

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE
LOK SABHA
UNSTARRED QUESTION NO. 302
ANSWERED ON 02/12/2025

Outcome of BHARATI

302. SHRI KALANIDHI VEERASWAMY:

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

- (a) the objectives and expected outcomes of the Building Holistic Agri-Food Responsible Agri-Tech Innovation (BHARATI) initiative launched by the Agricultural and Processed Food Products Export Development Authority (APEDA) to enable agri-food exports;
- (b) the timeline for the roll-out of the pilot cohort and the number of start-ups selected and their respective categories or focus areas;
- (c) the measures put in place to ensure participation of small and marginal farmers, rural enterprises, FPOs and start-ups from under-represented regions including southern States such as Tamil Nadu in the BHARATI programme; and
- (d) the manner in which the Government proposes to monitor and evaluate the initiative's impact on export value, innovation, job creation and the "Make in India for the World" vision?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्यमंत्री (श्री जितिन प्रसाद)

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

(a), (b) & (c): BHARATI, which stands for Bharat's Hub for Agritech, Resilience, Advancement and Incubation for Export Enablement, is a new initiative by the Agricultural and Processed Food Products Export Development Authority (APEDA), launched with the aim to support startups engaged in agri-food and agri-tech, towards enhancing agri exports. It is structured to complement and enhance industry and government-led incubation programmes in the agriculture, food and food processing sectors, to work on resolution of export challenges related to new and innovative product development, value addition, quality assurance, perishability, wastage and logistics, to deliver scalable, cost-effective solutions to enhance India's global competitiveness.

The initiative was launched in September, 2025 and applications were invited till 10th November 2025 on areas relating to High-Value and Innovative Agri-Food Products, Technology-Led Solutions for Export Enablement, Solutions for resolution of Sanitary and Phytosanitary (SPS) Risks and Compliance Barriers. A total of 100 Startups across the country, will be selected for the pilot cohort, under the structured acceleration programme.

To ensure diverse participation, APEDA engaged with various State and National institutions, incubation networks, and industries, and conducted awareness programmes and outreach sessions for wider mobilisation of eligible participants across the country, including the State of Tamil Nadu. For wider dissemination, a dedicated webspace (<https://apeda.gov.in/bharati/>) has been created and publicised by APEDA.

- (d): There are defined performance indicators covering export value, innovation, and job creation. The selected startups will be provided inputs and guidance through the acceleration program that will enable them to prepare a 12-month export plan, for their respective business. Similarly, the progress on high-value, innovative products, will be evaluated based on their market acceptance and commercialisation outcomes. For job creation, baseline parameters such as revenue, export turnover and employment numbers for the selected cohort will be monitored throughout the programme period.
