

India targets \$100 billion in high-value agri-exports

For decades, India's agricultural exports were prominently staples like rice and wheat, but evolving consumer preferences and mounting climate pressures prompt a shift toward diverse crops. The emphasis is shifting to vibrant fruits, fresh vegetables, and value-added food products, steering India towards a new agricultural frontier. In this context, the Indian Council for Research on International Economic Relations (ICRIER), in collaboration with the Agricultural and Processed Food Products Export Development Authority (APEDA), has developed a strategic study aimed at transforming India into a global agri-export leader by 2030.

The 'Strategies to Boost India's Agri-Exports' report outlines a roadmap to achieve USD 100 billion in agri-exports, emphasizing value over volume. The focus is particularly on bananas, mangoes, and processed products like mango pulp and potatoes. Although India is a major producer of these commodities, only a small percentage is exported. Establishing integrated export clusters is among the proposed solutions to close this production-export gap, with potential sites being Jalgaon and Solapur in Maharashtra for bananas; Ratnagiri in Maharashtra, Junagadh in Gujarat, and Malihabad in Uttar Pradesh for mangoes; Rangareddy in Telangana and Chittoor in Andhra Pradesh for mango pulp; and Banaskantha in Gujarat, Bihar, Uttar Pradesh, and West Bengal for potatoes.



To improve competitiveness, the study advocates for negotiations focused on Free Trade Agreements with key markets like the EU, USA, Japan, South Korea, and GCC, while enhancing ties with Russia, ASEAN, and African markets through rupee-trade mechanisms. India's potential is highlighted by an increase in banana exports from USD 25 million in 2010 to USD 250.6 million in 2023, signaling room for growth if logistics and market access improve.

The report also identifies weak branding as a challenge for India in global markets, suggesting the launch of marketing campaigns for GI-tagged mangoes like Alphonso and Kesar, organic bananas, and premium potato products. Engagements with entities like the Indian Brand Equity Foundation, supermarket chains, and the adoption of certifications like Global GAP are recommended to enhance market appeal.

Furthermore, the study calls for integrating FPOs and MSMEs into export channels through training, digital tools, and financial support, thus fostering rural enterprise capacity.

In terms of R&D and infrastructure, the report highlights the importance of developing climate-resilient varieties and establishing data systems for better production and export planning. Proposed measures include GIS-based crop forecasting, digitized trade platforms, and standardizing HSN codes, particularly for mango pulp and processed products. These strategies aim to improve production alignment with demand and ensure export readiness.

With a trade deficit where horticulture imports exceeded exports, there is an opportunity for India to harness its natural strengths and adapt the strategies outlined in the APEDA-ICRIER report to transition from staple-focused exports to leading in high-value agri-exports, supporting national export objectives alongside inclusive rural empowerment and economic resilience.

Source: [Krishi Jagran](#)

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