



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
of Export Hubs

Knowledge Partner



Preface

This district export plan for Ambedkarnagar is being prepared as a part of Developing District as Export Hub under the District Export Hub Scheme initiated by the Ministry of Commerce & Industry, Govt of India and state Government of Uttar Pradesh. Hon'ble Prime Minister in his Independence Day Speech on 15th August 2019, had, inter- alia observed that each of our district has a diverse identity and potential for targeting global markets and there is a need for converting each district into potential export hubs. In order to implement Hon'ble PM's vision for each district, Department of Commerce has mandated the Directorate General of Foreign Trade to work with State Government and District Level authorities to promote the Ambedkarnagar district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIEPC under the chairmanship of District Magistrate. With the said objective, 'District Export Action Plan' has been prepared and being presented to concerned stakeholders.

The report encompasses in-depth information on Ambedkarnagar' s geographic, demographic, and administrative profile, along with key statistics of prominent exporting products of district, gaps identified basis diagnostic survey, recommendations proposed to mitigate the gaps and action plans required to implement those recommendations.

The report provides insights into exports from the cluster, via analysing exports over the last five years from India and UP for the respective product. The report also shares insights on availability of raw material, technology upgradation, infrastructure, designing, packaging, access to finance, skill development etc. Besides the detailed action plans, the timeline and responsibility matrix has also been defined with implementation schedule to give implementation roadmap of the product.

For this desired purpose, an extensive primary and secondary research was conducted. The report has been prepared in coordination with the Office of DGFT, Kanpur and Uttar Pradesh Export promotion Bureau (UPEPB). The data has been sourced from multiple avenues, including but not limited to data provided by office of DGFT, Kanpur, UAM data (2019), DICs, 2011 Census of India, Diagnostic Study Reports, stakeholder consultation and several other secondary resources.

Contents

| | | |
|-------|--|----|
| 1. | Vision of Districts as Export Hubs | 5 |
| 2. | District Profile | 5 |
| 2.1 | Geography..... | 5 |
| 2.2 | Connectivity..... | 6 |
| 2.3 | Administrative Setup | 6 |
| 3. | Industrial profile of the district | 7 |
| 3.1 | MSME Landscape..... | 7 |
| 3.2 | Prominent Industries..... | 7 |
| 3.3 | Major Exportable Product from Ambedkarnagar..... | 8 |
| 4. | Product 1: Textile Products | 8 |
| 4.1 | Cluster Overview | 8 |
| 4.2 | Product profile..... | 9 |
| 4.2.1 | Product Portfolio | 9 |
| 4.3 | Cluster Stakeholders | 10 |
| 4.4 | Export Scenario | 10 |
| 4.4.1 | HS code | 10 |
| 4.5 | Export Potential | 11 |
| 4.6 | Potential Areas for Value Added Product..... | 12 |
| 4.7 | SWOT analysis | 12 |
| 4.8 | Challenges and interventions | 13 |
| 4.9 | Future Outcomes | 15 |
| 5. | Product 2: Agriculture Products - Rice | 16 |
| 5.1 | Cluster Overview | 16 |
| 5.2 | Product Profile..... | 16 |
| 5.2.1 | Product Portfolio | 16 |
| 5.3 | Cluster Stakeholders (Rice, Sugar and Wheat) | 17 |
| 5.3.1 | Industry Associations - Rice | 17 |
| 5.4 | Export Scenario | 17 |
| 5.4.1 | HS Code..... | 17 |
| 5.4.2 | Rice | 17 |
| 5.5 | Export Potential | 18 |
| 5.6 | Potential Areas for Value Added Product..... | 19 |
| 5.7 | SWOT Analysis..... | 19 |
| 5.8 | Challenges and interventions | 20 |
| 5.9 | Future Outcomes | 23 |
| 6. | Action Plan..... | 27 |

List of Tables

| | |
|--|----|
| Table 1: industrial Landscape of Ambedkarnagar | 7 |
| Table 4: Major exportable product | 8 |
| Table 5: HS codes for Handloom | 10 |
| Table 6: SWOT Analysis | 12 |
| Table 7: SWOT Analysis | 19 |

List of Figures

| | |
|--|----|
| Figure 1: District of Ambedkarnagar..... | 6 |
| Figure 2: Cluster Stakeholders..... | 10 |
| Figure 3: Cluster Stakeholders..... | 17 |
| Figure 4: Top importers for this product (100630) in the world ¹⁵ | 18 |
| Figure 5: Markets for export potential | 19 |

1. Vision of Districts as Export Hubs

“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse identity and potential for global market”

- Honourable Prime Minister of India, Shri Narendra Modi

Foreign trade from India constitutes of 45% of its GDP. Until 2019, only the central government was engaged in the decision making of foreign trade, without any participation or involvement of state and/or district stakeholders. However, now, understanding that there are diverse elements that contribute towards an enabling and conducive foreign trade environment; the central government has identified that with policy & strategy, active support of the state governments and district administration are also equally required.

Thus, to decentralize the existing activities, to boost local production & its exports and to ensure active participation of state & district stakeholders, vision of district as export hubs was put to action. Department of Commerce, through Directorate General of Foreign Trade (DGFT) is working with the State / UT Governments to achieve this objective.

DGFT and UPEPB have aimed at synergising their efforts to identify the key products, export trends and challenges. Further in order to minimize the challenges, quantify the exports and outline export strategy; a detailed district-wise Export Action Plan has been made for all 75 districts of UP, where EY has contributed as Knowledge Partner.

2. District Profile

Ambedkar Nagar district is located in Ayodhya (Faizabad) Division in eastern part of Uttar Pradesh. The district is widespread with an area of over 2,350 sq. km. Akbarpur City is the administrative headquarter of the district and is situated on the bank of holy river Tamsa. The Tanda Tehsil of Ambedkar Nagar district is well known for 'Tanda Terrycot'. Tanda and Jalalpur are the main weaving centres of Ambedkar Nagar.

It is one of the major textile cluster in eastern part of Uttar Pradesh with majority of artisans operating on power driven handloom or shuttle looms. This cluster is majorly involved in production of textile products like Sarong (Lungis), Plaid (Gamcha), Stole and Arbi Handkerchiefs and majorly oriented in weaving segment through shuttle looms.

Ambedkar Nagar district was formed on September 29, 1995 was named in the memory of the Father of the Indian Constitution, Dr. Bhim Rao Ambedkar for his work done for the upliftment of the depressed classes, women and other weaker sections of the Society It is a district in the Ayodhya division. Akbarpur city, situated on the bank of holy river Tamsa, is the administrative head quarters of Ambedkar Nagar. Akbarpur is the birthplace of Dr. Ram Manohar Lohia who was a renowned Indian freedom fighter and a socialist political leader.

In 2006 the Ministry of Panchayati Raj named Ambedkar Nagar one of the country's 250 most backward districts out of a total of 640. It is one of the 34 districts in Uttar Pradesh currently receiving funds from the Backward Regions Grant Fund Programme (BRGF).

2.1 Geography

Ambedkar Nagar is situated on the banks of holy river Tamsa. River Saryu is also one of Main River flowing in the northern side of the district. Total area of the district is 2520Sq Km. supporting a population of 2,398,709 (Census 2011), which is roughly equal to the nation of Latvia or the US state of New Mexico.

It is located at longitude of 82° 32' 24" E and latitude of 26° 25' 5" N. The district is surrounded by District

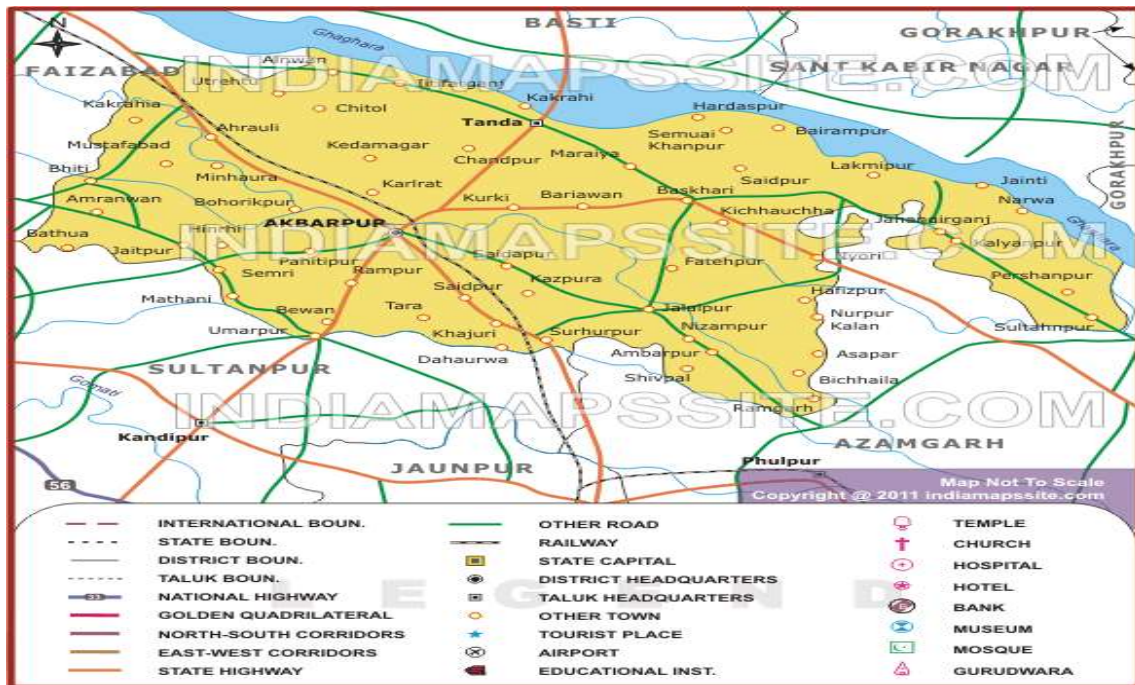


Figure 1: District of Ambedkarnagar

Basti in North, District Sultanpur in South District Azamgarh in east and Faizabad in west.

2.2 Connectivity



Air: The Varanasi International Airport in Banaras is nearest i.e 102 km from Ambedkarnagar, besides Ambedkarnagar Airport which is 110 km from district.



Rail: The city is connected via road and rail. The near railway station is in Akbarpur City.



Road: Ambedkarnagar is 110 km away from the district. Nearest prominent district is Varanasi i.e. 102 km. National Capital Delhi is at a distance of 720 km

2.3 Administrative Setup

Ambedkarnagar district administration is headed by the District Magistrate of Ambedkarnagar. The DM is assisted by a Chief Development Officer (CDO), Two Additional District Magistrates (ADM) (Finance/Revenue), ADM(Jusidiary).

The district is divided into 5 sub-divisions and 9 development blocks. Each sub-division headed by a Sub Divisional magistrate.

Ambedkar Nagar District is divided into 5 tehsils and the same tehsils are further divided into blocks as sub-division for efficient administrative set-up. The district police is headed by a Superintendents of Police (SP)/ Two Additional Superintendents of Police (Addl. SP).



Each of the several police circles is headed by a Circle Officer (CO) in the rank of Deputy Superintendent of Police.

3. Industrial profile of the district

3.1 MSME Landscape

The industrial Landscape of the district is as follows: ¹

Table 1: industrial Landscape of Ambedkarnagar

| S. No | Type of Industry | | Number of Units | Employment | Investment (Lakhs ₹) |
|-------|------------------|--|-----------------|------------|----------------------|
| 1 | Micro & Small | | 3418 | 11554 | 6276 |
| 2 | Medium & Large | | 03 | 3922 | 389 |

3.2 Prominent Industries

Ambedkarnagar is primarily an Agro based region just like any other city in India with 767 units focused on Agriculture. The investment in this category is the highest about 1020 lakhs and the employment in the region is 3316.

Table 2: Industries details²

| NIC Code no | Type of Industry | Number of units | Investment (Rs Lakh) | Employment |
|-------------|--|-----------------|----------------------|------------|
| 20-21 | Food/Agro Product | 767 | 1020 | 3316 |
| 22 | Soda Water | - | - | - |
| 23 | Cotton Textile | 287 | 318.70 | 1000 |
| 24 | Woollen, Silk, and artificial thread-based clothes | 395 | 525 | 1382 |
| 25 | Jute & jute based | - | - | - |
| 26 | Ready-made garments & Embroidery | 450 | 598.50 | 1440 |
| 27 | Wood/wooden based furniture | 189 | 251.30 | 567 |
| 28 | Paper & Paper products | - | - | - |
| 29 | Leather based | - | - | - |
| 30 | Rubber, Plastic & petro based | 58 | 77.80 | 174 |

¹ DIC, Ambedkarnagar

² Directorate of Industries, Govt of U.P, Kanpur

| NIC Code no | Type of Industry | Number of units | Investment (Rs Lakh) | Employment |
|-------------|---|-----------------|----------------------|------------|
| 31 | Chemical/Chemical based | - | - | - |
| 32 | Mineral based | - | - | - |
| 33 | Basic Metal Industries | - | - | - |
| 34 | Metal products | | | |
| 35 | Machinery & Parts except Electrical (Engineering units) | 389 | 514.70 | 1244 |
| 36 | Electrical machinery and Apparatus | - | - | - |
| 37 | Transport Equipment's & Parts | | | |
| 38 | Misc. Manufacturing | | | |
| 96-97 | Repairing & servicing | 587 | 780.70 | 1761 |
| | Others | 299 | 277.25 | 670 |

3.3 Major Exportable Product from Ambedkarnagar

The total export from Ambedkarnagar is approximately INR 38.63 Cr for the period September 2020 to November 2021.

The following table depicts the value of export of seven major products from Ambedkarnagar:

Table 2: Major exportable product

| S. No | Product | Export value (in INR) ³ from September 2021 to November, 2021 |
|---|---|--|
| 1 | 10063090 RICE EXCEPT PARBOILED (EXCL BASMATI RICE) | 1,86,39,159 |
| 2 | 52095111 LUNGIS OF HANDLOOM | 12,47,732 |
| 3 | 84378020 RICE MILL MACHINERY | 33,91,003 |
| Total Export from Ambedkarnagar* | | 38.63 Cr.⁴ |

**Total Exports besides the major 3 categories listed above includes various other product categories also as per the data shared by DGFT.*

4. Product 1: Textile Products

4.1 Cluster Overview


³ District wise report for the period September 2020 to September 2021 received from DGFT


⁴ Total export from Ambedkarnagar for the period January 2021 to September 2021 as per the data received from office of DGFT, Kanpur


UP Govt has identified the textile product for industrial promotion under ODOP Scheme and hence same has also been identified for export promotion. Production of garments through powerloom is mainly done in the Tanda area of Ambedkar Nagar.

For about 50 years, almost every family in Tanda is associated with this work in one way or the other. Here, the main business depends on hand loom and power loom cloths. Shirting cloths, interlining cloths, lungi, gamcha, arabic roomal, etc. are produced in these clusters which are available in wide range and at competitive rates. Garment cloths of Tanda are now exported.

Key Facts

 **100 + ~** Manufacturers

 **INR 0.12 Crores** Approximate turnover of the cluster

 **5000** Weavers/workers directly or indirectly associated

4.2 Product profile

Types of textile products manufactured in Ambedkamagar district are shirting fabric, towel, gamcha, stole and handkerchief. The shirting fabric is made of cotton and polyester cotton yarn. All the other handloom products are made of cotton yarn. The textile industry in district produces products such as shirting fabric (about 60%), lungi, towel, handkerchief, gamcha, white fabric, and shirting cloth.

4.2.1 Product Portfolio

The outreach of the local textile products is confined to few Indian markets only owing to limited product portfolio, old designs, outdated technology, and comparatively high dependency on agents in nearby areas. Cotton and polyester cotton yarn are the raw materials used for manufacturing handloom products sourced from Kanpur.

The following are the key products manufactured in the cluster:

| | | | | |
|---|---|---|--|---|
|  |  |  |  |  |
| Towel | Gamcha | Stole | Handkerchief | Clothing shirting |

- a) Towel
- b) Gamcha
- c) Stole
- d) Handkerchief
- e) Clothing Shirting

4.3 Cluster Stakeholders



Figure 2: Cluster Stakeholders

4.4 Export Scenario

4.4.1 HS code

The following table lists the HS codes under which the products are exported from the district:

Table 3: HS codes for Handloom

| HS codes | Description |
|----------|--|
| 5208 | Woven Fabrics Of Cotton Contng>=85% By Wt Of Cotton Weighing Nt Mo |
| 5209 | Woven Fabrics Of Cotton, Contng >=85% Cotn By Wt Weighing>200 |
| 5210 | Woven Fabrics Contng<85% Cotton, Mxd Mainly Or Solely Wth Manm |
| 5211 | Woven Fabrics Of Cotton, Contng<85% Cotton, Mxd Mainly Wth Mnmd Fb |
| 5212 | Other Woven Fabrics Of Cotton |

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes mentioned above under which handloom products are exported. The chapter focusses on the export scenario of India and Uttar Pradesh and then deep dives into the export statistics of HSN Code 5208,5209,5210,5211,5212 stating the target countries for market expansion for both the products.

Based on our analysis, we have identified key synergies that should be developed to expand our current reach and potential; These synergies are divided into immediate and long term. The immediate synergies include countries with Signed FTA's, high growth potential, and one is catered by India and not UP. Whereas the long-term synergies include countries with untapped market potential which can only be fulfilled if UP's exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

4.5 Export Potential

- ▶ The total export of handloom products from district is very less but have the potential to be export hub for handloom products like Towel (Gamcha), Lungi, handkerchief etc.
- ▶ The cluster has tremendous untapped export potential, proper market assessment mechanism, changing design patterns, meeting specific demand preferences may help increase the export. Alongside are the key facts⁵ pertaining to the analysed product codes.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.

Key Fact of Export⁵

29,381,771(USD Thousand)

Value of world exports in 2020

1,565,065 (USD Thousand)

Total Exports from India in 2020

140 (USD Thousand)

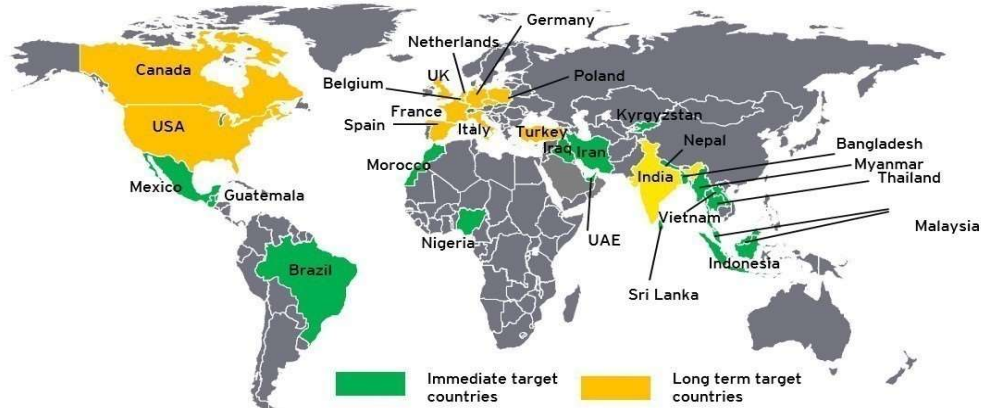
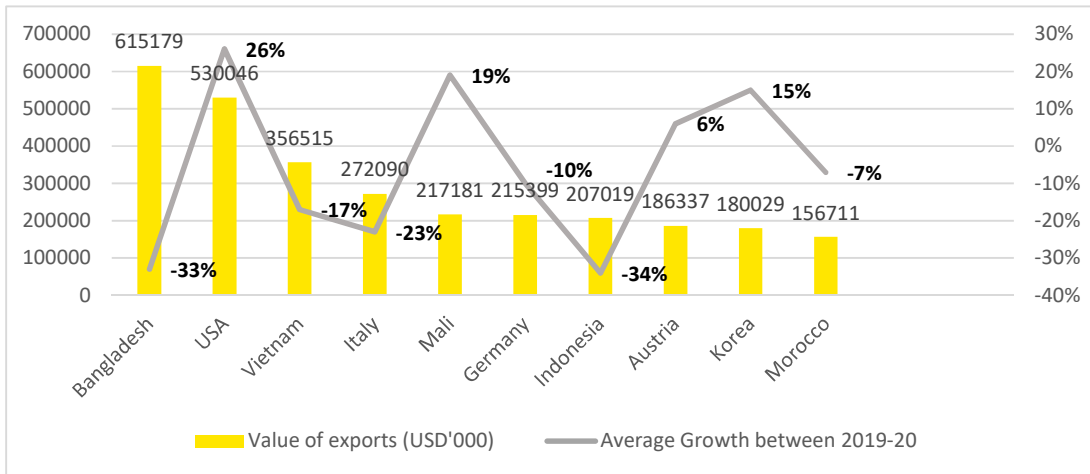
Total export from UP in 2020

~0.15%

Share of UP in India's exports

Product 5208: Uttar Pradesh exports this product to **Bangladesh, Korea, Sri Lanka, Senegal, Nigeria, Sudan, Nepal, Gambia, UAE, USA.** Below figure shows the top importers for this product (5208) in the world:

Figure 3: Major Countries to whom India exports



⁵ <http://...>



Figure 4: Markets for export potential

4.6 Potential Areas for Value Added Product

Product Diversification is one of the most crucial product uplifting strategies which in turn is an important part of a product's export. This plays a vital role in any products exports as it is a product uplifting strategy. Most artisans are not bothered about changing their product range and they fail to understand that it is an integral part of comprehensive marketing. Diversification can be brought in the cluster by:

1. Development of a new products:

The artisans of the district should be encouraged to diversify the product categories and must be provided with enough resources to create innovative products without losing the ancestral essence of the craft.

The artisans going forward should focus on creating home furnishing products, curtains, furnishing fabrics, towel, Lungi, fabrics for womenswear, handloom sarees etc. in addition to existing products.

2. Modifications of Existing Products

It has also been found that most of the artisans use no strategy for making modifications to the existing products in the light of design and fusion. The artisans can make fusion products by blending handloom work with embroidery or block prints or some other prints.

4.7 SWOT analysis

Table 4: SWOT Analysis

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> • Huge artisan base and easy availability of skilled workforce particularly artisans having working knowledge of making handloom products • Huge scope for product diversification • Low-price handmade garments and available in all price ranges • Large potential for diversifying on variety of apparels • Availability of various government interventions for fostering the cluster | <ul style="list-style-type: none"> • Minimal technological upgradation and long production time • Limited designer input and over production of low-quality goods • Manufacturers are not having technical qualifications • Tedious paperwork and long waiting time of banks usually persuade artisans from not taking financial support from banks • No fixed time for return of goods from embroidery |
| Opportunities | Threats |

| | |
|--|--|
| <ul style="list-style-type: none"> • Big scope in domestic and foreign market • Scope for development of new products • Potential collaborations with renowned designers and design institutes for improving existing designs • Increase participation in marketing events- International and domestic • Scope for selling low price goods in Latin America and Africa Region • Various Central and State Government Schemes | <ul style="list-style-type: none"> • Competition with Printed & Machine embroidered items • Globalization and threat from cheaper products or other similar products in India • Ability of Industry to meet the requirement global need/ requirement. • Design Innovation/ Global assessment • Issue of maintenance of quality standard |
|--|--|

4.8 Challenges and interventions

| Parameter | Challenges | Intervention |
|----------------------------------|---|--|
| Raw Material | <ul style="list-style-type: none"> ▶ Sourcing of raw material ▶ Raw Material Depot: Lack of storage facility in the cluster leading to spoilage of fabrics | <p>Leverage Yarn Supply Scheme to make available all types of yarn at Mill Gate Price. The scheme is being implemented through National Handloom Development Corporation. Under the Scheme freight is reimbursed and depot operating charges @2% is given to depot operating agencies. A component of 10% price subsidy also exists on hank yarn, which is applicable on cotton, domestic silk and woollen yarn with quantity caps.</p> |
| Technological upgradation | <ul style="list-style-type: none"> ▶ Lack of ancillary machineries for artisans which limits their potential and hinders the productivity and potential of the cluster | <ul style="list-style-type: none"> ▶ Establishment of Common Production Center with modern machines including warping and calendaring machine, packaging, and rapier loom, sewing machine, etc leveraging ODOP CFC scheme, Mega Handloom Cluster (earlier CHCDS) – MOT. ▶ Distribution of modern rapier looms through Hathkargha Samvardhan Sahayata (HSS) where 90% of the cost of loom/accessory is borne by the Government of India while remaining 10% is borne by the beneficiary |
| Design | <ul style="list-style-type: none"> ▶ Traditional designs are still being followed by artisans they are not focusing on design innovation | <ul style="list-style-type: none"> ▶ Establishment of Product Design Center with CAD/ CAM facility along with a display center. ▶ Collaboration with renowned designers to conduct workshops for artisans pertaining to design forecasting, upcoming trends, market assessment etc. |
| Marketing & branding | <ul style="list-style-type: none"> ▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets | <ul style="list-style-type: none"> ▶ A portal on the district website of District may be developed with the consultation of all Export Promotion departments & Export Promotion Bodies e.g. FIEO, AEPC, APEDA & Spice Board etc. The relevant information or hyperlink of Single |

| | | |
|--|---|---|
| | <ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing ▶ Creation of brand name for the handloom products. ▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration. Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters. ▶ Lack of knowledge of existing government schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector | <p>Window Information System may also be create /placed at the portal of District website along with single contact point.</p> <ul style="list-style-type: none"> ▶ Textile tourism - Ambedkarnagar has world renowned historic places. As a pilot project any of these historical places can have a specific area where tourist can see history of textile Craft, what makes it unique, process of producing a handloom product and outlet from where the international and domestic tourist can buy the authentic handloom product. ▶ Establishment of a Marketing centre within the CFC to facilitate marketing events. ▶ Collaboration with E-commerce companies like Flipkart, Amazon, Ebay for maximizing sales. ▶ Promotion of marketing of handloom products through e-commerce is one of the priorities of Ministry of Textiles. ▶ Collaboration with NIFT, to support artisans in designing as pe the latest fashion trends in national and international market ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 1 international events for this sector every year to create foreign linkages and increase ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of Engineering goods. |
| Quality Improvement | <ul style="list-style-type: none"> ▶ Undefined quality standards of the products. | <ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity. |
| Handloom Mark registration; GI Initiative | <ul style="list-style-type: none"> ▶ Lack of promotion of products highlighting their uniqueness | <ul style="list-style-type: none"> ▶ Target to make more authorised users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorised users. (This can be done by DGFT /FIEO/ MSME with the help of DIC) |
| Exporter's Issue | <ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. | <ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT. |

| | | |
|------------------------------|---|---|
| <p>Cost Structure</p> | <ul style="list-style-type: none"> ▶ Distance from Sea ports and high cost for transportation of the goods to Gateway ports. ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry | <ul style="list-style-type: none"> ▶ The nearest air cargo from the District is at Lucknow. The nearest ICDs (PANKI and JRY) at Kanpur are well connected with district. ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ A sub- committee may be formed under the chairmanship of Deputy Commissioner Industries to look into the issue and submit a report within 15 days. The committee would comprise of at least 3 members of trade and Industry |
|------------------------------|---|---|

4.9 Future Outcomes

| | |
|--|--|
| <p>Input Supply</p> | <p>Export</p> |
| <p>Ensure regular availability of quality yarn at discounted prices through raw materials sourcing hub.</p> | <p>Export would start substantially after implementation of intervention over the span of next 5 years</p> |
| <p>Employment</p> | <p>Turnover</p> |
| <p>15,000 trained weavers/youths likely to be new entrants in the cluster will be employed within it.⁶</p> | <p>Increase in annual turnover from existing INR 390 Cr. to 10% - 20% growth in a span of next 5 years⁶</p> |

⁶ Basis Stakeholder Consultation

5. Product 2: Agriculture Products - Rice

5.1 Cluster Overview

The state is a leading producer in agriculture products like rice, wheat, sugarcane etc. The economy of the cluster is heavily dependent on agriculture products. The economy of the cluster is heavily dependent on agriculture products- Rice.

Approximate Export turnover of the Rice is INR 1.86 Cr respectively.⁷

5.2 Product Profile

Rice: Rice, (*Oryza sativa*), edible starchy cereal grain and the grass plant (family Poaceae) by which it is produced. Roughly one-half of the world population, including virtually all of East and Southeast Asia, is wholly dependent upon rice as a staple food; 95 percent of the world's rice crop is eaten by humans.

Rice is cooked by boiling, or it can be ground into a flour. It is eaten alone and in a great variety of soups, side dishes, and main dishes in Asian, Middle Eastern, and many other cuisines. Other products in which rice is used are breakfast cereals, noodles, and such alcoholic beverages as Japanese sake.

The cultivated rice plant is an annual grass and grows to about 1.2 metres (4 feet) in height. The leaves are long and flattened and are borne on hollow stems. The fibrous root system is often broad and spreading. The panicle, or inflorescence (flower cluster), is made up of spikelets bearing flowers that produce the fruit, or grain. Varieties differ greatly in the length, shape, and weight of the panicle and the overall productivity of a given plant.

Many cultures have evidence of early rice cultivation, including China, India, and the civilizations of Southeast Asia. However, the earliest archaeological evidence comes from central and eastern China and dates to 7000–5000 BCE. More than 90 percent of the world's rice is grown in Asia, principally in China, India, Indonesia, and Bangladesh, with smaller amounts grown in Japan, Pakistan, and various Southeast Asian nations. Rice is also cultivated in parts of Europe, in North and South America, and in Australia.

In the 1960s the so-called Green Revolution, an international scientific effort to diminish the threat of world hunger, produced improved strains of numerous food crops, including that known as miracle rice. Bred for disease resistance and increased productivity, this variety is characterized by a short sturdy stalk that minimizes loss from drooping. Poor soil conditions and other factors, however, inhibited its anticipated widespread success.⁸

In the India it has been reported that there are over 6,000 varieties of rice.⁹

Any rice other than Basmati Rice is named as non-Basmati rice. In the world it has been reported that there are over 10,000 varieties of rice and out of which the maximum number are in India.

5.2.1 Product Portfolio

Multiple varieties of rice exist including short-grain, medium-grain, and long-grain varieties. The following are the key varieties of Rice which are produce, processing and sale domestic and indirect export in the cluster:¹⁰

- ▶ **Basmati Rice:** Pusa Basmati 1121, Pusa Basmati-1509 (IET 21960), Pusa Basmati- 1718, Sugandha-5, Sugandha-6

⁷ DGFT, Kanpur

⁸ <https://www.britannica.com/plant/rice>

⁹ <https://www.wellcurve.in/blog/different-types-of-rice>

¹⁰ Consultation with Stakeholder



- ▶ **Non-Basmati Rice:** Surbati
- ▶ **Hybrid rice:** Sudha (D3100), PHB-71, Arize-6444

5.3 Cluster Stakeholders (Rice, Sugar and Wheat)

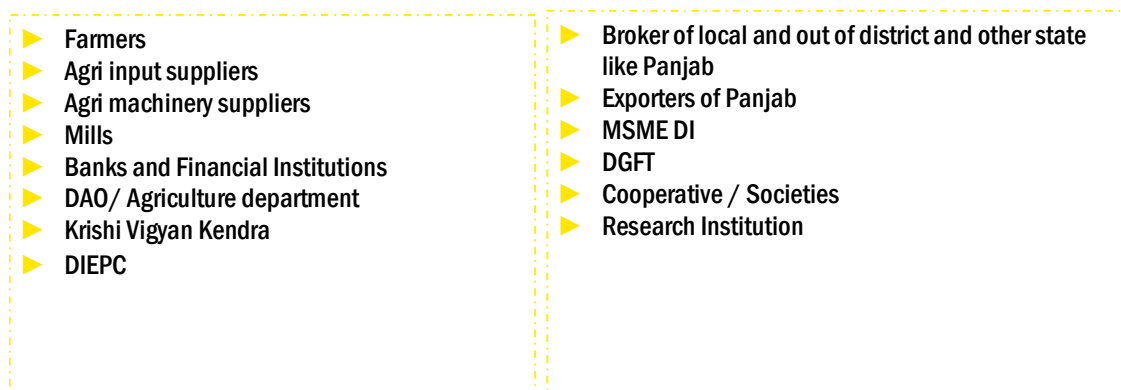


Figure 3: Cluster Stakeholders

5.3.1 Industry Associations - Rice

Following are principal Industry Associations that are working for the development of Rice:

- ▶ Agriculture and Processed Food Products Export Development Authority (APEDA)
- ▶ Indian Industries Association (IIA)
- ▶ Rice Export Promotion Forum (REPF)
- ▶ International Rice Research Institute (IRRI) - world's premier research organization dedicated to reducing poverty and hunger through rice science; improving the health and welfare of rice farmers and consumers; and protecting the rice-growing environment for future generations
- ▶ U.P. Council of Agricultural Research (UPCAR) - The UPCAR is an autonomous apex state organisation registered as a society, which plans, co-ordinates and promotes research, education, training, and transfer of technology for advancement of agriculture and allied sciences. The UPCAR was established on June 14, 1989, with its headquarters at Lucknow.
- ▶ Agriculture Department
- ▶ Krishi Vigyan Kendra (KVK)

5.4 Export Scenario

5.4.1 HS Code

HS codes under which the product is exported from the district.¹¹

| HS Code | Description |
|---------|--|
| 100630 | Semi-milled or wholly milled rice, whether |

5.4.2 Rice

Current Scenario

¹¹ DGFT, Kanpur

Key Fact of Export
Bookmark not defined.

25,145,466 (USD Thousand)
Value of world exports in 2020

7,484,136 (USD Thousand)
Total Exports from India in 2020

29.76%
Share of India Exports

The export scenario of World and India have been analysed basis the export statistics of HS code 100630 (Semi-milled or wholly milled rice, whether or not polished or glazed) under which non-Basmati rice is exported from Ambedkarnagar district.

Based on our analysis, we have identified key synergies that should be developed to expand our current reach and potential; These synergies are divided into immediate and long term. The immediate synergies include countries with Signed FTA's, high growth potential, and one is catered by India and not UP. Whereas the long-term synergies include countries with untapped market potential which can only be fulfilled if UP's exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

5.5 Export Potential

HS Code 100630 (Semi-milled or wholly milled rice, whether or not polished or glazed)

- ▶ The total exports of product from Ambedkarnagar district as per HS code 100630 are around INR ... crores in the period September 20 to September 2021.¹²
- ▶ India's exports represent 29.8% of world exports for this product, its ranking in world exports is 1.
- ▶ India exported this product to Iran, Indonesia, Malaysia, Bangladesh, Yemen, China, Saudi Arabia, Sri Lanka, USA, Nepal etc.

Below figure shows the top importers for this product (100630) in the world:

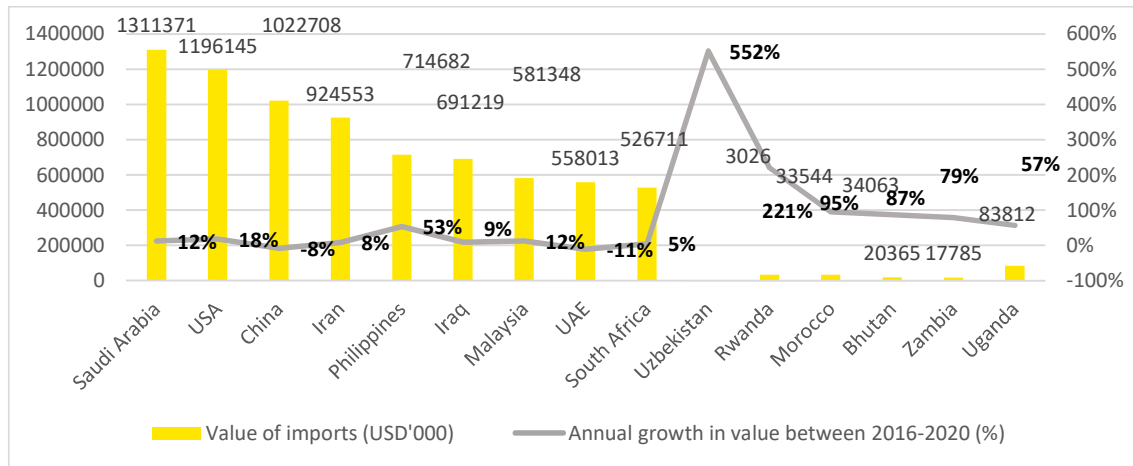


Figure 4: Top importers for this product (100630) in the world

¹² DGFT, Kanpur





Figure 5: Markets for export potential

5.6 Potential Areas for Value Added Product

Product Diversification is one of the most crucial product uplifting strategies which in turn is an important part of a product's export. Currently, only the grains of rice are being sold directly in the market. Knowing the health benefits of the product an initiative can be made for product diversification to manufacture value added products such as *chiwda, poha, brown rice, rice noodles, idli & dosa batter*.

The broken rice can be used to **create flour**. Rice flour is gluten-free; therefore, it is an alternative for producing gluten-free products. Rice flour is also hypoallergenic. Thus, it can be utilized for producing baby food, puddings, and other food products. Due to the decreased risk for people with sensitivities, food companies prefer rice flour to other varieties of flour. Thus, it is economically justifiable to grind broken rice to produce flour for such applications.

With adequate upgradation of technology in the cluster the farmers/ millers can sell by-products and generate additional income by manufacturing by-products from Rice Husks, Brans and Straws; the following are their uses:

- Rice Husk Use**
- ▶ Fuel
 - ▶ Gaseous Fuel
 - ▶ Husk Briquette
 - ▶ Husk Board
 - ▶ Furfural

- Rice Bran Use**
- ▶ Edible grade oil
 - ▶ Industrial grade crude oil
 - ▶ Free fatty acid manufacture
 - ▶ Plasticizers
 - ▶ Tocopherol
 - ▶ Rice bran wax

5.7 SWOT Analysis

Table 5: SWOT Analysis

| | |
|------------------|-------------------|
| Strengths | Weaknesses |
|------------------|-------------------|



| | |
|---|---|
| <ul style="list-style-type: none"> ▶ Improving and enhancing rural economy ▶ Ambedkarnagar plains provides fertile land suitable for farming ▶ Availability of cheap and skilled labor for farming ▶ Availability of various financial and non-financial assistances from state and central government pertaining to agriculture | <ul style="list-style-type: none"> ▶ Lack of proper infrastructure facilities for storage and manufacture of additional products ▶ Rice mills have not been fully modernized ▶ Due to lack of timely upgradation of rice mills, a large percentage of the produce is often discarded as it is termed as broken rice which is not suitable for sale ▶ High transportation cost for export of the product |
| Opportunities | Threats |
| <ul style="list-style-type: none"> ▶ Large scope for expanding sales network-globally and locally due to population growth ▶ Improving the product quality to tap international markets ▶ Product diversification for attracting larger audiences ▶ Opportunity in technical up gradation for efficient production ▶ Opportunity for increasing sales by participation in various national and international marketing events ▶ Branding for market conquering. | <ul style="list-style-type: none"> ▶ Tough competition with cheaper products with a wide offering in price ranges by competing districts / countries ▶ Rising input prices. ▶ Dependence on supply of raw material. ▶ Requirements and demands for food safety ▶ National rice self-sufficiency strategies in importing countries |

5.8 Challenges and interventions

| Parameter | Challenges | Intervention |
|---|---|---|
| Focus on high Yielding Export Quality Rice | <ul style="list-style-type: none"> ▶ Challenges in developing high yielding export quality rice (Non-Basmati, Long grain rice) | <ul style="list-style-type: none"> ▶ Breeding programme may be initiated to develop high yielding export quality rice (Non-Basmati, Long Grain Rice, etc.) to enable the exporters to sustain their exports in future. Proper arrangements may be made for production of pure quality seeds and making them available to the farmers at subsidized rates/ reasonable rates. |
| Cluster based approach | <ul style="list-style-type: none"> ▶ Setting up of export quality belts/zones | <ul style="list-style-type: none"> ▶ To identify export quality belts/zones for production of rice to meet the requirement of exports. As per Agriculture Export Policy of Uttar Pradesh, 2019, the cluster facilitation cell under the chairmanship of District Magistrate is responsible for defining the area of Cluster and number of Farmers/FPOs/FPCs in the cluster as per suitability and goals of export promotion. ▶ It will also be responsible for monitoring the cluster development work, promotion to increase the area under cultivation of |

| Parameter | Challenges | Intervention |
|--|---|--|
| | | <p>exportable items and facilitate cluster level coordination among key departments and various stakeholders.</p> <ul style="list-style-type: none"> ▶ Deputy Commissioner Industries and representative of State Agricultural Department may examine the proposal for setting up at least one clusters for Rice (Non-Basmati), sugar and wheat in the district and submit the same to the state level Export Monitoring Committee. |
| Promotion of export of organic produce | <ul style="list-style-type: none"> ▶ Unawareness about promoting organic products | <ul style="list-style-type: none"> ▶ It is suggested that special efforts should be made to promote the export of organic product such as Rice and sugar from this district. |
| Training programme to educate the cultivators | <ul style="list-style-type: none"> ▶ Unawareness about technical standards in international market | <ul style="list-style-type: none"> ▶ Training programme to educate the cultivators about various SPS/ Technical standards in international markets ▶ The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets. |
| Distribution of Certified seeds | <ul style="list-style-type: none"> ▶ Challenges in distribution of certified seeds | <ul style="list-style-type: none"> ▶ Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Ambedkarnagar and Farmer Producers Organisation |
| Use of Modern technologies | <ul style="list-style-type: none"> ▶ Unawareness about use of modern technology to reduce costs and increase production | <ul style="list-style-type: none"> ▶ Low-cost production technology may be developed (use best practices) to bring down the cost of production to enable the exporters to compete with competing countries in the international markets. State Agriculture department may take the help of State Agriculture Universities / other technical institutes of repute. |
| Use of Modernized Rice Mills | <ul style="list-style-type: none"> ▶ Many rice mill owners are not using modernized rice mills for better recovery and reducing the percentage of broken rice. | <ul style="list-style-type: none"> ▶ Rice mills have not been fully modernized to ensure high milling recovery and reduce the percentage of broken rice. The conventional rice mills are having Rubber Roll Sheller in which percentage of broken rice is more than the modern rice mills that are having under Runner Sheller. Hence, head rice obtained from milling of conventional mills becomes costly due to recovery of higher percentage of broken rice. Therefore, conventional mills are required to be modernized to get recovery of higher percentage of head rice suitable for export. |
| Marketing & Promotion | <ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in | <ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc. |

| Parameter | Challenges | Intervention |
|--------------------------|--|--|
| products | <p>International Trade fairs</p> <ul style="list-style-type: none"> ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector | <ul style="list-style-type: none"> ▶ DIC and FIEO can play a pro-active role in this regard. Incremental increase in every year in the number of units taking part in the trade fairs organised by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase |
| Access to Finance | <ul style="list-style-type: none"> ▶ Shortage of working capital to farmers given long cultivation cycle of agri products ▶ The linkages with banks and financial institution in the cluster are not well established ▶ High quality, genetically modified seeds are often expensive, and farmers do not have enough capital/ credit to purchase those directly | <ul style="list-style-type: none"> ▶ Tie up with the banks/financial institutions for better interest rates, enhanced working capital limits etc. ▶ Introducing the Kisan credit card scheme in the cluster ▶ Handholding of units in the cluster to create awareness about financing schemes viz. ODOP Margin Money scheme ▶ Introduction of revolving working capital within the cluster to help farmers procure high quality seeds and fertilizers and undertake production without hinderances |
| Exporter's issue | <ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. | <ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all export related issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT. |
| Cost Structure | <ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry | <ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may |

| Parameter | Challenges | Intervention |
|-----------|------------|-----------------------------|
| | | be informed of this portal. |

5.9 Future Outcomes

Annual Turnover

Increase in annual turnover by 10% annually from existing with the help of financial outreach of government programmes and other interventions.

Cluster exports

Double the export by 2024 as per State Agriculture Export Policy, 2019

5.10 Key Schemes

5.1 Key schemes of Government of India (GoI)

5.2 Merchandise Exports from India Scheme (MEIS) ¹³

This scheme is designed to provide rewards to exporters to offset infrastructural inefficiencies and associated costs. The Duty Credit Scrips and goods imported/ domestically procured against them shall be freely transferable. The Duty Credit Scrips can be used for:

- ▶ Payment of Basic Customs Duty and Additional Customs Duty specified under sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 for import of inputs or goods, including capital goods, as per DoR Notification, except items listed in Appendix 3A.
- ▶ Payment of Central excise duties on domestic procurement of inputs or goods,
- ▶ Payment of Basic Customs Duty and Additional Customs Duty specified under Sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 and fee as per paragraph 3.18 of this Policy.

Objective of the Merchandise Exports from India Scheme (MEIS) is to promote the manufacture and export of notified goods/ products.

5.3 Service Exports from India Scheme (SEIS) ¹⁴

Under the Service Exports from India Scheme (SEIS), the Duty Credit Scrips are accorded as rewards. The goods imported against the Duty Credit Scrips, or the goods nationally acquired against the Duty Credit Scrips will be transferable freely. Given below is a list of requirements which can be fulfilled using the Duty Credit Scrips:

- ▶ Customs Duty payment and fee as per paragraph 3.18 of the policy.
- ▶ Customs Duties payment for importing goods or inputs, other than the items mentioned in Appendix 3A.
- ▶ Excise duties payment on the acquisition of goods or inputs, this includes capital goods according to the DoR notification.
- ▶ Service Tax payment upon acquisition of services according to the DoR notification.

5.4 Rebate of State and Central Levies and Taxes (RoSCTL) Scheme¹⁵

It is an export incentive in the form of transferable and sellable duty credit scrips offered on the basis of the Free On Board (FOB) value of the export.

The benefits of Rebate of State Levies RoSCTL are available to exporters of readymade garments and made-ups for now. The scheme aims to help them cut high logistics and other costs and enable them to compete globally. An exporter can benefit from this scheme for all exports done after 1st April 2019. For exports made prior to this date, the eligibility criteria of the RoSCTL scheme would be applicable. The rebate for such exports was allotted out of the RoSCTL scheme fund, on exhaustion of which DGFT would issue scrips, but at RoSCTL rates.¹⁶

5.5 Advance Authorisation Scheme¹⁷

Advance Authorization Scheme allows duty free import of inputs, which are physically incorporated in an export product. In addition to any inputs, packaging material, fuel, oil, catalyst which is consumed / utilized in the process of production of export product, is also allowed.

The quantity of inputs allowed for a given product is based on specific norms defined for that export product, which considers the wastage generated in the manufacturing process. DGFT provides a sector-wise list of

¹³ <https://www.dgft.gov.in/CP/?opt=meis>

¹⁴ <https://www.bankbazaar.com/tax/service-exports-from-india-scheme-seis.html>

¹⁵ <https://www.dgft.gov.in/CP/?opt=rosctl>

¹⁶ <https://www.dripcapital.com/resources/blog/rosctl-scheme>

¹⁷ [dgft.gov.in/CP/?opt=adnavce-authorisation](https://www.dgft.gov.in/CP/?opt=adnavce-authorisation)

Standard Input-Output Norms (SION) under which the exporters may choose to apply. Alternatively, exporters may apply for their own ad-hoc norms in cases where the SION does not suit the exporter.

Advance Authorization covers manufacturer exporters or merchant exporters tied to supporting manufacturer(s).

5.6 Duty Free Import Authorization (DFIA) Scheme¹⁸

DFIA is a variant to Advance Authorization scheme. It is different from Advance Authorization as a higher minimum value addition of 20% is required, as compared to only 15% in Advance Authorization. It has enabling provision for transferability of authorization or materials imported against it. DFIA can be applied and obtained on post export basis as well. It is popular with exporters who export first and then obtain the Authorization, which can be sold freely.

5.7 Rebate of Duties & Taxes on Exported Products (RoDTEP Scheme)

The RoDTEP scheme will replace the old MEIS in a phased manner from December 2020. The RoDTEP scheme aims to refund all hidden taxes, which were earlier not refunded under any export incentive scheme, such as the central and state taxes on the fuel used for transportation of export products, duties levied on electricity used for manufacturing, *mandi* tax levied by APMCs, toll tax & stamp duty on the import-export documentation and others.

5.8 Scheme under Uttar Pradesh Export Promotion Bureau

Various schemes being run by Export Promotion Bureau to apprise the exporters are as follows:

A. Marketing Development Scheme (MDA)

| S. No | Incentive Offered | Amount of incentive against total expenditure |
|-------|---|---|
| 1 | Participation in foreign fairs/exhibitions (total three fairs / annum) a. Stall charges b. Air fare (economy class) | a. 60% of stall charges (max 01 lakh / fair) b. 50% (max 0.5 lakh for one person / fair) |
| 2 | Publicity, advertisement, development of website | 60 % (max 0.60 lac/ annum) |
| 3 | Sending of samples to foreign buyers | 75 % (max 0.50 lac/ annum) |
| 4 | ISO /BSO certification | 50 % (max 0.75 lac/ annum) |

¹⁸ <https://www.eepcindia.org/page.aspx?id=P160411110629&page=Export-Promotion-Schemes>

B. Gateway Port Scheme

| | |
|---|---|
| Brief Description | Assistance is given to all manufacturing exporting units on expenses incurred on the rail transport of their goods from ICD/CFS to Gateway ports. |
| Eligible units | Micro, small & medium enterprises. |
| Incentives Offered against actual expenditure | 25% of the total expenditure or Rs 6000 (20 ft' container) & Rs 12,000 (40 ft' container) whichever is less |
| Maximum limit | Rs 12 lacs /unit /year |
| Empowered committee | District Users Committee under the chairmanship of district magistrate. |

C. Air Freight Rationalization Scheme

| | |
|----------------------------|---|
| Incentive offered | 20% of the actual expenditure or Rs 50 / kg (whichever is less) |
| Eligible Units | Manufacturer & merchant exporter |
| Maximum limit | Rs 2 lacs /unit /year |
| Recognized Cargo Complexes | Varanasi & Lucknow |

6. Action Plan

| Quantifiable activity/ Intervention | Responsible authority | Timeline for implementation ¹⁹ |
|---|------------------------|---|
| Increasing the overall exports from the state | | |
| Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them | ODOP cell, DIEPC UPEPB | Continuous initiative |
| Creation of an event calendar comprising of events to be conducted in a Financial Year with a focus on international marketing events . Further, DGFT and FIEO can finalize a target to participate in at least 3 international events in a year per product category/industry (food, engineering & auto components, handicrafts, textile& apparel etc.) by utilizing schemes like IC and MAS | ODOP cell, DIEPC UPEPB | Continuous initiative |
| <p>Sensitization of cluster actors:</p> <p>a. The individuals of a cluster should be sensitized on the plethora of schemes²⁰ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials</p> <p>b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP</p> | ODOP cell, DIEPC UPEPB | Continuous initiative |

¹⁹ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

²⁰ List of available schemes facilitating exports: <https://cdn.s3waas.gov.in/s3555d6702c950ecb729a966504af0a635/uploads/2020/12/2020120965.pdf> and <https://www.ibef.org/blogs/indian-export-incentive-schemes>:

| | | |
|--|-----------------------|--------------|
| DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment | DIC, UPEBP and FIEO | Intermediate |
| Common interventions across sectors/ clusters | | |
| Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc. | UPEPB/DIEPC | Short term |
| MoU with QCI for defining quality standards of the products | UPEPB/DIEPC | Short term |
| Collaboration with IIP to define cluster-wise packing standards | UPEPB/DIEPC | Short term |
| Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit | UPEPB/DIEPC and banks | Short term |
| Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances | UPEPB/DIEPC and banks | Intermediate |
| Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc. | UPEPB/DIEPC and banks | Intermediate |
| Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance | UPEPB/DIEPC | Intermediate |
| Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports | DIEPC UPEPB | Short term |
| DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT. | DIEPC/DGFT/UPEPB | Long term |
| Cost Structure: <ol style="list-style-type: none"> a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. b. The CONCOR rates are to be made available at regular intervals to the DIC office for | DIEPC/UPEPB | Long term |

| | | |
|---|--|-------------------|
| <p>update of the same at the district website.</p> <p>c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.</p> | <p>DIEPC/UPEPB</p> | <p>Long term</p> |
| | <p>DIEPC/UPEPB/FIEO</p> | <p>Short term</p> |
| Product 1:Textile Products | | |
| <p>Establishment of Common Facility Centre with:</p> <p>a. Raw Material Bank</p> <p>b. Common Production Center for weaving</p> <p>c. Common processing Centre (CPC) for dyeing and finishing</p> <p>d. Common Packaging Centre</p> <p>e. Design and display center with CAD/CAM facilities and space to showcase products to undertake sale</p> <p>Marketing Centre for undertaking marketing events</p> | <p>DIEPC, DGFT and ODOP Cell</p> | <p>Long term</p> |
| <p>Collaboration with NIFT and NID for design inputs and support in branding initiatives</p> | <p>UPEPB/ODOP Cell</p> | <p>Long term</p> |
| <p>Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters.</p> | <p>UPEPB/ODOP Cell</p> | <p>Short term</p> |
| Product 2: Rice products | | |
| <p>Establishment of Common Facility Centre with:</p> <p>▶ Common Production Center with modern machines for enhancing production.</p> <p>▶ Innovative and modern packaging and Labelling unit</p> | <p>DIEPC, DGFT and ODOP Cell</p> | <p>Long term</p> |
| <p>Focus on high Yielding Export Quality Rice -Breeding programme may be initiated to develop high yielding export quality rice (Basmati, Non-Basmati, Long Grain Rice, etc.) to enable the exporters to sustain their exports in future.</p> | <p>Research Institutes/Agriculture Department/DIEPC/ APEDA</p> | <p>Mid term</p> |
| <p>To identify export quality belts/zones for production of rice to meet the requirement of exports.</p> | <p>Agriculture Department/District Administration/District Level</p> | <p>Long term</p> |

| | | |
|--|---|--|
| | Export Promotion Committee | |
| It is suggested that special efforts should be made to promote the export of organic product of rice from this district. | DIEPC/APEDA/UPEPB | Short term |
| Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) and Farmer Producers Organization | KVK/ DIEPC/ FPO | Ongoing as per Implementation schedule |
| Training programme to educate the cultivators: a. Training programme to educate the cultivators about various SPS/ Technical standards in international markets b. The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets. | DIEPC/DGFT/APEDA/DGFT | Ongoing |
| Introducing the Kisan credit card in the cluster | DIEPC and banks | Short term |
| Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc. and Onboarding workshops to be conducted for handholding to artisans and entrepreneurs | Big Basket/Natures Basket and UPEPB and DIEPC | Short term |

Abbreviations

| | |
|-------------------|---|
| APEDA | The Agricultural and Processed Food Products Export Development Authority |
| API | Active pharmaceuticals ingredients |
| CAD | Computer-Aided Design |
| CAM | Computer Aided Manufacturing |
| CFC | Common Facility Center |
| CONCOR | Container Corporation of India |
| CPC | Common Production Center |
| DGFT | Director General of Foreign Trade |
| DHO | District Horticulture Officer |
| DIC | District Industries Center |
| DIEPC | District Industry and Enterprise Promotion Center |
| DPR | Detailed Project Report |
| EPC | Export Promotion Council |
| EPCG | Export Promotion Capital Goods |
| FIEO | Federation of India Export Organization |
| FPO | Farmer Producer Organizations |
| FTA | Free Trade Agreement |
| GCC | Gulf Cooperation Council |
| GI | Geographical Indication |
| HS | Harmonized System |
| IC | International Cooperation |
| IC Engines | Internal Combustion Engines |
| IEC | Import Export Code |

| | |
|------------|-------------------------------|
| IIP | Indian Institute of Packaging |
|------------|-------------------------------|

| | |
|-----------------|---|
| ISW | Industrial Solid Waste |
| ITI | Industrial Training Institute |
| KVK | Krishi Vigyan Kendra |
| MAS | Market Assistance Scheme |
| MSE CDP | Micro & Small Enterprises - Cluster Development Programme |
| MSME | Micro, Small and Medium Enterprises |
| NHB | National Horticulture Board |
| NIC Code | National Industrial Classification Code |
| NIC | National Informatics Center |
| NID | National Institute of Design |
| NIFT | National Institute of Fashion Technology |
| NSDC | National Skill Development Cooperation |
| ODOP | One District One Product |
| PM FME | Pradhan Mantri Formalisation of Micro food Processing Enterprises |
| PMU | Project Monitoring Unit |
| QCI | Quality Council of India |
| R&D | Research & Development |
| RMB | Raw Material Bank |
| SGPGI | Sanjay Gandhi Post Graduate Institute of Medical Science |
| SIDBI | Small Industries Development Bank of India |
| SPS | Sanitary & Phytosanitary |
| SPV | Special Purpose Vehicle |
| SWOT | Strength, Weakness, Opportunities, Threats |
| TBT | Technical Barriers to Trade |
| UAE | United Arab Emirates |
| UK | United Kingdom |
| UP | Uttar Pradesh |

| | |
|--------------|--|
| UPEPB | Uttar Pradesh Export Promotion Bureau |
| UPICO | UP Industrial Consultancy Organisation |
| USA | United States of America |



Ambedkar Nagar

TEXTILE PRODUCTS

Production of garments through power loom is mainly done in the Tanda area of Ambedkar Nagar. For about 50 years, almost every family in Tanda is associated with this work in one way or the other. Powerloom-textile production provides employment to around 43000 artisans.



बढ़े उडान,
बढ़े पहचान

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
of Export Hubs

