

Administrative Secretary reviews Action Plan for '1000 MT Fresh Apricots' Initiative

Leh, May 04, 2026: The Administrative Secretary of the Horticulture Department, Union Territory of Ladakh, Shri Bhupesh Chaudhary, chaired a high-level meeting today to review the action plan for the '1000 MT Fresh Apricots' initiative. The initiative aims to export fresh apricots from Ladakh to Dubai during the current season following the recent signing of a Memorandum of Understanding with Lulu International Group.

Describing the initiative as a significant step for Ladakh's horticulture sector, the Administrative Secretary emphasized the importance of meeting the export commitment within the stipulated timeframe. He stated that the project holds great potential for increasing farmers' income and strengthening Ladakh's presence in international markets.

During the meeting, detailed discussions were held with key stakeholders, including Mr. Vineet Mathur, Executive Director of CONCOR, and Dr. C.B. Singh, Deputy General Manager of APEDA, who joined virtually. The discussions focused on the logistics and supply chain required for transporting apricots from Ladakh to Delhi by road and subsequently exporting them by air to Dubai. Various transportation options, including refrigerated containers and standard containers, were examined to ensure the quality and freshness of the fruit.

The Administrative Secretary stressed the need for maintaining an uninterrupted cold chain and directed the use of refrigerated vehicles to prevent spoilage. He highlighted that apricots are highly perishable and require careful handling, proper harvesting, and scientific post-harvest management.

He directed the Horticulture Department to issue clear Standard Operating Procedures for harvesting, grading, packaging, and aggregation at the village level. Special emphasis was laid on minimizing wastage and ensuring that only high-quality produce is selected for export. The identification of key apricot-producing areas in Leh, Nubra, Sham, and Kargil was also discussed to streamline aggregation and supply.

The meeting also reviewed packaging standards, with APEDA recommending the use of suitable corrugated packaging for export. The overall supply chain timeline, including transportation duration and deployment of vehicles, was assessed to ensure timely delivery.

The Administrative Secretary further instructed the concerned departments to finalize transport routes and ensure necessary road maintenance to facilitate smooth movement of goods. He called for clear allocation of responsibilities among departments, aggregators, and logistics providers.

Attention was also given to certification and branding, including GI tagging and organic certification, to enhance the market value of Ladakh's apricots. Directions were issued to explore subsidy support for transportation and to finalize pricing mechanisms in consultation with stakeholders.

A presentation was also made by an aggregator outlining the requirements for equipment, packaging, and awareness among farmers to support efficient harvesting and daily processing targets.

The meeting was attended by the Director of Industries and Commerce, Director of Horticulture, Joint Director of Agriculture, Chief Horticulture Officers of Leh and Kargil, along with representatives from CONCOR, APEDA, Himmothan Society, Sham Valley Apricot Producer Cooperative Limited, Gyalson Fruits Processing Industry, Ladakh Organic and Green Initiatives Consultancy, Halman Apricot, and other stakeholders.

