



## Agri Potential in the North East & Role of APEDA



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## GOALS & VISION

### Goals:

- To maximize foreign exchange earnings through increased agro exports
- To provide better income to the farmers through higher unit value realization
- To create employment opportunities in rural areas by encouraging value added exports of farm produce.

### Vision:

- Establishing India as a reliable supplier of quality agro products at competitive prices.





## PRODUCTS MONITORED

### Scheduled Products

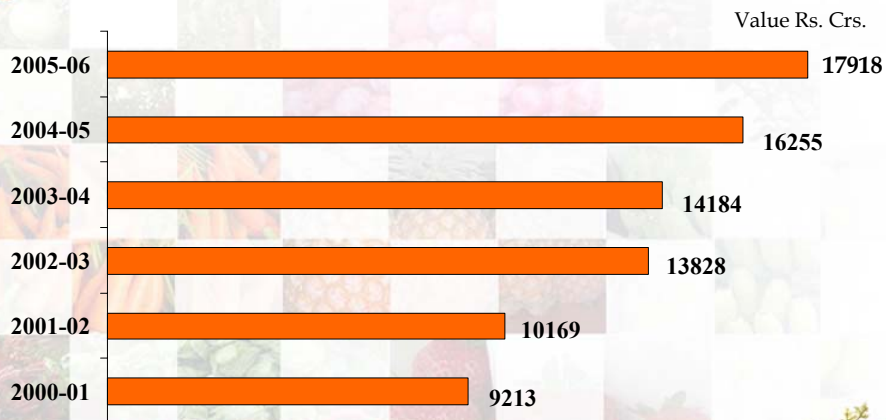
1. Fruits, Vegetables and their products
2. Meat and Meat Products
3. Poultry and Poultry Products
4. Dairy Products
5. Confectionery, Biscuits and Bakery Products
6. Honey, Jaggery and Sugar Products
7. Cocoa and its Products, chocolates
8. Alcoholic and Non Alcoholic Beverages
9. Cereal products
10. Groundnuts, Peanuts and Walnuts
11. Pickles, papads and Chutneys
12. Guar Gum
13. Floriculture and Floriculture Products
14. Herbal and Medicinal Plants
15. Rice (Non Basmati)

### Non Scheduled Products

1. Basmati Rice
2. Wheat
3. Coarse Grains
4. Sugar (import)



## GROWTH IN EXPORTS (APEDA PRODUCTS)





## AGRO PRODUCTS FROM NER

<b>Main fruits</b>	-	Banana, Citrus, Pineapple, Jackfruit, Apple, Guava, Papaya, Mango, Plum, Peach Pear etc.
<b>Thrust Fruits</b>	-	Citrus, Banana, Passion Fruit and Pineapple
<b>Spices</b>	-	Ginger, Cardamom, Pepper & Turmeric
<b>Medicinal &amp; Aromatic Plants</b>		
<b>Tea</b>		



## Major Horticulture Produce of North East

Qty Mts

Commodity	Arunachal Pradesh	Assam	Manipur	Meghalaya	Mizoram	Nagaland	Sikkim	Tripura	Total
Citrus	27251	142000	12987	36805	21967	12500	8350	17044	278904
Banana	14817	581000	15308	67779	8059	5000	--	69330	761293
Pineapple	36310	199000	79889	92036	2456	24800	--	105086	539577
Papaya	--	99000	21282	4484	821	672	--	9633	135892
Jackfruit	--	170000	3137	--	1065	--	--	254945	429147
Ginger	36666	116000	12524	47138	29582	--	34710	2774	279394
Turmeric	--	8000	4092	9242	2258	--	1735	3751	29078
Potato	--	543000	--	160757	--	1750	32612	93472	831591
Chillies	--	10000	29296	1193	2307	--	--	16279	59075

Source – CMI Social Research Centre





## Export Potential of Horticulture Produce from North East

Produce	Surplus Quantities (In MT)	Export Targets (In MT)	Major Growing States	Product Forms
Citrus	74564	3728	Arunachal Pradesh, Assam, Meghalaya & Tripura	Fresh Fruit, Processed juices & Squash etc.
Banana	96368	4818	Arunachal Pradesh & Assam	Fresh & Processed
Pineapple	184319	9215	Meghalaya, Tripura & Assam	Processed juices, pulp and slices
Papaya	20320	610	Assam & Manipur	Processed/ frozen cubes for food, medicinal & industrial use
Jackfruit	118000	2360	Assam & Tripura	Processed for food & Pickles

Source – CMI Social Research Centre



## APEDA's EFFORTS

### APEDA's strategy for development of horticulture through

- Provision of infrastructure facilities., viz packhouses, cold storages, refrigerated transport units
- Educating the farmers through
  1. Pre and post harvest training programmes
  2. Quality awareness programmes
  3. Preparation of pre and post harvest manuals in local languages and distribution among the farmers.
- Transport Assistance for Horticulture Products from NER.
- Building external market linkage for food processing units in NER with major players in food sectors like Hindustan Liver, Dabur, ITC and other companies.
- Established model organic farms for Joha Rice and Sugarcane in Assam, Passion Fruit in Manipur and Pineapple in Tripura. Now handed over to the respective State Govts.

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## APEDA's EFFORTS

- Workshop on setting up a floriculture park near Guwahati
- Sponsoring delegations of exporters from NER every year for visiting Aahaar
- Sanctioned a integrated pack house facility for handling perishable products in Mizoram for Rs. 320 lakhs. MoU for establishment has recently been sent to State Govt.
- Assisted NERMAC Ltd., and Govt. of Tripura with four refrigerated vans for export of Pineapples.
- Training to Progressive Beekeepers by German Consultant at Jorhat in 2006.

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## APEDA's EFFORTS

- Sanctioned Rs.315 lakhs to AIDC, Guwahati for integrated pack house for ginger.
- APEDA is signing an MoU with M/s. CONCOR who would operate and manage all infrastructure projects (CPC, Walk-in type container etc) in NER.
- Techno Economic Feasibility study for CPC at Guwahati Airport under preparation..
- Walk in type cold stores at Agartala, Aizwal, Imphal & Dimapur Airports are being set up . State Govt./AAI to identify space.
- Kolkata Airport → New CPC is under construction.
- Bagdogra Airport → CPC sanctioned. Technical designs being drawn by S J D A.





## EXPENDITURE UNDER EDF (NER)

Year	Rs. / Lakh
2000-01	38.14
2001-02	252.45
2002-03	659.04
2003-04	373.72
2004-05	1250.47
2005-06	629.27



## AGRI EXPORT ZONES IN NER

Tripura	-	Pineapples
Sikkim	-	Ginger
Sikkim	-	Orchids & Cherry Pepper
Assam	-	Fresh & Processed ginger





## STATUS ON TRIPURA - AEZ

### Pineapples

- This AEZ entails a total investment of around Rs. 15.66 Crs., out of which Rs. 8.11 Crs. from State Government agencies and the remaining would come from the private sector.
- MoU signed in February 2002.
- Benefit to more than 400 farmers in the first phase. Incremental Exports are expected to be Rs. 32 Crs. within the next 4 years.
- Land has been allotted by the State Govt. and Ministry of Food Processing Industry have sanctioned Rs. 4 Crs. for the food park.



## STATUS ON SIKKIM - AEZ

### Ginger

- The Project entails an investment of Rs. 24.61 Crs. out of which Rs. 6.67 Crs. will flow from the Central Govt. Agencies, Rs. 10.06 Crs. from State Govt. Agencies and private sector will put around Rs. 7.88 Crs.
- MoU signed in August 2002.
- Around 5000 farmers would be benefited and more than 500 persons in processing and value addition.
- 150 farmers have been identified by the State Govt. for training and extension staff has been selected.





## STATUS ON SIKKIM - AEZ

### Floriculture Orchids & Cherry Pepper

- The project envisages an investment of Rs. 32.31 Crs. of which Rs. 8.09 Crs. from the Central Govt. agencies; Rs. 2.40 Crs. from State Govt. agencies and the remaining Rs. 21.82 Crs. from the private sector.
- MoU signed in August 2002.
- Export of Rs. 53 Crs. of Orchids & Cherry Pepper is anticipated in the next five years .
- Department of Horticulture, Sikkim have been sanctioned Rs. 300 lakhs for integrated Pack House for Floriculture projects at Rangpo in the 1<sup>st</sup> phase and in the 2<sup>nd</sup> Phase at Melli along with 2 cold stores by APEDA.
- Project for Orchid Cymbidium Cut Flower by M/s. Siam Floritech, New Delhi with an investment of Rs. 543 lakhs. Rs. 253 lakhs sought under ASIDE scheme.
- Govt. has sanctioned under EDF Rs . 75 lakhs to M/s. Sikkim Himalayan Orchid. Additional assistance of Rs. 1.22 crores sought under ASIDE scheme.



## STATUS ON ASSAM - AEZ

### Fresh & Processed Ginger

- The project entails an investment of Rs. 17.53 Crs. with Rs. 2.27 Crs. coming from Central Govt. agencies, Rs. 4.93 Crs. from State Govt. agencies and Rs. 10.33 Crs. from the private sector. APEDA has approved Rs. 315 lakhs for common Infrastructure facility – a pack house with 4 collection centres for processing & export of ginger to AIDC Guwahati. Rs. 157 lakhs have been released.
- MoU signed in April 2003.
- This project would to benefit farmers and would create direct employment for more that 500 persons in processing and value addition.
- Exports of Rs.2.17 Crore have been noted during 2005-06





## OTHER INITIATIVES

### PROPOSALS UNDER SWARN JAYANTI GRAM SWAROZGAR YOJANA (SGSY)

#### An Integrated Development Project Sponsored by Ministry of Rural Development

- Proposal for Honey production and processing in Barpeta (Assam) submitted for approval to MoRD
- Proposal for Passion fruit in Senapati (Manipur) submitted for approval to MoRD



## OPPORTUNITIES ORGANIC PRODUCTS

### *Rice, Ginger, Passion Fruits, Honey, Pineapple and Citrus*

Overview of Trade - 2005-06	
Inspection and Certification Agencies (Accredited)	11
Total Quantity Exported	15035 MT
Value of Exports (2005-06)	US\$ 112 Million
Number of Products Exported	35





## RECENT INITIATIVES

Food Testing Laboratory and cold storage facility (along with Guwahati, Baghdogra, Dimapur & Aizwal) will be set up by APEDA at Imphal.	Proposals awaited from the state Govt. However a lab at Guwahati is being established and would be completed after the additional funds are released.
Development of floriculture sector in Manipur	Letter sent to state Govt. on 9 <sup>th</sup> Oct. 2006 for sending a project proposal. No reply received from State Govt.
Visit of APEDA team to Arunachal Pradesh to undertake detailed study reg. effective use of transport subsidy for NE state	Visit to be undertaken during 3 <sup>rd</sup> week of March 2007.
Clarification reg. extension of inland transport assistance to transport through Helicopter.	Has been considered to allow helicopter service, reimbursement would be on the existing pattern.



## ISSUES AND AREAS OF CONCERN

- Lack of awareness and infrastructure in all the States resulting in a very poor response from the exporters/farmers to take up new ventures.
- State Governments not responding to communications sent.
- Perceived lack of clear strategies in promotion of organic products by the States.
- Multiple Departments / agencies in the States on the subject (No Single window option for coordination with APEDA).
- No takers for Horticulture Transport Assistance Scheme introduced in 2001, inspite of modifications in the scheme.
- Need for an effective coordination channel in all the States, A Nodal Officer may be identified for timely response and action on all matters.
- Proactive Approach by the States, more proposals like SGSY special projects may be prepared for holistic development.



