

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

**LOK SABHA**  
**UNSTARRED QUESTION NO. 1377**  
**ANSWERED ON 03/12/2024**

**PROMOTION OF AGRICULTURAL EXPORT**

1377. SMT. HARSIMRAT KAUR BADAL:

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

- (a) the details of measures taken for promotion of agricultural exports from Punjab;
- (b) the details of step taken by the Government to address barriers faced by farmers in accessing international markets;
- (c) the details of initiatives to improve market linkages for Punjab's agricultural products; and
- (d) the details of steps taken by the Government for promotion of support farmers in adopting quality standards required for reaching international markets?

**ANSWER**

वाणिज्य और उद्योग मंत्रालय में राज्य मंत्री (श्री जितिन प्रसाद)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY  
(SHRI JITIN PRASADA)

**(a) to (d)** The Department of Commerce through Agricultural and Processed food products Export Development Authority (APEDA) provides financial assistance to member exporters of APEDA from across the country including Punjab under Agriculture and Processed Foods Export Promotion Scheme of APEDA for the 15<sup>th</sup> Finance Commission Cycle (2021-22 to 2025-26) in following three broad areas:

**(i) Scheme for infrastructure Development-** Financial assistance for setting up of packhouses facilities with packing / grading lines, pre-cooling unit with cold storage and refrigerated transportation etc, cable system for handling of crops like banana, pre-shipment treatment facilities such as irradiation, 1apour heat treatment, hot water dip treatment and Common infrastructure facilities, reefer vans and missing gap in the existing infrastructure of individual exporters.

**(ii) Scheme for Quality Development** –Financial assistance for purchase of laboratory testing equipment, installation of quality management system, handheld devices for capturing farm level coordinates for traceability and testing of water, soil, residues and pesticides etc.

**(iii) Scheme for Market Promotion-** The assistance covers participation of exporters in international trade fairs, organizing buyer seller meets and developing packaging standards for new products and upgrading the existing standards.

The details of some specific measures taken for promotion of Agriculture exports from Punjab are annexed as Annexure – I

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**Annexure referred to in reply to Part (a) to (d) of Lok Sabha Unstarred Question No. 1377 for answer on 03.12.2024.**

Initiatives have been taken for enhancing export-oriented infrastructure in Punjab to support agricultural products like Basmati Rice, Fresh Fruits and Millets:

1. **Packhouses and Cold Storage:** APEDA has facilitated exporters to develop and streamline the export of perishable goods from packhouses in Ludhiana to meet international standards for fresh produce. These facilities adhere to global standards for exporting fresh produce like Kinnow, Others Fruits and Vegetables. On June 28, 2024, the first consignment of Litchi has been exported from Punjab to London.
2. **Millet Export to Sydney:** On January 30, 2024, the first consignment of 13 varieties of millet and associated value-added products was exported by Farmer turned as exporter from Sangrur, Punjab, to Sydney, Australia, with the help of APEDA.
3. **Capacity Building Programs:** APEDA collaborated with Punjab Agricultural University and other institutions to organize training programmes on residue free farming and meeting with international standards. Total 25 numbers of training programme have been organized during 2024 in Punjab which were attended by more than 2000 participants including FPOs, Cooperatives, startup, PACS (Primary Agricultural Cooperative Society).
4. **Kinnow Export Promotion:** APEDA is facilitating Kinnow export to Gulf Countries through Retail Chains with improved packaging and marketing. organized programmes connecting exporters with importers/buyers for the export of kinnow from various districts in Punjab, including Abohar, Fazilka, Hoshiarpur, Fatehgarh Sahib, Moga, and Bathinda. Efforts are underway to open new international markets and negotiate better trade agreements to increase kinnow exports.

**Initiatives for implementation of Good Agriculture Practices (GAP):** The exporters of Rice have been sensitized on the need for GAP implementation especially for export to destinations such as EU and UK.

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