



INTERNATIONAL YEAR OF
MILLETS
2023



APRIL-JUNE 2023

Apex UPDATE

Organising an International
Buyer-Seller Meet in

Srinagar



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Chairman's Message



Shri Rajesh Agrawal
Chairman, APEDA

Hope you had a great quarter!

It gives me immense pleasure to present to you the next issue of e-APEX Update as the new Chairman. India's agri exports have registered promising growth during the months of April-May 2023; rice exports grew by 19% while spices grew by 31.81%. We are hopeful to reach newer heights.

APEDA collaborated with the Agriculture Production & Farmer Welfare of the Union Territory of Jammu & Kashmir to organise an International Buyer-Seller Meet (IBSM) in Srinagar on June 9, 2023. The meet aimed to boost the export of agri products from the region. It gave global buyers a platform to interact with over 30 producers of apples, apricots, cherries, Gujhi mushrooms, aromatic rice, etc. Our cover story shares detailed insights into the IBSM.

Bangladesh features in our country profile this quarter. It has been the biggest trading partner of India in the subcontinent while India has been its largest export partner accounting for 12% of the total exports. Bilateral trade between both was valued at USD 18.2 billion during 2021-22. The article brings to you more insights on this trade.

In our state profile, we showcase the agricultural paradise of Bihar. The state is considered to be one of the strongest in terms of agriculture with more than 85% of its gross cropped area being dedicated to cereals. The state's bountiful produce is clearly evident from its GSDP at current prices which is projected to be ₹ 7,45,310 crore for FY2022-23.

India is the second largest producer of litchis after China producing 33 varieties of the product. In FY2021-22, Bihar was the leading producer of litchis with 308.06 thousand tonnes followed by West Bengal and Jharkhand.

A lot of activities across Regional Offices kept us busy this quarter. From the inauguration of the new office in Chennai & Varanasi, flagging-off the season's first shipments of mangoes to international markets, to participation at international exhibitions, training and audit sessions... we were on our toes!

I hope that our esteemed readers will support us in the betterment of trade. Please share your valuable inputs to make this combined endeavour to promote exports a grand success.

India's agri exports have registered promising growth during the months of April-May 2023; rice exports grew by 19% while spices grew by 31.81%.

ORGANISING AN INTERNATIONAL BUYER-SELLER MEET IN SRINAGAR

Boosting Exports of Agricultural and Horticultural Products

In a move aimed at realising the Hon'ble Prime Minister, Shri Narendra Modi's vision of 'Vocal for Local' with an emphasis on 'Aatmanirbhar Bharat', APEDA in collaboration with the Agriculture Production & Farmer Welfare of the Union Territory of Jammu & Kashmir organised an International Buyer-Seller Meet (IBSM) in Srinagar on June 9, 2023.

The IBSM aimed at boosting exports of agricultural and horticultural products grown in the Union Territories of Jammu & Kashmir and Ladakh. APEDA works under the Ministry of Commerce & Industry, Government of India with the objective to promote the export of agricultural and processed agricultural products.

14 importers from United Arab Emirates (UAE), Bangladesh, Kuwait, Indonesia, Singapore and Malaysia participated in the meet along with 22 exporters from different Indian States.

The meet gave global buyers the opportunity to interact with more than 30 producers of apples, apricots, cherries, honey, snow peas, Gujhi mushrooms, aromatic rice, etc.





and a bouquet of other agro products and stakeholders from Jammu & Kashmir and Ladakh.

In addition to this, 30 FPOs from Jammu & Kashmir and Ladakh and 16 exhibitors representing State Government Departments, Sher-e-Kashmir University of Agricultural Sciences and Technology, Small Farmers' Agribusiness Consortium, National Bank for Agriculture and Rural Development and APEDA-registered FPOs showcased a variety of agricultural products at the meet.

The IBSM provided an opportunity to the producers and processors of Jammu & Kashmir and Ladakh to showcase their products for exports as well as their wholesale and retail sale.

The event was inaugurated by Shri Rajesh Agrawal, the

Additional Secretary, MOC&I & Chairman, APEDA in the presence of Ms. Shabnam Kamili, Secretary, Agriculture Production & Farmer Welfare, Government of J&K, Shri Arun Agrawal, Country Head, Institutional & Government Banking, Yes Bank Ltd., Dr. Sudhanshu, Secretary, APEDA, Shri Vikas Sharma, Director, J&K Horticulture Planning and Marketing, Government of J&K and Smt Vinita Sudhanshu, Deputy General Manager, APEDA and officials from APEDA and Union Territory of J&K.

On the occasion, APEDA Chairman released the APEDA-YES BANK Knowledge Report on 'Export Potential of Agri Products in Jammu, Kashmir & Ladakh'. "We are working in collaboration with exporters, FPOs, traders and officials to further give a boost to the huge potential that exists for boosting unique agricultural

products exports from three Union Territories," the Chairman said.

APEDA, under its initiative to boost exports from the Himalayan Region is encouraging States and UTs to harness their potential of agricultural produce exports. A platform is being created for the buyers to get the products

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“We are working in collaboration with exporters, FPOs, traders and officials to further give a boost to the huge potential that exists for boosting unique agricultural products exports from three Union Territories,” Chairman, APEDA said.

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directly from the producer group and the processors.

This event aimed at aligning the producers and processors of Jammu & Kashmir and Ladakh and buyers from other parts of the country as well as abroad which in turn will broaden the base of the export basket from the region, including Jammu & Kashmir and Ladakh to increase the

employment opportunities thereby improving the livelihood of the people.

APEDA organises international trade fairs for participation of exporters and provides a platform to the exporters to market their food products in the global marketplace. It also enabled the participation of Jammu & Kashmir and Ladakh in national and international events like AAHAR, Organic World Congress, BioFach India, etc. to promote agro product exports from these regions.

The Jammu region is known for its Basmati Rice and mango, while Kashmir is known for its fresh and dry temperate fruits, commercial floriculture and saffron. Ladakh is home to unique crops like sea buckthorn, apricots, and solo (Rhodiola).

With the intervention of APEDA, the Union Territory has witnessed a record-

breaking growth of around 55% in exports in the last three years and the major destination of export is Bangladesh, Vietnam, Singapore, Middle East, etc.

Despite the pandemic situation and travel restrictions, Geographical Indication (GI) certified products such as Kashmir Saffron from Srinagar were exported to Lulu FMCG Dubai and other Middle Eastern markets during 2021.

With the intervention of APEDA, the Union Territory has witnessed a record-breaking growth of around 55% in exports in the last three years and the major destination of export is Bangladesh, Vietnam, Singapore, Middle East, etc.



APEDA has also signed Memorandum of Understanding (MoU) with Sher-e-Kashmir University of Agricultural Sciences and Technology on mutual areas of cooperation such as technical support and promotional activities for enhancing productivity and promotion of potential products from the region.

Shipment of Jammu & Kashmir fragrance rice Mushkbudji and Acacia honey have been exported in 2021 by the start-ups/new entrepreneurs to Lulu Group Dubai, Oman and other Middle Eastern markets. Shipment of apples from Jammu & Kashmir was sent during 2021 by a start-up/new entrepreneur to Oman, Qatar, Dubai, and other Middle Eastern markets.

Stakeholders from Jammu & Kashmir and Ladakh are regularly participating in virtual and physical domestic



and international buyer-seller meets organised by APEDA and other departments to generate business enquiries.

Shipment of Ladakh Apricots was sent from Leh to Dubai for the first time followed by commercial shipments of Ladakh Halman Apricot during the months of August-September 2021.

Taking into consideration, the taste, texture and soothing aroma of Ladakh Apricots repeat orders were received from overseas markets on a regular basis. The shipment was handled by local entrepreneurs

from Kargil with an established exporter from Mumbai to their counterpart in Dubai.

APEDA also facilitated exports of Solar-dried Apricots from Kargil to Singapore by a start-up company to establish export chain to enter into the international markets.

APEDA has been regularly mobilising start-ups and entrepreneurs from Ladakh and Jammu & Kashmir to the national and international physical and virtual events for promotion of products from these regions to the international markets.



BANGLADESH

An Agriculturally Diverse Nation

The country of Bangladesh is located in the delta of the Padma (Ganga) and Brahmaputra rivers in the northeastern part of the Indian subcontinent. Bangladesh is bordered on the west and north by West Bengal, Assam & Meghalaya on the north and northeast, Tripura & Mizoram

to the east, Myanmar towards the southeast and the Bay of Bengal to the south. This riverine country was once a part of the historical Bengal Province, which became East Pakistan after Independence in 1947 and later became Bangladesh in 1971. The country enjoys a typical monsoon

climate with rain-bearing winds and warm temperatures which contribute towards the agricultural diversity. Because of the presence of the Padma and Jamuna (Brahmaputra) rivers, the country is bestowed with rich source of alluvial soils – the old alluvial and recent alluvial soils.



Agriculture & Fishing

Bangladesh is primarily an agriculture-backed economy with nearly half the population employed in it.

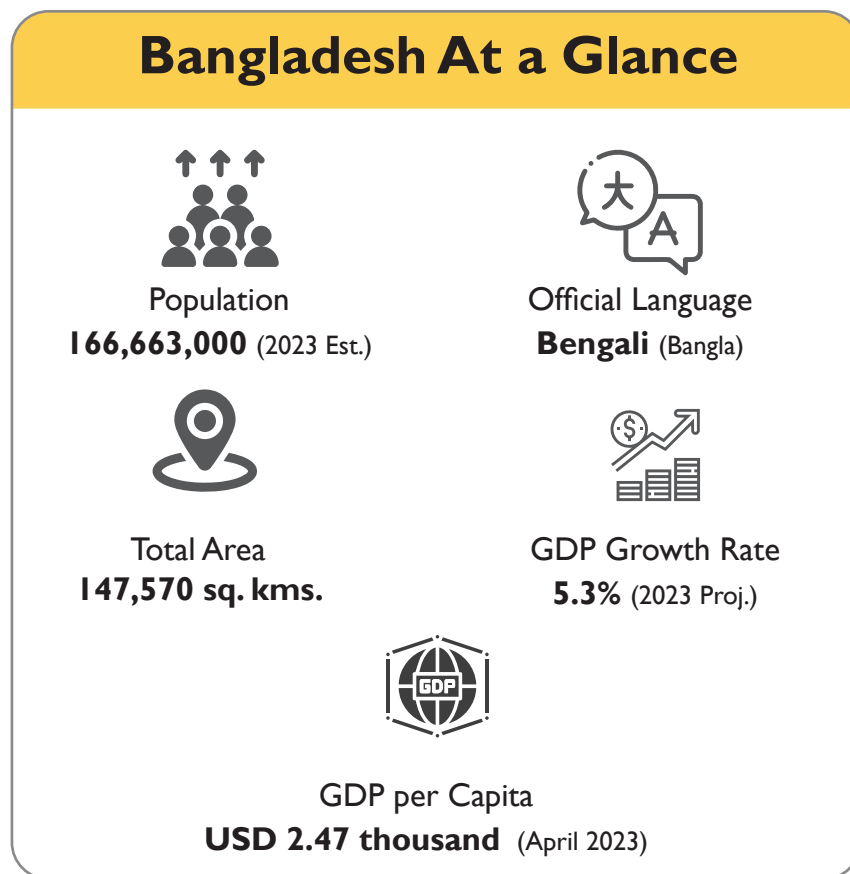
The country is known for its rich groves of mangoes, bamboo, jackfruit, coconut, date palm and betel nut.

The total arable land in the country was 8,000,000 Ha. in the year 2020. Rice is predominantly grown in the country but jute and tea are equally important in terms of foreign exchange. Bangladesh is one of the leading suppliers of jute in the world.

The country is also known for other products like wheat, pulses (beans, lentils and peas), oilseeds, sweet potatoes, spices, sugarcane, fruits like mangoes, bananas, pineapples and tobacco.

The country's agricultural produce largely depends on the vagaries of the monsoon. To overcome the challenge of poor monsoons, a number

As per the Bangladesh Bureau of Statistics, livestock, crops, fisheries and forest products accounted for around 12.5% of the country's total GDP in FY2020-21.



of irrigation initiatives have been undertaken like the construction of dams.

The Karnaphuli Multipurpose Project, the Tista Barrage Project, and the Ganges-Kabadak Project contribute actively towards agriculture in Bangladesh.

Besides agriculture, the country is also the perfect place for breeding and raising fish. Aquaculture forms the source of two-fifths of the country's fish yield.

The varieties of fish that are mostly caught are rupchanda, pomfret and the freshwater hilsa. Bangladesh is also a leading producer of goat meat and milk.

As per the Bangladesh Bureau

of Statistics, livestock, crops, fisheries and forest products accounted for around 12.5% of the country's total GDP in FY2020-21.

The country's total exports were valued at USD 1,586 million while its imports were valued at USD 10,334 million in 2021.

India-Bangladesh Trade Relations

India and Bangladesh share a long association with one another in the fields of history, culture, language, borders and so much more. India was one of the first countries to recognise Bangladesh as a nation and establish diplomatic relations after its independence. Bangladesh is the biggest trading partner

Major Food Items Produced



Rice & Paddy



Potatoes



Maize



Milk



Onions



Vegetables



Mangoes, Mangosteens,
Guavas



Fruits



Wheat



Bananas

Source: APEDA AgriExchange FAO

of India in the subcontinent while India is the largest export partner accounting for 12% of the total exports. Both the nations successfully recorded a trade turnover of USD 18.2 billion during 2021-22. India's export to Bangladesh was valued at USD 12 billion in 2022-23. The top commodities exported included cotton (USD 2028 million), mineral fuels, mineral oils (USD 1926 million), cereals (USD 1287 million) and vehicles other than railway or tramway (USD 726 million). India imported commodities of the value of USD 2.02 billion from Bangladesh during 2022-23.

Indo-Bangladesh trade relations have paved the way for the establishment of the Comprehensive Economic Partnership Agreement (CEPA), which aims to provide substantial enhancement

of trade and commercial partnerships. The agreement would help in raising living standards, creating new jobs, providing more social and economic opportunities. The inauguration of the SwadhinataSarak will help strengthen connections via roads.

India's Top Export Food Items

- Maize
- Wheat
- Non-Basmati Rice
- Pulses
- Fresh Onions
- Dairy Products
- Cereals Preparations
- Other Fresh Fruits
- Fresh Grapes

Source: DGCIS Annual Export

Bangladesh's Top Exports to India

- Bread, pastry, cakes, biscuits & other baker's wares
- Non-alcoholic beverages
- Rusks, toasted bread
- Semi-milled/Wholly-milled rice
- Potatoes and seed potatoes
- Sugar confectionery other than chewing gum
- Sweet biscuits
- Cereals other than maize
- Betel leaves
- Other leguminous vegetables

Source: UN Comtrade



Role of APEDA in Boosting India-Bangladesh Trade Relations

APEDA has always been at the core of working towards reviving the trade relations between India and Bangladesh. The organisation has been working relentlessly to boost the export of agri products from India. In 2022-23, APEDA was responsible for exports of the value of USD 2.1 billion to Bangladesh. The major exported items as per APEDA basket included maize, wheat, Non-Basmati Rice, pulses, fresh onions and dairy products. Many initiatives have been undertaken to increase the exports of corn from India. As a part of one such agreement, the exporters from the country have signed the deal to sell about 400,000 tonnes of corn for shipments to

Bangladesh, Sri Lanka, Malaysia and Vietnam. APEDA organised two one-day international buyer-seller meets in Guwahati on March 10, 2022 and in Shillong on March 29, 2022. Over 30 buyers from Bangladesh, Sri Lanka, Dubai, Oman, Nepal, Netherlands, Malaysia, Greece, Singapore and Bhutan had participated to establish market linkages. In association with the Union Territory of Ladakh, APEDA organised another international buyer-seller meet to boost exports of apricots and other agri-products from Ladakh. 18 entrepreneurs from Ladakh, Jammu & Kashmir displayed their products at the event, which was attended by 20 buyers from Bangladesh, USA,

India, Oman, and Dubai. On June 14, 2022, APEDA initiated another international buyer-seller meet in Leh to promote exports of apricots. 30 buyers from Bangladesh, Dubai, India, USA, Mauritius and Oman participated in the meet.

APEDA also organised an international buyer-seller meet in Gangtok, Sikkim on October 18, 2022 with the Government of Sikkim to promote exports of Organic DalleKhursani (GI), Organic Large Cardamom (GI), and Buckwheat from Sikkim. The event witnessed participation of 10 importers from Bangladesh, Japan, Indonesia, Kuwait, Singapore & Oman and 15 exporters from India.



BIHAR

An Agricultural Paradise

The state of Bihar lies towards the eastern part of the country. It shares its borders with Nepal in the north, the States of West Bengal in the east, Uttar Pradesh in the west, and Jharkhand in the south. The state is primarily a flat fertile land divided into two

unequal halves by the Ganges River, which flows through the middle from west to east. Bihar enjoys a warm and pleasant climate generally making it a rich agricultural haven.

Agriculture

Agriculture forms an integral

part of the state's economy with 80% of the population involved in it. Bihar is considered to be one of the strongest states in terms of agriculture within the country. The state's economy is primarily driven by cereal production. More than 85%

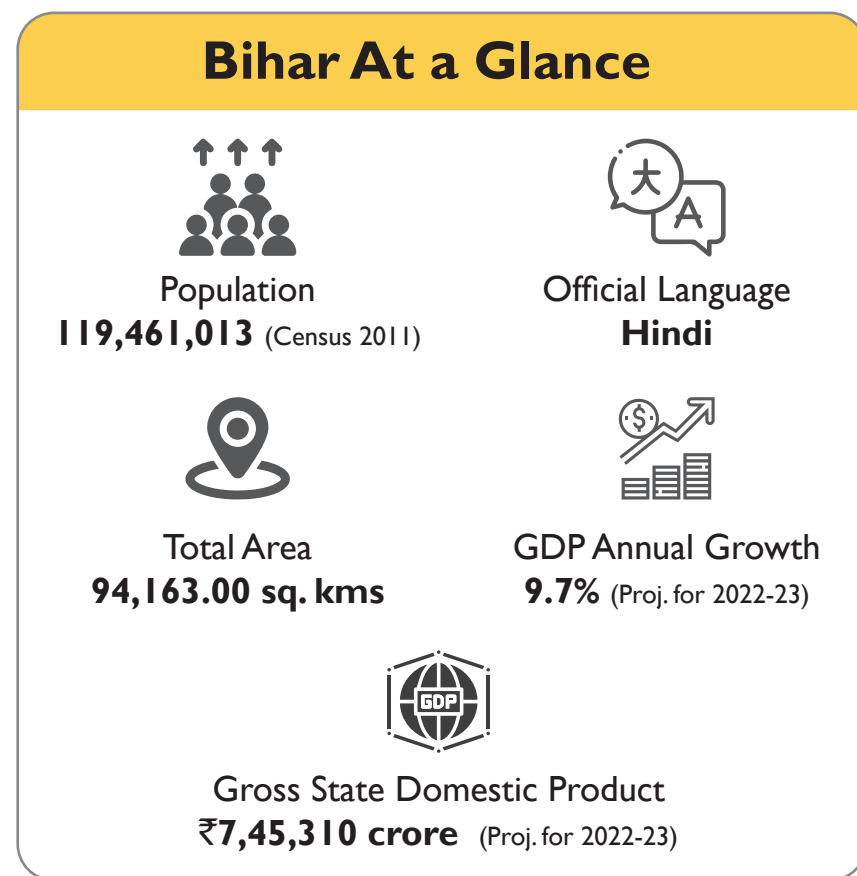


of its gross cropped area is dedicated to cereals. The bountiful produce of the state is clearly evident from its GSDP at current prices, which is projected to be ₹ 7,45,310 crore for FY2022-23.

Agriculture in Bihar is divided primarily into two seasons – Rabi and Kharif. The primary crops produced include rice, wheat, maize, jute, paddy, oil seeds, etc.

The state is the fourth largest producer of vegetables and the eighth largest producer of fruits. Cauliflowers, tomatoes, potatoes, onions, cabbages, okra, carrots, brinjals are some of the vegetables that are grown in the state. In terms of fruits, Bihar is known for its bananas, litchis, mangoes, guavas, etc.

Bihar recorded surplus foodgrain production for the years 2021 and 2022. As per estimates, the state produced



a total of 184.86 lakh metric tonnes of foodgrains during the Rabi and Kharif crop seasons. The state produced 77.17 lakh metric tonnes of rice and 68.89 lakh metric tonnes of wheat during the same time frame.

Animal Husbandry, Fisheries and Dairy Development

Bihar enjoys a strong potential when it comes to production of milk. The state aimed to take its production level to 15990

Major Crops Grown



Bihar is the fourth largest producer of vegetables and the eighth largest producer of fruits in the country.

thousand MT per year by 2022. The milk processing capacity of the state is also estimated to be 5070 thousand liters per day by 2022. It is projected that the state intends to produce 54616 lakh of eggs by 2022. Bihar also holds a favourable position in terms of meat production within the country. It is estimated that by 2022 the state hopes to produce 403 thousand tonnes. Fish production in Bihar is projected to be valued at 7.33 lakh tonnes in 2022.

Measures Undertaken by the Bihar Government to Improve Agri Production

The State Government

has been instrumental in formulating several policies and schemes to boost the agri and processed food sector. Among the various initiatives, an important measure undertaken by the Government is the implementation of 'Agricultural Road Maps'. The State is already in the execution phase of the third agricultural road map, through which it intends to achieve outstanding results. As a part of the road map, the State will make meaningful efforts in the field of agriculture, animal husbandry, fisheries, organic farming to bring forth a revolution. The State plans to promote the production and use of certified seeds. A special subsidy scheme will also be launched to encourage farmers in this respect. Necessary equipment will be installed in warehouses and seed bank would be developed for effective seed management.

Special programmes have been created to preserve and increase the cultivation capacity of premium varieties

of produce like Shahi Litchi from Muzaffarpur, Jardalu mangoes from Bhagalpur, Digha mangoes from Patna. Plans are also underway for expansion of pineapples and makhana.

The State Government has notified its plan of establishing an Agri Export Zone for litchis.

As a part of the fourth agricultural road map, the Agriculture Department of the State Government plans to promote organic farming in a big way. The Department plans to establish an organic corridor on either side of the Ganga coast and national as well as state highways. Farmers will be encouraged to practice organic farming through special grants, which will be provided twice a year prior to sowing season under the Agriculture Input Subsidy Programme.

In April 2022, over 100,000 farmers were educated about climate-resilient agricultural methods as a part of a pilot project across 40 villages in eight districts in Bihar.



Agri Export Potential

Bihar is known to be the largest producer of litchis, makhanas, guavas, lady's fingers in India. Of India's total production of fruits and vegetables, Bihar contributes about 8.5% and 10.5% respectively. The State contributes to 73% of the country's total litchi production with high concentration pockets being Muzaffarpur and Vaishali. Jardalu mangoes of Bhagalpur hold immense potential when

it comes to exports. Guavas and lemons of East Champaran and pineapples from Purnea are the other famous commodities from the State.

The sugarcane industry of Bihar is quite popular and was instrumental in exporting sugar valued at USD 6.35 million in FY22.

Top Products Exported in 2022-23 (April-February)

- Non-Basmati Rice
- Maize

- Miscellaneous Preparations
- Cereals Preparations
- Other Fresh Vegetables
- Prepared Animal Feeder
- Pulses
- Basmati Rice
- Processed Fruits, Juices & Nuts
- Fresh Onions
- Other Fresh Fruits
- Millet

Source: DGCIIS

Role of APEDA in Boosting Agri Exports from Bihar

APEDA has always worked with the State Government to boost exports of agri products from Bihar. As a part of its responsibilities, APEDA organised an Indian mango promotion programme in Bahrain from June 11-17, 2021. At the exhibition, 16 varieties of mangoes were showcased of which three were GI-tagged - Jardalu from Bihar and Khirsapati & Lakshmanbhog from West Bengal. The mangoes were sourced by APEDA exporter (DM Enterprises) from farmers of Bihar and West Bengal and imported by the Al-Jazira Group for sale across the group's 13 stores in Bahrain.

Another significant achievement for the State was sending the first consignment of Shahi Litchis from Bihar to UK. This GI-certified

product was sourced from farmers in Muzaffarpur by M/s. Cira Enterprises and was imported by H & J Veg, London. The consignment was flagged-off in the presence of Dr. M. Angamuthu, Chairman, APEDA, Mr. N Saravana Kumar, Principal Secretary Agriculture, Bihar, and other senior officials. Shahi Litchis are predominantly grown in Muzaffarpur, Vaishali, Samastipur, Champaran, Begusarai districts, and neighbouring areas of Bihar because of the State's favourable climate. To boost its export, APEDA in collaboration with the Department of Agriculture, Bihar, and other stakeholders has been formulating the State Agri-Export Plan.

Bihar's Jardalu mangoes were shipped from Bhagalpur to UK on June 14, 2021.

The mangoes were treated at an APEDA packhouse in Lucknow before being exported. The consignment was shipped in collaboration with the Government of Bihar, Indian High Commission and Invest India. APEDA has been conducting regular virtual buyer-seller meets to boost the exports.

In 2022, APEDA helped in the export of GI-tagged Jardalu Mangoes from Bihar to Bahrain.

On June 13, 2022, APEDA organised an eight-day mango festival in Bahrain in collaboration with the Indian Embassy and Al-Jazira Group. At the festival, 34 varieties of mangoes from Bihar, Jharkhand, Odisha, West Bengal and Uttar Pradesh, were displayed at eight different locations of Bahrain's Al-Jazira Group.

INDIAN LITCHI

The Queen of Fruits

Litchi (*Litchi chinesis* Sonn) is a sub-tropical delicious fruit of the Sapindaceae family. This sweet and juicy fruit was introduced to India in the 18th century through Burma. India is the second largest producer of litchis after China. Both the countries lead the production front with 91% share of the global total. The other major producers of this fruit include Australia, South Africa, Thailand, Madagascar and Florida in the US.

Litchis grow on dense, round-topped trees that have 6-9 elliptic oblong and lanceolate abruptly pointed leaves. The fruits are extremely juicy, round or heart-shaped and have thin, leathery skin. The fruit's colour varies with its cultivar. It is either red or rose or pinkish in colour. This succulent fruit is high on nutrition content and comprises Vitamin B1, Riboflavin & Vitamin C apart from proteins (0.7%), fats (0.3%), carbohydrates (9.4%),

minerals (0.7%), fibrous matter (2.25%), calcium (0.21%), phosphorus (0.31%), iron (0.03%) and carotene. Litchis also provide diverse health benefits such as it helps maintain blood pressure and fluid balance in body, aids in weight loss, reduces risk of cancer, strengthens the immune system, protects skin against harmful UV rays, helps improve the digestive health, prevents spread of viruses like herpes, promotes blood circulation, etc.



Litchi Consumption and Production in India

In India 585,300 metric tonnes of litchis are produced annually from 84710 hectares of land. About 74% of the produce from India comes from Bihar. In FY2021-22, Bihar was the leading producer of litchis with 308.06 thousand tonnes followed by West Bengal and Jharkhand at 71.76 thousand tonnes and 64.42 thousand tonnes respectively.

India's variable climatic and soil conditions leads to the production of diverse varieties of litchis. The country boasts of producing 33 varieties of litchis which have been classified into 15 groups.

India's Litchi Production State-wise in FY2021-22

Sr. No.	State	Production (000 tonnes)	%age Share
1	Bihar	308.06	42.55
2	West Bengal	71.76	9.91
3	Jharkhand	64.42	8.90
4	Assam	60.58	8.37
5	Chhattisgarh	58.12	8.03
6	Punjab	51.50	7.11
7	Uttar Pradesh	39.37	5.44
8	Uttarakhand	24.72	3.41
9	Odisha	24.15	3.34
10	Himachal Pradesh	6.18	0.85

Source: APEDA AgriExchange

Did you know?

Litchi - the sweet and juicy fruit was introduced to India in the 18th century through Burma.



Major Litchi Producing States and Districts

Bihar	Muzaffarpur, Vaishali, Sitamarhi, East Champaran, West Champaran, Samastipur, Sheohar, Bhagalpur
West Bengal	Murshidabad, 24 Parganas (North & South), Malda, Uttar Dinajpur, Cooch Behar
Assam	Bongaigaon, Kamrup, Goalpara, Dibrugarh, Barpeta, Sonitpur, Nagaon, Lakhimpur, Golaghat, Jorhat
Jharkhand	Ramgarh, Ranchi, Hazaribagh, Gumla
Punjab	Gurdaspur, Hoshiarpur, Ropar
Chhattisgarh	Korba, Raigarh, Surguja, Jashpur, Surajpur, Balrampur, Koriya, Narayanpur
Odisha	Sundergarh, Sambalpur, Debagarh (Deogarh), Rayagada, Koraput
Uttarakhand	Udham Singh Nagar, Nainital, Dehradun, Haridwar, Almora

Source: Indian Horticulture Database, 2014

Litchi Varieties Grown in India

- Ajhauri
- Bedana
- China
- Dehra Dun
- Dehra Rose
- Deshi
- Green
- Kasba
- Late Bedana
- Longia
- Purbi
- Rose Scented
- Shahi Trikolia
- CD (5%)

The country boasts of producing 33 varieties of litchis, which have been classified into 15 groups.

Harvest Season

In India, litchis start maturing in Tripura first. The ripening pattern is highly unique within the country. After Tripura, the fruit matures in the States of Assam and West Bengal. The fruit gets ready for harvest in the east by the first or second week of May, while in Bihar it matures by the third or fourth week of May and continues till the first week of June. In Uttar Pradesh and Punjab, the fruit gets ready for harvest by the second or third week of June whereas in Himachal Pradesh, it is harvested in the last week of June. In a nutshell, the fruit just has 2.5 months of time for export from India.

Did you know?

India is the second largest producer of litchis in the world after China.

Export Destinations for Indian Litchis



Nepal



UAE



UK



Bhutan



Qatar



Kuwait



Maldives



Canada



Oman



Bahrain Is



Germany



Lebanon



Malaysia



Singapore

Source: DGCIS Annual Export



Role of APEDA to Boost Exports of Indian Litchis

APEDA has been instrumental in boosting the exports of litchis from the country. The organisation has been working tirelessly with the Central and State Governments to provide the right infrastructure, market linkages, quality checks, phytosanitary checks & certifications, setting up of packhouses, pest surveillance & monitoring, etc. to enable the shipment of consignments from India. In this respect, APEDA has drawn up a detailed programme to promote litchis and establish a big export base in the international markets. Investments are being made in developing infrastructure at the field level, for transportation and storage at seaports

and airports. It has also helped introduce Total Quality Management System, under which, orchards have been selected specially for export production, and infrastructure facilities for post-harvest management are being set up for quick and best post-harvest treatment. Experiments have also been undertaken to transport litchis through controlled atmospheric container and alternative technology like Modified Atmospheric Conditions, Fruit Preservation Bags, etc. so that large volumes in the best possible quality can be delivered.

With assistance from APEDA, the State was able to send the first consignment of Shahi

Litchis from Bihar to UK. This GI-certified product was sourced by M/s. Cira Enterprises from farmers of Muzaffarpur and was imported by H & J Veg of London. The consignment was flagged-off in the presence of Dr. M. Angamuthu, Chairman, APEDA, Mr. N Saravana Kumar, Principal Secretary Agriculture, Bihar, and other senior officials. The fruit is mostly grown in Muzaffarpur, Vaishali, Samastipur, Champaran, Begusarai districts, and the neighbouring areas of Bihar. To boost its export, APEDA in collaboration with the Department of Agriculture, Bihar, and other stakeholders has been formulating the State Agri-Export Plan.

APEDA ACTIVITIES

Mumbai

On April 6, 2023, 1.062 MT (723 boxes) of Indian mangoes, the first consignment of the season was shipped by M/s. Jayshree Exports-Mumbai to Japan. The shipment of Kesar & Banganapalli mangoes was imported by M/s. TMVS Foods-Japan. Another consignment of Indian mangoes was sent to USA on April 11, 2023 from MSAMB Irradiation Facility in Vashi, Maharashtra.

To facilitate the revoking of the temporary suspension of MSAMB VHT facility by MPI New Zealand, a special audit of the facility and packhouse was conducted by MPI officials on April 17, 2023. Mrs. Francie Oliver, Manager, Offshore Pathway Assessment and Angeline Foo, Senior Offshore Assessor Offshore Pathway Assessment (MPI NZ) checked the dry run and calibration of thermosensors as per SOP shared, verified all tests and demonstration.



Post their visit, a letter dated May 8, 2023 was issued by the Ministry of Primary Industries, Government of New Zealand communicating the lifting of temporary suspension.

APEDA Mumbai facilitated the export of watermelons from the region. M/s. IG International signed a contract with M/s. Swasangharsh Organic Farmer Producer Organisation. The exporter enabled the shipment of 22 MT of produce to the UAE market.

On April 22, 2023, a consignment of 39 boxes of Kesar mangoes was processed at VHT facility Mumbai by M/s. Nisarga Fresh Processing Pvt. Ltd. and imported to South Korea by M/s. Wise Traders, Seoul.

To rev up the exports of mangoes and pomegranates from Mumbai, the Consulate General of USA in Mumbai visited the Irradiation Facility at IFC MSAMB Vashi Navi Mumbai along with the USDA-APHIS Pre-clearance and Offshore Programmes Team on May 1, 2023. The CG interacted and encouraged women entrepreneurs to export Indian mangoes and agri products. On May 2, 2023, the USDA-APHIS Pre-clearance and Offshore Programmes Team visited Krishak Irradiation Facility in Lasalgaon,

Nashik to verify effectiveness of OWP operating programme for export of mangoes to USA.

APEDA organised a buyer-seller meet on June 1, 2023 in Vashi, Navi Mumbai in collaboration with the UP State Horticultural Co-operative Marketing Federation (HOFED).

On June 7 & 10, APEDA officials accompanied NPPO-CIPMC officials for a pre-inspection of mango orchards that were to be demonstrated at the Asia Pacific Plant Protection Commission (APPPC) workshop on systems approach for the management of fruit flies in mangoes for a foreign delegate from June 19-23, 2023. The visit was organised by Kay Bee Farms post selection of the orchards by the Department of Agriculture, Government of Maharashtra. The field staff was instructed on aspects of field sanitation, documentation on utilisation of spray schedule, readiness of pest surveillance data, use of label claim agrochemicals, blue trap, cleaning of fruit fly, etc

Chennai

The new RO office of APEDA Chennai at Shastri Bhawan was inaugurated on April 5, 2023 by Dr. M. Angamuthu, Chairman, APEDA in the presence of

GM (RR), AGM (SK) and other dignitaries.

APEDA flagged-off a consignment of 50,000 pieces of 200 ml tetra pack 'Coco Nectar' from Tamil Nadu to USA on April 5, 2023. The product under the brand name of 'Thenneera' was exported by M/s. Global Coconut Farmers Producer Company Ltd.

RO Chennai facilitated the visit of the audit team from Animal & Plant Health Directorate, Ministry of Primary Industries, New Zealand along with RPQS officials for reviewing the VHT facility in packhouses at Tirupati.

On April 17, 2023, APEDA signed an agreement with TNAU on R&D for harnessing off season production of export potential grapes from Coimbatore Theni and Krishnagiri districts of Tamil Nadu. The agreement was entered into in the presence of the Hon'ble VC.

Bhopal

APEDA was instrumental in sending a shipment of three containers of onions from Madhya Pradesh and Maharashtra to Bahrain. The consignment was sent on May 4, 2023 from JNPT port. The onions were sourced from farmers of Khargone



and Nashik and were jointly exported by M/s Krushika Naturals and M/s Rainbow Overseas.

The organisation participated in the World Bee Day celebrations held in Balaghat by the National Bee Board on May 20, 2023, which was graced by Shri Narendra Singh Tomar, the Hon'ble Agriculture & Farmer Welfare Minister, Government of India. APEDA also participated in the 'One Day Training Programme' jointly organised by the National Seed Corporation and SFAC on May 22, 2023.

The Bhopal RO also participated in a three-day Agri & Horti Expo which was organised by MSME and BEM from May 26-28, 2023. The event was inaugurated by Shri Vishvas Sarangi, Hon'ble Rural Development Minister, MP.

Kochi

RO Kochi participated in an interactive meeting by the Hon'ble Minister for Industries, Coir & Law with exporters from Kerala on April 24, 2023 in Ernakulam. The minister spoke about the new export policy, upheaval of exports from the region, formation of state promotion council, etc. Around 250 exporters participated in the event. BDM, RO Kochi attended the event and responded to all queries related to APEDA and its FAS.

APEDA office collaborated with FSSAI in organising an



'Eat Right Millet Mela' on May 4, 2023 at Cochin Town Hall. The event included expert talks, inaugural session, a walkathon, exhibitions, etc. APEDA registered exporters showcased products like ragi dosa, millets mixes, jowar dosa, millet halwa, millet puttu, millet idiyappam, millet biryani, etc.

The organisation also took part in a 'Millet Ulsavam/Millet Festival – Strengthening the Millet Value Chain' on May 13, 2023. The event was organised by ASSOCHAM, Kerala and inaugurated by the Hon'ble Minister for Agriculture and Hon'ble Minister for Industries, Coir and Law, Government of Kerala. 40 millets-based start-ups, farmers, exporters actively participated in the event. APEDA chaired a panel discussion and spoke about the competitive advantages of Indian millets and the role of APEDA in promoting millets.

A 'one day training for FPOs, farmers and dealers' was organised by National Seed Corporation on May 26, 2023. RO Kochi participated in the training session organised at Regional Agricultural Research Station, Pattambi and handled a session highlighting about APEDA and its initiatives, FAS, RCMC, etc.

The organisation also took part and conducted a session on registration procedure, FAS, export trend of agri procedures and promotional activities of APEDA in a training programme on June 9, 2023. The session was organised by KVK, Kannur for nodal officers of Block level Agricultural Knowledge Centres (AKCs).

RO Kochi also participated and handled a session on 'Marketing & export-related aspects for agricultural products' on June 16, 2023. The training session was organised by Krishibhavan, Department of Agriculture, Vannapuram, Idukki under ATMA scheme for farmers of the region.

North East Region

APEDA participated in the Agri-Horti Buyer-Seller Meet organised by APART-ATMA at Nalbari, Assam on April 12, 2023. At the meet, APEDA officials spoke about the organisation's export initiatives, FA, registration procedures, Farmer Connect Portal, etc. On April 25, 2023, APEDA held an interactive meeting with Bodoland Territorial Council (BTC) members on capacity building programmes for FPOs, FPCs and market linkages.

APEDA also took part in an Agri-Business Investment in ASEAN/MEKONG Countries seminar on April 27, 2023, which was held at Assam Agriculture University, Jorhat. It was instrumental in organising

a buyer-seller meet in Imphal, Manipur from April 28-30, 2023 which was organised with Manipur Organic Mission Agency (MOMA). At the meet, exporters, FPOs, FPCs displayed black rice, spices, tea, honey, organic products, etc.

On May 16, 2023, APEDA held a meeting with NABARD and APEDA Authority Member, Shri Jyotish Talukdar in Guwahati to promote millets-based products, capacity building of FPO/FPC, exporters from NER. On May 17, 2023, a meeting with wine exporters was organised to promote rice wine. An interactive meeting with NABARD was also planned with Lulu Group on May 18, 2023 to enable sourcing of Assam lemon, ginger, pineapple, black rice, turmeric, etc. On May 26, 2023, APEDA participated in an interface meeting of NABARD on Model Millet Project and spoke on its export potential.

In the month of June, APEDA organised a virtual awareness programme on June 15, 2023 on the export scenario of NER, APEDA schemes and millets export potential.

On June 20, 2023, APEDA participated in the 'Vibrant Nagaland' event organised by DPIIT in collaboration with Industries and Commerce Department, Government of Nagaland. APEDA spoke about the overall export scenario, state potential agri-horti products, APEDA's schemes,

challenges and opportunities. APEDA also organised a stakeholder consultation meeting on June 21, 2023, on 'Mid-term impact assessment of the APEDA scheme (2021-26) in Guwahati. At the meeting, suggestions on current financial schemes were invited and discussed upon.

Inauguration of APEDA Varanasi New Office

It was indeed a moment of great pride for APEDA to inaugurate its new regional office at Varanasi on April 28, 2023. The inauguration was done by the FPOs of the Purvanchal region in the presence of the Chairman of APEDA.

SIAL Canada



A trade and investment promotion event with Indian companies and Canadian importers was organised at Toronto, Canada. Shri Piyush Goyal, the Hon'ble Commerce & Industry Minister, graced the event and addressed a gathering of more than 250 delegates on May 11, 2023. He also inaugurated the India pavilion where more than 100

Indian companies displayed their agri and food products.

Seoul Food & Hotel 2023

APEDA for the very first time participated in the Seoul Food & Hotel 2023 exhibition which was held in South Korea from May 30-June 2, 2023. The India pavilion was inaugurated by Shri Amit Kumar, the Hon'ble Ambassador of India in Seoul.



At the pavilion, Shri Amit Kumar along with Shri Swapnil Thorat, Second Secretary, Indian Embassy, Seoul launched the GI-tagged Banaganapalli mangoes and other fresh juicy mango varieties. Besides this, APEDA organised tasting and sampling of Indian millets recipes, Biryani, fresh mangoes and mango lassi. Visitors at the pavilion were also given an experience of special heena art.

Bihar's Jardalu Mangoes Reach Dubai

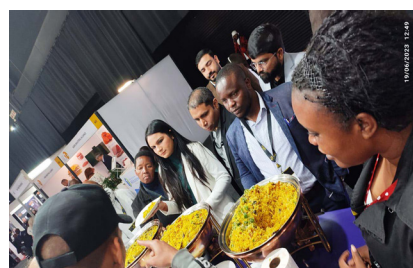
The season's first consignment of the GI-tagged Jardalu mangoes from Bihar's Bhagalpur district was sent to Dubai on June 8, 2023.

SAITEX Big Seven 2023

To rev up the promotions



of Indian products in Africa, APEDA participated in SAITEX Big Seven 2023 held at Johannesburg, South Africa. The exhibition was held from June 18-20, 2023 and APEDA



set up a beautiful India pavilion which was inaugurated by the Hon'ble Consul General, Mr. Mahesh Kumar. A buyer-seller meet was also organised at the pavilion where a tasting counter was also installed. Indian millets khichdi and Biryani was offered to visitors.

First Consignment of Yellow Watermelon to Dubai

On June 19, 2023, APEDA facilitated the shipment of the season's first consignment of yellow watermelons from West Bengal. The consignment was flagged-off for Dubai.

Celebrating International Yoga Day

On the occasion of International Yoga Day on June 21, 2023, APEDA organised a

special yoga session for all its employees across all its offices. Employees enthusiastically participated in the event and performed yoga asanas.

Summer Fancy Food Show



APEDA participated at the Summer Fancy Food Show held in New York, USA from June 25-27, 2023. It set up an aesthetic India pavilion which was inaugurated by the Hon'ble Consul General of India to USA, Shri Randhir Jaiswal. At the exhibition pavilion, a special tasting activity was organised for Indian millets products, Basmati Rice Biryani and mangoes.

Consignment of Mangoes and Green Chillies to Dubai

Shri Yogi Aditya Nath, the Hon'ble Chief Minister, Uttar Pradesh, flagged-off the consignment of GI-tagged Banarasi Langda mangoes and green chillies from a packhouse in Varanasi to Dubai on June 27, 2023.

APEDA

Export Highlights (April-May) 2023

- In 2022-23, total APEDA exports were recorded to be USD 26.7 billion
- India has exported groundnuts worth USD 163 million, which is significantly higher compared to the previous year same period
- India's Basmati Rice export has increased from USD 698 million to USD 917 million (April-May 2022-23) from previous year same period
- USD 29 million poultry products were exported from India during (April-May 2023), which is significantly higher from the USD 18 million worth exports last year during the same period
- 500 farmers have been trained to produce pesticide residue-free Basmati Rice to enhance the export of the aromatic rice
- First consignment of GI-tagged Jardalu mangoes were exported from Bhagalpur, Bihar to Dubai, UAE
- To boost agri processed export from Jammu & Kashmir and Ladakh, APEDA organised first International Buyer-Seller Meet at Srinagar where exporters, FPOs and importers participated in large numbers
- APEDA facilitated and assisted the first sample consignment of yellow watermelon from West Bengal to Dubai
- First consignment of GI-tagged Banarasi Langda mangoes and green chilly flagged-off from Varanasi to Dubai on March 24, 2023
- APEDA in association with the Consulate General of India, Johannesburg, South Africa organised a buyer-seller meet at SAITEX Big Seven 2023 to enhance trade between the two countries



Agricultural and Processed Food Products Export Development Authority (APEDA)

(Ministry of Commerce & Industries, Govt. of India)

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