

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

LOK SABHA
UNSTARRED QUESTION NO. 555
TO BE ANSWERED ON 01st DECEMBER, 2021

EXPORT—ORIENTED PRODUCTION CLUSTERS

555. SHRI RAHUL GANDHI:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether export-oriented production clusters are proposed to be established in Wayanad parliamentary constituency under the Agriculture Export Policy and if so, the details thereof, including the status of implementation;
- (b) the details of the initiatives are being undertaken to strengthen infrastructure and logistics for promotion of agricultural export in Wayanad parliamentary constituency;
- (c) whether any assistance has been provided to Kerala under the Trade Infrastructure for Export Scheme for establishment of Spice Parks and if so, the details thereof;
- (d) the details of the measures are being taken by the Government to ensure the effective participation of small and medium farmers in the production clusters;
- (e) whether any initiatives are being undertaken by the Government to promote the export of indigenous and tribal products; and
- (f) if so, the details thereof, including programs being undertaken in Kerala?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)

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

- (a) Wayanad district has been identified as a cluster under the Agriculture Export Policy for development and promotion of exports of three products viz. Banana, Turmeric and Pepper under Agri Export Policy (AEP). District level Cluster Facilitation Committee has been constituted under the chairmanship of District Collector to oversee the development of cluster. Initial rounds of meetings with the stakeholders have been conducted. The State Nodal agency, Vegetable and Fruit Promotion Council Keralam (VFPCCK) has organized the Capacity building program for the concerned stakeholders in the Banana Cluster comprising Wayanad, Thrissur and Thiruvananthapuram. Spices Board is coordinating with State Agriculture /

Horticulture Departments of Kerala and has provided technical support in preparing the Action Plan and a document related to good agricultural practices for various crops.

Under the District as Export Hub initiative Malabar Pepper, Banana, Wayanad Jeerakasala Rice, Wayanad Gandhakasala Rice, Wayanaad Robusta Coffee, Spice products, Tea and Coffee have been identified as the products with export potential for Wayanad district of Kerala.

(b) APEDA has provided financial assistance of Rs. 430.92 lakhs to Vegetable and Fruit Promotion Council Keralam (VFPCCK) under APEDA infrastructure scheme for establishment of Vegetables & fruits packhouse at Wayanad. Packhouse at Wayanad has become operational in the year 2016-17.

(c) Spices Board has established a Spices Park at Puttady in Idukki district of Kerala. However, no assistance under Trade Infrastructure for Export Scheme (TIES) has been provided for establishment of Spices Parks in Kerala.

(d) to (f) The Agricultural & Processed Food Products Export Development Authority (APEDA) has set up a Regional Office in Kochi in May 2021. APEDA has been working closely with the district officials of these clusters and other stakeholders to sensitize the farmers to enhance the quality of the produce for export purposes. Following initiatives have been taken:

- Sensitization Programme for SC/ST FPOs in the State of Kerala was organised virtually on 26th June 2021.
- Interactive meeting with FPO's of Kerala to identify the issues in exporting their potential products on 13th August 2021.
- Interactive meeting with exporters & Farmers/FPOs of Rice exports was organised on 8th September 2021.
- A virtual capacity building program was organized by APEDA in association with Department of Agriculture, Govt. of Kerala, Department of Industries & Commerce, Govt. of Kerala, Kerala Agricultural University, NABARD, NAFED, SFAC & VFPCCK for FPOs/Cooperative societies/farmers of Kerala on 26th September 2021.
- Organised a farmer-scientists interface on GI-Tagged rice varieties in association with Kerala Agricultural University, Thrissur to emphasize the export-oriented production of GI tagged rice varieties in Kerala on 12th October 2021.
- A sensitisation programme on APEDA's new financial assistance schemes 2021-22 to 2025-26 was organised on 17th November 2021 in Ernakulam and on 19th November 2021 in Thiruvananthapuram.
- Sensitisation meetings/programs have been organized in the Banana cluster in association with State departments, SAUs, KVKs, NABARD for identification of progressive Farmer groups and strengthening the export linkage of FPOs/FPCs.
- The FPOs formed under the clusters are concentrating on induction of small and marginal farmers who constitute a majority in the farmers in Kerala. Export production protocol for banana has been developed by National Research Centre for Banana (NRCB) and is being disseminated among the farmers to ensure availability of export quality produce.

Spices Board has also established a field office in Kalpetta of Wayanad District for implementation of various programs for post-harvest management and quality improvement of Pepper, turmeric and other spices. The Board is implementing Post Harvest Improvement programs, viz, Supply of Pepper threshers, Turmeric boilers & polishers etc, at a subsidized rate to the pepper and turmeric growers and also providing quality improvement training and extension advisory services to the stakeholders for improving the quality of pepper and turmeric for export.

Under a joint venture by the ICAR-National Research Centre on Banana, Tiruchirappalli, Tamil Nadu and Vegetable and Fruit Promotion Council Keralam, Kochi, Kerala, The ICAR-NRC on Banana imparted hands-on-training to the Banana farmers from Thrissur District on the scientific cultivation of Nendran following Good Agricultural Practices to produce export quality Nendran Bananas. Consignments of Nendran Bananas have been exported to UK and Singapore. APEDA has also facilitated exports of value added products of Jackfruit and Passion Fruit.

Spices Board is implementing a Project 'Integrated Development of Small Cardamom in Aranamala Tribal Settlement of Wayanad district in Kerala during the period from 2020 to 2022, with support from Dept of Tribal Development, Govt of Kerala. The project with components such as area expansion , Installation of spice Curing Device, Quality Improvement Training programs (QITP), Extension Advisory support, Exposure Visits etc aims to benefit capacity building of 32 tribal families in Aranamala Tribal, with a financial outlay of Rs 11.71 lakh.
