

OCTOBER-DECEMBER 2012



APEX

Update

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Propelling India's Exports

In the long run, it is desirable to move into higher categories such as processed food, health and wellness food preparations, organic products, nutraceutical, ingredients, etc.,

Asit Tripathy | Chairman, APEDA

APEDA monitored products have consistently performed well in every month in the current year and the cumulative exports have risen for the April-November period to ₹ 70,697 crores. As I had maintained in the past, the spectacular rise of India's food export has propelled India's share in the world agri export basket to 2.06 per cent, which was only 1.78 per cent last year. This would not have been possible but for the support of the Ministry of Commerce in particular, and the Government of India in general. However, a close look at the export profile reveals that the rise has been mostly in the commodities. In the long run, it is desirable to move into higher categories such as processed food, health and wellness food preparations, organic products, nutraceutical, ingredients, etc., where the realisation for the exporter would be high and the country will get proportionately higher foreign exchange. In the 12th Plan, proposal of APEDA Schemes have a definite bias in favour of value-added products. However, it has to undergo several levels of decision making.

The Annual Awards for Excellence in APEDA products were distributed on November 23, 2012. The occasion was marked by large participation from the exporter community and also celebrated the successful entrepreneurs. We had a very high quality Authority Meeting in which the deliberations focused on greater accountability on money spent and return thereon.

I convey my heartiest greetings to all APEDA export members on the Happy New Year ■



APEDA Annual Export Awards Setting New Benchmarks

AWARDS AND recognition not only acknowledge success but also acts as an impetus to motivate. It inspires to take up new challenges that help set new benchmarks in the industry.

It is with this spirit of encouraging excellence that APEDA held the 20th edition of APEDA Annual Exports Awards on November 23, 2012 in New Delhi. These awards are an effort by the organisation to acknowledge the hard work and efforts put in by Indian exporters towards promoting and encouraging exports on a global platform.

This year, nearly 45 awards were presented by Mr. Asit Tripathy, IAS, Joint Secretary, Ministry of Commerce & Industry and Chairman, APEDA in four different categories. The categories included Diamond, Gold, Silver and Bronze for export contributions in various sectors. The Diamond Trophy was conferred to M/s. Allanasons Limited for an impressive track record in overall exports. Allanasons is the world's largest producer and exporter of frozen *halal* boneless buffalo meat, as well as India's

single largest exporter of frozen meat, processed/frozen fruit and vegetable products.

Awards were also presented in different categories like fresh fruits and vegetables, bovine meat, poultry and dairy products, processed fruits and vegetables, fresh fruits and vegetables, walnuts, dairy products, Basmati Rice and floriculture.

In the Gold category, the awards bestowed upon M/s. Ramesh Flowers Pvt. Ltd., Tuticorin (Floriculture and Seeds); M/s. Bombay Fruits and Vegetables Import Export Pvt. Ltd., Mumbai (Fresh Fruits); M/s. TKV Marketing India Pvt. Ltd., Mumbai (Fresh Vegetables); M/s. Kashmir Walnut Overseas Pvt. Ltd., Jammu (Walnuts); M/s. Jain Irrigation Systems Ltd., Jalgaon (Processed Fruits and Vegetables), M/s. M.K. Overseas Pvt. Ltd., New Delhi (Bovine Meat); M/s. VKS Farms Pvt. Ltd., Coimbatore (Poultry), M/s. Gujarat Co-op Milk Marketing Federation Ltd., Anand (Dairy Products); M/s. Little Bee Impex, Ludhiana (Honey), M/s. G.S. Exports, Navi Mumbai (Groundnuts);

M/s. Hindustan Gum & Chemicals Ltd., Bhiwani (Guar Gum); M/s. U.B. Global, Bengaluru (Alcoholic Beverages); M/s. GlaxoSmithKline Consumer Healthcare Ltd., Gurgaon (Processed Foods); M/s. Best Foods Ltd., New Dehi (Basmati Rice); M/s. Sri Sai Traders, Chennai (Other Cereals) and M/s. Chamong Tee Exports Pvt. Ltd., Kolkata (Organic).

In the Silver category, the awards were conferred to M/s. Namdhari Seeds, Bengaluru (Floriculture and Seeds); M/s. Chand Fruit Company Ltd., Sangli (Fresh Fruits), M/s. Nandyala Satyanarayana, Andhra Pradesh (Fresh Vegetables); M/s. Hansraj & Sons, Jammu (Walnuts); M/s. Food and Inns Ltd., Mumbai (Processed Fruits and Vegetables); M/s. Hind Agro Industries Ltd., New Delhi (Bovine Meat); M/s. SKM Egg Products Export (I) Ltd., Tamil Nadu (Poultry); M/s. Schreiber Dynamix Dairies Ltd., Mumbai (Dairy Products); M/s. Kejriwal Bee Care India (Pvt.) Ltd., New Delhi (Honey); M/s. Siddhartha Corporation Pvt. Ltd., Navi Mumbai (Groundnuts); M/s. Vikas WSP Ltd., Rajasthan (Guar Gum); M/s. Mrs. Bector's Food Specialities Ltd., Ludhiana (Processed Food); M/s. KRBL Ltd., Delhi (Basmati Rice) and M/s. Exim Rajathi India Pvt. Ltd., Chennai (Other Cereals).

In the Bronze category, the awards were given to M/s. Vaachi International Pvt. Ltd., Kolkata (Floriculture and Seeds); M/s. Freshtrop Fruits Ltd., Ahmedabad (Fresh Fruits); M/s. Sanghar Exports, Pune (Fresh Vegetables); M/s. Karamhans Foods Pvt. Ltd., Jammu (Walnuts); M/s. Exotic Fruits Pvt. Ltd., Bengaluru (Processed Fruits and Vegetables); M/s. Al-Nafees Frozen Food Export Pvt. Ltd., New Delhi (Bovine Meat); M/s. Ovobel Foods Ltd., Bangalore (Poultry); M/s. Sterling Agro Industries Ltd., Delhi (Dairy Products); M/s. MBM Trade-Link Pvt. Ltd. Mumbai (Groundnuts); M/s. Jai Bharat Gum & Chemicals Ltd., Bhiwani (Guar Gum); M/s. Sonic Biochem Extractions Ltd., Indore (Processed Foods); M/s. D.D. International Pvt. Ltd., Amritsar (Basmati Rice); M/s. Sunstar Overseas Ltd., Delhi (Basmati Rice) and M/s. Ind-Andhra Agro Products Pvt. Ltd., Andhra Pradesh (Other Cereals).

Speaking on the occasion, Mr. Asit Tripathy, IAS, Joint Secretary, Ministry of Commerce & Industry and Chairman, APEDA, stated, "By combining efforts with

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exporters, we have been successful in increasing the agri exports from India. From a modest ₹ 582 crores during 1986-87, the organisation has grown manifold which is truly reflected in the exports which today amounts to USD 1.66 trillion.” Today India is at the 10th position among the exporting countries across the globe with an export potential of 34.3 billion dollars and a share of 2.06 per cent in the world market.

He further reinstated that India’s share of agri exports in the total merchandise exports is at 11.3 per cent. However, APEDA’s share in total agricultural exports is now over 55 per cent with export value of about USD 18 billion.

He informed that exports during the first half of the current year have also shown a positive growth of 83 per cent over the same period in the last year. Highlighting India’s major exports to the world, he said, “Today, India is the largest exporter of rice, groundnuts and buffalo meat in the world. With exports touching USD 11.5 billion in six months, we are now aiming to achieve an export turnover of USD 22 million by the end of the current fiscal year.”

Adding on, he stated that “Though organic products have shown considerable growth in the last couple of years, the prospect for this market to grow is immense”. In 2010-11, India exported 86 items with a total volume of 69,837 million tonnes accounting to USD 157.22 million.



India's organic product standard and certification process have been recognised by the European Union and Switzerland as equivalent to that of their country. India's conformity assessment procedures have also been recognised by the US Department of Agriculture (USDA). The development of these new standards for animal products, textiles and aquaculture will further facilitate the growth of these industries.

The use of innovative technology like traceability will certainly help in the expansion of production and export of various products. In order to promote fresh fruits and its exports, APEDA initiated GrapeNet in 2006-07 which replaced the earlier system of monitoring pesticide residue. This software system integrated all stakeholders in the supply chain of grapes exports, such as farmers, horticulture department, testing laboratories, etc. With the demand for more stringent certification growing in Europe and other importing countries, APEDA has also set up traceability systems for pomegranates (AnarNet), groundnuts (Peanut.Net) and organic products. This will not only help to promote the current markets but also bring the much needed accountability and transparency.

Emphasising on our key strength areas, Mr. Tripathy said, "In an attempt to further strengthen exports, we continue to focus on three major areas – quality, infrastructure and market development."







■ In an attempt to further strengthen exports, APEDA continuously focuses on three major areas – quality, infrastructure and market development.

Our new schemes for the 12th Plan are at the advanced stage of consideration and approval from the government. The proposals include new components for further strengthening of infrastructure for value addition and brand building for the value-added products in the international markets. In this respect, the opening up of new markets and strengthening the current markets for Indian products remains a major objective for the organisation.

Further articulating the issues in supply chain infrastructure, Mr. Tripathy also mentioned, “With the entry of FDI in multi-brand retail, immense opportunities would be created for improving the supply chain infrastructure. At the same time, it would help exporters to address the problems of supply chain issues which currently obstruct collection of required volumes of good quality produce.”

The organisation is now also focusing on building up exports of value-added products and creating a niche for Indian brands in the retail pack. “We are working in coherence with the state agencies to encourage export-oriented production with clusters approach. Over 20 such clusters are being developed in six states. This will allow exporters to work with the state from where products will be sourced. We would be seeking help of various clusters to derive support from central agencies,” he asserted.

In an effort to improve exports, the role of market intelligence cannot be over emphasised. APEDA assures to provide assistance to improve market access for all products that are listed with the organisation. It is also working closely with port authorities to create dedicated berths for agro exports.

Participation in global food fairs has significantly helped us to take brand India to the world. Be it the Gulf Food, BioFach (Germany and US), Fine Food Australia Fair or SIAL France, our presence in these trade fairs have provided a platform to the exporters for showcasing their products along with an opportunity to stay updated with developments in the global market.

With continuous growth since its inception, APEDA has helped to highlight the immense export potential possessed by India. If the current momentum is maintained, there can be a significant rise in the total volume of exports by the time we celebrate our 30th anniversary in the next three years ■

Bangladesh Poised for Growth

LOCATED IN the north east of South Asia, Bangladesh is a land of natural beauty. Laced by mighty rivers like the Ganges, Brahmaputra, Meghna, Karnafuli, the country has a vast array of geographical features. Its flatland alluvial topography – a defining characteristic, is the industrious work of the rivers of over hundreds of years. The world's largest mangrove forest, the Sundarbans, is found here along with the world's longest beach – Cox's Bazar; a white sand beach spanning 120 kilometres. From the Gangetic plains to the deep undersea canyon known as the

'Swatch-of-No-Ground', where the sea floor drops to a depth of over 1,200 metres, the country has it all. Besides its natural diversity, it also enjoys a large regional and cultural homogeneity with majority of its population being Bengalis (98 per cent) and Muslims (80 per cent).

Agriculture

Bangladesh is primarily an agrarian economy. Possessing an environment suitable for crop production, it has



maintained a steady output of food grains ever since it attained self-sufficiency in 1990. Agriculture is important to the country with the majority of its population depending on the same for their livelihood. The sector contributes 19 per cent to the GDP through rice, jute, cotton, sugarcane, flower, sericulture, horticulture, fisheries, vegetables, livestock, soil development, and seed development and distribution. The country entered a new phase of food production with the introduction of nuclear agriculture. Currently, the nation's Ministry of Agriculture along with various specialised agencies is working to improvise on the agricultural output.

Economy

Bangladesh's economy has been one of the best performing economies in South Asia averaging a growth rate of 6 per cent in the last five years. Though agriculture forms the backbone of the economy, the contribution made by this sector has declined over the years. Meanwhile, the contribution of the industrial sector has



improved. Despite various challenges being faced by the country's economy, its trade with the world has increased at a CAGR of 12.8 per cent from 2011 to 2012. As outbound trade, Bangladesh's exports largely make way to the European Union and the United States while its inbound trade is mainly from China and India. Consumer and intermediate goods form a large part of this trade. India accounts for 13 per cent of total imports that include cotton, vehicles, cereals, residues and waste from the food industries, prepared animal fodder, nuclear reactors, boilers and machinery. Yet, India's share in Bangladesh's trade has declined from 21 per cent in 1973 to 14 per cent in 2011, offering immense potential for improvement in Indo-Bangladesh trade.

Indo-Bangladesh Ties

India and Bangladesh are major players in the South Asian region. They not only share a common border but a strong cultural, linguistic and religious bond. The challenges faced by both economies are common –

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infrastructural barriers, governance, procedural hurdles, sustainability and employment generation. However, with India poised to become the third largest economy in the world, its gains are expected to spillover to its neighbour.

The relationship between the countries have been strengthened with many high level exchange visits and meetings by authorities of both sides. Prominent interactions include the Bangladesh tour of Dr. Manmohan Singh Prime Minister of India in 2001 and the visit of Bangladesh Prime Minister, Ms. Sheikh Hasina to India in 2012. The signing of the Bilateral Investment Promotion and Protection Agreement has further helped to boost the economic relations.

Towards the Future

Bangladesh's economy is emerging as a great investment destination with JP Morgan, Goldman Sachs and McKinsey identifying it as the next hot spot for investment. Potential

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investment areas in the country are energy and power, transportation, infrastructure, information, communication and technology, warehousing and cold storage facilities, education services and skill development.

In terms of social initiatives, the Government of Bangladesh has and continues to promote development strategies. In 2010, a new education policy was adopted to institute an integrated education system. The budget allocation for education has also been increased. Notable achievements in education include the success in net primary enrollment and alleviation of gender parity in primary and secondary levels.

Another important milestone has been the national policy called 'Vision 2021' that outlines strategies to achieve a number of long-term social and economic goals to be achieved by 2021. The country's relatively good rank in the Human Development Index is also an indication of its seriousness towards achieving a development that is citizen-friendly and inclusive.

Ecologically, the nation is prone to natural disasters like cyclones, floods and to the adverse effects of climate change. While disaster management has become the priority of the country, climate change is being addressed through research, policy interventions and advocacy. Both the government and civilians are working together to address these grave concerns.



■ Bangladesh's economy has been one of the best performing economies in South Asia averaging a growth rate of 6 per cent in the last five years.

Despite its internal challenges, Bangladesh is taking rapid strides towards progress. Its natural beauty and burgeoning economy all lend it tremendous advantages, making it a land of great prospects ■

Maharashtra

The Forerunners in Development

MAHARASHTRA, INDIA'S third largest state in terms of area is a forerunner in economic, cultural and human development. Considered the richest state of India, it is highly urbanised than its counterparts. The centre of many religious and cultural traditions, it is also known for its devout and extravagant celebrations of festivals. *Ganesh Chaturthi* or the festival of Lord Ganesha is particularly celebrated with much fanfare in the state. Home to multiple world heritage sites like the Ajanta, Ellora, Elephanta Caves; it also houses Bollywood, the country's Hindi film industry. Maharashtra is also a state that supports human development with adequate educational measures and welfare policies.

Agriculture

A bio-diverse state with nine agro climatic zones, Maharashtra has over 224.5 lakh hectares of cultivated land where cereals, pulses and other major food grains are grown. But this does not suffice the state's internal demand of food grains. This may be attributed to the cultivation of cash crops like sugarcane, soybean, cotton, oilseeds and onions over cereals in the past years. The farming pattern in the recent years has been in the favour of horticulture – Alphonso mangoes, grapes, bananas, pomegranates and oranges, as these have a growing demand in the domestic and international market.





Among the flowers grown in this 'horticulture bowl' of India are rose, marigold, gladiolus, gerbera and carnation.

Major agro clusters in the state are Pune, Nashik, Ratnagiri, Nanded and Nagpur. Despite diverse agro climatic zones to favour cultivation, agricultural output in Maharashtra is majorly threatened by the lack of proper irrigation. Drip irrigation is a method being largely adopted as a combat measure.

Animal husbandry is an important agriculture-related activity and contributes to over 8 per cent share

Considered the richest state of India, Maharashtra is highly urbanised than its counterparts. The centre of many religious and cultural traditions, it is also known for its devout and extravagant celebrations.

in agriculture and allied activities sector. Another agriculture-related activity is the agro-processing industry. Mostly limited to processing of sugarcane and cotton, the industry has lately extended to that of fruits and vegetables. The agriculture and allied activities sector together contribute 10.2 per cent to the state's income.

Economy

The economic importance of the state can be gauged from the fact that it contributes to over 15 per cent of the country's GDP. In FY2011-12, the growth rate of industry and services were 9.1 per cent and 10.1 per cent, respectively, with industrial activity mainly concentrated in four of its districts – Mumbai City, Mumbai Suburban District, Thane and Pune. The policies adopted by successive governments have made it investment-friendly which resulted in the development of the highest number of Special Economic Zones (SEZs) within the country.

Rich in mineral resources and agricultural produce like cotton, sugarcane, petroleum, coal, manganese, iron ore, limestone, copper, bauxite, silica sand, it provides a base for many industries. The largest among industries is the cotton industry with important centres being Bombay, Nagpur, Sholapur, Akola and Amravati. The sugar industry is another major industry. The state pioneered the establishment of cooperative sugar factories in India in 1948 and has ever since contributed majorly to sugar production; in 2011-12, it was the leading sugar producing state.





The discovery of oil wells near Mumbai in the 1970's led to the origin of the petrochemical industry which has ever since grown massively. Maharashtra is also a leading automobile production hub accounting for about 38 per cent of the country's output of automobiles by value. Other prominent industries include the gems and jewellery and the IT industry.

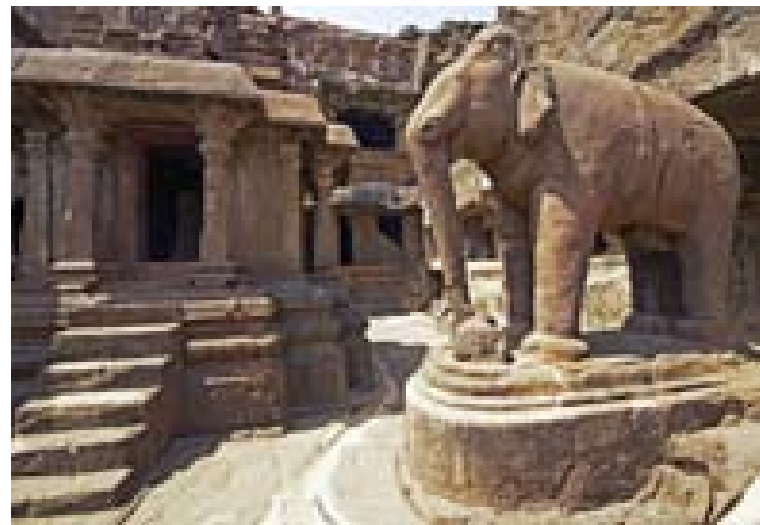
The fact that the state is well-connected by roads, air and railways, further revs up the industrial development of the state. Measures like the Single Window Clearance portal implemented in 2010, the drafted New Industrial Policy (NIP) 2011 is aimed at increasing investment and achieving 13 per cent growth rate in the next five years in the manufacturing sector respectively. Besides these measures, the existing IT policy and agro processing policies are also being modified to enhance industrial growth.



Power and Infrastructure

Maharashtra has a good infrastructure to boast of with an extensive road network of 2.41 lakh kilometres, five national highways, two major international airports, developed sea ports; it is well-connected by land, water

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and air. The state employs hydroelectricity, nuclear and thermal energy to meet its power requirements. It has the highest installed capacity and generation of electricity in the country. It was also the first to have set up a nuclear plant in Tarapur way back in 1969.

Human Resources

The state has worked towards facilitating education at all levels. This thrust on education has resulted in a literacy rate of 82.9 per cent (national literacy level is 74 per cent).

The key indicator of the strides the state has taken towards human development is its position in the Human Development Index – it ranks fifth in the country with an index of 0.572. The state has also pioneered various initiatives for the benefit of the common man like Woman and Child Development Cell and the Employment Guarantee Scheme among others.

Role of APEDA

APEDA has helped the state to set up export facility centres for its horticulture produce. The organisation



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APEDA has provided financial assistance under its scheme to the State Government for setting up the following common infrastructure facilities to be used by the exporters at various potential fruits and vegetable hubs such as Mumbai, Navi Mumbai, Nashik, Ratnagiri, Pune, Goa, etc.

- Setting up of Vapour Heat Treatment facilities both in public and private sectors to meet the quarantine requirements for mango exports to Japan, Australia, etc.
- Setting up of packhouses in public and private sectors for processing of fruits and vegetables
- Flower Auction Centre in Mumbai
- Assistance to exporters for setting up post harvest infrastructure

- Assistance to National Research Centre for Grapes for upgrading testing facilities which is also recognised as National Referral Laboratory
- Assistance to APEDA recognised laboratories for upgrading testing facilities
- R&D projects on pomegranates, grapes and mangoes, etc.

Apart from the above mentioned facilities, APEDA has created common infrastructure facilities – Centre for Perishable Cargo (CPC at Mumbai, Goa and Nashik airports). The objective of these facilities was to maintain the cool chain for perishable produce, right from the products landing at the airport to being loaded in the aircraft. The facilities are run by the Government agencies like Air India, Airport Authority of India and CONCOR, etc.

Maharashtra is notably ahead in all aspects. Its agricultural output though limited by inadequate irrigation largely contributes to the country's overall food production. Its industries and investment-friendly policies have a large role to play in the economic prosperity of India. Its cultural ethos and sensibilities are seldom found elsewhere in the country. The policies implemented by it in favour of human development, has over time been replicated both by other states as well as the centre. For these and many other reasons, Maharashtra is truly a forerunner ■

APEDA Exports investing in Growth

IN THE current year, all the products exported by APEDA have shown an impressive growth rate.

The DGCIS provisional export data for the period April-October, 2012 (Financial Year 2012-13) reveals that APEDA products exports have registered 101.23 per cent increase in rupee terms and 69.85 per cent increase in dollar terms over the corresponding period of the previous year. As against an overall export of ₹ 3,513,325 crores during April-October 2011-12, 2010-11. The export has registered a figure of ₹ 7,069,711 crores during April-October, 2012. In dollar terms, it reflects USD 12,991 million as against USD 7,649 during the last year.

Positive growth has been registered in each and every segment of product groups. While floriculture and seeds

registered a growth of 28.94 per cent in rupee terms, fresh fruits and vegetables showed a growth of 14.17 per cent. A 7.22 per cent growth was achieved by processed fruits and vegetables while livestock products grew by 27.60 per cent. Other processed foods accounted for 188.85 per cent growth. Cereals also registered centenary mark at 115.35 per cent.

The measures and policy implemented by APEDA have been successful in enhancing the export potential of the country. Measures like preparing for mango exports to USA in 2013 and continued participation in exhibitions across the world will ensure that brand India becomes a major player in the global market. We have so far been successful in implementing new technologies and measures to enable the profits of exports to reach every sector of the economy ■



Indo-Russia Working Group Addresses Exports Issues

THE 18th session of the Indo-Russia Working Group on Trade and Economic Cooperation was held in Udyog Bhawan, New Delhi on October 11-12, 2012.

The session was co-chaired by Mr. Evgeny Popov, Director, Department of Asia and Africa, Ministry of Economic Development (Russia) and Mr. Sumanta Chaudhary, Joint Secretary, Department of Commerce, Government of India.

During the convention, the Working Group discussed on two major issues relating to the export of Indian bovine meat and egg powder. For APEDA-related issues, Ms. Anita Puri, Deputy Secretary, Ministry of Agriculture; Mr. Vinod K Kaul, Deputy General Manager, APEDA and Mr. Shakti Singh, Deputy Director, Ministry of Food Processing Industries represented India, while Mr. Anton M. Akulov represented the Russian contingent.

On the market accessibility of bovine meat, the negotiations focused around the prevalence of Food and Mouth Disease (FMD) in India. Mr. Kaul clarified to the Russian counterparts that the OIE Report did not mention the prevalence of FMD in the three states of Uttar Pradesh, Andhra Pradesh and Maharashtra from where India intends to export bovine meat to Russia and the Customs Union. It was however, agreed that India will provide clarificatory information sought by the Federal Service



for Veterinary and Phytosanitary Surveillance (FSVPS) to enable export of the product.

The group also discussed on the export of egg powder from India. Mr. Kaul stated that India has been exporting egg powder to various countries. He also suggested the health certificates issued by EIC/EIA, having the recognition of EU and Japan, be considered by Russia too. Mr. Akulov responded that Animal Husbandry authorities of both countries would need to interact to enable a decision in the matter.

After elaborate discussions, the protocol was signed on October 12, 2012 ■

Speciality Rice from North East On Route to the US

APEDA ORGANISED the visit of a US delegation of buyers, interested in importing speciality rice from the states of Assam, Manipur and Tripura, from November 19-24, 2012.



In Assam, the delegation made a visit to Dhemaji, where a special variety of red rice, having special nutritive and medicinal value, is grown. The delegation met Shri Nelamani Sen Deka, the Hon'able Agriculture Minister of Assam and the Agriculture Production Commissioner prior to confirming the purchase of red rice from the state. Further, Mr. Bidyut Baruah, Assistant General Manger, APEDA organised for the team's visit to Manipur where a special variety of scented black rice is cultivated. A field visit, meeting with senior government officials and interacting with Mary Kom – five times world women boxing champion and Olympics 2012 bronze medal winner, who expounded the benefits of eating black rice – formed the itinerary of the delegation in Manipur.

At Tripura, the delegation was acquainted with Khasa, a local scented rice cultivated under the SRI method. After meeting with senior government officials of the state, the team expressed their interest to import this special variety rice. This initiative facilitated by APEDA is sure to open up the horizons for the north eastern states of India ■

Global Investment Summit: Advantage Madhya Pradesh

A GLOBAL Investment Summit was organised by the Government of Madhya Pradesh (GoMP) from October 28-30, 2012 at the Labh Ganga Convention Centre, Indore. The three-day event, third in the series following the earlier editions held at Bhopal and Khajuraho, witnessed participation from over 2,500 investors, government officials and others.

Inaugurating the event, Mr. Shivraj Singh Chauhan, the Hon'ble Chief Minister of Madhya Pradesh (MP) spoke about the state as an ideal investment hub owing to its ample natural resources and favourable economic policies. He also communicated the government's commitment to promote fresh investments within the state.

Further, insightful addresses were made by eminent personalities like Mr. Kailash Vijayvargiya, the Hon'ble Minister of Commerce, Industries and Employment; Mr. Rajkishore Kusumaria, the Hon'ble Minister of Agriculture, Government of Madhya Pradesh; Mr. Gopal Bhargava, the Hon'ble Minister for Panchayat and Rural Development; Mr. Krishna Murari Moghe, the Hon'ble Mayor of Indore; Mrs. Sumitra Mahajan, the Hon'ble MP in the Lok Sabha and Mrs. Sushma Swaraj, the Hon'ble Leader of Opposition in the Lok Sabha.

Mr. PK Dash, Additional Chief Secretary, Government of Madhya Pradesh, delivered a presentation titled 'Advantage Madhya Pradesh' highlighting the fact that MP's GDP and agricultural growth is higher than the national average growth. The rapid growth story of the state was affirmed and lauded by the prominent industrialists present on the occasion – Mr. Anil Ambani, Chairman of Reliance Group; Mr. Shashi Ruia, Chairman, Essar Group; Mr. B Muthuraman, Chairman, Tata International; Mr. Abhay Firodia, Chairman, Force Motors; Mr. Baba Kalyani, CMD, Bharat Forge; Mr. Shantanu Khosla, CEO, Proctor & Gamble; Mr. Adi Godrej, Chairman, Godrej Industries Ltd; Mr Arun Sahni, CEO and MD, Ranbaxy Laboratories; Mr. Kishore Bhiyani, Founder and CEO, Future Group; Mr. Grandhi Mallikarjun Rao, Group



Chairman, GMR Group and Mr. Krishnakumar Natarajan, MD and CEO, Mindtree Ltd.

All dignitaries attributed this growth in investment to the advantages the state enjoys in terms of its vast natural resources, infrastructure, skilled human resources, progressive policies, proactive government and robust economy.

Besides the main event on October 28, a convention for Micro, Small and Medium Enterprises (MSMEs) was also held at the venue, which was well-attended.

On the second day, 24 MoUs worth ₹ 307.74 crores were signed for various projects. These are expected to provide employment to over 2,600 people within the state. During the course of the day, many sectoral seminars were conducted including a special agro and food processing sector seminar.

Inaugurated by the Hon'ble Minister of Agriculture, Mr. Rajkishore Kusumaria, the seminar witnessed good participation. The technical session of the seminar was chaired by the Principal Secretary Agriculture, Mr. RK Swain and attended by the APC, Mr. MM Malviya among others. Enlightening presentations were delivered at the session by notable personalities like Mr. Anurag Shrivastava, Commissioner and Director Horticulture, Mr. Rajendra Singh of NABARD and Mr. MS Manjunath of Ingersoll Rand. APEDA was represented at the event by Mr. Vinod K Kaul, Deputy General Manager.

A total of 259 MoUs worth ₹ 88,000 crores were signed by the end of October 29, 2012. Among these, Mr. Kaushal Khakhar of Kaybee Exports, Mumbai signed an MoU for the cultivation of pomegranates within the state of Madhya Pradesh.

The Global Investment Summit thus served as an effective platform to draw fresh investment to the state of Madhya Pradesh ■



Opening Doors for India's Organic Products Exports

A DELEGATION from Italy looking for Indian organic products visited Sikkim on October 9, 2012. The delegation's visit to Gangtok was facilitated by APEDA along with an exporter – Nature Bio Food from Haryana. The group met with the senior state government officials and also made a field visit.

The Secretary of Agriculture, Government of Sikkim chaired the meeting and briefed the delegates about the various initiatives undertaken by the Government to promote organic farming. The Government of Sikkim has adopted various measures to convert the state to organic farming by the year 2015.

As a part of the convention, various state organisations presented varied organic products to the delegation. Out of the products showcased, the visitors expressed their eagerness to import fresh ginger in particular.

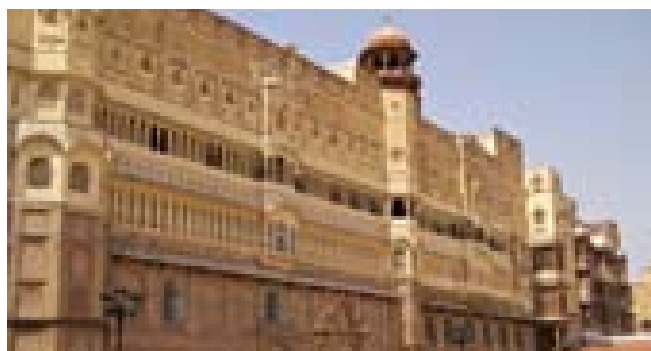


Mr. Bidyut Baruah, Assistant General Manager, APEDA Regional Office Guwahati coordinated the visit of the Italian delegation to Sikkim ■

Workshop Held to Acquaint Groundnut Farmers

A WORKSHOP was conducted by APEDA on November 30, 2012 at Krishi Vigyan Kendra (KVK) in Bikaner in order to acquaint farmers and scientists to improve agricultural practices related to the production of groundnuts. Nearly 64 participants – 50 farmers and 14 scientists and technical personnel participated in the workshop.

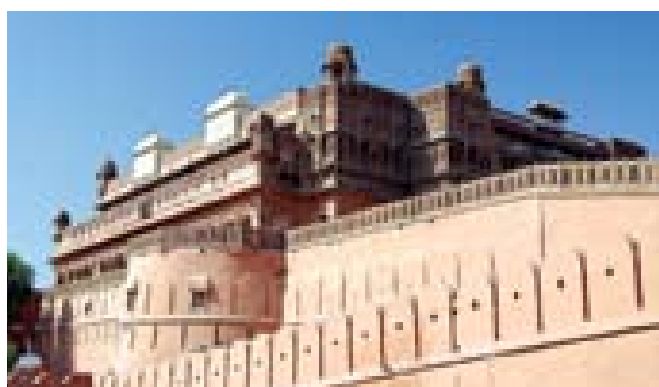
The welcome address was delivered by Dr. Atul Chandra, the Programme Coordinator of KVK and many dignitaries like Mr. Sunil Kumar, Secretary, APEDA; Mr. Navneesh Sharma, Deputy General Manager, APEDA; Mr. J L Kukreja, a representative of IOPEPC, Dr. I.J. Gulati, Professor, RAU and Dr. Kuldeep Singh Jadon, Scientist, DGR also addressed the participants. The delegates stressed on adopting better agricultural practices and a high standard of quality in groundnut production as it forms one of the major exported products of India. They also educated the participants about the presence of aflatoxin in groundnuts – a harmful toxin that is seriously impacting



the export potential of groundnuts especially after rapid alerts from the EU countries.

Following this, a presentation was made by Dr. Kuldeep Singh Jadon on 'Menace of Aflatoxin in Groundnuts: Some Critical Control Points.' His presentation majorly highlighted effects of aflatoxin on human and animal health, world regulation and some critical control measures to prevent it. Besides this, the workshop also featured a lecture series in Hindi on diverse issues to help participants implement and manage their farming techniques in a better manner. The speakers included H.N. Meena, Ranjit Singh Yadav, P.P. Thirumalaisamy, Jadon K.S., Koradia, V.G., Padvi, R.D., Harish G., Natarja M.V., Prasanna Holajjer, Narendra Kumar, A.L. Rathnakumar, M.C. Dagla, Murlidhar Meena, A.P. Mishra and Narayanan G.

The workshop was successful in creating awareness on aflatoxin amongst groundnut growers, processors and traders. The workshop concluded with the issuing of manuals and participation certificates to the participants ■



Delegates from the European Commission Visit India

IN ACCORDANCE to the recognition of equivalence of National Programme for Organic Production (NPOP) in 2006 with the EU, a delegation of five experts from the European Commission made an 11-day visit to India in October 2012. The main objective of their visit was to review the control system of APEDA on the certification programmes of the conformity assessment bodies. The visit was of high significance, as India's export of organic products to the Europe is around 63 per cent with a total value of USD 101.46 million.

The team reviewed the procedures of NPOP implementation of accreditation and surveillance. They also visited a few project sites in different parts of the country in order to witness the operations of certification bodies. Overall, the team was satisfied with the credibility of Indian accreditation procedures as per ISO17011 and the



compliance of conformity assessment by the certification bodies as per NPOP requirements. Besides this, the team also appreciated the web-based traceability system-TraceNet, which was implemented by APEDA in 2010 ■



Korean Agriculture Delegation Visits APEDA

AN AGRICULTURE delegation from the Republic of Korea (South Korea) visited the APEDA office on November 5, 2012. A delegation of 20 members visited in order to understand the potential of India's agriculture, production and export support systems. Mr. SS Nayyar, General Manager welcomed the delegation and provided a brief introduction about APEDA.

Mr. Vinod K Kaul, Deputy General Manager, APEDA delivered a detailed presentation to the delegation highlighting the strengths of the Indian economy and the role of the agri-horticulture sector therein. Mr. Kaul stated that despite the regular increase in the level of domestic consumption, India still has sufficient surplus for exports. Maintaining this demand-supply equilibrium has been possible because of the strong R&D set up through ICAR and its institutions and the role played by various agencies of the Government of India. He further emphasised on APEDA's role in putting India on the global map by easing external trade.

During the interaction the delegates raised interesting questions especially in regard to India's export of chillies and other agri-horticultural produce to the Republic of Korea. The queries raised by the delegation were well-responded. While responding to the queries, it was explained that market access matters for several export items was under the consideration of the quarantine authorities of the Republic of Korea ■



Annual Board Meeting: APEDA Achievements in a Nutshell

THE ANNUAL Board Meeting of APEDA held on November 20, 2012 in Delhi celebrated the substantial success of the organisation in the year gone by. On the occasion, the APEDA Chairman, Mr Asit Tripathy praised the organisation for a stupendous achievement of an export turnover of ₹ 62,987 crores in 2012 as against ₹ 28,500 crores in 2011; in short, achieving a growth of 121 per cent during the year.

Showcasing commendable performances, the exports of agricultural products like cereal grains, dairy products witnessed a boost this year. In the process, India became the largest exporter of rice and the second largest exporter of meat in the world. Among other promising developments was the opening up of the Tunisian and Libyan markets for the export of frozen buffalo meat, with the possibility of other markets like Morocco, etc., in the African region to follow suit. Chile and New Zealand on the other hand, opened their markets for fresh mangoes from India.

Further to rev up India's export potential, 20-odd product clusters have been identified across the country in the past year. These include clusters of Basmati Rice (Haryana and Punjab), buffalo meat (Western Uttar Pradesh), grape and grape wine (Nashik region, Maharashtra), pomegranate (Satara and Pune regions of Maharashtra), dehydrated onions and garlic (Gujarat), poultry or egg (Namakkal) and mango pulp (Andhra Pradesh and Maharashtra).



The year also witnessed our regular participation in various national and international events which has helped us to strengthen our brand image and promise. In order to take India to the world, we had organised the wine tasting and organic event in New Delhi on July 30, 2012 and participated at SIAL in Paris from October, 21-25, 2012, both of which received high commendation.

In addition to all the above, APEDA also initiated significant processes internally to ensure efficiency. The list of initiatives included the formation of the Executive and Product Committees, recruitment of candidates at the middle and senior management levels and the formulation of a pension scheme for APEDA employees. In a nutshell, the year gone by was replete with numerous activities and achievements that paved the way for future benchmarks ■



Identifying Better Technology for Pomegranate Processing

A MEETING was convened at APEDA's Mumbai office on December 17, 2012 in order to identify a suitable technology to extract arils from pomegranates. The meeting was attended by 30 participants including potential pomegranate growers, exporters and other Government agencies.

On the occasion, M/s. Juran Technologies from Israel delivered a presentation showcasing the technologies developed by them for the extraction of arils, pomegranate juice and other pomegranate products. The company has also entered into a strategic tie-up with M/s. Industrial Refrigeration Pvt. Ltd., Mumbai to promote their technology in the Indian market. The presentation immensely helped the assembled participants to identify a better processing



technology for pomegranate, a product in great demand both in the domestic and export market ■



Notification

DGFT HAS issued notification No. 28 (RE - 2012)/2009-2014 dated January 3, 2013 regarding the export of grapes to the EU countries and the export of groundnuts to all countries (except Russian Federation). To know more, please log on to the websites:
<http://www.dgft.gov.in>
<http://www.apeda.gov.in>

Symposium on Indo-ASEAN Export Potential of Agricultural Products

A SYMPOSIUM on Indo-ASEAN Export Potential of Agricultural Products was organised by the Confederation of Indian Industry (CII) at Shinde Auditorium, New Delhi on October 18, 2012. The event witnessed participation of many dignitaries from the ASEAN countries like Laos, Cambodia, Malaysia, Singapore, Philippines, Brunei and Vietnam.

The keynote address by the Hon'ble Union Minister, Mr. Harish Rawat, provided impetus to the discussion on the possibilities and potential of trade augmentation between the ASEAN countries and India with regard to their geographical proximity.

Further, a presentation was delivered by Mr. Vinod K Kaul, Deputy General Manager, APEDA, showcasing India as a leading producer of agricultural commodities in the world. He drew the delegates' attention to India's export potential in bovine meat – a product in which the country



enjoys an advantage in terms of quality and price. Mr. Kaul also spoke about the opportunity of further ties between India and the ASEAN owing to the increasing demand of imported products in the Indian market.

The symposium proved to be an effective platform to discuss ways of augmenting agricultural trade between the ASEAN countries and India ■

APEDA-MAPMC Sign MoU

APEDA HAS signed an MoU with the Maharashtra Agriculture Produce Marketing Committee (MAPMC) to set up a state-of-the-art multipurpose cold chain facility for fruits and vegetables at MAPMC, Vashi, Navi Mumbai. The MoU was signed as per the approval of APEDA in its authority meeting held on June 16, 2012.

The agreement was signed between Dr. Sudhanshu, Deputy General Manager, APEDA, Mumbai and Mr. Sudhir Tungar, Deputy Commissioner and Secretary, MAPMC on October 8, 2012, at APEDA Mumbai Regional Office.

A budget of ₹ 8 crores has been approved for the project that will enhance the shelf-life of products in order to facilitate further exports of good quality products. It will also provide pre-cooling, cold stores, ripening chambers, grading line and frozen cold storage facilities. The setting up of new facility is being looked upon as a welcome move as Vashi is a major collection hub of fresh fruits and vegetables for exports to Europe and the Gulf countries by air and sea respectively. Along with this, the proposed location is in proximity to the upcoming irradiation/VHT facilities of mango which is being set up by MSAMB with financial support from APEDA.



With the improved facilities, sellers are expected to fetch better returns. Exporters too are expected to benefit as the facilities of sorting, grading, pre-cooling, ripening and cold storage for packaging and palletisation of consignment will help them provide quality produce at par with the international export standards ■

Tajikistan Requests for Phytosanitary Control on Imports

IN A letter to the Indian Embassy in the Republic of Tajikistan, Tajik Ministry of Agriculture, in accordance to the Tajik law “On Quarantine of Plants”, informed that every subquarantine material imported to or exported from Tajikistan is to have a phytosanitary certificate, issued by an authorised Government body for quarantine of plants of the exporter country and quarantine permission for import.

Adhering to Article 11 of the same law, the country requires imported sub quarantine material be subjected to a compulsory state quarantine phytosanitary control and examination.



As informed by the Tajik Ministry, even the sub quarantine materials imported through check points of Tajik state border to Tajikistan is required to be subjected to a primary state quarantine phytosanitary control and examination. And on reaching its destination, Tajikistan requires imports to be re-subjected to a secondary state quarantine phytosanitary control and examination.

Accordingly, the Tajikistan Government has authorised the Service of State inspection for phytosanitation and quarantine of plants under the Ministry of Agriculture to carry out this requirement ■



SIAL 2012

APEDA ACTIVELY participated in SIAL 2012, the largest food exhibition in the world, held from October 21-25, at the Parc des Expositions de Paris-Nord Villepinte Convention Centre. The grand event witnessed participation from over 5,900 exhibitors from 100 countries; 140,000 visitors from over 200 countries, 62 per cent of whom were international; more than 200 conferences, talk shows and debates throughout the exhibition. The high turn out of Indian food companies this year was a first in the history of the prestigious exhibition.

The Indian Pavilion, housing these exporter companies, was inaugurated by His Excellency, the Indian Ambassador to France, Mr. Rakesh Sood along with the Hon'ble Minister of State for Food Processing, Shri Mahant Charan Das.

APEDA has always made significant contributions towards showcasing brand India on the world platter through participations at several such events. Like every year, this year too, APEDA aptly showcased India through the aesthetically designed pavilion of 1,538 square metres which attracted a large number of trade visitors and entrepreneurs. The vibrant pavilion facilitated the participation of more than 70 companies showcasing diverse range of Basmati Rice, Spices and cashews. Apart



from the India Pavilion, 50 other companies showcased meat products, snacks, biscuits, honey and ready-to-eat food among others at the event.

A strategic MoU was also signed at the event between the Hon'ble Minister of Food Processing, Shri Mahant Charan Das and his French counterpart in order to strengthen the mutual cooperation in agri food export-import segment, aid transfer of technologies, facilitate knowledge sharing and create more opportunities between manufacturers and exporters of food products and technology.

APEDA's participation at this illustrious event was organised by Mr. Sunil Kumar, Secretary, APEDA along with Mr. U. K. Vats, Deputy General Manager, APEDA ■



India Shines at FHC China

WITH AN aim to showcase brand India and further improve exports, APEDA participated in the Food and Hotel China (FHC) held from November 14-16, 2012 at SNIEC, Shanghai, China.

APEDA represented the Indian contingent through a beautifully designed pavilion of 72 square metres that displayed a range of food products like fresh mangoes, processed foods, pickles and chutnies, snacks, etc. The pavilion aptly showcased the participation of five exporters along with product samples from eight leading exporters.

APEDA's participation at the event was organised by Mr. A. S. Rawat, General Manager, APEDA and Mr. R. K. Mondal, Assistant General Manager, APEDA. The APEDA Pavilion was set up in association with the Ministry of Food Processing Industries (MOFPI) and the All India Rice Exporters Association (AIREA), which were represented by Mr. Gajendra Bhujbal, Advisor, MOFPI and Mr. Rajen Sundresan Executive Director AIREA

The major attractions of the show was the wet sampling of Indian Basmati Rice Biryani. A wet sampling counter was set up within the pavilion for serving both



vegetarian as well as non-vegetarian Biryani to the visitors. The response received towards wet sampling proved China to be a potential market for Basmati Rice exports from India.

The participation in the show was aptly supported by the Consulate General of India. Mr. Naveen Srivastava, the Consulate General and Mr. Mahavir P. Bhardwaj, Deputy Consul General, visited the APEDA pavilion on November 15, 2012 and appreciated the efforts in putting up an aesthetically designed pavilion. The Consul General discussed on the various issues faced by the Indian exporters regarding market accessibility in China for Indian agro products

The participation of APEDA in the food show generated trade enquires for various products like cereal preparations, RTE, dehydrated garlic/onion, spices, rice, coffee, other processed foods, nuts (walnuts), etc. ■



The India Food Manufacturing and Safety Summit 2012

THE INDIA Food Manufacturing and Safety Summit 2012, a popular gathering of the processed food manufacturers and exporters, was organised by EXITO on December 13, 2012 at Mumbai. APEDA provided its logo support in organising the event. APEDA, Regional Office Mumbai extended its support to the summit in order to promote networking among the manufacturers and exporters of processed foods. On the occasion, Dr. Sudhanshu, Deputy General Manager, APEDA, Mumbai delivered a presentation at the summit highlighting the various initiatives adopted by the organisation on food safety and traceability of agricultural and processed food products. APEDA's participation in the event enabled in sensitising the entrepreneurs involved in the supply chain of agri exports about food safety aspects which are crucial

to exports. In all, the summit was highly informational in nature leaving the audience asking for more such in the near future ■



Ukraine: An Emerging Market for Indian Exporters

THE WORLD Food 2012, Ukraine was held at the International Exhibition Centre, Kiev from October 31 to November 2, 2012. APEDA in association with the Ministry of Food Processing Industry (MOFPI) participated in the exhibition for the first time to promote 'Brand India', enhance bilateral trade and create awareness about the potential business opportunities as Ukraine is emerging as a major importer of Indian processed foods, groundnuts, guar gum, rice and alcoholic beverages.

APEDA's participation in the event was organised by Shri T. Sudhakar, Deputy General Manager and Shri Man Prakash Vijay, Assistant General Manager, APEDA while MOFPI was represented by Shri K.B. Subramaniam, Deputy Secretary.



At the event, a 63 square metres aesthetically designed APEDA pavilion was inaugurated by Mr. Rajiv K. Chander, the Hon'ble Ambassador, Embassy of India, Kiev, Ukraine, in the presence of Mr. Azar A.H. Khan, the Hon'ble Counsellor and Mr. Sandeep Groover, Attache. During his visit to the pavilion, the Hon'ble Ambassador made some valuable suggestions to promote Indian food products in Ukraine. Apart from this, Mr. Chander also discussed on the problems being faced by exporters in the export of food items to Ukraine and assured them of resolving the concerns at the earliest. Mr. Ivan Bisyuk, the Hon'ble Deputy Agriculture Minister, Ukraine, also visited the pavilion, interacted with Indian exporters and enjoyed the sample of Indian Basmati Rice Biryani.

Besides its colourful and vibrant ambience, the pavilion was successful in drawing numerous visitors for its display of varied Indian sweets, snacks, rice, mixed spices, dehydrated vegetables, fruit pulps, etc. A special stall for wet sampling on Indian Basmati Rice Biryani was also set up. Visitors thronged the stall in large numbers and were delighted to taste the samples of vegetarian and non-vegetarian Basmati Rice Biryani. Publicity materials including a special brochure containing the names of Indian exporters were also distributed at the event premises. APEDA's vibrant pavilion aptly showcased the India potential and earned us the award of the 'Best International Newcomer' ■

APEDA Participates at the India Show Bangladesh

APEDA HAS been actively engaged in promoting brand India on various platforms. This time round, the organisation showcased the potential of Indian exports to the country of Bangladesh through the India Show held from December 3-5, 2012 at the Bangabandhu International Conference Centre, Dhaka. An initiative of the Ministry of Commerce and Industry, Government of India, the India Show saw the participation of a high level business delegation of 60 companies.

The exhibition titled 'Partnerships for Progress', was inaugurated by Mr. Ghulam Muhammed Quader, the Hon'ble Minister for Commerce, Government of the People's Republic of Bangladesh. Several notable personalities like the Hon'ble Commerce Secretary, Government of India, Mr. S. R. Rao; His Excellency



Mr. Pankaj Saran, High Commissioner of India to Bangladesh; Mr. R. V. Kanoria, President, FICCI; Mr. Kazi Akrumuddin Ahmed, President, Federation of Bangladesh Chamber of Commerce and Industry (FBCCI) and Mr. Abdul Mattub Ahmed, President, Indian Bangladesh Chamber of Commerce and Industry (IBCCI) were present for the inauguration and visited the APEDA pavilion.

For the occasion, APEDA took up a 90 square metres pavilion which was aesthetically decorated. Around seven exporters participated through APEDA at the event. Participating exporters displayed their products while wet sampling of Biryani was offered to the visitors in the pavilion.

APEDA's participation in the show proved to be a great opportunity to showcase India's vast export potential to Bangladesh. Our exporters made new business contacts and were able to share their knowledge base during the event. APEDA's participation at the India Show was organised by Dr. Sudhanshu, Deputy General Manager and Mr. Umesh Kumar, Assistant General Manager, APEDA ■



For Your Information

Export Highlights

- APEDA products have registered a phenomenal growth of 101.23 per cent in rupee terms and 69.85 per cent in dollar terms for April-October 2012
- The overall exports has increased from ₹ 3,513,325 crores (April-October 2011-12, 2010-11) to an impressive ₹ 7,069,711 crores (April-October 2012)
- In terms of dollars, there has been tremendous value increase. While last year, the USD value was USD 7,649, it is presently valued at 12,991 million
- Almost all the product categories have registered a positive growth. Cereals have reached the centenary mark of 115.35 per cent
- Floriculture and seeds have grown by 28.94 per cent. Also fresh fruits and vegetables have grown by 14.17 per cent
- Processed fruits and vegetables have achieved a growth rate of 7.22 per cent and livestock products grew by 27.60 per cent
- Other processed foods have also managed to grow at a rapid pace as the growth rate has been 188.85 per cent



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

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