

What are the various policy measures that have helped increase exports in food processing industries in the country? explain. (200w)

The Indian food processing industry accounts for 32% of the country's total food market. It is one of the largest industries in India & is ranked 5<sup>th</sup> in terms of production, consumption, export and expected growth.

For the first time in 2021, agri-exports crossed \$50 billion, which is commendable given the pandemic challenges, our agricultural policies in the recent past have been in the right direction.

## POLICY MEASURES THAT HELPED <sup>TO</sup> INCREASE EXPORTS.

1. clusters development:

→ As a part of Agriculture export Policy, 146 unique product district clusters formed for export promotion.

eg:- Banana cluster (Ananthpur)  
Pomegranate cluster (Maharashtra)

# Rose onion cluster (Karnataka)

## 2. Country - specific

Strategy: An interaction was carried out with 60 Indian Missions & stakeholders to identify the products, their potential & way forward for preparing country wise agri-export strategies.

## 3. Virtual buyer - seller

meets: 24 of such meets were organised with various countries.

eg: E-catalogues with details of participant exporters, importers & trade associations.

## 4. Virtual trade fair (VTF):

→ An initiative of APEDA provides an opportunity for agri importers of several countries & our exporters to interact.

5. Agri cells: APEDA consulting 13 agricells

6. Farmer Connect Portal: APEDA's website for providing a

Platform for FPOs / FPCs, cooperatives to interact with exporters.

7. Focus on new products with wide state participation:

→ one state one product scheme.

→ Moringa leaves powder & Seven unique value-added products of rice from Tamil Nadu to multiple destinations of Australia, Vietnam etc.

→ Red <sup>rise</sup> was shipped to US.

→ Jackfruit powder from Kerala.

8. R&D in agriculture: → High yielding climate resistant crops.

9. Current technological innovations → Solar pump for innovation.

→ genome editing.

→ digitisation in value chain.

Thus, the Indian Food processing Industry is heading for huge growth, increasing its contribution to address hunger issues. Still some issues like climate change, infrastructure facilities are <sup>plivalent</sup> in Food Industry. The efficiency & adequacy of these existing initiatives need to be reviewed to make the initiatives a success.