

PRABHA IAS IPS COACHING ACADEMY



BHARATI Initiative

APEDA concluded its first BHARATI cohort of 100 startups exporting GI-tagged Jardalu mangoes to Dubai, fig & jamun juices to Western markets, and millet products to New Zealand & Oman.

Agricultural and Processed Food Products Export Development Authority (APEDA), established under the APEDA Act, 1985, is a statutory body under the Ministry of Commerce and Industry. It promotes exports of scheduled agricultural products like fruits, vegetables, meat, dairy, etc.

BHARATI, or Bharat's Hub for Agritech, Resilience, Advancement and Incubation for Export Innovation (2025), is APEDA's flagship initiative to promote innovation-led growth in India's agri-food exports.

It selects startups in AI, blockchain, IoT, and agri-fintech, guiding them through a three-month program to meet international food safety and quality standards.

Focuses on high-value agri-food products, including GI-tagged, organic, superfoods, processed foods, livestock, and AYUSH products.

Aims to empower 100 agri-food startups, supporting the goal of USD 50 billion in APEDA-scheduled products by 2030.

Significance: It strengthens India's "Farm to Foreign" and "Make in India for the World" missions by resolving supply-chain gaps via agritech integration.