the state govt run meat processing unit of Assam State Livestock Development Corporation (ALPCO) in Nazira, Assam. An MOU in this regard was signed between the exporter and the Govt of Assam.



This will be the first export oriented modern pork processing facility in North East which will have slaughtering capacity of 400 animals (pigs) per day under the TIES scheme. The project is expected to benefit more than 15,000 families in Sibsagar, Assam and the neighboring district to enhance their income by pig rearing in scientific manner and exports of pork and pork products.

16.1.1.4 Export Promotion Conference cum International Buyer Seller Meet on NER Agri Products from 5th - 6th March, 2019 at Guwahati, Assam

The first ever International Buyer Seller Meet on NER Agri. Products was organised by APEDA in Guwahati, Assam from 5th - 6th March, 2019. The conference provided a platform for B2B meetings between International and National Buyers, Exporters and the Progressive Growers and FPCs to explore marketing and export opportunities for agricultural products. A total of twenty international buyers from ten countries i.e., UAE, Laos, Indonesia, Malaysia, Singapore, Hong Kong, Myanmar, Nepal, Bhutan, and Bangladesh interacted with 60 Indian exporters (including 43 exporters from NER). The conference was also attended by more than 75 Farmer Producers Organisation (FPOs). An Exhibition of agri. products was also organised in which different Govt Departments and stakeholders displayed agri. products and briefed support activities undertaken by these organisations. It is expected this will provide a market linkage for the Northeast exporters.

16.1.1.5 Buyer-Seller Meet (BSM)

APEDA in association with Govt. of Tripura organized the Buyer-seller meet on organic products on 23rd July, 2018. The BSM saw participation by FPO/FPCs, exporters, SIMFED, MSTC, NERAMAC, state govt. officials etc.

APEDA facilitated participation of Govt of Tripura in the Reverse Buyer Seller (RBSM) organised by APEDA, in Mumbai from 15th to 16th May 2018, wherein 51 importers from 21 countries participated in the event. Good response was received for the GI tagged Queen Pineapple of Tripura.

APEDA participated in "Buyer Seller Meet" organized by Department of Horticulture and Food Processing, Govt. of Assam at Guwahati on 25th July, 2018 for horticultural products from Assam.

16.1.2 Capacity Building Programmes/Training programmes/Awareness Programmes

16.1.2.1 Training on the National Programme on Organic Production (NPOP) was organized by APEDA from 28th to 31st May, 2018 for the eight NE state govt. officials involved in the organic mission.

16.1.2.2 Training on scientific rearing of honey bee for quality production of honey was organized by APEDA in collaboration with Assam Agriculture University, Jorhat, Assam on 29th June, 2018 in Assam Agricultural University, Jorhat.

16.1.2.3 APEDA and Spices Board jointly organised the training for development of experts to the Agri/Horti officers of Government of Assam in Guwahati on 4th January, 2019 followed by exposure visit to a spice processing unit in Guwahati to understand the processing of spices.



- 16.1.2.4** Training for farmers/ FPCs was organized by APEDA in association with the Department of Agriculture Assam at Nagaon, Assam on Quality requirements for vegetable exports from Assam. The training covered export procedures, plant quarantine requirement, pack house requirements, post harvest handling of vegetables. A demonstration on pest/disease segregation was carried out by the plant quarantine official.
- 16.1.2.5** APEDA participated as a resource person in the training programme for state extension officers from Assam on Agri-Export on 27th June, 2018, followed by exposure visit to Indian Institute for Food Processing Technology (IIFPT), Guwahati, coordinated by APEDA to understand on food processing training activities undertaken by the department.
- 16.1.2.6** Participated as a resource person in the ICAR sponsored courses on Agri-entrepreneurship and delivered on agri exports, for the state govt officials on 29th November 2018 in Dimapur, Nagaland
- 16.1.2.7** An awareness programme on the recently announced Agri Export Policy was held in Guwahati, Assam on 13th February, 2019 in Guwahati, Assam. About 187 participants including FPO/FPC/farmers, entrepreneurs, exporters attended the workshop. During the workshop, the farmers/FPC/entrepreneurs were also imparted training on export procedures, quality requirements of the importing countries, plant quarantine requirements and various financial assistance scheme of the Govt. of India.
- 16.1.3** **Parliamentary Committee Meeting on Commerce on exports of organic products from 19th to 23rd November, 2019** – APEDA attended the Parliamentary Committee Meeting on Commerce on exports of organic products held in Sikkim on 20th November, 2019 and in Guwahati on 23rd November, 2019.

16.2 REGIONAL OFFICE - HYDERABAD

16.2.1 Export Promotion Initiatives

- 16.2.1.1** Two rice units have got approval for export of non-basmati rice to China from Telangana.
- 16.2.1.2** Operationalization of the APEDA funded common export infra facility facility of M/s A P Agros Packhouse & VHT System at Nuzvid which is non-operational for last 7-8 years. All the accreditations of the packhouse facility were successfully coordinated with various departments and completed in time before start of the mango season.

16.2.2 Delegations

- 16.2.2.1** Coordinated the visit of the foreign quarantine inspectors from Japan and South Korean for on-site inspection and pre-clearance programme for import of mangoes to Japan and South Korea. The Quarantine Inspectors stationed at A P Agros Packhosue & VHT System, Tirupati and at M/s Hota Agro Exports / Sree Sadaa Shiva Agro Exports, Visakhapatnam.
- 16.2.2.2** Coordinated the visit of the Hon'ble Agriucture Minister from Government of Seychelles to MANAGE, NIRD for onsite visit to Organic Farm, poultry units etc.
- 16.2.2.3** Coordinated the visit of the Philippines delegation to meat processing plants situated in Telangana and Andhra Pradesh to get the accreditation for export of meat and meat products to Philippines.



16.2.2.4 Coordinated the visit of a 10 member Vietnam Delegation to ICRISAT, MANAGE, Center for Excellence during August 6-10, 2019.

16.2.2.5 Coordinated the visit of Korean delegation to review organic farms.

16.2.3 Other Activities

16.2.3.1 RO-Hyderabad participated in the Buyer Seller Meet organized by State Horticulture Department, Government of Andhra Pradesh at Vijayawada and Tirupati and mobilized the potential exporters of fresh fruits and vegetables for interaction with the farmers.

16.2.3.2 Coordinated and organized the MSME-Abhiyaan programme launched by Hon'ble Prime Minister of India on 2nd November, 2019 followed by series of Abhiyaan programmes in East Godavari and Visakhapatnam districts along with the other line departments of the Ministry.

16.3 REGIONAL OFFICE - BENGALURU

16.3.1 Delegations

16.3.1.1 Meeting with US Inspector and visit to the facility of M/s. Innova Agri Pvt. Ltd at Malur on 16th April, 2018.

16.3.1.2 Visit of technical team from Australia and New Zealand to cut flower units on 26th and 27th October, 2018 at Hosur and Chennai

16.3.1.3 Visit of Canadian delegation to M/s. MTR Foods Pvt. Ltd., Bengaluru on 30.11.2018.

16.3.1.4 Visit of Chinese Quarantine Experts to Bengaluru and Chittoor on 22.12.2018 for review of system approach for Pomegranate Fresh and Arils

16.4 REGIONAL OFFICE - KOLKATA

APEDA Regional Office, Kolkata in Eastern region is a gateway to SAARC, Far East and South East Asian Countries for exports of Indian products. APEDA, Kolkata office have good coordination with various State & Central Govt. Departments, State 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 for development of quality & infrastructure in various cluster areas in the Eastern Region.

16.4.1 Export Promotion Initiatives

As an outcome of the outreach programme organised by RO-Kolkata at Ranchi on 09/02/2019, an exporter namely All Seasons Farm Fresh from Jamshedpur, Jharkhand has come forward with fresh vegetables from Jharkhand for exports to Dubai through NSCBI Airport, Kolkata. Being a land locked state, exports of fresh produce from the state has been an uphill task. However, RO-Kolkata has motivated the exporter for sending first ever consignment of Okra (one MT) from Jharkhand to Dubai. Finally the consignment could be booked at CPC, NSCBI Airport on 19.03.2019. It is reported



that the consignment has reached in good condition in the Dubai Airport and the produce has already been moved to the market. It is expected that the volume of export of fresh produce from this region will enhance gradually.

16.4.2 Inspections and Field Visits :

During the year 20 inspections and field visits were conducted by the Regional Office, Kolkata. This includes visit to major producing areas, APEDA funded common infrastructure facilities, State Govt. owned common infrastructure facilities and Krishak Bazars, inspection of units applied for Financial Assistance from APEDA, inspection of Meat Processing Plants, Integrated Horticultural Pack Houses etc.

16.4.3 Video Conference of the Hon'ble CIM with FPOs

Coordinated with SFAC and NABARD for generating the participation of their respective for the video conference presided by the Hon'ble Commerce & Industry Minister, Shri Suresh Prabhu, on the issue of Agri Export Policy. 11 FPO members participated in the Video Conference of Hon'ble CIM at the NIC studio at Webel, Software Technology Park-II, Gitabitan, Salt Lake, Kolkata on 26th February, 2019.

16.4.4 Outreach Programmes

16.4.4.1 On 20th August, 2018, a one day Outreach cum Sensitization Programme on APEDA's Activities and Export Promotional Financial Assistance Scheme was organized at Kolkata. The programme remained quite successful.

16.4.4.2 On 19th September, 2018, one day Outreach cum Sensitization Programme on **"APEDA's Activities and Export Promotional Financial Assistance Scheme"** was organized at the Conference hall of OFMRDC, Govt. of Odisha, Bhubaneswar.

16.4.4.3 On 5th February, 2019 APEDA-Kolkata in association with the Dept. of Agriculture, Govt. of Bihar has organized one outreach programme on "Promotion of Agricultural and Processed Foods from Bihar" at BAMETI, Patna, Bihar. Shri Prem Kumar, Hon'ble MIC, Agriculture, Govt. of Bihar has inaugurated the event. Senior State and Central Govt. officers, Exporters, Entrepreneurs and other stakeholders attended the event.

16.4.4.4 On 9th February, 2019 APEDA-Kolkata in association with the Dept. of Agriculture, Sugarcane & Cooperatives, Govt. of Jharkhand has organized one outreach programme on "Promotion of Agricultural and Processed Foods from Jharkhand" at Ranchi (Jharkhand). Senior State and Central Govt. officers, Exporters, Entrepreneurs and other stakeholders attended the event.

16.4.5 Training Programmes

16.4.5.1 APEDA-Kolkata in association with the Bholu Paswan Shastri Agriculture University (BAU), Purnea have organized one day Training Programme on "Export Development of Makhana in the state of Bihar" at BPSAC, Purnea, Bihar on 8th August, 2018. The programme was inaugurated by the Vice Chancellor, Bihar Agriculture University. Some major decisions were taken for the development of Makhana exports from the state of Bihar.



- 16.4.5.2** On 24.01.2019 APEDA-Kolkata organized training cum awareness programme for a team comprising of 6 Krishi Prayukti Sahayaks (KPSs) headed by a Scientist from the Dept. of Agriculture, Govt. of West Bengal. The theme of the training is APEDA's role for export development of agriculture produce from the Eastern Region at APEDA Kolkata office. The objective of the programme was to make the KPSs aware about the APEDA's activities so that the farmers group would be updated by them for promotion of agri exports.
- 16.4.5.3** On 6th February, 2019 APEDA-Kolkata in association with the Dept. of Agriculture, Govt. of Bihar has organized one day Training Programme on "National Programme for Organic Production (NPPO) and Organic Certification Systems for Exports" at BAMETI, Patna, Bihar. Senior State and Central Govt. officers, Exporters, Entrepreneurs, stakeholders and more than 200 participants participated in the event.
- 16.4.5.4** On 8th February, 2019 APEDA-Kolkata in association with the Dept. of Agriculture, Sugarcane & Cooperatives, Govt. of Jharkhand organized one day Training Programme on "National Programme for Organic Production (NPPO) and Organic Certification Systems for Exports" at Ranchi (Jharkhand). Senior State and Central Govt. officers, Exporters, Entrepreneurs, stakeholders and more than 75 participants participated in the event.
- 16.4.5.5** On 18th February, 2019, the RO-Kolkata attended a programme on "Training of Extension Officials" under Potato Export Zone Scheme 2018-19 of the Govt. of West Bengal. The programme was jointly organized by the Deputy Director (Agriculture), Govt. of West Bengal and APEDA- Kolkata at conference hall of Purba Bardhaman Kisan Mandi, Kalna Road, Burdwan (W.B.).

16.4.5 Agriculture Export Policy 2018 – State Specific Report

RO-Kolkata prepared state specific information pertaining to four states in the Eastern Region, i.e., West Bengal, Jharkhand, Bihar and Odisha, on implementation of Agri Export Policy and forwarded the same to the respective State Govts. for vetting.

16.4.6 MSME's Abhiyan

Participated in campaigning programmes at Paradip and Jagatsingpur areas in the state of Odisha during the month of November, 2018 to January, 2019 under the MSME Abhiyan notified by the Govt. of India.

16.5 REGIONAL OFFICE - MUMBAI

16.5.1 Buyer Seller Meet (BSM):

16.5.1.1 BSM for Fresh Tropical Fruits

RO, Mumbai organized 2nd Buyers sellers Meet for promotion of export of fresh tropical fruits such as Mango pomegranate, Pineapple, Banana and Jackfruit and processed fruit products of from India. The event was organized at Hotel Lalit, Mumbai on 15th & 16th May, 2018. The event was executed by PHDCCI (PHD Chamber of Commerce and Industry). The BSM was inaugurated by the Commerce Secretary, Ministry of Commerce, Government of



India. The BSM was also attended by Chairman APEDA and other senior officials of central and state government. Around 51 importers from various countries such as Japan, China, South Korea, Australia, New Zealand, Iran, Bahrain Kuwait, Saudi Arabia, Ghana, Israel, Thailand, Britain, Mauritius, Malaysia, Greece, Egypt and UAE attended the event. Total 150 Exporters, 50 State officers, and 50 other visitor attended the Buyer Seller Meet. On 16th May, 2018 Importers and state government officials visited Mango processing facility at IFC & VHT Vashi, Navi Mumbai.

16.5.1.2 BSM for Grapes

RO, Mumbai organized Buyers sellers Meet for promotion of export of fresh Grapes from India to China. The event was organized at Hotel Lalit, Mumbai on 27th & 29th November, 2018 & it was executed by PHDCCI (PHD Chamber of Commerce and Industry). The BSM was inaugurated by the Chairman APEDA. Around 22 importers from China, 104 Exporters, senior officials from central government & 15 State officers were present. In the BSM one to one meeting of Chinese importers & Indian Exporters was arranged on 1st day. On 28th - 29th November, 2018 Chinese Importers and APEDA officials visited M/s. Freshtrop Fruits, M/s. Euro Fruits & M/s. Sahyadri Farmers Producers Company packhouses at Nashik.

16.5.1.3 BSMs for Mango at Vengurla and Ratnagiri - RO Mumbai, organised Mango BSMs at Vengurla and Ratnagiri in association with MSAMB under Konkan development programme.

The first BSM was conducted on 26th March, 2019 at Vengurla dist. Sundhudurg, Approx 120 farmer, 25 exporters and Mr. Lemie and Ms. Margaret of M/s. agro Indie Company in the Netherlands attended the BSM. One to One meeting between mango growers and Exporters was organized at BSM.

Second buyer seller meet was conducted on 27th March, 2019 at Ratnagiri. Approx 170 farmers 45 exporters and Mr. Lemie and Ms. Margaret of M/s. agro Indie Company in the Netherlands attended the BSM. One to One meeting between mango growers and Exporters was organized at BSM. FO(LG) represented APEDA in the said programme.

16.5.1.4 U.P. State Horticultural Co-operative Marketing Federation (HOFED) along with APEDA had organised a "Buyer Seller Meet for export of mangoes from Utter Pradesh". on 4th May, 2018 at Hotel Fortune Exotica, Vashi. Around 50 Exporters, 30 State officers, attended the Buyer Seller Meet.

16.5.2 Seminar / Workshop / Awareness Progamme / Organic Audits / Capacity Building/ Training programmes

- A field visit of Mr. Lee, Quarantine Inspector from South Korea was organized to mango orchards at Taluka Maval, Dist. Pune on 1st June, 2018.
- RO Mumbai, MSAMB & the state administration had taken initiatives for cluster development on banana in Akola dist. A meeting was convened under the chairmanship of District Collector at Collector Office, Akola on 6th July, 2018 to take



the review of last year's development in Banana Cluster of Akola and also to prepare road map for current year. Three contracts between FPO & Exporters were signed during the meeting.

- Attended Workshop on "Modern techniques of Packaging of fresh Mango, Dry Fish, Kokum & Cashew Kernels to enhance shelf life for export" was held on 21.6.18 at Ratnagiri and 22.06.2018 at Sindhudurg. The event was organized by IIP, Mumbai in association with APEDA, MPEDA, Spices board, Cashew Export Promotion Council of India (CEPCI), DIC and State Horticulture/Agriculture Department along with the Local District administration.
- Attended 58th Annual General Meeting (AGM) organized by Maharashtra State Grape Growers Association at Pune on 23rd August, 2018
- APEDA in association with DGR Junagadh organized a "Sensitization Programme for Exporters/Processors of Peanut and Peanut Products" at DGR, Junagadh on 1st September, 2018. This programme was organised to sensitize the exporters and other stakeholders about the modifications in Peanut.Net to strengthen the system and disseminate information of new financial assistance schemes of APEDA which can be utilized by the exporters.
- Conducted the organic renewal audit of Tamil Nadu Organic Certification Department (TNOCD) under NPOP, Coimbatore on 17th - 20th September 2018.
- Participated in Training Programme on "Agriculture Production Export Management", Vanamati, Nagpur on 12th October, 2018. The training was conducted for Taluka level Agriculture Technical officers of Maharashtra. 25 state Technical officers participated in the training programme. APEDA's initiatives and schemes were explained to the participants at the event.
- RO Mumbai alongwith representatives of fresh fruits and vegetables associations (VAFA) and grape exporters had a meeting with Mr. Neeraj Bansal, IRS, Chairman, JNPT on 16th October, 2018 to discuss about port congestion at port and related issues. Chairman, JNPT assured all possible support for smooth functions at port. He informed that JNPT is installing scanners and PCS systems which will speed up the cargo clearance at the JNPT port.
- Organized workshops on 'Exportable Mango Production and Mango Export' in association with MSAMB at Regional Fruit Research Station Vengurla on 31st October, 2018. This programme was the part of Kokan Development plan. APEDA's initiatives and schemes were explained to the participants at the event. Around 225 farmers attended the workshop.
- Organised interactive meeting on Agriculture export Policy under chairmanship of with Shri Santosh kumar Sarangi Joint secretary, (Ministry of commerce & Industry, Govt of India) with 35 leading exporters of APEDA's scheduled products at Hotel orchid on 27th December, 2019.



- RO Mumbai, conducted a survey for exploring the agri export potential in and around Beohari in Shahdol district, Madhya Pradesh on 13th – 16th January, 2019.
- Organized three days training programme on “Preventive control for Human Food” for exporters of processed food products to USA, through M/s. Sathguru Management Consultants on 21st- 23rd January, 2019. 50 entrepreneurs participated covering budding exporters, women entrepreneurs of agriculture and processed food sector. A positive feedback from the participants for APEDA’s initiative was appreciated.
- Attended Inauguration programme of GI Stall at Goa Airport on 26th January, 2019. The GI stall was inaugurated by Hon’ble CIM Shri. Suresh Prabhu. OE(PAB) represented APEDA.
- Organized a One day programme for Farmers and other stakeholders at Pune for “Publicity and Awareness of Agricultural Export Policy” on 2nd February, 2019 at 3.30pm at Vaikhunth Mehta National Institute of co-op Management, Shivaji Nagar, Pune. The event was inaugurated by Hon’ble Commerce and Industry Minister Shri. Suresh Prabhu, Government of India. Shri Santosh Kumar Sarangi, Joint Secretary, Ministry of Commerce & Industry, Govt. of India, Chairman APEDA and other senior officials of central and state government was attended the meeting. DGM(S), DGM(R), AGM(PPW), OE(PAB) coordinated the said programme. Nearly 150 farmers, leading exporters and other stakeholders are attended the programme.
- MSAMB had organized a seminar and stakeholders consultation meeting on 8th March, 2019 at Yashda, Pune for implementation of Agriculture Export Policy in the state of Maharashtra. Shri. Suhas Diwase, IAS, Commissioner, Agriculture inaugurated this seminar. RO, Mumbai made power point presentation on Agri export policy and support required from the state government. Agriculture department officials, exporters, farmer producer organization and progressive farmers, consultants in Agri export, and bank officials attended the meeting.
- Coordinated the training programme for “In Transit Cold Treatment for Managing Phytosanitary Risks” for export of grapes to Australia by Australian expert. It was held from 13-15 march, 2019 at gateway of Taj Hotel, Nashik. The prime motto for this training programme was to sensitize the NPPO officers and exporters regarding the quarantine requirement adopted for export of grape to Australia. About 35 participants which includes grape exporters to Australian, State Agri officers, NPPO officers & APEDA officials participated in the training programme.
- An interactive meeting was organized under the chairmanship of Shri U K Vats, General Manager, APEDA with fresh fruits and vegetables exporters, facility operators of mango processing, officials from APEDA, RPQS and MSAMB at RO Mumbai on 14th March, 2019 Around 35 exporters attended the meeting. The discussion centered around High Freight Cost, Protocol/Sop for Four Vegetables, Stationing Of Inspector etc. The minutes of the meeting was forwarded to Head Office for information and further necessary action.



16.5.3 RO Mumbai carried out /joined the committee for :

- EU Joint Inspection / Pack House Audit : 106
- Visit of Meat Plant Registration Committee: 8
- Visit of Peanut Processing Recognition Committee: 37
- Accompanied Visit of EIA & MOFPI as panel member for inspection committee visit : 3
- Visit of NPPO panel Inspection committee visit: 40
- Meeting with Customs/ Agencies/ Stakeholders: 44
- Pre-physical /Physical Verifications : 61

16.5.4 Delegations

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

- South Korean delegation for Organic certification on 10th April, 2018
- OIE Delegation for evaluation of FMD Control on 20th - 23rd June, 2018
- Australian Delegation for visiting Pomegranate processing facility and pomegranate farms on 4th - 6th September, 2018
- Australian & New Zealand Delegation for visiting cut flower production areas and treatment facilities on 22nd – 25th October, 2018
- High Level Delegation from China on 29th November, 2018
- SFDA Delegation for Sheep & Buffalo Meat on 25th November to 7th December, 2018
- Philippines Delegation for Buffalo Meat on 2nd to 4th December, 2018
- Chinese Delegation on 16th - 23rd December, 2018 for the review of system approach for Pomegranate fresh and arils

16.5.5 Achievements during the year

- (1) Flag off programme of first commercial export container of banana from Akot, Akola Dist. Cluster on 06th April, 2018 Akola Dist. (Vidarbha Region)
- (2) Three MOU Signed between FPO & Exporters at Akola. For Banana & Pomegranate Narnala Farmer Producer Company, Akot signed MOU with M/s. INI farms, Mumbai & for Vegetable Morna Farmers Producer Company, Akola signed MOU with M/s. Eva exports, Nagpur.
- (3) USA, Japan & Korean Inspectors were stationed during the mango season at IFC & VHT Vashi Mumbai. The following MT mangos were exported
 - USA – 1095 MT
 - Japan – 20.90 MT
 - Korea – 35.33 MT



17. Restructuring of APEDA

Vide letter No. 6/14/2016-EP (Agri.IV) dated 24th January, 2019 Department of Commerce (DoC) approved the restructuring plan of APEDA. In addition to existing five Regional Offices at Mumbai, Kolkata, Bangalore, Hyderabad and Guwahati, five new Regional Offices to be set up at Chandigarh, Chennai, Kochi, Ahmedabad and Lucknow has been approved by DoC.

18. Agriculture Export Policy

India's agriculture export, if properly supported by adequate mechanism to the internal production system, infrastructure and logistics, packaging, backed by market access support under strong institutional set up can propel India to the world's center stage as a big supplier of food products. In order to effectively address series of interventions, an all inclusive Agri export Policy has recently been announced by Govt. of India.

The Agriculture Export Policy has been framed with a focus on export oriented production, export promotion, better farmer realization and synchronization within policies and various programs of Government of India. It focuses on a "Farmers' Centric Approach" for value addition at source itself to minimize losses across the value chain. The policy is aiming to push food processing/manufacturing which is expected to increase India's share of value added processed products in its Agriculture export basket at the global level.

The broad objectives and vision is highlighted below.

- To double agricultural exports from present ~US\$ 30+ Billion to ~US\$ 60+ Billion by 2022 and reach US\$ 100 Billion in the next few years thereafter, with a stable trade policy regime.
- To diversify our export basket, destinations and boost high value and value added agricultural exports including focus on perishables.
- To promote novel, indigenous, organic, ethnic, traditional and non-traditional Agri products exports.
- To provide an institutional mechanism for pursuing market access, tackling barriers and deal with sanitary and phyto-sanitary issues.
- To strive to double India's share in world agri exports by integrating with global value chain at the earliest.
- Enable farmers to get benefit of export opportunities in overseas market.





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

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