



APEDA

Agricultural and Processed Food Products Export Development Authority

Ministry of Commerce and Industry, Government of India

Citizens' Charter

The Agricultural and Processed Food Products Export Development Authority (APEDA) has been established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985.

This Charter is the declaration of our Vision, mission, values and standards to achieve excellence in the formulation and implementation of policies for promotion of exports of Agri and processed food products from India, and for penetrating overseas markets for the benefit of trade, industry and other stakeholders.

This Citizens' Charter will also be the benchmark to determine our efficiency and would be a dynamic document which would be reviewed at least once in two years.

Our Vision

Creating a world class organization dedicated to promote India as the 'supplier of choice' of agro and value added food products in the global markets.

Our Mission

- Promote world consumption of agro and processed foods exports from India, continuously expanding the export basket to make India the leading exporter from South & South-East Asia
- Make rapid in-roads in the global markets by overcoming market access barriers through negotiations and equivalence arrangements
- Develop consumer bases for Indian products among main stream population of target countries through innovative campaigns and action plans.
- Enhance the size of export base for agro and processed food products in India to double the current size in five years by working in close partnership with the public and private sectors.
- Enhance the quality of Indian exports to exceed global quality levels
- Make APEDA a self-reliant organization, known and respected world-wide for its competence in technical, developmental and trade related functions

Our Values

- Customer friendly work culture
- Prompt & Courteous services
- Professional integrity

Our Functions& Services

- Development of industries relating to the scheduled products for export by way of providing financial assistance or otherwise for undertaking surveys and feasibility studies, participation in enquiry capital through joint ventures and other reliefs and subsidy schemes;
- Registration of persons as exporters of the scheduled products;
- Fixing of standards and specifications for the scheduled products for the purpose of exports;
- Carrying out inspection of meat and meat products in slaughter houses, processing plants, storage premises, conveyances or other places where such products are kept or handled for the purpose of ensuring the quality of such products;
- Improving of packaging of the Scheduled products;
- Improving of marketing of the Scheduled products outside India;
- Promotion of export oriented production and development of the Scheduled products;
- Collection of statistics from the owners of factories or establishments engaged in the production, processing, packaging, marketing or export of the scheduled products or from such other persons as may be prescribed on any matter relating to the scheduled products and publication of the statistics
- Training in various aspects of the industries connected with the scheduled products;

Service Standards in respect of proposals found acceptable within the framework and objectives of the scheme

Service	Time Norms
Financial Assistance Schemes	IPA within 60 days Payment within 30 days of receipt of claim (60 days where onsite verification is required)
Issue of Registration cum Membership Certificate (RCMC) to Exporters	Within 1 day
Issue of RCAC / Certificate of Export	Within 1 day
Pack House Recognition	Within 60 days
Meat Plant Registration	Within 60 days
Recognition of Groundnut units	Within 60 days

Trade Fair participation	a) Submission of proposal to Government by 31st December for next year's events b) Release annual events calendar : by Feb/March each year, subject to approval of Government
Laboratory Recognition	Grant of recognition : Within 30 days of application
Information Management Issue of Newsletter Updation of Agri-exchange Portal	Every working day Every working day

Other Service Standards:

- a) All Email enquiries to APEDA related to Schemes shall be responded within 3 days
- b) Responses to all postal enquiries shall be sent within 5 days
- c) All enquiries in person shall be handled by the Help Desk created at APEDA Head Quarters.
- d) All officers and Staff at APEDA shall communicate and deal with exporters and other interested person in the most courteous manner, with the intention of assisting the exporter in resolving his/her enquiry.
- e) All information on APEDA website will be continuously monitored to ensure that it is updated and relevant to exporters
- f) All procedures and formats shall be structured and provided in the most easy to use manner

Other Commitments

In order to further improve our services and service standards, APEDA is committed to:

- a) Establish client interaction forums and conduct annual surveys with a view to understand the needs and expectations of exporters and initiate new services, streamline existing services
- b) Migrate all processes to electronic communication mode with a view to eliminate subjectivity and to reduce processing time
- c) Enhance transparency of decision making processes, especially those related to financial assistance and facility approvals. With a view to meet this commitment, the status of all applications shall be uploaded online for clients view
- d) To the extent possible, we commit to reduce the number of referrals of shortcomings to clients.

All financial assistance

Our Expectations from our Customers

- a) APEDA has hosted detailed information regarding all financial, registration and approval schemes on its Website www.apeda.gov.in. Exporters and other customers seeking APEDA's services are requested to acquaint themselves with the criteria requirements as well as procedures and forms before applying. This will help minimize back referrals as well as time for processing the application.
- b) Customers are expected to respond quickly and with full details in case queries or clarifications are raised with regard to processing of applications.
- c) During physical verification of facilities, plants etc, customers personnel are expected to provide full cooperation to the visiting team, ensuring all information requested is provided quickly and is complete.
- d) Whereas APEDA reviews and verifies the information provided, it is the primary responsibility of the exporters and other customers to ensure that the information provided is correct and factual. APEDA would not be responsible in case any information is subsequently found to be incorrect.

Complaints & Grievances

APEDA has set up an on-line grievance handling system to facilitate speedy redress of complaints. Anyone wishing to lodge a complaint with regard to services rendered can log on to itrack.apeda.gov.in (the link is provided on the main web page of APEDA web site). A complainant needs to sign up, to create a user ID and password. An exporter complainant must also enter his RCMC No. APEDA has categorized the complaints based on services provided, that must be selected by the complainant. A complainant is required to enter details regarding his complaint on the Screen form that is available to him after logging in.

However, a complainant is free to send his complaints through post giving all details regarding the nature of complaint and his contact details through which APEDA can communicate with him.

A complaint reference number is generated immediately after submitting the complaint. For complaints received manually, the PGO shall ensure that the acknowledgement letter is sent within the time norm of 48 hours from the time of receipt.

Complaints are handled by the respective dealing divisions with the objective of quick investigation and speedy redress. The concerned section shall enter the expected date of redress and the name, designation and telephone no. of the complaint dealing officer which will be visible to the complainant on the web-site.

The status of the progress of the complaints is uploaded on the web-page from time to time and shall be accessible to the complainant.

Based on the outcome of investigation, a remedy letter shall be sent to the complainant as per the decision. In case the complainant accepts the remedy, the complaint shall be closed. If he does not accept the remedy, APEDA may reconsider the handling of the complaint taking into account any fresh evidence submitted by the complainant. A second remedy, if feasible, will

be recommended to Division Head, with copy to PGO. In case Complainant accepts the second remedy, the compliant shall be closed, if he does not accept, he would be suggested to seek other recourse such as an Appeal and the Complaint shall be closed. If complainant desires to file an appeal, the name & designation of the Appellate Authority shall be informed to the complainant.

APEDA has appointed a Public Grievance Handling Officer, Contact details are as under:

Public Grievance Officer:-

Dr. Saswati Bose
General Manager

Agricultural & Processed Food Products Export Development Authority
(Ministry of Commerce & Industry, Govt. of India),
NCUI Building, 3, Siri Institutional Area,
August Kranti Marg, New Delhi - 110 016
Phone :- +91- 011- 20867004
Email: saswatibose@apeda.gov.in

In addition, all Regional Offices shall also act as respective PGOs for their Regions.

This Citizen's Charter has been prepared in consultation with a stakeholder group comprising exporters, other customers, industry associations, government officials and APEDA's Officers. This Citizen's Charter shall be reviewed once in two years