



# Transport and Marketing Assistance Scheme

## Why in News

Recently, the **Ministry of Commerce and Industry** has revised the **Transport and Marketing Assistance (TMA) scheme** for specified agriculture products.

- It will be effected on or after 1<sup>st</sup> April, 2021, up to 31<sup>st</sup> March, 2022.

## Key Points

### ▪ About:

- It was **launched in 2019**, for providing **financial assistance for the transport and marketing of agricultural products to boost exports** of such commodities to certain countries in Europe and North America.
  - In the year 2018, the government approved an **Agriculture Export Policy** with an aim to double the shipments to USD 60 billion by 2022.
  - **APEDA** (Agricultural and Processed Food Products Export Development Authority) works towards expanding the export potential of Indian agricultural and food products.
- Under the TMA, the **government reimburses a certain portion of freight charges and provides assistance** for the marketing of agricultural produce.
  - The assistance, at notified rates, will be available for export of eligible agriculture products to the permissible countries, as specified from time to time.
- The **revised scheme has included dairy products** among other agriculture products in its purview and **increased the rates of assistance**.
  - Rates of assistance have been increased, by 50% for exports by sea and 100% through the air.
- TMA would be reimbursed through the Regional Authorities of **DGFT (Directorate General of Foreign Trade)**.

### ▪ Objective:

- To **provide assistance for the international component** of freight and marketing of agricultural produce.
- To **mitigate the disadvantage of higher cost of transportation of export of** specified agriculture products due to trans-shipment.
- To **promote brand recognition for Indian agricultural products** in the specified overseas markets.

## Agriculture Export Policy 2018

- The vision of Agriculture Export Policy is to **harness the export potential of Indian agriculture**, through suitable policy instruments, to make India global power in agriculture and raise farmers income.

- The Policy was approved with the objective,
  - **To diversify the export basket**, destinations and boost high value and value-added agricultural exports including a focus on perishables.
  - **To promote novel, indigenous**, organic, ethnic, traditional and non-traditional Agri products exports.
  - **To provide an institutional mechanism** for pursuing market access, tackling barriers and dealing with sanitary and phytosanitary issues.
  - **Enable farmers to get the benefit** of export opportunities in the overseas market.

### **Agricultural and Processed Food Products Export Development Authority**

- APEDA is a non-trading, statutory body established by the Government of India under the **Agricultural and Processed Food Products Export Development Authority Act** passed by the Parliament in December, 1985.
- It **functions under the Ministry of Commerce and Industry**. The Authority has its **headquarters in New Delhi**.
- It has been **mandated with the responsibility of export promotion and development of the scheduled products** viz. fruits, vegetables, meat products, dairy products, alcoholic and non-alcoholic beverages etc.
- It has also been **entrusted with the responsibility to monitor import of sugar**.
- In 2017, APEDA launched a **mobile app- “Farmer Connect”** to allow farmers to apply online to facilitate their farm registration, tracking the status of application & approvals by State Government and Lab sampling by authorized Laboratories.

**Source: PIB**

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