

Export of APEDA scheduled products from Odisha – The Way Forward



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Regional Head

Agricultural and Processed Food Products

Export Development Authority (APEDA)

Ministry of Commerce & Industry

Government of India



About APEDA

- AEPDA was established by an **Act of Parliament** in **1986** under the Ministry of Commerce for development and promotion of export of agricultural and processed scheduled foods products.
- **Head Office at New Delhi**
- **Sixteen Regional offices** – Mumbai, Bangaluru, Kolkata, Guwahati, Ahmedabad, Jammu, Srinagar, Bhopal, Varanasi, Chandigarh, Chennai, Ladakh, Kochi, Vishakhapatnam, Secunderabad and Agartala



APEDA Regional Office-Kolkata

- In the year 1996, APEDA established its regional office in Kolkata to boost the agri export activities from Eastern India.
- Three states viz. West Bengal, Odisha & Jharkhand and one Union Territory i.e. Andaman & Nicobar Islands comes under the jurisdiction of APEDA-Kolkata office.

Products Handled by APEEDA

750+ tariff lines

1. Fruits, Vegetables and their Products
2. Meat and Meat Products
3. Poultry and Poultry Products
4. Dairy Products
5. Confectionery, Biscuits & Bakery Products
6. Honey, Jaggery and Sugar Products
7. Chocolates of all kinds
8. Alcoholic and Non-Alcoholic Beverages
9. Cereal and Cereal Products
10. Groundnuts and Walnuts
11. Pickles, Papads and Chutneys
12. Guar Gum
13. Floriculture and Floriculture Products
14. Herbal and Medicinal Plants
15. Cashew Nut



Mandate vested

- As per the Govt. of India notification, any export of Agri items is only possible with APEEDA Registration of the Scheduled products.
- Development of the trade by way of providing financial assistance (subsidies) for the APEEDA registered exporters.
- Accreditation of Meat Processing Plants, Peanut units, Rice Processing Units and Pack houses
- Ensuring the quality of products as per the international guidelines;
- Improving of packaging of the Scheduled products with the help of allied organizations;
- Marketing of the Scheduled products outside India by ways of Trade Fairs, BSMs and R-BSMs



Mandate ... contd..

- Collection and compilation of statistics
- Training in various aspects of the industries connected with the scheduled products;
- APEDA is nominated as the Secretariat for the promotion of Organic Products under NPOP.
- Nodal organisation for the implementation of Agri Export Policy for the States across the country.
- Coordination with all allied departments for the development of export from the country.



APEDA Initiatives

- Online System
All certificates: RCMC/RCAC/COE/Financial Assistance/Export Returns
- AgriTrade Newsletter : Daily circulation by e-mail
- Participation in major international food exhibitions
- Organizing Buyer Seller Meets and Reverse Buyer Seller Meets
- Rapid Alert Monitoring System
- Country Specific agri export strategy reports have been prepped for 60 countries in consultation with the Indian Embassies/ High Commissions of the respective countries to tap the opportunities
- Organising Capacity Building Programme for FPOs and Progressive farmers



1. As directed by the Hon'ble CIM, a Farmer Connect Portal has been created which provides a platform for connecting FPOs/FPCs/Cooperatives and exporters to interact.
2. The main objective of the Portal is to facilitate and integrate the activities of Farmer and aggregators in the form of Farmer Producer Organisation (FPO) with Exporters.
3. More than **4000 FPOs** have been registered so far in Farmer Connect portal.
4. More than **1000 FPOs** have been registered with APEDA as exporter in PAN India.
5. More than **70 FPOs** have been registered with APEDA in the Eastern Region.
6. Around **15 FPOs** have been registered with APEDA from Odisha as exporters

#आत्मनिर्भर भारत

India's Strength – APEDA Products

- India is now playing the role of **Demand Basket** for the world
- India is exporting to more than **250 countries round to globe**
- India achieved more than 400 Bill USD export turnout of Mercantile export
- **Non Basmati stands at Rs. 45000.00 Crores**, Basmati stands at Rs. **23500.00 Crores** and Buffalo Meat stands at Rs. **24000.00 Crores**. Wheat, Maize, Misc Preparations, Cereal Preparations, Groundnuts, Processed Vegetables, etc stands subsequently.
- Bangladesh is our most consistent importer consecutively for the past several years. In addition, UAE, Vietnam, USA, Nepal, Saudi Arabia, Malaysia, Indonesia, Iran, etc are our most demanded destinations.
- Apart from the export of conventional products, Govt. is also emphasizing upon organic products, natural products and GI / Indigenous products from India.
- India is the world's second largest rice producer after China.
- The major rice producing states are West Bengal, Uttar Pradesh, Punjab, Tamil Nadu, Andhra Pradesh, Bihar, Chattisgarh, Odisha, Assam and Haryana.
- The significant rise in agri-exports is also seen as a testimony of the government's commitment to increase farmer's income by boosting exports of agricultural and foods products of the country.

Export of APEDA Products

APEDA Products	Top 5 destination countries
All APEDA Products	Bangladesh (7.0%), Saudi Arab (6.9%), UAE (5.7%), USA (5.4%), Hong Kong (4.7%)
Cereals	Saudi Arab (10.6%), Bangladesh (9.8%), Iraq (6.4%), Nepal (6.0%), Iran (6.0%)
Processed Food	USA (14.7%), UAE (6.9%), Indonesia (6.8%), U K (3.9%), Nepal (3.9%)
Animal Products	Hong Kong (24.9%), Vietnam (11.3%), Malaysia (10.9%), Egypt (10.4%), Indonesia (8.6%)
Floriculture, Fresh Fruits & Vegetables	Bangladesh (16.4%), UAE (14.6%), Netherland (9.0%), Nepal (7.2%), Malaysia (5.4%)



Potential Agro Products in the State for Exports

There is **huge potential for exports** from the state.

Nuts	Vegetables	Fruits	Cereals	Others
Cashew Nut	Potato	Mango	Rice (Non Basmati) (Aromatic Black, Brown)	Dairy Products
Ground Nut	Tomato	Guava	Maize	Sweet items
	Long Bean, Sweet potato	Strawberry	Wheat	Ready to Eat Foods
	Lady Finger	Jamun	Millets	Jaggery
	Green Chilli, Ginger, Tamarind	Tamarind, Appleberry		Spices (Ginger, Turmeric, Garlic, Coriander)
	Egg plant, Papaya	Jackfruit, Banana		Betel vine, Kewda, Lemangrass

Agriculture Export Policy

- **The major aims of implementation of Agri Export Policy are as under :**
 - To maximise the production of export quality produce.
 - To increase the income of the Farmers. This in turn shall benefit the exporters and allied industries.
 - To ensure trade of quality produce in the International markets.
 - Identification of commodities having export potential in the International markets.
 - Development of various types of protocols to minimise cost of produce and maximise export.
 - Capacity building of Farmers, FPOs and Stakeholders
 - Farmers' Exposure visit

1.1 Brief State Profile



Odisha, the state that is historically rich and culturally diverse with several ethnic tribes, a place with immense tourism opportunity for exploring heritage of hidden gems tucked in different corners of the state. From the centuries old palaces, monuments to its world-famous temples are the wonders of Odisha.

Erstwhile Kalinga to its journey present day's Odisha was a long journey which was finally demarcated in the year 1936. Odisha has a huge coastline of 485 kilometres and strategically and perfectly located along the Bay of Bengal to have its commercial trading connectivity with the world. The state has three major seaports capable of exporting Mines, Metals, Fisheries and Agri items.



Export Potential

The State has significant comparative advantage in several products, such as Rice, Brinjal, Cabbage, Coconut, Ginger, Turmeric, Chilli, Cauliflower, Cashew, and other processed and value-added product, which can be explored for boosting exports.

A favorable agro-climatic condition and long coastline have enabled agriculture and allied activities to play a key role for Odisha in terms of contribution to output, employment, and foreign exchange. Odisha is the 3rd largest producers of cashew, 4th producers in Shrimp and Fish, 5th largest producer of coconut, 6th largest producer of rice, 7th largest producer of vegetable.



Key Strength of Odisha

Odisha Stands as:

- 3rd largest producer of cashew
 - 4th largest producer of fish.
 - 4th largest producer of Shrimp.
 - 5th largest producer of coconut.
 - 6th largest producer of rice.
 - 7th largest producer of vegetables.
 - 3% of total flower production in India
 - 5% of total spice production in India.
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- ▶ Major producer of Paddy, Oilseed, Corn, Chilly, Ginger and Turmeric
 - ▶ GI tag for Kandhamal turmeric
 - ▶ Proximity to major South-East Asian Markets such as Thailand, Indonesia, and Vietnam etc. is one of the major advantages of Odisha.

Available Resources

- ▶ Odisha produces about 115.71 lakh metric tons of cereals and pulses, 24.81 lakh metric tons of fruits, 97.59 lakh metric tons of vegetables annually. It is a leading producer of sweet potato, brinjal, cabbage, cauliflower and okra.
- ▶ Odisha also produces 23.7 lakh metric tons of milk, 23.824 lakh eggs, 8.16 lakh metric tons of fish and 2.05 lakh metric tons of meat.
- ▶ The state has 4 fishing harbors and 69 fish landing centers. The per capita fish consumption during 2019-20 was about 16.24 kg per annum against 11kg recommended by WHO.
- ▶ As per estimates cereal and pulses contribute around Rs.15,000 crores to the state economy while the perishable food product another Rs.40,000 crores. Only around 20% of perishable are processed with the value addition of a round of 20%. This provides significant scope for growth expansion and value addition.

Constraints

There are many constraints in Odisha which are the barriers in exploring the possibilities of quality Agri/ Horti/ Livestock/ Fishery product for export. Following are the details:

- a. Frequent Recurrence of natural calamities that affects production.
- b. Improper water management systems practice in the field reduces production
- c. Reducing area under cultivation through land diversification for non-agriculture use
- d. Absence of suitable cropping patterns for various agro-climatic zones in the state.
- e. Poor dissemination of agri-technology among farmer due to poor extension activities.
- f. Climatic changes and its impact on agriculture
- g. Uncertainty about market stability and non-remunerative prices for farmers
- h. Exploitation by middlemen in market chain
- i. Increasing degradation of soil
- j. Increasing labour shortage
- k. there is no quality testing laboratory for testing of agri export consignments.

Way forward

- ▶ Establishment of Primary Processing Centre (PPC), Cold Store and Air Cargo at BPI Airport.
- ▶ Provision of Facility like custom and PQ, Phyto-sanitary certification inside airport.
- ▶ AAICLAS to expedite custom & electronic data interchange (EDI) connectivity to facilitate export and import at Bhubaneswar AirPort.
- ▶ Development of Inland container depots (ICDs) in-line with guidelines on ICD/CFS/AFS developed by CBIC, to facilitate aggregation of freight from neighboring states along with the cargo from the surrounding districts.
- ▶ Expansion and development of integrated Air Cargo Complex, housing both domestic and international cargo terminals under one roof at Bhubaneswar BPI airport.
- ▶ Establishment of more primary processing center (PPC) cold store and Air cargo at International Airports in Bhubaneswar with provision of adequate facilities like custom, PQ, phyto-sanitary certification, AAICLAS to expedite custom and electronic data interchange (EDI) connectivity to facility EXIM.
- ▶ There is an urgent need to setup Food Testing Lab equipped with all facilities helping the producers and exporters to get their products analyzed as per the quality standard parameters.
- ▶ Study tours/ Exposure visit of potential farmers will be organized to various export production clusters to understand the export compliance production of Agril/ Horti crops
- ▶ Due to high air-freight cost, the State shall explore sea-transport to distance countries and develop sea protocol for export of various perishable produces as a measure to support the exporters and boost export from the state.
- ▶ Setting up of plant quarantine office at Bhubaneswar

Way Forward

- ▶ Creation of awareness among the stakeholder for export. There is need to give training to the farmers, FPOs/FPCs/RIs, State Agri Officers and entrepreneurs about the exports.
- ▶ Cluster identification for potential crops and standard package of practice for export production needs to be developed in vernacular language and to be circulated among the farmers as handouts to make them affirm about the GAP/GHP etc.
- ▶ A study tour/farmer visit of potential farmers needs to be organized to Maharashtra/Gujarat to understand the export production of horticulture crops, pack house procedure, Centre for perishable cargo at International airport at Mumbai and phyto-sanitary requirements etc.
- ▶ Hortinet training to the State Agri Officers and implementation of Hortinet in the State.
- ▶ Connecting leading exporters/ Star Export houses with FPOs/ Farmers/ Agri-export Entrepreneurs for direct procurement of Agri/ horticulture products.
- ▶ There is a need to explore the possibility for value addition and connecting it with market to minimize wastage of the produce as well as to ensure good earnings for the farmers.
- ▶ There is a need for a detailed study involving all the stake holders like various Central / State Government bodies, private players, exporters, associations need to be undertaken to devise the area specific plan interventions across the value chains of export potential commodities from the state

International Market Development

To develop export market for the produces from Odisha, following activities need to be undertaken:

- ▶ Market Demand Analysis
- ▶ Strategic planning for market access
- ▶ Branding and Brand promotion
- ▶ Organization of Trade Fairs
- ▶ In-store Promotion
- ▶ Developing forward & backward linkages
- ▶ Buyer Seller Meets
- ▶ Marketing/ branding of GI Products
- ▶ Market Identification for export of newer products to be undertaken for market penetration
- ▶ Market Access for niche products like Custard apples, Guava, Sapota, Jackfruit etc.
- ▶ International Market access for local varieties shall be explored i.e. for Gondia Rice, Indrayani, Rice, Aromatic products, Herbal Products like Charoli, Mahua, Jamun etc., Maize, Local grains like Ragi, and other minor Millets, Sattu etc.

Logistics connectivity – Eastern Region

Sl. No.	Product Name	Country	Mode of transport
1	Onion	Bangladesh, Nepal	By Road
2	Non Basmati Rice (incl. Aromatic Rice) Maize, Wheat	Vietnam, Bangladesh, GCC Countries, African continent , Bhutan, Nepal	By Road By Sea
3	Processed Food including sweets itmes	Europe, UK	By Sea By Air
4	Fresh Fruits and Vegetables	GCC countries, Europe, UK and Australia	By Air
5	Basmati Rice	Bhutan, Bangladesh and Nepal	By Road
6	Potato	Nepal, Bhutan	By Road
7	Meat and poultry Products	Vietnam, China, GCC countries	By sea



THANK YOU