

**Financial Assistance by APEDA**

934. SHRI Y.S. CHOWDARY: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) the State-wise and year-wise details of financial assistance provided by Agricultural and Processed Food Products Export Development Authority (APEDA) under schemes for market development of various products during the Eleventh Plan;

(b) the year-wise targets fixed/achieved during the Eleventh Plan; and

(c) the intended measures before Government for improving the results?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA MADHAVRAO SCINDIA): (a) Details of financial assistance provided by Agricultural and Processed Food Products Export Development Authority (APEDA) under the scheme of Market Development in Eleventh Plan Period upto 2010-11 are as under:

(Rs. in crore)			
2007-08	2008-09	2009-10	2010-11
15.00	15.01	15.94	17.32

State wise details under this scheme are not maintained by APEDA.

(b) Details of year wise targets fixed/achieved during the 11th Plan Period are as under:

(Rs. in crore)									
2007-08		2008-09		2009-10		2010-11		2011-12	
Target	Achieved	Target	Achieved	Target	Achieved	Target	Achieved	Target	
15.00	15.00	15.00	15.01	17.00	15.94	17.00	17.32	23	

(c) The Market Development Scheme is being implemented by APEDA with the primary objective of increasing exports of agricultural & processed food products in the international markets. Secondly the scheme helps export of quality products in value added packaging so as to fetch higher export earnings for the entrepreneurs. In addition, the scheme, also provides a platform

to exporters to showcase their products to international buyers under the banner of brand "INDIA". To popularise Indian food products in international markets generic brand promotion is also carried out through release of Advertisement in International media.

Important trade related information, International import & quality regulations and market analysis reports are disseminated through website and quarterly journal of APEDA.

APEDA has undertaken various activities in the Market Development Scheme during last few years. Some of the major initiatives under the scheme are as below:

- (a) Development and use of Standard packaging material for exports.
- (b) Data compilation and Information dissemination through print media and Website.
- (c) Participation in Exhibition and trade Fairs, Exchange of trade delegations
- (d) Brand Promotion and Generic Market promotion.

#### **MFN status to India by Pakistan**

935. SHRI M.V. MYSURA REDDY: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether it is a fact that finally the Ministry of Trade of Pakistan has agreed to give the Most Favoured Nation (MFN) status to India;
- (b) if so, the details thereof;
- (c) the details of imports that India made from Pakistan;
- (d) whether it is a fact that Pakistan has demanded lifting of non-tariff barriers on its exports to India in return of MFN status; and
- (e) if so, the details thereof and how India is going to react to this?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA MADHAVRAO SCINDIA): (a) and (b) The decision taken in the Cabinet Meeting of Pakistan, communicated through the Press Release of Pakistan Government dated 2nd November 2011, is that "the (Pakistan) Cabinet gave Ministry of Commerce the mandate to take the process of normalization forward, which would culminate in the observance of Most Favoured Nation (MFN) principle in its true spirit".