

Frequently Asked Questions (FAQ) for the APEDA BHARATI Initiative

The following FAQs address key queries for potential participants and applicants of the **BHARATI (Bharat's Hub for Agritech, Resilience, Advancement, and Incubation for Export Innovation)** Initiative by the Agricultural and Processed Food Products Export Development Authority (APEDA).

General Questions

1. What is the BHARATI Initiative?

BHARATI (Bharat's Hub for Agritech, Resilience, Advancement, and Incubation for Export Innovation) is a flagship export enablement and start-up acceleration initiative by APEDA to transform India's agri-food export landscape.

- **Purpose:** Fosters export-oriented entrepreneurship to drive innovation and global competitiveness.
- **Focus Areas:** Promotes high-value agri-food products, technology-driven solutions for addressing export challenges, and addresses SPS challenges in exports.
- **Approach:** Builds a dynamic ecosystem integrating startups, exporters, and innovators to enhance quality, compliance, and market access.

2. What is the vision of the BHARATI Initiative?

The vision is to position India as a global leader in the agri-food sector through sustainable growth and innovation.

- **Global Leadership:** Aims to make Indian agri-food products synonymous with quality, reliability, and sustainability.
- **Export Goals:** Targets \$50 billion in exports by 2030 for APEDA scheduled products.
- **Alignment:** Supports AtmaNirbhar Bharat and Viksit Bharat through export-led growth.

3. What are the key objectives of the BHARATI Initiative?

BHARATI aims to transform India's agri-food export sector through innovation and global competitiveness.

- **Catalyze Innovation:** Develops high-value, GI-tagged products, organic foods, superfoods, and novel processed Indian foods using advanced technologies.
- **Technology Ecosystem:** Builds a digital export system with blockchain, IoT, and agri-fintech for compliance and logistics.
- **Address SPS Risks:** Mitigates sanitary and phytosanitary challenges to meet global standards.
- **Collaborations:** Facilitates partnerships among startups, tech providers, and institutions for market-ready solutions.
- **Empower Entrepreneurs:** Offers mentorship and knowledge networks to refine business models.

4. **What are the key foundational objectives of the BHARATI Initiative?**

The initiative focuses on creating a robust export ecosystem for India's agri-food sector.

- **Catalyze Innovation in High-Value Agri-Food Products:** Stimulate globally competitive product development across GI-tagged, organic, climate-smart, and Ayush categories using advanced technologies.
- **Build a Technology-Driven Export Ecosystem:** Create a digitally integrated export framework using blockchain, IoT, agri-fintech, and compliance tools for seamless global trade.
- **Address Current and Emerging Sanitary and Phytosanitary (SPS) Risks and Challenges:** Support innovative solutions to mitigate SPS risks and enhance India's regulatory readiness for global food safety standards.
- **Forge Strategic Collaborations for Global Competitiveness:** Enable impactful partnerships among startups, academia, and government to co-develop scalable, export-ready agri-food solutions.
- **Empower Entrepreneurs and Organizations with Structured Support:** Provide mentorship, expert guidance, and networks to strengthen business models and boost export success.
- **Accelerate Export-Led Growth with Market Intelligence:** Deliver actionable insights on packaging, branding, and market access while facilitating global trade participation.
- **Institutionalize a Replicable Export Incubation Model:** Develop a scalable incubation framework aligned with APEDA's long-term goals to build a pipeline of export-ready innovations.

5. **What are the three strategic focus areas of the BHARATI Initiative?**

BHARATI focuses on three key areas to enhance India's agri-food exports:

- **High-Value Products:** Promotes premium, innovative products like GI-tagged and organic foods.
- **Technology-Led Solutions:** Supports tech innovations for logistics, traceability, and compliance.
- **SPS Solutions:** Addresses sanitary and phytosanitary risks to meet global standards.

6. **What types of products does the BHARATI Initiative focus on?**

BHARATI emphasizes high-value and innovative agri-food products within APEDA's scheduled categories.

- **Product Types:** GI-tagged, organic, superfoods, novel processed foods, and AYUSH-based products.
- **Certifications:** Aligns with Global GAP, ISO 22000, HACCP, USDA Organic, and NPOP standards.
- **Market Appeal:** Targets premium and niche markets with sustainable, health-focused offerings.

7. **What qualifies as a high-value and innovative product under APEDA's BHARATI Initiative?**

High-value products command premium prices due to quality, certifications, or niche appeal, while innovative products introduce novel use cases or technologies.

- **High-Value:** GI-tagged, organic, or certified products (e.g., Global GAP, USDA Organic).
- **Innovative:** New-to-market products like plant-based alternatives, smart packaging, or climate-smart foods.
- **Focus:** Enhances shelf life, sustainability, and global market competitiveness.

8. **What types of technology-led solutions for agri-food exports does the BHARATI Initiative aim to support from startups?**

BHARATI supports tech-driven solutions to address export challenges across the agri-food value chain in areas such as.

- **Digital Tools:** Blockchain for traceability, IoT for cold chain monitoring.
- **Logistics:** Solutions for sea protocols, perishability, and supply chain optimization.
- **Compliance:** Tools for SPS/TBT compliance, quality control, and market intelligence.

9. **What are the specific SPS challenges for key commodities addressed in the BHARATI Initiative?**

BHARATI targets SPS challenges impacting key commodities to ensure export compliance, some of which are listed below.

- **Mango:** Spongy tissue, stone weevil, fruit fly.
- **Groundnut:** Aflatoxin contamination.
- **Pomegranate:** Anthracnose, fusarium wilt.
- **Buffalo Meat:** Foot and mouth disease.
- **Poultry:** Newcastle disease, avian influenza.
- **Others:** Includes potato (tuber moth), dairy (brucellosis), grapes (downy mildew), and more.

10. **What is the goal of APEDA's \$50 billion export target by 2030?**

The goal is to position India as a global leader in agri-food exports by scaling innovative, high-value products.

- **Market Expansion:** Targets USD 8.5 trillion global market opportunity by 2032.
- **Ecosystem Growth:** Enhances quality, compliance, and technology adoption.
- **Sustainability:** Promotes climate-smart and resource-efficient practices.

11. **How does BHARATI align with the 'Make in India for the World' mission?**

BHARATI supports the mission by fostering export-ready, innovative agri-food products.

- **Innovation:** Promotes high-value agri-food products, export enabling technologies and solutions for SPS global markets.
- **Market Access:** Enhances branding, packaging, and compliance to meet international standards.
- **Ecosystem:** Builds strategic partnerships to strengthen India's global competitiveness.

12. **How does BHARATI address global market challenges?**

BHARATI tackles barriers like compliance, logistics, and market access through targeted support.

- **Technology:** Leverages blockchain, IoT, and agri-fintech for efficiency.
- **Compliance:** Addresses SPS and TBT standards to meet global requirements.
- **Market Intelligence:** Provides insights for strategic market entry and expansion.

13. How does BHARATI support sustainability in agri-food exports?

BHARATI promotes eco-friendly and climate-resilient practices to meet global sustainability demands.

- **Sustainable Products:** Focuses on organic, GI-tagged, and climate-smart foods.
- **Processes:** Encourages resource-efficient production and ESG-compliant packaging.
- **Guidance:** Provides tools to align with global sustainability benchmarks.

14. What is the role of technology in the BHARATI Initiative?

Technology is central to enhancing export efficiency and competitiveness.

- **Traceability:** Blockchain and digital platforms for transparency.
- **Logistics:** IoT for cold chain and post-harvest management.
- **Compliance:** AI/ML tools for SPS risk prediction and quality control.

15. How does the program address perishability challenges?

BHARATI supports solutions to extend shelf life and reduce post-harvest losses.

- **Cold Chain:** IoT-enabled monitoring and infrastructure upgrades.
- **Packaging:** Smart, sustainable packaging to maintain freshness.
- **Innovations:** Technologies to optimize logistics and reduce wastage.

16. What makes BHARATI different from other incubation and acceleration programs?

BHARATI is uniquely focused on export enablement for India's agri-food sector.

- **Export-First:** Prioritizes global market readiness and compliance.
- **Comprehensive Support:** Offers mentorship, market intelligence, and trade fair access.
- **Ecosystem Approach:** Integrates startups, FPCs, and tech providers for holistic growth and development of the ecosystem.

17. What is the significance of the pilot cohort?

The pilot cohort tests BHARATI's model to create a replicable export incubation framework.

- **Scale:** Selects up to 100 participants for intensive acceleration.
- **Impact:** Aims to refine strategies for achieving APEDA's \$50 billion export target by 2030.
- **Learning:** Builds a sustainable pipeline for future cohorts.

18. What is the limit on the number of applications considered for the pilot cohort?

Only the first 1,000 applications meeting screening criteria are considered.

- **Window:** September 26, 2025 – October 15, 2025, or until 1,000 applications are received.

- **Closure:** Applications close after 1,000 qualified submissions or cutoff date.
- **No Extensions:** APEDA is not obligated to extend the window or accept late applications.

Eligibility and Application

19. Who can participate in the BHARATI Initiative?

BHARATI welcomes diverse participants focused on advancing India's agri-food exports.

- **Agri-Food Startups:** Developing high-value, innovative products.
- **Tech Startups:** Offering export-enabling solutions.
- **SPS Solution Providers:** Startups, researchers, and individuals addressing SPS risks.
- **Exporters and FPCs:** Innovating or expanding export portfolios.

20. Can participants from outside India apply?

No, participants must be registered and incorporated in India under applicable laws.

- **Requirement:** Entities must align with applicable national regulatory frameworks.
- **Focus:** Supports Indian startups and FPCs for global competitiveness.

21. Can non-APEDA members participate?

Yes, non-APEDA members can apply but must obtain an RCMC if selected.

- **Registration:** Non-members initiate RCMC process during/after application.
- **Requirement:** Valid RCMC required before acceleration phase begins.

22. What are the eligibility criteria for startups?

Startups must meet specific criteria to qualify for BHARATI.

- **Entity Type:** Private limited company, partnership firm, or LLP.
- **Age:** Not more than 5 years old from incorporation.
- **Turnover:** Less than ₹10 crore annually.
- **Innovation:** Focused on innovative products or scalable business models.

23. Can Farmer Producer Companies (FPCs) apply for the program?

Yes, FPCs can apply under high-value products or SPS solution categories.

- **Eligibility:** Must develop innovative products or SPS solutions.
- **RCMC:** Non-registered FPCs must apply for RCMC if selected.

24. Can individuals apply for the program, and if so, under what category?

Yes, individuals (researchers, innovators, solo-entrepreneurs, developing solutions for the SPS challenges) can apply under the SPS Solution Providers category.

- **Eligibility:** Must demonstrate validated research, MVPs, or ideas for SPS risk mitigation.
- **No RCMC:** Individuals are not required to obtain RCMC.

25. What are the specific eligibility criteria for individual researchers, innovators, and solo/self-employed entrepreneurs?

Individuals must focus on SPS solutions with validated work.

- **Requirement:** Active research, MVP, prototype, or verified idea addressing SPS risks.
- **Documentation:** Submit ID proof, CV, and project presentation.
- **Focus:** Solutions for pests, pathogens, or compliance in key commodities.

26. Can participants apply under all three categories (agri-food, technology, and solutions for SPS)?

No, applicants must choose one category relevant to their business.

- **Selection:** Based on alignment with high-value products, tech solutions, or SPS challenges.
- **Clarity:** Category-specific questionnaires ensure focused applications.

27. Do applicants need to be registered with APEDA?

Non-registered applicants, can also initiate the application process, without the APEDA registration and then apply for APEDA registration. Non-registered participants who get selected for the program must obtain an RCMC. Individuals applying under the SPS category are not required to obtain RCMC.

- **Process:** Registration can start during or after application submission.
- **Requirement:** Valid RCMC needed before acceleration phase.

28. Can participants register with APEDA after submitting initial applications?

Yes, non-registered applicants can initiate RCMC registration post-submission.

- **Timeline:** Must complete registration before acceleration phase.
- **Categories:** Apply as Merchant, Manufacturer, or Merchant/Manufacturer.

29. Is APEDA registration mandatory if selected for the BHARATI Acceleration program?

Yes, selected non-registered participants must obtain a valid RCMC.

- **Purpose:** Ensures alignment with export-focused objectives.
- **Deadline:** Required before acceleration phase begins.

30. How can I apply for the BHARATI Initiative?

Applications are submitted online via category-specific forms.

- **Links:** Agri-food startups (<https://forms.gle/YK4PoGwTVtmQbdvt8>), tech startups (<https://forms.gle/BcZqDLPuHvQ31DyS8>), SPS solutions (<https://forms.gle/PiUWXokwuLKHqi738>).
- **Process:** Complete questionnaire and submit required documents.
- **Window:** September 26, 2025 – October 15, 2025, or until 1,000 applications.

31. What documents are required for applications (for startups, FPCs, individual researchers, innovators, and solo/self-employed entrepreneurs)?

Required documents vary by applicant type. Please refer to the website for more details

- **Startups:** IEC, company registration, MSME number, GST/PAN, financials, corporate presentation.
- **FPCs:** FPC registration, IEC, MSME, GST/PAN, financials, FPC presentation.
- **Individuals:** ID proof, CV, project presentation, professional certifications (if applicable).

32. What is the application timeline?

The application window is from September 26, 2025, to October 15, 2025.

- **Limit:** First 1,000 qualified applications considered.
- **Closure:** Closes earlier if 1,000 applications are received.

33. Is the application timeline likely to change?

Timelines are indicative and may change at APEDA's discretion.

- **Updates:** Check APEDA website for latest information.
- **No Extensions:** APEDA is not obligated to extend the window.

34. How many applications will be considered for screening purposes?

Only the first 1,000 applications meeting screening criteria are considered.

- **Process:** Applications evaluated post-window closure.
- **Limit:** No additional applications accepted after 1,000 or cutoff date.

35. Is there an application fee for the BHARATI Initiative?

No application fee is required.

- **Costs:** Participants bear preparation and submission expenses if any.
- **Mentorship Fee:** INR 5,000 payable to APEDA for optional 1-1 mentorship sessions.

36. What costs are associated with participating in the program?

Participants cover their own expenses for program activities.

- **Application:** Costs for document preparation and submission.
- **Events:** Travel, accommodation, and incidental costs for business challenge.
- **Mentorship:** INR 5,000 payable to APEDA for three 1-1 sessions (optional).

37. Is any investment required from applicants?

No direct investment is required, but participants cover participation costs.

- **Expenses:** Include travel, accommodation, as and when required for the program and mentorship fees (INR 5,000 payable to APEDA).
- **Resources:** Participants arrange their own tech/infrastructure for online sessions.

38. What are the key selection criteria for agri-food and agri-product startups?

Startups are evaluated on export potential and innovation. Refer to website for more details.

- **Product:** High-value, GI-tagged, organic, or innovative products.
- **MVP/Commercialization:** Must have MVP or commercialized product.
- **Market Focus:** Clear intent for global market competitiveness.

39. What are the key selection criteria for export-enabling technology and service startups?

Tech startups are assessed on solutions addressing export challenges. Refer to website for more details.

- **Innovation:** Tools for logistics, traceability, or compliance (e.g., blockchain, IoT).
- **MVP/Commercialization:** Must have MVP or commercialized solution.
- **Impact:** Enhances supply chain, quality, or market access.

40. What are the key selection criteria for solution providers for SPS challenges?

SPS solution providers are evaluated on innovation and relevance. Refer to website for more details.

- **Solutions:** Ideas, MVPs, or research addressing SPS risks in key commodities.
- **Validation:** Must demonstrate verified research or prototypes.
- **Export Impact:** Solutions enhance compliance and global readiness.

41. What happens if my application is incomplete?

Incomplete applications may be rejected.

- **Screening:** Must meet category-specific criteria to proceed.
- **Details:** Provide all required documents and accurate information.

42. Can I update my application after submission?

Updates are not permitted post-submission unless approved by APEDA.

- **Accuracy:** Ensure complete and accurate submission initially.
- **Contact:** Reach out to APEDA for specific requests.

43. What happens if I provide false information in my application?

False information may lead to immediate disqualification.

- **Consequences:** May result in further action per APEDA policies.
- **Verification:** APEDA conducts due diligence to ensure accuracy.

44. Can I participate if my startup is at the idea stage?

Idea-stage startups are eligible only under SPS solution providers.

- **Agri-Food/Tech:** Must have MVP or commercialized product.
- **SPS Solutions:** Validated ideas or research papers accepted.

Program Structure and Benefits

45. What is the structure of the BHARATI program for the first pilot cohort?

The program runs from September 2025 to June 2026 with multiple phases.

- **Application:** September 26 – October 15, 2025 (1,000 applications max).
- **Screening:** Top 200 shortlisted for business challenge.
- **Acceleration:** 120-hour online program for final 100 participants, with mentorship support as optional.

46. What is the business challenge?

The business challenge is an in-person evaluation event in New Delhi. Indicative structure of the program is provided below. Detailed information will be shared with participants selected for the challenge, prior to the event.

- **Pitch:** 5-minute presentation on export-focused offerings and strategies.
- **Q&A:** 5-minute jury interaction to assess feasibility and impact.
- **Selection:** Top 100 selected for acceleration program.

47. What is the structure of the business challenge for cohort selection?

The challenge involves pitching and evaluation to select the final cohort.

- **Format:** 5-minute pitch, 5-minute Q&A with jury.
- **Focus:** Export potential, innovation, and global market strategies.
- **Outcome:** Top 100 participants form the pilot cohort.

48. What is the size of the final cohort?

The final cohort consists of up to 100 participants.

- **Categories:** Agri-food, tech solutions, and SPS solution providers.
- **Flexibility:** APEDA may reduce size if quality standards are not met.

49. What is the selection funnel and process?

The selection process is multi-staged and rigorous.

- **Screening:** First 1,000 applications evaluated on 20-point scoring framework.
- **Shortlisting:** Top 200 advance to business challenge.
- **Final Selection:** Top 100 selected after pitch and Q&A in New Delhi.

50. What is the overall duration of the first BHARATI program?

The overall program runs from September 2025 to June 2026 (10 months).

- **Phases:** Application, screening, business challenge, and acceleration.
- **Updates:** Timelines may change; check APEDA website.

51. What is the timeline for different phases of the program?

The program follows a structured timeline (subject to change).

- **Application:** September 26 – October 15, 2025.
- **Screening/Shortlisting:** Dates to be announced.
- **Business Challenge/Acceleration:** Dates to be communicated to participants.

52. What is the updated timeline for the pilot cohort?

Current timeline is September 2025 to June 2026, but subject to change.

- **Updates:** Check APEDA website for latest details.
 - **Communication:** Shortlisted participants will be notified.
53. **What is the time commitment for the acceleration program?**
The acceleration program requires 120 hours of online participation.
- **Attendance:** Full attendance in mandatory sessions is required.
 - **Engagement:** Includes assignments, quizzes, and active participation.
54. **How many hours of content sessions will I receive as part of the acceleration program?**
Participants receive 120 hours of online content sessions.
- **Delivery:** Structured curriculum tailored to startup lifecycle stages.
 - **Calendar:** Detailed session schedule provided in advance.
55. **How many people from a company can participate?**
Each entity can nominate one representative for the program.
- **Details:** Representative details submitted during application.
 - **Role:** Can be owner, founder, or key team member.
56. **How will the acceleration program sessions be conducted?**
Sessions are delivered online for accessibility.
- **Format:** Virtual sessions with mandatory attendance and camera-on policy.
 - **Resources:** Participants arrange their own internet and devices.
57. **What is the content approach for the acceleration program based on startup lifecycle stages?**
Content is tailored to ideation, validation, early traction, and scaling stages.
- **Ideation:** Focuses on market validation and export potential.
 - **Validation/Traction:** Refines business models and strategies.
 - **Scaling:** Enhances export readiness, compliance, and market access.
58. **What benefits do cohort participants of the BHARATI Initiative receive?**
Participants gain tools and networks to boost export success.
- **Knowledge:** Strategic inputs, market intelligence, and mentorship.
 - **Market Access:** Guidance on trade fairs, buyer connections, and certifications.
 - **Sustainability:** Support for ESG-compliant practices and resilience.
59. **What will participants receive after completing the acceleration program?**
Successful participants receive a completion certificate.
- **Requirement:** Full attendance and completion of deliverables (export plan, pitch deck).
 - **No Guarantees:** Certificate does not confer legal or commercial benefits.

60. What are the benefits related to exposure visits and collaboration inputs?

Participants may access guided visits and collaboration opportunities.

- **Visits:** Potential tours to APEDA-supported facilities like packhouses or labs.
- **Collaboration:** Guidance on working with certification bodies and testing partners.

61. Will participants receive funding from APEDA?

No, APEDA does not provide direct funding or grants.

- **Support:** Facilitates investor connections on a best-effort basis.
- **Responsibility:** Securing funding is the participant's responsibility.

62. Does participation guarantee access to government schemes?

No, participation does not guarantee access to government schemes.

- **Process:** Participants must independently apply for schemes.
- **Support:** APEDA does not assist with scheme applications.

63. How does the program support scaling operations?

BHARATI provides insights and strategies for growth.

- **Mentorship:** Guidance on business models and export strategies.
- **Market Access:** Support for trade fairs and buyer connections.
- **Efficiency:** Input and guidance for process optimization and compliance.

64. Will the program help with export documentation?

Yes, BHARATI offers guidance on export documentation.

- **Support:** Inputs on compliance, certifications, and regulatory requirements.
- **Responsibility:** Participants handle actual documentation processes.

65. Can participants access APEDA's promotional campaigns?

Participants may leverage APEDA's promotional platforms.

- **Opportunity:** Potential access to trade fairs and buyer-seller meets.
- **Guidance:** Support for branding and campaign integration.

66. What kind of post-program support is available?

Limited post-program support includes progress reporting.

- **Requirement:** Provide export progress updates for one year.
- **Future Access:** Eligibility for future APEDA programs may depend on compliance.

67. What kind of mentorship is provided?

BHARATI offers personalized and group mentorship.

- **Paid Sessions:** Three 1-hour 1-1 sessions (INR 5,000) on growth, business plans, and pitch decks.
- **General:** Included in 120-hour curriculum for all participants.

68. Are mentorship sessions paid for, and what is the cost?

Yes, personalized 1-1 mentorship sessions are paid.

- **Cost:** INR 5,000 for three 1-hour sessions.
- **Optional:** Non-paying participants access only group sessions.

69. How many mentorship sessions will each participant receive as part of the program?

Participants opting for paid mentorship receive three 1-hour sessions.

- **Focus:** Growth, export-focused business plans, and pitch decks.
- **General Access:** Group mentorship included in 120-hour program.

70. Will all participants get an opportunity to connect with investors?

APEDA facilitates investor connections on a best-effort basis.

- **Process:** Participants submit pitch decks and plans post-program.
- **No Guarantee:** Securing investment is the participant's responsibility.

71. Is any private investor funding ensured?

No, BHARATI does not guarantee private investor funding.

- **Support:** Facilitates pitch opportunities but outcomes depend on participants.
- **Responsibility:** Participants must independently secure funding.

72. Will the program help with international market research?

Yes, BHARATI provides market intelligence and insights.

- **Support:** Guidance on global standards, buyer expectations, and market trends.
- **Access:** Includes trade event participation and buyer forums.

73. How does the program support networking opportunities?

BHARATI fosters networking with industry stakeholders.

- **Connections:** Links to buyers, trade associations, and certification bodies.
- **Events:** Opportunities at trade fairs and APEDA-organized events.

74. What kind of support is provided for certifications?

BHARATI offers guidance on obtaining export certifications.

- **Support:** Inputs on Global GAP, ISO 22000, HACCP, and USDA Organic.
- **Process:** Participants pursue certifications independently.

75. Can I pitch my product or solution during the business challenge?

Yes, participants pitch their export-focused offerings during the business challenge.

- **Format:** 5-minute pitch highlighting uniqueness and market potential.
- **Evaluation:** Followed by 5-minute Q&A with jury.

76. What kind of business metrics will the program teach?

The program covers metrics for export success and scalability.

- **Metrics:** Revenue, EBITDA, market reach, and compliance adherence.
- **Focus:** Optimizing business models and operational efficiency.

77. How does the program support fundraising?

BHARATI supports fundraising through guidance and connections.

- **Tools:** Help with pitch decks, business plans, and financial models.
- **Connections:** Best-effort facilitation with investors, but no guarantees.

78. Will the program provide access to testing facilities?

Participants may access APEDA-supported testing facilities.

- **Opportunity:** Potential visits to labs for quality and SPS compliance.
- **Guidance:** Support for feasibility studies and trial shipments.

79. How does the program ensure participant accountability?

Accountability is enforced through strict program requirements.

- **Attendance:** Mandatory full participation with camera-on policy.
- **Deliverables:** Submission of export plans, pitch decks, and assessments.
- **Monitoring:** Quizzes and assignments track engagement.

80. How does BHARATI support startups with limited export experience?

BHARATI empowers startups with tailored guidance for export readiness.

- **Training:** Covers compliance, market access, and logistics.
- **Mentorship:** Provides expert support to build export-focused strategies.

81. Can I participate in multiple APEDA programs simultaneously?

Yes, but participants must meet eligibility and commitment requirements for each.

- **Clarity:** Check specific program terms to avoid conflicts.
- **Approval:** Subject to APEDA's discretion.

82. Can I collaborate with other participants during the program?

Yes, BHARATI encourages collaboration among participants.

- **Networking:** Opportunities to connect with peers and stakeholders.
- **Guidance:** Support for co-creating market-ready solutions.

83. What happens if I cannot attend the business challenge in New Delhi?

In-person attendance at the business challenge is mandatory.

- **Consequence:** Non-attendance results in disqualification.
- **Notification:** Dates communicated to shortlisted applicants.

Terms and Conditions

84. What are the key terms and conditions for participation?

Participants must adhere to APEDA's rules for eligibility and conduct.

- **Registration:** Indian entities need valid RCMC (except individuals for SPS).
- **Costs:** Participants cover application, travel, and mentorship fees.
- **Compliance:** Accurate information and professional conduct required.

85. What are the participation requirements for the acceleration program?

Participants must fully engage in the 120-hour online program.

- **Attendance:** Mandatory with camera-on policy.
- **Deliverables:** Submit export plans, pitch decks, and assessments.
- **Conduct:** Maintain professional and ethical behavior.

86. What are the disqualification criteria for the program?

Disqualification occurs for non-compliance or misconduct.

- **Issues:** False information, inappropriate behavior, or missing deliverables.
- **Consequence:** Immediate removal and potential debarment from future programs.

87. What happens after program completion?

Participants receive a certificate and provide post-program updates.

- **Certificate:** Issued for full compliance with requirements.
- **Reporting:** Export progress updates required for one year.

88. How is intellectual property handled?

Participants retain ownership of their intellectual property.

- **Protection:** Participants ensure no third-party infringements.
- **Showcasing:** APEDA may promote solutions with attribution.
- **Confidentiality:** Reasonable measures to protect sensitive information.

89. What happens if I miss communications from APEDA?

Participants are responsible for maintaining active contact details.

- **Liability:** APEDA is not liable for missed communications.
- **Updates:** Check APEDA website for program notifications.

90. How are disputes resolved?

Disputes are resolved through consultation or legal means.

- **Process:** Mutual consultation first, then courts in New Delhi.
- **Jurisdiction:** Governed by Indian law.

91. What happens if the program is delayed or cancelled?

APEDA is not liable for delays or cancellations due to unforeseen events.

- **Force Majeure:** Includes natural disasters, regulations, or pandemics.
- **Updates:** Participants notified of changes via APEDA website.

92. **Can I use APEDA's logo or branding?**

No, use of APEDA's logo or branding requires prior written approval.

- **Restriction:** Applies to promotional materials and communications.
- **Compliance:** Unauthorized use may lead to disqualification.

93. **What are the post-program obligations for participants?**

Participants must provide export progress updates for one year.

- **Purpose:** Supports program impact assessment.
- **Non-Compliance:** May affect eligibility for future APEDA programs.

Additional Information

94. **How will applications be evaluated?**

Applications are assessed using a 20-point scoring framework (1-5 scale per criterion).

- **Criteria:** Export potential, innovation, and alignment with BHARATI goals.
- **Process:** Top 200 shortlisted for business challenge; top 100 selected for cohort.

95. **What is the role of the BHARATI Committee?**

The BHARATI Committee oversees program implementation and evaluation.

- **Functions:** Screens applications, evaluates pitches, and ensures alignment with objectives.
- **Authority:** Final decisions on selection and program structure.

96. **Where can I find more information or apply?**

Visit the APEDA website for details and application links.

- **Links:** Agri-food startups (<https://forms.gle/YK4PoGwTVtmQbdvt8>), tech startups (<https://forms.gle/BcZqDLPuHvQ31DyS8>), SPS solutions (<https://forms.gle/PiUWXokwuLKHqi738>).
- **Updates:** Check APEDA website for timeline and program information.