



BHARATI Initiative

Why in News?

The Agricultural and Processed Food Products Export Development Authority ([APEDA](#)) has launched the **BHARATI** initiative, a significant step aimed at **empowering agri-tech and agri-food startups**.

Key Points

- **Purpose and Vision:** BHARATI, an acronym for Bharat's Hub for Agritech, Resilience, Advancement, and Incubation for Export Enablement, seeks to empower 100 startups from the agri-food and agri-tech sectors.
 - The initiative aims to accelerate innovation and create new export opportunities, supporting India's target of reaching **\$50 billion in agri-food exports** for scheduled products by 2030.
- **Inaugural Pilot Cohort:** The first cohort, set to begin in September 2025, will focus on 100 startups, ranging from high-value agri-food producers to technology-driven service providers and innovators.
 - Startups working on **advanced technologies** such as **AI-based quality control**, **blockchain** traceability, **IoT**-enabled cold chains, and agri-fintech will be included.
- **Focus Areas for Innovation:** BHARATI will target high-value agri-food categories such as GI-tagged products, **organic foods**, superfoods, novel processed agri-foods, livestock products, and **AYUSH** products.
 - The initiative will also encourage innovative solutions addressing **packaging**, **sustainability**, and **seafood protocols**.
- **Export Challenges Addressed:** The initiative will focus on resolving key export challenges related to product development, quality assurance, perishability, wastage, and logistics.
 - By fostering a collaborative ecosystem it will provide **cost-effective solutions** to enhance India's competitiveness in the **global agri-food market**.
- **Collaborative Ecosystem & Partnerships:** The initiative will work with state agricultural boards, agricultural universities, premier institutions like IITs and NITs, and industry bodies to attract and support startups.
 - Existing **accelerators** will also be leveraged to strengthen the ecosystem.
- **Support to Startups:** A nationwide awareness campaign will engage stakeholders and attract solution-oriented startups.
 - Startups will undergo a **three-month acceleration programme** focusing on product development, export readiness, regulatory compliance, and market access.
- **Alignment with Government Initiatives:** The initiative is aligned with the Government of India's **Atmanirbhar Bharat**, **Vocal for Local**, **Digital India**, and **Start-Up India** initiatives.

APEDA was established under the **APEDA Act, 1985**, and is mandated with the responsibility of **export promotion and development of products** like Alcoholic and Non-Alcoholic Beverages, Meat and Meat Products, Floriculture Products, etc.

