

Implementation of Agri Export Policy & Cluster development

Since the announcement of the Agri Export Policy (AEP) in December, 2018, APEDA has facilitated the progress for implementation of AEP. In order to ensure greater involvement of State Governments in agricultural exports, APEDA has been regularly interacting with the State Govts. and pursuing them for effective implementation of AEP. Institutional mechanism has been set up at Union, State and cluster level to support exports by formation of export monitoring committees at each level.

A **State Nodal agency and Nodal officer** has been identified and nominated in **26 States & 3UT's** till now. The **State level export monitoring committee** has been set up in 20 States, chaired by the Chief Secretary and supported by the Regional Authorities of DGFT, autonomous bodies/EPCs under Department of Commerce, Customs, Plant/ animal Quarantine at the State level.

Similarly at the Cluster level, the Cluster Facilitation cell/Committee is to be headed by District Collector /District Magistrate or Director-Agriculture/Horticulture and other stakeholders. **Twenty Cluster Level Committees** have been formed in the cluster district(s) across several States so far. Exports of horticulture produce took place by air/sea mode from the Clusters of Varanasi (Fresh fruits/vegetables), Lucknow (Mango), Nagpur (Oranges), Anantpur and Theni (Banana) to Middle East and London. APEDA is closely working with DAC&FW and MoFPI for taking the AEP clusters in their cluster development schemes.

In the AEP clusters of Varanasi, Lucknow, Theni, Anantpur and Nagpur, efforts made have resulted in sending **Export shipments from these clusters:**

1. **Varanasi, U.P.:** The first Trial Sea shipment of 14MT Fresh vegetables (green chillies) export to Dubai was made on 20December, 2019 after the procurement and sorting, grading, packing of produce took place at the Concor perishable cargo facility, Rajatalab at Varanasi cluster region. As an outcome of this export promotion activity, farmers in the region received reasonably good prices for their Fresh produce, which was almost double than what they used to get from the local market earlier.

During Covid period, three shipments have been sent from the Fresh vegetables cluster in Varanasi.

- A consignment of 2.7MT of Fresh vegetables was dispatched from Varanasi to London by air via Delhi on 23April, 2020.
- The first air shipment of 3 MT of Fresh mangoes (Dasheri/Langra) routed through multimodal mode from Varanasi-Lucknow-Delhi to Dubai was shipped on 30May, 2020 via Air India flight.

- Another similar shipment of 1.2MT of Fresh mangoes (Chausa /Langra/Ramkheda) routed through multimodal mode from Varanasi-Lucknow-Delhi to London shipped on 16June, 2020 via Air India flight.

2. **Lucknow, U.P.:** The first Export trial sea shipment of 26.25MT of mangoes (Dasherri,Langra) to Oman was followed by two consignments (each upto 27MT) of Fresh mango (Dasherri, Langra, Bombay green) dispatched from Lucknow packhouse facility to Dubai via JNPT in coordination with UP Mandi Parishad. The trial was successful and the mangoes were displayed in the biggest mall in Oman after reaching the destination as the quality was maintained by sending the produce in crates.

3. **Theni, Tamil Nadu:** Sea shipment of 20' refer container of Cavendish banana was sent to Maldives through Tuticorin port followed by further 450 MT of G9 banana supplied by a FPO, was exported to Middle East.

4. **Anantpur, Andhra Pradesh:** With the support of APEDA, State Govt. of Andhra Pradesh and CONCOR, 9790MT of banana from the cluster district has been dispatched through 11reefer rail movements for export to Middle East, thereby covering 600Ha of cultivation land and benefiting around 15,000 farmers and many FPOs in the region.

5. **Nagpur, Maharashtra:** Oranges were directly procured from Nagpur cluster farmers and brought to Mumbai for container stuffing. Till date, more than 100MT of oranges have been exported to UAE and supplied to top supermarkets viz. Lulu Super mart, Safari Mall, Nesto.

State Govts. have been pursued to finalise the State specific agri export plan as per the template provided by APEDA for implementation of Agri export policy. **Fourteen States** viz. Maharashtra, U.P., Kerala, Nagaland, Tamil Nadu, Assam, Punjab, Karnataka, Gujarat, Rajasthan, Andhra Pradesh, Telangana, Manipur and Sikkim have finalized the State specific Action Plan as the other States are in the process of finalization.

Fourteen BSM cum Workshops (between Exporter & FPOs) were organised in the notified/identified Cluster of eleven States in association with the State Nodal agencies, to provide a common platform to FPOs to interact with the trade and provide handholding for initiating export activities further.