



# Paperless Trade Initiatives in Agriculture Exports from India

A case study on :  
Export of Grapes & Organic Products

Sudhanshu

APEDA, Ministry of Commerce,  
Government of India



# India's Agriculture Sector

- **Largest contributor towards GDP of the country and contributes approx. 13% to India's exports.**
- **India is the largest producer of milk, pulses, sugarcane, cashew kernels and tea in the world**
- **Second largest producer of wheat, rice, fruits and vegetables in the world**

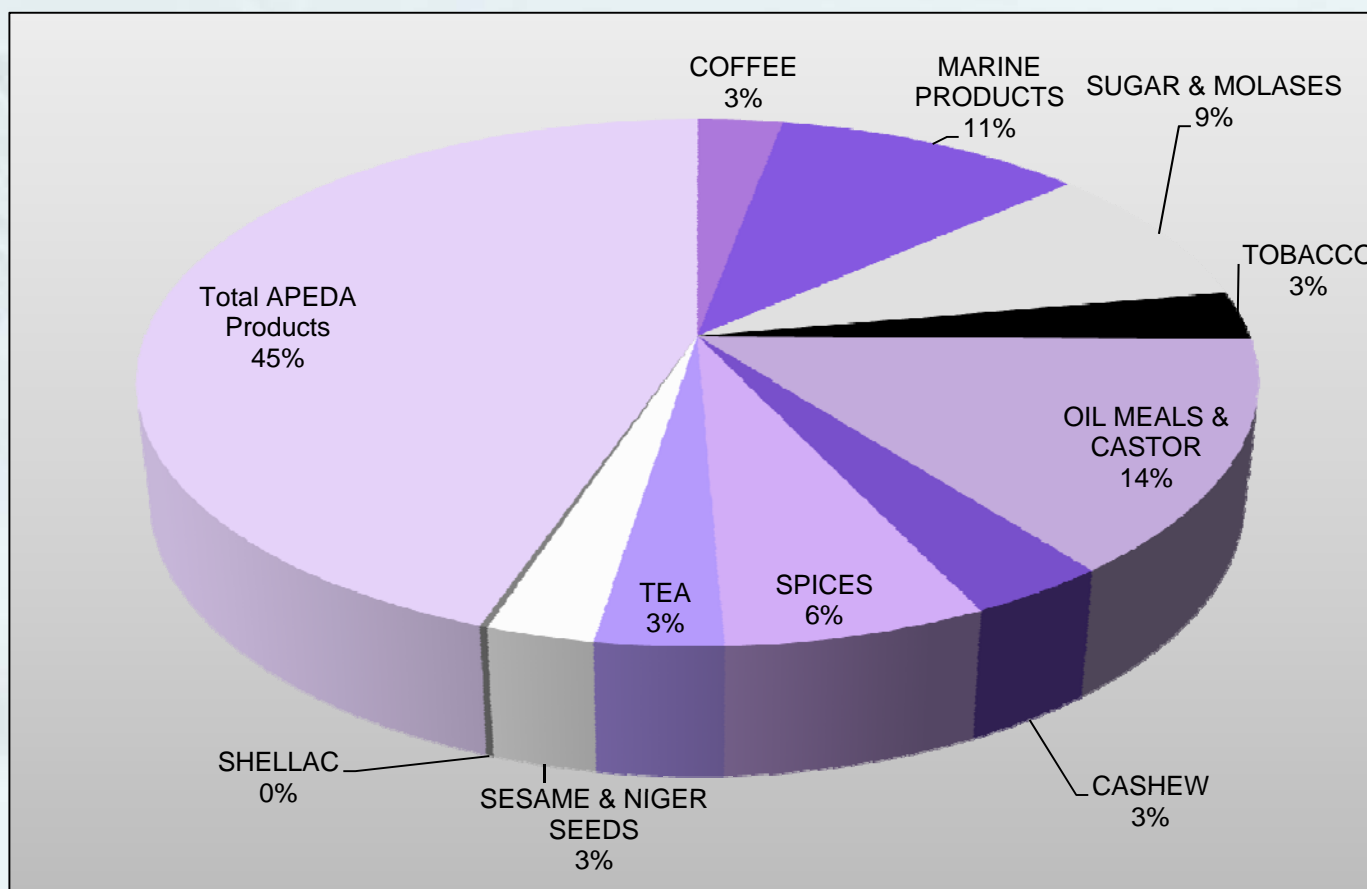


**Among Top producers of most of the Products, Fruit, Vegetable, Cereals, Milk, Tea, Spices, Pulses, etc.,**



# Indian Agriculture Exports

16.78 billion US\$ annual exports, Major player in Rice, Meat and Onion of the world





# APEDA's Role in Indian Agriculture Exports

- Promotional & Regulatory Body under Ministry of Commerce, Government of India
- Formulates and implements supply chain quality initiatives in the manufacturing sector for exports



# APEDA's initiatives in Paperless trade

- Online Registration system for Member-exporters
- Online application system for issue of Export Certificates for Rice from India
- Centralised National system for supply chain information exchange and certification in
  - Fresh Grapes exports from India to EU (Grapenet)
  - Fresh Pomegranates exports from India to EU (Anarnet)
  - Organic Certification and Traceability (Tracenet)
  - Peanut products exports from India (under progress)



# Paperless Trade Initiatives

## *Grapenet* system

For fresh grapes exported from  
India to EU



# Traceability

*"the ability to follow the movement of food through specified stages of production, processing and distribution."*

*Codex Alimentarius Commission*



# Grapes Scenario in India

- Grapes is among the Top Ten Fruits of India, in terms of production
- 1.6 million metric tons produced, majority in Maharashtra, Andhra Pradesh & Karnataka
- 40000 plus farmers
- 100 plus exporters
- India is the 12<sup>th</sup> largest producer in the world, but among the highest in terms of productivity per hectare



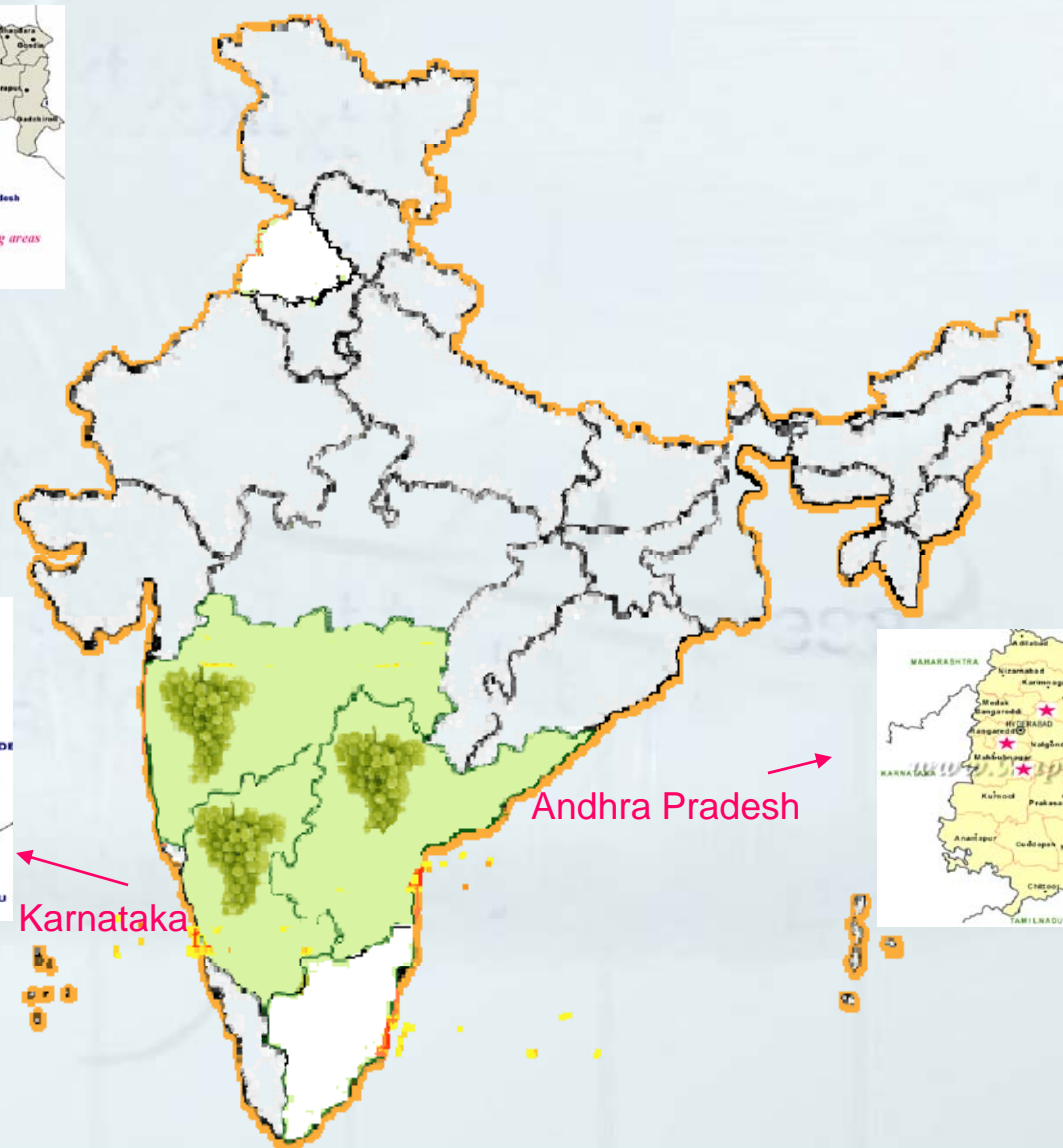
# Grape Growing States



Maharashtra



Karnataka



Andhra Pradesh





# Regulation of Grapes Exports – APEDA initiatives

- ❑ Registration, record keeping & monitoring of farms
- ❑ Product standardization & inspection strengthened
- ❑ Implementation of Good Agricultural Practices
- ❑ Exports only from recognized pack-houses
- ❑ Pesticide Residue analysis by ISO-17025
- ❑ NABL compliance labs.
- ❑ Setting up of NRL for periodic checks and alerts
- ❑ Regular training programs for all concerned
- ❑ Setting up of Grapenet System for maintenance of supply chain information from all stake holders, resulting in validation/verification and traceability



# *Grapenet* - The Stake holders

- Direct stakeholders of APEDA are Exporters, Pack houses / processing plants, Laboratories & State Government Departments
- Farmers are indirect stake holders, through State Agriculture / Horticulture departments
- APEDA maintains and continues to offer more and more services through its website as a virtual office available 24 \* 7
- Reaching out to Farmers, Pack houses, Shelling Units, processing units, etc., hitherto poor users of ICT / Internet , to introduce transparency in information flow, regulation and monitoring & improvement in efficiency





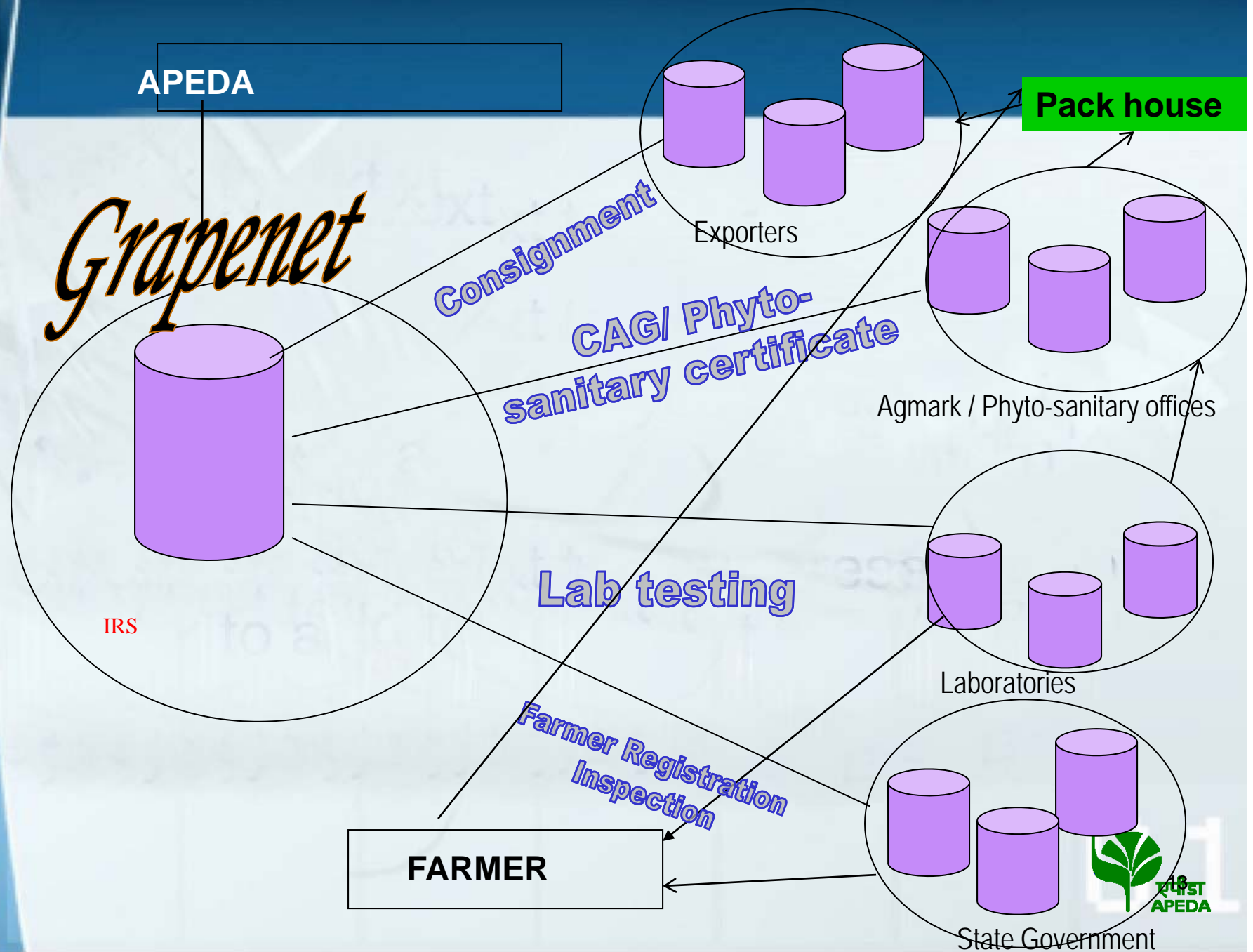
# Grapenet

- ❖ An internet based traceability software system
- ❖ Monitors fresh grapes exported to the European Union upto the farm level.



- ❖ An end-to-end system for
  - ❖ monitoring pesticide residue,
  - ❖ achieve product standardization and
  - ❖ facilitate tracing back from retail shelves to the farm of the Indian grower,
  - ❖ through the various stages of sampling, testing, certification and packing.







# GrapeNet

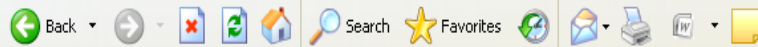




# GrapeNet at www.apeda.com

Welcome to APEDA - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Address [http://www.apeda.com/apedawebsite/Grapenet/GrapeNet\\_new.htm](http://www.apeda.com/apedawebsite/Grapenet/GrapeNet_new.htm)



**APEDA**  
Agricultural & Processed Food Products  
Export Development Authority  
Ministry of Commerce & Industry, Government of India

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☒ Apeda ☐ Web

Corporate Info

General Info

APEDA Products

Trade Information

Trade Junction

Quality

Statistics

Directory



National  
Gold Award  
for  
e-Governance

*GrapeNet*

## Modules for Stakeholders

### Online Services

- Register as Member
- Submit Party Return
- Submission of Financial Assistance Schemes
- Traceability
  - *GrapeNet*
  - *AnarNet*
  - *Organic Products (Trial)*
- Rice Export Allocation

- Registratinn of Grape Farms by State Horticulture Department
- Residue Analysis and Agmark Inspection by Laboratories
- Consignment Creation, online application for issue of CAG & PSC
- Certificate of Agmark Grading (CAG) by Regional Agmark Office(s)
- Issue of Phytosanitary Certificate by PSC Authorities
- Monitoring of Residue Analysis by NRL
- Directory
- HelpDesk
- *Service for subscribing detailed reports on grape shipments*

### About this service







GrapeNet

A Traceability Software for Grapes


View Consignment Details

Container Number	Phytosanitary Certificate Number	Agmark Certificate Number	CAG ID	Details					
				Agmark Inspection Report ID	Residue Analysis Report	Farm Registration Number	Total Quantity (in MTs.)	Name of Authorised Packer	Exporter Name
MWCU - 0001	S(MAH)2/GR/0000	GEO/GR/09/0000	20091027693	200922066513	2/01335/02/0900	MH06091148102	7.1900	Export Fruits Ltd.	Export FRUITS LTD.
				200949633641	GCG-09-002400	MH0609221901	4.3100	Export Fruits Ltd.	EXPORT FRUITS LTD.

Phytosanitary  
Certificate (PSC)  
number

S(MAH)2/GR/0000



		<p>GOVERNMENT OF INDIA MINISTRY OF AGRICULTURE DEPARTMENT OF AGRICULTURE &amp; COOPERATION</p> <p>DIRECTORATE OF PLANT PROTECTION, QUARANTINE &amp; STORAGE NH-IV Faridabad, Haryana State</p>		<p>PSC No. S(MAH)2/GR/0000 E/Reg No. 4430/24-02-2009</p>	
<p align="center"><b>PHYTOSANITARY CERTIFICATE</b></p>					
1. From		2. To			
<p align="center"><b>PLANT PROTECTION ORGANISATION OF INDIA</b></p>		<p align="center"><b>PLANT PROTECTION ORGANISATION OF Belgium</b></p>			
<p align="center">DESCRIPTION OF CONSIGNMENT</p>					
3. Declared Name & Address of Exporter		4. Declared Name & Address of Consignee			
<p align="center"><b>EXPORT FRUITS LTD.</b> <b>XYZ,</b> Pincode - 380051 Gujarat</p>		<p align="center"><b>IMPORT FRUIT .</b>  <b>XYZ THE NETHERLANDS</b></p>			
5. Declared means of conveyance:		6. Place of origin :		7. Declared Port of Entry :	
Sea		INDIA		Zeebrugge	
8. Distinguishing Marks		9. Number & description of packages			
<p align="center"><b>"FRESH-FRUIT"</b></p>		<p align="center"><b>2300 Boxes 5 Kgs</b></p>			
10. Name of produce / Botanical name of plants		11. Quantity declared			
<p align="center"><b>Table Grapes / <i>vitis venifera</i></b></p>		<p align="center"><b>11.5 (in MTs)</b></p>			
<p>This is to certify that the plants or the plant products described above have been inspected according to appropriate procedures and are considered to be free from quarantine pests and practically free from other injurious pests and they are considered to conform with the current phytosanitary regulations of the importing country.</p>					
<p align="center">DISINFESTATION AND / OR DISINFECTION TREATMENT</p>					
12. Date :-		13. Treatment :-		14. Duration & Temperature :-	
22/02/2009		Fumigation		24 Hrs. and 16.4 Deg. Cels.	
15. Chemical (Ingredients) :-		16. Concentration :-			
Methyl Bromide		56 gm./cu. mt.			
17. Additional information :-		18. Additional declaration :-			
		Wooden material used as a pallet has been fumigated as above.			
Date :-		Stamp of Organisation		Name of authorised officer	
24/02/2009				<p align="center"><b>S.M.Mistry</b> Deputy Director of Agriculture, Office of the District Suptt. Agr. Officer Nasik</p>	
Place of Issue :-				(Signature & Stamp of authorised officer)	
Nasik					
Code No. :-					
S(MAH)6					
<p>No financial liability with respect to this certificate shall attach to the Ministry of Agriculture (Department of Agriculture and Co-operation), Government of India or any officers or its representative.</p>					
<p align="center">CONTAINER NO :- <b>MWCU - 0001</b></p>					







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				200949633641	GCG-09-002400	MH0609221901	4.3100	Export Fruits Ltd.	EXPORT FRUITS LTD.

**Agmark Certificate Number**

**GEO/GR/09/0000**





GOVERNMENT OF INDIA  
MINISTRY OF AGRICULTURE  
DEPARTMENT OF AGRICULTURE AND COOPERATION  
DIRECTORATE OF MARKETING & INSPECTION

**CERTIFICATE OF AGMARK GRADING FOR EXPORT OF  
FRESH FRUITS AND VEGETABLES**

1. Name of the Exporter (CA Holder)	EXPORT FRUITS LTD. RCMC No. : 0000																																				
2. Exporter Address XYZ, Gujarat Tel:-0007060 TO 67 PIN:-3802252	3. Place of inspection (Pack House) EXPORT Fruits Ltd. APEDA/FFV/PH/57/2077, GXYZ, Post Office																																				
4. Country of origin India	5. Name of consignee and country of destination IMPORT FRUIT, The Belgium																																				
6. Identification of means of transport Sea	7. Packer's / exporter's shipping marks FRESH-FRUIT																																				
8. Packages (number, type and identification) 2300 Boxes 5 Kgs	9. Name of product (Variety if the standard specifies) <table border="1"><thead><tr><th colspan="2">Table Grapes</th></tr><tr><th>Agmark Ins. ID</th><th>Variety</th></tr></thead><tbody><tr><td>200922066513</td><td>Thompson Seedless</td></tr><tr><td>200949633641</td><td>Flame Seedless</td></tr></tbody></table>	Table Grapes		Agmark Ins. ID	Variety	200922066513	Thompson Seedless	200949633641	Flame Seedless	10. Quality grade <table border="1"><thead><tr><th>Agmark Ins. ID</th><th>Grade</th></tr></thead><tbody><tr><td>200922066513</td><td>Class I</td></tr><tr><td>200949633641</td><td>Class I</td></tr></tbody></table> CAGID : 20091027693	Agmark Ins. ID	Grade	200922066513	Class I	200949633641	Class I	11. Total weight in kg. gross/net <table border="1"><thead><tr><th>Agmark Ins. ID</th><th>No. of Boxes</th><th>Qty.(Pack Size)</th><th>Total Qty.(in Kgs)</th></tr></thead><tbody><tr><td>200922066513</td><td>1438</td><td>5</td><td>7190</td></tr><tr><td>200949633641</td><td>862</td><td>5</td><td>4310</td></tr><tr><td>Total</td><td>2300</td><td></td><td>11500</td></tr><tr><td colspan="3">Total Quantity (in MTs)</td><td>11.5</td></tr></tbody></table>	Agmark Ins. ID	No. of Boxes	Qty.(Pack Size)	Total Qty.(in Kgs)	200922066513	1438	5	7190	200949633641	862	5	4310	Total	2300		11500	Total Quantity (in MTs)			11.5
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Total Quantity (in MTs)			11.5																																		
12. The above mentioned inspection body certifies, following inspection by sampling, that the above goods correspond, at the time of inspection, to the grading and marking standards in force.																																					
13. Comments / remarks	-																																				
14. Certificate No.	GEO/GR/09/0																																				
15. Period of validity	15 days from the date of issue.																																				

Signature





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				200949633641	GCG-09-002400	MH0609221901	4.3100	Export Fruits Ltd.	EXPORT FRUITS LTD.

**Agmark  
Inspection  
Report ID**

**200922066513**



Agmark Inspection Report ID is 200922066513

INSPECTION REPORT FOR FRESH GRAPES

To  
Shri V.N.Pawar  
Marketing Officer  
Directorate of Marketing & Inspection New Kamal Niwas Behind Hotel Vasco Tourist  
Nasik  
Pincode - 422101  
Telephone No. :- 2465437

Name of the commodity  
Name of Authorised Packer  
Address of Pack House  
Pack House No.  
Pack House Validity Date  
Shipping Marks (if any)

FRESH GRAPES  
EXPORT Fruits Ltd.  
XYZ  
APEDA/FFV/PH/57/2077  
15/05/2009  
FRESH-FRUIT

S.No.	No of Boxes	Quantity in Box (Pack Size)	Total Quantity (in Kgs)
1	1438	5.0000	7190.0000
Total	1438		7190

Total Quantity (in MTs)  
Exporter Name  
Exporter Email


7.19  
EXPORT FRUITS LTD.  
accounts@EXC.com

QUALITY PARAMETERS.

Cleanliness  
Soundness  
Foreign Matter  
Pests  
General Appearance  
Damage Caused By Pests (or) Disease  
Abnormal External Moisture  
Foreign Smell/Taste  
Damages Caused by High/Low Temperature  
Visible Traces of Moulds  
Condition of Berries  
Berry Size (if applicable)  
Total Soluble Solids (Brix)  
Sugar/Acid Ratio  
Defects in Shape  
Defects in Color  
Defects in Skin by Sun Scorch  
Bruising  
Skin Defects  
Size (weight of the bunch in grams)  
Percentage Grade Tolerances (%)  
Remarks (if any)  
Grade assigned  
Recommended / Not Recommended for issue of CAG.

Clean  
Sound  
Not Visible  
Not Present  
Appropriate  
No  
Not Present  
Not Present  
No  
Not Present  
Intact/Developed  
17  
16.6  
24:1  
No Defect  
No Defect  
No Defect  
No Defect  
No Defect  
260  
10  
-  
Class I  
It Satisfies all conditions of Quality Parameters

Dated :23/02/2009



(Signature)  
Madhukar Madhav Tambe  
Name of the Approved Chemist



(Signature)  
Digvijay S Sawant  
Name of the Authorized Laboratory Officer

200922066513





### View Consignment Details

Container Number	Phytosanitary Certificate Number	Agmark Certificate Number	CAG ID	Details					
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MWCU - 0001	S(MAH)2/GR/0000	GEO/GR/09/0000	20091027693	200922066513	2/01335/02/0900	MH06091148102	7.1900	Export Fruits Ltd.	Export FRUITS LTD.
				200949633641	GCG-09-002400	MH0609221901	4.3100	Export Fruits Ltd.	EXPORT FRUITS LTD.

**Residue  
Analysis Report**  
**2/01335/02/0900**



## CERTIFICATE OF RESIDUE ANALYSIS

First Sample

Test Report No. 2/01335/02/0900

Report Date :12/02/2009

Page 1 of 5

Test Report No.D012

Report Date : 12/02/2009

- 1) Name & Address of the Farmer
- 2) Name of the Exporter
- 3) Farm/Plot Registration No.
- 4) Location of the Farm/Plot
- 5) Area of the Farm/Plot(s) covered by this report (In Ha.)
- 6) Total likely production of the Farm (in MT.) covered by this report [calculated on the basis of Annexure-2(for area purposes) and Annexure-4(B)]
- 7) Name of Grape's variety
- 8) Sample Details
  - (a) Date of Sample drawn
  - (b) Quantity of Total Sample (In Kgs.)
  - (c) Quantity of Lab Sample (In Kgs.)
  - (d) Packing
  - (e) Sample Code No.
  - (f) Sampling Procedure
- 9) Name of the representative who has drawn the sample
- 10) Date of drawl of sample
- 11) Date of receipt of sample in Laboratory
- 12) Date of completion of analysis
- 13) Method of Analysis

Dhabale Nanasaheb Murlidhar , Nalegaon

EXPORT FRUITS LTD.

MH06091148102

Nalegaon

1.2

22

Thompson Seedless

10/02/2009

5

Packed as per Instructions of APEDA

D012

As per annexure(7) of APEDA guidelines

Mr. U.S. Wankhede

10/02/2009

11/02/2009

12/02/2009

As per the validated method harmonized by NRL  
(National Referral Laboratory)

MH06091148102

2/01335/02/0900





View Consignment Details

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**Residue  
Analysis Report**

**MH06091148102**





Registered Farm ✕

Detail(s) of Registered Farm

Farm Reg.No.	MH06091148102 ← MH06091148102		
Farmer Name	Dhabale Nanasaheb Murlidhar	Farmer Address	Nalegaon
Pin Code		Telephone No.	
Area Per Plot	1.2	Survey/GAT NO.	129
Variety	Thompson Seedless		

Farm Registration Details

State	Maharashtra	District	NASHIK
Taluk	DINDORI	Date of Reg.	13/12/2008

[View farm registration certificate](#) ←





GOVERNMENT OF MAHARASHTRA  
DEPARTMENT OF AGRICULTURE

**Certificate of Registration Of Grapes Farm for Export**

This is to certify that **Dhabale Nanasaheb Murlidhar** is here by registered as Grape Grower/Grape Exporter with the office of the District Superintending Agriculture officer, NASHIK in accordance with the APEDA residue monitoring plan for pesticides for export of fresh grapes from India during the year **2008** as per APEDA Trade Notice No. 49 dated 25th Oct, 2006.

The details of the registered Grape Grower is as follows.

Name of the Grape Grower

Dhabale Nanasaheb Murlidhar

Full Address

Nalegaon

Village

Nalegaon

Taluk/Mandal

DINDORI

District

NASHIK

Sr.no.	Survey/GAT No.	Plot No.	Variety	Area of Plot(Ha.)	Farm Reg.No.
1	129	02	Thompson Seedless	1.2	MH06091148102

1). Map Layout enclosed.

2). This certificate is valid up to **30/11/2009**.

3). have verified the Survey/GAT No. with respect to the registration and to the best of my knowledge the above information is correct.

Place: NASHIK

Date: 13/12/2008



(OM) H06091148102

Registration Authority and  
District Superintending Agriculture  
Officer,  
NASHIK





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**Authorised Packer**





GrapeNet

A Traceability Software for Grapes

Pack House Detail(s)



Pack House No.	APEDA/FFV/PH/57/2077
Gs1 Company Prefix	
Name of Authorised Packer	Export Fruits Ltd.
Email	info@exc.com
Address	XYZ
Taluk	
Distt.	Nashik
Pin	422 207
State	Maharashtra
Contact Person	
Phone	02557-270229172
Mobile	
Fax	02557-27902108
Date of Issue	16/02/2007
Date of Expiry	15/05/2009

[View pack house recognition certificate](#)





**APEDA**  
Agricultural & Processed Food Products  
Export Development Authority  
Ministry of Commerce & Industry, Government of India

**THE AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY**  
(Department of commerce ,Govt. of India)

**CERTIFICATE OF HORICULTURE PACKHOUSE RECOGNITION**


This is to certify that packhouse described below has been inspected by the Packhouse Recognition Committee constituted by APEDA and the existing facilities are considered adequate to meet the requirements of packhouse recognition for exports:

- |                                   |  |
|-----------------------------------|--|
| 1. Name of exporter               | Export Fruits Ltd.  |
|                                   | XYZ  |
| 2. Certificate Number             | APEDA/FFV/PH/57/2077   |
| 3. Certificate Valid upto         | 15/05/2009   |
| 4. Location of the Packhouse      | XYZ  |
| 5. Horticulture Products exported | GRAPES   |
| 6. Precooling capacity            | 24 MT  |
| 7. Cold store capacity            | 180 MT   |

Place New Delhi

Date 16/02/2007

For and on behalf of APEDA



DIRECTOR

3RD AND 4TH FLOOR, NCUI BUILDING, 3 SIRI INSTITUTIONAL AREA,  
AUGUST KRANTI MARG (OPP. ASIAD VILLAGE) NEW DELHI -110016  
TELEFAX: 011-26514046  
Email : gmffv@apeda.com





GrapeNet

A Traceability Software for Grapes

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				200949633641	GCG-09-002400	MH0609221901	4.3100	Export Fruits Ltd.	EXPORT FRUITS LTD.

Exporter



Exporter Contact Detail(s)

Exporter Name	EXPORT FRUITS LTD.
Exporter Address	XYZ
State	Gujarat
Country	INDIA
Pin	380051
TelePhone	66525127060 TO 67
Fax	66527062129
E-mail	accounts@exc.com





# Traceability at display

- Traceability through labels pasted on Pallets/Cartons
- Pasted in barcode as well as Human readable format
- Leads to the Plots from where Grapes have been sourced

Search by Phytosanitary Certificate No.

Enter Phytosanitary Certificate No.  Search

Phytosanitary Certificate No.	Agmark Certificate No.	Details																					
S/MAH/22/GR/1436	GEO/GR/08/0001	<p>CAG ID: 200874729</p> <table border="1"> <thead> <tr> <th>Agmark Inspection Report ID</th> <th>Date of Inspection</th> <th>Name of the Laboratory</th> <th>Name of the Authorized Packer</th> <th>Export Country</th> <th>Total Quantity (in MTs)</th> <th>Exporter Name</th> </tr> </thead> <tbody> <tr> <td>20083583</td> <td>22/01/2008</td> <td>Geo-Chem Laboratories Pvt.Ltd.</td> <td>Freshdrop Fruits Ltd.</td> <td>United Kingdom</td> <td>4.50</td> <td>FRESHDROP FRUITS LTD.</td> </tr> <tr> <td></td> <td></td> <td>Geo-Chem Laboratories Pvt.Ltd.</td> <td>Freshdrop Fruits Ltd.</td> <td>United Kingdom</td> <td>10.75</td> <td>FRESHDROP FRUITS LTD.</td> </tr> </tbody> </table>	Agmark Inspection Report ID	Date of Inspection	Name of the Laboratory	Name of the Authorized Packer	Export Country	Total Quantity (in MTs)	Exporter Name	20083583	22/01/2008	Geo-Chem Laboratories Pvt.Ltd.	Freshdrop Fruits Ltd.	United Kingdom	4.50	FRESHDROP FRUITS LTD.			Geo-Chem Laboratories Pvt.Ltd.	Freshdrop Fruits Ltd.	United Kingdom	10.75	FRESHDROP FRUITS LTD.
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		Geo-Chem Laboratories Pvt.Ltd.	Freshdrop Fruits Ltd.	United Kingdom	10.75	FRESHDROP FRUITS LTD.																	

Pack House Detail(s)

Pack House No.: APEDA/PHV/PH/57/2007

Name of Authorized Packer: Freshdrop Fruits Ltd.

Email: info@freshdrop.com

Address: Gat No. 171, Village Jaube, Bombay Agre Road, Post Box No. 3, Post Office

Taluk: Nashik

Dist: 422 207

State: Maharashtra

Contact Person:

Phone: 02557-279172

Mobile: 02557-279108

Fax: 02557-279108

Date of Issue: 14/02/2007

Date of Expiry: 15/02/2009

List of Pallet(s)

[Print All]

Pallet No. : 1	Pallet No. : 5	Pallet No. : 9	Pallet No. : 13	Pallet No. : 17
Pallet No. : 12	Pallet No. : 6	Pallet No. : 10	Pallet No. : 14	Pallet No. : 18
Pallet No. : 3	Pallet No. : 7	Pallet No. : 11	Pallet No. : 15	Pallet No. : 19
Pallet No. : 4	Pallet No. : 8	Pallet No. : 12	Pallet No. : 16	Pallet No. : 20

Pallet : 20

[Print]

(00) 01891000201

Pallet ID: 01891000201

Exporter Name: FRESHDROP FRUITS LTD., INDIA

Export Date: 14/02/2007

Export Qty: 9

Grand Total In Kgs: 795

CAG ID: 200874729

*GrapeNet – a live preview*





# Result achieved

- Every consignment of fresh grapes during the last season from India to European Union was monitored through this system and no consignment was rejected due to quality reasons.
- The export of fresh grapes from India to European Union increased by 100% plus in the last year.
- The per unit realization for exporters directly and farmers indirectly went up from previous years due to the stringent standards defined and monitored in the grapes sector in India.



# Major gains

- Self confidence among farmers
- Culture for food quality and safety
- Farmers earned 40% more value
- Benefits went to 40,000 farmers and 115 exporters
- FOB realization rose from 8 Euro to 11.5 Euro per carton of 3 kg.
- Value – addition through improved packaging
- EU labs accepted that Indian labs are better



# Grapes Supply Chain Improvements

- Increased implementation of GAP
- Value addition through consumer packs
- Grading as per export standards
- Absolute efficiency of laboratories
- Traceability throughout the supply chain
- Zero paper-work & total accountability



# Crediblity - Grapenet

- Bagged National award for E-Governanace
- Bagged E-Asia award



# Paperless Trade Initiatives

## *Tracenet* for Organic Products Exported from India









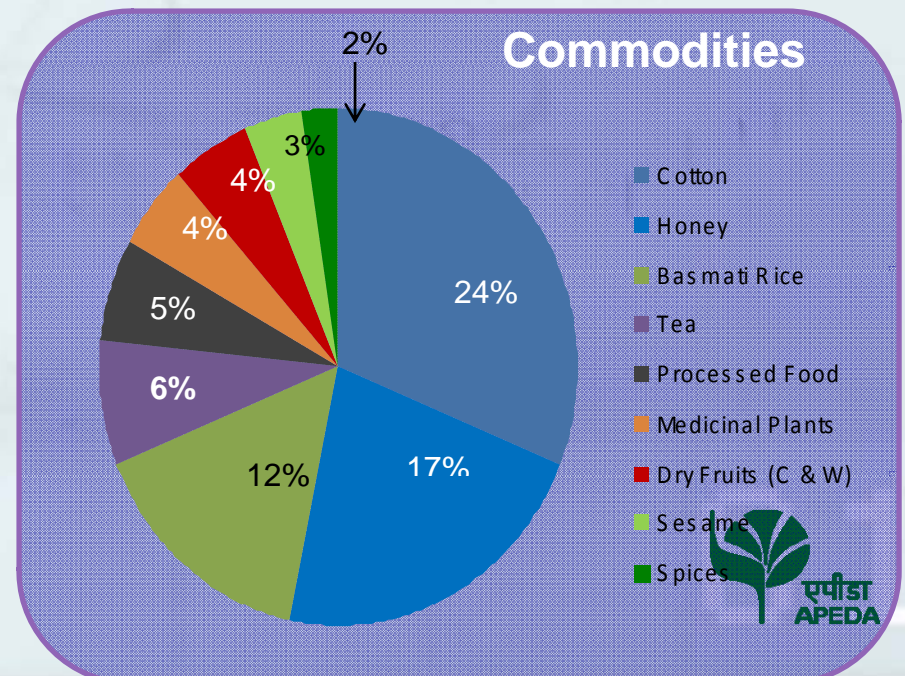
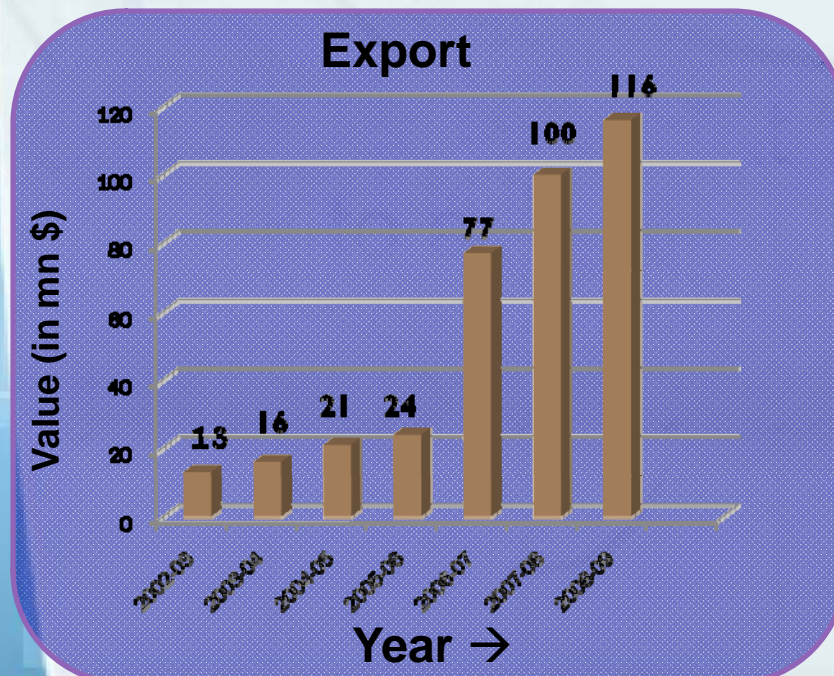
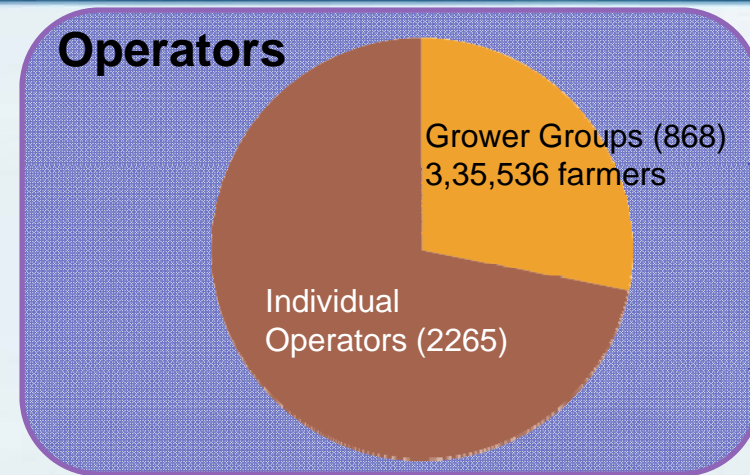
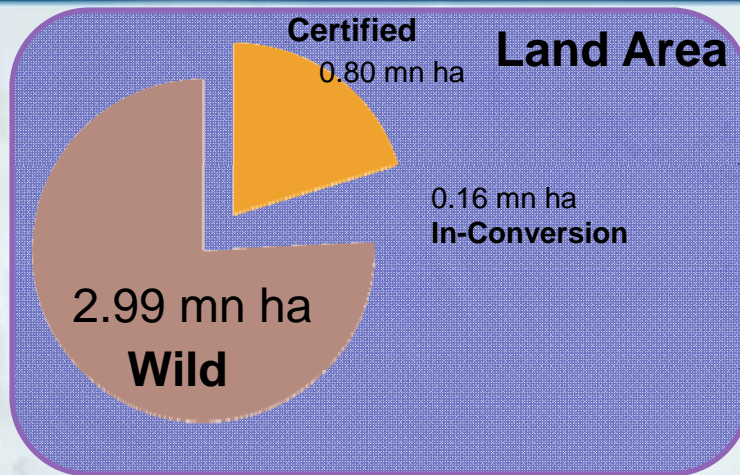
# Traceability

Assured Quality . . .  
from farm to table . . .





# Status of Indian Organic Sector





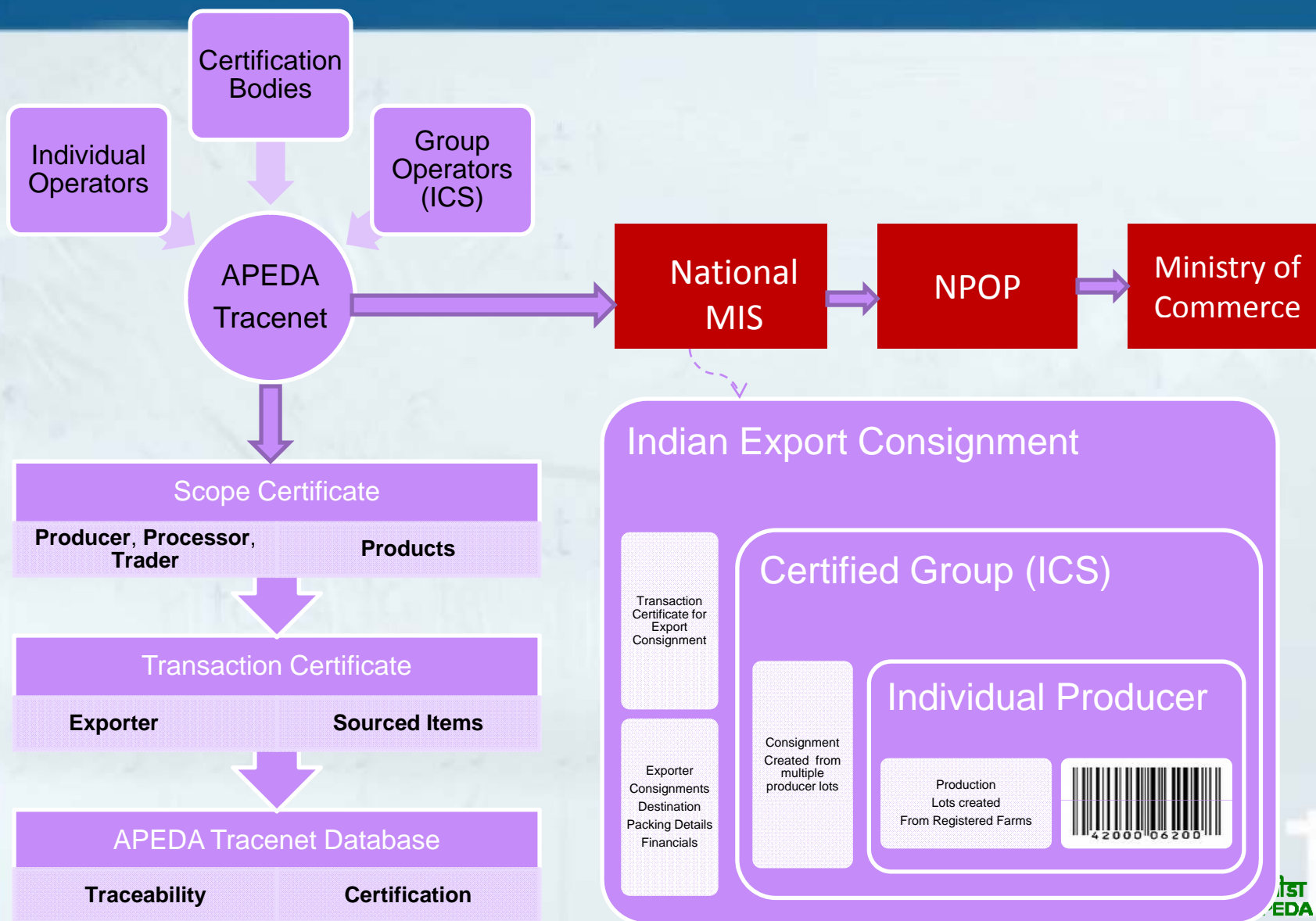
# Objectives of *Tracenet*



- ❖ To streamline and fasten the process of Organic exports
- ❖ To gather information of each consignment that goes out of India
- ❖ To trace the consignments to farm
- ❖ To plug all the loopholes and create a fool proof system
- ❖ To stop fraudulent activities for better brand building of Indian Organic products in the world
- ❖ To bring all the players at the same level
- ❖ To gain trust about genuinity of organic products
- ❖ To increase the credibility and confidence of worldwide consumers in Indian Organic standards and products



# Tracenet Universe





# Key Components of *Tracenet*

- Registration
- Data Filing
- Internal & External Audits
- Scope Certificate
- Updation of harvest and creation of lot
- Transaction Certificate
- Export



# Registration of Farmers

- There are 18 Certification Bodies in India which certify agro product as Organic or in-conversion. Each of them is provided with a user name and password by APEDA to use the system.
- Registration of farmers and the Groups is done by these CB's and the system subsequently issues user name and passwords to these groups to enter their data in the system. Certificate of Registration is issued to these registered groups.
- Each farmer and group is given a unique registration number at pan India level.

ICS Registration





# Registration

## Letter of Registration

**Note:** This is only a letter of registration, the subsequent process leading to issue of scope certificate will depend upon physical evaluation in compliance with the NPOP.

With reference to your application, we have registered you and your registration number is "**ORG-1001-000052**".

Please note your registration number and use the same in all the future correspondence. Your basic information is given below

Name	R.P. & CO., LAXMINAGAR, KARNATAKA
Operator Type	Individual Producer, Processor, Trader
Status	Registered
Total Area	99.990000 Ha.
No. of Farmer (GG) / Individual	Individual
Date of Registration	08/01/2010

From the date of registration this project is under supervision of **Demo Certification Agency**, till formally withdrawn by you.  
In case you have any query please doesn't hesitate to contact under signed.

Name :

Designation :

Date of Issue :

Place :

Stamp of issuing authorized body



# Data Filing

- ICS are required to enter their data of farmers, farms and products being produced by them
- In case of Individuals CB's enter their data
- All kinds of checks are in-built in the system to prevent data integrity

DATA FILING



# Internal Audits

- In case of ICS, the ICS manager inspects each of it's farmers by visiting the field physically.
- 100% Inspection report is added in the system without which details cannot be forward to the CB.

# External Audits

- CB's do the annual inspection of the operators by visiting their field.
- Inspection report of a ICS / Individual has to be entered into the system before generation of Scope certificate.
- Automatic alerts are generated at various stages of the information flow to assist the CB in choosing right sample for auditing purpose.
- In case any major fault is found by the CB, scope certificate cannot be generated.

Registration



Data Filing



Internal Audit



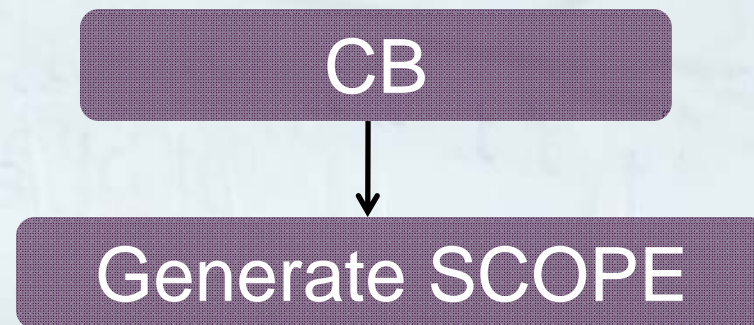
External Audit





# Issue Scope Certificate

- After all the major Non-Conformities are closed down by the operators which were raised by their CB, scope certificate can be generated by CB through the system.
- SCOPE certificate is valid for 1 year and can be cancelled or suspended by the CB as per their discretion.





# SCOPE CERTIFICATE

Scope Certificate - Mozilla Firefox  
http://192.168.110.5/orgstaging/UI/Certificates/ScopeCertificateNPOP.aspx?SCN=ORG/SC/1001/000001&Type=Group&PrintScope=Y



**Scope Certificate**  
Certificate No. ORG/SC/1001/000001  
**ABC Pvt.Ltd.**

**Managed By:- Mars International Pvt. Ltd.**  
123. TONK ROAD, KARNATAKA (110933)

This is to certify that the product(s) and areas(s) of the mentioned organisation inspected by **Demo Certification Agency** are in accordance with requirements of **India's National Programme for Organic Production Standards** (considered equivalent to Council Regulation (EC) No. 834/2007 and Swiss Organic Farming Ordinance for plant products originating in India)



Accreditation No. under NPOP  
NPOP/NAB/420



25312345678900121001000001

For the following process,  
**Production, Processing & Trading**  
this Certificate is issued.

This certificate is valid from  
07/01/2010 until 06/01/2011

This certificate is valid for those product(s) and area(s) that are specified in the annexe ORG/SC/1001/000001 A.

Start | Organic Traceability Sy... | Microsoft PowerPoint - ... | Organic Traceability Sy... | Scope Certificate - ... | 11:28 AM



# Issue Transaction Certificate

- ICS can enter the details of their harvest and create batches of it's products. They can create consignment and enter the sourcing details of all the products they want to sell
- Application is forwarded to CB which then verifies it
- Certificate is issued online in specified format of the exporting country

Update Harvest details



Create Lot



Apply for TC



# Transaction Certificate



## TRANSACTION CERTIFICATE FOR ORGANIC PRODUCTS TRADED WITHIN INDIA

1. Issuing body or authority (Name and Address) Demo Certification Agency Logicsoft		2. NPOP <input checked="" type="checkbox"/> Regulation (EEC) 854/2007 <input checked="" type="checkbox"/>																	
3. Serial number of the certificate of inspection ORG/TC/1002/000012		4. Reference No. Authorization under article 11(4) NA																	
5. Seller (Name and Address) shalabh Kumar ADDRESS		6. Inspection body or authority (Name and Address) Demo Certification Agency Logicsoft																	
7. Producer or preparer of the product (Name and Address) shalabh Kumar ADDRESS		8. Country of dispatch INDIA																	
10. Consignee (Name and Address) asdsad asdsad		9. Country of destination India																	
11. Buyer (Name and Address) asdsad asdsad		13. Declared quantity  23000 Kg.																	
12. Marks and numbers, Container No(s), Number and kind, Trade name of the products.																			
<table border="1"> <thead> <tr> <th>Product(s)</th> <th>Organic Status</th> <th>Programme</th> <th>Packing Details</th> </tr> </thead> <tbody> <tr> <td>Quinices</td> <td>100% Organic</td> <td><input type="checkbox"/> NOP</td> <td>1000 Kg X 12 Nos. = 12000 Kg</td> </tr> <tr> <td>Quinices</td> <td></td> <td><input type="checkbox"/> NOP</td> <td></td> </tr> <tr> <td>Castor oil Hydrogenated (Edible grade)</td> <td>100% Organic</td> <td><input type="checkbox"/> NOP</td> <td>100 Kg X 100 Nos. = 10000 Kg</td> </tr> </tbody> </table>				Product(s)	Organic Status	Programme	Packing Details	Quinices	100% Organic	<input type="checkbox"/> NOP	1000 Kg X 12 Nos. = 12000 Kg	Quinices		<input type="checkbox"/> NOP		Castor oil Hydrogenated (Edible grade)	100% Organic	<input type="checkbox"/> NOP	100 Kg X 100 Nos. = 10000 Kg
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Trade Name of Product :	...																		
<p>14. Declaration of body or authority issuing the certificate referred to in box 1</p> <p>This is to certify that this certificate has been issued on the basis of the mandatory checks required under Article 4 (4) of Regulation (EC) No 1235/2008 and as per Appendix 9 under Section 7 of India's National Programme for Organic Production (NPOP) and that the products designated above have been obtained in accordance with rules of production and inspection of the organic production method as per NPOP which are considered equivalent with the provisions of Regulation (EC) No 854/2007.</p> <p>Date : 16/11/2009</p> <p>Name and Signature of authorized person</p> <p>Stamp of issuing authority or body</p>																			





# Export Cycle

ICS Registration



Data Filing



Internal Audit



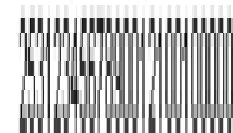
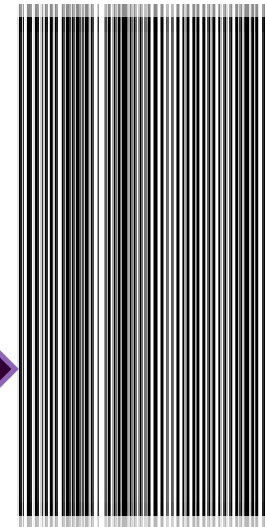
CB- External Audit



Scope Certificate



Transaction Certificate





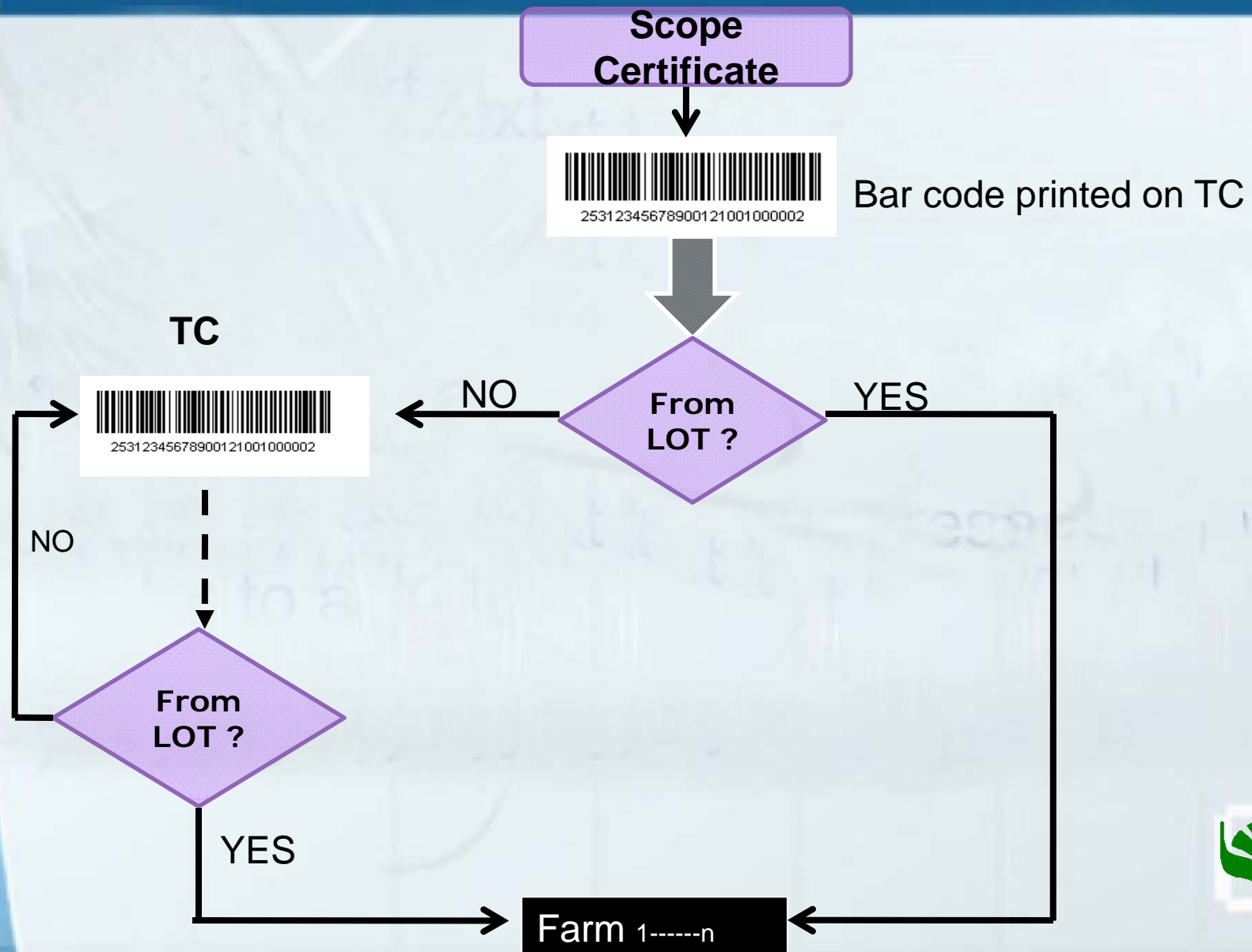
# How Traceability is achieved

- ❖ Every consignment that goes out of the country has a bar code printed on it with a unique 26 digit TC no. using internationally recognized GS1 format.
- ❖ Using this TC No. all the lots that were used in any particular TC can be traced. Each lot No. is identified with a unique number.
- ❖ From Lot No. , system can trace from which scope the product was sourced and finally the farm where the product was sourced.





# Simplified Maze





# An Example

Transaction Detail(s)				Close
Transaction Certificate No.	Buyer Name	Date of Application	Quantity	
ORG/TC/1002/000012	Mark Shcnieder	08/02/2010	0.4	
Trader Product Details				
Product Name(HSCODE)	Organic Status	Transaction Certificate No.	Sourced Quantity (in MT)	
Apple (0808100001)	Organic	<a href="#">ORG/TC/1002/000011</a>	0.4	



# An Example

Transaction Detail(s)				Close
Transaction Certificate No.	Buyer Name	Date of Application	Quantity	
ORG/TC/1002/000011	ABC International Pvt.Ltd.	08/02/2010	3.4	
Producer Product Details				
Product Name(HSCODE)	Organic Status	Lot No./ FarmNo.	Source Quantity (in MT)	
Quinces (08081000)	2nd Year Conversion	<a href="#">2010112757</a>	1.0000	
Turmeric preparations (all type-for beauty/makeup) (33049950)	Organic	<a href="#">2010507213</a>	1.0000	
Processor Product Details				
Product Name(HSCODE)	Organic Status	LotID/Transaction Certificate No.	Source Quantity (in MT)	
Orange juice (Brix<=20) (20091200)	Organic	<a href="#">2010126814</a>	1.0000	
Trader Product Details				
Product Name(HSCODE)	Organic Status	Transaction Certificate No.	Sourced Quantity (in MT)	
Apple (0808100001)	Organic	<a href="#">ORG/TC/1002/000009</a>	0.4	

[illegible]



# An Example

## Lot Details

**Lot ID** 2010112757  
**Lot Creation Date** 08/02/2010  
**Product** Quinces (08081000)

Farm Reg No.	Farmer	Qty. (in MT)
AS040400000101	Rakesh Sharma	12.000
	<b>Total Procured Qty. (in MT)</b>	<b>12</b>



# The Basket of Benefits

- See the farm where the product was produced
- Check the authenticity of scope certificate
- Check the authenticity of transaction certificate
- Can receive the copy of transaction certificate online
- Be assured that all the products have gone through the traceability system as no certificate can be issued outside the system
- Same format of certificates. No confusion!





# Pioneering Success



- World's first ever organic traceability system at national level
- GPS system is used to enter latitude and longitude of the farms which can subsequently be traced by APEDA
- Mobile SMS/e-mail based alert system for exporters
- Strengthening credibility of Indian certification procedures in the world market
- All the consignments that are exported can be traced back to the farm level for efficient monitoring
- All the data is kept on APEDA's server with proper back up and security features and can be accessed 365\*24\*7
- Brings transparency in the system and gives a uniform platform to all the players
- All the farmers are recognised at national level and their movement within the business can be traced anytime
- Reduced documentation, saving time and efficient control

**Strong, Robust, Scaleable, End to End System**





# Benefits Accrued So Far.....



- The software can be easily used anywhere, anytime, 24 by 7,
- Through commonly available Internet connection.
- Zero paperwork and Zero mistakes
- No document can be issued without the software.
- Succeeding steps can be carried out only if the preceding steps were complied with.
- A single window software is used by all stakeholders, inspite their physical location across the state/country
- Provides a single window resolution online
- Better Service response time
- Overall transparency in the system



# Going Forward . . .

- ✓ Traceability system for all fresh fruit and vegetable products exported from India
- Replicate such model for other potential processed food products for exports
- Integration of such systems with Customs for final filing of shipping bill and generation of shipping bill number



*Thank You*

*For your kind attention*