

## The Marine Products Export Development Authority

### CITIZENS' CHARTER

The Marine Products Export Development Authority (MPEDA) was established under the Marine Products Export Development Authority Act 1972 (No. 13 of 1972) by Government of India. The mandate of MPEDA is to develop the marine products industry with special reference to export under the control of the Government of India. The Authority is functioning under the administrative control of Department of Commerce, Ministry of Commerce and Industry, Government of India.

The Authority consists of 30 members including a Chairman, Director, 3 Members of Parliament, 5 members representing Central Ministries of Agriculture, Finance, Foreign Trade, Industry, Shipping and Transport and 20 other members to represent the Maritime States and other relevant fields as specified in MPEDA Rules, 1972. All the Members including Chairman are appointed by the Central Government.

Head office of MPEDA is located at Kochi in Kerala State and has 25 field offices, 4 LC MS MS Labs and 11 ELISA Laboratories across maritime states. MPEDA also has formed three Societies viz., Rajiv Gandhi Centre for Aquaculture (RGCA) for Research and Development, NETFISH for educating the fishers and fish workers, and National Centre for Sustainable Aquaculture (NaCSA) for promoting sustainable aquaculture. There are three trade promotion offices for MPEDA, one in New Delhi mainly to liaise with various Ministries of Govt. of India. The other two are in New York and Tokyo, the two important markets for Indian seafood. These offices liaise with importers, Govt. agencies, Importers' associations, etc and keep a close watch on various developments within the country as well as the adjoining countries that may have an impact on the seafood trade from India.

#### **Our Mission**

MPEDA is a unique organisation under the Government of India having close coordination with all stakeholders in the entire value chain of seafood export. MPEDA regulates the industry by registering Exporters, Processing Plants, Peeling sheds, Frozen Storages, Fishing Vessels and other entities under the MPEDA Act, 1972. The export oriented Aquaculture Farms and Hatcheries are also enrolled and allotted with Unique ID. The registered/enrolled entities are technically and financially assisted by MPEDA to meet the stringent parameters of traceability and quality prescribed by the importing markets such as European Union, USA and Japan. MPEDA coordinates with the governments of the importing countries for meeting their statutory requirements and facilitate export of seafood from India.

MPEDA acts as the Nodal agency of the Government of India for overall development of the marine products industry with special reference to export. The major stakeholders in the industry are Fishers, Aquaculture farmers, Hatchery owners, Processors, Exporters and workers in the industry. MPEDA is providing technical and financial assistance to the stake holders apart from imparting technical training and awareness programs especially in implementation of HACCP and other quality aspects. MPEDA promotes value addition by capacity building exercises among the processing workers and awareness programs for exporters. Financial assistance is given for installing machinery for high end value addition.

The Authority is collecting data on fish sourced for export from the fishing harbours and validates Catch Certificate as per EC regulation 1005/2008. The ELISA Labs issue Pre Harvest Test certificates to the enrolled Aquaculture Farms for their produce. Many other certificates facilitating export and market access such as DS 2031, ICCAT Swordfish Statistical Document, Country of Origin etc are also issued.

India is the third largest producer and fourth largest exporter of seafood. The seafood export has earned 7.08 Billion US \$ in 2017-18 against 1.89 Billion US \$ in 2007-08. The export is expected to breach 10 Billion US \$ in 2020. Meeting the quality and documentation standards prescribed by the importing countries such as Japan, European Union and USA is the challenge ahead. Establishing traceability of the product from the farm to fork is necessary to meet the expected standards. In case of products from sea it is necessary to identify the Fishing Vessel and the voyage in which the fish was caught. SPS-TBT notifications from the importing countries and restrictions such as Anti Dumping Duty, Countervailing Duty and temporary suspensions imposed on Indian seafood is another matter of concern. Issues related to bio security needs to be addressed.

To meet these challenges MPEDA is concentrating on Regulation, Traceability of Products, Quality Assurance, Brand Promotion, Value Addition, Market Access, Diversified Production, Infrastructure Development, Organised Farming and Market Intelligence.

**Regulation:-** MPEDA registration is mandatory for exporters of marine products to be registered under the MPEDA Act 1972. MPEDA registers exporters, processing units, handling centres, storage premises, ice plants, fishing vessels and conveyances used for carrying seafood for export. MPEDA is also responsible for framing standards for registration of various entities falling under the MPEDA Act and Rules. In case of trade/quality complaints against registered exporters or processors MPEDA conducts investigation and appropriate action is taken to prevent such occurrences in future. The registered entities are regularly inspected and monitored so that the prescribed standard is maintained in the entities. The erring entities are issued with show cause notices and in case of non compliance the registration is cancelled. The enrolled Farms and Hatcheries are also monitored and advised appropriately.

**Traceability:** - MPEDA has engaged Data Collectors in the Fishing harbours for collecting data on the species wise fish landing from each fishing vessel in order to ensure traceability of sea caught marine products. This data is integrated with the web portal for issuing Catch Certificates indicating the fishing vessel number and date of voyage as per the format prescribed by EU. Similarly the ELISA Labs of MPEDA are issuing Pre Harvest Certificates to the Aquaculture farmers for their produce based on the sample taken from the farms enrolled with MPEDA. The Hatcheries are also enrolled by MPEDA in order to establish complete traceability. 62000 Aqua Farms have been enrolled till date. The flow chart of activities undertaken by MPEDA to establish traceability and ensure quality is self explanatory.

**Quality Assurance:-** MPEDA plays a pivotal role in upgrading the quality of seafood for export. MPEDA administrates the National Residue Control Plan (NRCP) with four modern laboratories set up with sophisticated instruments like LC MS MS, GCMS, HPLC, ICP, AES etc. All these laboratories have obtained ISO 9001:2008 certificates and NABL accreditation. MPEDA impart training on HACCP principles. Indian shrimp consignments face the threat of rejection in the major markets due to presence of banned antibiotics or other banned substances such as Cadmium or Mercury. In order to

educate the fishers to adopt hygienic fishing practices and ensure the quality of sea caught materials the NETFISH, a Society under MPEDA is conducting Awareness Campaigns in all maritime states regularly. Fishers and fish processing workers are trained in fish quality management and conservation of fish resources by sustainable fishing.

MPEDA is working closely with the State Governments and other agencies such as EIC, CAA, Department of Animal Husbandry, Dairying and Fisheries etc for tackling the issue. The major hurdle is lack of awareness among the farmers and availability of banned antibiotics in the market. MPEDA is regularly conducting Awareness campaigns among the farmers educating them about the ill effects of using antibiotics in the aquaculture. The testing levels have been intensified by MPEDA and EIC. Innovative measures are to be taken in this regard to eliminate the issue of antibiotics in aquaculture. The middlemen who procure the shrimp from farmers and supply to the processors also mix materials of various farms and thereby the traceability of the product is lost. In this way the shrimp produced in a farm with best manufacturing practices also get mixed with the shrimp of a farm where antibiotics were used. EIC and MPEDA together play a vital role in regulating the Processors and Exporters. MPEDA has established 11 ELISA Labs for conducting proactive and mandatory tests. 4 Aquaculture Labs are being established in the farming areas in Andhra Pradesh for the benefit of farmers for testing the soil, water, feed etc. 1 Microbiology Lab is being set up in Kochi and 1 LC MS MS Lab is being set up in Gujarat.

**Brand Promotion:** - Indian seafood is showcased to the global market by participating in major international seafood trade fairs in Boston, Brussels, Japan, China, Middle East etc. International trade fairs namely India International Seafood Show and Aqua Aquaria India are organized in alternate years to exhibit our strength in seafood production and export.

**Value Addition:** - 27,390 MT per day is the processing capacity of processing plants. Out of this, only 4,400 MT per day is used for high end value addition such as breaded and battered products which yield high level of profit. The contribution of value added products in the total export is only about 13%. The traditional exporters are wary of taking the risk of facing rejections in value added products as there is a perception that value added products especially ready to eat products are prone to quality based rejection. However, it is a fact that many developing nations have successfully exhibited their ability to produce value added products and export to the developed nations. New entrepreneurs should come forward to take up the challenge of value addition and increase the profitability of the sector. MPEDA has increased the quantum of assistance to the exporters for upgrading or setting up new processing plants for high end value addition. Training programs are organized for skill development in value addition and also under PMKVY are underway to up skill the workforce towards value addition. MPEDA is also providing assistance for market promotion and market access.

**Market Access:** - Trade enquiries and information from major markets are disseminated to the exporters. Trade delegations are organized to unexplored markets and discussions at government to government level and business to business level are facilitated. SPS-TBT issues and other market access issues such as CVD and ADD are appropriately taken up with the relevant authorities for resolving and ensuring access of Indian seafood. MPEDA coordinates with EIC for meeting the prescribed certification requirements on quality and facilitates necessary documentation / certification as prescribed by the importing countries and markets.

**Diversified Production:** - In order to diversify the export basket RGCA, the R&D wing of MPEDA is promoting export oriented production of Black Tiger, Scampi, Mud Crab, Tilapia, Sea bass etc. The technology for seed production and farming is popularized through demonstration farms and consultancy for setting up of Hatcheries. Aquatic Quarantine Facility (AQF) for facilitating import of *L. vanammei* shrimp brooders is operated. Brood Stock Multiplication Centre (BMC) of RGCA is catering to the need of Hatcheries for SPF Brooders. RGCA is offering consultancy services to the state governments for establishing Hatcheries, Nurseries and BMC.

**Infrastructure Development:** - Quality of the seafood whether wild caught or farmed, can be assured only when adequate infrastructure facilities are available to stock, transport, handle, process, pack and export. The fishing vessels with onboard hygienic handling and chilled storage facility, fish landing centres / harbours, chilled storages near fishing harbours / landing centres and refrigerated trucks to transport the fish from harbour to the plant are the basic requirements for ensuring the quality of sea caught fish.

Similarly, bio -secured hatcheries, Aquaculture Farms and chilled storages near aquaculture farms and Refrigerated trucks to transport the fish from farm to the plant are the basic requirements for ensuring the quality of farmed products. MPEDA has been involved in developing of model fishing harbour in a few states. The state governments are assisted by MPEDA in making the infrastructure development plans in the production sector. Hatcheries, Nurseries, Feed Mills, Bio Secured Farms, Processing Plants and Handling Facilities are required to be upgraded to ensure the quality of products.

**Aquaculture Development and Organised farming:-** Shrimp is the major seafood exported from India and is mainly sourced from the coastal aquaculture sector. Coastal aquaculture practices are sustainable and eco friendly, through the adoption of traditional extensive farming methods. MPEDA promotes sustainable aquaculture and cluster farming.

Cluster farming is being promoted by NaCSA, is a Society under MPEDA. Small aquaculture farmers are brought together and a farmer's society is formed. The Society is assisted by MPEDA with technical and financial assistance. The society is encouraged to adopt better management practices in aquaculture. NaCSA serves as a link between the primary aquaculture societies to build capacity among the small farmers to produce quality shrimps in a sustainable manner. The NaCSA has organized 800 Societies till now. This has to be replicated in all maritime states so that the entire export oriented aqua farms are linked with MPEDA and are closely assisted and monitored. The organized farming empowers the farmers with knowledge and thereby they make better products and earn better price.

**Market Intelligence:** - MPEDA plays a role in empowering the exporter as well as the farmer alike for benefitting from the Blue Revolution that is taking place. The export oriented production of aquaculture shrimp has been increasing consistently and has reached close to 700,000 tons in 2017-18. In order to achieve the best price the farmers need to make direct sales to the processor. The Exporters also can benefit by direct linkages to the farms as they can customize the produce and harvest accordingly and pay comparatively less since the commission of middle level agent is eliminated. MPEDA disseminates market information to trade and takes up problems / issues of the industry with appropriate agencies. The view of Seafood export sector is compiled and projected on each SPS/TBT issue. MPEDA takes part along with DOC in the trade negotiations with importing

countries and represent the seafood export sector in such forums for finding solution for quality and trade issues.

MPEDA has initiated a web portal "Fish exchange" for bringing the Farmers, Exporters and Importers together in a single platform for making the best deals in India Seafood. Other market information beneficial to the industry are published in monthly News Letter and circulated against subscription. The Shrimp prices are published in the farming areas in vernacular language News Papers. An e-app on MPEDA services is also being prepared for use by the stakeholders.

**Capture Fisheries Development:-** MPEDA provides assistance for fishery improvement measures and sustainability and certification programmes of fishery and associated value chain. Technology transfer for exploitation of Tuna and other deep sea resources are also being encouraged through capacity building exercises. Training is given for resource specific fishing with emphasis on conservation sustainability and eco-friendly methods. MPEDA validates catch certification for the export of sea caught items to the EU.

**Publicity and Market Promotion:-** MPEDA participates in international trade fairs in association with trade and organizing buyer seller meets and delegation of sales team for promotion of Indian marine products overseas. Major trade fairs such as in Brussels, Boston, Japan, and China are regularly attended along with exporters. MPEDA organize biennial India International Seafood Show and Aqua Aquaria India. MPEDA provides publicity to Indian marine products in niche seafood magazines / web sites. MPEDA brings out various publications on seafood sector.

**Statistics:-** MPEDA compiles export statistics and publish periodical reviews on export. MPEDA organizes Market Surveys to explore new markets / existing markets for value added products. MPEDA provides information required for policy intervention by Government of India in fishery and marine products export sector.

**Complaints and Grievance:-** A grievance cell is in operation in MPEDA. The Secretary and Deputy Director (Admn) are functioning as Chief Vigilance Officer and Vigilance Officer in MPEDA Head Office. Secretary attends to matters connected with all public complaints received including complaints on application received for registration, subsidy etc., in addition to his normal duties as Secretary.