

BHARATI Initiative

June 25, 2026 • vajiramandravi.com



BHARATI Programme Latest News

Recently, the Agricultural and Processed Food Products Export Development Authority (APEDA) has successfully concluded the first cohort of BHARATI Programme.

About BHARATI Programme

- BHARATI (**Bharat's Hub for Agritech, Resilience, Advancement and Incubation for Export Innovation**) is a flagship initiative of the **Agricultural and Processed Food Products Export Development Authority (APEDA)**.
- **Aim:** It is aimed at fostering innovation-led growth in **India's agri-food export sector**.
- It has been designed to **empower 100 agri-food startups**, drive innovation and boost exports worth **USD 50 billion in APEDA-scheduled products by 2030**.
- It is structured to complement and enhance industry and **government-led incubation programmes** in the agriculture, food and food processing sectors.

- It is aligned with the Government of India's vision of an **Atmanirbhar Bharat, Vocal for Local, Digital India and Start-Up India**.

Key Features BHARATI Programme

- **Focus categories:** It seeks to drive innovation in high-value categories such as **GI-tagged agri-products, organic foods, superfoods**, novel processed Indian agri-foods, livestock products and AYUSH products.
- **Tech Focus:** It focuses on advanced technologies such as **AI-based quality control, blockchain-enabled traceability, IoT-enabled cold chains** and agri-fintech, while addressing critical areas like innovative packaging, sustainability and sea protocols.
- **Targeted Challenges:** BHARATI seeks to resolve export challenges related to product development, value addition, quality assurance, perishability, wastage and logistics.
- **Collaborative Ecosystem:** The programme will connect **agri-food innovators, tech-driven solution providers** and **SPS-TBT-focused startups** to deliver scalable, cost-effective solutions that enhance India's global competitiveness.
- **Process of the Programme:** Selected startups will undergo a **three-month acceleration programme** focusing on product development, export readiness, regulatory compliance, market access and collaborative solutions to address export challenges.

Source: **PIB**

Source: <https://vajiramandravi.com/current-affairs/bharati-initiative/>

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