

### Bijapur area can bloom via agricultural, horticultural exports

FIEO organized an "Awareness Programme on Export Promotion" in association with VITC, Government of Karnataka, District Industries Centre, Bijapur Chamber of Commerce and Industry and the Bijapur Small Scale Industries Association on December 28, 2012 at Bijapur.

The objective was to educate the Karnataka exporters, and the programme was attended by 87 participants including few final year students from local MBA colleges.

The stress was on agricultural and horticultural commodities grown in and around the Bijapur area.

Mr J.V. Patil, Regional Joint Director General of Foreign Trade, Bangalore, inaugurated the programme. He called upon the participants to get into the export of products such as pomegranate, lime, maize, rice and other horticulture products as there is a lot of scope for their export in Bijapur district. He also briefed about the Foreign Trade Policy and its benefits therein like focus products and focus market scheme, VKGUY, etc.

In his address, Mr D.S. Guddodagi, President, Bijapur Chamber of Commerce and Industry, called upon the participants of Bijapur district to come forward and make use of the programmes conducted by FIEO and VITC and to help increase export business of the district.

In his presentation address, Mr V. Srinivasan, Joint Director, FIEO (Bangalore) mentioned that agriculture forms the backbone of India's economy contributing more than one-fifth to the GDP and providing livelihood support to about two-thirds of the population. In fact, agriculture is the single largest private sector occupation. Any growth in the agriculture sector has a strong multiplier effect



From right Mr V S Honamane, Joint Director, DIC, Bijapur; Mr D S Guddodagi, President of Bijapur Chamber of Commerce and Industry; Dr Veeranna, S H, Joint Director, VITC, Dharwad; Mr J V Patil, Regional Joint Director General of Foreign Trade, Bangalore; Mr V Srinivasan, Joint Director, FIEO (BLR) and Mrs Mallamma Yalawar, Founder Chairman, SABALA, Bijapur.



A view of the audience.

on the entire economy. The reason being that the food industry directly and indirectly triggers growth in a number of other industries such as transport, refrigeration, pesticides and fertilizers. The most significant positive aspect of our agricultural exports is that a majority of the items in the agriculture export basket are net foreign exchange earners, with negligible import content unlike high import content in many manufactured products. Major export destinations are the UAE, the Netherlands, the UK,

Belgium and Saudi Arabia.

During the technical Session, Mr M.A. Shariff, Deputy Director, VITC Bangalore, explained the basics and marketing in the export business; Dr R.S Poddar, Asstt. Professor of Agricultural Economics, University of Agriculture Sciences, Bijapur, explained in detail about the export potentials of Bijapur district; and Dr Veeranna, Joint Director, VITC Dharwad, explained the export benefits available in the Foreign Trade Policy. ■