

EXPORT PROMOTION STRATEGIES FOR ACCELERATING GROWTH IN INDIAN AGRICULTURE : A REVIEW

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ABSTRACT

The potential of agricultural exports in India have hitherto remained untapped due to a plethora of factors including the country's robust domestic demand. Despite India being second largest in global agricultural production, its share of world agricultural exports is as low as 2 per cent of its GDP. In the new agro-export policy of 2018, India has set an annual agricultural export target of US\$ 60 billion by 2022 from the current achievement of US\$ 38.87 billion in 2016-17. As India enjoys a comfortable position in all the ten major farm commodities that dominate 80 per cent of world's agro-trade, promotion of agricultural exports can be looked upon as an important instrument for accelerating growth in rural economy. In this connection, the present study documents the evolution and role of export promotion measures implemented in India since liberalization in 1991. Besides, the export performance constraints are also discussed along with the strategies for India to expand its export share.

KEY WORDS: *Agro-export promotion strategies, Constraints, Strategies*

INTRODUCTION

Agriculture continues to play a dominant role in Indian economy as well as the social psyche of the country as it is naturally endowed with diverse and varied agro-climatic conditions along with a vast reservoir of resource pool and soil regimes for growing a wider variety of crop, livestock and fishery products. It is no coincidence that over 58 per cent of the rural households directly depend on agriculture and allied activities as their principal means of livelihood (NSSO, 2015). It is pertinent to note that the contribution of agriculture, along with its allied sectors of fisheries and forestry, was to the tune of 13.77 per cent in

terms of Gross Domestic Product (GDP) and 17.12 per cent in terms of Gross Value Added (GVA) during 2016-17 (IBEF, 2018). Added to this is the advantage of a large community of knowledgeable farmers with proven technical ability in adapting themselves to the changing plethora of requirements in terms of growth, diversification and trade as and when dictated by the shifting global scenarios, right from the days of Green Revolution. In this connection, promotion of agricultural exports in India is often looked upon as an important instrument for accelerating growth in the rural economy and to create conditions for improving farm returns so as

to make agriculture as not only out of volition but also a viable proposition.

Prominent agro-commodities in world exports

The world agro-trade is dominated by only ten important farm commodities viz. coarse grains, soybean, cotton, sugar, rice, spices, tea, vegetable oil, wheat and tobacco to the tune of nearly 80 per cent of market share (KPMG, 2015). India not only retains a dominant production status in all these commodities but over the years it has also developed a considerable competitive advantage in their exports, though the export surplus is very meager after meeting the domestic demand. This advantage has been made possible due to the country's varied agro-climatic conditions coupled with relatively less labour costs, reasonable farm-gate infrastructure and near self-sufficiency in farm inputs and services.

In certain commodities like Basmati rice, the country actually enjoys a niche market access despite facing stiff competition from the South Asian economies and other rice market giants like China and Thailand. Moreover, India also happens to be the world's largest milk and cotton producer, second largest in fruits and vegetables, third largest in eggs and fifth largest in poultry and other meat products. Despite all this, India was ranked only the 15th largest exporter of agro-products with a share of 1.46 per cent in 2016-17 in world agriculture exports (IBEF, 2018). The European Union remains the largest exporter of agricultural products followed by United States, Canada, Brazil and China.

These top five agriculture export countries account for nearly two-thirds of global agro-exports. When it comes to India, out of the total country's exports, the share of agriculture was only 10 per cent in 2016-17, which in fact was more than 60 per cent in the 1960s, and it was the fourth largest export category. Ever burgeoning population

leading to surging domestic demand should be one of the reasons for such a slump in agro-exports over the decades. At the same time, it should be noted that the growth rate of Indian agriculture was less than 1 per cent per annum in 1960s and 1970s and had shown a growth of only around 3 per cent per annum in the decades after that. But for India to breach the improbable target of 4 per cent agricultural growth rate and to sustain the same in the decades to come, agro-exports need to be given a make-over and a prime-push.

Status-quo of Indian agro-exports

The agriculture and food industry in India can be categorized into five broad segments: **i)** Fresh fruits and vegetables; **ii)** Floriculture, plantation crops; **iii)** Processed fruits and vegetables, dry fruits, other processed food; **iv)** Animal products including meat, poultry and dairy; and **v)** Cereals and millet crops. During 2016-17, export of cereals and animal products accounted for 66.02 per cent of the exports, with processed fruits and vegetables (27.23 %) coming a distant second and followed by fresh fruits and vegetables (6.20 %) and floriculture products (0.55 %). In fact, Indian agricultural/horticultural and processed foods are exported to more than 100 countries/regions; chief among them being the SAARC (South Asian Association for Regional Cooperation) countries, Middle East nations, Southeast Asia, the EU (European Union) and the United States. Over the years, the total agricultural exports of India have grown at a CAGR of 28.63 per cent reaching USD 33.86 billion in 2016-17, comprising 12 per cent of the country's total exports, from USD 9.12 billion in 2004-05 (IBEF, 2018). At this rate, agricultural exports are expected to reach USD 45 billion by 2019-20 (NITI, 2015).

One of the key features of Indian agricultural exports is that a majority of the items in the agriculture export basket are

actually net foreign exchange earners, with almost negligible import content unlike high import content in many of the manufacturing export products. The country's major traditional agro-exports (apart from marine and livestock products) include rice, oil meals, wheat, spices, cashew and tea. The recently struck non-traditional components of exports include horticulture products such as vegetables and fruits, floriculture products and their processed products. Among them, the star export performers are the traditional agro exports like basmati rice, oil meals and castor oil. This trend clearly reflects not only the increasing importance of traditional agro-exports, but also necessitates the need to diversify into non-traditional export products.

But it seems that Indian agriculture exports are falling at both the fronts of pace of diversification of commodities meant for export and the need of diversification of destination countries. The share of top ten markets as India's agro-export destinations increased from 52 per cent in 2001-02 to 56 per cent in 2016-17 indicating thereby an increased concentration of markets. This again calls for a diversification strategy into markets that offer greater potential such as the Latin American region which incidentally has been growing at a very healthy rate.

Potential farm products for export

For India to expand its world market share in exports and to improve its domestic agrarian prospects there are five potential farm products viz. mango, banana, potato, soybean and poultry, over which the country should attach special focus in the coming decades (Anon., 2015).

- **Mango:** Mango production has obviously increased in the recent decades, but much of the credit goes to the increase in its acreage and not to improved yields (Kusuma and Basavaraja, 2014). Thereby, it has

been estimated that India can still improve mango exports over 10 times upon improving yields and by reducing the post-harvest wastages alone. This can be made possible by developing mango clusters in major mango growing states like Andhra Pradesh, Karnataka, Uttar Pradesh, Gujarat and Bihar. Of late, the European Union and Arab states have banned Indian mangoes citing pesticide residues. In this regard, such clusters can help in the wide-spread adoption of good agricultural practices and sensitize about the sanitary standards among the farming community which in turn will bolster the brand image of Indian mangoes.

- **Banana:** India occupies nearly 30 per cent share in world banana output but its exports are a meager 0.37 per cent. Despite large domestic consumption and almost nil export marketed surplus, still there is immense potential for its export to the tune of 1.5 million tonnes by 2030, which in fact is 30 times the current status. For that, the export promotion measures should aim in promoting the branding of bananas and in building up of a globally competitive supply chain.
- **Potato:** There are immense possibilities to double the prospects of potato in the processing industry from the prevailing level of 7 per cent. This can act as a fillip to improve Indian potato exports to 2 million tonnes from the current level of 1.2 million tonnes, thereby bringing the country among the top five world potato exporters.
- **Soybean:** Knowing or unknowingly India has attained a coveted position in the world to be a leading non-GM

usage country in soybean exports. This image needs to be harnessed for the country to stake up its export's share. Besides, India should also focus on branding non-GM soya-oil which can attract premium export price than the other GM soy-oil export countries.

- **Poultry:** The Indian poultry export industry is crippled with recurrent occurrence of diseases in poultry products. Besides escalating feed costs, lack of awareness on frozen foods among poultry farmers also dent the country's export prospects. It is high time that the export promotion programmes be focused to ensure farmers' participation in large-scale processing hubs in poultry sector and back-end feed manufacturing technologies.

Export-led growth strategy

Globalization has paved way for avenues in unrestricted trade between world nations enabling them to focus on export-led growth strategies. Implementation of such strategies for agricultural commodities has often helped countries like India to earn valuable foreign exchange and to contain the trade deficit. Right from the 1980s onwards, i.e. even much before the opening up of the economy in 1991, the exports have often empirically proved to drive GDP growth in India (Daniels *et al.*, 2002; Aggarwal, 2006; Mulligan, 2007; and ITC, 2009). Given that liberalization policies can sustain economic momentum in India, the export promotion measures can help in accelerating the growth rate in agriculture.

Actually, it was the failure of import substitution policy that led India to follow export promotion strategies (Dhawan and Biswal, 1999) and which, as many prescribe, has led to many green-shoots in the economy and islands of prosperity among agro-commodities. But as a whole, it is often

felt that despite having decades-old export-led growth strategy, India is still struggling with low growth rates in agriculture. In fact, the nation is yet to break its technology frontiers in crop productivity and crop processing sector and take advantage of new export possibilities under WTO regime (Felipe and Joseph, 2005). This necessitates the need of vigorous export promotion measures which apart from strengthening the locus standi of India would also rev up the nation to deftly handle various international pressures and sanctions. Globalization and Foreign Direct Investment (FDI) inflows can only be of help in accelerating growth rate provided there are suitable and supportive export promotion measures in the backyard.

Evolution of export promotion measures in India

It was the mounting pressure to earn foreign currency post oil shocks that demanded India to adopt initial export promotion policies in the early 1970s, in the form of various export subsidies (such as duty drawback, direct subsidies and subsidized credit). Even then, the policy environment was less conducive to international trade. Such rigidity in foreign trade policy was felt necessary to protect the domestic interests from international competition. Later, the mid-1980s saw the emergence of new set of export promotion policies including duty drawbacks (DDS), compensatory support (CCS), and market development assistance (MDA) and the establishment of many export promotion councils, commodity boards and specialized service institutions. The asset limit under Monopolies and Restrictive Trade Practices (MRTP) Act was also increased to Rs. 100 crores, from Rs. 20 crores, while the clearances were also waived off entirely for many industries to boost export-oriented growth (Sharma, 2000).

Export incentives were also extended for the reduction of foreign exchange controls permitting industries to import raw materials. Even in the late 1980s, the government's skeptical stand on FDI inflows continued and FDI was limited to specific sectors alone and that too with an upper limit of 40 per cent. Besides, the non-tariff barriers (NTB) were also applicable on nearly 65 per cent of all imports and the monopoly of government agencies for canalized imports in agricultural products continued to exist though it was abolished for many other products (Aggarwal, 2006). But the restrictions on exports were eased off with the abolition of taxes on agricultural exports and a host of other manufacturing sector commodities. As a result, the share of quantitative restrictions on tradable GDP was reduced from 93 per cent of pre-liberalization period to about 66 per cent in 1995 (Dhawan and Biswal, 1999).

Export promotion measures

Export promotion is an action plan of promoting exports in the commodities in which the country has comparative advantage over other nations as well as to enhance the agricultural competitiveness of various commodities. The trade policy reforms in India initiated in 1991 gave further boost to the country's export promotion measures, besides ensuring the transition of the economy from a protectionist mode to an open market conducive for higher cross-border transactions. But still, it is felt that India is not able to harness its export potential due to prevailing lack of awareness of export promotional schemes among farming community. In this connection, listing of the following export promotion measures introduced by the government of India over different time periods for the benefit of agricultural sector will be immensely useful to discuss the status as well as the scope of such measures (Anon., 2013).

- **Duty Free Replenishment Certificate (DFRC):** This scheme enables the replenishment of basic custom duty of imported goods that are intended for exports.
- **Duty Entitlement Passbook (DEPB):** This scheme entitles exporters for a duty credit as a specified percentage of Freight on Board (FOB) value of exports, thereby enabling them to diversify their export basket and promote new products.
- **Deemed Export Duty Drawback:** The scheme has a provision to permit refund of duties that are paid on raw materials meant for export oriented production of goods.
- **Advance License Scheme:** Advance licenses are issued for physical exports, intermediate supplies and deemed exports. Under this scheme, duty free import of inputs getting utilized in the export products are permitted after discounting normal wastage allowances.
- **Special Economic Zone (SEZ) Scheme:** The scheme has a very simple and transparent policy of promoting SEZs with minimum bureaucratic interference and red-tapism. SEZ areas are open for the foreign national manufactures and companies to establish their 'manufacturing islands' relating to goods and services, and the activities enabling production, processing, assembling, trading, remaking, reconditioning etc. The SEZ units have an advantage of duty free import and export of goods through airport, port, Inland Container Depot (ICD), Container Freight Station (CFS), courier, post parcel and land custom station. In addition, a foreign concern can store its goods in Indian

warehouses for marketing it to the domestic demand at a later period of time.

- **Free Trade and Warehousing Zone (FTWZ) Scheme:** Under this scheme, a foreign concern is permitted to stock its goods in warehouses for two years. Further, the scheme facilitates duty free import of all goods except prohibition items and allows re-exporting without any restrictions. This scheme was proposed to make India into a global trading-hub.
- **Bio-Technology Park (BTP) Scheme:** The BTP scheme entitles any Indian company or a subsidiary of foreign company or a branch office of foreign company avail the advantages of excise duty exemption, custom duty exemption, corporate tax exemption and central sales tax reimbursement up to 90 per cent export turnover and in the sales of domestic tariff area up to 50 per cent of the FOB value of permissible export.
- **Served From India Scheme (SFIs):** This scheme was initiated to accelerate the growth of exports in the services sector including agricultural services. By this scheme, the service providers are entitled for duty credit scrip that may be used for duty free import of capital goods. This scheme offers immense potential for the agro-tourism sector.
- **Target Plus Scheme (TPS):** The scheme allows high performing export houses (categorized as ‘star export houses’) for a duty free credit based on incremental exports, upon condition that they need to be higher than the fixed target of annual export. The star export houses are the manufacturing exporters, Export

Oriented Units (EOUs), service providers, Agri-Export Zones (AEZs), Special Economic Zones (SEZs) and Bio-Technology Parks (BTPs) with high FOB export performance during the current as well as in the previous three years in total.

- **Vishesh Krishi Upaj Yojna Scheme (VKUY):** This scheme enables the exporters of vegetables, flowers, fruits and their value added products for duty credit scrip equivalent to 5 per cent of the Freight on Board (FOB) value of exports of those products that has already used the duty free import of inputs (or goods including capital goods). In simple terms, the scheme sanctions the import of inputs or goods against export of some horticultural products for increasing the exports of such products.
- **Assistance to States for Infrastructure Development of Exports (ASIDE):** The scheme facilitates the state governments to promote exports. Funds are provided for the states to utilize them in developing infrastructure such as creation of state level export promotion industrial zones, inland container depots, development of minor ports, and stabilizing power supply.
- **The Market Access Initiative (MAI) Scheme:** Under this scheme, the financial assistance is given to Export Promotion Councils, Registered Trade Promotion Organizations and the agencies of both Central and State governments to promote exports. The scheme provides sufficient funds for capacity building, support for statutory compliances, project development

mechanism and studies or surveys related to markets.

- **The Market Development Assistance (MDA) Scheme:** This scheme encourages exporters to reach out and develop overseas market by offering funds for study tours abroad, trade delegations, publicity, participation in international tours etc. All the exporting units, registered under SSI or EPC or with aggregate exports of Rs. 2 crores and above can get benefitted.
- **Foreign Direct Investment (FDI) in Agriculture:** FDI policy for agriculture has been amended in the recent years to allow 100 per cent FDI under automatic route for the development of seed sector, storage and ware housing including cold storages. The government policies have enabled the flow of cumulative FDI from April 2000 to September 2015 in agriculture services and agricultural machinery to the tune of USD 2,200 million (NITI, 2015).
- **Credit Facilities to Agro-Exports:** Institutional agencies, commodity boards, export promotion organizations as well as the commercial banks have been playing an important role in extending credit and other support facilities to facilitate agro-exports. Commercial banks provide credit support by way of pre-shipment and post-shipment. Other support facilities include that of in foreign exchange transactions; forward cover; provision of cross-currency options; market intelligence; weekly trends in FOREX markets; providing country profiles and risk, credit, status report of overseas trading partners;

counseling; risk management and optional hedging of foreign exchange exposures in the long term perspective; consulting services on exchange controls; import-export policy and other formalities in foreign trade; financing bulk purchase of inputs and inputs supplied to contract farms by exporters as raw materials for export; and sanctioning the line of credit to processors.

Export promotion organizations

The government of India has established various institutions to assist the export trade sector. Though they do not directly involve in trade activity, they provide organizational support to the exporters and help them to promote their export businesses. Some of the important export promotion organizations that are run by the government of India for promoting agro-exports throughout the country are given below.

- **Export Promotion Council (EPO):** It offers professional advice; organize visits of delegations and functions as a communication bridge between the exporting community and the government.
- **Federation of Indian Exports Organization (FIEO):** It is an apex body of various export promotion organizations and institutions and it functions as the registering authority for export houses. It provides common services and market information for the benefit of exporters. It arranges meetings and seminars for promoting export trade. Regular trade fairs are often conducted by FIEO to promote Indian goods across the border.
- **Export Credit Guarantee Corporation of India Limited (ECGC):** This export promotion

organization is managed by the Board of Directors consisting Reserve Bank of India (RBI), members from insurance, banking and exporting community and representatives of Government of India. It covers the risk of exporting on credit which in turn bolsters the export promotion drive. It offers insurance protection to exporters, besides providing general guidance and assistance in recovering bad debts and while obtaining export finance.

- **Agricultural and Processed Food Products Export Development Authority (APEDA):** Overall, APEDA coordinates the export promotion activities of state governments, horticulture board and research institutes with the sole agenda of increasing agro-exports. It also provides financial assistance for strengthening market intelligence, infrastructure, research and development, human resource, and to develop post-harvesting and packaging facilities.
- **Director General of Foreign Trade (DGFT):** DGFT plays an important role in export promotion by formulating various schemes and guidelines, granting Importer code number to exporters, regulating transits of goods while trading, granting permission of duty free exports, controlling Duty Entitlement Passbook (DEPB) rates and promoting trade behaviour with neighbouring countries.
- **Commodity Boards:** The Department of Commerce, Government of India, under its aegis has constituted five statutory Commodity Boards for production, development and export of coffee, tea, tobacco, rubber and spices. These boards are responsible

for formulating and implementing programmes and projects for growth and development of the respective industries. They also support research, extension and other developmental activities for raising productivity levels. In addition, they also engage in prescribing and enforcing quality standards at all stages to the farming community. The boards have also been quite successful in striving for export price stabilization, besides controlling and upgrading export quality of the respective commodities.

Major constraints of Indian agro-export sector

For improving agro-exports, there is a need for setting up of an effective extension network of farming and trading communities, which is not available at present. The responsibility could be vested with the respective crop-specific marketing federations with a quality assurance cell which should look into and maintain international standards. Quality standards should be regularly monitored and forward (credit, input supply) and backward linkages (marketing, storage, infrastructure facilities etc.) in the production and marketing are needed to be developed. But there are a number of constraints that hinder these developments, which include:

- The prevailing freight rate in India is at least 50 to 100 per cent higher than reported in developing and developed economies alike. With such steep freight rates, the agricultural competitiveness of the nation couldn't be expected to improve.
- The cost of raw materials meant for the agro-processing industries is also reported to be high. In addition, there is not only lacuna in the availability of a wider range of raw material base

but also in their availability at commercial and feasible quantities.

- In one hand, the share of processed goods even in the case of highly perishable commodities is below 10 per cent and the post-harvest losses of agricultural produce cross 40 per cent in general. On the other hand, most of the processing units fail to operate in their full-capacity utilization since the quality of the agricultural produce does not comply with the international standards set by the advanced economies.
- Apart from the low productivity levels and poor quality standards, the quality of packaging of Indian exporters is also poor. Though the packaging requirements of importing countries are rigid and specific to the nature of the commodity, the insistence on high-cost bio-degradable materials disincentivizes the local exporters to a great extent.
- Though the horticultural sector has grown leap and bounds in the recent years, it is yet to develop as a full-fledged industry. Even the comparative advantage of India in terms of selective produce like banana and mango is yet to be materialized. One of the major reasons that could be attributed to this dismal scenario is the poor infrastructure (in terms of grading, handling, cold-storage, processing, marketing, transportation & distribution) coupled with inadequate post-harvest management facilities.
- Nearly 25 per cent of Indian agro-exports are found to be crippled with non-tariff barriers (NTB) in the advanced nations, whereas the same is only 12 per cent on an average for the rest of the world. In fact, 34 per cent of all vegetable commodities

and 19 per cent of prepared food and beverages face the so-called NTBs (Anon., 2014). Such NTBs are not only technical in nature like Sanitary and Phytosanitary Measures (SPS) but also cover a plethora of complexities including tariff quota; quota to control; license for selected purchasers; anti-dumping duty; countervailing duty; authorization to protect human, animal and plant life; authorization to ensure national security; and marking and labeling conditions to protect human health, environment and safety. Added to this, there is profound lack of awareness among processing units and exporters in India about such rigorous quality standards of the consignment as well as SPS measures.

- The gains of opening up of the economy and the benefits of globalization and liberalization have not reached Indian agriculture on a full-scale as the international trade continues to be highly subsidized despite the Agreement on Agriculture (AoA) of World Trade Organization (WTO) (focusing on tariff reduction, increased market access and reduction in Aggregate Measure of Support) is much in vogue.

Conclusion and way forward

It is increasingly felt that those countries which are most dependent on the export of primary commodities, like India, have not been able to derive the benefits of “free trade” regime put in force by WTO. This is because of the alacrity of the developed nations in keeping alive many trade distorting subsidies and using phytosanitary measures to often hinder the market access prospects of the developing world. Under such scenario, the export promotion

schemes of India must extend their support to (i) develop new technologies, markets and shelter fledging firms from international speculations; (ii) increase investments in training, infrastructure, research and outreach; and (iii) ensure additional social safety nets to cushion the farmers and exporters alike against price and market volatility of their produce or products.

Policy suggestions

- As a whole, the Indian agro-product industry need be given a face-lift with the creation of a chain of strong brands in the export markets which could be well achieved by highlighting unique quality traits like non-GM soya oil or the strong saffron pulp colour of *kesar* mango.
- The existing SPS measures and Codex Alimentarius (CA) standards of food safety need to be widely adopted in the domestic sector which in turn will automatically get replicated in the export sector as well. The prevalence of double standards in terms of quality of produce in domestic and export sector should totally be abolished. Apart from complying with the international quality standards, unique SPS and CA standards should be evolved and practiced at the nation as well. For that, the capacity of the institutions need to be strengthened for reaching out to the farming and processing community,
- The productivity levels in India are location specific or at best region specific. The productivity levels of selective field crops and commercial crops in the states of Punjab, Haryana, Gujarat, Maharashtra, Andhra Pradesh and Tamil Nadu are far ahead than the rest of the country. For example, Uttar Pradesh is sobriqueted as the 'sugar bowl' of the country but its sugarcane productivity is nowhere close to Tamil Nadu or Maharashtra. Thereby, the agricultural competitiveness also happens to be region specific. In this connection, a region specific export strategy needs to be given prominence after taking in to account the prevailing agronomic, climatic, environmental and economic conditions which should not only sustain the productivity levels but also lift the processing standards.
- In addition to the latest reforms carried out in the Agricultural Produce Marketing (APMC) Act, there is also an urgent need to revise some of the provisions of the Essential Commodities Act (ECA) which hinder large scale private investments in agricultural markets. Similarly, the basic premise of ensuring supplies of essential commodities to public should not be diluted, so as to prevent the exploitation by unscrupulous traders. This could be well achieved by exempting stock limit applicability to selective players like exporters, food processors, and multiple outlet or large department retailers. In this way, the genuine players will get motivated, while action can still be taken against hoarders and black-marketers.
- Apart from diversifying the export product basket, by focusing on items that have comparative advantage, there is also an urgent need to diversify export destinations. India's dependence upon neighbouring SAARC countries and the Gulf nations needs to introspected and steps should be taken to bring the countries of the European Union,

Latin America as well as the African and unreached CIS countries (The Commonwealth of Independent States) under export bracket.

- Under its capital investment subsidy scheme and by various other schemes as envisaged under APEDA, the government of India provides abundant financial assistance for developing infrastructure (such as cold storage facilities and transportation) to facilitate agro-exporters. But concerned public-private partnerships in building and maintaining such facilities need to be given a serious thought. Steps should also be taken to rope in commercial financial institutions for creating adequate export infrastructure.
- Though both the central and the respective state governments have taken immense measures to promote exports, neither there is any widespread awareness nor there any widespread dedicated mechanism to proliferate such benefits. A joint venture of public-private partnerships need to be established for spreading awareness of export promotion measures and for taking stock of feedback of realized benefits or otherwise.

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