

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE
RAJYA SABHA
UNSTARRED QUESTION NO. 687
ANSWERED ON 24/07/2026

PROMOTION OF AGRICULTURAL EXPORTS AND QUALITY CERTIFICATION

687 SMT. DARSHANA SINGH

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

- (a) the details of the steps taken recently to promote agricultural exports;
- (b) the assistance being provided to the States to increase export of agricultural products;
- (c) whether any special initiatives have been taken to link farmers with quality certification and global markets, if so, the details thereof; and
- (d) whether Government proposes to develop new agricultural export clusters, if so, the details thereof?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY

(SHRI JITIN PRASADA)

(a), (b) & (c) The Government has launched the Export Promotion Mission (EPM), during the period FY 2025–26 to FY 2030–31 to strengthen India’s export competitiveness, particularly for MSMEs, first-time exporters, and labor-intensive sectors, including the agricultural sector. The mission is operating through two integrated sub-schemes:

- i. Niryat Protsahan – focuses on improving access to affordable trade finance for MSMEs through a range of instruments such as interest subvention, export factoring, collateral guarantees, credit cards for e-commerce exporters, and credit enhancement support for diversification into new markets.
- ii. Niryat Disha – focuses on non-financial enablers that enhance market readiness and competitiveness, including export quality and compliance support, assistance for international branding, packaging, and participation in trade fairs, export warehousing and logistics, inland transport reimbursements, and trade intelligence and capacity-building initiatives.

In addition, under the Trade Infrastructure for Export Scheme (TIES), assistance is provided to eligible Central/State Government agencies and joint ventures for setting up and up-gradation of infrastructure projects with overwhelming export linkages including quality testing labs, cold chains and cargo terminals etc. Further, the Department of Commerce through the Agricultural and Processed Food Products Export Development Authority (APEDA) provides financial support to exporters from across the country, for export promotion of its Scheduled products, through its Financial Assistance Scheme (FAS), under three components viz., Development of Export Infrastructure, Quality Development and Market Development.

Focused measures are being taken to link farmers with quality certification and global markets, such as: (i) Scaling up of training and capacity building of farmers and FPOs on quality, food safety, and certification requirements of key importing countries (ii) Assistance to exporting and export-linked FPOs in obtaining various internationally recognized quality and food safety certifications (iii) Strengthening of traceability systems for products such as grapes, mangoes, peanuts and Organic Products to meet importing country requirements (iv) Development and updating of packaging standards in line with international requirements (v) Concerted and coordinated efforts are being made to enhance the number and spread of food testing laboratories across the country, (vi) Exhibition space at concessional rates is being provided to FPOs for enabling their participation in key international food fairs in India and abroad.

(d) The National Horticulture Board (NHB), under the Ministry of Agriculture & Farmers Welfare, Government of India is implementing the Horticulture Cluster Development Programme (HCDP), which was conceptualized and launched in May 2021, with the objective of leveraging the geographical specialization of horticulture clusters and promoting integrated, market-led development across the value chain covering pre-production, production, post-harvest management, logistics, branding and marketing. Initially, 12 horticulture clusters were started under the pilot phase. Based on the learnings from the pilot, the guidelines for the Cluster Development Programme were revised in April 2025. This integrated approach is expected to strengthen export readiness and enhance the global competitiveness of horticulture produce.
