ADVANCE MODULE-08

FPOs are growth engine
of Indian Agriculture

BIRD

BANKERS INSTITUTE OF RURAL DEVELOPMENT, LUCKNOW

(Designated Nodal Training Institution at Central Level by
GoI under CSS on Formation and Promotion of 10000 FPOs)

Training Program Design

Agri-Export

under

Central Sector Scheme on Formation & Promotion of 10000 FPOs

NABARD

german cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by

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Master Training Program Design

Advanced Module on Agri-Export

UNDER

Central Sector Scheme on Formation & Promotion of 10000 FPOs

Objective

To enable the participants from FPOs and CBBOs to gain an overview of various activities leading to export of agriculture commodities and become familiar with the facilitation provided by the Government of India. With this knowledge, the FPOs will be empowered to find avenues for export of their produce and also prepare for the same.

Programme Duration	Programme Mode
3 days	Offline / Online

Broad Coverage of the Program

Understanding the international trade and its benefits for the exporters

The WTO and its major provisions related to agricultural trade

Current scenario of export of agriculture commodities from India

Major facilitating tools of boosting agri-exports from the country

Policy initiatives of Govt. of India over the years to boost agri export and future outlook

Advanced Programme on Agri-Export	
Objective	• To enable the participants from FPOs and CBBOs to gain an overview of various activities leading to export of agriculture commodities • To introduce FPO members to various agri-export facilitation policies and schemes of the Government of India. • To enable FPOs to prepare for and engage in export of their produce and also prepare for the same.
Duration	3 Days
Course Highlights	• International trade and its benefits; GATT & WTO, AEZs and FTA, DGFT and its role • Present scenario of agriculture production, consumption and export • Major commodities and markets for export and import from the country • Policy initiatives of Govt. of India for boosting agri-export • Export promotion schemes of the Government and allied entities • Role of APEDA, MPEDA, ECGC, Exim Bank & export promotion councils • Export opportunities for Farmers/ FPOs for increasing their income • Qualitative and quantitative aspects of agri-export • Tie up with Corporate houses for creating a win-win situation • Processes and procedures for undertaking export of agri-commodities
Target Participants	Officials and members of CBBOs, BODs and CEOs of the FPOs
Methodology – A Note to Facilitators	The Sessions on Agri Export contain a lot of technical terms. The materials should be translated to the language of the participants so that they can easily read and take part in the learning activities. The Facilitators are encouraged to use up-to-date information from online or other sources– as material provided in the Reading Material can rapidly become obsolete.

Day-to-Day Schedule		
Day	**Session**	**Topic**
I	0	Formal Inauguration, Overview of the Programme, Participant-ex[ectations and introductions
	I	International Trade and its benefits; GATT, World Trade Organisation (WTO) including Agreement on Agriculture (AoA), Free Trade Agreements and Agri-Export Zones, Role of the Ministry of Commerce and Industry, GoI & DGFT
	II	Present scenario of agri-exports from India, major commodities of export and markets (destinations), medium term strategy of GoI
	III	Policy initiatives and major schemes of the Govt. of India for boosting export
	IV	Role of APEDA, MPEDA, ECGC, Exim Bank & export promotion councils in facilitating agri -export
II	I & II	Processes and procedures to be followed by Farmers/FPOs/Companies for undertaking Agri-export
	III & IV	Field visit to an export house/entrepreneur for understanding the nuances of export of agri-commodities
III	I & II	Presentation by the groups on the learnings from the field visit
	III	Qualitative and quantitative aspects, phyto-sanitary issues, risks in export and tie-ups with Corporate houses
	IV	Action plan and feedback and valediction

Additional Topics: Risks in Exports and Tie-ups with Exporters – are currently covered in the field visit to the Exporter. A separate classroom session may be included and appropriate reference materials need to be developed.

Session - I: Understanding International Trade and Agri-Exports:
Understanding International Trade, GATT, WTO, AoA, FTA, Role of Ministry of Commerce & Industry, GOI & DGFT in Agri-export.

Objective: At the end of the session, the participants will be able to:

- Describe dimensions of international agri trade and the need for agri exports from India
- Describe in brief the salient features of international trade institutions and agreements – such as the WTO, Agreement on Agriculture Free Trade Agreements and Agri Export Zones
- Describe in the brief the facilitating role of the Government of India towards Agri-Export

Duration: 90 Minutes

Session Outline				
S.No.	**Session plan**	**Objective**	**Duration minutes**	**Methodology**
i	International Trade & its benefit	Describing various dimensions of international trade and its benefit – Need for Agri-export	30	Presentation with discussions
ii	World Trade Organization and Agri-export zones	Describing the role of World trade organization, Agreement on Agriculture (AoA), Free Trade Agreement and Agri export Zones in promoting Agri-export in India	20	Brief presentations, discussion or Sub-group activity for group reading and plenary presentation Videos in the preferred languages of participants can be played
iii	Role of Ministry of Commerce & Industry , GOI & DGFT in Agri-export	Understanding role of Ministry of Commerce & Industry , GOI & DGFT in Agri-export	30	
	Discussion & Feedback		10	Discussions
Relevant Chapters in the Reading Material: Chapter 1 - Understanding International Trade and Agri-Exports				

Session - II: Agri Exports from India – Commodities and Markets
Present scenario of agri-exports from India, medium term strategy of GoI

Objective: At the end of the session, the participants will be able to:

- List a few agri-export commodities from India and their future potential
- List a few initiatives by the GoI to boost Agri Export

Duration: 90 Minutes

<table>
<tr><th colspan="5">Session Outline</th></tr>
<tr><th rowspan="2">S.No.</th><th rowspan="2">Session plan</th><th rowspan="2">Objective</th><th>Duration</th><th>Methodology</th></tr>
<tr><th>minutes</th><th></th></tr>
<tr><td>i</td><td>Present status of agri-exports from India</td><td>Understanding present status of Agri-exports from India and issues involved in Agri-export.</td><td>30</td><td>Presentation</td></tr>
<tr><td>ii</td><td>Major commodities of export and markets (destinations) for Agri-export</td><td>Describing major agri-commodities of export from India and the market destination.</td><td>20</td><td rowspan="2">Brief presentations, discussion or
Sub-group activity for group reading and plenary presentation
Videos in the preferred languages of participants can be played</td></tr>
<tr><td>iii</td><td>Strategy of GOI to boost Agri-export</td><td>Highlighting various initiatives and strategies adopted by GOI to boost Agri-export.</td><td>30</td></tr>
<tr><td></td><td colspan="2">Discussion & Feedback</td><td>10</td><td>Discussion Mode</td></tr>
<tr><th colspan="5">Relevant Chapters in the Reading Material: Chapter 2 - Agri Exports from India - Commodities and Markets</th></tr>
</table>

Session - III: Policies and Schemes for Boosting Agri Export

Policy initiatives and major schemes of the Govt. of India for boosting Agri-export

Objective: At the end of the session, the participants will be able to:

- Name a few key agri-export promotional initiatives
- Describe in brief the salient schemes under APEDA, DGFT , Ministry of Commerce and Industry for agri-export from India

Duration: 90 Minutes

Session Outline				
S.No.	**Session plan**	**Objective**	**Duration minutes**	**Methodology**
i	Policy initiative of GoI to boost Agri-export	Describing aim, objectives and elements of Agri-export policy of Govt. of India	30	Presentation
ii	Major schemes of GoI for boosting Agri-export	Describing major schemes of Govt. of India for boosting Agri-export through APEDA, Ministry of Commerce & Industry, Directorate General of Foreign Trade, Ministry of Food Processing Industry, Ministry of Agriculture, etc.	50	Sub-group Activity – sub groups take up one scheme each, study and present it to the plenary. Discussions
	Discussion & Feedback		10	Discussion Mode
Relevant Chapters in the Reading Material: Chapter 3 - Policies and Schemes for Boosting Agri-Export				

Note to the Facilitator: This session is best conducted as a sub-group activity – instead of long presentations on nearly 10 schemes. Hence it is important to prepare handouts with the latest guidelines on each scheme for subgroups to use and for distribution to all participants. Where possible provide translations of terms and clarifications during sub-group work.

Session - IV: Role of Agri Export Facilitating Agencies in India

Role of APEDA, MPEDA, ECGC, Exim Bank & export promotion councils in facilitating agri -export

Objective: At the end of the session the participants will be able to describe the key roles played by Agri-Export Facilitating Agencies in India

Duration: 90 Minutes

Session Outline				
S.No.	**Session plan**	**Objective**	**Duration minutes**	**Methodology**
i	Role of APEDA	Understanding role and function of APEDA in promoting Agri-export and organic products from India	20	Presentation
ii	Role of MPEDA	Describing major role, function and thrust area of MPEDA in promoting marine export from India.	15	Sub-group Activity – sub groups take up one scheme agency each, study and present it to the plenary. Discussions
iii	Role of ECGC	Highlighting the functions and thrust area of Export Credit Guarantee Corporation Limited (ECGC) in Agri-export and key products and services available to Indian exporters.	15	
iv	Role of Exim Bank	Describing the key role and functions of Exim Bank and forms of financial assistance provided to exporters.	15	
v	Role of various export promotion councils	Highlighting the roles of various export promotion councils and Authorities in India to boost Agri-export.	15	
	Discussion & Feedback		10	Discussion Mode
Relevant Chapters in the Reading Material: Chapter 4 - Role of Agri Export Facilitating Agencies in India				

Note to the Facilitator: This session is best conducted as a sub-group activity – instead of long presentations on several agencies. Hence it is important to prepare handouts with the latest handout on each of these agencies for the participants to use. Where possible provide translations of terms and clarifications during sub-group work.

Session – V & VI : How can FPOs undertake Agri-Exports?

Processes and procedures to be followed by Farmers, FPOs, Companies for undertaking Agri-export

Objective: At the end of the sessions, the participants will be able to list the step by step processes and procedures to be followed for undertaking Agri-export and assess how prepared the FPO is to undertake these steps (documentation and processes in the FPO)

Duration: 90 Minutes

Session Outline				
S.No.	**Session plan**	**Objective**	**Duration minutes**	**Methodology**
I	Process of starting Agri-export	Describing various steps to be followed by FPOs while undertaking Agri-export.	20	Presentation
Ii	Processing an export order	Describing various steps to be followed while processing an export order and documentation procedures to be adopted.	20	Sub-group Activity – sub groups take up different topics each, brainstorm ideas and present it to the plenary. Discussions
Iii	Import and export documents	Describing various types of import and export documents essential for import and export of commodities in India and how to apply for obtaining import-export code.	20	
Iv	Online registration procedures for registration cum membership certificate for export	Describing the process of obtaining online registration cum membership certificate for export.	20	
	Discussion & Feedback		10	Discussion Mode
Relevant Chapters in the Reading Material: Chapters 5 - How can FPOs undertake Agri-Exports?				

Sessions VII and VIII: Field Visit to an Agri-Exporter

Sessions IX and X: Debriefing of Field Visit

Visit and Interactions with an Agri-Export House, Entrepreneur to understand nuances of Agri-Export and Debriefing of learning.

Objective: At the end of the field visit and debriefing sessions: the participants will be able to practically see the functioning of an exporter and analyse how they can prepare for agri-exports based on the learning.

Duration: 3 hours of field visit and 3 hours of debriefing in classroom (1 day)

Session Outline				
S.No.	**Session plan**	**Objective**	**Duration minutes**	**Methodology**
i	Pre-visit Briefing	Briefing participants about objectives of the visit, profile of the exporter, checklist on what to observe, logistics	20	Presentation and discussions
ii & iii	Field Visit	Visiting an exporter's facilities and interacting with the staff and entrepreneur. To observe quality control, general risks and rewards of agri-export, MIS used	Half day	Visit and interactions, observations
iv and v	Debriefing of Field Visit	To discuss and collate learnings from the field visit	170	Discussions and plenary presentations with clarifications
vi	Discussion & Feedback	Feedback on field trip arrangements	10	Discussion Mode

Tips to the Facilitator: Provide a profile of the Agri-Exporter for the participants' reference. Prepare travel logistics carefully, so that time is not lost on the road and more time is spent on the exporter's site. Make sure participants follow any dos and don'ts expected by the exporter during the visit.

Session – XI: Food Safety Standards for Agri-Exports

Qualitative and quantitative aspects, Phyto-sanitary Measures

Objective: At the end of the session, the participants will be able to explain why quality standards and food safety regulations are important in agri-export and list a few phyto-sanitary measures required for agri-export.

Duration: 90 Minutes

		Session Outline		
S.No.	**Session plan**	**Objective**	**Duration minutes**	**Methodology**
i	Importance of food safety and quality control in Agri export	Describing the importance of food safety & quality control and international framework for food regulation in Agri export.	30	Presentation
ii	Phyto-sanitary issues in Agri –export	Describing WTO sanitary and phyto-sanitary measure agreement and development of food safety and quality standard while undertaking Agri-export.	20	-do-
iii	Status of food quality standard in India and role of various agencies	Describing status of food quality standard in India and certification facilities while undertaking Agri-export, initiatives of APEDA in maintaining food quality standard and National Codex point for Agri-export.	30	
	Discussion & Feedback		10	Discussion Mode
Relevant Chapters in the Reading Material: Chapter 6 Food Safety Standards for Agri-Exports				

Final Session: Action Plan, Feedback and Valediction

Objective: Upon completing the session, participants would have

1. written their feedback for the programme in the format provided
2. given oral feedback
3. received their participation certificates

Duration: 90 Minutes

Session Outline				
S.No.	**Session plan**	**Objective**	**Time minutes**	**Methodology**
i	Preparation of Action Plan Agri-Export by FPOs	To prepare an agency-wise plan for agri-export	50	Sub Group activity and presentation
ii	Feedback on the programme	To collect written feedback for the training organisations use and oral feedback from all participants	20	Written feedback in given format, oral feedback in plenary
iii	Valediction	Formal event	20	Formal event
Relevant pages in Teaching Notes: SESSION 13: Action Plan, Feedback, and Valediction				

Note: Use the Organisation's standard format for collecting feedback and a well-designed format for action planning

Bankers Institute of Rural Development (BIRD), Lucknow is an autonomous institute promoted by National Bank for Agriculture and Rural Development, the Development Bank of the country. It is a premier institute for providing training research and consultancy services in the field of agriculture and rural development banking in India and abroad. The Institute was established in 1983, for addressing the capacity building needs of stakeholders. BIRD, Lucknow is an ISO 9001: 2015 certified training Institute.

Clients

All Banks, Government agencies, MFIs, NBFCs, Financial Sector, NGOS and Civil Societies.

Coverage (Training, Consultancy, Research)

Project Lending-Agriculture and MSME, Climate Finance, Rural Banking, Farmer Producer Organization, Micro Finance, Human Resource, Financial Inclusion, Training of Trainers, Executive Development, Management Development Programme, IT based Banking, Green Finance, Responsible CSR, Group approach to Development, Women Empowerment, Organizational Development, Investment & Treasury Management, Risk Management.

Faculty

Faculty are drawn from NABARD, banks and scholars of respective fields and have pan-India level field experience. The faculty have specialization in Banking Finance, Financial Inclusion, Agriculture & Allied sector, Fisheries, Forestry and Human Resources, etc.

Infrastructure

43 acre green campus has world class infrastructure in terms of class rooms, simulation and AV Rooms, Board Room, Conference Hall, Auditorium, Library, Gym, Air-conditioned Hostel Rooms, Local and International cuisine.