

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

RAJYA SABHA
UNSTARRED QUESTION NO. 1015
ANSWERED ON 28/07/2023

EXPORT OF HORTICULTURE PRODUCES

1015. SHRI NIRANJAN BISHI:

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

- (a) the initiatives taken by Government to promote the export of horticulture produce;
- (b) the financial support and incentives available to horticulture exporters;
- (c) whether Government plans to develop online marketplaces or platforms to connect horticulture producers with international buyers and promote direct trade; and
- (d) the details of Government's roadmap and future vision for the horticulture sector's exports?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SMT. ANUPRIYA PATEL)

(a) Promotion of export of horticulture products is a continuous process. The Agricultural & Processed Food Products Export Development Authority (APEDA), a statutory body under the administrative control of Department of Commerce, has the mandate to promote export of horticulture products. APEDA assists exporters in promoting exports by organising buyer-seller meets (BSMs); participation in international trade fairs and exhibitions; taking up the Sanitary and Phytosanitary (SPS), Technical Barriers to Trade (TBT) and Market Access issues with the importing countries; and regular interactions with the Indian Missions to tap export opportunities in various countries.

Further, Export Promotion Forums (EPFs) for some horticulture products like banana, grapes, mango, onion, pomegranate and floriculture have been set up under the aegis of APEDA. The EPFs strive to identify and anticipate developments pertaining to production and exports of these products, reach out to stakeholders across the entire production/ supply chain of exports and make recommendations for necessary policy interventions and other measures to promote exports.

Farmer Producer Organizations (FPO) have been established for the purpose of leveraging collective economies of scale in the production and marketing of agriculture and related products. This helps lower the average cost of production, hence increasing competitiveness in foreign markets.

(b) APEDA provides financial assistance to its registered exporters of horticulture products under Agriculture & Processed Food Export Promotion Scheme of APEDA. The assistance is

provided under various components of the schemes viz. Infrastructure Development, Quality Development and Market Development.

(c) APEDA has introduced its own platform for organizing Virtual Trade Fairs to establish contact between Indian exporters and importers. Virtual Buyer-Seller Meets are also frequently organized in collaboration with Indian Missions.

(d) The Government has been focussing on providing export market linkage for farmers, Farmer-Producer Organisations (FPOs) and cooperatives so that the farmers get the benefit of premium derived from exports. APEDA has registered a number of FPOs as exporters so that they can export directly. The Government has also been focussing on promoting horticulture exports from land-locked states, Himalayan states and North-Eastern region. APEDA has also been collaborating with the ICAR institutions for development of product and destination specific sea protocols so that the horticulture products can be exported to distant destinations.
