

Automation Of Trade Procedures And Electronic Exchange Of Information

Session 4: Traders' perspective on Trade Facilitation:
Voices from small and large enterprises

DHANASHREE SHUKLA
FARMPACK
INDIA

Thursday, 26 November 2009

Introduction

India is the fruit and vegetable basket of the world.

India being a home of wide variety of fruits and vegetables holds a unique position in production figures among other countries. Over 90% of India's exports in fresh products goes to west Asia and East European markets. India is one of the world's major food producers but accounts for less than 1.5 per cent of international food trade. This indicates vast scope for both investors and exporters. Food exports in 1998 stood at US \$5.8 billion whereas the world total was US \$438 billion. The Indian food industries sales turnover is Rs 140,000 crore (1 crore = 10 million) annually as at the start of year 2000. The industry has the highest number of plants approved by the US Food and Drug Administration (FDA) outside the USA.

INTRODUCTION AND BACKGROUND

- India's exports of Fresh Fruit and Vegetable has increased from Rs. 1658.72 Crores (USD Million 374.68) in 2005-06 to Rs. 2411.66 Crores (USD Million 534.97) in 2006-07. Which is including the products like Fresh Onion, Walnut, Fresh Mangos, Fresh Grapes and other fresh Fruits & Vegetables?

Abundant investment opportunities are there in expanding the export market. An increasing acceptance of new products with market development efforts has been witnessed lately given the fact that there is a good international demand for certain fruits and vegetable products. India ranks fifth in the world in cropped area under cultivation and production of potatoes. India produces 41% of world's mangoes, 23%bananas, 24% cashew nuts, 36 % green peas and 10% onion The total export value of the main exporting fruit crop from India is mango. Exports of mangoes, grapes, mushrooms have started going to the United Kingdom, Middle East, Singapore and Hong Kong. and among vegetable, onion occupies first position Potatoes and green vegetables like okra, bitter gourd, green chillies have good export potential.

Major trade facilitation measures, initiatives and projects

After attending expert group meeting in Jan 2009 got inspired and started pilot project with the Apeda and Krushi Vibhag (agriculture department) for data harmonization particularly for the pomegranates to start with. In this subject we conducted seminars and meeting for pomegranate growers in there respective areas(Pomegranate growing pocket). Main task was to register grower on line with all the details of his farm , crop, growing season, fertilizer spraying timings, harvesting details. And this system has been for Export promotion now which is working satisfactory..

Happy to inform around 700 plus pomegranate growers registered till date.

es and Challenges In The Relevant Area

6 : FEW

product hence short life span

quires numerous

ations/certifications depending on country

ation is time consuming and tedious making
id exporters hesitant to go for exports. EG:

GMARK/ISO/GLOBALGAP.

n/Data not available easily affecting % of
l revenue (foreign exchange)

nted sector hence needs training

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_2950

