



Vaikunth Mehta National Institute of Cooperative Management

A National Institute of Ministry of Cooperation, Government of India

in collaboration with

Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir (SKUAST-Kashmir)

organizes

Orientation Training Programme on

Agri-Export Marketing for Cooperatives and FPOs

Objectives of the programme

- Basics of Agri-export Marketing
- Market identification opportunities
- Procedures
- Production
- Postharvest management technologies
- Schemes for export promotion of apple, Walnut and saffron

Date

25th to 28th July 2022

Venue

Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir (SKUAST-Kashmir)

Registration Link

<https://forms.gle/e9B6xJ5Am4SCQD8c8>

Organizers

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Concept Note

Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs 25th to 28th July, 2022 Sher-e-Kashmir University of Agricultural Sciences and Technology, Kashmir

1 Background Paper

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.

J&K's total export value stood at approximately Rs7,000 crore from April 2014 to Jan 2021. There are 130 commodities, which have been exported to 161 countries in last seven years. In fact, agricultural products not only yield over 50 per cent of the Union Territories' Gross Domestic Product (GDP), it provides raw materials to several industries. Fruit-canning, edible oil extraction, flour mills, rice husking factories, bakery and alcohol preparation draw their raw materials from agriculture. J&K is a major exporter of fruits, pulses, rice, handlooms and handicrafts. It is the sixth largest producer of walnuts in the world and an important producer and exporter of a wide variety of dry fruits. This is the reason why J&K has been declared as 'Agri Exports Zone for Apples and Walnuts'. Besides, these it is a leading exporter of pashmina and raffle shawls which are renowned world over. There is an emerging, yet highly unexplored, foreign market for the local products and the government is making efforts to tap the source through innovative incentives to the sector. Total export from J&K stood at US\$188.18 million in 2019-20. In FY'21, exports from J&K stood at US\$ 159.64 million.

During 2020-21, India exported fruits and vegetables worth Rs. 9,940.95 crores/ 1,342.14 USD Millions which comprised of vegetables worth Rs. 4,969.73 crores/ 667.61 USD Millions as shown in Table 1.

| Year | 2018-19 | | 2019-20 | | 2020-21 | |
|------------------------------|------------|------------|------------|-----------|------------|-----------|
| | Qty | Rs. Lacs | Qty | Rs. Lacs | Qty | Rs. Lacs |
| Fresh Onions | 2183766.42 | 346887.38 | 1149896.84 | 232069.63 | 1578016.57 | 282653.44 |
| Other Fresh Vegetables | 735743.10 | 206965.62 | 754007.57 | 206477.47 | 682085.80 | 214320.11 |
| Walnuts | 1874.86 | 6677.26 | 1648.22 | 5277.52 | 1069.66 | 2978.69 |
| Fresh Mangoes | 46510.22 | 40649.55 | 49658.68 | 40021.35 | 21033.56 | 27187.82 |
| Fresh Grapes | 246133.77 | 233525.09 | 193690.51 | 217686.83 | 246107.37 | 229845.05 |
| Other Fresh Fruits | 372213.73 | 183457.17 | 496577.66 | 206581.74 | 609612.93 | 223331.33 |
| Others (Betel Leaves & Nuts) | 17364.51 | 17427.48 | 14003.48 | 13712.52 | 10151.60 | 13778.78 |
| Total | 3603606.61 | 1035589.55 | 2659482.96 | 921827.06 | 3148077.49 | 994095.22 |

Table 1 : Three Year Export Statement of APEDA Products

(Qty In Mt Value In Rs. Lacs)

(Source:agriexchange.apeda.gov.in)

Jammu and Kashmir

- First in production of saffron, apple, walnut, trout fish in India
- Leading wool producer in India
- Mineral rich land — limestone, gypsum, quartzite, dolomite, bauxite
- Untapped potential in agri-processing, textiles, equipment manufacturing, willow bats and mining
- Major handicraft items include carpets, papier machie, crewel, chain, stitch, shawls, pashmina, kani shawls, walnut woodcarving, willow wicker, tweed, chainstitch, namdha and gabba
- Kani shawl, Kashmiri pashmina, Kashmir sozani craft, Kashmiri saffron, Kashmir paper machie, Kashmir walnut wood carving, khatam band, basmati, Kashmiri hand knotted carpets are geographical indicator (GI) registered items from J&K

Potential focus sectors for export

- Healthcare and Pharmaceuticals
- Handloom and Handicrafts
- Agri and Allied Sectors
- Milk, Poultry and Wool production
- Tourism and Hospitality
- IT and ITeS

- **Major export sectors**
- **Pharmaceutical Sector:** The potential of developing pharmaceutical-based industries in J&K is immense. The export valuation for drug formulation sector is around US\$215 million. The UT has a comparative advantage since it is a large producer of floriculture with medicinal value has ample availability of skilled manpower and boasts of centres of academic excellence. There is large amount of opportunities in bulk drug manufacturing unit, biosimilars, vaccines, nutraceutical manufacturing units and drug testing research lab. Furthermore, the J&K Government is fully committed in its efforts for socio-economic improvements of society and has identified pharmaceuticals as one of the most potential tools for achieving this goal.
- **Organic Chemicals:** The organic chemical sector has a footfall of US\$171 million in export value of last seven years from the UT and it mainly comprises of agri chemical sector. The major agrochemical products are herbicides, insecticides, fungicides, biopesticides and plant growth regulators. In terms of trade, India is a major exporter and importer of agrochemicals, being the fifth-largest exporter of agrochemicals in 2019 when it exported pesticides worth \$3.4 billion (9.4 per cent of global exports). There are several chemicals manufacturing units, tiles factory (Pampore), lignite briquetting plant (Shalateng) glass-making and electric goods manufacturing units in J&K. Efforts by the J&K Government in promoting R&D, relaxing the registration process for new molecules and promoting the 'Make in India' initiative for the chemicals industry will help in significantly improving chemicals exports.
- **Edible Fruits or Nuts, Peels of Citrus Fruits or Melons:** This sector has an export value of \$104 million majorly comprising of shelled walnuts fried or dried and fresh apples from J&K. The Union Territory has large areas under apples, almond, walnut, cherry, peach and pear orchards. Transportation of these perishable fruits to the distant markets by roads is quite expensive. The processing of fruits, making jam, jelly and juice, etc., is an important industry in the UT. There is a huge scope for setting up of processing units to match with large production of Edible fruits in the UT. Numerous fruit processing and canning factories located in Baramulla and Anantnag districts. J&K is currently processing nearly one per cent of apples and 25 per cent of walnuts produced in India and has three food parks. The UT being the highest producer of temperate fruits offers attractive opportunities for investors in food processing sector with the objective of optimum utilisation of agriculture resources and reduce wastage.
- **Cereals:** J&K offers a rich agriculture diversity in the cereals sector with export value of \$99 million. Rice is the staple crop along with Rajmash, corn, millet, pulses, wheat, barley etc. The plain areas of the Jammu Division and the Valley of Kashmir produce huge quantities of rice. Over 60 per cent of the total population of the UT consumes rice. Consequently, there are numerous rice-husking factories in the UT, situated mainly in smaller towns of the rice growing areas in UT of J&K. The rice mill of Barbarshah (Srinagar) is quite large. A modern rice factory was established at Laithpora (near Pampore) in 1981. The rice husk and rice bran are used for the extraction of fatty oil, which is used for soap-making.
- **Apparel and clothing:** Accessories J&K is one of the biggest exporters of world-class shawls, Pashmina and Kani shawl weaving being one of the major industries in J&K. This sector has an export value of \$82 million and have large potential to grow in next few years. There are two woollen textile factories, one each at Karan Nagar and Bemina in the City of Srinagar. The wool textile factory of Naushahra (Srinagar) procures fine quality of raffle, utilised mainly for shawl making. Woollen hosiery goods are produced in the Jammu City. Government of J&K has initiated the necessary steps to tap the immense potential for promotion of apparel and other garment exports from J&K.
- **Carpets and textile floor coverings:** Carpet-making is one of the oldest industries in Kashmir. Kashmiri carpets are famous all over the world for their excellent designs and natural patterns. Though carpets are made in almost all the towns of the valley, their major factories are in and around Srinagar. This sector has

an export value of \$63 million and one of major foreign exchange earners product from J&K. Some of the important carpet manufacturing centres in Srinagar are Cottage Industry Exposition, C.A.E. Carpet Factory, Kashmiri Carpet Factory, East-India Carpet Factory, Oriental Carpet Factory and John Carpet Factory.

- **Man-made staple fibres:** The manufacture of polyester staple fibre by recycling of pet bottles at Samba in J&K. The man-made fibre industry is an essential part of the textile industry. These fibres are more durable, easily washable and free from shrinkage. These fibres are mainly divided into two groups: (a) cellulose (rayon and acetate), and (b) non-cellulose (nylon polyester, etc). These cellulose fibres are mainly derived from wood pulp (from bamboo, eucalyptus, etc). The major commodity exported in this sector from J&K is non-cellulose polyester fibre. The export value of this sector for last seven years is around \$29 million dollars.
- **Cultivation:** Vegetable production has been trending up due to introduction of Technology Mission (HMNEH). The cultivation of new all-season hybrid vegetable varieties under protected cultivation has played a vital role in increasing the vegetable production. The post-harvest processing of fresh vegetables can lead to create employment opportunities for the unemployed educated youth in J&K. In Jammu region, cultivation of hybrid, exotic and indigenous kinds of vegetables in different agroclimatic zones round the year and large-scale use of protected cultivation techniques has augmented the vegetable supplies. With respect to export point of view, mushrooms are doing well having net export value of \$22 million dollars in J&K. Mushroom producers will be encouraged and supported for procurement of sophisticated environment control system and pasteurisation facilities for increasing productivity in mushroom production.

After the intervention of APEDA, Jammu and Kashmir region has recorded exemplary changes in the export scenario and registered many first-of-its-kind 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. 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. 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.

In this context, VAMNICOM is organizing the **Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs on 25th to 28th July, 2022 at Sher-e-Kashmir University of Agricultural Sciences and Technology, Kashmir**

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 export decorum for apples, walnut and saffron temperate crops
- Evaluating export feasibility of temperate crops
- Market & Buyer identification for exports and connecting with export market
- 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.

Venue : Sher-e-Kashmir University of Agricultural Sciences and Technology, Kashmir, 4VWH+57C, SKUAST, Srinagar, Jammu and Kashmir 190025. The boarding and lodging facilities will be available from, 25th July 2022 Evening to 28th July, 2022 Morning.

Course Fees: There is no Participation Fee (The Institute will provide To & Fro Journey subject to providing of tickets).

Registration: The nomination form for the program is enclosed. **The nominations in the prescribed form may please be forwarded early, so as to reach us latest by 23th, July, 2022. Nominations may also be forwarded by e-mail to Programme Assistant, Ms. Tasneem Khan on khantasneem786@gmail.co (+91 9049130852).**

Programme Director: Dr. Mahesh Kadam, Associate Professor VAMNICOM, Mobile: + 91 9359145776; Email: maheshkadam1218@gmail.com, Vaikunth Mehta National Institute of Cooperative Management, Pune 411007 (An Institution of Ministry of Cooperation, Government of India)

Programme Contents:

The programme is for four days. On the third day a field cum 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.

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VAIKUNTH MEHTA NATIONAL INSTITUTE OF COOPERATIVE MANAGEMENT, PUNE411007

**Orientation Training Programme on Agri Export Marketing for Cooperatives and FPOs
1-4 June, 2022 at IIVR Campus, Varanasi.**

सहकारी समितियों और एफपीओ के लिए कृषि निर्यात विपणन पर उन्मुखीकरण प्रशिक्षण कार्यक्रम
दिनांक 1-4 जून 2022 | आईसीएआर-आईआईवीआर, वारणसी

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नामांकन प्रपत्र
NOMINATION FORM

| | | | | | |
|---|--|--------------------------|--|----------------|--|
| अधिकारी का नाम Name of the Officer | | | | | |
| पद Designation | | | | | |
| प्रायोजित करने वाली संस्था का नाम Name of the Sponsoring Organization | | | | | |
| संस्था का जीएसटी संख्या GST No. of the Organization | | | | | |
| पत्राचार का पता Mailing address | | | | | |
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| | | | | | |
| शहर City | | पिन कोड Pin Code | | राज्य State | |
| दूरभाष Phone | | फैक्स नं. Fax No | | | |
| ई-मेल E-Mail | | वेबसाइट Website | | | |
| नामांकित व्यक्ति की व्यक्तिगत जानकारी <i>Nominated Persons personal Information</i> | | | | | |
| पत्राचार/आवासीय पता Mailing /Residential Address | | | | | |
| आधार संख्या / Aadhar No. | | | | | |
| Category Gen/SC/ST/OBC/NT/Minority / | | | | | |
| मोबाईल नं. Mobile No. | | ई-मेल आई डी E-Mail id | | | |

प्रायोजित करने वाले प्राधिकारी के मुहर व हस्ताक्षर
SIGNATURE AND SEAL OF THE
SPONSORING AUTHORITY