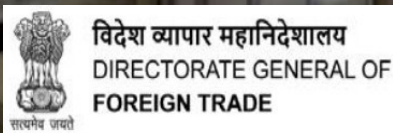




Department of MSME and Export Promotion District Export Action Plan- Amroha



Knowledge Partner



Districts
of Export Hubs



Preface

This district export plan for Amroha District 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 each district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Amroha 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 district'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 co-ordination 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.

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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 administrations 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.

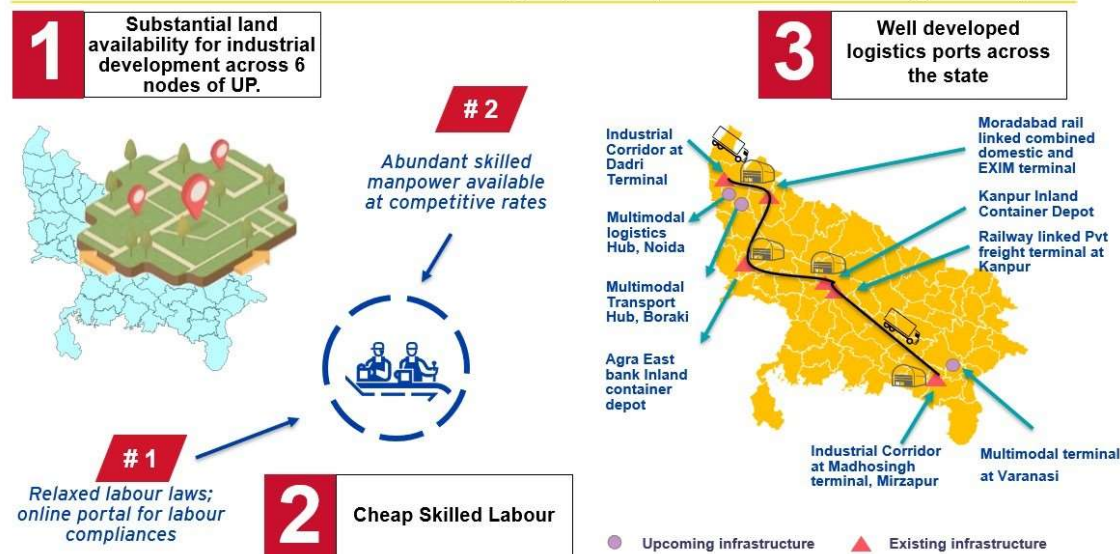
DGFT and UPEPB have aimed at synergising their efforts to identify the key products, export trends and challenges. Further to minimize the challenges, quantify the exports and outline export strategy; a detailed district-wise Export Action Plan has been made for all 75 districts of UP, where EY has contributed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

2. District Profile

District Amroha lies in the west of Moradabad district and adjoining districts are Hapur, Sambhal & Bulandshahr, Bijnor. Prior to Amroha this district is known as Jyotiba Phule Nagar. The district was created on 24th April 1997 in the memory of famous social reformer Sant Mahatama Jyotiba Phule by combining Amroha, Dhanora & Hasanpur Tehsils of Moradabad district vide UP Gazette no. 1071/1-5-97/224/sa-5 dated 15/4/1997 whose head office is situated in the ancient city Amroha.

The majority of the population of the district depends on agriculture besides the cottage industry like manufacturing of musical instruments-Dholak and its variants and handicrafts, readymade garments. The wooden handicraft and musical cluster are spread in and around J.P. Nagar (Amroha) city. Jai Om Nagar, Danish Manden, Begum Sarai, Chebra, Transport Chauraha, Chauk, Mandi Chaub, Bara Darwaja, Mohalla Lakkda, Moh, Nal, Panwari, Bypass Road etc. Amroha city & nearby villages are mainly involved in the wooden handicraft activity. Some of the industries in Amroha include cotton & textiles and the small-scale production of cotton cloth, hand-loom weaving, pottery making and sugar milling. The secondary ones are carpet manufacturing, wood handicrafts and dholak manufacturing.

UTTAR PRADESH: 3L Advantage (Land, Labour and Logistics)



As Uttar Pradesh having 3L advantage (Land, Labour and Logistics), Amroha has also export potential with its “Rail linked combined domestic and EXIM terminal” of Moradabad which is just 45 KM in distance.

2.1 Geography

The district consists of 1133 villages, 4 Tehsils, 8 Blocks & 11 Police Stations. Its geographical area is 2470 Sq. Km. Extending from Latitude 28° 54' North to 39° 6' North and Longitude 78° 28' East to 78° 39' East. The maximum & minimum height from sea level are 240ft. & 177ft. respectively. In the north of the district lies District Bijnor, Sambhal is in the south, Moradabad is in the east and in the west are situated districts Hapur, Ghaziabad & Bulandshahr. Ganga river separates it from district Hapur, Ghaziabad & Buland Shahar.

2.2 Topography & Agriculture

Amroha is mix of agriculture and industry-based economy. It has fertile land, as well as industry. The main industries of Amroha are Wood Handicraft, Chemical, Readymade garments, metal craft etc. Mangoes, Mint farming and Dairy products are also famous from district.

3. Industrial profile of the district

The majority of the population of the district depends on agriculture besides the cottage industry like manufacturing of DHOLAK & KATHOLI, Handloom works are also taken up in Amroha, BEEDI in Naugaon Sadat & Cloth weaving is now taken up in Bachraun. Milk & dairy products are attracting the attention of the peoples in villages and they are being associated with it by Cooperative Societies etc. are included in other manufacturing industries as per below table:

Table 1: Industries details¹

NIC Code no	Type of Industry	Number of units	Investment (Rs Lakh)	Employment
20-21	Food/Agro Product	138	300	9600
26	Ready-made garments & Embroidery	500	400	25600
27	Wood/wooden based furniture	274	9500	12700
28	Paper & Paper products	14	1450	900
29	Leather based	15	1500	1700

¹ District industries centre, Sambhal



NIC Code no	Type of Industry	Number of units	Investment (Rs Lakh)	Employment
30	Rubber, Plastic & Petro based	133	253	2100
31	Chemical/Chemical based	155	12500	17050
32	Mineral based	27	170	210
33	Basic Metal Industries	290	1161	18340
34	Metal products (Steel, Aluminium)	113	2027	7080
35	Machinery & Parts except Electrical (Engineering units)	95	840	7200
36	Electrical machinery and Apparatus	27	600	2100
37	Transport Equipment's & Parts	13	170	1550
38	Misc. Manufacturing	355	82	20000
96-97	Repairing & servicing	658	83	2025
	Total	2807	31036	128155

Amroha has two industrial area Gajraula-1 & Gajraula-2 and their details are mentioned below:

S. No.	Name of Ind. Area	Land acquired (In acre)	Land developed (In acre)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Gajraula- 1	34.76	34.76	1	1	0	1
2	Gajraula- 2	681	681	229	184	145	137
	Total	715.76	715.76	330	184	145	138

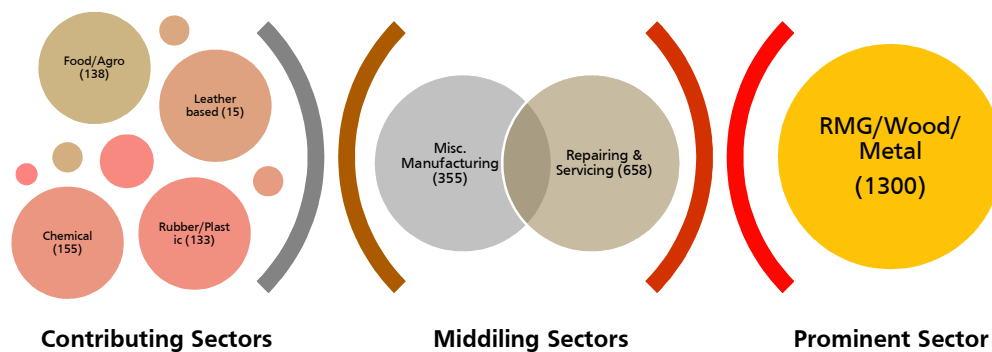


Figure 1: MSME landscape of the district

Out of total population of 18,40,221 (2011 census), ~8,20,000 are working population. Out of total working population, 40% are working in other industries, 44% are cultivators and agricultural labourers and 15% are household & industry workers.

Table 2: Occupational Distribution of Main Workers²

S.No.	Particulars	Population	%
1	Cultivators	2,98,700	36.43%

² District census handbook 2011- Amroha



2	Agriculture Labourers	65,000	7.93%
3	Household & Industry Workers	1,28,155	15.63%
4	Others	3,28,145	40.05%

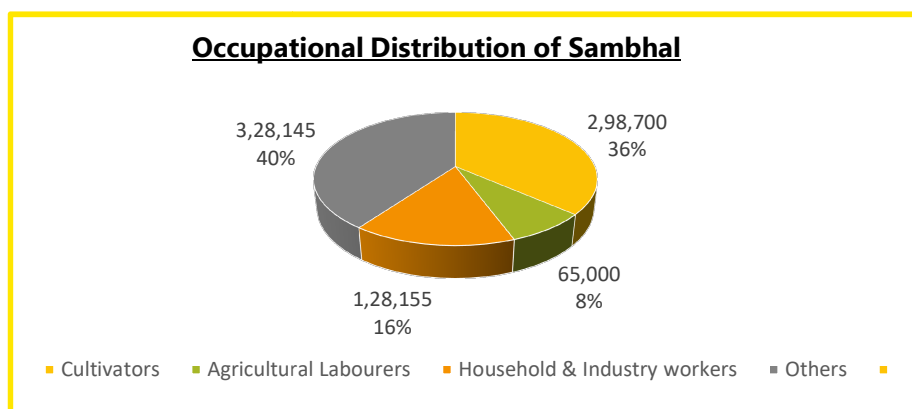


Figure 2: Occupational distribution of Amroha

3.1 Major Exportable Product from Amroha

The total export from Amroha is approximately INR 787.81 Crore for the period September 2020 to November 2021.

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

Table 3: Major exportable product

S. No	Product	Export value (in INR Crore) ³ from September 2020 to November, 2021
1	Articles of Iron/Steel	156.13
2	PYRIDINE and Its SALTS	142.89
3	Articles of Glass	58.68
4	Other Antibiotics	55.65
5	REFND Sugar	53.0
6	Articles of Wood	15.5
7	Other products	306
Total		787.8
Total Export from Amroha		787.81Cr⁴

4. Product 1: Musical instruments & Woodcrafts (Wood Items)

4.1 Cluster Overview

There are no specific clusters in Amroha district. The wooden handicraft and musical cluster is spread in and around J.P. Nagar (Amroha) city. Jai Om Nagar, Danish Manden, Begum Sarai, Chebra, Transport Chauraha,

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

⁴ Total export from Sambhal for the period September 2020 to November 2021 as per the data received from office of DGFT, Kanpur



Chauk, Mandi Chaub, Bara Darwaja, Mohalla Lakkda, Moh, Nal, Panwari, Bypass Road etc. Amroha city & nearby villages are mainly involved in the wooden handicraft activity.

District has a long old tradition of Dholaks, and Other Musical Instruments are being manufactured by the local artisans which has been preserved through intergenerational transfer of skills from one generation to another & these are distinctively known for their quality. Moreover, Amroha city and nearby villages are also involved in allied handicrafts industry, products such as wooden lamps, flowerpots, trays, mugs, chooree & other small decorative items are made from the byproducts generated during the manufacturing of Wood based Musical items.

4.2 Product Profile

The Product of woodwork may be divided into three categories:

Musical Items: Dholak, Violin, Guitar, Manjheera etc

Decorative Items – Wall Hanging Lamp, Wall Panel, Mirror Stand, Frames, Jaali, Patterns, Light Fixtures, Candle Stand, and Photo stand etc.

Utility Items- The creations of wood include Wooden Boxes, Jewellery Boxes, Tea Boxes, Coffee Boxes, Incense Boxes, Game Boxes, Candle Holders, Paper Rack, Pen Holders, Paper Cutter, Coasters Sets, Ashtrays, Wooden Jewellery, Smoking Pipes, Door Handles, Walking Sticks, pizza tray, Nautical tables and other such items which are very useful in our daily life.

4.2.1 Status of GI Tag

There is NO G.I. Tag applied by cluster stake holders for Amroha District.

4.3 Cluster Stakeholders

- ▶ Artisan
- ▶ Manufacturer (Karkhanedaar)
- ▶ Raw Material Suppliers
- ▶ Exporter/Trader

Industry Associations

Following are principal Industry Associations/SPVs that are working for the development:

- ▶ Indian Industries Association

HS Code

HS codes under which the product is exported from the state.

Table 4: HS Code with description

HS Code	Description
442199	Wood Items

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes 442199 under which Wood Items are exported.

Top Countries importing from India are:- USA, Germany, Netherlands, UK, Australia, France, Saudi Arabia, Canada, Denmark, Spain, UAE, Sweden, Belgium, Italy, New Zealand.⁵

Top Countries Exporting from Uttar Pradesh are: USA, Germany, Netherlands, UK, Australia, France, Saudi Arabia, Canada, Denmark, Spain, UAE, Kenya, Switzerland, New Zealand.⁶

Key Fact of Export Error! Bookmark not defined.

142300(USD Thousand)
Total Exports from India in 2020

98450 (USD Thousand)
Total Exports from Uttar Pradesh in 2020

69.18%
Share of Uttar Pradesh in India Exports

SWOT Analysis

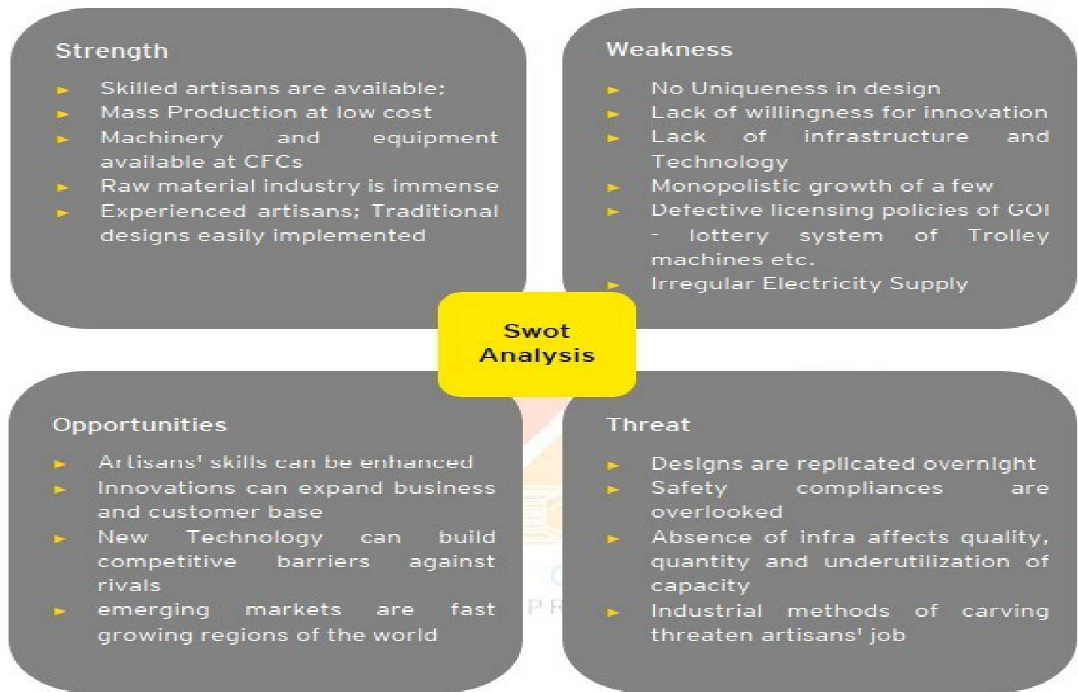


Figure3: SWOT Analysis for Woodcraft Items

4.4 Future Outcomes:

At present the output to the extent of 30% is exported. Export would start substantially after implementation of intervention over the span of next 3 years and industry can export up to 50% of the output.



⁵ HS Codes - State Export Analysis - Dashboard - EXIM Analytics (dgcisanalytics.in)

⁶ HS Codes - State Export Analysis - Dashboard - EXIM Analytics (dgcisanalytics.in)



Increase in annual turnover from existing INR ~50 Cr. to ~INR 75 Cr. by 2025

Substantial targeted growth in cluster exports expected to be 20% in short term and **approx. INR 25 from 15 cr. by 2025 (over a span of 3 years).**

5. Product 2: Articles of Iron/Steel/ Aluminium

5.1 Cluster Overview

Amroha's artisan have develop expertise in preparing Iron/ Steel based decorative and home furnishing items like Artware, Utensils and Artificial Omaments. Basically, Amroha is inspire by Moradabad metalcraft industry which is just 45 KM from District.

5.2 Product Profile

At present Artisan/Manufacturer are using Iron/steel as raw material for manufacturing the products. While in finishing Silver, Brass coating is being use, this method is helpful in reducing the final price and opening the bigger market segment.

MRP is playing measure role when Iron/Steel is being use as raw material in comparison to other base material.

Aluminum is mainly being use of portable/foldable table, chair, photo frames etc.

5.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

1. **Artware:** It consists of table lamps, lanterns, flower vases, stationery items, photo frames, and multiple decorative items. These artware are made from mix of Brass, Aluminium, Iron, Wood, Glass, or combination of any of these depending on the nature of the finished product or the buyer's demand. These products are mainly for international markets.
2. **Utensils:** Metal lamps (diya), candle stands, pooja set, idols of gods, sindoor box, etc. are the daily household utilities and have a local market. The demand for these products increases during festival times. Major buyers are form Haryana, Rajasthan, Maharashtra, and Tamil Nadu.
3. **Artificial Ornaments:** Bangles, Belts, artificial jewellery, etc.

5.3 Cluster Stakeholders

- ▶ Artisans
- ▶ Manufacturers
- ▶ Exporters
- ▶ Financial Institutions
- ▶ District Industries Center
- ▶ Export Associations
- ▶ Export Promotion Council for Handicraft (EPCH)
- ▶ Indian Industries Associations (IIA)
- ▶ Other District Level Associations

5.3.1 Industry Associations

- ▶ Indian Industries Association

5.3.2 Status of GI Tag

There is NO G.I. Tag applied by cluster stake holders for Amroha District.

5.4 Export Scenario

Amroha is exporting more than 10 type of products, which includes chemical product, Bovine Meat, Sugar product, Medicine, Articles of Glass, Articles of Iron/Steel etc.

5.4.1 HS Code

HS codes under which the product is exported from the state.⁷

HS Code	Description
732690	Articles of Iron/Steel
761699	OTHER Articles of Aluminium

5.4.2 Current Scenario

Product 732690:

The export scenario of World and India have been analysed basis the export statistics of HS codes 732690 under which articles of Iron/Steel are exported. Alongside are the key facts pertaining to the analysed product code.

Export Potential

- ▶ India's exports represent 1.6% of world exports for this product, its ranking in world exports is 17
- ▶ India exported this product to USA, UK, Thailand, Germany, Netherlands, Canada, UAE, Japan, France, ETC.
- ▶ District export for the Period of Sep-20 to Nov-21 is INR 156 Crore.

Key Fact of Export^{Error! Bookmark not defined.}

4,22,85,757 (USD Thousand)

Value of world exports in 2020

6,58,417 (USD Thousand)

Total Exports from India in 2020

3,50,740 (USD Thousand)

Total Exports from Uttar Pradesh in 2020

53.27%

Share of Uttar Pradesh in India Exports

⁷ DGFT, Kanpur

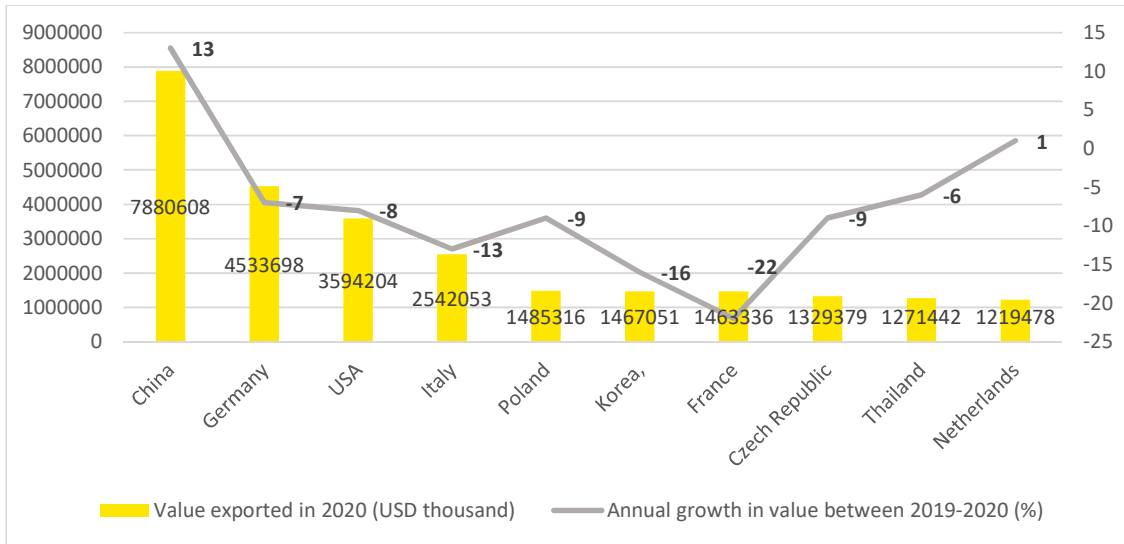


Figure 4 Top 10 Exporters worldwide (732690)

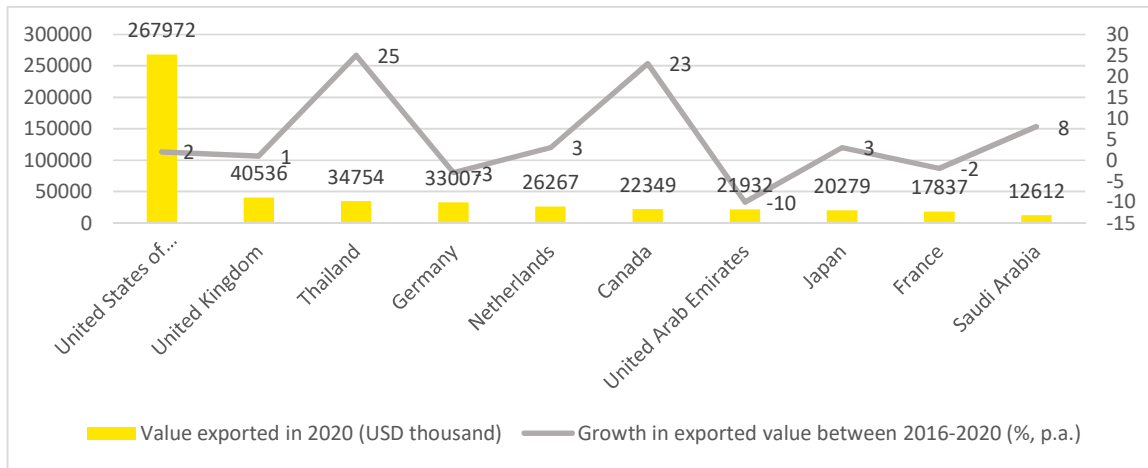


Figure 5 Top 10 Importers Importing from India (732690)



Figure 6: Markets for export potential



Product 761699:

The export scenario of World and India have been analysed basis the export statistics of HS codes 761699 under which articles of Iron/Steel are exported. Alongside are the key facts pertaining to the analysed product code.

Export Potential

- ▶ India's exports represent 1.8% of world exports for this product, its ranking in world exports is 16
- ▶ India exported this product to USA, UK, Germany, Netherlands, Canada, UAE, Italy, France, ETC.
- ▶ District export for the Period of Sep-20 to Nov-21 is INR 13.6 Crore.

Key Fact of Export Error! Bookmark not defined.

1,64,33,705 (USD Thousand)

Value of world exports in 2020

3,01,496 (USD Thousand)

Total Exports from India in 2020

1,92,670 (USD Thousand)

Total Exports from Uttar Pradesh in 2020

63.90%

Share of Uttar Pradesh in India Exports

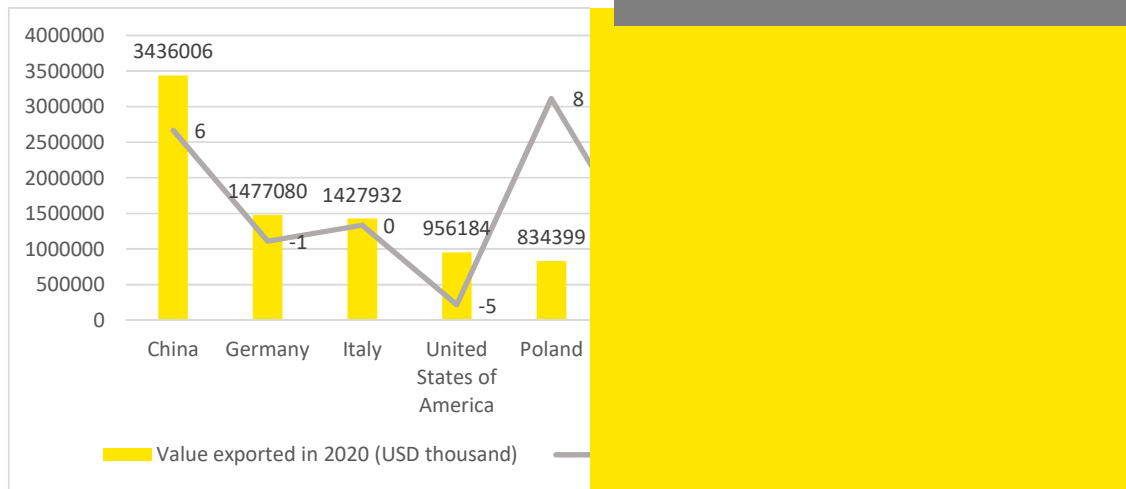


Figure 3 Top 10 Exporters worldwide (761699)

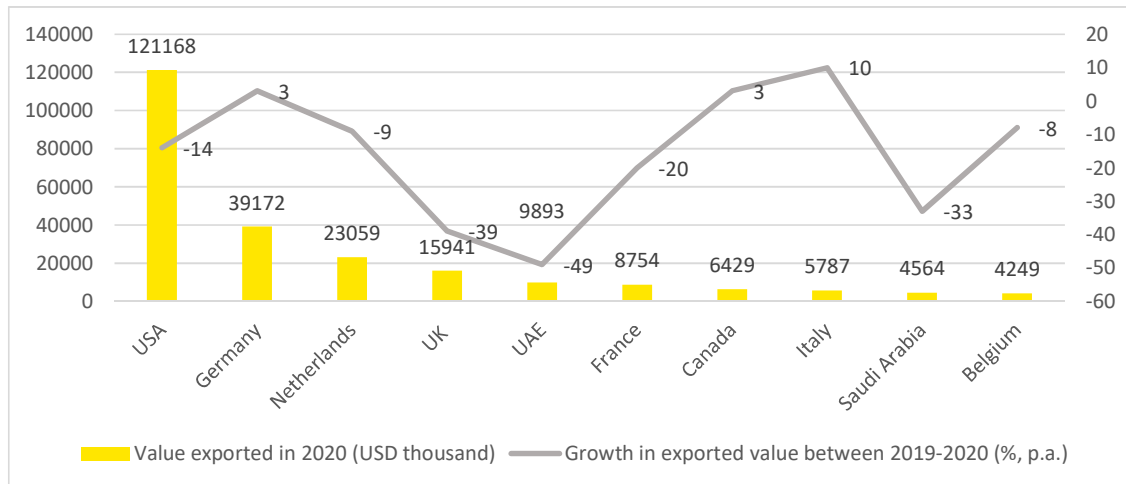


Figure 4 Top 10 Importers of product (761699) importing from India



5.5 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/Manufacturer 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/Manufacturer 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.

2. Modifications of Existing Product manufacturing process

It has also been found that most of the artisans/manufacturers use no strategy for making modifications to the existing products in the light of design and fusion.

5.6 SWOT Analysis

Table 5: SWOT Analysis of Metal Craft

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce ▶ Availability of Semi-Upgraded Technology ▶ Experienced exporters /traders/ Wholesalers. ▶ Experience of International market and Demand. ▶ Adjoining district "Moradabad" is having rich experience in industry and help skilled manpower supply. 	<ul style="list-style-type: none"> ▶ Minimal technological upgradation ▶ Existence of large number of intermediaries between importers and manufacturer ▶ Limited design innovation ▶ Usage of coal-based fumace ▶ Lack of focus on increasing export ▶ Violation of pollution norms or improper compliance of environmental regulations and pollution norms
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Huge scope of market expansion- domestic and foreign like Mexico, Russia, Peru etc ▶ Scope for development of new products and modifying existing range like combination of Wood and Metal products (Lamp, Decorative items) ▶ Increase participation in marketing events- International and domestic trade fairs through govt schemes likes Marketing Development Assistance (where Stall charges, Fairs etc are being reimburse) 	<ul style="list-style-type: none"> ▶ Competition from China, Thailand ▶ Industrialization causing artisans/craftsman to move to metropolitan cities in search of better paying jobs ▶ Lack of Proper Marketing Infrastructure

5.7 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Copper, Aluminum, Iron, Zinc, Tin are the major metals used as raw materials in the cluster. ▶ The cluster has a rough 	<ul style="list-style-type: none"> ▶ The cluster needs at least 1 Raw Material Banks with the output of around 3000 tons each are recommended to minimize artisans'/manufacturers' dependency on multiple private suppliers and quality raw material would be

	<p>demand of around 30,000 tons per day of raw material.</p> <ul style="list-style-type: none"> ▶ Currently, raw material is produced locally through scrap; metal sheets, pipes and rods are procured from Jamnagar, Gujarat. ▶ Also, scrap is imported from Middle East, Australia, Sweden, USA ▶ Availability of Raw Material is the most important concern amongst artisans and manufacturers. 	<p>available at concessional rates to artisans.</p> <ul style="list-style-type: none"> ▶ There is a need of piped connection for gas-based furnaces in the cluster. ▶
Technological upgradation	<ul style="list-style-type: none"> ▶ Artisans use hand-held tools and traditional techniques in product manufacturing. ▶ Majority of the artisans do job work given by manufacturers at home-based units. ▶ Artisans and manufacturers use coal-based furnaces causing pollution and health related issues. ▶ Use of electroplating method is also hazardous and causing pollution. ▶ One of the reason Indian metal handicraft industry is facing tough competition with China is not using advance technology. ▶ Introduction of technology facilitates quality improvement, standardization of products, and lesser production time. 	<ul style="list-style-type: none"> ▶ Introduction of latest technologies like gas-based furnaces for raw materials, automatic sand-casting technology. ▶ Modern metal Raw Material Bank and PVD coating CFCs are recommended, this will reduce the hazardous and polluting method of electroplating. ▶ Introduction of mechanization in the process to have a competitive edge for mass production of products. ▶ Product standardization and vertical integration of units. ▶ The cluster has MHSC, under DC Handicraft, having access to latest technology in metal craft. There is a need to give extra responsibility of research and development in designing, quality improvement and technology adoption ▶ The cluster may form a technical committee comprising metal technology experts, members from IIA, Exporters' Association, FICCI, DIC etc. to evaluate the latest technology and its requirement in the cluster. ▶ Organizing exposure visits and trainings for artisans and manufacturers in new technologies in the metal craft Association of MHSC with "Indian Institute of Metals" for developmental activities in metal technologies and its outreach amongst the cluster stakeholders. ▶ using Moradabad MHSC's services as a one stop solution for all technology and innovations in the field of metal development. ▶ Units can upgrade themselves under AHVY technology upgradation scheme
Design	<ul style="list-style-type: none"> ▶ Around 80-90% designs come from exporters who get them from the overseas buyers. 	<ul style="list-style-type: none"> ▶ Design Bank and display center can be setup in district.
Marketing & branding	<ul style="list-style-type: none"> ▶ Major metal craft importing countries are USA, Canada, European nations, Middle East, and Australia. 	<ul style="list-style-type: none"> ▶ Establishment of Marketing Hub in the cluster to promote cluster products and promotion. ▶ Marketing Assistance Scheme and International Cooperation Scheme can be utilised.

	<ul style="list-style-type: none"> ▶ Product made in the cluster are majorly hand-made thus lack standardization and has not developed a brand. 	
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.
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.
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 updating 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 be informed of this portal.
Skill Development &	<ul style="list-style-type: none"> ▶ Youth is leaving the interest and supply of skilled manpower is issue in cluster 	<ul style="list-style-type: none"> ▶ PM Kaushal Vikas Kendra provides skill development ▶ Training under ODOP Toolkit scheme ▶ A separate Building is being constructed under existing MHSC at Moradabad for "Indian institute of Handicraft technology" where Certificate and Diploma courses will be available for Metal craft.

5.8 Future Outcomes

Annual Turnover
Increase in annual turnover from INR 200 Crore in 2020-21 to 300 Crore by 2025

Cluster exports
The increase in export of the product from INR 170 Crore during the September 2020 to November 2021 to INR 250 Crore by 2025.

6. 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)

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

7. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ⁸
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	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	DIEPC UPEPB	Continuous initiative
Sensitization of cluster actors: a. The individuals of a cluster should be sensitized on the plethora of schemes⁹ 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 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	DIEPC UPEPB	Continuous initiative
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.	ODOP cell, UPEPB/DIEPC	Short term
MoU with QCI for defining quality standards of the products	ODOP cell, UPEPB/DIEPC	Short term

⁸ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

⁹ 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:](https://www.ibef.org/blogs/indian-export-incentive-schemes)

Collaboration with IIP to define cluster-wise packing standards	ODOP cell, 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:	DIEPC/UPEPB	Long term
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 updation of the same at the district website.	DIEPC/UPEPB	Long term
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.	DIEPC/UPEPB/FIEO	Short term
Product 1: Wood Items		
Product 2: Articles of Iron/Steel/Aluminum		
Establishment of Common Facility Centre with:		
a. Raw Material Bank		
b. Common Production Center		
c. Design and display center with CAD/CAM facilities and space to showcase products to undertake sale		
d. Marketing center for undertaking marketing events		
	DIEPC, DGFT and ODOP Cell	Long term
Collaboration with NIFT and NID for design inputs and support in branding initiatives	UPEPB/ODOP Cell	Long term
Increase the usage of the portal as this portal facilitates the artisans/Manufacturers to provide information about their products for easy understanding of exporters.	UPEPB/ODOP Cell	Short term

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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



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