



APRIL-JUNE 2012



# APEX

# Update

SHOWCASING INDIAN AGRI EXPORTS



## CEREALS: The Grain Export POTENTIAL

Page 8

Africa: The Minefield of Opportunities

Page 18

APEDA Exports: Delivering Growth

Page 29

APEDA at Summer Fancy Food Show

# Contents

APEX Update | APRIL-JUNE 2012

Boosting Indian Export	3
Cereals: The Grain Export Potential	4
Africa: The Minefield of Opportunities	8
Andhra Pradesh: The Rice Bowl of India	13
APEDA Exports: Delivering Growth	18
Updates	19
Past Events	29
For Your Information	32





# Boosting Indian Exports

At a total of ₹ 82,480.25 crores, it is almost a 92 per cent growth over the previous year. Uniquely, India became for the first time, the largest rice exporter in the world overtaking Thailand.

Asit Tripathy | Chairman, APEDA

The export performance of APEDA mandated products has been nothing less than spectacular for the year 2011-12. At a total of ₹ 82,480.25 crores, it is almost a 92 per cent growth over the previous year. Uniquely, India became for the first time, the largest rice exporter in the world overtaking Thailand. I had earlier mentioned that Ministry of Commerce has facilitated agri export during 2011-12 like never before. Almost all the commodities are open to exporters and restrictions such as MEP, export tax, etc. have been done away with. There are further moves to provide a long-term, stable and sustainable export policy for agri products aiming to establish India as a reliable exporter of quality food products to the world.

A large number of delegations from Egypt, Australia and New Zealand visited APEDA for negotiations relating to products of meat and horticulture. Seminars and workshops to drive the message of quality and food safety in various products were held in Shimla, Pune, Jaipur, etc. A major event in Delhi highlighting the Indian wine was organised for the diplomats, export community and members from foreign press. Honourable Commerce Minister and Commerce Secretary along with the Foreign Secretary and other dignitaries participated in the event. We launched organic export standards for Indian textiles and a fashion show was held on the occasion.

The new look of APEX is increasingly becoming popular amongst the stakeholders of APEDA activities. Our daily digital newspaper 'Agri Exchange' is reaching 5,000 subscribers on the internet. Use of IT and strong quality regimes using traceability have always been the hallmark of APEDA and are earning the much-deserved appreciation ■

# Cereals: The Grain Export Potential

**AGRICULTURE FORMS** the core of the Indian economy with about two-third of the population depending upon this sector for sustenance. The country holds the second position in agricultural production in the world. Amongst the crops grown, cereals form the major bulk. They are rich in vitamins, minerals, carbohydrates, fats and proteins. Other than culinary diets, cereals are used in a multitude of industries for varied purposes.

India produces cereals like wheat, rice, jau (barley), buckwheat, oats, maize (corn), rye, jowar (sorghum), bajra (pearl millet), ragi (finger millet), etc. India ranks second in the world in the production of rice and wheat. There is a huge demand for Indian cereals in the global markets

which is creating an exciting environment for their exports.

In 2011-12, the production of major cereals like rice, wheat, maize and bajra stood at 104.32 million tonnes, 93.90 million tonnes, 21.57 million tonnes and 10.06 million tonnes, respectively. Also, India's export of cereals was in excess of Rs 20,000 crore during the same period.

## Rice

Rice is the second most popular cereal consumed and relished across the globe by around 2.7 billion people. Due to its popularity both locally and internationally, around

“In small and medium grain aromatic rice, there is still a great scope for improvement by selecting short stature, better yielding and early maturing plant type,”

40 per cent of our food grain production is dedicated to rice. It is mainly grown in Bihar, Madhya Pradesh, Haryana, Uttarakhand, Orissa, Punjab, Uttar Pradesh, Andhra Pradesh, Tamil Nadu, Kerala and West Bengal.

India is a uniquely prolific rice producer. Rice grown in the country is primarily divided into Basmati Rice and Non-Basmati Rice which further expands into 4,000 different varieties. Last fiscal, rice occupied the major share of about 55 per cent in India's total cereals exports.

Basmati Rice originated in India and is notable for its fragrance and unique flavour. India is the largest cultivator, consumer and exporter of Basmati Rice. Owing to the popular demand, Basmati Rice exports have gone up exponentially in the past decade. Iran, Kuwait, Saudi Arabia and the UK are amongst the hundreds of countries which import Basmati Rice from India. As per the data received from APEDA, India's export for Basmati Rice stood at ₹ 15,450 crore during 2011-12.

APEDA is also actively pursuing for the registration of Basmati Rice as a Geographical Indication (GI) to protect its Intellectual Property rights over the unique aromatic



long grain rice. This will protect the consumers from deception and safeguard the interests of all stakeholders.

An compendium of aromatic short grain rice prepared by the Indian Agricultural Research Institute (IARI) and APEDA has identified varieties such as kalanamak, tilakchandan and jeerabati (Uttar Pradesh), kala jeera (Orissa), katrani ( Bihar), ambemohar (Maharashtra), govindbhog and badshahbhog (West Bengal), dubraj, badshahbhog and jawaphool (Chhattisgarh) and kala joha (Assam), which could be harnessed and developed for their export potential. “In small and medium grain aromatic rice, there is still a great scope for improvement by selecting short stature, better yielding and early maturing plant type,” the compendium said.

## Wheat

Wheat is a cereal grain which originated from the Ethiopian Highlands but at present cultivated worldwide. India is the second largest wheat producer in the world with Punjab, Haryana, Western Uttar Pradesh, Rajasthan and Madhya Pradesh being its leading producers. As a global food





ingredient, wheat is used in the making of breads, pasta, cakes and in the fermentation of alcoholic beverages. In India, wheat contributes to nearly more than 30 per cent of the total food grain production. Across the world, wheat figures on the top of the cereal list with 40 per cent of the global arable land area being dedicated to it. The cereal is extremely rich in vital nutrients like protein, zinc, iron and potassium.

Numerous varieties of wheat and wheat products are exported to several countries like Singapore, Saudi Arabia, Australia, Myanmar, Bangladesh, France, the UAE and Nepal. As per the DGCIS annual export data for 2010-11, India's export of wheat stood at ₹ 59.68 lakhs.

## Maize

In India, maize is the third most significant crop after rice and wheat and is cultivated on about 8.12 million hectares of land. It is an important source of carbohydrates, proteins, vitamin B and minerals. Globally, it is cultivated in 160 countries with a combined arable land of around 150 million

hectares. Its contribution to the Indian food basket is about 8 per cent with more than USD 100 million share in the GDP.

Presently, India ranks amongst the top 10 maize producing countries in the world. It is grown in many parts of the country, though the land in Bihar, Punjab and Uttar Pradesh is best suited for its cultivation. Maize is largely exported to Bangladesh, Malaysia, Vietnam, Indonesia and the UAE. It also has its significance as the basic raw material for starch, oil, protein, alcoholic beverages, food sweeteners, pharmaceuticals, cosmetics, films, textiles, gums, package and paper industries, etc. In India, maize is used as human food (25 per cent), poultry feed (49 per cent), animal feed (12 per cent), industrial (starch) products (12 per cent), beverages and seed (1 per cent each).

## Millet

### Pearl Millet

Bajra or pearl millet is amongst the oldest cereal known to mankind. India is the largest producer of this staple food with an annual planting area of 10 million hectares



India is the second largest wheat producer in the world with Punjab, Haryana, Western Uttar Pradesh, Rajasthan and Madhya Pradesh being its leading producers.

producing nearly 7.5 million tonnes of grain. The production is concentrated in Gujarat, Maharashtra and Rajasthan. One-third of the world's population sustains on millet consumption. The cereal is rich in protein, fibre and B-complex vitamins. In the recent years, it is being transformed into a more market-oriented crop owing to the changes in its utilisation. Currently, India exports pearl millet to many countries like Pakistan, Sudan, the UAE, Yemen and Vietnam.

## Finger Millet

Ragi or finger millet is majorly grown in the Southern parts of the country. Andhra Pradesh, Karnataka and Tamil Nadu are its major producers. India exports ragi to Nepal, Sri Lanka, Pakistan and the UAE.

## Barley

Barley is a healthy high-fibre and high-protein grain. Barley is rich in nutrients like selenium, copper, manganese and phosphorus. The cereal is grown on 0.63 million hectare land with a production of 1.20 million tonnes. There has been a steady fall in the area and production of the crop since the beginning of the Green Revolution.

Uttar Pradesh and Rajasthan are the two major producers of barley in the country. These two states together provide 64 per cent of the total area and 72 per cent of the total



production of barley in India. The UAE, Bhutan, Oman, Bahrain and Nepal import huge quantities of barley from India.

## Sorghum

After wheat, jowar or sorghum occupies the largest area allotted for cultivation in India. Other than being used as food, the cereal is also utilised for starch and ethanol production, manufacture of adhesives and paper and for producing grain alcohol. Sorghum is majorly cultivated in Andhra Pradesh, Karnataka, Tamil Nadu and the plateau region of Maharashtra. India is the seventh largest producer of sorghum in the world. Besides grain, sorghum stover is an important feed for livestock, particularly for draft and dairy animals.

## Oats

Oats is a cereal crop which is grown in about 500,000 hectares of land in Himachal Pradesh, Jammu and Kashmir, Madhya Pradesh, Punjab, Rajasthan, Haryana, Uttar Pradesh, Maharashtra and West Bengal. Oats is used for medicinal purposes and is a good source of protein, fibre and minerals. The multifaceted grain is exported from India to the UAE, Sri Lanka and Nigeria.

## Rye

Rye belongs to the wheat family and is grown extensively as a grain and as a forage crop. Like barley, Rye is used as human food, animal feed and to make beds for livestock. The cereal is primarily used to make breads, beer and other alcoholic drinks. Rye flour is exported to New Zealand, Saudi Arabia, Nepal and Norway.

Other than wheat and rice, the overall exports of the cereals was reported to be ₹ 5,479 crore during 2011-12. With the cereals production reaching a record 240 million tonne during the last fiscal, India has the potential to become the largest producer and exporter of cereals in the world. It's a position that beckons Brand India ■





# Africa: The Minefield of Opportunities

The land with hidden treasures,  
at the dawn of expansion

**AFRICA IS** the world's second largest continent with a land area of 30,313,000 square kilometres and a population of 700 million. It is blessed with an incredible diversity of wildlife, ethnic groups and cultures. The continent also holds a vast treasure of natural resources – Algeria and Libya possesses large oil and gas producing fields and are active members of the Organisation of Oil Exporting Countries (OPEC). The continent's extravagant landscapes attract millions of tourists annually from across the globe.

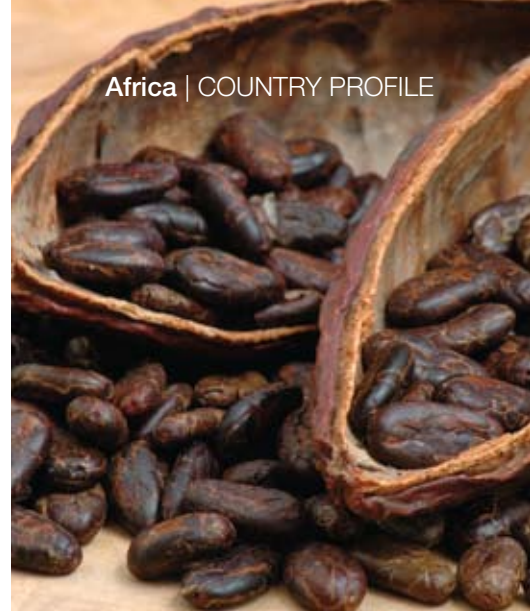
## Economy

Africa is the world's poorest inhabited continent in terms of per capita income. But, the land is resource-rich and is making a significant expansion in sales of commodities and services. South Africa and Egypt are the most affluent

countries and with sustained progress in other regions, the growth rate is anticipated to accelerate to 4.5 per cent in 2012 and 4.8 per cent in 2013, respectively. Nigeria too, contributes to the African economy with the 10<sup>th</sup> largest oil reserves in the world. The financial system of the continent seeks an industrial thrust as it is a minefield of some of the rarest metals on earth. Africa has almost 90 per cent of the world's cobalt, 50 per cent of gold, 90 per cent of platinum and 33 per cent of uranium. Depending on the rise in the prices of commodities, the production of oil, gas and minerals is expected to grow by 2-4 per cent in the next 10 years.

The continent has the potential to become the largest market for solar lights by 2015. The market is mature for investment in this sector and many recent findings indicate 40-50 per cent growth in its sales in the next five years.





## Agriculture

Agriculture is the most significant economic activity in Africa. The sector adds 30-60 per cent to the continent's Gross Domestic Product (GDP) and an approximate 30 per cent to the export value. The prime crops grown in Africa are corn, wheat and rice. Protein-rich crops like velvet beans and soya beans are widely grown in North Africa whereas the Western region is known for the cultivation of peanuts. Better quality of maize and rice are being developed to improve productivity. Grains like millet, sorghum and other traditional African crops also have the potential to enhance yields.

The agricultural sector offers a broad prospective to eradicate poverty in the region as developing countries like Brazil have agreed to share technology. The South African and Ugandan Governments have targeted policies in order to provide benefits from escalated demand for several agricultural products. The African Union also plans to stimulate the agricultural sector by investing heavily in it.

## Mining

Africa houses about 30 per cent of the earth's mineral reserves. The continent produces more than 60 metal and mineral products which include bauxite, cobalt, gold, diamond, phosphate rocks, Platinum Group Metal (PGM), vermiculite and zirconium. Countries like South Africa, Ghana, Zimbabwe, Tanzania, Zambia and the Democratic Republic of Congo control the mining industry

while nations such as Angola, Sierra Leone, Namibia and Botswana completely depend on mining as an essential foreign currency earner.

## Export-Import

The continent is blessed with diverse natural resources which form the basis for export items. However, trade varies from one country to another depending upon the variations in different regions. Petroleum is the mainstay for many economies of the continent. Nigeria, Libya, Algeria, Egypt, Gabon, the Democratic Republic of Congo and Angola have abundant petroleum reserves. Nigeria has one of the largest oil reserves of the world and is Africa's largest oil producer. Other export items include uranium, gold, diamond, bauxite, iron ore, etc. South Africa is the world's biggest producer of gold and diamonds.

With an underdeveloped economy, Africa's imports primarily focus on food items and medical supplies. But recently many African nations are stressing on industrial development resulting in the import of industrial goods, machinery, transport equipment and durable consumer goods.

## Africa's Big Seven 2012

Africa's Big Seven is the leading trade show, which hosts seven events at a single venue, enveloping the

“Africa will grow by 4.8 per cent – the highest rate of growth outside Asia, and higher than even the much-talked-about economies of Brazil, Russia, Mexico and Eastern Europe.” – IMF





entire production cycle, including the marketing and supply of goods to retail stores. The event witnesses a regular participation from APEDA. This year, it was held at Gallagher Convention Centre, Midrand, Johannesburg, South Africa. The annual exhibition featured business people in the food processing, meat industry, bakery, wholesale and retail, hardware and houseware industries.

Understanding the demand for Indian food in the African market, APEDA eagerly participated at the event through a 54 square metre stall where the participants were accommodated on a first come first serve basis. APEDA aptly promoted Indian food products through free sampling with India being bestowed with the status of Partner Nation for the show this time.

## TRADE RELATIONS BETWEEN INDIA AND AFRICA

India has been actively promoting trade with the African countries. There has been a significant rise in the bilateral trade between India and Africa. The trade is expected to grow from USD 3 billion a decade ago to USD 90 billion in 2015. India's exports consist of automobile parts, mechanical devices, tyres, chemicals, textiles, wheat, rice,



gems and jewellery. The import balance sheet list includes items like crude oil, steel, rock phosphates and other stones and minerals. In the period from April to July 2010, India exported USD 4.8 billion worth goods to Africa, a 51 per cent rise from 2009. India imported about USD 7.8 billion worth goods in the same period with an increase of 40.7 per cent.

In order to enhance the trade further, the Government of India launched the 'Focus – Africa' programme under its Exim Policy. In order to promote trade, India's Exim Bank

In 2010, Bharti Airtel invested around USD 10.7 billion in Africa which, by far, remains as one of the biggest from corporate India.

broadened the Lines of Credit (LOC) to sustain the export of eligible goods on deferred payment terms. Through various agreements, both India and Africa have agreed to intensify their economic cooperation. Both the nations have agreed to promote trade relations by reducing import tariffs and improved export structure. They have also worked overtime to increase cooperation in the field of agriculture by sharing new technologies and achieving partnership in input management such as irrigation and skill transfer.

India's private sector has been actively investing in Africa. Some of the major players include Tata group, Mahindra and Mahindra, Bharti Airtel, Birla, Ranbaxy, Cipla and other IT companies. In 2010, Bharti Airtel invested around USD 10.7 billion in Africa which, by far, remains as one of the biggest from corporate India.

Along with businesses, India is also playing a philanthropic role in Africa. In 2008, India pledged more than USD 500 million in grants for development projects.

## JEWELS OF THE AFRICAN PENINSULA – SOUTH AFRICA AND EGYPT

Leading the African Peninsula into the future are two jewels of the continent – South Africa and Egypt.

### South Africa

South Africa is the only country in the world which produces fuel from coal. The dominant industries include mining, machinery, motor vehicles parts, textiles, chemicals, fertilizers, electronics and agro-processing products. South Africa is one of the leading producers of platinum, manganese, gold and chrome in the world.

### Economy

The economy of the country is influenced by rapid industrialisation, which further results in its deep association with developed countries. The mining, manufacturing, services and agriculture sectors are well expanded.

### Agriculture

South Africa covers 1.2 million square kilometres of land, running from the Mediterranean region to the sub-tropical and semi-desert area. The 3,000 kilometres





## Egypt

It's the land of the mighty Pyramids. Egypt, situated in North Africa, is extremely rich in various natural resources like petroleum, natural gas and minerals. The country has a wide industrial range from food processing, textiles, tourism to petrochemicals, light manufacturing, iron and steel products, etc. The major trade partners of the country include the European Union, United States of America and China.

## Economy

Egypt has an annual growth rate of 1.2 per cent with the per capita income of USD 6,200. Tourism and oil and gas export forms a major chunk of Egypt's economy. All operations at the Suez Canal are controlled by the government, which provides a vital share to the economy. There has been a drastic improvement in the business and regulatory environment since 2004, when Egypt opened its markets through liberalisation.

## Agriculture

Egypt has a total land area of 2.5 million hectares and huge tracts of fertile soil around the Nile Valley and Delta. One-third of Egypt's labour force is involved in farming. Abundance of water supply results in the cultivation of number of crops. Cotton, rice, wheat, corn, sugarcane, sugar beet and onions are the principal harvest of the country.

## The road ahead

Africa is sitting on the threshold of prosperity. The continent is well-positioned to grow from a wide range of natural resources, industrial boost and rising stipulation of commodities.

With much needed capital and technology, Africa will be ready to script the next growth story ■

long coastline favours cultivation of a highly diverse range of marine and agricultural products from deciduous, citrus and sub-tropical fruits to different varieties of grains. The crops which are widely grown in the area include maize, wheat, oats, sugarcane and sunflower.

Availability of water is a limiting factor as rainfall is distributed unevenly across the country. South Africa is amongst the world's top five exporters of avocados, grapefruit, tangerines, plums, pears and ostrich products. Other revenue generating products include herbal beverages and luxury sea foods. The country boasts of one of the best infrastructures in the world with three deep water ports, three international airports, a vast network of roadways and railways, a well-developed cold chain facilities and a sophisticated financial sector.





# Andhra Pradesh: The Rice Bowl of India



**ANDHRA PRADESH**, earlier known as the state of the *Nizams*, is famous for its wealth and grandeur. It was the first state to be formed in 1956 by combining the princely state of Hyderabad with the Andhra region. Andhra Pradesh is the fifth largest state of India and forms the major link between the northern and the southern parts of the country.

The state lies in the south eastern part of India, with its coastline stretching for over a distance of 1,200 kilometres. Andhra Pradesh can be broadly divided into three regions, namely Coastal Andhra, Telangana and Rayalaseema. The state is endowed with natural beauty, tropical forests, sanctuaries, pilgrimages and many places of historical importance.



## Agriculture and fisheries

Agriculture is the chief source of income for the state's economy. Andhra Pradesh has the largest cultivable area in the country with around 70 per cent of the state's population depending on agriculture for its livelihood. The sector contributes about one-fourth to the state's GDP. Rice is the major food crop and the staple food for

the people. Andhra Pradesh was among the few states which went in for Green Revolution in rice cultivation in the 1970's. Other important crops grown within the state include maize, millets, pulses, castor, tobacco, cotton, sugarcane, groundnut and banana. The four rivers of the state, Godavari, Krishna, Penna and Tungabhadra are the main source of irrigation. Multi-state irrigation projects including the Godavari River Basin Irrigation Project and the Nagarjuna Sagar Dam contribute to better availability of water in the region. Irrigation of sunflower and peanuts, for the production of vegetable oil, is also gaining momentum.

The better performance of agriculture is pivotal for inclusive growth within the state. Since Independence,





the state government has worked extensively to extend irrigation to the drier regions by building canals and dams. The Godavari and Krishna rivers irrigate around six million hectares of farmland. Cultivators are encouraged to convert agricultural land into fresh water fishponds to obtain better yields. The Department of Agriculture provides high yielding varieties of seeds, pesticides and insecticides to farmers to improve productivity. Andhra Pradesh is expected to be a chief exporter of highly nutritious food by 2020.

The covered forest area is estimated to be around 23 per cent of the total land and yields significant products like teak, eucalyptus, cashew, bamboo and soft wood. Apart from agriculture, the farmers also engage themselves in cattle rearing. A number of workshops are conducted by the government to disseminate information about various contemporary methods of rearing animals in a better and healthy way.

Fishing is another prominent occupation which contributes around 10% to the total fish and shrimp



The four rivers of Godavari, Krishna, Penna and Tungabhadra are the main source of irrigation for the state.

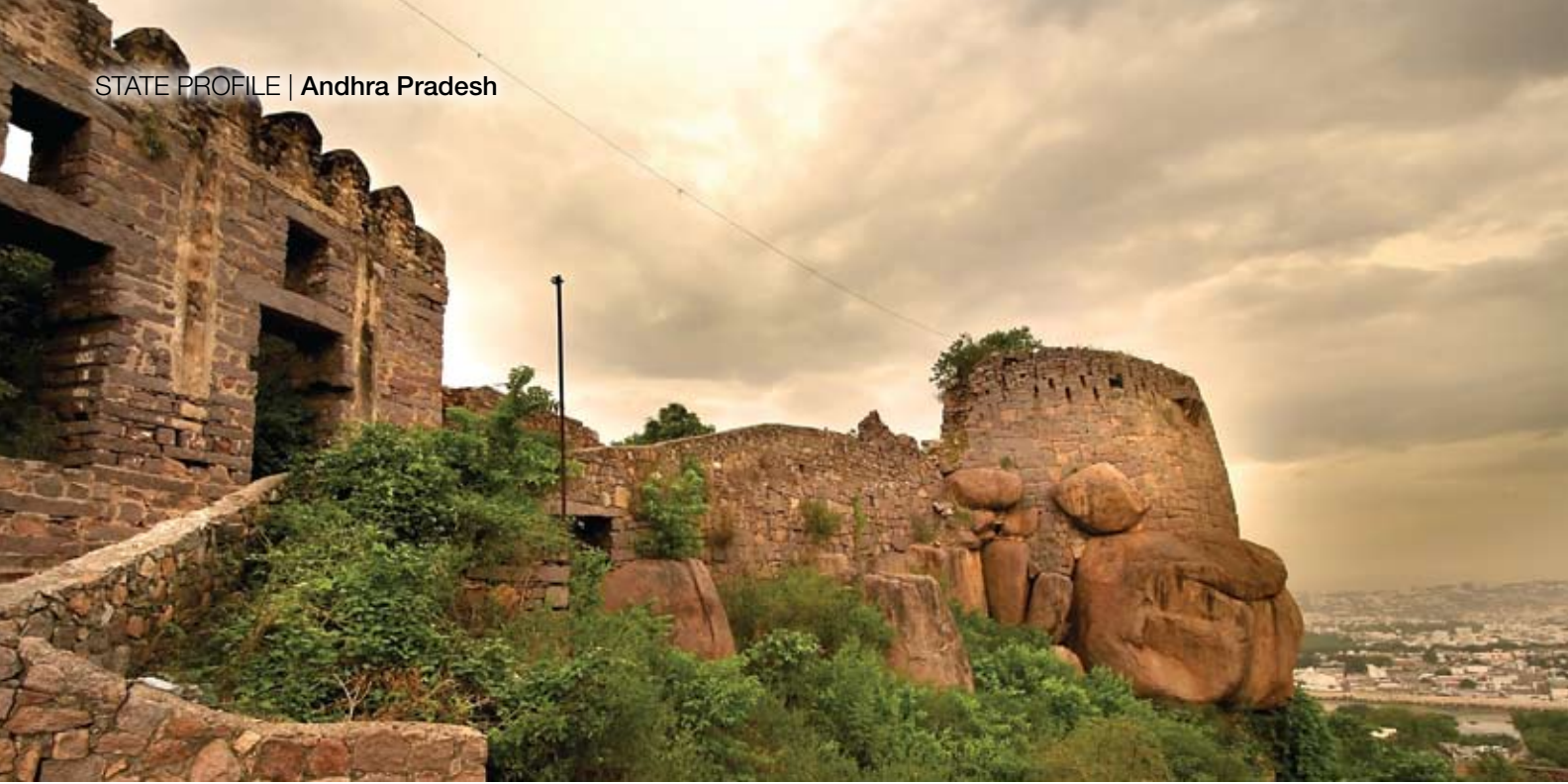
production in India. The second longest coastline results in marine as well as inland fish production.

## Industries

Andhra Pradesh is also making considerable progress in the manufacturing and services sectors of the economy. The industrial sector thrives upon its skilled workforce which forms the backbone of a developing structure. There are more than 100 automotive component manufacturing industries in Andhra Pradesh. The state boasts of one of the largest IT hubs in the country in its capital, Hyderabad. The city is home to more than 1,300 IT companies.

Andhra Pradesh is breaking new grounds in the area of human and animal healthcare. The state government is providing impetus to the development of biotech units. The Andhra Pradesh Industrial Infrastructure Corporation (APIIC) is building a Pharma City near Visakhapatnam, on a large land area of 2,200 acres.





of the workforce. Andhra Pradesh is the country's third largest state economy with an impressive growth rate of 19.44 per cent. The IT, ITeS, automotive, engineering and electronics sectors have experienced a healthy inflow of FDI in the recent years. According to the Forbes Magazine, seven residents from Andhra Pradesh figure among the top 100 richest Indians.

## Export trends

Andhra Pradesh is the major exporter of rice to the world. Other food products include fruits like mangoes, grapes and pomegranates. Other than agricultural products, software and electronic products contribute around 50 per cent of the total exports from Andhra Pradesh. Other export items consist of Engineering goods,

The renowned ports of Visakhapatnam, Kakinada, Krishnapatnam, Nizampatnam and Gangavaram provide a fillip to the state's trade. Andhra Pradesh has the second largest reserve for minerals in India. The essential minerals found in the state include barites, calcite, garnet, feldspar, fuller's earth, limestone, vermiculite, bauxite, chromite, green quartz, slate, mica, manganese, tungsten, etc. Andhra Pradesh has the second largest mica belt in India running over an area of 1,000 square kilometres.

## Economy

Andhra Pradesh is India's second highest gross state product generator. In 2011, the state earned GSDP of around USD 123.560 billion which rose to USD 145.854 billion in 2012. The state also figures in the list of provinces in the world with more than a billion dollar GDP.

The services sector forms a major share of Andhra Pradesh's GDP. The sector accounts for 43 per cent of the gross state domestic product and employs 20 per cent





Seven residents from Andhra Pradesh figure among the top 100 richest Indians - Forbes Magazine.

drugs, pharmaceuticals, leather, animal and marine products. Technological support is being provided by the government to improve the state's export basket. The state government also provides special packages of incentives to the Export-Oriented Units (EOU).

### Role of APEDA

Andhra Pradesh generates revenue from the export of fruits, processed food items and meat. APEDA has undertaken numerous initiatives to promote agri-products from the state. It organises training programmes on regular basis for the farmers. APEDA also conducts studies and research for the prospective and requirements for development of export. APEDA has also invested in Agri Export Zones (AEZs) for mango pulp and fresh vegetables in Chittoor district of Andhra Pradesh. It is expected that this additional investment will lead to an incremental export of around ₹ 250 crores in the next five years. More than 500 farmers will directly benefit from the scheme.

APEDA also plans to establish an export zone in East Godavari by investing around ₹ 12 crore. A project study has been commissioned emphasising on proper housing for birds, facilities for grading, packing and washing eggs, disease surveillance and feed testing laboratories, etc.



### Andhra Pradesh: A model state

Be it farming, fishing or floriculture, the state has proved its mettle in diverse fields. Being the IT hub and an industrially developed state, it attracts a large number of workforce from across the country. Andhra Pradesh today, with its rich resources and diverse services is a success story for other states to emulate ■





# APEDA Exports: Delivering Growth

**APEDA'S EXPORT** products have shown an impressive growth rate in the current fiscal.

The Directorate General of Commercial Intelligence and Statistics (DGCIS) provisional export data for the financial year 2011-12 reveals a staggering rise in APEDA's exports. The products have registered a remarkable 97.35 per cent increase in rupee terms and a whopping 87.46 per cent rise in dollar terms over the previous year 2010-11. As against an overall export of ₹ 41,794 crores in 2010-11, the figure has reached ₹ 82,480.25 crores this year.

Positive growth has been registered in each and every segment of the product group. While floriculture and seeds registered a growth of 35.15 per cent in rupee

terms, fresh fruits and vegetables showed a growth of 14.85 per cent.

A 41.57 per cent growth was achieved in processed fruits and vegetables, while livestock products grew by 49.67 per cent. Other processed foods accounted for 213.02 per cent growth while cereals registered centenary mark at 100.99 per cent.

The policy measures followed during the current financial year have significantly contributed to this growth. Measures like the government's permission to export Non-Basmati Rice and wheat have also led to the increase in exports. The numbers have once again highlighted the positive role played by APEDA in taking Indian products to the world ■

## A Fruitful Partnership: Mango Exports to Australia

**INDIA AND** Australia have added the king of fruits to their trade basket. After the opening up of the Australian markets for Indian mangoes during the 2011 season, the Australian experts visited India during June 4-13, 2012. During their visit, the team carried out the audit of the irradiation facility at Lasalgaon in Nashik and the hot water dip treatment facility at Lucknow and Saharanpur. Also, the audit was carried out at Vapour Heat Treatment (VHT) facility at Saharanpur packhouse.

The visit was conducted with the sole objective of creating possibilities for accepting Indian mangoes post the irradiation process. Though, Australia has agreed to allow mangoes post vapour heat treatment and hot water dip treatment facilities, it has also decided to accept mangoes procured from pest-free areas of Lucknow, Barabanki and Saharanpur regions of Uttar Pradesh.

The visit to Lasalgaon irradiation facility was coordinated by Mr R K Mondal while Dr Vinod Pandit (Plant Pathologist), Consultant, APEDA, coordinated the

visit to Lucknow and Saharanpur. The tour proved to be very useful in addressing the requirements at the facilities. The export of mangoes to Australia has further strengthened the trade relations between the two countries ■



## Mango Delight: India-New Zealand Sign Agreement

**IN ITS** efforts in conjunction with Ministry of Agriculture, APEDA has succeeded in coming closer to opening of the New Zealand market for Indian mangoes. A Plant Quarantine Expert from New Zealand- Shiroma Satyapala visited India during 19-23 June 2012. She carried out an audit of the hot water dip treatment (HWDT) facilities of the two pack houses of *Krishi Utpadan Mandi Samiti* of Uttar Pradesh located at Rehmankhhera in Lucknow and Saharanpur. She also audited the vapour heat treatment (VHT) facility at Saharanpur pack house.

Dr. Vinod Pandit, Consultant(Plant Pathology), APEDA co-ordinated the visit to Lucknow and Saharanpur and proved to be a very useful component in the process of addressing the requirements at the facilities. Dr. Satyapala expressed her satisfaction at the competence



of the functionaries and facilities and it is expected that sooner a formal communication of opening of the market would follow.

An Official Assurance Programme (OAP) was signed between the Ministry of Agriculture, India, and the Ministry for Primary Industries (MPI), New Zealand on 19 July 2012. The agreement was signed by Mr Utpal Kumar Singh, Joint Secretary, Department of Agriculture and Mr Tim Knox, Director, Market Assurance, Ministry of Primary industries, New Zealand. The purpose of this OAP is to prevent the entry of harmful species of fruit fly and other regulated (quarantine) pests to New Zealand through the import of mango from India.

During her visit, Dr. Satyapala also visited the rose Unit of M/s Indo Bloom at Bangalore. She saw the complete operations involving rose exports from India and was pleased ■



## APEDA Coordinates Egypt Delegation Visit

**AN EGYPTIAN** delegation visited India from May 27, 2012 to June 16, 2012, in order to inspect the APEDA-approved integrated abattoirs-cum-meat processing plants. The delegation comprised four members from Egypt's General Organisation for Veterinary Services (GOVS) and was led by Dr Hassan Shafik Mohammed Osman. As a part of the itinerary, the delegates inspected a total of 24 APEDA-approved plants which included two from Andhra Pradesh, three from Maharashtra, 16 from Uttar Pradesh and three plants from Punjab. The visit to northern parts of the country was coordinated by Dr Tarun Bajaj, General Manager, APEDA and Dr Sudhanshu, Deputy General Manager, APEDA, while the visit for the western part was coordinated by



Mr R K Mondal, Assistant General Manager, APEDA, Mumbai. Inspection of these plants was carried out by the delegates, as per the norms for import of meat products in Egypt.

Post its completion, a concluding meet was organised by APEDA which was chaired by Dr Tarun Bajaj, General Manager, APEDA. The visitors expressed their deep satisfaction at the availability of excellent infrastructure and improvements the plants had incorporated since the past few years.

Highly pleased with their findings, the delegation assured to revert with their report on the plants approved by them for export of meat products to Egypt, at the earliest ■



## Providing Quality Basmati: BEDF Organises Workshops

**BASMATI EXPORT** Development Foundation (BEDF) organised workshops on 'Quality Improvement in Production of Basmati Rice for Export' and 'Good Agricultural Practices for Production of Export Quality Basmati Rice'. The workshops were held in the Basmati Rice growing states of Haryana, Jammu and Kashmir, Punjab, Uttar Pradesh and Uttarakhand during the month of June. It was done to educate the farmers regarding the techniques of producing best quality Basmati Rice for export.

The major objective of the workshops included:

- Training the farmers for seed production at their own fields to solve the problems of seed availability
- Identification of insects, pests and diseases of Basmati Rice and their proper control
- Awareness regarding pesticide residue problems in the export of Basmati Rice
- Transfer of production technology including nursery raising, integrated nutrient and water management
- Interaction between the farmers and scientists to know the problems of different states

BEDF organised four out of the 14 proposed workshops during Kharif 2012 which grabbed space in the leading dailies. The details are given below.

### Jammu (Jammu and Kashmir)

A workshop on 'Refinement Production and Export Orientation of Traditional Basmati Rice' was conducted





on April 26, 2012 at the Jammu Club in coordination with the Directorate of Agriculture, Government of Jammu and Kashmir. Mr Gulam Hasan Mir, Agriculture Minister, Government of Jammu and Kashmir was the chief guest. Mr Ajay Khajuria, Director, Agriculture; Dr Faruk Loan, Director, Agriculture, Kashmir; Dr Ritesh Sharma, Senior Scientist, BEDF; Smt Nirmal Sharma, Director, Command Area; Dr S S Atwal, Head, IARI, Karnal; Dr J P Sharma, Dean, College of Agriculture, SKUAST Jammu; Dr Joga Singh and Dr R K Salgotra addressed the gathering.

### Kurukshetra (Haryana)

The second workshop was organised on 'Quality Improvement in Production of Basmati Rice for Export' at Hotel Saffron in Kurukshetra on June 12, 2012. The programme was coordinated by KVK Kurukshetra, Haryana Agriculture University and was attended by 84 farmers. Scientists from BEDF, HAU, Hisar and KVK Kurukshetra, delivered lectures on various aspects. Mrs Vinita Sudhanshu, Assistant General Manager, APEDA; Mr Rajen Sundaresan, Executive Director, AIREA; Dr Ritesh Sharma, Senior Scientist, BEDF; Dr D V S Panwar and Dr. O P Lathwal, addressed the participants. In order to retain



the interest of the farmers, a quiz was organised and questions were asked from the lecture presented by the scientists. 15 farmers were awarded for increasing the interest and motivation of the fellow counterparts.

### Fatehabad (Haryana)

A workshop was held at Fatehabad on June 19, 2012 which was coordinated by KVK Fatehabad, Haryana Agriculture University. Dr J S Dhankar, Director, Extension Education was the chief guest. The programme was organised at Hotel Kaluram, where 135 farmers participated, of which, around 30 per cent were female. Lectures were delivered on various subjects by scientists from BEDF, Modipuram, HAU, Hisar and KVK Fatehabad and Sadalpur. Dr Anupam Dixit, Chief Scientist and Station Incharge, BEDF; Dr Ritesh Sharma, Senior Scientist, BEDF; Dr R S Sheoran, Coordinator, KVK, Sadalpur (Hisar), Dr Deewan Singh,



Professor, HAU, Dr Dharam Singh, RRS HAU, Kaul, Dr Hariom, Dr Satyajeet Yadav and Dr S P Yadav addressed the event. 15 successful farmers were also awarded through a quiz programme.

### Kapurthala (Punjab)

Another workshop was organised on June 29, 2012 at the conference hall of Krishi Vigyan Kendra, Kapurthala, Punjab Agriculture University with the support of KVK Fatehabad. Dr M S Gill, Director, Extension, PAU was the chief guest of the occasion. Dr Anupam Dixit, Chief Scientist and Station Incharge, BEDF; Dr Ritesh Sharma, Senior Scientist, BEDF; Dr Manoj Sharma, Deputy Director (Training); Mr Ravinder Jaiswal, Assistant General Manager, NABARD also addressed the gathering. Resource persons from KVK Kapurthala also gave their presentations. 10 farmers were awarded for their active participation in the quiz competition ■

## BEDF: Providing the Seed of Success

**SINCE 2003**, Basmati Export Development Foundation (BEDF) is involved in the purification, production and distribution of best quality Basmati Rice seeds. BEDF conducts demonstrations and training farm for the benefit of farmers for all six Basmati Rice growing states. On the basis of effective performance and significant contribution to good quality seed availability, BEDF was provided the allocation of breeder seed production as per the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture, Government of India for Kharif 2011. This allocation was granted for two varieties: Pusa Basmati 1 and Pusa Basmati 1121 and BEDF successfully produced the requirements as per the details given below:



Sl. No.	Variety	Allocation as per DAC Indent (Qtls)	Actual Produced (Qtls)	Surplus (Qtls)
1	Pusa Basmati 1	7.0	13.5	6.5
2	Pusa Basmati 1121	5.0	12.0	7.0

Dr B C Virakthmath, Project Director, Directorate of Rice Research, Hyderabad along with Dr Devi Singh, Director, Research, SVPUAT, Meerut, inspected the breeder seed production with other rice scientists at BEDF, Modipuram.

This is a great moment of achievement for BEDF because the breeder seed is produced by SAU's and ICAR Institute only under the strict supervision of related breeders. On the basis of successful and surplus best quality breeder seed, the allocation has been repeated for Kharif 2012 for both varieties Pusa Basmati 1 and Pusa Basmati 1121 (5.0 quintal for each variety). Through this breeder seed, BEDF has tried to purify the seed chain for the availability of pure seed to maximum number of farmers to obtain export quality Basmati Rice.

Earlier, BEDF used to provide foundation seed but with expansion, the organisation now supplies breeder seed, foundation seed stage I and foundation seed stage II in Punjab, Haryana, Uttarakhand, Uttar Pradesh and Jammu ■

## Withdrawing MEP: Enhancing Basmati Rice Export

**THE GOVERNMENT** of India has made certain revisions in the Foreign Trade Policy to promote the export of Basmati Rice. On July 4, 2012, vide Notification No. 6, the Ministry of Commerce and Industry has removed Minimum Export Price (MEP) from the commodity.

Earlier, the DGFT had reduced the MEP on Basmati Rice from USD 900 per tonne to USD 700 per tonne. But now,

the MEP has been done away with to enhance exports of Basmati Rice across the world.

The DGFT had also issued the notification permitting the exports of the rice from all EDI ports. Export to Russia will continue to be in compliance with the certificate of quality from eight approved laboratories and the phytosanitary certificate. The eight approved laboratories include, Insecticide Residue Testing Laboratory, Geo-Chem Laboratories Pvt. Ltd., Reliable Analytical Laboratory, Arbro Pharmaceuticals Ltd. and Shriram Institute for Industrial Research at Delhi and its branch office at Bengaluru, Delhi Test House, Vimta Laboratory. The other conditions of export of Basmati Rice such as registration of contract with APEDA remain the same. Last year, vide Notification No. 88, a quantity of 10,000 tonnes of Basmati Rice, ex-Central Pool Stock to the Horn of Africa at economic cost was permitted.

With the latest notification, the government has expanded the scope for trade of Basmati Rice. The decision is expected to bolster Basmati Rice exports in the current fiscal ■



## Expanding Horticulture Cultivation

**THE INTERNATIONAL** Horticulture Innovation and Training Center (IHITC) conducted a training programme for IFFCO officials and field officers in Jaipur during May 10-24, 2012.

On May 24, 2012, the last day of the training, Dr Anand Zambre, Joint Director of the institute coordinated the programme and Mr Vinod K Kaul, Deputy General Manager, APEDA, delivered a lecture on the

horticulture scenario and its export potential. 35 people including IFFCO officials participated in the programme. Mr Kaul, in his presentation emphasised on promoting fruits and vegetables cultivation for export purposes. He also elaborated on India's position in the world production and export of fruits and vegetables. He highlighted the prime concern of meeting international requirements in horticulture exports ■

## APEDA Joins SATNET Asia

### The innovative network for food security and poverty reduction

**APEDA RECENTLY** joined the 'Network for Knowledge Transfer on Sustainable Agricultural Technologies and improved market linkages in South and Southeast Asia – SATNET Asia'. SATNET is a growing network of institutions working in agricultural and rural development in South and Southeast Asia that share knowledge on sustainable agricultural technologies and trade in the region. With APEDA, it will particularly work on the second element – facilitation of trade. Based on this documented knowledge, it facilitates a range of capacity building programmes to network participants. This will enable them to transfer this knowledge to smallholder farmers and small-scale entrepreneurs.

The three-year project funded by the European Union and implemented by the Centre for Alleviation of Poverty through Sustainable Agriculture (CAPSA) aims to support innovation by strengthening South-South dialogue and intra regional learning on sustainable agriculture technologies and trade facilitation, thereby contributing to improve food security and nutrition of the poorest and most vulnerable people in South and Southeast Asia.

In India, SATNET works in 10 states namely – Andhra Pradesh, Assam, Bihar, Chhattisgarh, Gujarat, Haryana, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra,



Tamil Nadu, Orissa, Rajasthan, West Bengal and Uttar Pradesh.

More than 30 institutions in target countries are already participating in the network. APEDA is one of the participating organisations in India. On May 24, Mr R K Boyal, General Manager and Mr Sudhanshu, Deputy General Manager met Dr Hannah Jaenicke, Monitoring and Evaluation Consultant and Ms Martina Spisiakova, Knowledge Management Officer, CAPSA, as a part of SATNET's baseline study. In addition to sharing their recent activities, Mr Boyal and Mr Sudhanshu shared with the SATNET team how APEDA is networking and partnering with other stakeholders and what best practices it is promoting in terms of trade facilitation.

The network seeks to include additional organisations that work in the areas of research, advocacy and capacity building for agriculture and food trade. Through the participation of these agents, SATNET aims to benefit smallholder farmers, small-scale entrepreneurs and other poor and vulnerable members of the value chains.

To read more about SATNET, please visit [www.uncapsa.org](http://www.uncapsa.org) ■

SATNET is a growing network of institutions working in agricultural and rural development in South and Southeast Asia that share knowledge on sustainable agricultural technologies and trade in the region.

# Boosting Exports, Promoting Trade

**THE GOVERNMENT** has unveiled the annual supplement for Foreign Trade Policy to boost exports through upgradation, extension and introduction of new schemes. The measures taken will assist in improving the current scenario and take Indian products to the world more effectively. Following are the major highlights to the annual supplement 2012-13 to Foreign Trade Policy 2009-14.

## Continuation and expansion of Schemes

The 2 per cent interest subvention scheme and zero Duty Export Promotion Capital Goods (EPCG) Scheme, which expired on March 31, 2012, have been extended for another year, i.e., up till March 31, 2013. Amongst these, the 2 per cent interest subvention scheme is being extended as a part of a seven-point strategy to achieve 20 per cent increase in exports to USD 360 billion in the current fiscal. This is being extended to labour-intensive sectors namely toys, sports goods, processed agricultural products and ready-made garments, in addition to the four sectors i.e. handlooms, handicrafts, carpets and SMEs, benefiting from the scheme earlier. On the other hand, the Zero Duty EPCG Scheme has been extended up to March 31, 2013 for continuous technological upgradation of export sectors and there will be no change in the coverage of the sectors benefiting from this scheme.

## Introduction of new post-export EPCG Scheme

Exporters now can import Capital Goods (CGs) on payment of duty in cash and subsequently receive Duty Credit Scrip on completion of Export Obligation (EO). Thus, there would be no duty remission/duty exemption at the time of import of the CG. Applicant will have to inform the Regional Office of DGFT (RA) about the import



of CG, based on which RA will fix export obligation. Since the duties have been paid upfront at the time of import of CG, the EO would be 85 per cent of normal EO. On the basis of export performance, a Duty Credit Scrip will be issued subsequently by RA, in proportion to fixed export obligation. This would obviate the monitoring and reporting requirements, as the scheme would be self-monitored. Reduced transaction cost coupled with comparatively reduced EO, would make this scheme attractive.

At present, under the EPCG Scheme, the condition of maintenance of average level of exports is not applicable to some sectors like handicrafts, handlooms, cottage sector, tiny sector, agriculture, aquaculture (including fisheries), horticulture, pisciculture, viticulture, poultry and sericulture. Three new sectors are being added to this list, namely carpet, coir and jute. This would provide substantial relief to these labour-intensive industries which find it difficult to maintain the average export obligation.

## Promoting export from North Eastern Region

- To promote manufacturing activity and employment in the North Eastern Region of the country, export obligation under the EPCG Scheme shall be 25 per cent of the normal export obligation
- Applicable to the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim
- Export of specified products through notified Land Customs Stations of North Eastern Region shall be





provided additional incentive to the extent of 1 per cent of FOB value of exports

- This benefit shall be in addition to any other benefit that may be available under the Foreign Trade Policy in respect of these exports

## Strengthening infrastructure for agriculture sector

- Status holders exporting products under ITC are provided Duty Credit Scrip equivalent to 10 per cent of FOB value of agricultural products exported. These scrips are issued for the import of CGs and equipments for cold storage units, packhouses etc. Now these scrips will be eligible for import of 14 specified equipments for setting up of packhouses
- The 14 equipments are: packing-grading equipments for fruits and vegetables, equipments for ripening of fruits including ethylene generator, adiabatic humidifiers for cold rooms, gas sensor and controlled system covering CO<sub>2</sub>, ethylene and oxygen levels, ethylene scrubbers, CO<sub>2</sub> scrubbers, blast freezers for IQF plants, doors for gastight rooms, applications like CA, banana/fruit ripening, nitrogen generators, gas controlling systems for CA stores, bulk bins for CA stores, reach stakers for cold stores and warehouses, belt driven conveyors for bulk handling of cargo, gantry cranes, unloading, mechanised loaders for bulk and break bulk cargo

## Encouraging manufacturing in domestic market

The present policy allows scrips under different schemes of Foreign Trade Policy, namely, Focus Product Scheme (FPS), Focus Market Scheme (FMS), Vishesh

Krishi and Gram Udyog Yojana (VKGUY) Scheme, Status Holder Incentive Scrip (SHIS) Scheme, Market Linked Focused Product (MLFPS) Scheme, Served From India Scheme (SFIS) and Agri. Infrastructure Incentive Scrip (AIIS) Scheme, for import of goods as per conditions of these policies. Now these scrips shall be permitted to be utilised for payment of Excise Duty for domestic procurement. Earlier, only scrips under SFIS were permitted for procurement of goods from domestic market. Now all scrips would be permitted to source from domestic market so as to encourage manufacturing, value addition and employment. This will be an important measure for import substitution and will help in saving foreign exchange in addition to creating more employment.

An extremely challenging and significant EDI initiative, 'e-BRC' has been launched by DGFT. 'e-BRC' would herald electronic transmission of Foreign Exchange Realisation from the respective banks to the DGFT's server on a daily basis. Exporter will not be required to make any request to bank for issuance of Bank Export and Realisation Certificate (BRC). This will establish a seamless EDI connectivity amongst DGFT, banks and exporters. 'e-BRC' would facilitate early settlement and release of FTP incentives/entitlements. This is a significant step forward to reduce transaction costs to exporters.

DGFT has published a new, updated, ITC (HS) classification of export and import items. On the DGFT website (<http://dgft.gov.in>), a facility has been provided to search/enquire about the current Import Policy of an item by entering either ITC (HS) Code of that item or brief description of that item. This would be of major help to the trade and industry as well as to academicians and researchers ■

# Mango Celebration: APEDA Makes Its Mark

**APEDA, CONTINUING** its active role in promoting the king of fruits, actively supported Delhi Tourism Development Corporation (DTDC) in organising the 'Mango Festival 2012'. The event was held at Dilli Haat, Pitampura, New Delhi, during July 6-8, 2012.

The event was inaugurated by the Chairman, DTDC. A host of mango varieties were displayed at the festival, especially from the Northern parts of the country. A large number of visitors thronged the venue to witness various varieties of mangoes on display from the smallest to the largest one.

APEDA also displayed quite a few varieties of mangoes at its stall. Ms Roseleen Samsung, Mr Fareed Ahmed, Mr

Janardhan Prasad and Mr Sanjay were bestowed with the responsibilities of the APEDA stall. They efficiently handled the curious queries of the visitors who were also apprised of the diverse activities of APEDA.

Mr Vinod K Kaul, Deputy General Manager, APEDA, was present at APEDA stall during the inaugural ceremony. Aided by a pleasant weather, the mango festival attracted a large number of people.

Smt Sheila Dikshit, the Honourable Chief Minister of Delhi graced the event and distributed trophies to the participants. Mr Fareed Ahmed accepted the trophy on behalf of APEDA.

Kudos to the king of fruits ■

## Maintaining Quality: Upgrading Packaging Standards

**ABOUT A** decade ago, APEDA got its standards and specifications for horticulture produce packaging material, developed through the Indian Institute of Packaging (IIP). Under the scheme for Market Development, exporters using packaging as per these standards and specifications



are eligible for financial assistance. With evolving technology and the needs of the global market, it has been observed that these standards and specifications need to be revised. Therefore, APEDA commissioned a study to the Indian Institute of Packaging (IIP) for the purpose.

As a result, a meeting was held with exporters of fresh produce at Indian Institute of Packaging in Mumbai on June 29, 2012. Around 20 exporters were present in the meeting. The dignitaries included Mr N C Saha, Director, IIP, who chaired the meeting, while Mrs M C Dordi, Consultant, IIP and Mrs S H Bhandekar, Deputy Director, IIP, along with Mr Vinod K Kaul, Deputy General Manager, APEDA, and Mr P S Chalke, Deputy Director, IIP, were also present.

The existing specifications were discussed in detail and the views of the exporters were taken into consideration and accordingly the suggestions were finalised. IIP will incorporate these suggestions in their study which is likely to be completed within the next four months ■

## Strengthening Floriculture Exports

**ADDRESSING THE** various problems faced by Indian flower exporters, a National Level Workshop was conducted on 'Boosting Floriculture Exports from India' at Mahratta Chamber of Commerce Industries and Agriculture (MCCIA), Pune, on July 12, 2012. APEDA actively participated in the workshop which was conducted by the National Horticulture Board (NHB) and implemented by the Indian Institute of Foreign Trade (IIFT).

The workshop was addressed by the Chairman and Director of MCCIA, following which, Dr Satinder Bhatia, Senior Professor, IIFT, focused upon the reasons behind the programme.

Mr Kamlesh Karle of Essar Agrotech Limited delivered the opening remarks touching upon the evolution of floriculture industry in India and the present difficulties facing the sector.

After the opening address, technical session presentations were made by Dr R K Sharma, Senior Zonal Director of National Horticulture Board. He deliberated upon the challenges in floriculture production in India and NHBs role in the overall growth of the industry. This was followed by a presentation by Mr Vinod K Kaul, Deputy General Manager, APEDA, who primarily focused on the emerging opportunities regarding Indian floriculture exports and detailed the schemes and programmes of APEDA in this regard.

Mr K K Mammen Mapillai of Indo Bloom Ltd. Bengaluru, in his presentation discussed the cost-effective logistics of

floriculture exports from India. Thereafter, Mr Bipin Deo shared his experiences in functioning of flower auction centres in Holland and their relevance to the Indian context.

In the second technical session, Professor Tamanna Chaturvedi focused upon the emerging tariff and non-tariff barriers for Indian floriculture exports and presented a roadmap to approach these issues. The session also saw video conferencing with Mr Martinus Soekhie, Managing Director, IndiaGrow, the Netherlands, with whom the participants shared various queries regarding floriculture scenario in India viz-a-viz that of the Netherlands.

The following issues were discussed during the workshop:

- (i) With very small holdings, the consolidation of volume becomes difficult
- (ii) Scattered holdings also result in inconsistency in terms of the quality of the produce
- (iii) High capital cost in non-traditional and tropical regions of the country makes the activity uneconomic
- (iv) High and growing domestic demand has put tremendous pressure on export of flowers from the country which is compounded by the rising fuel prices contributing to subdued export activity

The programme was attended by around 30 participants and the concerned authorities promised to address the above mentioned issues ■

## Promoting Pomegranate Cultivation

**THE DIRECTORATE** of Horticulture and Farm Forestry, Government of Madhya Pradesh, organised a one-day seminar on pomegranate cultivation in Bhopal on June 18, 2012. The seminar explored the possibilities of bringing large area under pomegranate cultivation and the suitability of plant material for the state. The focus of the seminar was also to understand the pest and fungal disease management, post-harvest management and economics of pomegranate cultivation.

The seminar was inaugurated by Dr Ramkrishna Kusumaria, Minister of Agriculture, Government of Madhya Pradesh. Mr M M Malviya, Principal Secretary, Agriculture, Mr Rakesh Srivastava, Director, Horticulture and other senior officials of the state government were also present. Around 150 participants attended the seminar.

Mr Vinod K Kaul, Deputy General Manager, APEDA, made a presentation on the various facets of the overall production and exports scenario of pomegranates. Scientists from various Indian Council of Agricultural



Research (ICAR) institutions including Central Ariz Zone Research Institute (CAZRI) made presentations indicating the various aspects of cultivation, agronomic practices, nutritional requirements, etc. for pomegranates ■

## National Seminar on Horticulture

**THE DEPARTMENT** of Horticulture, Himachal Pradesh, organised a National Seminar on Hill Horticulture – Challenges and Opportunities in Shimla on June 11-12, 2012. The objective was to grasp the present scenario – the emerging opportunities, the research, developmental needs and the role of various agencies in promoting horticultural activities.

Mr Vinod K Kaul represented APEDA at this seminar which was inaugurated by the Hon'ble Chief Minister of Himachal Pradesh. Mr Narendra Baragta, Hon'ble Minister

of Horticulture, Government of Himachal Pradesh, Dr Gorakh Singh, Horticulture Commissioner, Government of India, Dr R K Dhiman and VC, UHF Nauni were the other dominant speakers at the seminar.

After the address by the dignitaries, Dr Gurudev Singh, Director, Horticulture, provided an insight into the horticulture scenario and the implementation progress of the various programmes of the state and central government. Dr Gorakh Singh, Horticulture Commissioner, Government of India, addressed the gathering and expressed his happiness for the good pace of implementation and execution of the programmes of NHM in the state of Himachal Pradesh.

Mr Vinod K Kaul, Deputy General Manager, APEDA, gave a detailed presentation on the horticulture scenario in Himachal Pradesh with an emphasis on various horticulture crops with export potential. He also presented the global horticulture scenario in terms of production and trade, the Indian scenario. He also described the various infrastructural projects, financially assisted by APEDA in the state of Himachal Pradesh.

Mr Narendra Baragta, the Hon'ble Minister of Horticulture, Government of Himachal Pradesh, took keen interest in the proceedings of the two-day seminar and this showed his commitment and dedication to the cause of development of horticulture within the state ■



## Enhancing Groundnut Production

**A ONE-DAY** workshop on 'Good Agricultural Practices (GAP) and Production of Aflatoxin-free Groundnuts' was organised on June 5, 2012 at the Directorate of Groundnut Research, Junagadh. The event was a huge success with around 106 participants which comprised 73 groundnut farmers, 13 representatives of groundnut processing units and 20 scientists and technical personnel.

Dr I U Dhruj, Associate Director of Research, JAU, Junagadh, was the chief guest of the event. At the inaugural session, Dr Dhruj expressed his concerns over Aflatoxin contamination, which is the main hurdle in enhancing the export of groundnuts from India. He urged the participants to take full advantage of the workshop for the production of Aflatoxin-free groundnuts through adoption of Good Agricultural Practices (GAP), Good Storage Practices (GSP) and Good Manufacturing Practices (GMP). He exhorted APEDA to foster contract farming system for this purpose through a viable growers-processors-exporters link. This was followed by a presentation by Dr J B Misra, Director, DGR on 'Menace of Aflatoxin in Groundnuts: Some Points to Ponder'. The presentation highlighted the effects of Aflatoxin on human and animal health, world regulation on Aflatoxin contamination in groundnuts and management of Aflatoxin.

The inaugural session was followed by an interactive meeting of scientists, groundnut growers and representatives of groundnut processing units. The interaction was highly fruitful with the following observations emerging from it.

- Minimum export price may be fixed by the competent authority
- The growers may be encouraged to produce bold seeded groundnuts as these are preferred by the importing countries
- Moisture content of the export consignments may be controlled

- Farmers may also be advised to control factors which may indirectly promote growth of the mould and Aflatoxin contamination
- The contract-farmers must also certify that their product is free from Aflatoxin
- As the product originating from Rajasthan has been reported to be of better quality, it has a good potential for establishing processing units for production of Aflatoxin-free groundnuts

The groundnut producers called for an incentive over and above the Minimum Support Price (MSP) for adopting good agricultural practices. The growers demanded the establishment of a secure platform for contract farming and the generation of a Knowledge Bank and its availability in local languages.

The interactive session paved the way for a lecture session on 'Good Agricultural Practices (GAP) and Technologies to Produce Aflatoxin-free Groundnuts' which witnessed numerous experts deliver their thoughts on various topics.

An exhibition was also arranged to showcase the different groundnut varieties, agronomic practices, machineries and implements, pests and diseases and its management of practices, biotechnological approaches to improve the groundnut yield and to protect the crop, groundnut, etc. It provided good information to farmers and representatives of the processing units on improved practices followed in groundnut cultivation.

The workshop was concluded after issuing a 'Manual for Good Agricultural Practices (GAP) and Production of Aflatoxin-free Groundnuts' and participation certificates to all the delegates followed by a vote of thanks. The event proved to be a success in disseminating new ideas and solutions regarding groundnut production ■

## APEDA Director Re-elected as Codex Chairman

**MR SANJAY DAVE**, Director, APEDA, has been re-elected as the Chairman of Codex Alimentarius Commission (CAC), a United Nations body for food safety standards. He was the first Indian official to be elected for the coveted post. Mr Dave received 128 votes in favour out of the total 171 votes. The elections were held in Geneva, Switzerland, on July 2, 2012. CAC is an international intergovernmental body set up jointly by FAO and WHO to frame international food standards for protecting health of consumers around the globe and ensuring fair practices in food trade. Mr Dave, while voicing his future strategies said that his priorities would be to ensure continuity of the leadership role for Codex in maintaining high standards in food products ■



## APEDA at Summer Fancy Food Show

Since 1955, the Fancy Food Show has been North America's largest speciality food and beverage marketplace. The event takes place twice a year and this time, the 58 Summer Fancy Food Show was organised by the National Association for the Speciality Food Trade (NASFT) in Washington DC, on June 17-19, 2012. The event was held at the Walter E. Washington Convention Center.

The event led 2,250 exhibitors, from more than 100 countries and regions, participate and unveil their new products. There were a total of 260,000 unique food products like confectionery, cheese, coffee, snacks, spices, ethnic, organic, natural and much more.



APEDA actively participated in the Fancy Food Show. Mr A S Rawat, General Manager and Mrs Vinita Sudhanshu, Assistant General Manager, APEDA, represented the organisation at the international platform. The APEDA pavilion emphasised on the promotion of Indian wine/beer, mangoes and Basmati Rice *Biryani*.

An India Pavilion was set up in Hall A of the convention centre, and it showcased different food items from the country. The aesthetically designed pavilion and the elaborate food stalls were greatly appreciated by the exporters and visitors.

In order to promote the Indian Basmati Rice, a special Basmati Rice Recipe book was distributed to every visitor. The book had both Indian as well as Western recipes of Basmati Rice. A show guide, which contained the information about the participants in the India Pavilion, was also distributed.

Through the event, APEDA got a fair chance to promote Indian food and reach visitors who relished Indian delicacies, such as *Biryani*. The food show acted as the apt platform for exporters to expand their business ■



## Latino Feat: APEDA at Fispal Food Festival

APEDA along with the Ministry of Food Processing Industries (MOFPI), participated in one of the biggest food trade fairs in Latin America, The Fispal Food Service Show. The festival, organised annually in São Paulo, Brazil, focuses primarily on speciality and gourmet food and brings together all the segments of the food service industry.

The 28<sup>th</sup> edition of the international food service trade show was held from June 25-28, 2012. Over 1,400 exhibitors participated in the event and the show witnessed around 60,000 visitors. Overall, the Fispal Food Service offered an entrusted platform for key decision makers of the food service market which included distributors, importers, bars, restaurants, bakeries, cafeterias, fast food chains, hotels, hospitals, catering services, convenience stores, etc.

APEDA, in order to tap the potential of this lucrative market, took over a space of 110 square metres to showcase India's best to the world. Representing Brand India at the show were Shri Rajbeer Singh, Director, MOFPI, Shri R K Boyal, General Manager, APEDA and Shri R K Mondal, Assistant General Manager, APEDA.



The APEDA booth was an attraction for visitors because of its colourful and vibrant ambience accompanied by pleasant exotic aromas of Indian snacks, spices, Basmati Rice preparations and processed food products.

The Indian Consulate General in Brazil, GV Srinivas, visited the stall and appreciated the role played by APEDA for exploring the Latin American countries. The Consulate General advised APEDA to conduct a study to understand the Brazilian requirement for Indian food products. The show was a grand success with APEDA making the most of the opportunity to project India's export products ■

*“Am glad that Ministry of Food Processing alongwith APEDA has taken the initiative to explore far away market like Brazil. Brazil offer immense opportunities. However, it has to be approached with caution & adequate preparations. Good luck. We will be there with you in the journey”*

A handwritten signature in blue ink, appearing to read 'G.V. Srinivas', with the date '26/6/2012' written below it.

(G.V Srinivas)  
Consul General of India



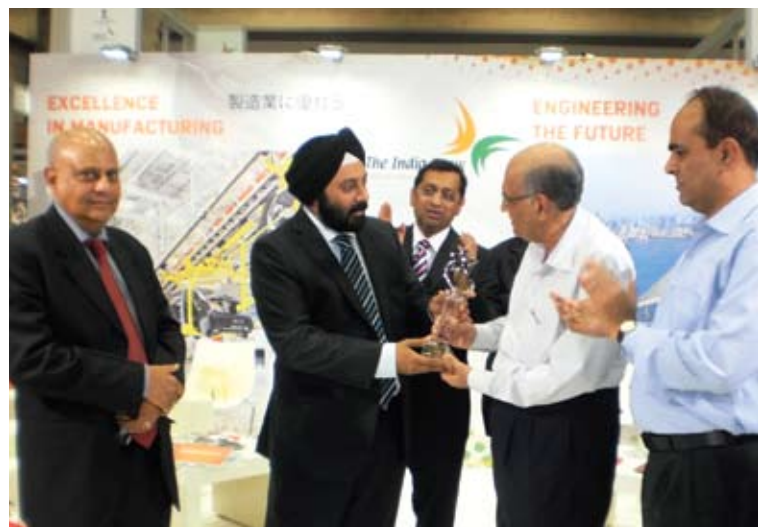
## 'India Show' – Success in Tokyo

The 'India Show' was organised in Tokyo in conjunction with the M-Tech Expo from June 20-22, 2012 at Big Sight, Tokyo, Japan. EEPC India was the lead agency organising this show.

Mr Navneesh Sharma, Deputy General Manager, APEDA and Mr Devendra Prasad, Assistant General Manager, APEDA, were nominated to coordinate the entire event. The 'India Show' was inaugurated on June 20 by the Commerce Secretary and was attended by around 250 people from the Indian and Japanese business community.

More than 80 Indian companies participated in the show. In his address, the Commerce Secretary spoke about the national manufacturing policy and investment plans of about USD 1 billion during the 12<sup>th</sup> Plan. Citing the similarities between the Indian and Japanese businesses, he invited Japanese organisations to invest in India. He visited the Indian Pavilion and enquired about the products and their manufacturing units.

Shri Asit Kumar Tripathy, the Joint Secretary, delivered a lecture on Comprehensive Economic Partnership Agreement between India and Japan. The Commerce Secretary also addressed a seminar on 'India-Japan Cooperation, Manufacturing, Engineering and Allied Sectors', which was organised by Japan-India Business Cooperation Committee (JIBCC) and Tokyo Chamber of Commerce and Industry (TCCI). Mr Eiichi Ono, the Vice Chairman, Standing Committee, JIBCC; H E Mr Alok Prasad, the Indian Ambassador to Japan; Mr S Sundereshan, the Secretary, Department of Heavy Industry; Chairman, EEPC India; Mr Osamu Nagata, the Managing Officer, Toyota Motor Corporation; Mr B P Rao, Chairman and MD, BHEL; Shri Anupam Shah, Vice Chairman, EEPC India and Mr R Moitra, ED, EEPC India were also present on the occasion.



At the seminar, Mr Rao highlighted about India's requirements of capital and technology in all areas for development. He further mentioned that Japan, on the other hand, with limited opportunities within the country, was looking outward for investment. This makes a perfect scenario for partnership by combining the technical and skilled manpower of India with the high-tech hardware and technological capabilities of Japan to set up a manufacturing base in India for export to third world countries. Mr Rao further stressed upon the wine connection between the two countries. Japan being a wine loving nation, witnessed an enormous tasting interest in all wines except Grover, which is sold on other websites. The liking of the product and a repeat audience only indicates a sustained brand with a specific winery. Only five brands are popular in the Indian winery segment and the Luca wine, which has been recently imported.

APEDA also played a significant role in the show. The Indian Pavilion attracted a large number of visitors and officials and was awarded the second best stall of the show, considering its design and presentation. APEDA displayed the samplings of Indian wine, Basmati Rice *Biryani* and other products which added the Indian flavour to the successful event ■



# For Your Information

## Export Highlights

- In 2011-12, the production of major cereals like rice, wheat, maize and bajra stood at 104.32 million tonnes, 93.90 million tonnes, 21.57 million tonnes and 10.06 million tonnes, respectively
- Rice is consumed the world over by about 2.7 billion people and 40 per cent of the Indian food grain production is dedicated to rice
- Maize is cultivated in 160 countries with a combined arable land of around 150 million hectares
- APEDA's export products have registered a remarkable 97.35 per cent increase in rupee terms and an enormous 87.46 per cent rise in dollar terms over the previous year 2010-11
- Growth in processed fruits and vegetables: 41.57 per cent; livestock products: 49.67 per cent; cereals: 100.99 per cent; and processed foods: 213.02 per cent
- As against an overall export of ₹ 41,794 crores in 2010-11, the figure has reached ₹ 82,480.25 crores this year
- The 2 per cent Interest Subvention Scheme and Zero Duty Export Promotion Capital Goods (EPCG) Scheme, which expired on March 31, 2012, have been extended for another year, i.e., up till March 31, 2013
- Exporters now can import Capital Goods (CGs) on the payment of duty in cash and subsequently receive Duty Credit Scrip on completion of export obligation



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

Email: [agmpr@apeda.gov.in](mailto:agmpr@apeda.gov.in) Website: <http://www.apeda.gov.in>

<b>DELHI</b> 3rd Floor, NCUI Building, 3 - Siri Institutional Area, August Kranti Marg, New Delhi - 110 016. Tel: +91 11 26534186, 26514572 Fax: +91 11 26534870 E-mail: <a href="mailto:headq@apeda.gov.in">headq@apeda.gov.in</a>	<b>MUMBAI</b> 4th Floor, Banking Complex Bldg., Unit No. 3&4, Sector- 19A, Vashi, New Mumbai - 400 705 Tel: +91 22 27840949, 27845442 Fax: +91 22 27842273 E-mail: <a href="mailto:apedamum@apeda.gov.in">apedamum@apeda.gov.in</a>	<b>BENGALURU</b> 12/1/1, Palace Cross Road Bengaluru - 560 020 Tel: +91 80 23343425 Fax: +91 80 23364560 E-mail: <a href="mailto:apedabl@apeda.gov.in">apedabl@apeda.gov.in</a>	<b>KOLKATA</b> Mayukh Bhawan Bidhan Nagar, Salt Lake City Kolkata - 700 091 Tel: +91 33 23378363 Fax: +91 33 23378680 E-mail: <a href="mailto:apedakol@apeda.gov.in">apedakol@apeda.gov.in</a>	<b>HYDERABAD</b> 8th Floor, Chandra Vihar Building Mukkaramajahi Road Hyderabad - 500 001 Tel: +91 40 24745940 Fax: +91 40 24745947 E-mail: <a href="mailto:apedahyd@apeda.gov.in">apedahyd@apeda.gov.in</a>	<b>GUWAHATI</b> Jain Complex, 3rd Floor, Opp. Dispur, Old Post Office, G. S. Road, Dispur, Guwahati - 781 005 Tel: +91 361 2599010 Fax: +91 361 2340485 E-mail: <a href="mailto:apedagwh@apeda.gov.in">apedagwh@apeda.gov.in</a>
---	---	--	--	--	---

### VIRTUAL OFFICES OF APEDA

<b>KERALA</b> Kerala State Ind. Enterprises Ltd., (A Government of Kerala Undertaking) St. Joseph's Press Buildings, Cotton Hill, Thiruvananthapuram - 605 014 Tel: +91 471 2326913/2326947 Fax: +91 471 2334590 E-mail: <a href="mailto:info@ksie.net">info@ksie.net</a>	<b>ORISSA</b> A.P.I.C.O.L., 326, Baramunda, Bhubaneswar - 751 003 Tel: +91 674 2561203, 2561874 Fax: +91 674 2563306 E-mail: <a href="mailto:apicol@dte.vsnl.net.in">apicol@dte.vsnl.net.in</a>	<b>JAMMU &amp; KASHMIR</b> Sher-I-Kashmire Bhawan, Vir Marg, Jammu - 180001 Tel: +91 194 2434402 Fax: +91 194 2430036	<b>PUNJAB</b> Punjab Agro Industries Corp. Ltd., 2-A, Sec-28-A, Madhya Marg, Chandigarh - 160 002 Tel: +91 172 2651622/6241 Fax: +91 172 2656270 E-mail: <a href="mailto:pbagro@chl.vsnl.net.in">pbagro@chl.vsnl.net.in</a>	<b>TRIPURA</b> Dept. of Industries & Commerce, Pandit Jawaharlal Nehru Complex, Agartala Tel: +91 381 2306423 Fax: +91 381 2324432 E-mail: <a href="mailto:pratapaditya_07@rediffmail.com">pratapaditya_07@rediffmail.com</a>	<b>MANIPUR</b> Directorate of Commerce & Industries, Imphal, Lamphalpat - 795 004 Tel: +91 385 2410481 Telefax: +91 385 2410550
<b>CHHATTISGARH</b> Chhattisgarh State Industrial Development Corp. Ltd., LIC Campus, Pandri, Raipur - 492004 Tel: +91 771 2583789/90 Fax: +91 771 2583794 E-mail: <a href="mailto:csidc@nic.in">csidc@nic.in</a>	<b>GUJARAT</b> Gujarat Agro Ind. Corp. Ltd. (A Government enterprise) Khet - Udyog Bhavan, Nr Old High Court, Navrangpura Ahmedabad - Gujarat - India Tel: +91 79 27544921/27544741 Fax: +91 79 27541176	<b>NAGALAND</b> Directorate of Horticulture Govt. of Nagaland Kohima - 797 001 Tel: +91 370 2221311 Fax: +91 370 2221311	<b>TAMILNADU</b> Agricultural Marketing & Agri Business, Govt. of Tamil Nadu, Commissionerate of Agricultural, Marketing and Agri Business, Cipet Road, Industrial Estate, Guindy, Chennai - 600 032 Tel: +91 44 22347484 Fax: +91 44 24464959 E-mail: <a href="mailto:agrimarkbusiness@rediffmail.com">agrimarkbusiness@rediffmail.com</a>	<b>UTTAR PRADESH</b> U. P. State Horticulture Co-op. Mktg. Federation, 18-B, Ashok Marg, Lucknow Tel: +91 522 2391235 Fax: +91 522 2391858 E-mail: <a href="mailto:apedaup@ivl.vsnl.net.in">apedaup@ivl.vsnl.net.in</a>	<b>MADHYA PRADESH</b> The Madhya Pradesh State Agro Ind. Development Corp. Ltd. 3rd Floor, "Panchanan", Malviya Nagar, Bhopal Tel: +91 755 2555074 /1967 Fax: +91 755 2557305 E-mail: <a href="mailto:mpsaidc@sancharnet.in">mpsaidc@sancharnet.in</a>

Chairman **Asit Tripathy** Director **S Dave**

General Manager **R K Boyal, A S Rawat, Tarun Bajaj** Secretary **Sunil Kumar**

Editor **Vinita Sudhanshu**