

TRAINING REPORT

Orientation Training of Programme on Agri-Export Marketing for Cooperatives and FPOs

3rd and 6th March 2022

Organized by



Vaikunth Mehta National Institute of Cooperative Management
A National Institute of Ministry of Cooperative, Government of India

In Collaboration with



Indian Institute of Foreign Trade – New Delhi
(Deemed to be University under Department of Commerce, Govt. of India)

Sponsored by



Agricultural and Processed Food Products Export Development Authority
(Ministry of Commerce and Industry, Government of India)

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Concept Note

Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs 3rd – 6th March 2022 @ VAMNICOM Campus Pune

Background

Agricultural exports will play a pivotal role in realizing the Hon'ble Prime Minister's vision of doubling farmers' income and five trillion dollar economy. Increasing globalization and liberalization of the world economy have led to a rapid rise in the overall volumes of agricultural trade. Enhanced participation of economies in agricultural global value chains has facilitated this growth, leading to increasing interconnectedness among economies.

The Indian agricultural economy is shifting from primary to secondary agriculture where focus is more on developing various processed foods and export. Agriculture exports area is the high-growth and high-profit sector due to its immense potential for value addition and India's diversified agricultural exports baskets. Despite India's leading position in production of various agri-commodities, its agri-exports account for only a little over 2% of world agricultural trade. Though an increasing trend is observed as far as agri-exports are concerned (2009-10 to 2018-19), the pace remains slow. During 2018-19, the total agri-exports were valued at Rs. 2.75 lakh crore which constituted about 11.9% of the total country's exports.

India is performing well below its potential in exports of agri products. Its share in global exports of agricultural products stood at 2.5% in 2020, and even lower at 1.4% for processed food products. In recognition of this fact, the government announced the Agriculture Export Policy (AEP) to double agriculture exports to US\$ 60 billion by 2022, also serving to improve farmers' incomes, there exists a huge scope to tap this market. The AEP lays emphasis on farmer-centric approach. During the course of implementation of AEP, considerable progress has been made in giving Farmer-Produce Organizations (FPOs) and farmers a stake in the export of their produce. Direct linkage of cooperatives and FPOs with the export market has not only improved farmers' incomes but has also resulted in better farming practices due to requirements of catering to the international markets.

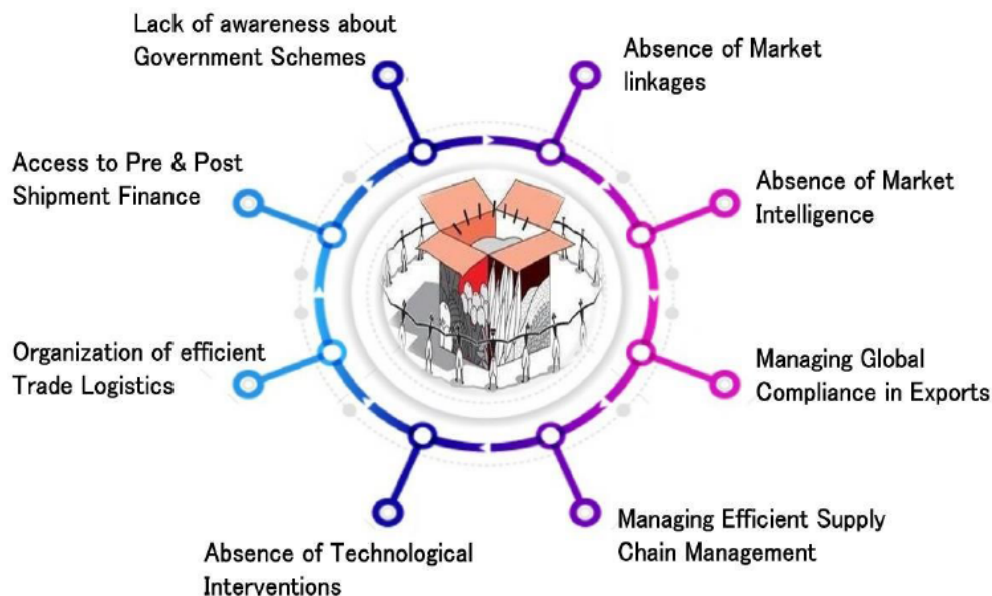
However, growing concerns around the quality of agricultural products, expectations of food safety and sustainability, and strict export regulations have given rise to the demand for traceability-led farm-to-fork models. Many developed and fast-developing countries have implemented legal requirements for traceability to ensure food safety. Exporting countries are under pressure to comply with these regulations. Several developments have forced stakeholders in India to integrate effective traceability methods increasingly within the Indian food industry and food supply chains. These developments include a temporary ban by the EU on the export of Indian agricultural produce, such as Alphonso mangoes, eggplant, taro plant, bitter gourd, and snake gourd due to antibiotic residues, and a food recall by Food Standards Australia New

Zealand (FSANZ). In the absence of such systems, Indian farmers, processors, and exporters are at risk of losing their share in the global market.

The industry experts highlighted the potential role of cooperatives and FPOs to support traceability. While traders and intermediaries provide supply security and price advantage to institutional buyers, they are unable to provide visibility of the commodities grown. These parameters can include details of the producing farmers, growing conditions of the crops, chemicals used, and so on. Cooperatives and FPOs are positioned well to provide data on these metrics, as they work directly with farmers. This underlines a potential role for cooperatives and FPOs to support traceability in agricultural value chains. FPOs that deal in the production of high-value commodities, such as horticulture crops, medicinal plants, spices among others, could integrate traceability solutions in the farm-to-fork supply chain, thereby ensuring better margins for their members.

The promotion of direct interface between farmers and processors, retailers, or exporters will reduce price spread, thereby benefiting producers and consumers. FPOs, for example, could stand to gain 15-20% more if they interface directly with processors and exporters. However, to realize the additional mark-up, it will be critical for FPOs to: ensure better quality produce, ensure scale and regular supply, strengthen logistics, etc.

Connecting cooperatives and FPOs to international market is still a challenge



In this context, VAMNICOM is organizing the “**Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs**” in collaboration with the **Indian Institute of Foreign Trade (IIFT)** during **3rd – 6th March 2022** at VAMNICOM Campus Pune.

Objective of the Programme:

The program would equip participants with comprehensive knowledge and skills on various aspects of International Agri business

- Role of Cooperatives and FPOs in promoting exports
- Evaluating export feasibility of agro products
- Market & Buyer identification for exports
- Managing Quality Compliance: SPS/TBT standards in importing country
- Enhancing price competitiveness of FPOs through efficient supply chain management
- WTO compatibility of Foreign Trade Policy & Farm subsidies
- Availing Trade Finance
- Organizing Efficient Trade Logistics
- Operational issues in exports

Pedagogy:

The pedagogy would emphasize participative learning and insights into practical situations. At the end of each session, 30 minutes is kept for 'Question and Answer Session' to solve the queries of the participants.

Participants:

This programme is specially designed for the Chairman, MD/ CEO, Board of Directors of cooperatives and FPOs.

Programme Contents:

The programme is for four days. On the third day an industry visit would be undertaken to export houses and cooperatives/ FPOs involved in export marketing. The major programme contents is as follows –

1. India's Potential in doubling agri export: Role of Cooperatives and FPOs
2. Step by step Export Procedure and Export documentation, L/C, INCO terms
3. Pricing of products for exports
4. Panel Discussion: Understanding policy framework for Agro exports: Role of APEDA (online), DGFT (regional office- offline), FIEO (regional office-offline), EIC (online), FSSAI (online)
5. Agri supply chain management and trade logistics
6. Pre and Post Shipment finance
7. Risk Management in exports
8. Enhancing efficacy of Export Consortiums

9. Brand Management
10. Evaluating Export feasibility of agro products
11. Identifying best export market for your product
12. Establishing global connects: Reaching out to foreign buyers
13. Managing Quality Compliance: SPS/TBT standards in importing country
14. Institutional Framework in India for Quality Compliance

Venue:

VAMNICOM, Ganeshkhind Raod, Near Pune University, Pune 411 007, Maharashtra. The boarding and lodging facilities will be available from **2nd March 2022 Evening to 7th March 2022 Morning.**

Inauguration Programme Schedule

Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs 3rd to 6th March 2022

09:00 – 09:30 AM	Registration of Participants	
09:30 – 09:35 AM	Welcome	Dr. S. K. Wadkar, Assistant Professor, VAMNICOM
09:35 – 09:40 AM	Welcome Address and Setting the Context	Dr. Hema Yadav, Director, VAMNICOM Pune
09:40 – 09:50 AM	Introduction of Participants & Expectations	Participants
09:50 – 09:55 AM	Programme Design & Objectives	Prof. Asheesh Pandey, HOD, IIFT, New Delhi
09:55 – 10:05 AM	Address by Guest of Honour (<u>Online</u>)	Dr. M. Angamuthu, (IAS), Chairman, APEDA, New Delhi
10:05 – 10:20 AM	Inaugural Address by Chief Guest (<u>Online</u>)	Shri. D. K. Singh (IAS), Secretary, Ministry of Cooperation, GoI
10:20 – 10:25 AM	Vote of Thanks	Dr. S. K. Wadkar, Assistant Professor, VAMNICOM
10:25 – 10:30 AM	Group Photo	@VAMNICOM Bhavan
10:30 – 10:45 AM	High Tea	

Cisco Webex Meeting Joining Link: <https://vmnicom.webex.com/meet/vamnicompune7>

Dial vamnicompune7@vmnicom.webex.com and enter your host PIN 2976.

You can also dial 210.4.202.4 and enter your meeting number.

Join by phone: +91-11-6480-0114 India Toll (Delhi); +91-22-6480-0114 (Mumbai)

Access code: 2519 083 6739; Host PIN: 2976

Global call-in numbers: Singapore Toll +65-6670-9679; Singapore Toll 2 +65-315-76442

Training Programme Schedule

Time	Topic	Faculty
DAY 1: 3rd March 2022 (Thursday)		
09:00 – 09:30 AM	Registration	VAMNICOM Team
09:30 – 10:30 AM	Inauguration of the Programme	VAMNICOM & IIFT Team
10:30 – 10:45 AM	High Tea	
10:45 – 11:45 AM	Enhancing Agri Export: Role of Cooperatives and FPOs	Capt. Pawanexh Kohli (ONLINE)
11:45 – 12:00 PM	Tea break	
12:00 – 2:00 PM	Getting into Exports: Export documentation, How to set up export infrastructure in cooperatives (pack house, refrigerated vans, packaging, labelling requirements, etc.)	Prof. M. P. Singh Visiting Faculty
2:00 – 02:45 PM	Lunch	
02:45 – 4:15 PM	How to price your products for exports, INCO terms, L/C etc.	Prof. M. P. Singh Visiting Faculty
04:15 – 04:30 PM	Tea break	
4.30 PM - 5.45 PM	Understanding policy framework for Agro exports: FPO focus	Mr. Varun Singh, Jt. DGFT (DGFT perspective) Mr. Ganesh.S. Hingmire, (GI Perspective) Chairman, GMGC Ms. K. D. Sushma (Exporter perspective) Founder & Director, GF Mission India Pvt. Ltd. Mr. Satish Warade (MSAMB perspective) Manager, Export, MSAMB, Prof. Vijaya Katti – Ex-Dean, IIFT, Moderator (Hybrid Mode)
DAY II: 4th March 2022 (Friday)		
10:00 – 11:30 AM	Organizing Pre and Post Shipment finance	Mr. Sharad Narain Visting Faculty
11:30 – 11:45 AM	Tea break	
11:45 – 01:15 PM	Risk Management in exports: Price	Mr. Sharad Narain

	volatility, currency fluctuation, demand variation, COVID emergencies, payment defaults	
01:15 – 02:15 PM	Lunch	
02:15 – 03:45 PM	Enhancing Efficacy of Export Consortiums	Mr. S. N. Panigrahi, Export Consultant, Hyderabad (Online)
03:45 – 04:00 PM	Tea break	
04:00 – 05:30 PM	How to export Mango, green Chilli, Okra, Other FFV	Mr. Satish Warade Manager, Export, MSAMB, Pune
DAY III: 5th March 2022 (Saturday) Field Visit APEDA Packhouse, MSAMB Export facilities and Custom Clearance centre		
08:00 AM – 08:00 PM	Learning focus: <ul style="list-style-type: none"> • Operation issues in exporting • Handholding and live dealing of Regulatory and Commercial documentation process • Custom Clearance Procedure • Managing Compliances in Agro Exports 	Dr. Sagar Wadkar Faculty, VAMNICOM
DAY IV: 6th March 2022 (Sunday)		
09:30 – 11:00 AM	Not all products are export worthy: Evaluating Export feasibility of agroproducts	Dr. Tamanna Chaturvedi, DS, Apparel Export Promotion Council, Ministry of Textiles (Online)
11:00 – 11:15 AM	Tea break	
11:15 – 12:45 PM	Enhancing Price Competitiveness through Efficient Agri Supply Chain Management and Trade Logistics	Dr. Rajiv Sathe Visting Faculty
12:45 – 02:00 PM	Special Lunch	
02:00 – 03:30 PM	Identifying best export market for your product and Establishing global connects: Reaching out to foreign buyers	Dr. Tamanna Chaturvedi DS, Apparel Export Promotion Council, Ministry of Textiles (Online)
03:30 – 03:45 PM	Tea break	
03:45 – 05:15 PM	Institutional Framework for Quality Compliance and Management: SPS/TBT standards in importing country, Role of Plant Quarantine	Dr. Tamanna Chaturvedi DS, Apparel Export Promotion Council, Ministry of Textiles (Online)
05:15 – 06:00 PM	Valedictory and feedback	

05:15 – 05:20 PM	Written Feedback	
05:20 – 05:25 PM	Welcome and Program Brief	Dr. S. K. Wadkar, Assistant Professor, VAMNICOM
05:25 – 05:30 PM	Participants Oral Feedback	Participants
05:30 – 05:35 PM	Remarks by	Dr. Hema Yadav, Director, VAMNICOM Pune
05:35 – 05:45 PM	Valedictory Address	Prof. Vijaya Katti, Former Dean. IIFT, New Delhi
05:45 – 05:55 PM	Distribution of Certificates	Participants
05:55 – 06:00 PM	Vote of Thanks	Dr. S. K. Wadkar, Assistant Professor, VAMNICOM

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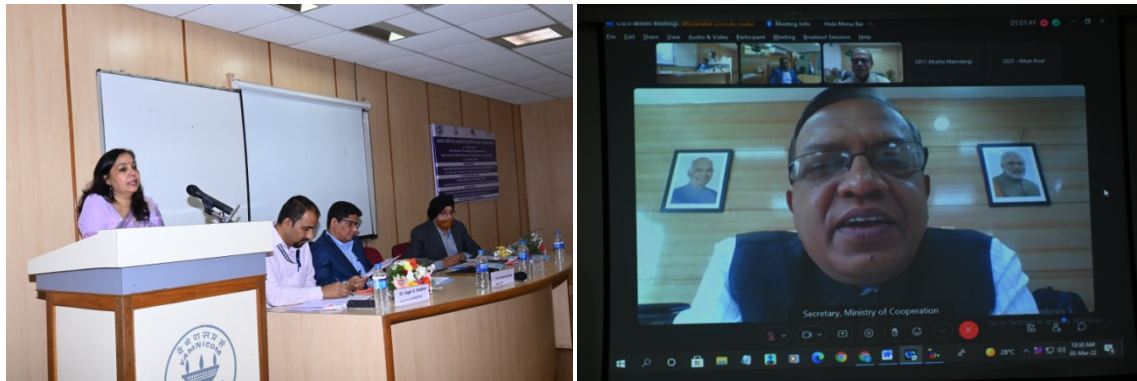
Training Report

Vaikunth Mehta National Institute of Cooperative Management (VAMNICOM), Pune in collaboration with Indian Institute of Foreign Trade (IIFT), New Delhi conducted the 1st batch of four days “Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs” from March 3rd to 6th, 2022 at VAMNICOM Campus, Pune.

APEDA has been working with the Ministry of Cooperation in association with VAMNICOM, Pune to conduct four such Orientation Training Programmes on Agri Export Marketing for cooperatives and farmer groups.

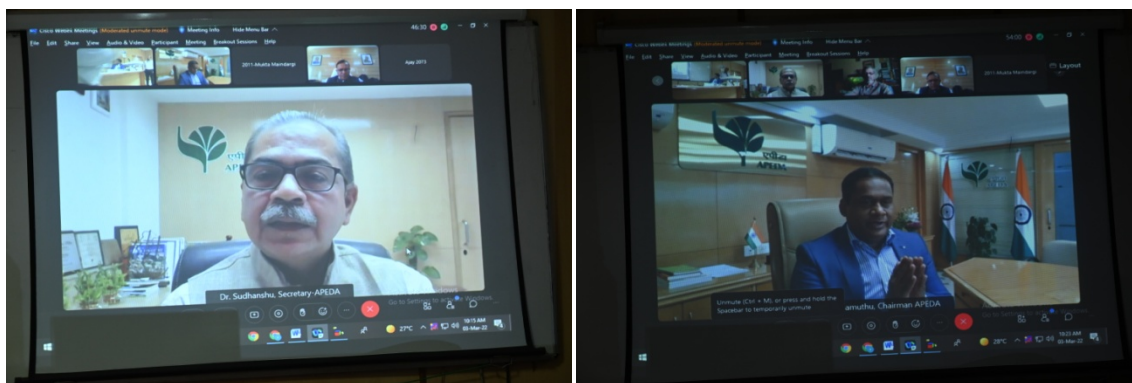
The inaugural event for the first batch, organised in hybrid mode, was presided by Shri. D.K. Singh (IAS), Secretary, Ministry of Cooperation, Dr. M. Angamuthu, Chairman, APEDA, Dr. Sudhanshu, Secretary, APEDA, Prof. Asheesh Pandey, HOD, IIFT, New Delhi and Dr. Hema Yadav, Director, VAMNICOM and CICTAB.

In his address, Shri. D. K. Singh, Secretary, Ministry of Cooperation, highlighted how the cooperative sector draws its strength from the power of aggregation. He added that developing post-harvest infrastructure such as collection centres, integrated packhouses, reefer vans, etc., was necessary to strengthen the ecosystem of exports and ensure that FPOs and co-operatives optimise their returns from agri-exports.



Speaking about how such programmes could benefit agri-cooperatives, APEDA Chairman Dr. M. Angamuthu stressed on the importance of knowledge sharing and quality aspect in exports, focusing on value chain management for meeting the importing country’s norms and standards. He added that APEDA will continue to extend a helping hand to FPOs and agri-cooperatives for enhancement of agri exports and farmers’ income from the cooperative sector, in line with Prime Minister Narendra Modi’s call for ‘*vocal for local and local goes global*’.

APEDA Secretary, Dr. Sudhanshu, emphasised on connecting the cooperatives with the exporters for supplying produce for exports and enabling a seamless supply chain.



The orientation programme seeks to engage agri co-operatives related to APEDA scheduled products. A total of 31 participants from 11 states have participated in the training programme. The list of participants includes representatives from leading organisations in the cooperative sector such as Amul Dairy, NAFED, KRIBHCO, OMFED, UCBs, Sugar Cooperatives, and FPOs.

Day 1: 3rd March 2022

After inauguration, the first technical session was conducted in virtual mode by **Capt. Pawanexh Kohli** (Founder CEO, NCCD and Advisor to Ministry of Agriculture & FW) on “*Enhancing Agri Export: Role of Cooperatives and FPOs*”. Capt. Kohli highlighted the status, issues & challenges of agri-export in India. He also showcased many good practices and discussed how cooperatives and FPOs can participate in the export marketing. As intended, Capt. Kohli has explained all the basic concepts related to marketing like supply chain management, value chain analysis and so on and thereby set the strong foundation for the further learning’s.

Prof. M. P. Singh (Visiting Faculty) conducted two technical sessions titled “*Getting into Exports: Export documentation* and export infrastructure in cooperatives” and “*How to price your products for exports: INCO terms, L/C*”. He has explained in detail different legal provisions related to export, international commercial terms, step by step procedure for export documentation, etc. He also stressed importance on the agri-infrastructure and how cooperatives & FPOs can establish the same.



The first day was ended with a very positive note and lively panel discussion with four experts on “*Policy frameworks for agri-exports*”. A panel discussion was moderated by **Prof. Vijaya Katti** (Former Dean, IIFT, New Delhi), where madam has discussed a broader policy framework for agri export and summarised the discussion at the end. This followed by expert talk as follows (1) **Mr. Varun Singh** discussed the Directorate General of Foreign Trade (DGFT) perspectives in facilitating the export; (2) **Mr. Ganesh Hingmare** discussed the importance of Geographical Indication (GI) and Intellectual Property Rights (IPR) in export marketing. He has also demonstrated the works undertaken by his organisation in getting GI for farmers across the Country. Participants have also shared that there are many products in which cooperatives & FPOs have been working without any recognition for their products and services. It is imperative to provide GI tag to many such products and services of cooperatives and FPOs and protect their indigenous cum intellectual rights; (3) **Ms. K. D. Sushma**, exporter & corporate trainer, discussed intricacies involved in export marketing and given a practitioners perspectives; (4) **Mr. Satish Warade**, Manager – Export at MSAMB, discussed the role of state cooperative marketing boards in providing agri infra facilities required for export and facilitating the export connections.



Day 2: 4th March 2022

Day 2 started with two power-packed sessions by **Mr. Sharad Narain** (Visiting Faculty) titled “*Organizing Pre and Post Shipment Finance*” and “*Risk Management in exports*”. Mr. Narain discussed in detail the export finance, methods of settlement, export credit appraisal, pre and post shipment finance, and common deficiency in documentation, etc.

In the second session, Mr. Narain discussed the type of risk in any international trade transactions, risk for exporters & importers, FOREX currency risk on payments, factors affecting exchange rates, merchant rates, forward rates for exports & imports and types of transactions in FOREX, risk management, hedging products and choosing currency for invoicing exports.

Third session of the day conducted in virtual model on “*Enhancing Efficacy of Export Consortiums*” by **Mr. S. N. Panigrahi** (Export Consultant, Hyderabad). He discussed importance of export consortium in enhancing efficacy of export marketing, forms of consortium by discussing the examples of Appolonia: Polish Apple Exports Consortium, Melinda, La Trentina and APOT, Italy; New Zealand Kiwi Zespri; Vietnam Rubber Export and Thai Rice.

In the last session, **Mr. Satish Warade** (Manager – Export, MSAMB, Pune) shared the practitioners perspectives on “*Exporting Mango, green Chilli, Okra, Other Fruits &*

Vegetables”. Mr. Warade shared the status of India in Export marketing, particularly for Mango, Green Chilli and Okra and its export procedure, etc.

Day 3: 5th March 2022

APEDA has facilitated the industry visits to packhouses and export facilities established by Maharashtra State Agricultural Marketing Board (MSAMB) at Vashi, Navi Mumbai. During the field visit participants have seen and understand the export facilities – irradiation centre, packhouse, vapour heat treatment plant, cold storage. Mr. Sushil Chavan, Incharge Irradiation Centre has explained in detail the operation issues in exporting, regulatory and commercial documentation process, packaging, etc.



Day 4: 6th March 2022

The last day of training programme was interactive and enriching, despite three sessions were in the virtual mode. **Dr. Tamanna Chaturvedi** (Deputy Secretary General, Apparel Export Promotion Council, Ministry of Textiles) in an interactive mode and through group exercises discussed three important topics viz. Evaluating Export Feasibility of Agro Products, Identification of Best Export Market and Establishing Global Connects and finally Institutional framework for quality compliance and management.

Dr. Rajiv Sathe (Visiting Faculty) also had a wonderful session on “Enhancing Price Competitiveness through Efficient Agri Supply Chain Management and Trade Logistics” and emphasised on material management, packaging, branding and so on.



Thus, the training programme includes sessions by technical experts and resource persons covering essential elements of international trade such as Export procedure and documentation, Pricing of products, Agri supply chain management and trade logistics, Pre-Post shipment finance, Risk management in exports, Brand management, Establishing global connects, evaluating export feasibility of agro products, Agri Supply Chain Management, Managing quality compliance and its institutional framework, etc.

In the Valedictory session on 6th March 2022, Prof. Vijaya Katti, Former Dean, IIFT highlighted the importance of the agri export and institutional collaboration for augmenting agri export. Dr. Hema Yadav, Director VAMNICOM emphasised on the role of cooperatives in the value addition, processing and marketing and enhancing contribution by cooperatives in achieving five trillion dollar economy.

The programme was coordinated by Dr. Sagar Wadkar, Assistant Professor, VAMNICOM Pune.





  **NATIONAL INSTITUTE OF CO-OPERATIVE MANAGEMENT**
UNIVERSITY ROAD, PUNE 411007  

Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs
(3rd to 6th March 2022)



Suggestions from Participants

- Export Documentation Sample Format may be provided for immediate understanding
- Orientation may also be given on the Government of India's schemes and programmes provisions for export
- Some technical sessions on Value Addition / Processing
- Hand holding support may be provided for the next 2-3 years & facilitate the new product development and its movement
- May include more field visit
- Selection of participants may be based on region wise and commodity wise
- For small cooperatives and FPOs, it is difficult to venture in to export marketing, integrated supply chain and/or cooperative export hub may be set-up with required agri-infra facility

List of Participants

Sr. No	Name	Designation	Organisation	State
01.	Mr. Ashutosh Satish Gupta	Board of Director	Chikhli Urban Co-Op Bank Ltd	Maharashtra
02.	Mr. Abhijit Satish Deshpande	Officer	Chikhli Urban Co-Op Bank Ltd	Maharashtra
03.	Mr. Mangesh Pandusang Muley	Officer	Chikhli Urban Co-Op Bank Ltd	Maharashtra
04.	Mr. Nileshkumar K Panjabi	Executive	Amul Dairy, Anand	Gujarat
05.	Mr.Sagar Kiritbhai Parmar	Executive	Amul Dairy, Anand	Gujarat
06.	Mr. Nileshkumar S Patel	Jr.Assistant-A	Amul Dairy, Anand	Gujarat
07.	Mr.B. S. Chauhan	Area Manager (Mktg.)	KRIBHCO Noida	New Delhi
08.	Mr. S. B. Pandya	Area Manager (Mktg.)	KRIBHCO Noida	New Delhi
09.	Mr. P. K. Gupta	Manager (F&A)	KRIBHCO Noida	New Delhi
10.	Guruprasad Hiremath	AM (Mktg.)	KRIBHCO Noida	New Delhi
11.	Mr. Yogesh Bhaskar Hegde		Kadamba Marketing Souharda Sahakari Ltd.	Karnataka
12.	Mr. Alok Agnibesh	Assistant Manager	Odisha State Coop Milk Producers Federation Ltd.	Odisha
13.	Mr. Yogesh Bhausheb Ingle	Business Excellence	Sahakar Maharshi Shankarro Kolhe S. S. K.Ltd.	Maharashtra
14.	Mr. Ishan B. Kolhe	Board of Director	Sahakar Maharshi Shankarro Kolhe S. S. K.Ltd.	Maharashtra
15.	Mr. Lisha Crasto	Lead, Business Development & Marketing Bhoomgaadi FPC	Nirmaan Organisation	Chhattisgarh

16.	Mr. Shashank Guwalani	Lead-Operations Bhoomgaadi Farmer Producer Company	Nirmaan Organisation	Chhattisgarh
17.	Mr. Akash Badave	CEO, Bhoomgaadi Farmer Producer Company	Nirmaan Organisation	Chhattisgarh
18.	Mr. Sudhir Singh	Manager	National Agricultural Cooperative Marketing Federation of India Ltd. Nafed	Tamil Nadu
19.	Mr. Ajay Kumar Agarwal	Manager, HO	_do_	Delhi
20.	Mr. Yatendra Singh	Dy. M	_do_	Gujarat
21.	Mr. R. Mallikarjuna R. Patnaik	Dy. M	_do_	Telangana
22.	Mr. Gagandeep Singh	AM, Jaipur	_do_	Rajasthan
23.	Mr. D. Kumarswamy	AM, Bangalore	_do_	Karnataka
24.	Mr. Sankalp Agarwal	AM, Mumbai	_do_	Maharashtra
25.	Mr. Manoj Kumar Jha	AM-II (A/Cs)	_do_	West Bengal
26.	Mr. Ganji Sai Shiva Raghvan	AM-II	_do_	West Bengal
27.	Mr. Kathiravan P	AM-II, HO	_do_	Delhi
28.	Mr. Naresh Sharma	Accts. Executive, HO	_do_	Delhi
29.	Mr. Vikas Gupta	Accts. Executive, HO	_do_	Delhi
30.	Mr. G. Nikhil Reddy	CEO - Laxminarayanawamy Jainath FPC	Grant Thornton Bharat LLP	Telangana
31.	Mr. Chandrakumar	ED – Leaf & Bud Organic Tea FPC	Erode Precision FPC	Tamil Nadu

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(Ministry of Commerce and Industry, Government of India)

Report on
Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs
Organizers: VAMNICOM, Pune & ABI Unit, ICAR-IIVR, Varanasi
01 to 04 June 2022

An orientation training programme on Agri export marketing for Cooperatives and FPOs was organized at ICAR- Indian Institute of Vegetable Research, Varanasi in collaboration with VAMNICOM, Pune during 01 to 04 June 2022. The lecture schedule was as follows:

DAY	TIME	TOPIC	TRAINER
Day I (01.06.2022)	10:00-10:30 AM	Registration & Inauguration	
	10:30-01.30 PM	Getting into Exports: Export documentation	Dr. Manisha Paliwal, Professor, VAMNICOM
	01:30-02:00 PM	Lunch Break	
	02:00-03:30 PM	Overviews on improved vegetable farming (T)	Dr. Neeraj Singh, Principal Scientist, ICAR-IIVR, Varanasi
	03:30-05.00 PM	How to set up export infrastructure in cooperatives (pack house, refrigerated vans, packaging, labelling requirements, etc.)	Mr. Mukesh Pandey, CEO, NavChetna Agro Centre Producer Company Ltd, Varanasi
Day II (02.06.2022)	10:00-12:00 AM	Marketing and export of vegetables	Dr. G. Pal, Principal Scientist, ICAR-IIVR, Varanasi
	12:00-01:30 PM	Organic vegetable production & wastemanagement (T+P)	Dr. S. K. Singh, Principal Scientist, ICAR-IIVR, Varanasi
	01:30-02:00 PM	Lunch Break	
	02:00-03:30 PM	Processing & Packaging of Vegetables for export (online session)	Mr. Sanjay Orpe, Joint Managing Director at Hardikar's food technologies Pvt. Ltd.
	03:30-05.00 PM	Protection of Plant Varieties and Farmers' Right Act (PPV&FRA)	Dr. Shailesh Tiwari, Senior Scientist, ICAR-IIVR, Varanasi
Day III (03.06.2022)	10:00-12:00 AM	IIVR Research farm visit	Mr. Yashpal Singh, SRF
	12:00-01:30 PM	Introduction to ABI unit and entrepreneurship development through vegetable seed production	Dr. P. M. Singh, Principal Scientist, ICAR-IIVR, Varanasi
	01:30-02:00 PM	Lunch Break	
	02:00-4:30 AM	Exposure visit Ishani Agro Farmers Producer Company, Imiliya, Chandauli, Uttar Pradesh	

DAY	TIME	TOPIC	Trainer
	10:00-11:00 AM	Role of APEDA in agri-export promotion	Mr. Shubham Rai, APEDA, Varanasi
Day IV (04.06.2022)	11:00-12:00 PM	Role of FPOs in developing vegetable-based business models (T)	Dr. S. Roy, Scientist, ICAR-IIVR, Varanasi
	12:00-01:00 PM	Export Value Chain and market linkages	Dr. Hema Yadav, Director VAMNICOM
	01:00-01.30 PM	Valedictory Function	

Glimpses of the training programme:



Inaugural session of the training programme



Felicitation to Dr. Manisha Paliwal from VAMNICOM, Pune



Inaugural address by the Director, ICAR-IIVR



Lecture on Getting into exports: Export documentation by Dr. Manisha Paliwal, Professor, VAMNICOM



Lecture on Overviews on improved vegetable farming by Dr. Neeraj Singh, PS, ICAR-IIVR, Varanasi



Lecture on Marketing and export of vegetables by Dr. Govind Pal, PS, ICAR-IIVR, Varanasi



Lecture on Organic vegetable production and waste management by Dr. S. K. Singh, PS, ICAR-IIVR, Varanasi



Group photograph



Field visit to ICAR-IIVR research farm



Field visit to ICAR-IIVR research farm



Field visit to ICAR-IIVR research farm



Visit to waste management unit of ICAR-IIVR, Varanasi



Visit to waste management unit of ICAR-IIVR, Varanasi



Lecture on Introduction to ABI unit and entrepreneurship development through vegetable seed production by Dr. P. M. Singh, PS, ICAR-IIVR, Varanasi



Exposure visit to seed processing unit of Ishani Agro Farmers Producer Company, Imiliya, Chandauli, Uttar Pradesh



Exposure visit to seed processing unit of Ishani Agro Farmers Producer Company, Imiliya, Chandauli, Uttar Pradesh



Exposure visit to seed processing unit of Ishani Agro Farmers Producer Company, Imiliya, Chandauli, Uttar Pradesh

Exposure visit to fishery unit of Ishani Agro Farmers Producer Company, Imiliya, Chandauli, Uttar Pradesh



Group discussion with the FPO members of Ishani Agro Farmers Producer Company, Imiliya, Chandauli, Uttar Pradesh



Lecture on Role of APEDA in agri-export and marketing by Mr. Shubham Rai from APEDA



Lecture on Role of FPOs in developing vegetable based business models by Dr. S Roy, Scientist, ICAR-IIVR, Varanasi



Valedictory function and certificate distribution

Project Coordinator

**Vaikunth Mehta National Institute of
Cooperative Management (VAMNICOM),
Pune organized the
Orientation Training Programme on Agri-
Export Marketing for Cooperatives and FPOs
on
25th to 28st July, 2022 in association with
Sher-e-Kashmir University of Agricultural
Sciences and Technology, Kashmir**

➤ **Agri-Exports Scenario and need of promoting agri-exports in J&K**

Globally, the last 50 years have witnessed an impressive growth in international trade. The volume of global merchandise trade has increased 17-fold, more than three times faster than the growth in world economic output. A number of factors contributed to this growth with average import tariffs on manufactures, for instance, fell from 40% to 4% over the four decades of trade negotiations under the General Agreement on Tariffs and Trade (GATT). Non-policy factors have also been important, including a reduction in transport costs and new transportation facilities as well as cheaper and more efficient communications. Similarly, agricultural trade has also grown during the last 50 years, but only at about the rate of global economic output. Notable among the factors that contributed to this relatively slow growth in trade was the failure to include agriculture fully in the multilateral trade negotiations under GATT that were so successful in reducing industrial tariffs. Global agricultural exports have more than tripled in value and more than doubled in volume since 1995, exceeding US\$1.80 trillion in 2018.

Owing to its favorable agro-climatic conditions, India is the World's largest producer across a wide range of agricultural commodities. Indian agriculture continues to be the backbone of our society and it provides livelihood to nearly 50% of our population. It is one of the major and essential occupations for the Indian families. Agriculture contributes about 16% of total Gross Domestic Production (GDP) of India and about 12% of total exports. In 2021-22, India's agriculture sector growth rate was estimated to be at 3.90% as compared to 3.60% in the previous year. Today, India is the major supplier of several agricultural commodities like tea, coffee, rice, spices, cashew, oil meals, fresh fruits & vegetables, meat and its preparations and marine products to the international market. India is one of the largest producers of rice, groundnuts, milk and various fruits and vegetables such as mangoes, eggplant, potato etc. With these advantages, India is now exporting fresh and processed food products to a number of developing and developed country markets including The United States (US), The European Union (EU), Vietnam and the Middle Eastern countries. According to the World Trade Organization (WTO), in 2015, India was the 9th largest exporter of agricultural products after the EU, The US, Brazil, China, Canada, Indonesia, Thailand and Australia. Agricultural as well as horticultural and processed foods are exported to more than hundred countries; primary among them are the Middle East, SAARC countries, Southeast Asia, European Union and United States. Further, India as a

major agrarian nation, has reached self-sufficiency in several food grains and agro-products. It has also become an exporter of key agro commodities including rice, wheat, millets, maize and other coarse grains. In 2020-21, the value of these exports stood at USD 41.25 billion. US Department of Agriculture (USDA) has forecasted 1.8 million tonnes of wheat and 14.4 million tonnes of rice to be imported from India. This will be the highest ever wheat export from India to the US in the last six years. This has become possible due to some initiatives taken by Government of India-Firstly, India encourages agricultural exports by creating a dedicated body named the Agricultural and Processed Food Products Export Development Authority (APEDA). The government created APEDA under the APEDA Act 1985. Under the Export Promotion Scheme of APEDA, the government is providing assistance to the exporters of agricultural products. Secondly, The Government has introduced a comprehensive Agriculture Export Policy in 2018. The policy aims to double farmers' income by 2022 by doubling agricultural exports from the country. The policy also aims to integrate Indian farmers and agricultural products into the global value chain. Thirdly, The Government has also brought out a Central Sector Scheme – 'Transport and Marketing Assistance for Specified Agriculture Products'. The scheme aims for assisting the international component of freight handling and marketing of agricultural products. Fourthly, as per the present FDI Policy, 100% FDI is allowed in the following activities of agriculture through the automatic route. However, the total agricultural export basket accounts for only a little over 2.15% of the world agricultural trade. This is because of various challenges associated with the exporting of agricultural commodities.

Jammu and Kashmir economy is an informal economy which feeds most of its population. Agriculture and horticulture is the backbone of the economy. Walnut is the major exporter whose share is 7% at international market. The current GDP of J&K grew at 14.90%. The Kashmir valley is known for its sericulture and cold-water fishers. Wood from Kashmir is used to make high quality cricket bats popularly known as Kashmiri willow. Kashmir saffron is very famous and brings the state a handsome amount of foreign exchange. Agriculture exports from J&K includes apples, barley, cherries, corn, millet, rice, orange, peaches, pears, saffron, sorghum, vegetables and wheat while manufacturing exports including handicrafts, rugs and shawls. Horticulture play a Vitol role in the economic development of the state with annual turnover of over Rs 3 billion and the biggest source of income for the economy of our Union Territory. A few months after the offices of APEDA got functional in Jammu and Srinagar in February 2021, a shipment of *Mishri* variety Kashmir Valley Cherries was carried out from Srinagar to Dubai for the first time followed

by commercial shipments creating an international market for Indian Cherries during the month of June-July 2021 followed by repeat orders for Indian Cherries. In another major boost to export activities in the Valley, shipments of Kashmir Valley fragrance rice *Mushkbudji* and Acacia honey have been planned and samples have already been sent during August 2021 by the Kashmir Valley startups/new entrepreneurs to Lulu Group FMCG Dubai, Oman, and other Middle Eastern markets. Further, samples of Kashmir Valley Apples have also been planned during September 2021 to Oman, Qatar, Dubai, and other Middle Eastern markets for shipment. Since Jammu and Kashmir has a monopoly in diverse crops such as saffron, apples, walnuts, cherries, etc. Therefore, to get the better economic returns and to double the farmer's income, export of these crops needs to be enhanced.

➤ **Present and Future Prospective of co-operatives/FPO's/ New Ministry Co-operation in agri-export**

The advancement of technologies (seeds, fertilizer, plant protection chemicals, etc.), practises (line sowing, mono-cropping, mechanization, irrigation, etc.), and policy environments (price support, input subsidies, market infrastructure, credit, insurance, etc.) over the past few decades has led to a significant improvement in Indian agriculture and its export. The number of farm households has also greatly expanded over the same time period, which has caused a fragmentation of land holdings and a decline in the size of the average land holding.

In India because of increasing population the increase in group of people who are underprivileged, ignorant, and unskilled, for whom cooperatives play a significant role. In relevance to India where the state and private sectors have not been able to do much, it offers agricultural credits and funds. It gives the agriculture sector strategic inputs, and consumer societies can afford to meet their consumption needs. It aids in overcoming agricultural development limitations. Agribusiness was no longer viable due to the subdivision and fragmentation of properties that had resulted that affected agri-export too. Other considerations including the rigidity of collecting land taxes, the uncertainty of rainfall, and the resulting lower crop yield forced the farmers to seek out money-lenders. The money lenders either bought the harvest for pennies on the dollar or charged exorbitant interest rates in order to advance money. All of these elements emphasized the requirement for the supply of affordable credit by a different entity. Its greatest expansion has been in providing specialized services and assisting farmers with their marketing and purchasing issues. In large

cities, where there are fewer shared interests and where there are more modern large-scale stores providing items at low rates, cooperatives have had less success.

Cooperatives can range in size from tiny to enormous. They range from unofficial, unincorporated associations with a small number of members to massive businesses with thousands of members. Nowadays, the majority of them are integrated. You can incorporate a cooperative with or without giving your members stock. A membership corporation is what it is termed if it does not issue stock. Any eligible person can join with voting privileges by paying a one-time membership fee. Even that is not always necessary. This kind of organisation, which is gaining ground in the cooperative movement, is completely absent from the list of commercial corporations. The cooperative becomes a capital-stock corporation when it issues stock, and full membership requires ownership of a share of voting stock. Capital-stock cooperatives are remarkably similar to regular commercial enterprises in this regard. The majority of cooperatives are still capital-stock organisations, but membership co-ops are on the rise.

The majority of states' legislation make it simple to organise the latter. Another method to generally categorise cooperatives is as direct membership or federated organisations. The local association, whose membership is made up of individual people, is the most basic sort of cooperative. Direct membership associations are the norm for neighbourhood cooperative elevators, livestock shipping associations, cooperative creameries, cooperative cotton gins, neighbourhood farm supply or consumers' purchasing associations, and mutual farm-insurance or irrigation companies. Such cooperatives occasionally cover large territories, including entire states, sections of states, or even multiple states. In these co-ops, more than usual control is given to the central management because it is impossible to gather the members in one location. Therefore, they are referred to as "centralized associations."

Immediately following independence, the Indian government recognised cooperatives as a third economic sector after realizing the substantial contribution they can make to the growth of the country's economy. They were tasked with meeting the needs and ambitions of rural India, with a focus on elevating small and marginal farmers as well as weaker groups in society. Currently there are 854355 number of cooperatives, 17 national level cooperative federations, 390 state level cooperative federations, 290.06 million membership of

cooperatives , 2705 district cooperative federations, 97,961 PACS and 1435 Multi-state cooperative societies.

Currently, farmer organisations in India can be organised legally as Producer Companies (under the 2013 Companies Act), Cooperative Societies (under the Cooperative Societies Act), Non-Profit Entities (under the 2013 Companies Act), or Trusts (under Indian Trusts Act, 1882). One of the earliest types of producer organisations in India is the Primary Agricultural Cooperative Society (PACS). In addition to these, there are numerous additional types of producer organisations that serve a single or a number of purposes, including Farmers' Clubs, Common Interest Groups, Self-Help Group Federations, and Joint Liability Groups. However, the failure of the agricultural sector's attempt to collectivise farmers through cooperatives, the escalating agrarian crisis, and the rapid rise of the private sector as a result of corporatization prompted new ideas about combining the greatest qualities of cooperatives and corporations. There is no single, comprehensive source of information about all the currently registered FPOs in the country because the FPOs are supported by several entities. The legal structures under which these FPOs are formed vary; the majority fall under the Companies Act or the Co-operative Societies Act, but some are also registered as Mutually Aided Cooperative Societies (especially in Andhra Pradesh and Telangana), as Trusts, or under Section 8. Most FPOs are registered as companies under the Companies Act or cooperative societies under the Cooperative Society Act.

The future of FPOs lies in the farmer producer associations require formalisation, standardisation, access to capital, and markets in order to succeed. In order to establish an atmosphere that is conducive to FPO development and promotion, the government has implemented a number of policy initiatives in recent years. Mobilizing member equity makes the organisation more patron-oriented because producer organisations are prohibited by legal structure from raising funds from the equity market or any other form of private investment.

Smallholder farmers find it challenging to provide a sizeable amount of capital as equity, while doing so can help FPOs establish facilities during the organisation stage or as a Cooperative Society Act company. As a result, the government has launched a number of programmes recently to address these FPO challenges. Agency channels for the initiatives include NABARD, SFAC, NCDC, and others.

In addition to the aforementioned, all current agricultural and related development schemes being carried out by the national government and/or state governments in the nation urge FPOs to be the recipients of the programmes and schemes.

The main advantage of running a co-operative or FPO is The fact that it exists and runs for the benefit of its patron members. Since the members are also the owners, they have a financial stake in the cooperative's success, which encourages them to support it wholeheartedly and use its services. Cooperative members have a say in how the organization is run, and as a result, it gives them the services they want, within the bounds of majority rule. Similarly the weaknesses are the weaknesses of democratic organizations. The manager must always remember that he is responsible to a membership group, and this may put a brake on the initiative and flexibility he can use in operating the co-op. He may be at a real disadvantage in competition with a commercial business whose manager is concerned primarily with making a profit and who has a relatively free hand or can consult the owner quickly and frequently. Sometimes cooperative businesses show an unwillingness to pay the kind of salary needed to attract and hold competent managers and other employees. In consequence managers and good workers are often drawn to higher-paid jobs in commercial businesses.

There are a lot of issues faced by cooperative sectors firstly, excessive cooperative laws. In India, cooperatives work in a variety of industries. According to the Indian Constitution, cooperatives are a state matter; however state cooperative legislation and how they are implemented vary greatly. Serious governance deficiencies, especially those pertaining to the functions and obligations of boards, include irresponsibility and unaccountability. Many inconveniences are not held against the board members. Secondly, lack of recognition wherein both the public at large and policymakers generally do not recognize cooperatives as economic institutions. Lastly, incapacity to recruit and keep qualified personnel and lack of capital formation: There aren't enough efforts made to increase member equity and share in the capital.

Making copoperatives and FPO's future ready we need the regular management practises capacity building for FPO/ Co-operative board members and other important appointments, to provide a consistent scoring system for FPO/ Co-operative that takes into account the financial, management, social, and environmental scores, combining FPOs with rural, agricultural, and farmer development strategies, starting an internal FPO learning and

development platform and connect FPO to neighbouring management and agricultural universities

To cater the needs of co-operatives the administration announced the creation of a distinct Union Ministry of Cooperation. The Ministry of Agriculture had previously been responsible for this area of policy. Amit Shah, the Home minister, was assigned control of the new Ministry after the July 7' 2022 Cabinet reshuffle. Perhaps the first nation to have such a ministry is India. We'll have to wait and see what this new ministry has planned for the future of the nation. India's experience with the cooperative movement, however, has had a mixed bag of achievements and failures. Cooperatives exist in both the rural and urban financial sectors. However, these agencies have performed poorly to averagely when it comes to their contribution to total credit, technological advancements, maintaining low NPA rates, or reducing fraudulent deals. The Ministry of Cooperation will provide a separate administrative, legal, and policy framework for bolstering the nation's cooperative movement, according to a press release from the Press Information Bureau. It will strengthen cooperatives as a genuine people-based movement that extends all the way to the grassroots. A cooperative-based economic development model, in which each member works with a sense of responsibility, is highly significant in our nation. The Ministry will seek to simplify procedures to make it easier for cooperatives to conduct business and to promote the growth of multi-state cooperatives (MSCS)

➤ **Role of processing and value-addition in promoting Agri-export**

Despite being blessed with the factors that are conducive to the development of this sector, the segment accounts for a meager 11% of agricultural value-added and 9% of manufacturing value-added products. In terms of the global performance too, India's agricultural exports constitute barely 2% of the total exports. This compares to 4% for Brazil, 7% for Argentina and 9% for Thailand. India's processing level of perishable products is at around 10% as compared to US (80%), Malaysia (80%), Thailand (30%) and Australia (25%). Due to weak processing infrastructure, around 16% of fruits and vegetables and 10% of pulses, oilseeds and cereals are wasted every year. If managed properly through world class processing and packaging facilities, this produce can be better directed towards domestic and export markets. Besides bringing down wastage, this can also fetch better returns due to value-addition. Currently, share of high value and value-added agri produce in India's agri-export basket is less than 15%, as compared to 25% for US and 49% for China.

This keeps India at the lower end of the global agri-export value chain. In horticultural products for instance, India lacks in terms of uniformity and standardization as well as its ability to cut down on losses across its value chain. There exists a gap in the kind of produce grown by Indian farmers and the Sanitary and Phytosanitary/Technical Barriers to Trade (SPS/TBT) standards that exist in global markets. This gap translates into lack of farm-to-fork traceability of products. What has made attaining traceability difficult is the complexity of the distribution system, which involves not just the farmer and end consumer but several middle men in the picture. This frequent change of hands makes it difficult for the consumer to hold someone accountable when issues such as food safety and quality arise, thereby impacting credibility of Indian farm exports.

In addition, several infrastructural bottlenecks also bog down the sector. More investment needs to take place in food processing machinery, grading and packaging. At the same time, the country lacks an end-to-end cold chain network. A proper cold chain infrastructure is a must for a tropical country like India, where food is likely to perish more quickly. Currently about 60% of them are situated in just four states—Uttar Pradesh, Punjab, West Bengal and Gujarat. Further, lack of last mile connectivity along the food production & distribution chain also hampers the quality of food – be it the raw materials or the finished products. The fact that most of the workers employed in this industry lack adequate skills also affects the industry. Majority of farming in the country is being done by small farmers who possess inadequate finances and education. This has grave implications for the Indian food processing industry's competitiveness in global markets. The economy has not witnessed an appropriate growth in education and training infrastructure. National Skill Development Corporation (NSDC) estimates that as many as 17.8 million persons in the food processing industry need to be imparted skills by 2022.

The government needs to establish traceability in the food supply system. This will be a much needed step in order to bring about a decrease in instances of food adulteration, fraudulence and foodborne disease outbreaks as well as help build consumer confidence. Information and communications technologies, a regulatory authority, certification & tracking of goods will facilitate India's transition towards traceability. This will go a long way in building the credibility of India as a quality food basket across the globe. Lastly, the government needs to invest in build a holistic infrastructure network. This encompasses investing in machinery, building connecting roads & ports, having cold storages in all states and having forward & backward linkages.

➤ **Technologies developed by Division of Food Science & Technology (FST), SKUAST-K.**

The division of FST has developed diversified products from locally grown fruits, vegetables and cereals. The products developed have been showcased in number of exhibitions. The products have received commendable appreciations from all the quarters. The division has developed 73 different products including ready to eat extrudates, dried products, beverages etc. A number of products developed by the division have been commercialized viz; saffron kehwa tablets and some are ready for the commercialization viz; apple chips, spray dried fruit powders, gluten free bakery etc. Besides, around 19 process protocols have been standardized so far including use of 1-MCP for shelf life enhancement of apples and other fruits. The division has fabricated around 11 machines mainly pertaining to processing of whole walnuts. Scientists working in FST have been able to fabricate a comprehensive semi automatic processing line for green walnuts. The division has signed memorandam of understanding with many industries including JKHPMC, Multitech Engineering Private Ltd, CA store association etc. A list of technologies developed by the division are attached as ANNEXURE I.

➤ **Training perspective and role of APEDA in Jammu and Kashmir**

The union territory of Jammu and Kashmir has a variety of agro-climatic conditions ranging from sub-tropical, sub temperate, temperate and cold arid. Each agro-climatic region has its own potential to grow specific fruit, providing an opportunity to grow a variety of fruits during the major part of the year. The state has a monopoly in growing major temperate fruits like Apple, Pear, Cherry, Plum walnut, Apricot, strawberry and kiwi fruits. Enormous demand for fruits like walnut and cherries in the international market because of excellent taste and flavor. One of the important problems that the cultivator in the state is facing is that of proper marketing. The fruits growers market their produce through various channels. However, most of the small growers sell their produce to pre-harvest contractors. The most important sales channel is the forwarding agent, i.e., sales through commission agents. The co-operative marketing channels have not yet achieved an important place in marketing network in the state. So most of the marginal and small orchards depends on the pre-harvest contractors and commission agents, which reduce the marketing margin considerably. To ensure sustained employment and income in the horticulture sector it is essential for the state

to provide proper marketing facilities to the cultivator. Government should promote the private initiative also in the marketing of the products. Role of APEDA is to set up an Export Promotion Zone to promote the export of selected fruits and vegetables including strawberry, mushroom and cumin seed. The Agricultural and Processed Food Products Export Development Authority (APEDA) has begun a few initiatives to popularize some of the exclusive agricultural products from the union territories of Jammu, Kashmir such as the fragrant rice variety *Mushkbudji*, Acacia honey etc. APEDA also signed MoUs with Sher-e-Kashmir University of Agricultural Sciences and Technology and Jammu & Kashmir Trade Promotion Organisation (JKTPO) for technical support and promotional activities for enhancing productivity and promotion of potential products from the region. The APEDA has taken up the issue of a comprehensive export logistics requirements for UT of Jammu and Kashmir with the Ministry of Civil Aviation, Central Warehousing Corporation, and other departments during July for creation of Customs Clearance Facility, smooth X-ray and handling for perishable commodities and issuance of Phytosanitary Certificate facility at Jammu and Srinagar Airports. Under the APEDA's Agri Export Plan for UT of Jammu and Kashmir, Apple, Cherry, Walnut, Honey, Saffron, Rice, Gucchi have been identified as potential products for exports. Under a well defined mandate to promote Agri export trade in Jammu and Kashmir has also taken an initiative to sensitize growers, Exporters and other stake holders on requirements under national programme for organic production. This has resulted in GI tagged Kashmiri saffron being imported to middle east countries particularly Dubai.

➤ **Action Plan**

India is home to diverse agricultural commodities. This potential for diversified agricultural exports alongwith its immense potential for value addition makes agriculture exports area a high-growth and high-profit sector. Indian agricultural economy is shifting from primary to secondary agriculture and focus is more on developing various processed foods and export. Agricultural exports will play a pivotal role in realizing the Hon'ble Prime Minister's vision of doubling farmers' income and five trillion-dollar economy. However, India is performing well below its potential in exports of agri products. Its share in global exports of agricultural products stood at 2.5% in 2020, and even lower at 1.4% for processed food products despite being leading producer of various agri-commodities

Jammu and Kashmir is first in production of saffron, apple and walnut in India. Jammu and Kashmir has recorded notable changes in the export scenario and registered several achievements in a very short span of time. However, growing concerns around the quality of agricultural products, expectations of food safety and sustainability, and strict export regulations have given rise to the demand for traceability-led farm-to-fork models. Several developments have forced stakeholders in India to integrate effective traceability methods increasingly within the Indian food industry and food supply chains. In the absence of such systems, Indian farmers, processors, and exporters are at risk of losing their share in the global market.

Traceability parameters can include details of the producing farmers, growing conditions of the crops, chemicals used, and so on. Cooperatives and FPOs are positioned well to provide data on these metrics, as they work directly with farmers. This underlines a potential role for cooperatives and FPOs to support traceability in agricultural value chains. FPOs that deal in the production of high-value commodities, such as horticulture crops, medicinal plants, spices among others, could integrate traceability solutions in the farm-to-fork supply chain, thereby ensuring better margins for their members.

In this backdrop a four days orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs was held from 25th to 28st July, 2022 at Sher-e-Kashmir University of Agricultural Sciences and Technology, Kashmir. The aim and the objective of the programme was to equip the participants with comprehensive knowledge and skills on various aspects of international marketing with a special emphasis on apple, walnut and saffron. Various aspects of supply chain management, financing of relevant FPOs & Cooperatives, safety and standards of selected crops for export trade were deliberated threadbare. Following were the recommendations:

- ❖ External linkages may be developed with Research & Development Organisations, State Agricultural Universities (SAUs), etc. in order to provide technical know-how and improving the efficacy of PCs business operations.
- ❖ There is need to have a sensitive support structure for continuous handholding and support of the FPOs
- ❖ Developing and strengthening FPOs-Bank linkages is need of the hour.
- ❖ Conduct of training programmes covering other important crops of Kashmir like cherry, plum, almond.

- ❖ Developing Product Specific FPOs in each district.
- ❖ Continuous training and demonstrations to cooperatives for their hand holding.
- ❖ Establishing mechanized walnut processing cluster in major walnut producing districts.
- ❖ To promote e-commerce for export of Kashmiri Saffron.
- ❖ Innovative packaging designs for packaging of saffron.
- ❖ AI based high volume size based segregator is needed for precision.
- ❖ Tie up with bulk buyers or work with eCommerce sites to launch certified saffron.
- ❖ Availing the benefits of credit linked subsidy through centrally sponsored scheme i.e., Agriculture Infrastructure fund which provides subsidy for establishing CA stores.
- ❖ Promoting agri-prenuership in young graduates of agricultural university.
- ❖ Importance of grades and standards for developing effective marketing strategies.
- ❖ Awareness about the need to maintain cold chain through refrigerated vans during transportation to markets.
- ❖ Conduct special training programme on grades and standards in apples to the apple growers of Kashmir region.
- ❖ Authentic testing to match the standards of export quality ought to be done.

The action plan and the outcome of the programme are as follow:

The Role of Cooperatives and FPOs in Agri-Export Ecosystem

1. It will assist in promoting export decorum for all emerging, existing and future export-oriented crops.
2. The institutional marketing strategies of above ecosystem will be evaluated to export feasibility of temperate crops
3. The Market & Buyer identification for exports will be simplified and trusted by the and connecting with export market
4. The Managing Quality Compliance: SPS/TBT standards in importing country will be channelized with balanced approach.
5. The relevance asset building with FPOs and Cooperatives with assist in enhancing price competitiveness of FPOs through efficient supply chain management
6. The trade voice will heard properly and the WTO compatibility of Foreign Trade Policy & Farm subsidies will be justified by the viable decorum.

7. They will be a reliable and resilient platform for availing Trade Finance
8. The stakeholders will be able to organize Efficient Trade Logistics
9. A firm marketing eye to realize the operational issues in exports and further prospective.

Government Initiatives need to make the export ecosystem resilient in Jammu and Kashmir

- Centre of Excellence of Fruits
- NABL accredited Labs for Walnut and Apples establishment on the lines of (India International Kashmir Saffron Trading Centre) IIKSTC for saffron
- Cooperative Marketing enhancement through ODOP selected fruits crops in Jammu and Kashmir
- Floriculture infrastructure development within the Srinagar or Jammu Airport for feasibility of Grading and Standardization to export for the same.
- One crop one Cooperative/FPO ecosystem must be promoted to frame up viable value chain of crops to export platforms.
- Meat Value chain with Secondary Agriculture prospective must be encouraged among the stakeholders
- District Export Hubs must be developed for Walnuts, Apples and Saffron as per the ongoing scheme for Export Promotion Council
- Export oriented CBBOs with SFAC/NABARD/NRLM support to develop Cooperatives/FPOs fully exploring the export ecosystem
- As per WDRA Warehouse Receipts same scenario for Cold Storage/CAS platform which will provide Cold storage receipts for apple growers which will make apple supply chain broad and viable throughout the year.
- Organic certification platform on the lines of NPOP in Jammu and Kashmir
- Facilitative Business models focusing on market functions like trade logistics, grading and standardization, processing and value addition, market intelligence and market information, market investment and insurance for the cooperatives/FPOs which will assist the stakeholders in the export ecosystem