BHARATI Initiative

Prelims – *Current events of National and International importance| Economic and Social Development.*

Why in News?

Recently, Union Ministry of Commerce and Industry launched the BHARATI initiative during the Food & Beverages Sector Stakeholders Meeting.

- **BHARATI –** Bharat's Hub for Agri tech, Resilience, Advancement and Incubation for Export Enablement.
- **Launched by –** The Agricultural and Processed Food Products Export Development Authority (APEDA).
- **Nodal Ministry –** Ministry of Commerce and Industry.
- **Objectives –** To empower 100 agri-food and agri-tech startups, accelerate their journey.
- To promote innovation and create new export opportunities for young entrepreneurs.
- To achieve 50 billion dollars in agri-food exports for its scheduled products by 2030.
- **Features –** It enhances industry and government-led incubation programmes in the agriculture, food and food processing sectors.
- **Driving Innovation** - It seeks to drive innovation in high-value categories such as GI-tagged agri-products, organic foods, superfoods, novel processed Indian agri-foods, livestock products and AYUSH products.
- **Promoting Startups** - It attracts startups working on advanced technologies such as AI-based quality control, blockchain-enabled traceability, IoT-enabled cold chains and agri-fintech.
- It addresses critical areas like innovative packaging, sustainability and sea protocols.
- **Addressing Challenges -** It seeks to resolve export challenges related to product development, value addition, quality assurance, perishability, wastage and logistics.



- **Pilot cohort –** The inaugural pilot cohort will empower 100 startups, including high-value agri-food producers, technology-driven service providers and innovators.
- It will serve as a model for a scalable annual incubation programme, driving continuous innovation and long-term export growth.
- **Collaborative ecosystem –** It will connect agri-food innovators, tech-driven solution providers and Sanitary & Phytosanitary - Technical Barriers to Trade (SPS-TBT) focused startups to deliver scalable, cost-effective solutions.
- It work together with State agricultural boards, agricultural universities, premier institutions like IITs and NITs, industry bodies.
- **Selection Process –** It process beginning September 2025 through the APEDA website to shortlist 100 startups for the export enablement programme.

Quick Facts

The Agricultural and Processed Food Products Export Development Authority (APEDA).
• It is a statutory body established by the Government of India. • **Act** – The Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. • **Functions** - APEDA is mandated with the responsibility of export promotion and development of scheduled products such as Fruits, Vegetables and their Products, Meat Products, Poultry Products, Dairy Products, etc. • Development of industries relating to the scheduled products for export by way of providing financial assistance • Fixing of standards and specifications for the scheduled products for the purpose of exports • Registration of persons as exporters of the scheduled products on payment of such fees as may be prescribed.

Reference

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