

Steps to boost export of apples

797. SHRIMATI VIPLOVE THAKUR :

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether India's share in the export of apples in the world is negligible;
- (b) if so, the details thereof and the reasons therefor; and
- (c) the steps taken by Government during the last three years to boost the export of apples and the outcome thereof?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA MADHAVRAO SCINDIA) : (a) and (b) Yes, Sir. As per UNCOMTRADE data, the global export of apples during the year 2010 was 71.02 lakh MTs whereas India's export of apples during the same year was 1946 MT. Therefore, India's share in export is a meager 0.02%. The reasons for low share of India's apple export in the world are including:

- High demand and lucrative prices in the domestic market.
- Lack of cold chain infrastructure facilities.
- Poor rail and road connectivity in apple producing states.

(c) Encouraging exports is a continuous process. The Government is taking steps to encourage exports of agro products, including apples through measures and incentives under Plan schemes of the Commodity Boards and Export Promotion Councils. Agricultural and Processed Food Products Export Development Authority (APEDA), under the administrative control of the Department of Commerce is also implementing various Schemes to extend financial assistance to the eligible exporters registered with it to boost the overall agri exports. Besides these measures, the Ministry of Commerce & Industry has put in place various schemes namely Market Development Assistance (MDA), Market Assistance Initiative (MAI), Assistance to States for Developing Export Infrastructure and Allied Activities (ASIDE), Vishesh Krishi and Gram Upaj Yojana, Focus Product Scheme, Focus Market Scheme, Town of Export Excellence, etc. to provide assistance to encourage exports. Trade delegations are also mounted to penetrate foreign markets and Buyer 0 Seller Meets are organized to assist the potential exports. During the last three years APEDA has provided Rs. 6.84 crore to Himachal Pradesh Horticultural Produce Marketing and Processing Corporation Ltd. (HPMC) for Integrated Packhouse in Kinnaur, Jarol Tikker, Oddi, Kumarsain, Shimla, Gumma, Patlikuhl, Kullu, and Rs. 11.11 crore to HPMC for Controlled Atmosphere (CA) Stores in Gumma and Jarol Tikker.

On account of above efforts, the export of apple has registered 86.10% growth during 2010-11 over previous year.