



Department of Commerce
Ministry of Commerce and Industry
Government of India

APEDA's Role & It's FAS & Export Opportunities from MP

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ABOUT APEDA

AGRICULTURAL & PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)

- ❑ APEDA, is a government of India organization Under **Ministry Of Commerce & Industries** established under parliament act 1985(2 of 1986).
- ❑ APEDA having head office at **NEW DELHI**.
- ❑ **REGIONAL OFFICES -14**

1. MUMBAI
2. AHMADABAD
3. JAMMU & KASHMIR
4. VARANASI
5. CHANDIGARH
6. GUWAHATI
7. BHOPAL
8. KOLKATA
9. HYDERABAD
10. BANGALORE
11. CHENNAI
12. KOCHI
13. LADAKH
14. TRIPURA

APEDA Scheduled Products

1. Fruits, Vegetables and their Products
2. Meat and Meat Products
3. Poultry and Poultry Products
4. Dairy Products
5. Confectionery, Biscuits & Bakery Products
6. Honey, Jaggery and Sugar Products
7. Chocolates of all kinds
8. Alcoholic and Non-Alcoholic Beverages
9. Cereal and 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. Basmati Rice
16. Cashew





APEDA'S MANDATE



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- PROMOTION OF APEDA SCHEDULED PRODUCTS.
- CREATION & DEVELOPMENT OF INFRASTRUCTURE.
- MARKET ACCESS, MARKET DEVELOPMENT AND PROMOTION.
- FINANCIAL ASSISTANCE TO REGISTERED EXPORTERS.
- CAPACITY BUILDING THROUGH TRAINING
- R&D AND PACKAGING STANDARDS DEVELOPMENT.

Export Statistics



Top 10 Export products from Madhya Pradesh

Country	2020-21		2021-22		2022-23 (April-June)	
	Qty(MT)	Rs. Crore	Qty(MT)	Rs. Crore	Qty(MT)	Rs. Crore
Rice	130,194.2	856.2	95,572.4	736.7	38,226.4	291.7
MISCELLANEOUS PREPARATIONS	17142.1	134.75	16065.37	160.84	4267.79	48.26
DAIRY PRODUCTS	758.19	21.83	3373.99	130.87	969.42	44.37
MILLED PRODUCTS	15782.41	53.06	16279.7	52.61	6592.79	24.27
CASEIN	1712	92	1998	136.73	273	22.9
PULSES	13438.44	98.04	4706.23	43.81	2148.49	20.11
JAGGERY & CONFECTIONERY	1394.89	14.93	3432.3	35.49	732.74	8.85
WHEAT	190.1	0.66	670.77	1.57	3504.74	8.71
CEREAL PREPARATIONS	254.75	3.73	269.21	6.07	646.85	6.3
JAGGERY & CONFECTIONERY	1394.89	14.93	3432.3	35.49	732.74	8.85

Top 10 Destinations from Madhya Pradesh

Country	2019-20		2020-21		2021-22 (April-June)	
	Qty(MT)	Rs. Crore	Qty(MT)	Rs. Crore	Qty(MT)	Rs. Crore
U S A	74129.53	585.78	76781.3	638.88	29076.04	238.06
INDONESIA	608.46	9.78	2696.82	78.61	3164.49	42.57
SAUDI ARAB	9843.4	68.36	8202.03	78.13	4181.26	36.65
NETHERLAND	38551.55	209.45	9137.58	57.13	4842.66	27.82
U K	11950.75	64.32	9227.59	57.22	3679.1	22.28
PHILIPPINES	1859.1	17.35	2038.13	23.12	1186	21.51
U ARAB EMTS	4376.34	32.68	5865.35	36.19	2508.1	15.69
AUSTRALIA	2895.4	24.01	3711.23	28.57	1109.09	8.01
JAPAN	599.64	4.82	820.52	6.68	908.22	7.74
MALAYSIA	1771.93	20.28	914.35	11.28	883.3	6.06

Export Opportunities of Madhya Pradesh



Cereals and Pulses

S. No	Product	Name of the District	Remarks
1.	Kodo ,Kutki	Jabalpur Region	No value addition
2.	Basmati Rice	Morena, Bhind, Sheopur, Gwalior, Datia, Shivpuri, Guna, Vidisha, Raisen, Sehore, Hoshangabad, Narsinghpur and Jabalpur	No Unit Registrations by NPPO
3.	Aromatic Rice	Indore, Gwalior,Ujjain,Shajapur	No Unit Registrations by NPPO
4.	Redgram	Jabalpur, Mandla, Rewa, Katni, Pipariya, Chhindwara, Narsinghpur	FSMS
5.	Masoor Dal	Indore, Neemuch,Bhopal,Gwalior,Raisen,Jabalpur, Narsinghpur	FSMS
6.	Maize	Chhindwara Region, Jabalpur region	



Export Opportunities of Madhya Pradesh

Fresh Fruits & Vegetables			
S. No	Product	Name of the District	Remarks
1.	Orange	Chhindwara, Agarmalwa, Rajgarh	A packhouse facility is required
2.	Onion	Indore, Gwalior, Shajapur, Dewas, Ujjain	Mostly Red onions are available
3.	Potato	Indore, Gwalior, Ujjain, Shajapur	Chip Sona Variety is Not available
4.	Tomato	Shivapuri, Chhindwara, Sagar	Not processing variety
5.	Green Pea	Jabalpur, Ratlam, Rewa, Tikamgarh	Very Good potential
6.	Mirchi	Khargone, Barwani, Rajpur	G4 not available
7.	Banana	Burhanpur	A packhouse facility is required
8.	Guava	Hoshagabad, Bhopal, Rewa, Katni, Shajapur, Khargone	A packhouse facility is required



Export Requirements at Farmer Level

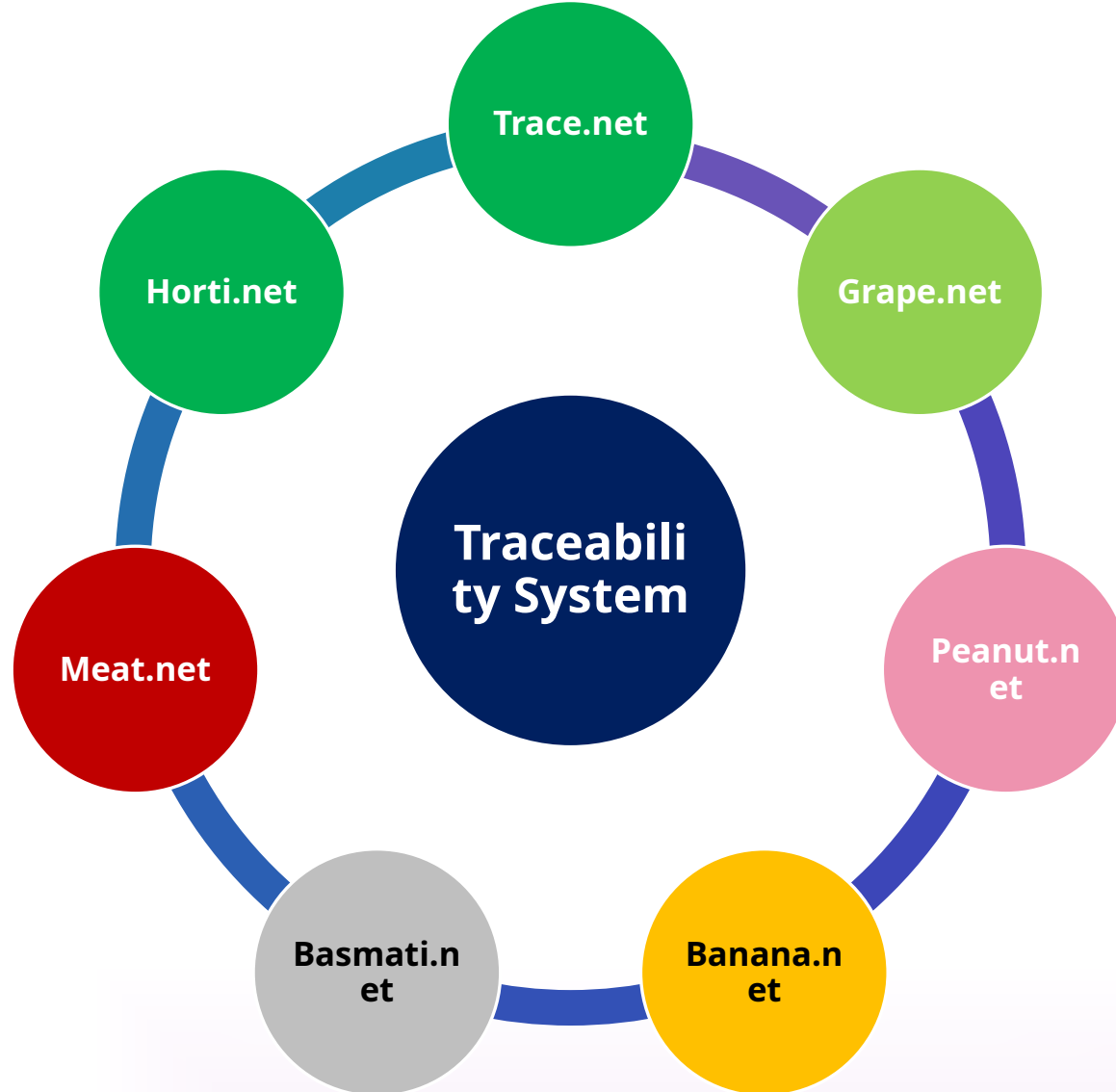
- **Quality**
- **Quantity**
- **Consistency**



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IT INITIATIVES BY APEDA

TRACEABILITY SYSTEMS IMPLEMENTED BY APEDA



WHAT IS NPOP?



- DIFFERENCE BETWEEN NPOP AND PGS.
- CERTIFICATION BODIES.
- TRACEABILITY SYSTEM(TRACE NET).
- IMPORT COUNTRY'S NPOP STANDARDS

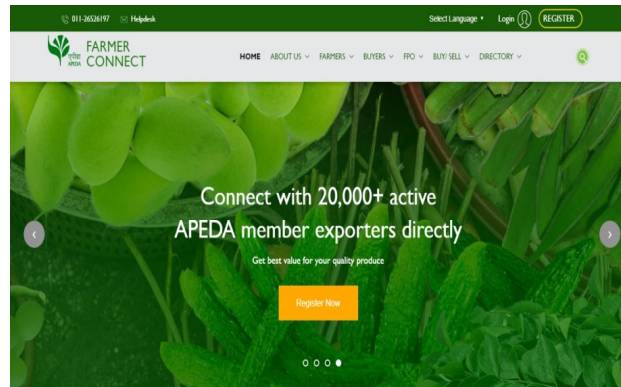


FARMER CONNECT



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The screenshot shows a web browser window displaying the Farmer Connect portal. The browser tabs include 'ppt - Outlook Web Access Light', 'Welcome to APEDA', 'Farmer Connect Portal', 'Rediff.com: News | Rediffmail | S...', and 'Rediffmail'. The address bar shows 'farmerconnect.apeda.gov.in'. The website header is green and contains the phone number '011-26526197', a 'Helpdesk' icon, a 'Select Language' dropdown, and two sign-in buttons: 'EXPORTER SIGN-IN' and 'FPO/FPC SIGN-IN'. Below the header is a navigation menu with the 'FARMER CONNECT' logo and links for 'HOME', 'ABOUT', 'EXPORT GUIDANCE', 'FOR FARMERS', 'FOR EXPORTERS', 'FOR GROUPS', and 'TRADE OFFERS'. The 'Digital India' logo with the tagline 'Power To Empower' is also present. The main content area features a large image of two men in a rural setting. Overlaid on this image is the text 'Bridging the gap between FPO/FPC/Cooperatives and Exporters' and a blue button labeled 'FPO/FPC Registration'. Below the image is a 'Welcome to Farmer Connect' section with a picture of fresh vegetables and the text 'APEDA has undertaken a Programme for Agro food cluster for export'. The Windows taskbar at the bottom shows the Start button, several application icons, and system tray information including 'ENG INTL', '11:31 AM', and '4/16/2021'.



91-3636197 Helpdesk Select Language Login REGISTER

HOME ABOUT US FARMERS BUYERS FPO BUY/SELL DIRECTORY

Connect with 20,000+ active APEDA member exporters directly

Get best value for your quality produce

Register Now

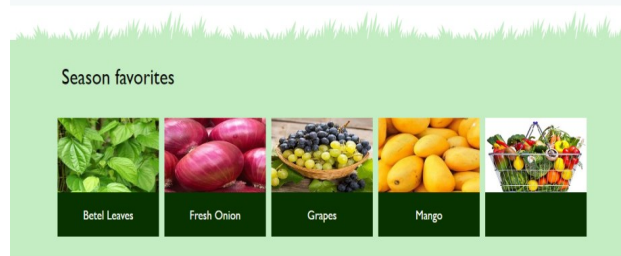


4 Farmers 6 Buyers 7 FPO/FPC

Welcome to Farmer Connect

APEDA has undertaken a Programme for Agro food cluster for export promotion and had identified potential clusters and products based on the export potential. APEDA is planning to carry out a number of Farmer Connect initiatives in these clusters partnering State Governments, Exporters, Experts, etc., as well through a number of direct interventions.

APEDA under the aegis of its APEDA Farmer Connect initiative is proposing to implement an ICT solution in the form of a Portal and Mobile Applications, to bridge the gap between farmers and exporters. This will help enable conversion of under-performing farms into high yielding farms of quality products in demand, by leveraging ICT enabled services.



Season favorites

- Betel Leaves
- Fresh Onion
- Grapes
- Mango

Features



- Farmers
 - Ram Lal Pandey BEED BANANA FRESH
 - Vijay Kumar Mulla ANAND GRAPEL/PEAS/POTATO
 - Logic Soft International Chaska APPLE
 - Ram Raj YARRANAD GRAPEL/MANGO
- Buyers
- FPOs

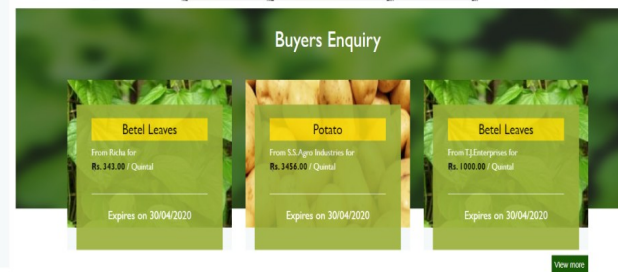


FARMER CONNECT Mobile Apps

FPC Farmer Connect

Farmer Farmer Connect

Buyer Farmer Connect



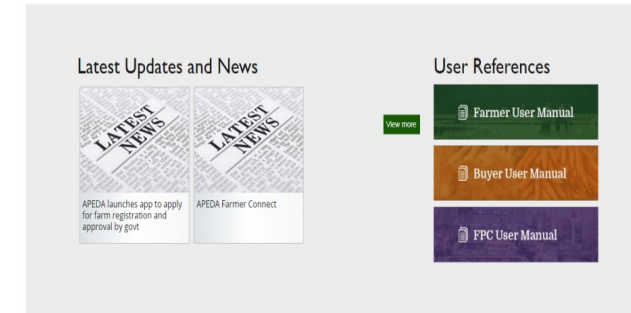
Buyers Enquiry

- Betel Leaves From Rs. 343.00 / Quintal Expires on 30/04/2020
- Potato From S.S. Agri Business for Rs. 3456.00 / Quintal Expires on 30/04/2020
- Betel Leaves From T2 Enterprises for Rs. 1000.00 / Quintal Expires on 30/04/2020

Sell Offer



- Potato 132.00 / Quintal Expires on 26/09/2019
- Banana Fresh 40.00 / Quintal Expires on 30/09/2019
- Cauliflower 1000.00 / Quintal Expires on 30/09/2019
- Tomato 1236.00 / Quintal Expires on 30/09/2019



Latest Updates and News

User References

- Farmer User Manual
- Buyer User Manual
- FPC User Manual



Digital India Power To Empower

Quick Links

- About
- Farmers
- Buyers
- FPO
- Buy/Sell
- Gallery

Helpdesk

011-26026197 head@apeda.gov.in

Announcements

Traceability

Events

Publication

Other Programmes

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Buy Enquiries Screen

Filter Reset

Commodities

Crop Practices

Enquiry Validity


Price (in INR per Quintal)

Qty. (in Quintals)

Buy Enquiries

Page 1 of 1

Sort by: Latest to Oldest Oldest to Latest



S.S. Agro Industries


Crop : Potato
Variety : Agrifound Rose
Required Quantity : 45.00 Quintals
Price : Rs. 3456.00 INR/Quintal
Enquiry Valid on : 30/04/2020

[Contact Buyer](#)

[View More](#)

[f](#) [t](#)

[Write Reviews](#)



Richa

Crop : Betel Leaves
Variety : Karapaku
Required Quantity : 34.00 Quintals
Price : Rs. 343.00 INR/Quintal
Enquiry Valid on : 30/04/2020

[Contact Buyer](#)

[View More](#)


[f](#) [t](#)

[Write Reviews](#)

Sell offers Screen

011-26526197 [Helpdesk](#)

Select Language

 HOME ABOUT US

Sell Offers

Sort by: Latest to Oldest Oldest to Latest

Filter Reset

Order Posted By

By Farmer

By FPO

Commodities

Crop Practices


Offer Validity

Future Offers

Price (in INR per Quintal)

Qty. (in Quintals)

Analysis Report




Ram Lal Pandey, Crop - Banana Fresh, Variety - Rasthali, Offer Posted on 11/09/2019

Offered Qty.: 100.00 Quintals
Min.Order Qty: 50.00 Quintals
Price: 40.00 INR/Quintal
Offer expires on: 30/09/2019

[View More](#)

[Contact Seller](#)



Ram Lal Pandey, Crop - Cauliflower, Variety - Dania Kalimpong, Offer Posted on 11/09/2019

Offered Qty.: 100.00 Quintals
Min.Order Qty: 100.00 Quintals
Price: 1000.00 INR/Quintal
Offer expires on: 30/09/2019

[View More](#)

[Contact Seller](#)

MOBILE APPLICATIONS INTRODUCED BY APEDA



APEDA's
Financial Assistance Schemes
(2021-2026)

APEDA's Financial Assistance Schemes



Schemes under operation-

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Quality
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Market
Developme
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Development of Export Infrastructure

Components	Pattern of Assistance
<p>Export Infrastructure Development</p> <ol style="list-style-type: none"> 1. Assistance for the establishment of processing and supply chain infrastructure (applicable for all APEDA scheduled Products) and their upgradation. 2. Integrated Pack House and processing facilities for addressing missing gaps, 3. Purchase of insulated, reefer transport /mobile pre-cooling units including special vehicle for livestock carriers (For upgradation not allowed) 4. Cable handling system for banana and other crops. 	<p>Assistance up to 40% subject to maximum of Rs 200 Lakhs for each of the activities.</p> <p>In case of exporters belonging to North - Eastern States , difficult areas namely Himalayan and land locked states, Island Union Territories, SC/ST beneficiaries and women entrepreneurs, the assistance will be up to 75% subject to a ceiling of Rs 200 lakhs</p>

Development of Export Infrastructure

Components	Pattern of Assistance
<p>Export Infrastructure Development</p> <p>5. Food processing facilities for addressing missing gaps required for enhancing productivity/ efficiency or quality for value-added products which may include facilities like x-ray, Screening equipments, Sortex, IQF, cooking/blanching line, filth / metal detector, sensors, vibrators or any new technology or equipment for food safety and quality requirements.</p> <p>6. Up-gradation of facilities mentioned in (1) to (5) above</p>	<p>Assistance up to 40% subject to maximum of Rs 200 Lakhs for each of the activities.</p> <p>In case of exporters belonging to North - Eastern States , difficult areas namely Himalayan and land locked states, Island Union Territories, SC/ST beneficiaries and women entrepreneurs, the assistance will be up to 75% subject to a ceiling of Rs 200 lakhs</p>

Development of Export Infrastructure

Components	Pattern of Assistance
<p>Common infrastructure facilities</p> <p>Such as Integrated Pack houses, Processing Units, Laboratories etc. to be set up by Central and State government institutions</p>	<p>The assistance will be up to 90% of the approved cost subject to a ceiling of Rs. 600 lakhs. The funds shall be released against bank guarantee.</p>

Quality Development

Components	Pattern of Assistance
i. Implementation and Certification of quality and Food Safety Management Systems for all APEDA scheduled products.	50% of the cost subject to a ceiling of Rs. 5.0 lakh per beneficiary.
ii. standardization, harmonization with international standards for adoption of global standards, hand held devices for capturing farm level peripheral coordinates for traceability systems;	In case of exporters belonging to North - Eastern States , difficult areas namely Himalayan and land locked states, Island Union Territories, SC/ST beneficiaries and women entrepreneurs, the assistance will be upto 75% subject to a ceiling of Rs 5.0 lakhs
iii. Strengthening technical and managerial skills to be implemented by APEDA through:	
Laboratory for export testing and in-house lab equipment: i. APEDA authorised Labs for up gradation.	100% in case of APEDA. Up to 50% of the cost subject to maximum of Rs. 100 Lakhs
APEDA registered exporters for in-house lab equipment	Up to 50% of the cost subject to maximum of Rs.50 lakhs

Quality Development

Sub-Components	Pattern of Assistance
<p>Strengthening of technical and managerial skills</p> <p>a. Training in India and abroad including study tours</p>	<p>Up to 50% of the travel cost and training fee subject to maximum of Rs. 3.00 lakhs per participant per year. Restriction of one participant per organization.</p>
<p>a. Seminars/ workshops/ outreach programs etc. organized/ sponsored/ assisted by APEIDA.</p> <p>b. Preparation of manuals, brochures, guidelines etc., wherever required.</p>	<p>Maximum assistance up to Rs. 5 lakhs.</p>

Quality Development

Sub-Components	Pattern of Assistance
<p>v) a. Support for innovative ideas for infrastructure and quality improvement in agricultural and processed food sector</p> <p>b. Introduction of new plant/ seed/ germplasm varieties for export oriented/ varieties suitable for processing for APEDA Scheduled products.</p>	<p>The selected entity shall be assisted up to Rs. 100 lakhs.</p> <p>60% of the cost of imported plant material subject to a ceiling of Rs. 50 lakhs.</p>
<p>2.3 Testing of water, soil, residues of agrochemicals/pesticide, veterinary drugs, hormones, toxins, heavy metals, microbial count etc. in agricultural produce / products where monitoring activity is implemented by APEDA</p>	<p>The assistance will be upto 50% of the total cost subject to a ceiling of Rs. 5000/- per sample</p> <p>The upper ceiling per beneficiary: Rs. 20 Lakhs during 5 years (2021-22 to 2025-26)</p>

Quality Development

Sub-Components	Pattern of Assistance
<p>a. New Market / Product development through conducting feasibility studies.</p> <p>b. Assistance trial shipment covering multi-modal transport</p>	<p>Assistance will be up to 50% of the total cost subject to a ceiling of Rs. 10 lakhs per study per beneficiary if conducted by Trade Associations/Indian Mission abroad/Central/State Govt. Agencies</p> <p>Assistance will be up to 50% of the total cost subject to a ceiling of Rs. 10 lakhs In case of exporters belonging to North - Eastern States , difficult areas namely Himalayan and land locked states, Island Union Territories, SC/ST beneficiaries and women entrepreneurs, the assistance will be up to 75% subject to a ceiling of Rs 10 lakhs</p>

Quality Development

Sub-Components	Pattern of Assistance
c. Registration of Brand / IPR outside India	<p>Assistance will be up to 50% of the total cost subject to a ceiling of Rs. 20 lakhs per beneficiary</p> <p>In case of exporters belonging to North - Eastern States , difficult areas namely Himalayan and land locked states, Island Union Territories, SC/ST beneficiaries and women entrepreneurs, the assistance will be up to 75% subject to a ceiling of Rs 20 lakhs</p> <p>100% in case of APEDA</p>

Market Development

3.1 Development and dissemination of database, market intelligence:

The component would be implemented by APEDA.

3.2 Participation in fairs/ events/ buyer- seller meets /reverse buyer seller meets trade delegations, promotion of GI products etc.

The component would be implemented by APEDA.

3.2 Participation in fairs/ events/ buyer- seller meets /reverse buyer seller meets trade delegations, promotion of GI products etc.

The component would be implemented by APEDA.



How to become APEDA Member ?

- **Company Registration**
- **Import Export Code (IEC) from DGFT**
- **Apply online at APEDA website –RCMC**
 - **IEC self attested copy**
 - **Incase of Manufacturer –FSSAI, Udyog Adhaar**
 - **Bank certificate**
 - **Fees Rs. 5900/- (for 5 years)**



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Constraints Faced in Madhya Pradesh

- ✚ Land-locked state.
- ✚ Lack of adequate export infrastructure
- ✚ Lack of awareness about export .
- ✚ Traditional farming practices.
- ✚ Non-availability of sufficient export quality produce.
- ✚ Lack of value-addition products.
- ✚ Lack of Branding and Promotion.

WHAT IS JUDICIOUS USE OF PESTICIDES

- APPROVED PESTICIDE

VS

- BANNED INSECTICIDES: ACEPHATE ETC.,

- APPROVED USE (TARGET PEST)

- APPROVED DOSE RATE

- MODE OF APPLICATION

- USE OF PPE/ SAFETY

- USE ONLY WHEN REQUIRED (IF NECESSARY AS A LAST RESORT)

WAY FORWARD

- ❖ **Formation of clusters .**
- ❖ **Identification of potential FPOs and Start-ups.**
- ❖ **Training and Capacity Building for stakeholders.**
- ❖ **Registration of FPOs in farmer connect portal.**
- ❖ **Organizing of Buyer -Seller meets.**
- ❖ **Participation in international trade fairs.**
- ❖ **Development of export Infrastructure.**
- ❖ **Value addition.**
- ❖ **Processing varieties.**



APEDA's Initiatives Success Story



अच्छी खबर यूएसए को समुद्री मार्ग से फ्रीज-ड्राइड स्ट्रॉबेरी के 96 बक्सों को भेजा एपीडा ने प्रदेश से नेवार्क, यूएसए को फ्रीज-ड्राइड स्ट्रॉबेरी का किया निर्यात

महाबलेश्वरम, (आरएनएन)। मप्र से कृषि और प्रसंस्कृत खाद्य उत्पादों की निर्यात की क्षमता को बढ़ाने के लिए, मध्य प्रदेश से नेवार्क, यूएसए को समुद्री मार्ग से फ्रीज-ड्राइड स्ट्रॉबेरी के 96 बक्सों को भेजा जा रहा है।

स्ट्रॉबेरी को महाबलेश्वरम के एफपीओ-किसानों से प्राप्त किया जाता है, तथा मप्र के छिंदवाड़ा जिले के एपीडा पंजीकृत निर्यातक मैसर्स उन्नति फूड्स द्वारा प्रसंस्कृत किया गया है। मैसर्स उन्नति फूड्स एपीडा के साथ पंजीकृत प्रसंस्करण इकाई है एवं एपीडा द्वारा क्षमता वर्धन के लिए वित्तीय सहायता प्रदान कि गई है जिससे की क्लाइंट्स की मांगों को पूरा किया जा सके। एपीडा द्वारा देश से निर्यात हिस्सेदारी बढ़ाने के लिए मप्र और छत्तीसगढ़ जैसे भूमि बंद राज्यों में कई निर्यात संवर्धन गतिविधियां प्रचलित हैं। हाल ही में एपीडा ने बांग्लादेश को छिंदवाड़ा संतरे की पहली खेप और हरदा से गेहूँ के आटे



को दुबई निर्यात की सुविधा प्रदान की गई है। एपीडा क्षमता वर्धन, गुणवत्ता उत्थान और बुनियादी ढांचे के विकास, कृषकों की आय दोगुनी करने के लिए उन्हें फ्रेटऑन से जोड़ना एवं कृषि प्रसंस्कृत खाद्य उत्पादों की सम्पूर्ण आपूर्ति श्रृंखला को मजबूत करने के लिए मप्र और छत्तीसगढ़ जैसे भूमि बंद

राज्यों पर ध्यान केंद्रित करना निरंतर जारी रखेगा। श्री विगययोग, मैसर्स उन्नति फूड्स (स्टार्ट-अप) ने ताजे फलों जैसे स्ट्रॉबेरी आम, सेब, केला, अनानास, ब्ल्यूबेरी, चुकंदर, सतरा आदि की फ्रीज ड्राय तकनीक के बारे में एवम् फ्रीज ड्राय फलों के बाजार में भी के बारे में भी बताया। उन्होंने अपने



क्लाइंट्स की मांग को पूरा करने के लिए एपीडा को उनके समर्थन के लिए धन्यवाद दिया।

इस पलंग ऑफ समारोह में यू.के.वत्स, महाप्रबंधक, समिधा गुग्गु, उप महाप्रबंधक, प्रशांत वाघमारे, सहायक महाप्रबंधक एवं क्षेत्रीय प्रमुख, मान प्रकाश, सहायक महाप्रबंधक, पीएफडी, अशोक कुमार, बीडीएम निर्यातक एम-एन उन्नति फूड्स एंड पाटर्न्स एवं यूएसए से आयातक ने भाग लिया।

एपीडा ने मध्यप्रदेश से अमेरिका को फ्रीज स्ट्रॉबेरी के निर्यात की सुगमता प्रदान की

पीपुल्स संवाददाता • छिंदवाड़ा

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मप्र से कृषि और प्रसंस्कृत खाद्य उत्पादों की निर्यात की क्षमता को बढ़ाने के लिए मप्र से नेवार्क, यूएसए को समुद्री मार्ग से फ्रीज, ड्राइड स्ट्रॉबेरी के 96 बक्सों को भेजा जा रहा है।

स्ट्रॉबेरी को महाबलेश्वरम के एफपीओ किसानों से प्राप्त किया जाता है तथा मप्र के छिंदवाड़ा जिले के एपीडा पंजीकृत निर्यातक मैसर्स उन्नति फूड्स द्वारा प्रसंस्कृत किया गया है। मैसर्स उन्नति



फूड्स एपीडा के साथ पंजीकृत प्रसंस्करण इकाई है एवं एपीडा द्वारा क्षमता वर्धन हेतु वित्तीय सहायता प्रदान कि गई है जिससे की क्लाइंट्स की मांगों को पूरा किया जा सके। एपीडा द्वारा देश से निर्यात हिस्सेदारी बढ़ाने हेतु मप्र

और छत्तीसगढ़ जैसे भूमि बंद राज्यों में कई निर्यात संवर्धन गतिविधियां प्रचलित हैं। हाल ही में एपीडा ने बांग्लादेश को छिंदवाड़ा संतरे की पहली खेप और हरदा से गेहूँ के आटे को दुबई निर्यात की सुविधा प्रदान की गई है।

रसीले स्ट्रॉबेरी का पहला लॉट यूएसए रवाना

एपीडा ने की स्ट्रॉबेरी के निर्यात की पहल, अब स्थानीय उत्पादकों को मिलेगा लाभ

भास्कर न्यून। पाटुर्ना

एपीडा (एपीओकल्चर एंड प्रोसेस्ड फूड प्रोडक्ट्स एक्सपोर्ट डेवलपमेंट अथॉरिटी) की पहल पर पहली बार छिंदवाड़ा जिले से रसीले फ्रीज-ड्राइड स्ट्रॉबेरी का एक लॉट यूएसए के नेवार्क शहर के लिए निर्यात हुआ है। एपीडा द्वारा प्रदान की गई सुविधा से जिले के उन्नति फूड्स ने स्ट्रॉबेरी का 96 बॉक्स का लॉट रवाना किया है, समुद्री मार्ग से यह लॉट यूएसए जाएगा।

कृषि और प्रसंस्कृत खाद्य उत्पादों की निर्यात क्षमता को बढ़ाने के लिए एपीडा के माध्यम से लगातार प्रयास हो रहे हैं। जिले के संतराजल के पाटुर्ना से संतरा निर्यात के बाद एपीडा ने स्ट्रॉबेरी के निर्यात की पहल की है। इस लॉट को रवाना करने के दौरान एपीडा के महाप्रबंधक यूके वत्स, उप महाप्रबंधक समिधा गुग्गु, सहायक महाप्रबंधक एवं



क्षेत्रीय प्रमुख प्रशांत वाघमारे, सहायक महाप्रबंधक मान प्रकाश, पीएफडी अशोक कुमार सहित उन्नति फूड्स के कर्मचारी मौजूद रहे। एपीडा के अधिकारियों ने बताया कि संतरा और स्ट्रॉबेरी के अलावा जिले से आम, सेब, केला, अनानास, ब्ल्यूबेरी, चुकंदर आदि फलों को फ्रीज ड्राय तकनीक से देश-विदेश

के बाजारों में पहुंचाने की पहल की जा रही है, जिससे जिले में प्रसंस्कृत उत्पादों को देश के साथ अंतर्राष्ट्रीय बाजारों में पहचान मिल सके। औद्योगिक क्षेत्र बोरगाव में संचालित उन्नति फूड्स ने महाबलेश्वरम से लाए गए रसीले स्ट्रॉबेरी का फ्रीज ड्राय तकनीक से प्रसंस्कृत कर अंतर्राष्ट्रीय बाजार के लिए निर्यात किया है।

Flag off Ceremony of frozen dehydrated Strawberry from Sausar, Dist. Chhindwara to the USA on 16.06.2022
Till Date, 2200Kg has been exported to the USA

APEDA's Initiatives

MOUs



**MOU with
JNKVV**



**MOU with NRC-
Citrus**

APEDA's Initiatives Exhibitions & Promotional Activities



सत्यमेव जयते

Department of Commerce
Ministry of Commerce and Industry
Government of India



इंडस्ट्रियल इंजीनियरिंग एक्सपो के समापन में बोले पीएस संजय शुक्ला...
MP के एक्सपोर्ट ओरिएंटेड बनने की गुंजाइश, भोपाल बनेगा इंडस्ट्रियल हब

सभी बोले अगली वार और वृहद रूप में होगा एक्सपो

भोपाल, 5 मई (एपीडीए) - मध्य प्रदेश के मुख्यमंत्री श्री जयशंकर प्रसाद शर्मा ने इंडस्ट्रियल इंजीनियरिंग एक्सपो (IIE) के समापन समारोह में भाग लेते हुए कहा कि यह एक्सपो राज्य के औद्योगिक क्षेत्रों को प्रमोट करने में मदद करेगा और राज्य के विकास में एक महत्वपूर्ण भूमिका निभाएगा। उन्होंने कहा कि राज्य सरकार इस एक्सपो को अगली बार और बड़े पैमाने पर आयोजित करेगी।

शुक्ला ने कहा कि राज्य सरकार इस एक्सपो को अगली बार और बड़े पैमाने पर आयोजित करेगी। उन्होंने कहा कि राज्य सरकार इस एक्सपो को अगली बार और बड़े पैमाने पर आयोजित करेगी।

Promotion of Startups at Trade Fairs. APEDA received 1st Prize in Innovative Product Stall Category and 2nd prize in Best stall category.

Orange Buyer Seller Meet (BSM) at Pandhurna



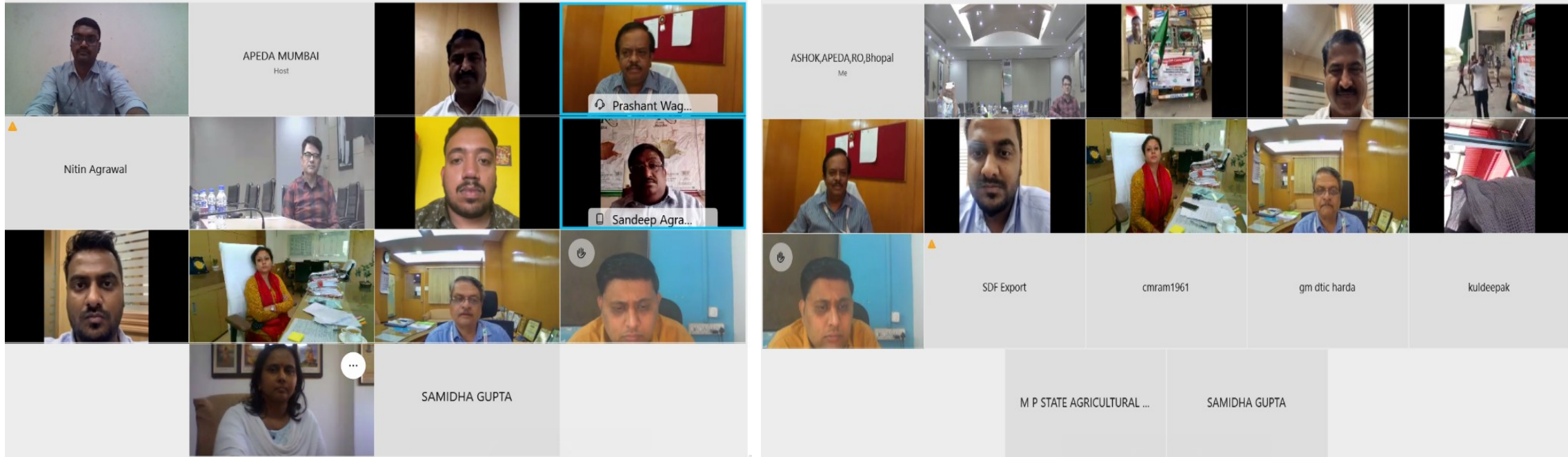
APEDA's Initiatives Success Story



Flag off Ceremony of Oranges from
Pandhurna, Dist.Chhindwara to
Bangladesh on 18.11.2021
In the last Season 350MT Orange Exported

APEDA's Initiatives In Madhya Pradesh

Success Story



Flag off ceremony of MAIDA:

First Shipment of refined Wheat flour from Harda, Madhya Pradesh to Dubai on 1st April 2021.

Till date 44 containers of Maida was exported to Dubai.



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