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APEDA boosts millet exports with trade fairs, exhibitions & global promotions

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By **Shraddha Warde** | April 3, 2025



millet

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The Department of Commerce, through the Agricultural & Processed Food Products Export Development Authority (APEDA), organised trade fairs, exhibitions and Millet Conclaves for awareness, usage and export promotion of millets. Under the International Year of Millets 2023, a host of activities were conducted in close association with Indian Embassies/Missions and Government departments, which included millet-themed participation in international trade fairs, sampling events, millet galleries, international buyer seller meets, etc. Further, Millets are one of the key focus areas for enhanced branding and publicity in key global and domestic fairs in which APEDA participates.

The Government of India launched the National Mission on Natural Farming (NMNF) to promote natural farming in a mission mode across the country as a standalone Centrally Sponsored Scheme under the Ministry of Agriculture & Farmers' Welfare. NMNF aims at promoting natural farming practices for providing safe & nutritious food for all. There is significant scope for the promotion of India's natural products abroad, based on the availability of certified natural products, given the global trend of increasing demand for healthy and chemical-free produce.

The government is taking focused initiatives for boosting India's agricultural exports, making India a key exporter of agricultural products. Some of the key initiatives are:

i. Broad basing India's agricultural export basket by exporting new products.

ii. Penetration of exports into new markets.

iii. Exporting from new producing regions and exports.

iv. Enhanced branding and promotion of India's agricultural produce.

v. Increase export realization by value added agri exports.

vi. Expanding exports of Organic products.

vii. Enhanced training and capacity building of producers and stakeholders to ensure quality produce and meeting of phyto-sanitary requirements of importing countries.

viii. Development of Sea Protocols for enhancing exports of Perishable Horticultural produce.

ix. Linking Farmers Producers Organizations (FPOs) and Self Help Groups(SHGs)to the export value chain.

x. Enhanced market access through FTAs and engagements with trading partners.

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