

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

RAJYA SABHA
STARRED QUESTION NO. *193
TO BE ANSWERED ON 17th MARCH, 2023

CLUSTERS FOR BANANA CULTIVATION IN ANDHRA PRADES

***193. SHRI V. VIJAYASAI REDDY:**

Will the Minister of **COMMERCE &INDUSTRY** be pleased to state:

- (a) whether it is a fact that Anantapuram district in Andhra Pradesh is identified as one of the clusters for banana cultivation;
- (b) if so, the details thereof;
- (c) the efforts being made to push up production, productivity and export of mangoes from this cluster;
- (d) the details of financial, technical and scientific assistance given to mango farmers in this cluster; and
- (e) the details of coordination that the Ministry has, with the Ministry of Agriculture, in order to push the export of mangoes from this cluster?

ANSWER

THE MINISTER OF COMMERCE AND INDUSTRY
(SHRI PIYUSH GOYAL)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN THE RAJYA SABHA STARRED QUESTION NO. 193 FOR ANSWER ON 17th MARCH, 2023 REGARDING- “CLUSTERS FOR BANANA CULTIVATION IN ANDHRA PRADESH” BY SHRI V. VIJAYASAI REDDY:

(a) & (b): Yes Sir. Ministry of Agriculture & Farmers Welfare has launched Horticulture Cluster Development Programme to leverage the geographical specialization of horticulture clusters and promote integrated and market led development of pre-production, production, post-harvest, logistics, branding and marketing activities. Anantapuram District in Andhra Pradesh has been identified as one of the clusters for banana cultivation and is one of the 12 clusters, which have been selected on pilot basis for the launch of Horticulture Cluster Development Programme.

The Agricultural & Processed Food Products Export Development Authority (APEDA), a statutory body under Department of Commerce, has been collaborating with the Ministry of Agriculture & Farmers Welfare and the State Government agencies to undertake following activities:

- i. Training programmes have been organized for farmers on best farm practices for enhancement of production and productivity, in collaboration with Indian Council for Agricultural Research (ICAR).
- ii. Training programmes on Global Good Agriculture Practices (GAP) certification process have been conducted for the farmers.
- iii. Buyer-Seller Meets between farmers/growers and potential banana exporters have been organised.

Further, the Department of Agriculture & Farmers Welfare is implementing Mission for Integrated Development of Horticulture (MIDH) for holistic development of horticulture sector, under which financial assistance is available to various horticulture activities, including pre and post-harvest management activities, for development of production, productivity and export of horticultural crops, including banana.

(c) to (e): India and the US have reached an in-principle agreement which will allow India's National Plant Protection Organisation (NPPO) to conduct pre-shipment inspection for mangoes to be exported to the US. This arrangement is expected to rationalize the inspection cost for India's mango exporters.

Further, in order to promote Indian mangoes in international markets during 2022 season, APEDA in association with Embassy of India, Tokyo has made rigorous efforts by conducting Buyer Seller meet connecting exporters and importers in Japan. Indian Mango festival was organized during May 2022 in Tokyo, Japan. As a result of these efforts, around 50 MT of mangoes have been exported so far from India in the current season as compared to only 24.52 MT of mangoes exported around in the last season. Similar efforts have been made for the export of mangoes in South Korean Market. Further, APEDA in association with respective Embassies of India organized mango promotion programme in Riyadh, Brussels, Thimpu, Kuwait and Berlin.

APEDA provides technical and financial assistance to eligible exporters of horticultural products including mango, under various components of its export promotion scheme viz. Infrastructure Development, Quality Development and Market Development.
