

# Positioning India in the Global Food Chain



<b>TITLE</b>	Positioning India in the Global Food Chain	
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## FOREWORD

In recent years, the Indian economy has experienced unprecedented growth rates owing primarily to the robust service and industry sector. The agriculture sector still remains the mainstay of the economy by providing employment to over half of the population.

Agriculture contributed to 16.5% of India's gross domestic product (GDP) and Gross Value Added (GVA) by agriculture and allied sectors stood at 20.2% in 2020-21. The sector underwent many institutional and fundamental changes. Both demand and supply side drivers have helped the sector to grow exponentially. Policy support in the form of access to institutional credit, Increasing MSP, Kisan Rath mobile app, Kisan Rails and Krishi Udaan and schemes like Paramparagat Krishi Vikas Yojana, Pradhanmantri Gram Sinchai Yojana and Sansad Adarsh Gram Yojana have helped the sector to flourish further.

Food processing sector also termed as a 'sunrise sector' has become a catalyst for the development of Indian Agriculture and has become the pivotal link between the farms and the industry. Statistics show that by 2025, India's food processing industry is expected to be worth over half a trillion dollars.

Despite the strong drivers and availability of raw materials in abundance, a lot is still to be achieved. Though the composition of India's food export basket is well diversified India's contribution to global exports has been around 2.3% of the global food exports. At this juncture with India being a hotspot for foreign investments and a preferred location for manufacturing, it is imperative that we upscale the entire food chain i.e., farming to processing to distribution.

US companies have been operating in India for more than 100 years. They are at the forefront of bringing investments and creating gainful employment for the Indian population. Companies like Cargill, PepsiCo, Coca-cola, Hershey's, IFF, John Deere, Carrier, etc have always been contributors to the Indian growth story.

Through this report we aim to understand India's present position in the sector and what competitive advantages it offers. It will also shed light upon the challenges the sector is facing and how can India's position be strengthened in the global food chain.

AMCHAM is thankful to YES BANK for their efforts in preparing this report and I am confident the report shall provide relevant insights to all the key stakeholders in the food and agri sector.

**Mrs. Ranjana Khanna**  
Director General CEO







## FOREWORD

The significance of food exports to India's economy is immense. It is not only a forex earner, but also an indispensable means to achieve our objective of doubling farmers' income. India's food exports have recorded an impressive compounded annual growth rate of about 10% in the last two decades, reaching a value of USD 33 billion in 2020. While India's food export basket is fairly diversified, it has been dominated by a few conventional categories such as cereals, shrimp and meat. However, a gradual shift is being witnessed towards more diversified exportable products including Fruits & Vegetables, Spices, Processed food products, Organic food and Nutraceuticals.

Keenly aware of the potential of food exports, the Government of India has taken up significant initiatives to boost food exports from the country. Efforts have been streamlined for developing an end-to-end support system - including cluster based approach for ease of consolidation & quality management, incentivizing export-oriented post-harvest management and processing infrastructure and encouraging private sector towards promotion of branded food products in the international market (with schemes such as PLI and RoDTEP). Buoyed by this conscious policy thrust and a conducive trade environment, the private sector has been forthcoming in leveraging their resources to position India in the global food chain.

Given the current growth trajectory, India's food exports are bound to attain greater significance in the global food chain. However, this will require substantial efforts towards reorienting the entire agricultural production system from "marketing what is produced" to "producing marketable produce". In order to unlock the true potential of the Indian food exports, there is a strong need for a holistic development plan to build efficiencies across the value chain - with active participation of all public and private stakeholders - towards demand-led production, infrastructure development and cohesive marketing efforts.

YES BANK is pleased to partner with AMCHAM to release this knowledge paper on "Positioning India in the Global Food Chain", which provides an overview of India's food exports, identifies critical issues that hamper the export oriented value chain and identify key imperatives that need to be addressed for realizing growth. I sincerely hope that this report will serve as a reference document for developing an actionable roadmap to better position India as a sourcing hub in the global food chain.

**Ashish Agarwal**  
Global Head- Wholesale Banking





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# Executive Summary

**W**ith a fairly diversified export basket, India has emerged as a major exporter of food products globally. The country exported food products worth USD 33 Bn in 2020 (of the total USD 42 Bn worth of Agricultural exports) and ranked 11th amongst the key exporting nations. The growth of India's food exports has also been noteworthy, with a CAGR of ~10% in the 2001-2020 period. While India has established itself as a major supplier of spices, basmati rice, tea, mango, cashew, seafood and meat; huge opportunity awaits in organic, fruits & vegetables, nutraceuticals, processed food and Indian ethnic food segment, where India is yet to realize its full potential.

Given India's rich resource base, location advantage and supportive policy reforms, the country has been aiming to exponentially increase its food exports. Export promotion continues to be a priority area for the policy makers and significant efforts are being made through various departments and agencies in collaboration with state governments, research institutions and the industry. This is being made possible through various incentives, policy and regulatory reforms to boost quality supply, enhance food processing, strengthen quality protocols and regulations, develop adequate infrastructure, promote ease of doing business and ease out trade barriers.

The country is now taking steps to revamp its exports and increase its share in the global trade exponentially, for which the strategy of cluster based approach and focused crop value chains is being adopted and implemented across the country. However, there are many structural inefficiencies in the Indian agri supply chain which deter the competitiveness of Indian food products in the global market and pose a challenge to position itself strongly in the global food supply chain. Some of the key challenges include:

- **Farm level challenges-** Low productivity, Low mechanization & high dependence on manual labor, Poor access to factors of production (inputs, irrigation, formal credit, price information, knowledge and market access), Inadequate R&D (on seed development, planting material, varieties) that match market demand, Limited percolation of good agricultural practices, safety measures and standards, Low focus on sustainable / ethical production techniques & traceability.
- **Post-harvest and value addition-** Multiple handling points, Inadequate storage infrastructure at farm level and beyond-including key exit points, High storage cost due to high operational costs leading to unviable storage, Limited investment in value addition/ processing due to high raw material cost, labor issues, high cost of aggregation and seasonality of produce-leading to low capacity utilization, Limited focus on marketing/ branding of our produce and insignificant fund allocation for the same.
- **Logistics-** High cost of agri-logistics due to fragmentation, high dependence on road transport, unavailability of multi modal logistics, under developed port infrastructure, high traffic and limited berths for agri produce pose severe challenges.

- **Trade policy and regulations-** Frequent policy flip flops and unclear incentives make it difficult to plan trade in advance, Bilateral agreements like China- ASEAN FTA provide competitiveness to other nations producing similar quality produce, Inadequate measures to curtail use of spurious chemicals, Heavy documentation procedures at ports, Non-tariff barriers in the form of sanitary and phyto-sanitary measures are key challenges that deter India's position in the global food supply chain.

India's future strategy to expand its exports needs to be oriented towards diversifications of high value commodities. India can easily leverage its strengths to meet the growing demand for such commodities worldwide. However, structural inefficiencies in the Indian agri supply chain cannot be neglected, which pose the greatest hurdle to achieving this goal in the near future. Thus, to leverage the global comparative advantage and to overcome the challenges present in the sector, interventions right from the bottom (farm) level to the top (policy and regulatory) level are the need of the hour.

India has remained at the lower end of the global agri export value chain, given that majority of its exports are low value, semi-processed and marketed in bulk. The share of India's high value and value added agri produce in its agri export basket is less than 15%, compared to 25% in the United States and 49% in China. Unlike China, India is unable to export its vast horticultural produce due to lack of quality, standardization, obsolete varieties and its inability to curtail losses across the value chain. Given the globalization of value chains, it is imperative that the country makes concerted efforts to boost exports of high margin, value added and branded processed products. To overcome these challenges, concerted efforts are required to promote reforms at each leg of the value chain, with prime focus on 5 critical areas including:

Integrated efforts towards "demand led production" backed by adequate research and development

Focus resources on key food products that have India's innate advantages

Significant boost to Infrastructure development and Value addition

Extensive and cohesive efforts on branding and marketing

Building a stable and conducive trade environment



# 1

# India's Position in the Global Food Chain



India is one of the fastest growing economies in the world and is currently the focus of a great deal of international attention and investments across all key sectors, including food. Currently the country is amongst the top three countries when it comes to the production as well as area covered under key crops like rice, wheat, sugarcane, ground nut, spices, fisheries, poultry, milk and pulses. Greater private investments coming into the agri supply chains, a strong impetus on technology usage and comprehensive efforts being made to efficiently manage farm produce through formation and empowerment of FPOs has led to higher productivity and lower wastages in the supply chain, leaving behind virtuous surplus of food, which is slated to increase further in the coming years. Despite this surplus and many other comparative natural advantages, India's contribution to global exports has been miniscule. The country exported ~USD 33 Bn<sup>1</sup> of food products in 2020 (of the total USD 42 Bn worth of Agricultural exports), which constituted about 2.3% of the global food exports. The potential to enhance our share in food trade is immense and the emerging surplus of food in India warrants a comprehensive roadmap for potentially utilizing our resources/produce to generate maximum revenue for the farmers as well as other stakeholders. This chapter of the report captures the current scenario of food exports from India

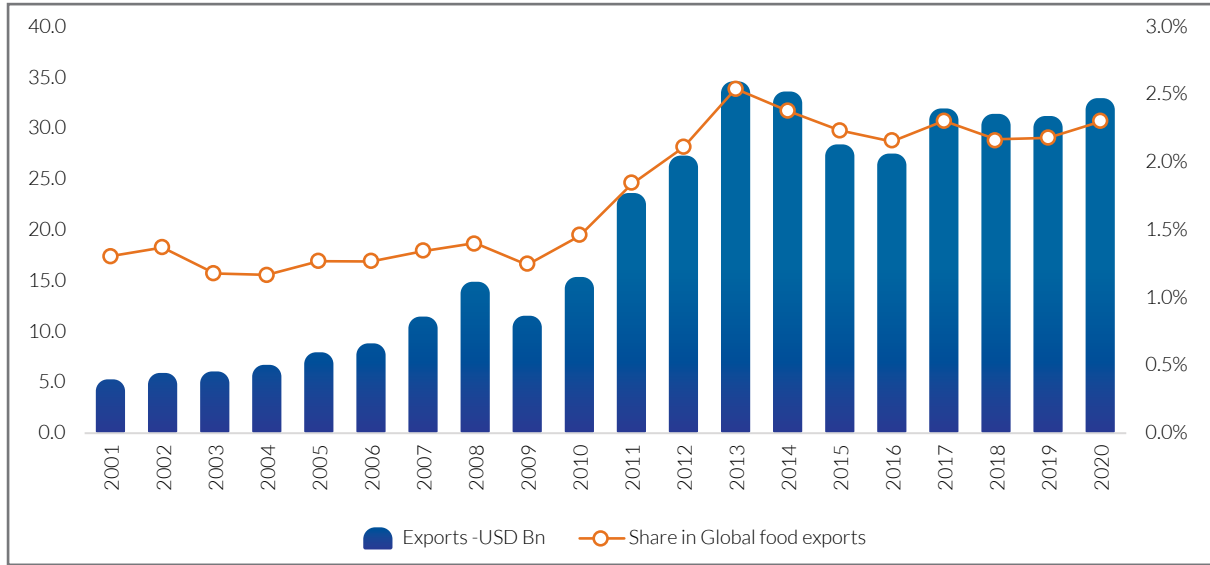
## 1.1 India's Food Export Scenario & Composition

In 2020, India exported food products worth ~USD 33 Bn to more than 100 countries/regions with major exports to the Middle East, Southeast Asia, SAARC countries, the European Union (EU) and the US. The growth of India's food exports has been substantial, at ~10% CAGR (over 2001-2020 period). This growth has largely been driven by cereals, cereal preparations, meat and its products and spices. (Refer exhibit 1)

<sup>1</sup> For the purpose of food trade, the following HSN have been considered- 02, 03, 04, 07, 08, 09,10,11,12, 15,16,17,18,19,20,21,22, Source: ITC Trademap, Yes Bank Analysis



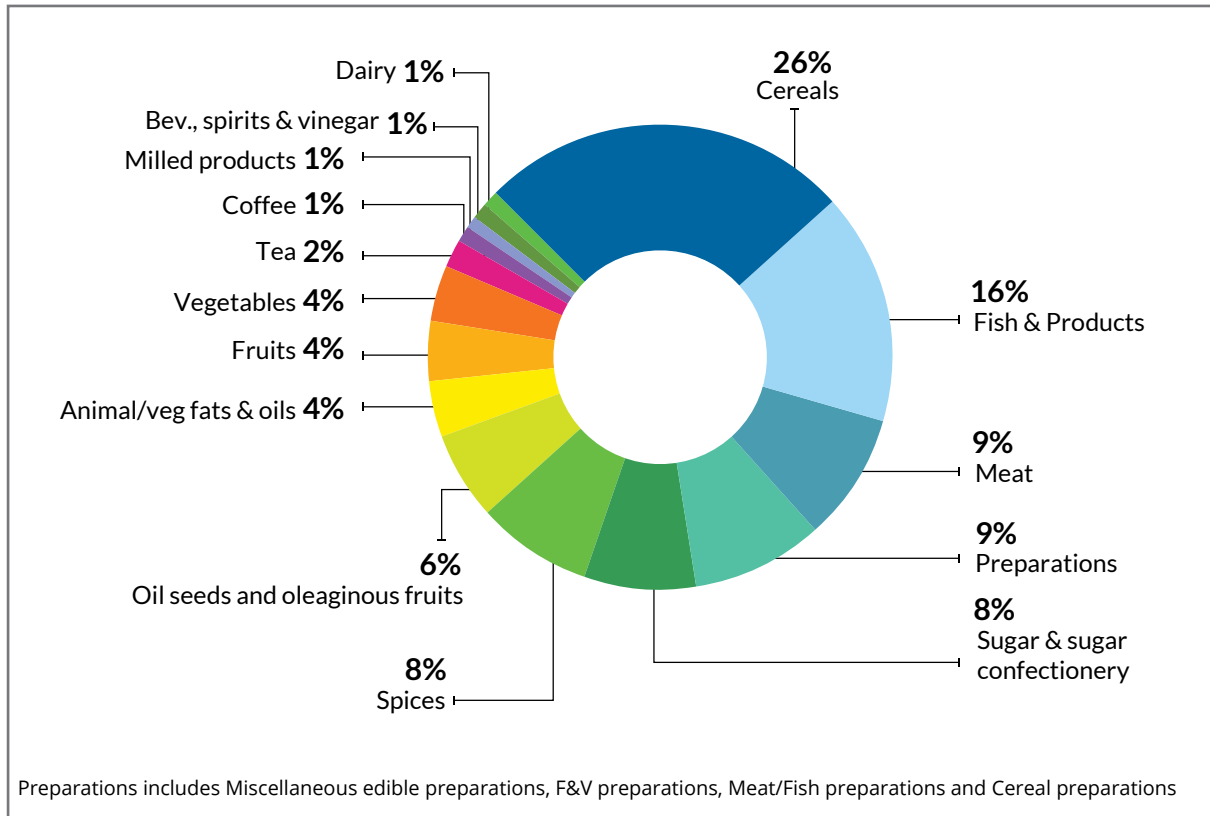
### Exhibit 1: India's Food Export and Share in Global Food Exports



Source: ITC trademap, YES BANK Analysis

The composition of India's food export basket is fairly diversified. The key categories include Cereals (USD 8.7 Bn) (majorly rice), followed by Fisheries products (USD 5.2 Bn) and Meat (USD 3.1 Bn). These three categories together contribute to over 50% of India's total food exports. Besides these key categories, India's food export basket comprises numerous other product categories, which have been broadly classified in exhibit 2.

### Exhibit 2: India's Food Export Basket Composition -2020



Source: ITC Trademap, YES BANK Analysis

In terms of overall share in the global market, India's food exports contribute only ~2.3%, however for certain categories, India has been able to make a significant mark in the global market and holds competitive advantage over other countries. Some of these categories/commodities include spices (19.5%), cereals (7.3%) within which the share of rice is 31%, tea (8.8%) and fisheries products (4.6%). The share of all key categories in global exports is depicted in exhibit 3

**Exhibit 3: Share of Food Categories in Global Trade In Value Terms-2020**

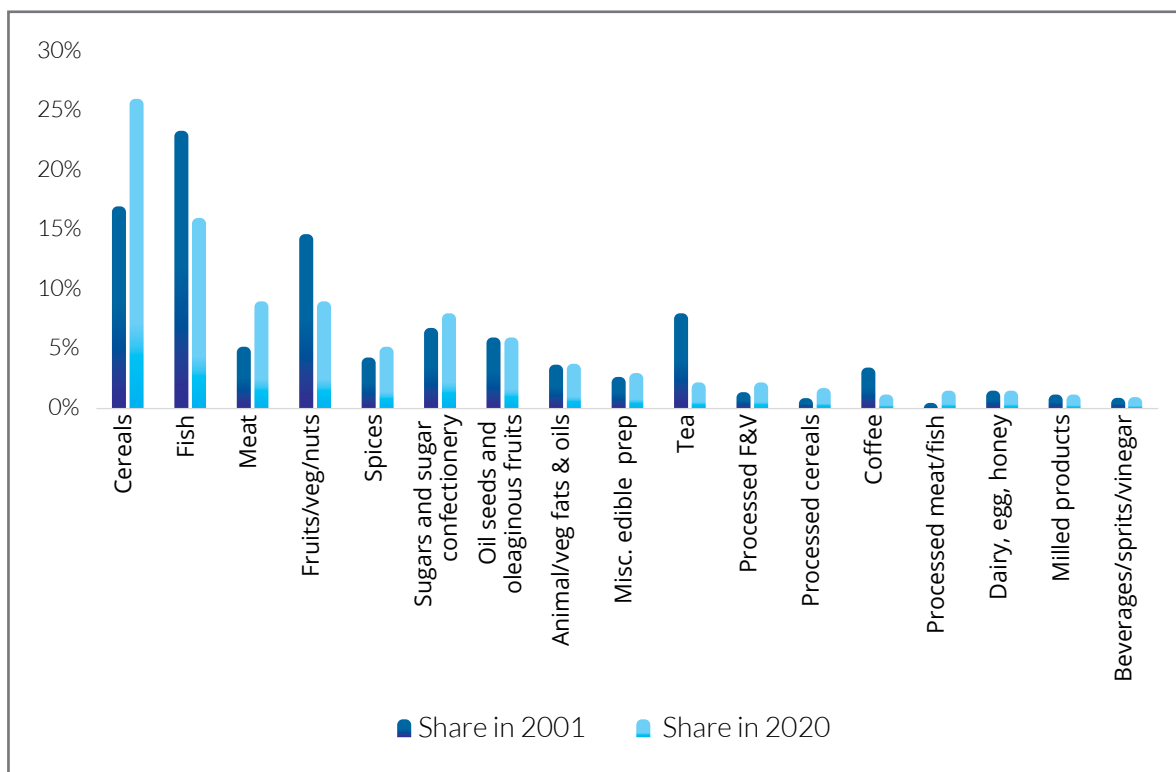


Source: ITC Trademap, YES BANK Analysis

*For the purposes of arriving at food exports, the following categories (HSN) have been included: 02 Meat and Edible Meat Offal; 03 Fish and crustaceans, molluscs and other aquatic invertebrates; 04 Dairy produce; birds' eggs; natural honey; edible products of animal origin, not elsewhere; 07 Edible vegetables and certain roots and tubers; 08 Edible fruit and nuts; peel of citrus fruit or melons, 09 Coffee, tea, maté and spices; 10 Cereals; 11 Products of the milling industry; malt; starches; inulin; wheat gluten; 12 Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal; 15 Animal or vegetable fats and oils and their cleavage products; prepared edible fats; animal or vegetable waxes; 16 Preparations of meat, of fish or of crustaceans, molluscs or other aquatic invertebrates; 17 Sugars and sugar confectionery; 18 Cocoa and cocoa preparations; 19 Preparations of cereals, flour, starch or milk; pastrycooks' products; 20 Preparations of vegetables, fruit, nuts or other parts of plants; 21 Miscellaneous edible preparations; 22 Beverages, spirits and vinegar*

The composition of the agricultural exports has also evolved over the past few years depending upon the production scenario, changes in the demand patterns of world markets and India's trade policies. Animal products and cereals (specially Rice) continue to dominate the food exports and have shown an increasing trend in capturing a larger share in the food export basket. Other categories which have increased their relative share in the food exports (over 2001) include spices, processed F&V, processed cereals and processed meat/fish products. This points towards a small beginning to gradually shift from being a commodity player to move towards value added products products (intermediate as well as final consumer products), which is largely in line with the global market demand. Few categories like tea, coffee, fish/shrimp, fresh fruits & vegetables etc. have seen a downtrend in terms of share captured in 2020 vis-à-vis in 2001, though in absolute terms there has been growth.

**Exhibit 4: A Comparative of Share of Various Categories in India's Food Export Basket (2001-2020)**



Source: ITC Trademap, YES BANK Analysis

This shift in value added products as depicted above has been miniscule and there is further opportunity for tapping the true potential of the processed food segment. Globally the processed F&V exports is worth ~USD 63 Bn of which India captures less than 1%. Similarly, the processed meat/fish exports and processed cereals exports are worth ~USD 50 Bn and ~USD 79 Bn respectively, of which India currently captures close to 1% only (2020).



## 1.2 Enablers of Growth for India's Food Trade

The key drivers for growth in food exports from India are:

### Factors driving growth of food exports from India



**Diversified production base** - cereals, fruits, vegetables, medicinal plants, organic produce, livestock, aquaculture



**Surplus Production** - Total foodgrain production reached a record of 303 Mn MT (2nd advance estimates-2020-21). FCI stocks much above buffer norms



**Efforts towards aggregation** - through focus on FPOs, collectives



**Strong Global Demand** - Changing lifestyle and food habits due to increased disposable income. Focus on preventive healthcare opens avenues for export of organic produce, medicinal herbs



**Bolstering food processing sector** - through multiple incentives and an enabling policy environment



**Logistics**- The Government aims to reduce Logistics cost to 10% of the GDP or less from the present 14%



**Infrastructure Development** - strong focus on incentivising processing and allied infrastructure through various schemes



**Emerging Agtitech Startup** - providing solutions across the value chain to build efficiencies and reduce cost



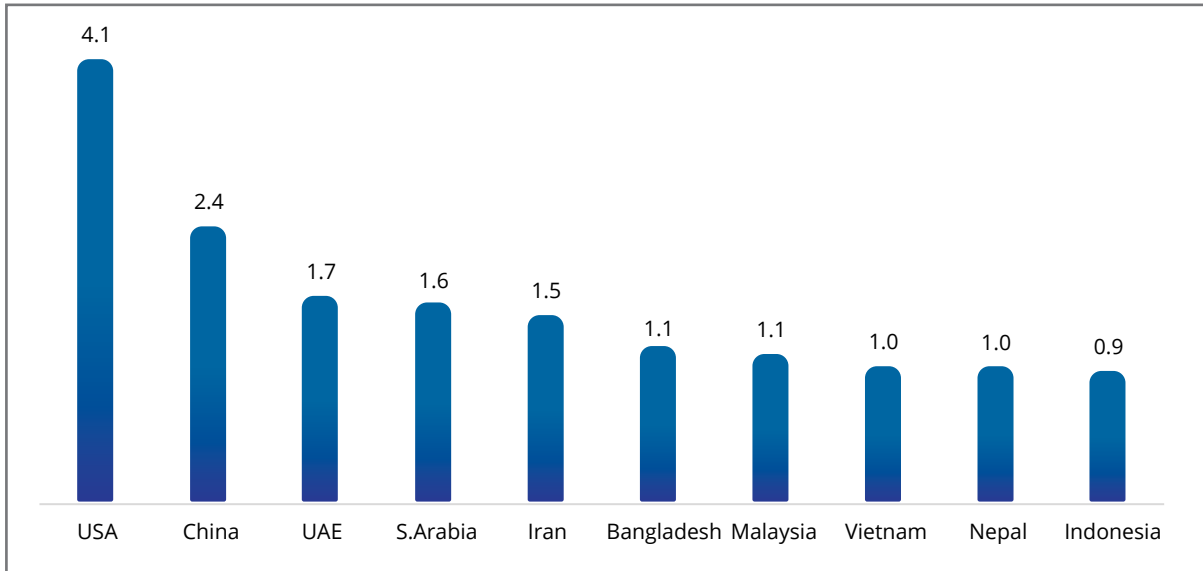
**Proactive Government Policy and Support** - Agri Export Policy, Farm Bills, Production Linked Incentive (PLI), Doubling Farmers' Incomes, Agri Infrastructure Fund, Pradhan Mantri Matsya Sampada Yojana, Animal Husbandry Infrastructure Development Fund amongst others

Source: Industry discussions, YES BANK Analysis, PIB

### 1.3 Key Trade Partners

India's key agri-export destination countries include USA, China, Bangladesh, UAE, S. Arabia, Iran, Vietnam, Malaysia, Nepal and Indonesia. These 10 countries together contributed to over 50% of India's food-exports in 2020.

Exhibit 5 : India's Key Export Destinations for Food Export (2020) (Value Terms)



Source- ITC Trademap, YES BANK Analysis

The section below captures the key trade partners (importers) for India for various food categories.

#### Top Trade Partners

##### Meat



Hong Kong - 25%      Egypt - 10%  
 Viet Nam - 14%      Indonesia - 9%  
 Malaysia - 13%

71%

**Total Contribution of Top 5 countries (2020)**

##### Fisheries



USA - 36%      Viet Nam - 5%  
 China - 17%      Thailand - 3%  
 Japan - 7%

69%

**Total Contribution of Top 5 countries (2020)**

##### Fruits



UAE 16.6%      Bangladesh - 7.4%  
 Netherlands - 14.1%      Japan - 4.3%  
 Saudi Arabia - 8.7%

51%

**Total Contribution of Top 5 countries (2020)**

##### Vegetables



Bangladesh - 12%      USA - 8%  
 UAE - 11%      Malaysia - 6%  
 Nepal - 8%

45%

**Total Contribution of Top 5 countries (2020)**

### Dairy, Eggs, Natural Honey etc.



USA - 25%      Bhutan - 7%  
 UAE - 14%      Saudi Arabia - 6%  
 Oman - 8%

60%

**Total Contribution of Top 5 countries (2020)**

### Coffee



Italy - 24%      Jordan - 6%  
 Germany - 16%      Kuwait - 5%  
 Belgium - 11%

62%

**Total Contribution of Top 5 countries (2020)**

### Tea



Iran 19%      UK - 6%  
 Russia - 13%      UAE - 6%  
 USA - 9%

52%

**Total Contribution of Top 5 countries (2020)**

### Spices



China 23%      UAE - 5%  
 USA - 15%      Thailand - 5%  
 Bangladesh - 5%

53%

**Total Contribution of Top 5 countries (2020)**

### Cereals



Saudi Arabia - 13%      Nepal - 6%  
 Iran - 10%      UAE - 6%  
 Iraq - 7%

41%

**Total Contribution of Top 5 countries (2020)**

### Milled Products



USA 19%      Indonesia - 8%  
 Malaysia - 9%      UK - 6%  
 UAE - 8%

50%

**Total Contribution of Top 5 countries (2020)**

### Oil seeds



Indonesia - 15%      China - 6%  
 USA - 12%      Germany - 4%  
 Viet Nam - 10%

47%

**Total Contribution of Top 5 countries (2020)**

### Animal/ Vegetable Fats & Oils



China 48%      France - 6%  
 USA - 9%      Japan - 3%  
 Netherlands - 9%

75%

**Total Contribution of Top 5 countries (2020)**

### Processed Meat/Fish



USA - 82%      UK - 2%  
 Canada - 5%      Japan - 1%  
 Belgium - 2%

91%

**Total Contribution of Top 5 countries (2020)**

### Sugars & Confectionery



Sudan 13%      Sri Lanka - 7%  
 Iran - 13%      Somalia - 7%  
 Indonesia - 8%

48%

**Total Contribution of Top 5 countries (2020)**



**Cocoa and Cocoa Preparations**



UAE 18%                      Netherlands - 7%  
 Turkey - 10%              Brazil - 7%  
 Indonesia - 9%

**51%**

**Total Contribution of Top 5 countries (2020)**

**Cereal Preparations**



USA - 21%                      UAE - 7%  
 Nepal - 8%                      UK - 6%  
 Bangladesh - 8%

**50%**

**Total Contribution of Top 5 countries (2020)**

**Processed F&V**



USA 23%                      Saudi Arabia - 5%  
 Netherlands - 9%        UAE - 4%  
 UK - 8%

**48%**

**Total Contribution of Top 5 countries (2020)**

**Miscellaneous Edible Preparations**



USA - 19%                      Australia - 4%  
 UAE - 9%                      Russia - 4%  
 UK - 4%

**42%**

**Total Contribution of Top 5 countries (2020)**

**Beverages, Spirits and Vinegar**



UAE 24%                      Congo - 5%  
 Singapore - 9%              Cameroon - 4%  
 Ghana - 9%

**42%**

**Total Contribution of Top 5 countries (2020)**

Source: ITC Trademap, YES BANK Analysis

Note: For ease of reference, the description of categories mentioned above is provided in brief below:

- Meat-Meat and Edible Meat Offal
- Fish & products- Fish and crustaceans, molluscs and other aquatic invertebrates
- Dairy, eggs, natural honey etc.-Dairy produce; birds' eggs; natural honey; edible products of animal origin
- Vegetables-Edible vegetables and certain roots and tubers
- Fruits-Edible fruit and nuts; peel of citrus fruit or melons
- Coffee, Tea and Spices
- Cereals
- Milled products- Products of the milling industry; malt; starches; inulin; wheat gluten
- Oilseeds-Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal
- Processed meat/fish-Preparations of meat, of fish or of crustaceans, molluscs or other aquatic invertebrates
- Sugar & confectionery
- Cocoa and cocoa preparations
- Cereal preparations- Preparations of cereals, flour, starch or milk; pastrycooks' products
- Processed F&V- Preparations of vegetables, fruit, nuts or other parts of plants
- Miscellaneous edible preparations
- Beverages, spirits and vinegar
- Animal/veg fats & oils-Animal/ vegetable fats and oils and their cleavage products; prepared edible fats; animal or vegetable waxes

# 2

## Government Priorities on Exports



### 2.1 Agri Exports Policy

The government of India announced India’s first Agri Exports Policy in 2018 with the targets to double the agricultural exports from about USD 30 billion in 2016 to USD 60 billion in 2022 – and reach USD 100 billion in the next few years<sup>2</sup>. The vision of India’s Agriculture Export Policy is to harness export potential of Indian agriculture, through suitable policy instruments, to make India a global power in agriculture and raise farmers’ income.

The key objectives of India’s Agri Export Policy are as follows:

- To double agricultural exports on the back of a stable trade policy regime.
- To diversify our export basket, destinations and boost high value and value added agricultural exports including focus on perishables.
- To promote novel, indigenous, organic, ethnic, traditional and non-traditional Agri products exports.
- To provide an institutional mechanism for pursuing market access, tackling barriers and deal with sanitary and phytosanitary issues.
- To strive to double India’s share in world agri exports by integrating with global value chain at the earliest.
- Enable farmers to get benefit of export opportunities in overseas market.

### India’s Agri Exports Policy



<sup>2</sup> Source: Agriculture Export Policy, Ministry of Commerce & Industry

The salient features of the agricultural export policy are highlighted in table below:

STRATEGIC
<p><b>Policy Measures</b></p> <ul style="list-style-type: none"> <li>• Stable Trade Policy Regime</li> <li>• Reforms in APMC Act and streamlining of mandi fee</li> </ul> <p><b>Infrastructure and Logistics Support</b></p> <p><b>Holistic Approach to boost exports</b></p> <p><b>Greater involvement of State Governments in Agri Exports</b></p> <ul style="list-style-type: none"> <li>• Identification of a nodal State Department/Agency for promotion of agriculture export</li> <li>• Inclusion of agricultural exports in the State Export Policy</li> <li>• Infrastructure and logistics to facilitate agricultural exports</li> <li>• Institutional mechanism at union level, state level and cluster level to support exports</li> </ul>
OPERATIONAL
<p><b>Focus on Clusters</b></p> <p><b>Promoting Value added exports</b></p> <ul style="list-style-type: none"> <li>• Product development for indigenous commodities and value addition</li> <li>• Promote value added organic exports</li> <li>• Promotion of R&amp;D activities for new product development for the upcoming markets</li> <li>• Skill development</li> </ul> <p><b>Marketing and promotion of “Brand India”</b></p> <p><b>Attract private investments into production and processing</b></p> <ul style="list-style-type: none"> <li>• Ease of Doing Business (EODB) &amp; Digitization</li> <li>• Developing Sea Protocol</li> </ul> <p><b>Establishment of Strong Quality Regime</b></p> <ul style="list-style-type: none"> <li>• Establish and maintain single supply chain and standards for domestic and export market</li> <li>• SPS and TBT Response Mechanism</li> <li>• Conformity Assessment</li> </ul> <p><b>Research &amp; Development</b></p>

APEDA has been engaging with state governments for the implementation of Agri Exports Policy. Maharashtra, UP, Kerala, Nagaland, Tamil Nadu, Assam, Punjab, Karnataka, Gujarat, Rajasthan, Andhra Pradesh, Telangana, Manipur, Sikkim and Uttarakhand have finalized the state specific action plans. Already, some 20 cluster level committees have been formed in Punjab, UP, Rajasthan, Maharashtra, Tamil Nadu, Kerala, Gujarat and Karnataka. The agricultural commodities covered include Isabgol, Potato, Orange, Pomegranate, Banana, Grapes, Mango, Rose, Onion and Dairy Products.

## 2.2 Other initiatives by Various Government Agencies/Commodity Boards to Boost Food Exports

An indicative list of initiatives, incentives and policy measures in this direction are captured in Exhibit 6.



## Exhibit 6: Key Initiatives/Steps Taken by the Government to Boost Food Exports



Source: MoAF&W, MPEDA, APEDA, Industry Discussions

Given the significance of post-harvest management and value addition to our food exports, the key schemes have been detailed out in the segment below:

#### A. Ministry of Food Processing Industries' (MoFPI) Pradhan Mantri Kisan Sampada Yojana (PMKSY)

PMKSY is a comprehensive package which is expected to result in creation of modern infrastructure with efficient supply chain management from farm gate to retail outlet. Select schemes under PMKSY are as follows:

Schemes	Components covered	Grant-in-aid as % of eligible project cost
Integrated Cold Chain and Value Addition Infrastructure	Creation of infrastructure facility along the entire supply chain viz. pre-cooling, weighing, sorting, grading, waxing facilities at farm level, multi product/ multi temperature cold storage, CA storage, packing facility, IQF, blast freezing in the distribution hub and reefer vans, mobile cooling units for facilitating distribution	For storage infra-@ 35% for General Areas and @ 50% for special areas*  For value addition and processing infrastructure including frozen storage  @ 50% for General Areas and @ 75% for special areas  Max grant limit per project - INR 10 Cr
Creation/ Expansion of Food Processing/ Preservation Capacities	Creation of processing and preservation capacities and modernization/ expansion of existing food processing units.	@ 35% for General Areas and @ 50% for special areas for storage infra  Max grant limit per project: INR 5 Cr
Infrastructure for Agro-processing Clusters	Development of modern infrastructure and common facilities to encourage group of entrepreneurs to set up aqua processing units based on cluster approach like aqua Park	@ 35% for General Areas and @ 50% for special areas for storage infra  Max grant limit per project - INR 10 Cr
Creation of Backward and Forward Linkages	Setting up of primary processing centers/ collection centers at farm gate and modern retail outlets at the front end along with connectivity through insulated/ refrigerated transport.	@ 35% for General Areas and @ 50% for special areas for storage infra  Max grant limit per project: INR 5 Cr
Operation Greens	Integrated Value Chain Development Projects including Capacity Building of FPOs & their consortium, Quality production, Post-harvest processing facilities, Agri-Logistics and Marketing	50% of the eligible project cost in all areas, subject to maximum INR 50 crore per project. However, in case where PIA is/are FPO(s), the grant-in-aid will be at the rate of 70%.

\*Special areas include North East States, Himalayan States, ITDP Areas & Islands

## B. Ministry of Food Processing Industries' (MoFPI) Production Linked Incentive Scheme for Food Processing Industry (PLISFPI)

Aims to support creation of global food manufacturing champions commensurate with India's natural resource endowment and support Indian brands of food products in the international markets with an outlay of INR 10,900 crore.

The implementation of the scheme is envisaged to facilitate expansion of processing capacity to generate processed food output of Rs 33,494 crore and create employment for nearly 2.5 lakh persons by the year 2026-27. The scheme is also envisaged to increase our export sales by over INR 27,816 crores (over the next 6 years).

### Salient Features of the Scheme

- Central Sector Scheme with an outlay of INR 10,900 crore
- The first component relates to incentivising manufacturing of four major food product segments viz. Ready to Cook/ Ready to Eat (RTC/ RTE) foods including Millets based products, Processed Fruits & Vegetables, Marine Products, Mozzarella Cheese.
- Innovative/ Organic products of SMEs including Free Range - Eggs, Poultry Meat, Egg Products in these segments are also covered under above component.
- The selected applicant will be required to undertake investment, as quoted in their Application (Subject to the prescribed minimum) in Plant & Machinery in the first two years i.e. in 2021-22 & 2022-23.
- Investment made in 2020-21 also to be counted for meeting the mandated investment.
- The conditions of stipulated Minimum Sales and mandated investment will not be applicable for entities selected for making innovative/ organic products.
- The second component relates to support for branding and marketing abroad to incentivise emergence of strong Indian brands.
- For promotion of Indian Brand abroad, the scheme envisages grant to the applicant entities for - in store Branding, shelf space renting and marketing.
- Scheme will be implemented over a six year period from 2021-22 to 2026-27.

## C. Ministry of Agriculture & Farmers' Welfare's Agri Infrastructure Fund

The scheme aims at providing financing facility of INR 1 lakh crores for funding Agriculture Infrastructure Projects at farm-gate & aggregation points to Primary Agricultural Cooperative Societies, Farmers Producer Organizations, Agriculture entrepreneurs, Start-ups etc.

### Salient Features of the Scheme

- The scheme will facilitate setting up and modernization of key elements of the value chain including post-harvest management infrastructure (warehouse, silos, packhouses, assaying units, cold chain etc.) and community farming assets (organic input production, bio stimulant production units, infra for precision farming etc.)
- All loans under this financing facility will have interest subvention of 3% per annum on term loan up to a limit of INR 2 crore. This subvention will be available for a maximum period of 7 years.



- Single private sector entity can apply for maximum 25 projects at different locations. APMCs can avail benefit for different infrastructure at same location
- The National, State and District Level Monitoring Committees will ensure real-time monitoring and effective feed-back about the implementation of the proposed scheme.
- 24% of total grants – in – aid under the scheme is envisaged to be utilized for SC/ST entrepreneurs (16% for SC and 8% for ST).

#### D. Ministry of Commerce & Industry's Trade Infrastructure for Exports Scheme

The scheme aims at enhancing export competitiveness by bridging gaps in export infrastructure, creating focused export infrastructure, first mile and last mile connectivity for export-oriented projects and addressing quality and certification measures including SPS/TBT compliance.

##### Salient Features of the Scheme

- The Central and State Agencies, including Export Promotion Councils, Commodities Boards, SEZ Authorities and Apex Trade Bodies recognised under the EXIM policy of Government of India; are eligible for financial support under this scheme.
- The Central Government funding will be in the form of grant-in-aid, normally not more than the equity being put in by the implementing agency or 50% of the total equity in the project. (In case of projects located in North Eastern States and Himalayan States including J&K, this grant can be upto 80% of the total equity). The grant in aid shall, normally, be subject to a ceiling of Rs 20 Cr for each infrastructure project.
- The implementing agencies shall provide details of the financing tie-ups for the projects which will be considered before approval of the project. Disbursement of funds shall be done after financial closure is achieved.

#### E. Animal Husbandry Infrastructure development Fund

The Animal Husbandry Infrastructure Development Fund (AHIDF) has been set up with an outlay of INR 15,000 crores. Investments by individual entrepreneurs, private companies, Farmers producers organizations (FPOs) and section 8 companies are eligible under the scheme to establish Dairy processing and product diversification infrastructure, Meat processing and product diversification infrastructure and Animal feed plant.

##### Salient Features of the Scheme:

- Scheme provides interest subvention of 3% to all the eligible entities on the term loan availed. Maximum repayment period is 8 years inclusive of moratorium of 2 years on principal amount. The entire amount of AHIDF of Rs.15000 crore will be disbursed by the scheduled banks within a period of 3 years starting from 2020 – 2021.

- Fund aims at increasing milk and meat processing capacity and product diversification thereby providing greater access for unorganized rural milk and meat producers to organized milk and meat market, increasing price realization to the producer, make quality milk and meat products available to the domestic consumer and develop entrepreneurship, generate employment and promote exports among others
- Benefits can be availed for Establishment of new units and strengthening of existing dairy processing units with quality and hygienic milk processing facilities, packaging facilities or any other activities related to dairy processing; establishment of new units and strengthening on existing manufacturing units for value addition of specific the following milk products; Meat processing and Value addition of facilities and establishment of Animal Feed manufacturing and strengthening of existing units/ plant

### G. Pradhan Mantri Matsya Sampada Yojana (PMMSY)

PMMSY is the scheme aimed at bringing about Blue Revolution through sustainable and responsible development of fisheries sector in India at an estimated investment of INR 20,050 crores.

#### Salient Features of the Scheme

- The PMMSY is designed to address critical gaps in fish production and productivity, quality, technology, post-harvest infrastructure and management, modernisation and strengthening of value chain, traceability, establishing a robust fisheries management framework and fishers' welfare.
- This is an umbrella scheme with two separate Components namely (a) Central Sector Scheme (CS) and (b) Centrally Sponsored Scheme (CSS).
- The Centrally Sponsored Scheme (CSS) Component is further segregated into Non-beneficiary oriented and beneficiary orientated subcomponents/activities under the following three broad heads:
  - o Enhancement of Production and Productivity
  - o Infrastructure and Post-harvest Management
  - o Fisheries Management and Regulatory Framework
- Pradhan Mantri Matsya Sampada has been approved at a total estimated investment of INR 20,050 crores comprising of Central share of INR 9407 crores, State share of INR 4880 crores and beneficiaries contribution of INR 5763 crores.
- The intended beneficiaries under the scheme are – Fishers, Fish farmers, Fish workers and Fish vendors, Fisheries Development corporations, Self Help Groups (SHGs)/Joint Liability Groups (JLGs) in fisheries sector, cooperatives, federations, entrepreneurs and private firms amongst others.

## F. Food Processing Fund-NABARD

To serve the massive demand for food and food products in India, the Government of India has setup a special fund of INR 2000 crores in NABARD for providing direct term loans at affordable rates of interest to Designated Food Parks (DFPs) and food processing units in the DFPs

### Salient Features of the Scheme

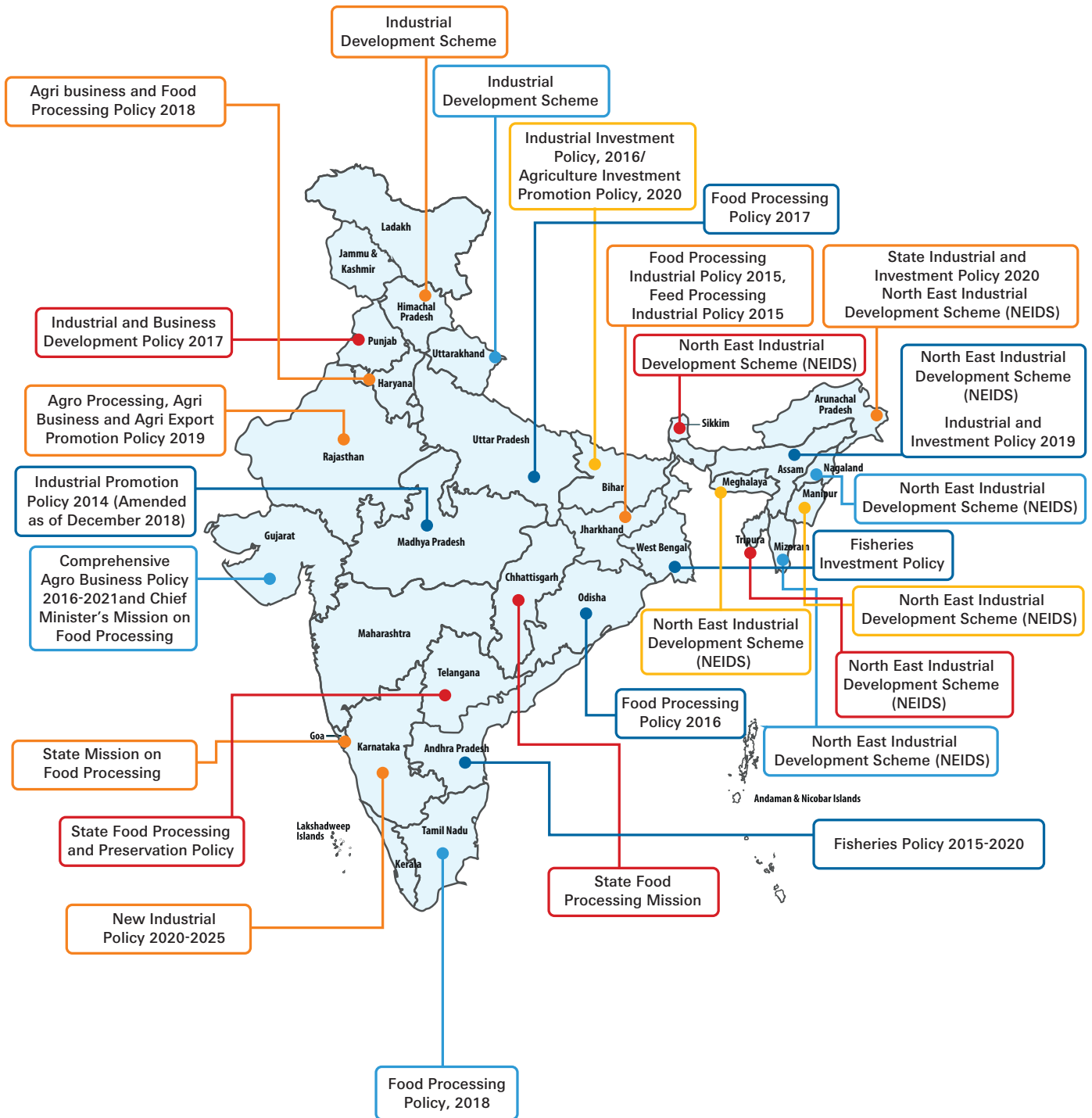
- Food processing units at Designated Food Parks (DFPs) are eligible for sanction of term loan financing from NABARD under the food processing fund scheme
- The term loan from the fund can be used for development and establishment of all infrastructure required or for augmentation or modernization or creation of additional infrastructure.
- The eligible activities cover a range of post-harvest processes resulting in value addition and/or enhanced storage life, such as cleaning, grading, waxing, controlled ripening, labelling, packing and packaging, warehousing, canning, freezing, freeze drying, various levels of product processing.
- Entrepreneurs and companies can avail term loan from the Food Processing Fund of NABARD upto a maximum of 75% of total project cost.
- Eligible items in the total project cost would vary depending on the nature of project and generally includes site development, civil works, internal roads, drainage, plant and machinery, equipment and other fixed assets, technology transfer fee and other consultancy charges, preliminary and pre-operative expenses, capitalized working capital for one operating cycle, etc.
- The total repayment period of term loan will be assessed by NABARD based on the projected cash flows of the project/borrowing entity which cannot exceed 7 years, inclusive of moratorium period.



### 2.3 State Government Initiatives

Besides the schemes being anchored by the central government, there are also state government incentive that promote investments into post-harvest management and value addition for domestic as well export market. Some of the key incentives / policies are captured in Exhibit 7.

**Exhibit 7: State Government Policies/ Incentives to Promote Post- Harvest Management and Value Addition**



The policies mentioned are only indicative and not comprehensive  
 Source: State government Websites, YES BANK Analysis




# 3




# Challenges



The Agriculture sector in India faces numerous challenges across the value chain right from access to requisite inputs for production, to post harvest handling, storage, access to credit and most importantly marketing. These challenges further impact the competitiveness of India’s export oriented products which is a key imperative to our positioning as a steadfast, reliable and quality focused supplier in the global market. This chapter identifies critical challenges that impact our export oriented value chains significantly.

## 3.1 Farm Level Challenges

 <p>Farm level</p>	Low Productivity as compared to competitors in the global markets
	Small and fragmented land holdings - making it difficult to aggregate produce
	Low mechanization and high dependence on manual labor
	Old plantation and orchards impacting productivity and competitiveness
	Poor access to factors of production, including inputs, irrigation, formal credit, price information, knowledge and market access.
	Inadequate R&D on development of seed, planting material, varieties and breeds that match market demand
	Limited percolation of good agricultural practices, safety measures and standards, leading to undesirable quality for global markets
	Low focus on sustainable / ethical production techniques & traceability, rendering India uncompetitive in this high value, niche space.

 <p>Post Harvest/ Value addition</p>	Multiple intermediation and handling points
	Inadequate storage infrastructure at farm level and beyond including key exit points
	High storage cost due to high operational costs leading to unviable storage
	Limited investment in value addition/processing due to high raw material cost, labor issues, high cost of aggregation and seasonality of produce-leading to low capacity utilization
	Limited focus on marketing/branding of our produce and insignificant fund allocation for the same
 <p>Logistics</p>	High cost of agro-logistics due to fragmentation and high dependence on road transport. Logistics cost in India is 30-40% higher than the global benchmarked logistics cost.
	Unavailability of multi modal logistics, under developed port infrastructure, high traffic and limited berths for agri produce
	Increase in ocean freights and shortage of containers severely impact agri exports.
 <p>Trade/Policy &amp; Regulations</p>	Frequent policy flip flops and unclear incentives make it difficult to plan trade in advance
	Bilateral agreements like China- ASEAN FTA, provide competitiveness to other nations producing similar quality produce
	Inadequate measures to curtail use of spurious chemicals
	Heavy documentation procedures at ports for clearing shipping bills to process remittances; duplication in having certain certificates manually signed.
	Non-tariff barriers in the form of sanitary and phyto-sanitary measures faced by Indian products in the global markets. Key markets such as US, EU and Japan have placed stringent norms which are often challenging to meet.
	India's domestic policies-(for food security/nutritional security, protecting farmer interests) cause price distortion and adversely impacts trade

# 4



## Strengthening India's Position in the Global Food Chain: Way Forward

Given the stringent challenges marring the agri value chains, cohesive efforts are required towards building an environment that enables trade and helps India strengthen its position in the global food chain. The key imperatives for this include:

Integrated efforts towards "demand led production" backed by adequate research and development

Focus resources on key food products on India's innate advantages

Significant boost to Infrastructure development and value addition

Extensive and cohesive efforts on branding and marketing

Building a stable and conducive trade environment

### 4.1 Integrated Efforts Towards "Demand Led Production" Backed by Adequate Research and Development

Given the fundamental issue of small and fragmented landholdings, India's efforts to strengthen its export oriented value chain should begin with a critical focus on streamlining the smallholder dominated farming system which is subject to multiple vagaries. The first step to meeting the complex and specific export requirements is to orient the farmers towards the specificities and handhold them in meeting the requirement through adequate resource availability and capacity building. Equally important is the re-orientation of our Research & Development priorities such that they are demand/market -led and translate into visible benefits to the exporters and farmers. The critical elements towards this would be to continue to work in the direction of:

- Collectives/ FPO formation that are export oriented- so that dissemination of information and capacity building is targeted and easier and so is aggregation of produce. This is also critical to ensure surplus produce with standard physical and quality parameters which meet export demand.

- Handholding by the private sector/R&D institutions to implement sustainable and Good Agricultural Practices.
- Research objectives to be oriented towards developing specific varieties with desirable color, size, taste, shelf life, improved packaging etc. for boosting exports. Exporters to work alongside research institutions on trade specific requirements.
- Productivity enhancement through seed improvement, varietal development, crop specific good agricultural practices, orchard/plantation rejuvenation, farm mechanization and technology integration.
- Agritech startups need to be promoted significantly and an institutional mechanism to be put in place to interact with the exporters, so that any required solution/ technology is made available in a short period of time. This shall also help in developing customized solutions for the exporters.

## 4.2 Focus Resources on Key Food Products and India's Innate Advantages

India's production base is very diverse with commodities and varieties varying across regions and states. However, significant domestic offtake for many of these commodities leaves limited surplus for exports, which may be even lesser for the desired quality and specification. Besides, resources are limited. This necessitates a clear strategy to focus on our innate strengths and products where India is competitively placed and has developed or has the potential to develop and capture a significant market. Spices, marine products, cashew, groundnut, tea etc. are few commodities, wherein we have been able to place ourselves favorably on the global trade map. However, special focus is required to drive export sales for organic produce, Indian ethnic food, medicinal herbs (nutraceuticals) and nutri-cereals amongst others. Some of the key interventions in this regards include:

- Promote product innovation for Indian ethnic food and frequently conduct consumer trials.
- Marketing of key products (superfood), medicinal products focusing on preventive health care benefits, exotic nature etc.
- Promoting certification of organic produce- including creating awareness amongst farmers on its benefits.
- Stringent regulations/penalty on sale/branding of spurious products as organic. Spurious products severely impact India's image a reliable and trustworthy trade partner.
- On ground capacity building of farmers for organic cultivation practices and post- harvest management.
- Creation of separate fund/ quota under various schemes for organic/indigenous/niche products shall help create specific/ customized infrastructure and boost exports from India.

**The Global market for organic food is currently estimated at USD 127 Bn (2019) , of which India currently caters to less than 1%. On the production front, India has the maximum number of growers practicing organic farming (1.3 Mn farmers) and ranks 8th in terms of land area under organic farming.**

Source: Fibl

### 4.3 Significant Boost to Food Safety, Infrastructure Development and Value Addition

Post-harvest is a very critical aspect of the value chain, and more so for exports, wherein storage, logistics and value addition determine cost competitiveness and quality. The cost of production of many commodities may be at par or below the cost of production in a competing nation, however, inadequate infrastructure at any leg of the value chain can add significantly to the overall cost, making it uncompetitive in the international market. Further, promoting high-value and value-added processed products are key to gain higher price realization in the export market; which in turn requires heavy investment in setting up export oriented processing units. To provide a significant boost to infrastructure development and value addition the following will be critical:

- Promote setting up/modernization of export oriented food processing units. The government requires to step in further (some initiatives had already been taken on this front) to invest in boosting infrastructure where private investment has not been forthcoming. This may take the form of subsidies, incentives and viability gap funding.
- Another critical component is the Logistics cost. Currently, the logistics cost in India is 30-40% higher than the global benchmarked logistics cost. Thus, it becomes imperative to reduce the logistics cost to enhance our export competitiveness. The Government aims to reduce it to 10% of the GDP or less from the present 14%. An integrated approach to logistics sector along with extensive usage of technology is vital to drive efficiencies in the logistics sector.
- Establishment of information system using ICT to disseminate details about international prices, volumes of trade, demand supply scenario etc. to different stakeholders
- Modernizing the facilities for exports near Land Custom Stations (LCS), ports and air ports.
- Creating awareness among exporters and other value chain participants on food hygiene and food safety standards such that testing is adequately practiced. Also food testing labs need to be upgraded frequently to match international testing requirements. This requires consistent support from the government in the form of subsidies, tax benefits etc.

**The share of India's high value and value added agri produce in its agri export basket is less than 15% compared to 25% in US and 49% in China.**

Source: Agri exports Policy-2018

- To promote value addition, the recently implemented RoDTEP scheme to consider larger benefits to processed food segment.



#### 4.4 Extensive and Cohesive Efforts on Branding and Marketing

To position India strongly in the global food chain, marketing and branding play a very critical role. A well-conceived and implemented marketing strategy is important to establish India as a reliable and prominent player in the food trade. Efforts in this regard are required for:

- Detailed Market research for India's key export profile commodities to understand the key markets, demographics, preferences and benchmarking to other leading nations. This shall form the basis of a comprehensive positioning strategy.
- Creating a unified 'India Brand' positioning 'Produce of India' in key international markets. Branding needs to be done both by Government as well as private sector at country and firm level respectively. While the national brand shall be the front facing positioning, equally important is to focus on commodity specific branding in key target markets.
- Due emphasis will need to be accorded to local media, government, investor and community relations. Social media influencers to be on-boarded for each target market.
- Leveraging the outreach of Indian embassies and investment promotion offices in target markets will be critical.
- Respective commodity boards in collaboration with export promotion councils and associations should conceptualize individual campaigns through a mix of conventional and new age digital media which will help create mindshare in key international markets.
- Active representation of private sector/ industry in commodity boards shall help channelize resources into more market oriented efforts.
- Constitution of separate funds dedicated to marketing of organic, value added, ethnic, GI, Region specific and branded products will be a critical step in this regard.

#### 4.5 Building a Conducive Trade Environment

A robust, conducive and stable policy environment is prerequisite to any initiative made to bolster exports. Domestic as well as export oriented policies severely impact trade and it is important to maintain stability for better planning and negotiations. The key elements to this would be:

- Better accounting and management of export subsidies is pre-requisite to create an enabling and encouraging environment for the exporters. Incessant delays in payment and sudden changes in policy/regulations lead to losses for exporters and hinder planning process.
- Advancing swiftly towards Direct Benefit Transfer of subsidies to beneficiaries instead of current subsidy mechanisms which distorts the markets.
- Efficient foodgrain management is essential for exports. Many States have reformed their APMC Acts to allow Private Sector to set up Direct Purchase Centers. To raise efficiency of the agricultural marketing by fostering competition among all the channels, a level playing field for these centers on par with mandis should be provided. These could include extending benefits of minimum price support schemes like Price Deficiency Payments / Bhavantar Bhugtan Yojana to the farmers selling their produce to these Purchase Centers authorized under the Single License System, mandi Fee exemption etc., as such centers, already make investments in setting up high quality infrastructure to buy and store agri produce.

- Clear communication to exporters in case of any change in incentive rates, application process scheme/ export policies, well in advance (6-9 months) such that they can plan and negotiate suitably.
- Digitisation of all export related processes at an end to end level, cutting across all departments including Customs, Banks, DGFT etc. to cut down delays at various levels including release of subsidies and refunds of taxes.
- Recognize and issue common Sanitary/Phytosanitary (SPS) standards and certificates in order to facilitate smooth export of food products. Consistency in 'critical' and 'essential' definition across districts, states and country borders is key to avoid different interpretations. This will ensure that all critical points of the supply chain are functioning in conjunction.
- Convergence of efforts being made by several central government agencies and state government agencies for increasing the overall exports
- An increasing number of bilateral agreements and FTAs have been signed over the past decade between India and its trade partners. Equally, concerted efforts and negotiations are required to gain market access as well as to make scientific representations to reconsider stringent conditions imposed by importing nations which are deemed unnecessary.
- Integrated Approach towards Agriculture and Food Processing is also important from a policy perspective, as both complement each other to drive the economic growth and development. There is a need to find a fine balance between the interest of farmers, industry and consumers in the Agri & Food value chain.

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