



## **AGRICULTURE AND PROCESSED FOODS EXPORT PROMOTION SCHEME OF APEDA FOR THE 15TH FINANCE COMMISSION CYCLE (2021-22 TO 2025-26)**

**[https://apeda.gov.in/apedawebsite/trade\\_promotion/Financial Assistance Schemes.htm](https://apeda.gov.in/apedawebsite/trade_promotion/Financial_Assistance_Schemes.htm)**

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### **1. ABOUT APEDA**

The Agricultural and Processed food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed food Products Export Development Authority Act, 1985. The primary objective of APEDA is to undertake the development and promotion of export of following products.

- Fruits, vegetables and their products,
- Meat and meat products,
- Poultry and poultry products,
- Dairy products,
- Confectionary, biscuits and bakery products,
- Honey, jaggery and sugar products,
- Cocoa and its products, chocolates of all kinds,
- Alcoholic and non-alcoholic beverages,
- Cereals and Cereal products,
- Groundnuts, peanuts and walnuts,
- Pickles, chutneys and papads,
- Guar Gum

- Floriculture and floriculture products,
- Herbal and medicinal plants.
- Cashew kernels, cashew nut shell liquid, kardanol

## 2. OBJECTIVES

- I. The development of industries relating to the Scheduled products for export by way of providing financial assistance or otherwise for undertaking surveys and feasibility studies, participation in the equity capital through joint ventures and other reliefs and subsidy schemes;
- II. The registration of persons as exporters of the Scheduled products on payment of such fees as may be prescribed;
- III. The fixing of standards and specifications for the Scheduled products for the purposes of export;
- IV. The carrying out of inspection of meat and meat products in any slaughterhouse, processing, plant, storage premises, conveyances or other places where such products are kept or handled for the purpose of ensuring the quality of such products;
- V. The improving of packaging of the Scheduled products;
- VI. The improving of the marketing of the Scheduled products outside India;
- VII. the promotion of export oriented production and development of the Scheduled products;
- VIII. the collection of statistics from the owners of factories or establishments engaged in the production, processing, packaging, marketing or export of the Scheduled products or from such other persons as may be prescribed on any matter relating to the Scheduled products; and the publication of the statistics so collected, or of any portions thereof or extracts there from;
- IX. the training in various aspects of the industries connected with the Scheduled products;

## 3. SCHEME COMPONENTS

The Financial Assistance Scheme (FAS) is an export promotion scheme run by APEDA. The scheme aims to facilitate the export of agri-products by providing assistance to exporters. It achieves its objective through the following:

- Understanding the several challenges faced by agri-exporters.

- Acknowledging the need for assistance to successfully navigate through these challenges and achieve objectives of APEDA.
- Financial assistance is provided in three broad areas, namely: Development of Export
- Infrastructure, Quality Development and Market Development.

## **I. Development of Export Infrastructure**

APEDA recognizes the importance of infrastructure for growth of agro-industries and export of agricultural products in the value chain. The scheme component covers both fresh produce and processed food products. The objective of the scheme is to reduce losses caused due to spoilage and to ensure quality production of agro products. To achieve this, it seeks to set up post-harvest handling facilities. Under this component, assistance is provided for the following:

- Infrastructure such as pack house facilities with packing/grading lines
- Pre- cooling units with cold storages and refrigerated transportation etc.
- Cable system for handling of crops like banana
- Common infrastructure facilities
- Pre-shipment treatment facilities such as irradiation, Vapour Heat Treatment (VHT), Hot Water Dip Treatment (HWDT) for compliance to Phyto-Sanitary requirements of importing countries
- Infrastructure for processing facilities (process food sector) for addressing missing gaps which may include equipment like X-ray, Screening, Sortex, filth / metal detector, sensors, vibrators or any new equipment or technology for food safety and quality requirements

## **II. Quality Development**

To participate/engage in international trade, it is necessary to comply with Food Safety requirements of different countries. Several importing countries demand adherence to stringent Maximum Residue Levels (MRLs). Some of the developed importing countries have set up MRLs at very low level. For this, high precision equipments are required to be installed by the food testing labs. Under this component, assistance is provided to comply with the prescribed standards of importing countries. Assistance under this component covers the following:

- Installation of quality management systems,
- Laboratory testing equipment
- Hand held devices for capturing farm level peripheral coordinates for traceability systems and testing of samples etc.
- Testing of water, soil, residues or pesticides, veterinary drugs, hormones, toxins, heavy metal, contaminants etc.

### **III. Market Development**

This component helps exporters to achieve market access in new markets and help sustain their presence in the existing markets. It covers structured marketing strategies for export of food products, market intelligence for taking informed decisions, international exposure, skill development, capacity building and high quality packaging. The assistance under this component covers the following:

- Participation in International trade fairs
- Exchange of trade delegations
- Organizing buyer seller meets
- Developing packaging standards for new products and upgrading the existing standards

**COMPONENT WISE GUIDELINES FOR THE NEW FINANCIAL  
ASSISTANCE SCHEME (FAS) – 2021-26**

<b>1. ASSISTANCE FOR THE ESTABLISHMENT OF PROCESSING AND SUPPLY CHAIN INFRASTRUCTURE</b> <p><b>Beneficiaries:</b> APEDA registered Exporters are eligible to apply for assistance under 1(a)-(e) Central, State government institutions and public sector enterprises are eligible to apply for assistance under 1(f)</p>			
	<b>Sub-component</b>	<b>Scope</b>	<b>Pattern of Assistance</b>
a)	<b>Integrated Pack House and processing facilities for addressing missing gaps</b>  Facilities include equipment for collection, cleaning, washing, sorting/ grading, pre- cooling, packing, cold storage, Hand held Near-infrared Spectroscopy (NIR) instrument (on pre- harvesting quality evaluation of Mango Fruits), Hot water dip treatment etc. and processing facilities for addressing missing gaps.	Improve compliance of Phyto-Sanitary requirements.	The assistance will be upto 40% of the total cost subject to a ceiling of Rs 200 lakhs
b)	Purchase of insulated, reefer transport /mobile pre-cooling units including special vehicle for livestock carriers	Cold Chain Strengthening	The assistance will be up to 40% of the total cost subject to a ceiling of Rs. 200 lakhs
c)	Cable handling system for banana and other crops	Quality improvement of Banana and other crops.	The assistance will be up to 40% of the total cost subject to a ceiling of Rs. 200 lakhs
d)	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.	Enhancing productivity, efficiency, and quality for value added products.	The assistance shall be up to 40% of the total cost subject to a ceiling of Rs. 200 lakhs
e)	Up-gradation of facilities mentioned at (a) to (d) above	Up-gradation and modernization of existing facilities of exporters to enhance the competitiveness	The assistance will be upto40% of the total cost subject to a ceiling of Rs. 200 lakhs per beneficiary per location
<b>Note :</b> Maximum assistance that can be provided to each beneficiary per geographical location for all the activities mentioned at 1 (a) to (e) above shall not exceed Rs. 200 lakhs with the stipulation that maximum assistance that can be availed under this sub component shall not exceed Rs. 500 lakhs per beneficiary during the five year plan period (2021-26).			
f)	Common infrastructure facilities such as Integrated Pack houses, Processing Units, Laboratories etc. to be set up by Central and State government institutions	Facilitate cluster development, improve productivity and farmers income	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.

<b>2. IMPLEMENTATION AND CERTIFICATION OF QUALITY AND FOOD SAFETY MANAGEMENT SYSTEMS, STANDARDIZATION, HARMONIZATION WITH INTERNATIONAL STANDARDS FOR ADOPTION OF GLOBAL STANDARDS, HANDHELD DEVICES FOR CAPTURING FARM LEVEL PERIPHERAL COORDINATES FOR TRACEABILITY SYSTEMS</b>		
<b>Beneficiaries:</b> APEDA registered exporters are eligible to apply for assistance under 2(a) and 2(c), Certification Bodies accredited under National Program for Organic Production (NPOP) and listed laboratories are eligible for assistance under 2(c)		
<b>Subcomponent</b>	<b>Scope</b>	<b>Pattern of Assistance</b>
a) Implementation and Certification of quality and Food Safety Management Systems for safety compliance of all APEDA scheduled products.	Adherence to Food and Safety Management Systems for safety compliance	The assistance will be upto50% of the total cost subject to a ceiling of Rs. 5 lakh per certification.  The assistance will also be applicable for renewal of certifications
b) Standardization, Harmonization with international standards for adoption of International Standards including special cases such as control of fruit fly and/or any other unforeseen outbreaks as per the requirements of international market.	Harmonization with International standards including payment of fee to International auditors / inspectors.	The component would be implemented by APEDA
c) Procuring hand-held devices including cost of software for capturing farm level peripheral coordinates for traceability systems. This will include any electronic management system, software, block chain, Artificial Intelligence (AI), or any other high precision technology.	To ensure traceability of produce at farm level and to comply with the requirements of importing countries	The assistance will be up to 50% of the cost of equipment subject to a ceiling of Rs. 20 lakh per beneficiary

### **AATAMNIRBHAR BHARAT**

<b>Subcomponent</b>	<b>Scope</b>	<b>Pattern of Assistance</b>
Support for innovative ideas for infrastructure and quality improvement in agricultural and processed food sector	To encourage new innovative ideas	The selected entity shall be assisted up to Rs. 100 lakhs.
New Sub-component  Implementation of special activities to enhance quality of the produce and to meet the requirements of importing countries. These special activities may include application of fruit covers to prevent pest and diseases.	Exporters, SHG, Cooperatives, and SPS engaged in the production (with supply agreement)	The assistance will be up to 50% of the total cost subject to a ceiling of Rs. 25 lakh per individual farmer beneficiary.

**ASSISTANCE FOR PRODUCT DEVELOPMENT, R&D, ENHANCEMENT OF TRACEABILITY, ETC.**

**Beneficiaries- APEDA Registered Exporters**

Subcomponent	Scope	Pattern of Assistance
Development of standards of packaging, Development of transport protocol (road, rail, air, protocols to be standardized waterways and sea transport) development of as per the changing products having Geographical Indication, tagging requirements in the of animals, R&D etc.	Packaging and transportation protocols to be standardized as per the changing requirements in the international market.	The component would be implemented by APEDA.

**ASSISTANCE FOR NEW MARKET / PRODUCT DEVELOPMENT THROUGH CONDUCTING FEASIBILITY STUDIES / ASSISTANCE FOR TRIAL SHIPMENT AND REGISTRATION OF BRAND / IPR OUTSIDE INDIA.**

**Beneficiaries: APEDA registered exporters, Central / state Govt. agencies, Trade chambers, Indian missions abroad etc**

Subcomponent	Scope	Pattern of Assistance
New Market / Product development through conducting feasibility studies.	Identification of potential product / market.	Assistance will be upto 50% of the total cost subject to a ceiling of Rs. 10 lakhs per study per beneficiary.  Assistance will be upto 75% of the total cost subject to a ceiling of Rs. 10 lakhs per study per beneficiary if conducted by Trade Associations/Indian missions abroad/ Central / state Govt. agencies/ exporters belonging to North - Eastern States, difficult areas namely Himalayan and land locked states, Island Union
		Territories, SC/ST and women beneficiaries  For activities initiated by APEDA the funding shall be 100%
Assistance for trial shipment covering multi-modal transport.	To explore new markets and test market the new products / packaging.	Assistance will be upto 50% of the total cost subject to a ceiling of Rs. 10 lakhs
Registration of Brand / IPR outside India	To elevate brand image in international market	Assistance will be upto 50% of the total cost subject to a ceiling of Rs. 20 lakhs per beneficiary  100% in case of APEDA

