



# EXPORT PATHSHALA

## EVENT REPORT

7 FEB 2025 - 9 FEB 2025

BHUBANESWAR

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## *List of Abbreviations*

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<b>Abbreviations</b>	<b>Definitions</b>
APC	Agricultural Production Clusters
APEDA	Agricultural and Processed Food Products Export Development Authority
CBBO	Cluster-based business organizations
DGFT	Directorate General of Foreign Trade
F&V	Fruits and Vegetables
FPO	Farmer Producer Organizations
FPC	Farmer Producer Company
NABARD	National Bank for Agriculture and Rural Development
NGO	Non-governmental Organization
NTFP	Non-timber forest produce
WTC	World Trade Centre

## Introduction

Export Pathshala, a three-day workshop on enhancing agri and allied exports through FPOs from Odisha, organized by The National Bank for Agriculture and Rural Development (NABARD), in collaboration with Palladium Consulting India Private Limited (PCIPL) was successfully conducted from February 7, 2025 to February 9, 2025. The one-of its kind workshop, introduced as a bundled package of practices, integrates step-by-step orientation on export methodologies, best practices, case studies & experience sharing sessions and hands-on industry-oriented immersion to provide comprehensive handholding to FPOs for enhancing agri-exports. The workshop brought together policymakers, financial institutions, exporters, and farmer producer organizations (FPOs) and supporting institutions to explore opportunities, challenges, and solutions in agri-exports.

### Overview of the FPO export workshop

The pathshala, which was inaugurated on 7 February 2025, saw active participation of industry players and stakeholders who interacted with FPOs over a period of three days to shed light on the process of export, role of FPOs, opportunities and challenges thereof and way forward. Over the first two days, experts from NABARD, Agricultural and Processed Food Products Export Development Authority (APEDA), the World Trade Centre, Bhubaneswar, Spices Board of India, Bank of Baroda and leading exporters provided valuable insights into Odisha's agri-export potential and topics including existing infrastructure, export documentation, compliance, and quality standards requirements, challenges and opportunities for FPOs in global markets, value chain development for fruits, vegetables, and spices and post-harvest management and packaging for export readiness. The second day concluded with an exposure visit to PRB Super Foods, Khordha, providing hands-on industry insights on packaging and logistics operations involved in large-scale agri-exports.

A strategy workshop for FPOs on Export of Fresh Vegetables Organized by NABARD, Department of Agriculture and Farmers' Empowerment, Odisha, and Agricultural and Processed Food Products Export Development Authority (APEDA) was conducted in Mayurbhanj in 18 July 2024, where it was discussed to conduct an Export pathshala to provide technical expertise to FPOs on export processes and requirements to scale agri-exports from the state.

The final day began with an experience-sharing session by Md. Jabbar A Khan, Chairman of Bhargar Vegetables Farmers' Producer Company Ltd. from West Bengal, providing a real-world example of how FPOs can successfully scale up and enter global markets. This was followed by a discussion on export insurance for perishable goods, led by Shri Satyanarayan Nanda, Senior Vice President of Unilight Insurance Brokers Pvt. Ltd., highlighting risk management strategies for agri-exporters. The focus then shifted to post-harvest management and export-oriented production, with an engaging virtual session by Sahyadri Farmers Producer Company Ltd., Nasik, Maharashtra. Shri Azhar Tambuwala, Director of Sahyadri Farms, shared real-world experiences in handling, processing, and marketing of fresh produce for international buyers.

The workshop concluded with a comprehensive action plan presentation by Palladium, outlining potential steps for strengthening Odisha's agri-export ecosystem through information exchange, identifying clusters for export-oriented production, leveraging export support infrastructures around a cluster, and strengthening the supply chains through FPOs. The pathshala provided the FPOs with an interactive and collaborative platform to understand the export ecosystem and provide them with a technical understanding of the export processes. ***The export pathshala model, details of each session with key takeaways and highlights are elaborated as under.***



# EXPORT PATHSHALA

for

**Farmer Producer Organizations**


## Export Pathshala Model



### Creating Export Pathways for FPOs

Capacity building on processes, compliances and regulations for export markets



### Interactive Sessions & discussions

Engaging discussions with ecosystem players & trade facilitation agencies



### Immersive Orientation for export

Industry-focused training on value-chain development, risk management & exposure visit for FPOs and CBBOs.



### Collaboration & Policy Initiatives

Policy initiatives & Collaboration to enhance & facilitate export through FPOs.

**Export pathshala** for FPOs is one of its kind, three-day residential Training program focused upon capacity building of FPOs for export of fresh fruits, vegetables and spices, conducted in collaboration with industry experts, to scale agri-exports through FPOs from Odisha.

## Objectives of Export Pathshala

### Best Practices Adoption



To promote adoption of the best practices among FPOs required for export of agriculture and allied crops

### Export Process Sensitization



To sensitize the FPOs on export processes, terms and conditions, quality control and maintenance and required documentation and other legal formalities

### Industry Exposure



To provide FPOs direct industry exposure on exposure on through interaction with exporters, government officials and other value chain operators



## Palladium supported FPOs to reach global markets

Since 15 May 2024



Export of Horticultural Produce from Odisha

**~36MT** Volume of fruits, fresh vegetables and spices exported from the BP Airport, Odisha and NSCB International airport, WB till date to 7 countries in Middle-east, UK and EU.

**18** No. of FPOs have been linked with export markets

**07** Districts - Kalahandi, Rayagada, Bolangir, Korpaut Dhenkanal, Khordha, Mayurbhanj exported their produces.

**200+** Farmers have supplied their produce including 72% women.

## Outcomes

Creation of a common platform for facilitating exports through FPOs

Identification of key crops & commodities for exports

Action plan development for upcoming season

## Commodities identified for export through FPOs

Fruits & Vegetables such as Mango, Jackfruit, Pineapple, Dragon Fruit, Okra, Bitter Gourd etc

Spices such as Ginger, Chillies, Turmeric

Cashew, Coffee, Floriculture, Medicinal & aromatic plant products

Millets, Pulses & other agricultural products as well as value-added products

## Proceedings: Day 1 (07.02.2025)

### Inaugural Session

The inaugural session was attended by dignitaries such as Shri SK Talukdar, CGM, NABARD, Shri Sitakanta Mandal, Regional Director (ER), APEDA, Smt. Swapna Bandopadhyay, General Manager, Bank of Baroda, Smt. Nimeshika Natarajan, Assistant Director, World Trade Centre, Bhubaneswar. The event started with the lighting of lamp and felicitation of dignitaries. Shri. B K Jamuda, AGM, NABARD RO Bhubaneswar welcomed all the esteemed delegates, FPO participants



*Lighting of lamp by the dignitaries to inaugurate the export pathshala*

and CBBOs' representatives with his welcome address. This was followed by context setting by Shri Biswajit Behera, Associate Director, Palladium who highlighted NABARD's pivotal role in the growth and development of Farmer Producer Organizations (FPOs) in Odisha and in facilitating an export ecosystem that enables FPOs to access global markets. He mentioned that the journey of direct exports of fresh fruits and vegetables from the state which was spearheaded by Government of Odisha supported by Palladium and APEDA, commenced on May 15, 2024, beginning with the identification of clusters including 18 FPOs across seven districts. These efforts successfully culminated in identification and export of horticultural produce of more than 36 MT through FPOs to seven countries in Europe and middle east. Looking ahead, the vision for the future emphasizes collective efforts to further scale exports, establish a structured supply chain for commodities such as fresh fruits & vegetables (F&V), spices and other agricultural products, and enhance India's presence in international markets through strategic interventions. He further explained the importance of export pathshala and the significance of connecting FPOs with different stakeholders in the agri-export industry who can share insights on how to make the FPOs export ready, integrating sourcing model of the state FPOs with global supply chains.



*Shri BK Jamuda, Assistant General Manager, NABARD, Bhubaneswar welcoming the participants to the session*



*Context Setting by Shri Biswajit Behera, Associate Director, Palladium*



### ***Special address by Shri Sitakanta Mandal, Regional Director, East Region, APEDA***

Shri Sitakanta Mandal in his address to the participants emphasized that the primary objective of the pathshala is to benefit farmers by enhancing their participation in the export market. He expressed his gratitude for the opportunity to collaborate with NABARD, Palladium, and the Government of Odisha in this endeavour. He further elaborated on the crucial role of Farmer Producer Companies (FPCs) in the agricultural value chain and provided insights on guiding them towards market-oriented production of commodities to meet the requirements of international market demands. His address underscored the **immense scope of agri-exports from the state, role of APEDA in boosting agricultural exports through strategic planning** and need-based support to FPOs.



*Shri Sitakanta Mandal, Regional Director, East Region, APEDA addressing the inaugural session of the export pathshala*

### ***Special address by Smt. Swapna Bandopadhyaya, General Manager, Bank of Baroda***

Smt. Swapna Bandopadhyaya, General Manager of Bank of Baroda, emphasized the vast potential within the agricultural sector, aligning with the vision articulated by the Hon'ble Prime Minister of India. She highlighted the significant opportunities for growth and development in this domain. Addressing the farmers and Farmer Producer Organizations (FPOs), she assured them of Bank of Baroda's commitment to providing financial assistance whenever possible. Furthermore, she announced that the **bank would identify two FPOs from each district and facilitate their access to financial support**, reinforcing its dedication to empowering the agricultural community.



*Smt. Swapna Bandopadhyaya, General Manager of Bank of Baroda addressing the participants during inaugural session*

### ***Keynote address by Shri S. K. Talukdar, Chief General Manager, NABARD Regional Office, Bhubaneswar***

Shri S. K. Talukdar in his inaugural address highlighted the importance of a market-oriented approach to agricultural production, highlighting the need to align farming with market demand to maximize farmers' income. He stressed the significance of selecting the right products for the right markets based on international demand and quality standards. He said that farmer producer organizations (FPOs), play a crucial role in this process by understanding market trends, quality parameters, and export requirements and NABARD has been working closely with



*Shri S. K. Talukdar, Chief General Manager, NABARD Regional Office, Bhubaneswar addressing the inaugural session*

FPOs in the state and would continue to do so in future. **By developing expertise in global market access, FPOs can enhance profitability for farmers and contribute to Odisha's agricultural export growth.** He further advocated for capacity building and strategic positioning of FPOs to strengthen the state's presence in international agri-markets, reinforcing the need for a structured and competitive export ecosystem.

## Session I: Agri and allied scenario and opportunity in Odisha

***Shri Sitakanta Mandal, Regional Director, East Region, APEDA***

Shri Sitakanta Mandal provided an insightful overview of Odisha's agricultural export potential, emphasizing its diverse agro-climatic conditions that support the production of high-value crops, horticultural produce, and allied sector products. He highlighted the vast opportunities for growth and the crucial role of Farmer Producer Organizations (FPOs) and Farmer Producer Companies (FPCs) in strengthening value chains and enhancing export readiness. He also outlined APEDA's initiatives, including financial assistance schemes and efforts to help farmers and agribusinesses meet international quality standards, improve post-harvest management, and access global markets. **He further highlighted that the 'Export Pathshala' initiative was introduced as a key training program to educate farmers, FPOs, and FPCs on export procedures, market requirements, and regulatory compliance.** Additionally, the session details are tailored to sensitise FPOs on the essential steps required for entering the export market, covering business setup, registration, buyer engagement, logistics, and financial management. Mr. Mandal also shared his insights on Odisha's past agricultural export successes in collaboration with Palladium, reinforcing the state's potential in global trade while also stressing on the need to scale agri-exports from the state.

## Session II: Export facilities from Odisha

***Smt. Nimeshika Natarajan, Assistant Director, World Trade Centre, Bhubaneswar***

Smt. Nimeshika Natarajan highlighted Odisha's growing potential in international trade, emphasizing the state's infrastructural and logistical support mechanisms for seamless export operations. She outlined key export facilitation measures, including policy support, financial assistance, market linkages, and capacity-building initiatives to empower agricultural exporters.

**The role of the World Trade Centre (WTC) in coordinating and enhancing Odisha's exports was also discussed, with a focus on trade resumption from Biju Patnaik International Airport (BPIA), quality testing through the TBI lab, and the Trade Connect Portal for linking exporters with global markets.** Additionally, she highlighted DGFT (Directorate General Foreign Trade) support features and exposure visits with cost reimbursement, reinforcing Odisha's strategic advantages in global trade.



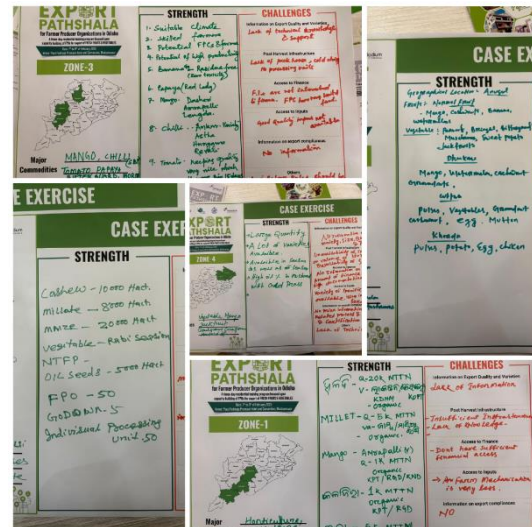
*Smt. Nimeshika Natarajan, Assistant Director, World Trade Centre, Bhubaneswar presenting on Export facilities in Odisha*



## Session III: Case-exercise and presentation

The **Case Exercise & Presentation** was an engaging and interactive activity designed for the participants. The Farmer Producer Organizations (FPOs) were grouped into five zones based on their geographic locations.

As part of the exercise, each FPO was tasked with identifying and documenting the major commodities produced in their respective regions. Additionally, they were required to analyse and present their strengths as well as the key challenges they face in their operations and marketing of agricultural crops. This activity provided valuable insights into regional agricultural dynamics while fostering collaborative learning and strategic problem-solving among the participants.



Zone-wise worksheets prepared by FPOs during case-study exercises

Key Takeaways	Crops with Marketable Surplus	Strengths	Challenges
<b>Zone 1</b> <i>Kandhamal, Rayagada, Koraput</i>	Turmeric, Millet, Mango, Kalajeera rice, Ginger	Horticulture & agri-culture commodities	Lack of information, insufficient post-harvest infrastructure, low farm mechanization low, lack of access to credit
<b>Zone 2</b> <i>Ganjam &amp; Gajapati</i>	Cashew, Chili, Vegetable, Pulses, Spices, Millets, NTFP (Non-Timber Forest Produce)	Large production of Millets, Maize, Cashew, Vegetables, huge availability of NTFP, Oilseeds, processing units	Poor technical know-how, lack of access to quality inputs, finance, lack of infrastructure
<b>Zone 3</b> <i>Sambalpur, Bolangir, Kalahandi</i>	Mango, Chili, tomato, Papaya, Bitter Gourd, Moringa, Banana	Good productivity of Horticultural crops	Lack of Technical Knowledge & Support, Packhouse, Cold-chain & processing unit, access to credit
<b>Zone 4</b> <i>Mayurbhanj, Keonjhar Balasore</i>	Vegetables, Mango, Jackfruit, Black gram, Green gram, Mustard	Large quantity & wide varieties of on-season & off-season crops (agri & horti), high oil percentage in Mustard, availability of processing infrastructure for oilseeds	No information on export varietal requirements, storage & access to post-harvest infrastructure, lack of access to credit, quality inputs & input storage
<b>Zone 5</b> <i>Khordha, Cuttack, Angul, Dhenkanal</i>	Brinjal, Bitter gourd, Mushrooms, Sweet Potato, Jackfruit, Pulses, Papaya, Groundnut, Mango, Watermelon, Banana	A variety of agricultural and horticultural crops	Lack of technical know-how on exports, access to credit (working capital), challenges in logistics & transportation



Case -exercise by FPOs divided into 5 zones as per region to understand their strengths and challenges in Export



Presentation by participants from each zone during the case-exercise

## Panel Discussion: Exporters' Talk on the Present Scenario and Potential of Agri Exports from Odisha

A panel discussion on the **present scenario and potential of agricultural exports from Odisha** was conducted, featuring distinguished industry experts and exporters. The esteemed panelists included:

- **Shri Gopal Saha**, JBL Enterprise
- **Shri Mrinal Sinha**, DMR Green Valley Agro Fresh Private Limited
- **Shri Tamal Sarkar**, Jay Jagannath Enterprise
- **Shri Ankush Saha**, JGB Agrofresh Pvt. Ltd.
- **Shri Debajyoti Dutta**, Director, PRB Super Foods Pvt. Limited



Panel Discussion: Exporters' Talk on the Present Scenario and Potential of Agri Exports from Odisha

The session was moderated by Ms. Prajnya Praharaj from Palladium. The discussion provided valuable insights into the current export landscape, key opportunities and strategies to enhance agricultural exports from Odisha. Panelists shared their experiences, challenges in sourcing produce meeting export-quality standards, and recommendations for strengthening the state's presence in international markets. Further, the panelists also provided recommendations for strengthening the state's presence in international markets.



### Key takeaways from Panel discussion

## Session IV: Success Stories of FPOs in Agri Exports

An interactive insight-sharing session was conducted, where **leaders of Farmer Producer Organizations (FPOs)** shared their experiences in successfully exporting their commodities to international markets. The session provided valuable learnings and inspiration for other FPOs aspiring to enter the global market.



The following case studies were presented:

*FPOs and agri-entrepreneurs presenting their export experience*

- Case Study 1: FPO-Export Experience (Mangoes)**  
*Shri Prabhat Kumar Mahapatra, CEO, Madanamohana FPO, Dhenkanal, shared insights into the successful export of mangoes, discussing key challenges, logistics, and international quality standards.*
- Case Study 2: FPO-Export Experience (Fresh Vegetables)**  
*Smt. Madhumita Pattnaik, Managing Director, Jaden FPO, Bolangir, presented her experience in exporting fresh vegetables, emphasizing the importance of efficient supply chains and maintaining produce freshness.*
- Case Study 3: FPO-Export Experience (Fresh Vegetables)**  
*Shri Srikant Hota, Uteivalley FPO, Kalahandi, provided insights into the operational strategies adopted to successfully export fresh vegetables, focusing on market linkages and quality control.*
- Case Study 4: Agri-Entrepreneur Experience from Dhenkanal**  
*Shri Ajit Kumar Mahanta, Director, Medboss Agroinnovation Pvt. Limited, shared his journey as an agri-entrepreneur, highlighting the opportunities and challenges in exporting agricultural commodities.*



*Presentation of FPO-Export Experience (Fresh Vegetables): Smt. Madhumita Pattnaik, Managing Director, Jaden FPO, Bolangir*

The session underscored the importance of **market research, adherence to global standards, and effective collaboration** in achieving export success. The FPOs highlighted the need for technical support on export processes, price-discovery mechanisms, access to infrastructure for post-harvest management, storage and logistics as the key drivers for export success.



## Proceedings: Day 2 (08.02.2025)

### Recapitulation of Day 1

Shri Biswajit Behera, Associate Director, Palladium, presented a comprehensive summary of the first day of **Export Pathshala**, highlighting key discussions, expert insights, and interactive sessions that laid the groundwork for strengthening agricultural exports from Odisha. He further highlighted the need for collaborative action for carving out a comprehensive roadmap for export market linkage of FPOs in the state by the end of the workshop.



*Shri Biswajit Behera, Associate Director, Palladium recapitulating the proceedings of 1<sup>st</sup> Day of export pathshala*

### Special Address by Shri Sudhanshu K K Mishra, CGM NABARD

Shri Sudhanshu K K Mishra emphasized NABARD's pivotal role in strengthening the agricultural sector by supporting Farmer Producer Organizations (FPOs). He highlighted NABARD's efforts in facilitating financial inclusion, capacity building, and market linkages to enable seamless participation of farmers in global trade. A key focus was on providing FPOs with access to finance and technical assistance for export activities, ensuring their competitiveness in international markets.



*Special Address by Dr. S. K. K. Mishra, Chief General Manager/OIC, NABARD*

To enhance agricultural exports, NABARD has been actively organizing workshops to educate FPOs on export procedures, with specialized training in sorting, grading, and handling mangoes to meet international standards. Farmers are also being trained in grading and packing vegetables for better market valuation, while the promotion of tissue culture techniques for papaya aims to improve yield and quality. Additionally, NABARD is encouraging the production and sale of frozen and value-added food products from fruits and vegetables to enhance market opportunities.

Recognizing the need for better infrastructure, Shri Mishra stressed the importance of modern storage, packaging, and processing facilities. He underscored that **high-quality infrastructure is essential to maintaining product standards for exports and ensuring that well-equipped FPOs can enhance productivity, market competitiveness, and global reach.** He also stressed the importance of product positioning and branding to tap into remunerative export markets.

## Session I: Documentation and export processes of Spices

**Shri Sandeep Kumar Chaurasia, Assistant Director, Spices Board of India**

Shri Sandeep Kumar Chaurasia conducted a virtual session on the documentation and export processes of spices, providing essential insights into regulatory and procedural requirements. He detailed **key documentation, including APEDA registration, export licenses, quality testing reports, and customs clearance procedures, while emphasizing compliance with international quality standards, residue limits, and packaging norms.** Shri Chaurasia also outlined the Spices Board's role in supporting exports through research and development, post-harvest quality enhancement, technology support, and brand promotion. The session covered export procedures, from business registration and bank account setup to quality certification and online documentation processes. Additionally, he shared market insights, discussing spice availability across regions, export opportunities, buyer identification, and trade documentation. The session equipped participants with the necessary knowledge to navigate international spice markets and streamline export operations effectively.

## Session II: Value Chain development in F &V and Spices

**Shri Amlan Sujit R. Choudhury, Manager, AB Mauri India Pvt. Ltd., Kerala**

Shri Amlan Sujit R. Choudhury delivered an insightful session on value chain development in farming for the export market, focusing on fruits, vegetables, and spices. He emphasized the importance of building an efficient and sustainable value chain to enhance the global competitiveness of Indian agricultural products. He **explained the distinction between supply chains and value chains, highlighting the consumer-driven nature of value chains that add product value and improve market access.** The session covered best practices in farming, post-harvest handling, processing, and value addition, along with strategies for linking farmers and Farmer Producer Organizations (FPOs) with global buyers to streamline export processes.



Mr. Amlan Sujit R Choudhury from AB Mauri India Pvt. Ltd. presenting on F &V and Spices: Value Chain development in farming for Export Market

Shri Choudhury compared traditional agricultural value chains—where farmers are isolated from consumers—to modern, integrated value chains that connect producers, processors, transporters, retailers, and other stakeholders. While modern value chains offer advantages such as better price realization, efficiency, and access to premium markets, challenges like high infrastructure costs and quality standardization remain. He highlighted India's strong position as the second-largest producer of fruits and vegetables, with export opportunities driven by proximity to key markets such as Africa, the Middle East, Oceania, and Southeast Asia.

Key growth drivers for horticultural exports include rising demand for processed fruits and vegetables, changing consumer preferences, and increased penetration of organized retail. However, challenges such as inadequate storage infrastructure, post-harvest losses, and supply

chain inefficiencies hinder export growth. Shri Choudhury outlined essential export documentation, including the Certificate of Origin, Global GAP certification, phytosanitary Certificate, and APEDA-approved pack house documentation.

He also discussed Good Agricultural Practices (GAP), including advanced techniques like mulching paper, G-Fab technology, and buffer crop zones to improve soil health and prevent cross-contamination. Integrated Pest Management (IPM) methods were highlighted as essential for maintaining export-quality produce, with examples such as chili farming using mulching papers for moisture retention. The session concluded with a focus on export readiness, emphasizing sorting, grading, packaging, and compliance with international standards. Participants gained practical insights into building a sustainable value chain, equipping them with actionable strategies to enhance their global market presence.

### Session III: Making FPOs export ready

**Shri Biswajit Behera, Associate Director, Palladium**

Shri Behera delivered an insightful session on equipping Farmer Producer Organizations (FPOs) for exports, highlighting Palladium's global impact and extensive agricultural project experience. He provided an overview of India's agricultural export landscape, comparing crop production with export performance and identifying top export products along with their key global destinations. Odisha's strategic advantages for agricultural exports were emphasized, showcasing unique offerings such as Kuchinda Chili and Koraput's Ginger, as well as past successes in exporting mangoes, fresh vegetables, and dragon fruit.

The session highlighted Palladium's role in expanding agricultural exports, detailing its reach across seven countries

within a year and key interventions for FPO ecosystem development. These included supply chain establishment, scheme convergence, productive partnerships with APEDA and government bodies, and support for export documentation and compliance. Shri Behera outlined comprehensive support for farmers and FPOs, covering cluster and value chain identification, sensitization and training on exports, handholding support, and customized roadmaps to achieve export readiness.

A significant focus was placed on pre-harvest and post-harvest improvements, stressing best practices to enhance crop quality before harvesting and post-harvest management strategies to maintain freshness and increase shelf life. Looking ahead, Shri Behera **set ambitious export**

*Palladium India works towards the transformation of Indian agriculture, striving for economic, social, and environmental sustainability. With primary focus on enhancing productivity, lowering cultivation costs, improving produce price-realization, and reducing vulnerability by fostering farmer collectives. Palladium has worked directly with 600+ FPOs in 6 states of India on enhancing business.*

- *In Odisha, Palladium has been working with the Department of Agriculture and Farmers' empowerment, Odisha as the Technical Support Unit to enhance businesses of FPOs and ensure sustainable linkages to remunerative markets.*
- *For the first time in FY 2024-25, 36 MT of fresh fruits and vegetables have been exported directly through Biju Pattnaik International Airport, Bhubaneswar & NSCB, Kolkata to 7 export markets in Europe & Middle-east, sourced from FPOs in Odisha, supported by Palladium.*



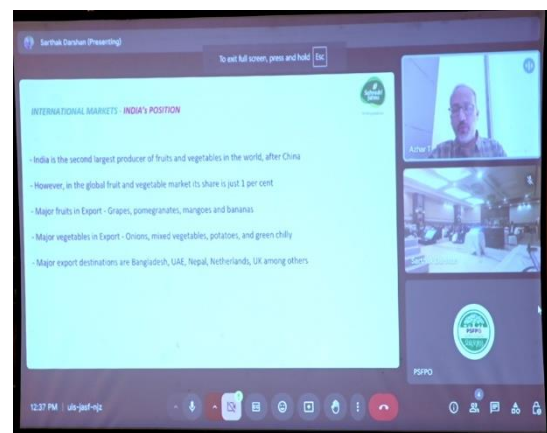
targets for the next six months, aiming to export 100 metric tons of vegetables and spices through FPOs. Key commodities with export-potential included vegetables such as Okra, Bitter gourd, and Sweet potato, spices like Turmeric, Ginger, Chilies and fruits and floriculture products including Mangoes, Dragon fruit, Pineapple, Jackfruit and Orchids.

The session concluded with a structured step-by-step guide for FPOs to enter the export market, covering product selection, compliance, supply chain management, and market linkages, equipping participants with a clear roadmap to enhance their global trade opportunities.

## Session IV: Post-Harvest Management & F&V export

**Shri Azhar Tambuwala, Director, Sahyadri Farmers Producer Company Ltd., Nasik, Maharashtra**

Shri Azhar Tambuwala delivered a detailed session on post-harvest management and the export of fresh fruits and vegetables, showcasing the successful model of Sahyadri Farms, Nasik. He emphasized key aspects essential for export readiness, including efficient post-harvest handling to maintain product freshness, grading and sorting for export quality, cold chain logistics to extend shelf life, stringent quality control and certifications to meet international standards, and market linkages with value addition to enhance global competitiveness.



*Virtual presentation by Sahyadri Farms, Maharashtra on Post-harvest management in F & V value-chain for export*

Highlighting India's position in the international market, he noted that despite being the second-largest producer of fruits and vegetables after China, India's share in the global market remains at just 1%. He outlined major fruit exports such as grapes, pomegranates, mangoes, and bananas, along with key vegetable exports like onions, mixed vegetables, potatoes, and green chilies, with top destinations including Bangladesh, UAE, Nepal, Netherlands, and the UK.

**Shri Tambuwala provided a step-by-step guide to entering the international market, covering the entire value chain from cultivation to export.** He stressed the importance of world-class packaging to meet global standards and ensure longer shelf life, the necessity of international certifications for market access, and the differences between national and international selling standards in terms of grading, packaging, and compliance. The session also **featured a flowchart illustrating the end-to-end export process, detailing critical steps such as growing, harvesting, packing, cooling and storage, documentation, logistics, customs clearance, arrival at the destination, and final delivery to the end customer.**

## Exposure field visit to PRB super foods, Khordha

The exposure field visit to PRB Super Foods, Khordha, provided participants with hands-on insights into essential post-harvest infrastructure and value chain processes. The visit focused on key areas such as cold storage, where participants learned about temperature-controlled facilities for preserving perishable commodities, and packaging, which included a demonstration of export-oriented techniques to ensure product quality and compliance. Additionally, the visit covered value addition facilities, offering an overview of processing methods aimed at enhancing the marketability of agricultural products. Representatives from PRB Super Foods guided the participants through these facilities, explaining their role in improving the efficiency and profitability of agricultural exports.

### Key takeaways from the exposure visit:



**Value-addition:** Value-addition processes to enhance marketing of agricultural produce such as ripening, freezing, packaging etc.



**Post-harvest management:** Hands-on experience of post-harvest processes of perishable commodities and understanding of cold-chain infrastructure



**Export techniques:** Demonstration of export-oriented techniques and processes to ensure product quality and compliance



## Proceedings: Day 3 (09.02.2025)

The day started with recapitulation of previous day's exposure visit to PRB Superfoods by Smt. Debarati Ghatak, Private Sector engagement specialist, Palladium.

The session comprised of an overview of the post-harvest management practices required for export of fresh fruits and vegetables as well as quality parameters that need to be maintained for export during packaging and logistics.

The recapitulation session was followed by presentation from industry stakeholders as follows:



*Recapitulation of Day 2 - exposure visit to PRB Super foods by Mrs. Debarati Ghatak, Private sector engagement specialist, Palladium*

## Session I: Strengthening FPOs in Odisha, a collaborative approach

***Dr. Nihar Ranjan Jena, Assistant Professor, IIT Bhubaneswar***

Dr. Jena outlined a structured approach to strengthening Farmer Producer Organizations (FPOs) in Odisha in collaboration with NABARD. He addressed key challenges such as inadequate infrastructure and lack of storage facilities, emphasizing the need for proper assessment, planning, capacity building, market integration, and financial support. His framework began with assessment & planning, involving baseline assessments, financial health analysis, market linkages, and data-driven strategy development, supported by stakeholder engagement. Capacity-building focused on training modules in business strategy, financial management, and digital adoption, supplemented by field visits and mentorship. Market Integration aimed at securing quality inputs, establishing market linkages, and enhancing market intelligence. Financial Systems integration covered banking partnerships, digital payment adoption, and risk management, while process Implementation emphasized operational efficiency, technology adoption, and supply chain management. Lastly, **a continuous support system was proposed, ensuring regular reviews, leadership development, and long-term sustainability through peer learning networks.**



*Dr. Nihar Ranjan Jena, Assistant Prof., Economics, IIT Bhubaneswar presenting on strengthening FPOs in Odisha*

## Session II: Export opportunities for FPOs by CBBOs/NGOs

The session on “Export Opportunities for FPOs: Presentation of CBBOs/NGOs” for brought together three key organizations that provide critical support to FPOs, offering insights into export opportunities and market linkages for FPOs. The aim of the session was to understand the



perspective of these community-based organizations, which are working closely with farmers on ground to develop sustainable marketing pathways for FPOs and the challenges they face in the process. Representatives from PRADAN, Harsha Trust, and Mahashakti Foundation, participated in the session, each sharing their unique approaches and contributions.

### Key insights from PRADAN

Mr. Ashutosh Satapathy from PRADAN shared the organization's efforts in promoting production clusters for FPOs. He highlighted the importance of transforming subsistence farmers into proficient producers by focusing on dedicating 2-3 years' time for cluster development before transitioning to FPO promotion. PRADAN has successfully promoted 61 FPOs under various projects including the Agricultural production



*Mr. Asutosh from PRADAN highlight the scope of exports in fresh fruits & vegetables value-chains*

clusters (APC) initiative. Mr. Satapathy further emphasized the potential for exporting crops such as Mango, Ginger, Turmeric, Dry Chili, and Black paddy, alongside fruits and vegetables. The organization also focuses on the convergence of various schemes to enhance the viability and effectiveness of these clusters.

### Key insights from Harsha Trust

Represented by Mr. Achyut Samant, Cluster-lead and Mr. Subhash Nayak, Marketing Officer, Harsha Trust outlined its focus on strengthening FPOs by working with key agricultural production clusters. Established in 2002, the organization has significantly impacted over 2 lakh households, strengthened more than 6,000 women's self-help groups (WSHG), and improved the quality of life in over 4,000 villages across multiple states. Harsha Trust emphasized its work with key exportable crops, such as Mango, Brinjal, Chili, and Turmeric, while also highlighting the challenges faced by



*Mr. Subhash & Mr. Achyut from Harsha Trust discussing on export potential of FPOs in Odisha*

FPOs in export preparation, such as limited experience in export procedures, lack of cold storage, and insufficient packhouses. The need for capacity-building and further training through initiatives like export pathshala and increased exposure to market linkages was stressed upon.

### Key insights from Mahashakti Foundation

Mr. Mohan Kumar Baliarsingh, representing Mahashakti Foundation, presented the organization's work in export-oriented agricultural development through key production clusters. The foundation primarily supports marketing of crops such as Green gram, Black gram, Groundnut, Banana, Tomato, and Marigold and others through FPOs. Key strengths of the Mahashakti

Foundation include its strong farmer connections, partnerships with government departments, and collaborations with institutions like B-KISAN, Raheja, and Omni Active with an aim to strengthen for crop value-chains. However, the organization highlighted challenges faced in supply chain management, particularly in accessing infrastructure for warehousing and distribution, which affects its ability to link farmers efficiently to markets.

Each organization expressed their commitment to facilitating export market linkages for FPOs in their respective regions, identifying the potential for exporting a variety of agricultural products, and offering valuable support in capacity building, resource mobilization, and market access. **This session highlighted the importance of targeted interventions and continued support for FPOs to overcome existing challenges and tap into the global export market.**



*Mr. Mohan Kumar Baliarsingh, Mahashakti Foundation presenting on scope of export for FPOs*

## Session III: Export insurance for perishable items

***Shri. Satyanarayan Nanda, Sr. Vice President, Unilight Insurance Brokers Pvt. Ltd.***

The session on agricultural insurance and marine cargo coverage provided essential insights into safeguarding farmers' produce and ensuring the security of agricultural exports. Shri Satyanarayan Nanda, Senior Vice President at Unilight Insurance Brokers Pvt. Ltd., began by explaining the role insurance brokers play in protecting agricultural products and reducing risks in the export process. The vision and mission of agricultural insurance were shared, emphasizing its importance in the context of agricultural exports.



*Session on Export insurance for perishable items by Shri Satyanarayan Nanda, Unilight Insurance Brokers Pvt. Ltd.*

A detailed overview of marine insurance followed, focusing on its role in export logistics. The session covered two key types of marine policies: open policy, which covers multiple shipments over a defined period, and specific policy, which covers a single shipment. The importance of the ICC (Institute Cargo Clauses) was highlighted, explaining the various risks covered, such as wilful misconduct, insufficient packing, delays, nature of cargo, insolvency of ship owners, unseaworthiness of vessels, and perils like war and strikes.

Additionally, the marine cargo insurance process was outlined, including the steps involved in securing coverage, the factors that determine premium calculations, and the claim process, with an emphasis on the required documentation for filing claims. **The session equipped participants with crucial knowledge to navigate the insurance aspects of agricultural exports, ensuring their products are protected during transit.**

## Session IV: Experience sharing by an FPO from West Bengal

### **Md. Jabbar A Khan, Chairman, Bhangar Vegetables Farmers' Producer Company Ltd.- West Bengal**

Shri Md. Jabbar A Khan, Chairman of Bhangar Vegetables Farmers' Producer Company Ltd. (FPO) in West Bengal, shared his inspiring journey of establishing and growing the FPO to address key challenges faced by farmers in the region. The formation of Bhangar Vegetables FPO aimed to resolve issues stemming from fragmented land holdings, lack of market access, and inefficient production methods. By enabling farmers to pool resources and knowledge, the FPO significantly improved yields, sustainability, and collective bargaining power.

The session highlighted several challenges the FPO encountered along the way. These included difficulty in connecting with large-scale buyers, leading to low prices, inadequate storage and transportation infrastructure for perishable vegetables, and the challenge of encouraging independent farmers to collaborate as a cohesive unit. Despite these obstacles, the FPO made significant progress by establishing direct market linkages with wholesalers and retailers, ensuring consistent demand for their products.



*Md. Jabbar A Khan sharing his success stories in Export Pathshala*

Key milestones achieved by the FPO included improvements in productivity through better farming techniques and inputs, enhanced financial conditions by reducing dependency on middlemen, and securing better prices for produce. Moreover, the FPO forged partnerships with local, national, and international buyers, ensuring sustainable market-linkages for its members.

Mr. Jabbar emphasized the importance of collective growth, showcasing how cooperation among farmers can lead to better outcomes than competition. The FPO has created a sustainable business model that ensures fair compensation and access to essential resources, underpinned by transparency and accountability. By prioritizing ethical leadership, the FPO built trust among its members, ensuring that farmers were equipped with modern farming techniques and market knowledge through capacity-building initiatives. Furthermore, he expressed the FPO's commitment to supporting other FPOs by helping them connect to larger markets and grow sustainably.

## Action plan for scaling-up agri-exports from Odisha

### **Shri. Biswajit Behera, Associate Director, Palladium**

To ensure the effective implementation of the insights gained from the export pathshala, Shri Biswajit Behera from Palladium outlined a structured action plan to enhance the export readiness of Farmer Producer Organizations (FPOs).



## Export Strategy Action Plan



Sl. No.	Action Item	Description	Roles & Responsibilities
1	Common Export Platform for Information Exchange	Palladium will ensure establishment of a centralized platform for seamless communication and knowledge sharing among FPOs, exporters, and key stakeholders to facilitate market intelligence, export procedures, and buyer connections. The participants of the session will have access to the platform for future communications.	Palladium
2	Development of Standard Operating Procedures (SOPs)	Formulation of clear and practical SOPs for export activities to be carried out covering compliance, documentation, quality control, and logistics to ensure smooth and standardized operations and share the digitised version of the same with all stakeholders especially – FPOs, CBBOs etc.	Palladium
3	Export of Bulk Quantity (Cluster-wise production & sourcing approach)	There is requirement to adopt a cluster-based model for bulk exports, leveraging regional strengths to optimize supply chain efficiency, maintain consistency in quality, and enhance bargaining power in international markets. This can be done in collaboration with Department of Agriculture & Farmers' empowerment, with support from Palladium, NABARD and APEDA.	Palladium, NABARD, APEDA
4	Sorting, Grading, and Packaging	Post-harvest handling and management practices need to be export oriented. This can be done by adopting standardized sorting, grading, and packaging techniques that meet global quality standards, ensuring better product valuation and reduced rejection rates in export markets. Palladium & NABARD to conduct follow-up trainings at regional/district level to ensure sensitization of FPOs.	Palladium & NABARD
5	Infrastructure Development	Investment in critical infrastructure such as cold storage & cold-chain facilities, agro-processing units, and logistics support while ensuring continuous monitoring and evaluation of export activities to improve efficiency and address challenges in real-time is required. Palladium to support FPOs to access Government schemes and benefits pertaining to the above.	Palladium, APEDA & DA&FE
5	Close Monitoring	A periodic monitoring mechanism to be set-up by Palladium to monitor export activities through FPOs, track progress, identify challenges and gaps.	Palladium, APEDA & NABARD

This structured approach and action plan will enable FPOs to build export capacity, streamline operations, and establish a sustainable presence in global markets, marking a significant step forward in Odisha's agricultural export ecosystem.

## Concluding remarks & Vote of Thanks

### **Dr. Sudhanshu K K Mishra, CGM & OIC, NABARD**

Dr. Sudhanshu K K Mishra concluded the Export Pathshala by emphasizing the crucial role of strengthening Farmer Producer Organizations (FPOs) to unlock India's vast agricultural export potential. He highlighted the need to develop a real-time FPO Directory to maintain an updated database and stressed the importance of creating Standard Operating Procedures (SOPs) for the capacity building of farmers. Dr. Mishra underscored that enhancing FPO infrastructure equips farmers with the tools and knowledge required to compete in global markets. He recognized the Export Pathshala as a powerful model for targeted capacity building, showcasing its effectiveness in preparing FPOs for international trade. Looking ahead, he expressed NABARD's vision of scaling up such initiatives, aiming to create a nationwide network of export-ready FPOs. This, he noted, would not only drive inclusive growth but also strengthen India's position in the global agri-trade landscape.



Concluding remarks by Dr. S K K Mishra, CGM & OIC, NABARD  
Bhubaneswar

### **Shri Samir R. Samantara, DGM, NABARD**

Shri Samir R. Samantara, Deputy General Manager, NABARD, expressed his heartfelt gratitude to all the distinguished speakers, panelists, and participants who contributed to the success of the Export Pathshala for FPOs. He extended his sincere appreciation to all the FPO representatives, farmers, and stakeholders for their active participation and engagement throughout the sessions. Special thanks were given to the organizing team led by Palladium for their meticulous planning and seamless execution of the event. Shri Samantara concluded by reaffirming NABARD's commitment to empowering FPOs and fostering agricultural export growth in India. He reiterated that the lessons and strategies shared during the Export Pathshala would go a long way in positioning Odisha's agricultural sector for success in the global market.

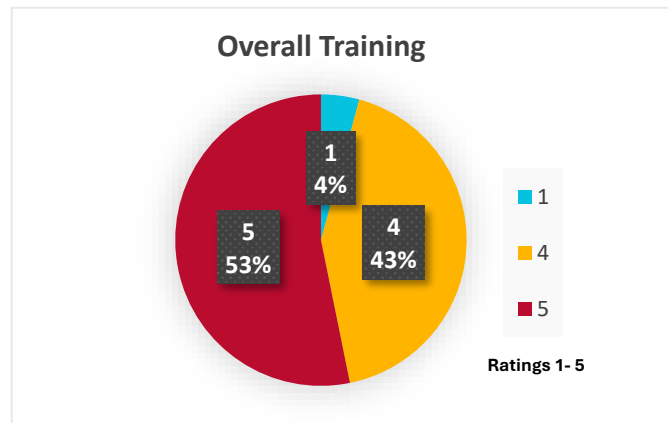


Vote of thanks by Shri Samir R Samantara, DGM NABARD

## Feedback received from participants

The session concluded with collecting feedback from participants for the three-day Export Pathshala training for FPOs. As per the feedback received, the training was highly informative, engaging, and effectively delivered with enthusiasm. The hands-on approach, including interactive sessions, group discussions, exposure visits, and practical exercises, reinforced learning and made the experience more impactful. Networking opportunities were valuable, allowing participants to connect with like-minded

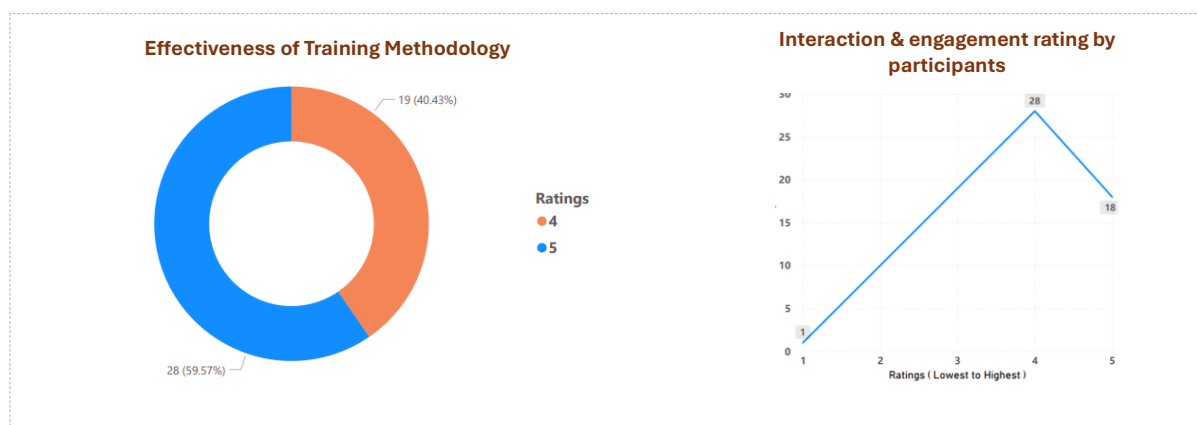
individuals, exporters, and financial institutions. Additionally, the training boosted confidence in tackling challenges such as marketing produce for export. However, while instructors provided



*Feedback of the overall training, as received from Participants at the end of the 3-day export pathshala*

- **96%** participants gave their learning experience a rating of 4 & above with **53%** participants being completely satisfied with the overall training.
- Participants found the information provided on export, discussion with exporters and the exposure visit sessions to be relevant & helpful.
- 60% of the participants found the training methodology to be effective and majority of the participants found the interaction & engagement-level of the pathshala to be more than 4 or more out of 5.

some feedback, more detailed insights would have been beneficial. To further enhance the program, it was recommended by the participants to include more interactive sessions on commodities with export potential, conduct district-level workshops for FPOs and farmers to streamline value-chains for export, increase the frequency of such workshops to support exports, and provide basic knowledge about government schemes and support. Overall, the export pathshala was highly relevant for participants and is expected to encourage FPOs to participate in agri-exports.





## Way forward

The three-day long export pathshala for Farmer Producer Organizations (FPOs) provided a comprehensive understanding of the export ecosystem, covering critical aspects such as market linkages, post-harvest management, export compliance, financial access, and supply chain development. The workshop provided the participants from FPOs and CBBOs with an overview of the agri-export ecosystem, recent developments, insightful and interactive open discussions, where participants reflected on key learnings, shared challenges, and explored potential collaborations. Experts from NABARD, Palladium, and various CBBOs/NGOs shared valuable insights on strengthening FPOs for export readiness.



With a vision to ensure export-market linkage of 100 FPOs in the next-financial year, NABARD & Palladium will strive to replicate the pathshala as a bundled package of practices to ensure a seamless integration of local sourcing models through FPOs to global supply chains. The pathshala model which includes creation of an action plan will ensure charting of a functional roadmap for sustainable export market linkage of FPOs. The scaling-up this export pathshala model across other regions, will help in ensuring a structured, well-supported, and sustainable approach to integrating FPOs into global trade networks with an endeavour to position Odisha as a strong player in agricultural exports, driving inclusive growth for farmers and FPOs.

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# Media Coverage

## Nabard, Palladium conduct workshop for Odisha's FPOs

Our Bureau  
Mangaluru

The National Bank for Agriculture and Rural Development (Nabard), in collaboration with Palladium Consulting India Pvt Ltd, organised a three-day workshop to provide Odisha's farmer producer organisations (FPOs) with critical insights and strategies to scale their businesses globally.

The initiative got policymakers, financial institutions, exporters, FPOs and supporting organisations to explore opportunities and solutions for strengthening the agri-export ecosystem.

SK Talukdar, Chief General Manager of NABARD, who inaugurated the workshop, said capacity-building initiatives, such as 'Export Pathshala', will enable smallholder farmers to directly connect with global buyers, ensuring better price realisation and sustainable growth.

## NABARD And Palladium's Export Pathshala Empowers Odisha's Farmer Producer Organizations For Global Agri-Trade

By India Education Diary ... On Feb 10, 2025



Bhubaneswar – The three-day Export Pathshala workshop, aimed at enhancing agri and allied exports through Farmer Producer Organizations (FPOs), successfully concluded. Organized by the National Bank for Agriculture and Rural Development (NABARD) in collaboration with Palladium Consulting India Private Limited (PCIPL), the workshop provided FPOs with critical insights and strategies to scale their businesses globally. The initiative convened policymakers, financial institutions, exporters, farmer producer organizations and supporting organizations to explore opportunities and solutions for strengthening India's agri-export ecosystem. By equipping FPOs with expertise in export procedures, quality compliance, and market linkages, the workshop is set to enhance Odisha's competitiveness in global markets for fruits, vegetables, and spices.

Addressing the inaugural session, Shri SK Talukdar, Chief General Manager, NABARD, underscored the significance of empowering FPOs with the right knowledge, infrastructure, and market access. He noted that capacity-building initiatives like Export Pathshala will enable smallholder farmers to directly connect with global buyers, ensuring better price realization and sustainable growth. Over the first two days, leading experts from NABARD, the Agricultural and Processed Food Products Export Development Authority (APEDA), the World Trade Centre, the Spices Board of India, Bank of Baroda, and panel of industry exporters provided practical training & had interactive discussions with participants on export documentation, compliance, and quality standards, post-harvest management and packaging for export readiness, value chain development for fruits, vegetables, and spices, and risk mitigation and export insurance for perishable goods. A field visit to PRB Super Foods in Khordha provided hands-on exposure to good packaging and logistics practices for large-scale agri-exports.

## Orissa TODAY STATE Saturday 08 February NABARD & Palladium India to Host "Export Pathshala" Workshop in Bhubaneswar to Boost Odisha's Fresh Produce Exports



Bhubaneswar, (TNT) The National Bank for Agriculture and Rural Development (NABARD), in collaboration with Palladium Consulting India Private Limited (PCIPL) will be conducting "Export Pathshala" a three-day workshop during 07-09 February 2025, at Bhubaneswar, with focus on enhancing exports of fresh fruits and vegetables from Odisha. The first of its kind workshop aims to equip Farmer Producer Organizations (FPOs), and agri-entrepreneurs with essential knowledge and skills for tapping into global markets. The resource persons from Agricultural and Processed Food Products Export Development Authority (APEDA), World Trade Centre, Bhubaneswar, Spices Board, exporters association from West Bengal and Odisha will be guiding the FPOs in undertaking of exports of fresh fruits, vegetables and spices from Odisha. The representatives of Bank of Baroda, NCDC, NABARD supported FPOs from 15 districts will also be participating in the aforesaid Pathshala.

The workshop shall focus on presentations on the agriculture sector in Odisha by APEDA, and export facilities available in the state by World Trade Centre, Bhubaneswar, followed by virtual orientation session by Sahyadri farms, Nashik. A field visit is also planned to give an exposure on good packaging practices to the FPO members. The event shall also contain panel discussions bringing together leading exporters from Odisha and West Bengal, who would share insights into the current export scenario and growth potential in agri-trade and case studies from successful FPOs and agri-entrepreneurs, including export experiences of mango and vegetable-producing FPOs from Dhenkanal, Bolangit, is also planned. The workshop will help in facilitating the FPOs from Odisha to discuss with the leading exporters on export documentation, value chain development, post-harvest management, quality control and other compliances required for export of fresh fruits and vegetables from Odisha.

Economy - 4 Min Read

## NABARD, Palladium conduct Export Pathshala to enhance Odisha's FPOs for global agri trade

The initiative convened policymakers, financial institutions, exporters, farmer producer organizations and supporting organizations to explore opportunities and solutions for strengthening India's agri-export ecosystem.



Online Bureau - ETGovernment  
Updated On Feb 11, 2025 at 11:07 AM IST



SK Talukdar, Chief General Manager, NABARD, addresses the inaugural session Export Pathshala workshop in Bhubaneswar.

**BHUBANESWAR:** The three-day Export Pathshala workshop, aimed at enhancing agri and allied exports through farmer producer organizations (FPOs), successfully concluded. Organized by the National Bank for

Agriculture and Rural Development (NABARD) in collaboration with Palladium Consulting India, the workshop provided FPOs with critical insights and strategies to scale their businesses globally. The initiative convened policymakers, financial institutions, exporters, farmer producer organizations and supporting organizations to explore opportunities and solutions for strengthening India's agri-export ecosystem, according to a press release.

## NABARD & Palladium India to host 'Export Pathshala' workshop for Odisha FPOs



The first of its kind workshop aims to equip Farmer Producer Organizations (FPOs), and agri-entrepreneurs with essential knowledge and skills for tapping into global markets.

The National Bank for Agriculture and Rural Development (NABARD), in collaboration with Palladium Consulting India Private Limited (PCIPL) will be conducting "Export Pathshala" a three-day workshop during 07-09 February 2025, at Bhubaneswar, with focus on enhancing exports of fresh fruits and vegetables from Odisha.

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The workshop will help in facilitating the FPOs from Odisha to discuss with the leading exporters on export documentation, value chain development, post-harvest management, quality control and other compliances required for export of fresh fruits and vegetables from Odisha.

Media Release





# EXPORT PATHSHALA

**for Farmer Producer Organizations in Odisha**

A three-day residential training program focused upon  
capacity building of FPOs for export of FRESH FRUITS & VEGETABLES

Date: 7<sup>th</sup> to 9<sup>th</sup> of February 2025

Venue: Pipul Padmaja Premium Hotel and Convention, Bhubaneswar

## Agenda

Day		Time	Session details	Resource person/ Responsibility
Day-1	07-Feb-25	09:30-10:30	Registration & Assembly	
		10:30-10:35	Welcome address	Shri. B K Jamuda, AGM, NABARD RO Bhubaneswar
		10:35-10:45	Context Setting	Shri. Biswajit Behera, Associate Director, Palladium
		10:45-10:55	Special address	Shri. Sitakanta Mandal, Regional Director, East Region, APEDA
		10:55-11:05	Special address	Smt. Swapna Bandopadhyaya, General Manager, Bank of Baroda
		11:05-11:15	Keynote address	Shri. S K Talukdar, Chief General Manager, NABARD RO, Bhubaneswar
		11:15-11:30	<b>Tea- break</b>	
		11:30-12:00	Agri and allied scenario and opportunity in Odisha	Shri. Sitakanta Mandal Regional Head, ER, APEDA
		12:00-12:30	Export facilities from Odisha	Smt. Nimeshika Natarajan, Assistant Director, World Trade Centre, Bhubaneswar
		12:30-01:45	Case exercise & presentation	All participants
		01:45-02:30	<b>Lunch break</b>	
		02:30-03:45	Panel discussion of Exporters' Talk: Present scenario and Potential of Agri export from Odisha	<ul style="list-style-type: none"> <li>Shri. Gopal Saha, JBL ENTERPRISE</li> <li>Shri. Mrinal Sinha, DMR Green Valley Agro Fresh Private Limited</li> <li>Shri Tamal Sarkar, Jay Jagannath Enterprise</li> <li>Shri. Ankush Saha, JGB Agrofresh Pvt Ltd</li> <li>Shri Debajyoti Dutta, Director PRB Super foods Pvt. Limited</li> <li>Shri Saurendra Mantri, METEXO Management Pvt Limited</li> </ul> <b>Moderation:</b> Ms. Prajnya Praharaj, Palladium
		03:45-04:00	Making FPOs Export ready	Shri. Biswajit Behera, Associate Director, Palladium
		04:00-04:15	Case study 1: FPO- export experience (Mangoes)	Shri Prabhat Ku Mahapatra, CEO, Madanamohana FPO, Dhenkanal
		04:15-04:30	Case study 2: FPO- export experience (Fresh vegetables)	Smt. Madhumita Pattnaik, Managing Director, Jaden FPO, Bolangir
		04:30-04:45	Case study 3: FPO- export experience (Fresh vegetables)	Shri Srikant Hota, Uteivalley FPO, Kalahandi
		04:45-05:00	Case study 4: Agri-entrepreneur experience from Dhenkanal	Shri Ajit Ku Mahanta, Director, Medboss Agroinnovation Pvt. Limited
		05:00-05:30	<b>Summary of the day (with High Tea) and closure of Day-1</b>	Shri. Biswajit Behera, Associate Director, Palladium
Day-2	08-Feb-25	09:45-10:00	Special Address	Dr. S K K Mishra, Chief General Manager/OIC, NABARD
		10:00-10:15	Special Address	Dr. Sarada Prasan Mohanty, Regional Director, Reserve Bank of India
		10:15-10:45	Documentation and export processes of Spices (Virtual Session)	Shri. Sandeep Ku Chaurasia, Asst. Director, Spice Board of India
		10:45-11:45	F&V/Spices: Value Chain development in farming for Export Market	Shri. Amlan Sujit R Choudhury, Manager, AB Mauri India Pvt. Ltd., Kerala
		11:45-12:00	<b>Tea- break</b>	
		12:00-01:00	Post Harvest Management and Export sharing of Fresh Fruits and Vegetables - Sahyadri farms, Nasik, Maharashtra, (Virtual Session)	Shri. Azhar Tambuwala, Director - at Sahyadri Farmers Producer Company Ltd, Nasik, Maharashtra
		01:00-01:05	Debriefing on exposure visit	Ms. Prajnya Praharaj, Palladium
		01:05-01:35	<b>Lunch break</b>	
		01:35-02:30	Travel to PRB foods private limited, Khordha	All participants
		02:30-05:30	Exposure field visit to PRB super foods, Khordha	Shri. Debajyoti Dutta, Director PRB Super foods Pvt. Limited
		05:30-06:30	Return to Bhubaneswar	Palladium Team

For location, scan here







# EXPORT PATHSHALA

**for Farmer Producer Organizations in Odisha**

A three-day residential training program focused upon  
capacity building of FPOs for export of FRESH FRUITS & VEGETABLES

Date: 7<sup>th</sup> to 9<sup>th</sup> of February 2025

Venue: Pipul Padmaja Premium Hotel and Convention, Bhubaneswar

Day	Date	Time	Session details	Resource person/ Responsibility
Day-3	09-Feb-25	10.00-10.15	Assembly and recap of Day 1 & 2	Shri. Biswajit Behera, Associate Director, Palladium
		10.15-10.30	Special address	Dr. Arabinda Ku Padhee, IAS, Principal Secretary, Department of Agriculture and Farmers' Empowerment, Govt. of Odisha.
		10.30-11.00	Experience sharing – Bhargar Vegetables Farmers' Producer Company Ltd.- West Bengal	Mr. Md. Jabbar A Khan, CEO, Bhargar Vegetables Farmers' Producer Company Ltd.
		11.00-11.45	Presentation of CBBOs/NGOs for export opportunities	Representative from Mahashakti Foundation, Representative from Harsha Trust, Representative from PRADAN (APC)
		11.45-12.00	<b>Tea- break</b>	
		12.00-12.30	Export insurance for perishable items	Shri. Satyanarayan Nanda, Sr. Vice President, Unilight Insurance Brokers Pvt. Limited
		12.30-01.00	Open discussion and Q&A	Moderated by NABARD
		01.00-01.15	Action plan presentation	NABARD, RO Bhubaneswar and Palladium
		01.15- 01.30	Vote of thanks	Dr. Samir R Samantara, Deputy General Manager, NABARD RO
		01.30 onwards	<b>Lunch and depart</b>	

## EXPOSURE VISIT PLAN

Sl. No.	Time	Exposure Visit: Session details	Resource Person
1	1:30 - 2:30	Starting from Bhubaneswar for exposure visit	Ms Debarati Ghatak, M: 8240767512 Bus-1: Anjan Ku Panda, M: 9437339279 Bus-2: Soumya R Sahoo, M: 9853143526 Bus-3: Sarthak Darshan, M: 9040117170
2	2:30 - 2:45	Briefing about exposure visit	PRB Superfood Pvt. Ltd. Team
3	2:45 - 03:30	Site visit 1. Cold Storage 2. Packaging 3. Value Addition facilities	Representative PRB Super foods
4	3:30 - 4:00	Briefing about the Cold Storage, advantages & role in export	PRB Super foods team
5	4:00 – 4:15	<b>HIGH TEA</b>	
6	4:15 - 4:45	Uses of Organic fertilizer to tap the Export Market	Sandip Bhattacharya, Advisor; M/S Sarkar Agro Impex
7	4:45 - 5:30	Open Discussion & Q& A	All Participants
8	5:30	Return to Bhubaneswar	Ms Debarati Ghatak, M: 8240767512 Bus-1: Anjan Ku Panda, M: 9437339279 Bus-2: Soumya R Sahoo, M: 9853143526 Bus-3: Sarthak Darshan, M: 9040117170

### Kind attention for Exposure Visit:

1. 15 members at a time to enter the facilities
2. No member to be allowed to seat in grading area
3. No material should be touched
4. No photography / no shooting to be allowed inside the premises
5. No spitting inside the premises
6. To wear headcap while entering the cold storage



## Annexure II: List of Participants

Annexure

Sr. No.	Name of the district	Name of the first FPO	Name of the representatives	Contact Number	Name of the second FPO	Name of the representatives	contact number	Total number of FPO representatives
1	Angul	Pallahara FPCL	Lucky Mahanta/Dharmendra Mahanta	7809682382	Sree Suklambar FPCL	Binasini Pradhan/Jitendra Sahu	9668895636	4
2	Balasore	Subernarekha FPO	Rajadeep Das/Sukumar Samanta	7077811471	Anandamayee Women FPCL	Sujata Rout/Bishnupriya Barik	7846829171	4
3	Bolangir	Krushaka Unnayana FPCL	Sambhu Benia/Madhu Mita Pattanaik	9776863787	Maa Mahadasani FPCL & Ghasian Devi FPCL	Udaya Naik/Shesadeb Khamari	8018164596	4
4	Cuttack	Achinha Baba FPCL	Saroj Kumar Samal/Manas Dalei	9938795665	Bibhukrupa FPCL	Arabinda Mallick/Bibhu Padarabinda Nayak	8598878033	4
5	Dhenkanal	Mahima Alekha FPCL	Srinibas Mallick/Ashok Kumar Patra	9337332339	Datree FPCL	Bibhuti Bhushana Bhutia/Abhaya Singh	7008933480	4
6	Gajapati	Taptapani FPCL	Pawan Kumar Sahoo/Ajit Kumar Sahoo	9861025192	Sata Bhauni FPCL/Udyam Vikas FPCL	Ms. Sweety Rani Bhuyan/ Ejam Gomango/Akashaya Gomango	7848808567/9827221605, 8895751521	5
7	Ganjam	Baba Biswanath FPCL	Surendra Kumar Swain	8018524888	Ghumusara FPCL/Tamanada Women AFPCL	Santosh Kumar Mahapatra/A. Rajalaxmi	8456096001	3
8	Kalahandi	Uteivalley FPCL	Mahasweta Sahu/Shrikant Hota	8926148683/9437657035	Trilokeswar FPCL	Amit Kr Nag/Ashutosh Mund	9658790156/9853371371	4
9	Kandhamal	Baishnaba Kandhamal FPCL	Dusmanta Digal/Pramod Pradhan	6370198088	Saktirupa FPCL	Padma behera	7978888195	3
10	Keonjhar	Maa Tangaranipat FPC	Manoj Manjari Mahanta/Kamal Lochan Mahanta	8984292409	Salandi FPC	Premananda Mishra	6370529611	3
11	Khurda	Paschimeswar FPCL	kadambinee Patra/Brundaban Rout	8249071594	Tasty Veg FPCL	Santoshini Muduli/debashish Mohanty	9438079323	4
12	Koraput	Alekmahima FPO	Ranjit Pondei/Rabindra Palmel	9778855449	Duduma FPCL/koraput agro pcl	Gangadhara Sisa/Dhanu sisa/Mamta/Jeetali	8895670545/9437642496	6
13	Mayurbhanj	Bahalda FPO	Gobind Mohanta/Rabindra Mohanta	9431319095	Badampahar FPO	Pabitra Mohan Sahu/Maha Tudu	8596923267	4
14	Rayagada	Kolnara FPO	Nishi Bisi/Gola polei	8249942368/7735701720	Chandrasekhar FPO	Saroj Benia/Parihas Jagerenga	9692064775/8260258228	4
15	Sambalpur	Dharanidhar Chillil PCL	Sanjib Sahu/Satosha Kisan	9178562977	Sabuja Sanatanpali FPCL	Babulal Suna/Manbodh Barik	7847815532/ 7978138120	4
	<b>Total</b>							<b>60</b>





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