



BHARATI Initiative

[Source: PIB](#)

The [Agricultural and Processed Food Products Export Development Authority \(APEDA\)](#) has launched the **BHARATI initiative** to strengthen India's agri-food exports and foster innovation among startups.

BHARATI Initiative

- **About:** BHARATI (**Bharat's Hub for Agritech, Resilience, Advancement and Incubation for Export Enablement**) aims to promote innovation, strengthen India's agri-food startups, and boost exports.
- **Objectives:** To empower 100 agri-food startups through innovation and incubation, supporting APEDA's goal of USD 50 billion in agri-food exports by 2030.
 - Also aims to address challenges in perishability, quality, logistics, and sustainability.
- **Key Features:**
 - Targets **high-value agri-food products** such as GI-tagged, organic, superfoods, processed foods, livestock, [AYUSH](#) products.
 - It will also promote **advanced technologies** like [AI](#), [blockchain](#), [IoT](#), and agri-fintech, addressing **packaging, perishability, sustainability, and logistics**.
 - **Connects startups and innovators** to provide **export-ready solutions** by helping them **meet international food safety and quality standards** through a **3-month acceleration programme**.
 - It also aligns with [Atmanirbhar Bharat](#), [Vocal for Local](#), [Digital India](#), and [Start-Up India](#) programme.
 - APEDA partners with **state boards, universities, IITs/NITs, industry bodies, and accelerators** to strengthen the **ecosystem** and enable **annual scalability**.

APEDA

- [APEDA](#), established under the **APEDA Act, 1985**, is a **statutory body** under the [Ministry of Commerce & Industry](#).
- It **promotes and develops exports of agricultural products**, providing support in **marketing, transportation, and value addition**.

IMPORTANT INSTITUTION

ALL YOU NEED TO KNOW



APEDA

- The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the

Government of India under the Agricultural and Processed Food Products Export Development Authority Act, 1985.

- It functions under the Ministry of Commerce and Industry. The Authority has its headquarters in New Delhi.
- APEDA is mandated with the responsibility of export promotion and development of the scheduled products viz. fruits, vegetables and their products; meat and meat products; alcoholic and non-alcoholic beverages; cereal and cereal products; groundnuts, peanuts and walnuts, pickles, floriculture and floriculture products; herbal and medicinal plants etc.
- APEDA has been entrusted with the responsibility to monitor import of sugar.

Read More: [APEDA & TRIFED](#)