UNNExT workshop on
Paperless trade facilitation for
Small and Medium-sized Enterprises

2-4 February 2015
United Nations Conference Center (UNCC)
Bangkok, Thailand

Grape sector in India

Grapes cultivation	116,000 ha
	1.7% of cultivated area
Global grapes export	1,726,000 metric tons (2012-13)
	6.83% of total grape production
Value of export	INR 1258.64 Crores (… USD)

(Source: National Horticulture Board of India)

Grape is a high profit crop but production is quite challenging due to crop diseases, sustainable use of crop protection products, food safety related to residues of chemicals (MRLs) and dynamic international market requirements of retail chains.

Barriers To Trade

Farmers

Exporters

- AGRI INPUTS
- INFRASTRUCTURE
- STORAGE
- TRANSPORTATION
- TECHNOLOGY
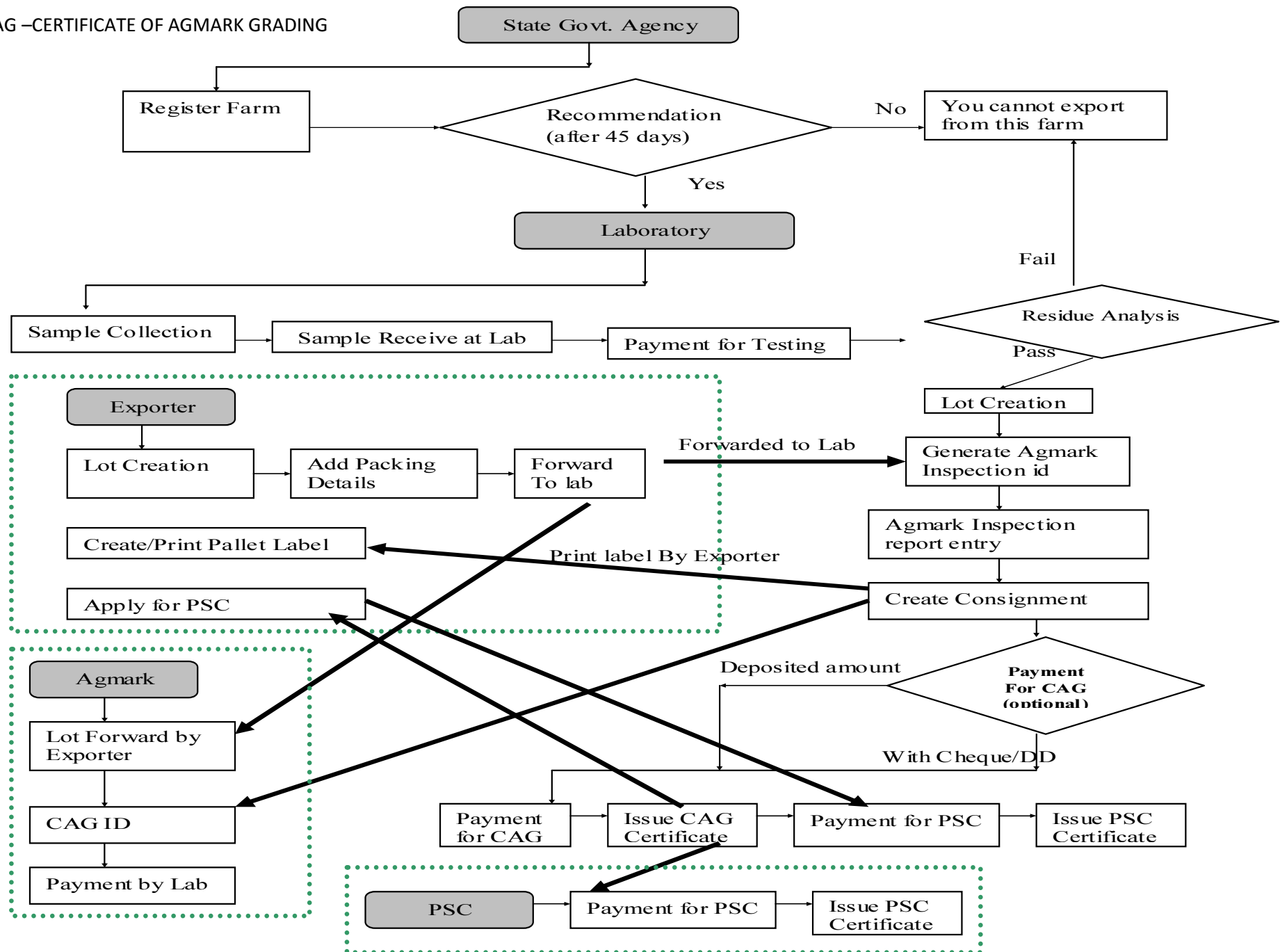- FINANCE
- QUALITY ASSURANCE
- TRAINING

GrapeNet

- GrapeNet is an internet based electronic software system developed by APEDA* that allows shelf (in European Union) to farm (in India) monitoring of quality of grapes exported to the European Union.

- Grapenet is used to integrate smallholders into international supply chains.

- Food has to be safe to produce and safe to consume. Safe food uses information technology to improve controls over environmental and social impact of its production as well as its safety to be consumed.

* Agriculture And Processed Food Development Authority

How GrapeNet Tool Facilitates SMEs In Global Value Chains?

- Role in the state economy growth, major contribution in export production and employment.

- Integrates all stakeholders in the supply chain of grapes export (farmers, state government horticulture departments, testing laboratories, Agmark certification department, phyto sanitary department, packing houses, exporters and APEDA) and all stakeholders can access the information about grape export transaction

- End-to-end system for monitoring pesticide residue from farm to shelves

- Achieves product standardization

- Facilitates tracing back from retail shelves, to the farm of the Indian grower through the various stages of sampling, testing, certification and packing

PSC- PHYTO SANITARY CERTIFICATE

CAG –CERTIFICATE OF AGMARK GRADING

State Govt. Agency

Register Farm

Recommendation (after 45 days) — No → You cannot export from this farm

Yes

Laboratory

Sample Collection → Sample Receive at Lab → Payment for Testing

Residue Analysis — Fail

Pass

Lot Creation

Exporter

Lot Creation → Add Packing Details → Forward To lab

Forwarded to Lab → Generate Agmark Inspection id

Agmark Inspection report entry

Create/Print Pallet Label

Print label By Exporter

Create Consignment

Apply for PSC

Agmark

Lot Forward by Exporter

CAG ID

Payment by Lab

Deposited amount

Payment For CAG (optional)

With Cheque/DD

Payment for CAG → Issue CAG Certificate → Payment for PSC → Issue PSC Certificate

PSC

Payment for PSC → Issue PSC Certificate

GRAPENET VIDEO

Innovative Aspects

IT platform is used to this scale in agriculture
a

ools used to make a systematic process with

ers were organized and connected under one
m farmer to importer)

lity system in place from farm to customer

vas made available to small farm holders at a
tive cost

on of quality parameters for international

ion forms and communication with farmers
language