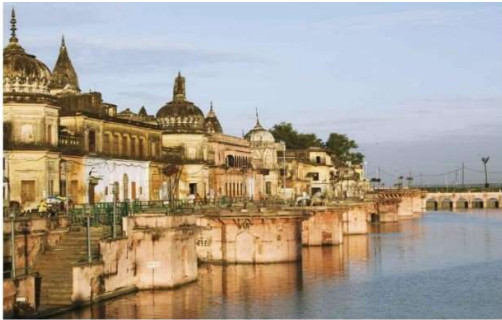




Department of MSME & Export Promotion



Preface

This district export plan for the 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 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 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.

Contents

1.	Vision of Districts as Export Hubs	5
2.	District Profile	5
2.1	Geography.....	5
2.2	Topography & Agriculture.....	6
3.	Industrial profile of the district	7
3.1	Major Exportable Product from Ayodhya	9
4.	Product 1: Jaggery	9
4.1	Cluster Overview	9
4.2	Product profile.....	10
4.2.1	Product Portfolio	10
4.3	Cluster Stakeholders	12
4.3.1	Industry Associations	12
4.4	Export Scenario	13
4.4.1	HS code	13
4.5	Export Potential	14
4.6	SWOT analysis	16
4.7	Challenges and interventions	16
4.8	Future Outcomes	20
5.	Product 2: Tourism	22
5.1	Cluster Overview	22
5.2	Product Profile – Places to visit in Ayodhya	23
5.3	Export Scenario	25
5.3.1	HS Code.....	Error! Bookmark not defined.
5.4	Export Potential	Error! Bookmark not defined.
5.5	SWOT Analysis	Error! Bookmark not defined.
5.6	Challenges and interventions	26
5.7	Future Outcomes	26
6.	Action Plan.....	28

List of Tables

Table 1: Industries details	7
Table 2: Major exportable product	9
Table 3: HS codes	13
Table 4: SWOT Analysis	16
Table 5: HS Code with description.....	Error! Bookmark not defined.
Table 6: SWOT Analysis	Error! Bookmark not defined.

List of Figures

Figure 1: Cluster Stakeholders.....	12
Figure 2: Markets for export potential	15
Figure 3: Mapping Cluster Stakeholders for Tourism.....	25

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 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

Ayodhya is an ancient and holy city in the eastern part of Uttar Pradesh. The city, also known as Saket by the local people, is the birthplace of Hindu God Shri Ram. Therefore, Ayodhya is among the principal religious centers of India.

According to one theory, the legendary Ayodhya city is the same as the historical city of Saket and the present-day Ayodhya. According to another theory, the legendary Ayodhya is a mythical city, and the name "Ayodhya" came to be used for the Saket (present-day Ayodhya) only around the fourth century, when a Gupta emperor (probably Skandagupta) moved his capital to Saket and renamed it to Ayodhya after the legendary city. Alternative, but less likely, theories state that Saket and Ayodhya were two adjoining cities, or that Ayodhya was a locality within the Saket city.

Ayodhya is famous for its agri and food processing products including Sugar, Jaggery, Vinegar and other derivatives for Sugarcane. The district is among the major production centers of Sugarcane in the country. Additionally, the district is famous for Cotton textiles, Readymade garments, metal based – steel fabrication, repairing and servicing are among industrial sectors in the district.

2.1 Geography

Ayodhya is situated on the banks of holy river Saryu. in the Indian state of Uttar Pradesh located at 26.47 N and 82.12 E. It is surrounded by Barabanki, Gonda, Basti, Ambedkar Nagar and Sultanpur districts. The National Highway No.27 which connects New Delhi to Nepal passes through Ayodhya district.

It is the headquarter of Ayodhya District and Ayodhya division. Ayodhya has a humid subtropical climate, typical of central India. Summers are long, dry and hot, lasting from late March to mid-June, with average daily temperatures near 32 °C (90 °F). Total area of Ayodhya District is 2,643 sq. km.



Ayodhya is well connected with major cities of India through road, rail and air.

Airways- Nearest airports are Ayodhya International Airport (128 km), Allahabad Airport (144 km) and Varanasi International Airport (200 km). Faizabad Airport: Faizabad has an old airport and flying school at naka along national highway (NH28).

Railways- The Indian Railways network connects Faizabad directly with Kanpur (4 hours) Ayodhya (3 hours.), Varanasi (4 hours.) and Allahabad (5 hours). A few mail express trains also connect Faizabad to Kolkata, New Delhi and Mumbai.

Roadways- Ayodhya is situated on National Highway 28 and has good connectivity with Kanpur (213 km), Ayodhya (127 km), Varanasi (202 km), Allahabad (161 km) and Gorakhpur (165 km).

2.2 Topography & Agriculture

The topography of Ayodhya is comprise of alluvial soil, sand, gravels. The mountain, plateau and other geographical reliefs are missing as an entire district belongs to Gangatic plain. The general slope of relief is west to east and stretch is about 130 KM. The major river is Saryu, Marha. Ayodhya district has almost nil minerals availability. There are only sand, building materials which are extracted from river Saryu.

As per Department of Mines and Geology, there are no major minerals resources available in Ayodhya. Ayodhya district has almost nil minerals availability. There are only sand, building materials which are extracted from river Saryu.

In Ayodhya district, the forest area is 3038 Hec, net area sown 134236 Hec, cultivable area 205199 Hec. As far as the form of natural vegetation in Ayodhya is concerned, there are various types of trees like Sagon ,Haldu, Sal, Shisham, Tibau, Mahua, Bass ,Neem, Jamun, Mayo etc. Sandy Lomay and clay are the types of soils found in Faizabad. Ayodhya is mainly an agricultural district in which the main crops are sugarcane, wheat, maize, pigeon pea and rice.



3. Industrial profile of the district

As given in the following table, Micro enterprises and artisanal units are scattered all over the Ayodhya district. These units are primarily dependent on the small job work doled out by the small and medium industries. Majority of such enterprises are not registered with the DIEPC.

The industrial profile of Ayodhya is as follows:

Table 1: Industries details¹

NIC Code no	Type of Industry	Number of units	Investment (Rs Lakh)	Employment
20-21	Food/Agro Product	2966	6273	11824
22	Soda Water	29	138	106
23	Cotton Textile	689	1578	5945
24	Woollen, Silk, and artificial thread-based clothes	45	22	114
25	Jute & jute based	80	162	261
26	Ready-made garments & Embroidery	560	277	2099
27	Wood/wooden based furniture	461	182	1529
28	Paper & Paper products	130	1212	744
29	Leather based	332	143	851
30	Rubber, Plastic & petro based	133	143	851
31	Chemical/Chemical based	115	1529	631
32	Mineral based	468	60	486
33	Basic Metal Industries	439	246	1415
34	Metal products	-	-	-
35	Machinery & Parts except Electrical (Engineering units)	81	16	327
36-37	Electrical machinery and Transport Equipment	130	152	400
96-97	Repairing & servicing	2098	2811	6727
	Total	8756	14944	34310

¹ Directorate of Industries, Govt of U.P, Kanpur

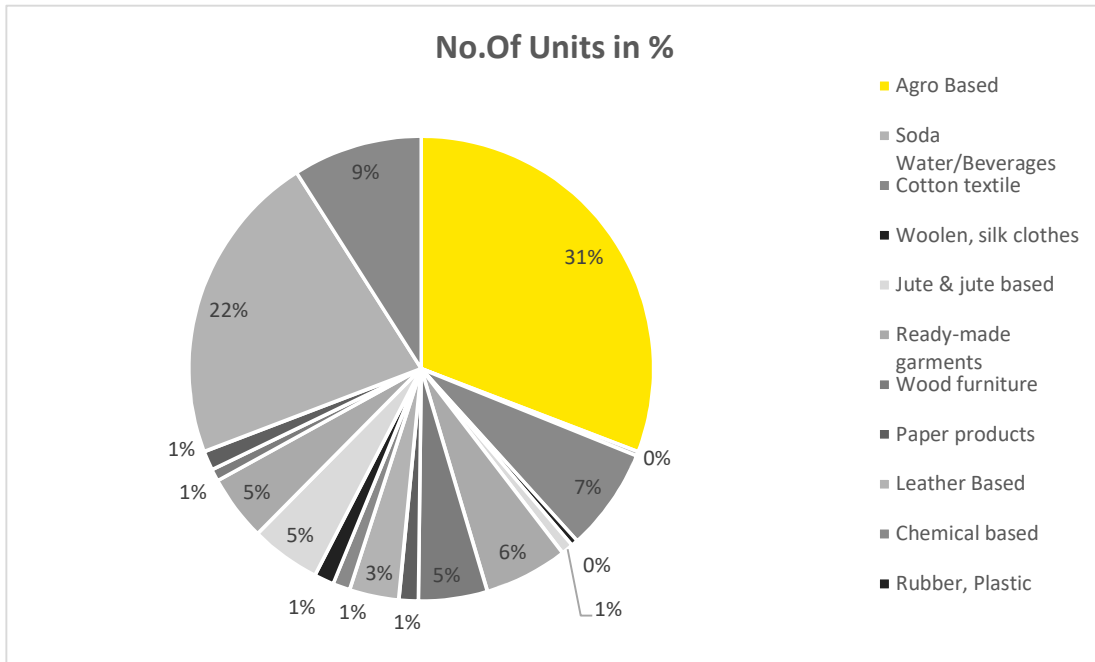


Figure 1: Details of existing Micro & Small Enterprises and Artisan units

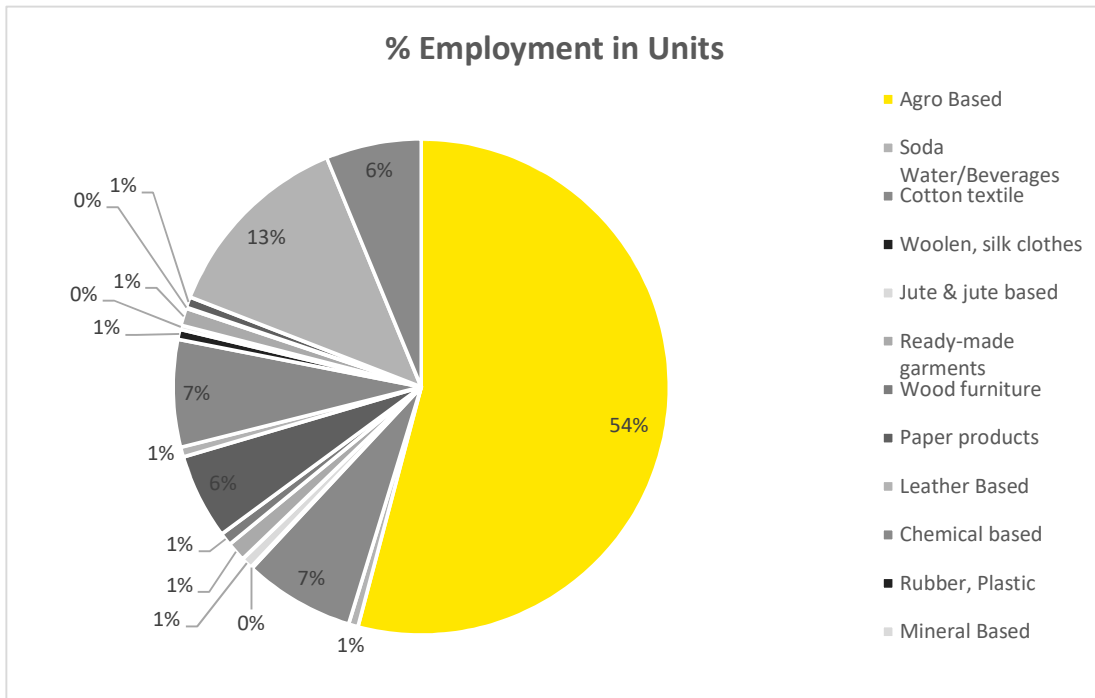


Figure 2: % Employment in units



3.1 Major Exportable Product from Ayodhya

The total export from Ayodhya is approximately INR 128 Crore for the period September 2020 to November 2021.

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

Table 2: Major exportable product from the district

S. No	Product	Export value (in INR) ² from September 2020 to November 2021
1	Other Cane Sugar Excl. Those Specified In Note 2	5,62,32,500/-
2	Other Craft Paper and Paperboard Weighing 150 G/M2 Or Less Unbleached	22,56,58,481/-
3	Othr Crft Papr And Paprbord Wghng<=150g/M2	32,90,38,208/-
Total Export from Ayodhya District*		INR 128 Crores

*Total export includes all the products exported from the district

Apart from the above-mentioned products, Tourism from Ayodhya has tremendous untapped potential. The details of Tourism sector are mentioned below.

4. Product 1: Jaggery

4.1 Cluster Overview

Ayodhya district has abundant supply of Sugarcane to produce Jaggery. Ayodhya jaggery cluster encompasses more than 150 units out of which around 20 units are registered with more than 3000 number of workers in the district.³

The units are mainly operating in small units and the area ranges from 6000 sq. ft. to 8000 sq.ft. They mainly produce Jaggery powder, jaggery biscuits, jaggery syrups, etc.







The major areas/villages found in making of jaggery includes Pura Bazar, Naya Bazar, Gangoli, Tarun, Masodha, Darshan Nagar, Showal, etc. Sugarcane is abundantly available and only 5% of the sugarcane production is being consumed for jaggery production so scope is vast.

Apart from its household use, it is used in large quantities in restaurants, roadside dhabas, other eateries, hostels and clubs and by caterers. It has self-life of more than couple of months. In view of constantly growing market, it should not be difficult for a new entrant to enter and capture the market.

There are many factors, which would help this industry to grow in Ayodhya.

- ▶ **Labour** - Availability of local farmers, low wage workers

Key Facts³

-  **150 plus** jaggery units, 90% mainly small in size.
-  **3000 plus** number of workers employed
-  **INR 11 Cr** Turnover of the cluster
-  **2 MT** Total production of sugar cane in district of which only 5% is used for jaggery production.
-  **INR 8500-10,000**/quintal Average Sale Price
-  **2522 Sq. Km** of total area under Ayodhya District.

² District wise report for the period September 2020 to November 2021 received from DGFT

³ Based on stakeholder interaction and DSR



- ▶ **Raw material** - Especially, Sugarcane is abundantly available and only 5% of the sugarcane production is being consumed for jaggery production. Scope is vast.
- ▶ **Infrastructure** - Traditional jaggery plants are available, modern technology enabled infrastructure can boost the industry
- ▶ **Connectivity** - Road and railway connectivity to major cities are available.

4.2 Product profile

The focus product under the ODOP scheme has been selected as the Jaggery products because this district has abundance of Sugarcane production as a raw material, and it is the primary material required for Jaggery production.

Currently Sugarcane is cultivated in more than 47000 hectares and more than 2 Million MT of Sugarcane is being produced each year. However, more than 75% of sugarcane is processed in Sugar mills to produce Sugar.

Considering the huge potential of Jaggery production in the district and its health benefits, Jaggery has been chosen as the focused product so that infrastructure can be created under the ODOP Scheme and more employment can be created in the district.

4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

1. Organic Jaggery
2. Value added products
3. Solid Jaggery
4. Liquid Jaggery
5. Granular or Powder Jaggery

Liquid Jaggery



Solid Jaggery



Organic Jaggery



▶ **Organic Jaggery**

Organic Jaggery Powder is produced from sugarcane cultivated in organic farms spread across India without application of chemical fertilizers or pesticides. Processing is done without using any toxic and harsh chemicals used to clarify cane sugar. It is derived from the process of evaporation of raw sugarcane juice without separating the molasses from the crystals. It is characterized with a soft texture. Colour of Organic Jaggery varies from yellow to dark brown. Unlike refined sugar coming from chemical processing, Jaggery retains trace minerals and vitamins, and hence is a healthy and nutrient rich sweetener. It is often used in place of sugar for sweetening the beverages in rural India. None of the traditional Indian sweets are baked without addition of Jaggery. Production of organic jaggery is marginal in the district because of absence of organic farms in the district.

▶ **Value added products**



Value added products of Jaggery (Gur) like Confectionary Products, Ayurvedic Jaggery, Gur-Patti, Gur Laia Laddu, Ram Dana Laddu, Til Laddu, Gur Ghazak, Gur Chocolate, Gur Burfi and Gur Containing Nutritional and Medicinal Substances are being manufactured.

Other Jaggery Products: Jaggery Powder, Jaggery Cookies, Jaggery Biscuits



► Solid/ Molded Jaggery

The filtered cane juice was pumped into open pans kept on triple pan furnace and heated with the bagasse as fuel.

► Liquid Jaggery:

It is an intermediate product obtained during concentration of purified sugarcane juice during jaggery making and is semi liquid syrup like product. At 104 OC temperature of the juice, liquid jaggery stage is attained. The boiling pan is then removed from furnace and the liquid jaggery is filled in stainless steel containers for cooling. The liquid jaggery settles naturally in 8 to 9 days. To avoid crystallization, citric acid is applied @ 400mg/1kg. For preservation of liquid jaggery, potassium metabisulphite @ 1 gm/1 kg is mixed in liquid jaggery. After settling, liquid jaggery is filtered slowly without disturbing the sediment deposited at bottom of container. It is then allowed for gentle boiling. The hot liquid jaggery is filled in container. It is then allowed for gentle boiling. The hot liquid jaggery is filled in sterilized glass bottles and immediately capped.

► Granular or Powder Jaggery:

The process of making granular jaggery is similar up to concentration. The concentrating slurry is rubbed with wooden scrapper, for formation of grains. The granular jaggery is then cooled and sieved. Less than 3 mm sized crystals are found to be better for quality granular jaggery.

Jaggery (Gur) in powder form has better colour, very low moisture content with high keeping quality and easy to use however, the jaggery powder is prepared manually. For powder making jaggery (Gur) is further concentrated up to 120 to 122oC temp. and then poured in cooling pit. With wooden marker cross lines are drawn over jaggery (Gur) mass kept in cooling pit in order to get small jaggery pieces. Jaggery pieces kept under cloth cover are dried in sun. Dried jaggery (Gur) is reduced to powder form by wooden hammer. After screening and drying, powder jaggery (Gur) is filled in polythene bags as per size grades.

4.3 Cluster Stakeholders

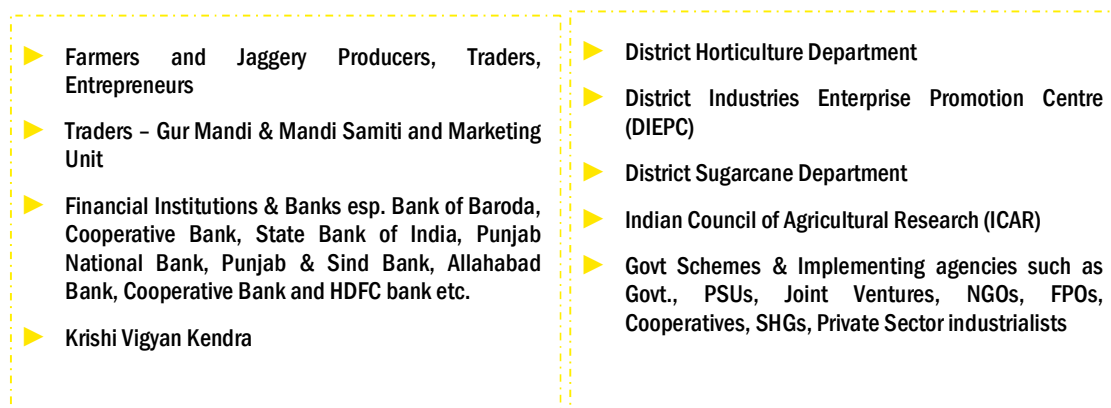


Figure 3: Cluster Stakeholders

4.3.1 Industry Associations

Following are four principal Industry Associations/SPVs that are working for the development of jaggery products in Ayodhya:

- **Financial Institutions:**

The leading bank of Ayodhya is Bank of Baroda, which is supporting DIEPC in getting industries loans from the bank through ODOP financial assistance scheme and other schemes of Government of India like Mudra Yojana, PMEGY, etc. There are more than 214 branches of different banks operating from the district who are providing financial assistance to farmers and industries.

- **District Horticulture Department:**

They are providing loans to farmers on subsidy. In addition, the department is providing necessary handholding support in getting required knowledge for cultivation. The department is also providing field training to farmers for increasing productivity and efficiency in the production process.

- **District Industry and Enterprise Promotion Center (DIEPC):**

It is a nodal agency of the state government in the district for promotion of industries. Its mandate is to coordinate and facilitate industrial development and provide free services in area of project identification etc. and plays an important role as facilitator for Govt. sponsored schemes like Mudra Yojana, ODOP Scheme, etc. It is designated agency for issuance of provisional and final registration certificates in respect of SSI units. DIEPC has its office situated in Ayodhya and works for the development of the cluster. The DIEPC also helps entrepreneurs in establishment of new units in district. Various schemes of the Government are being promoted catering to the needs of already established as well as budding entrepreneurs. Micro, Small & Medium Industries Development Institute (MSME DI): It is an outfit of the ministry of MSME, GoI created to provide micro consultancy to MSME. Its services are free but usage by units is marginal. Recently they are also implementing cluster development programme of the ministry of MSME, GoI but to date no cluster in respect of leather sector has been adopted by them. **Contact Name:** Ashutosh Singh (DCDIC); No.: 05278-222280

- **District Sugarcane Department:**

This dept. is also present in the district who trains farmer on more advanced technologies of farming and provide quality seeds to the farmers for sowing.

Contact Name: Srimati. Usha Pal (Deputy Cane Commissioner)

Contact No.: +91- 7081202206, 05278-261320

Email: dyccfaizabad@gmail.com

- **Narendra Deva University of Agriculture and Technology:**

The University is the only agricultural university in the Ayodhya division, taking care of agricultural and educational needs of farmers and students.

Contact Name: Dr. P.K Singh; **Contact No.:** +91- 8127341504

Email: registrar.nd.15@gmail.com

Address: Narendra Deva University of Agriculture & Technology Kumarganj, Ayodhya, 224 229 (U.P.)

- **Lal Bahadur Shastri Ganna Kisan Sansthan, Lucknow.**

Below are the objectives of Sansthan:

- To provide training on scientific ways of sugarcane production to farmers and department officials/workers of the state.
- To make the training easy and understandable by using latest audio-visual mediums in the training programmes.
- To publicise progressive farming of sugarcane by publishing sugarcane farming papers and magazines, pamphlets, charts, sugarcane poster magazine.
- To organize exhibitions and conferences related with sugarcane development.
- To organize intra state educational tours, inter-state educational tours and international educational tours to provide information about sugarcane production and latest scientific ways of farming and management processes to farmers and officials/workers.
- To increase sugarcane yield and sugar production and organize training programmes for awareness of farmers in low sugarcane yield regions of the state while establishing coordination between sugarcane development and sugar industry as well as research organizations.

Contact Name: Shri Sanjay R Bhoosreddy ; **Contact No.:** 0522 - 2207986,84 ; **Email:** directorlbsgklsko@gmail.com

Address: 11, Butler Road, Tilak Marg, Lucknow, Uttar Pradesh

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

HS codes	Description
170113(10)	Raw cane sugar, in solid form, not containing added flavouring or colouring matter, obtained without centrifugation, with sucrose content 69° to 93°, containing only natural anhydrous microcrystals
170114(90)	Raw cane sugar, in solid form, not containing added flavouring or colouring matter

Current Scenario

Ayodhya is popular for Jaggery production in Uttar Pradesh. Sugarcane is one of the most important crops of the district for many years and has been constantly on the increase. In this district, there are more than 150 units engaged in Jaggery production.

The major areas/villages found in making of jaggery includes **Pura Bazar, Naya Bazar, Gangoli, Tarun, Masodha, Darshan Nagar, Showal**, etc. The Ayodhya district has abundant supply of Sugarcane to produce Jaggery.

Apart from its household use, it is used in large quantities in restaurants, roadside dhabas, other eateries, hostels and clubs and by caterers, and is increasingly becoming a replacement for sugar in healthy snacks. It has shelf-life of more than couple of months. In view of constantly growing market, it should not be difficult for a new entrant to enter and capture the market.

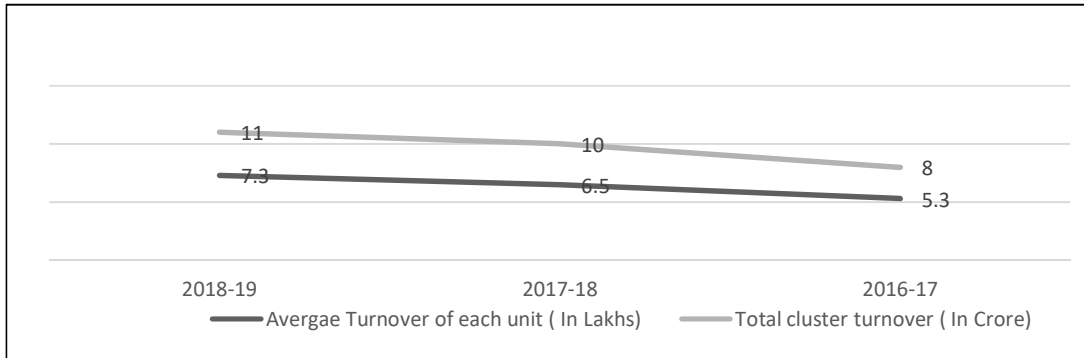


Figure 4: Turnover of the Jaggery Cluster of Last 3 Financial Years

4.5 Export Potential

India accounts for more than 60% of world jaggery production, but Brazil is the major exporter. Major Export Destinations in 2018-19 are Sri Lanka, Nepal, Benin, USA, and Indonesia. It is estimated that there are approximately 50 Khandsari Sugar manufacturing units and approx. 1,00,000 Jaggery manufacturing units in the country. These units are MSMEs. The Khandsari Sugar sector is shrinking whereas Jaggery sector is expanding in the country.

Product 170113(10): Raw cane sugar, in solid form, not containing added flavouring or colouring matter, obtained without centrifugation, with sucrose content 69° to 93°, containing only natural anhydral microcrystals

Product 170114(90): Raw cane sugar, in solid form, not containing added flavouring or colouring matter

Major importers for this product in the world are as depicted below⁴;

⁴ Trademap.Org for HSN Code 170114



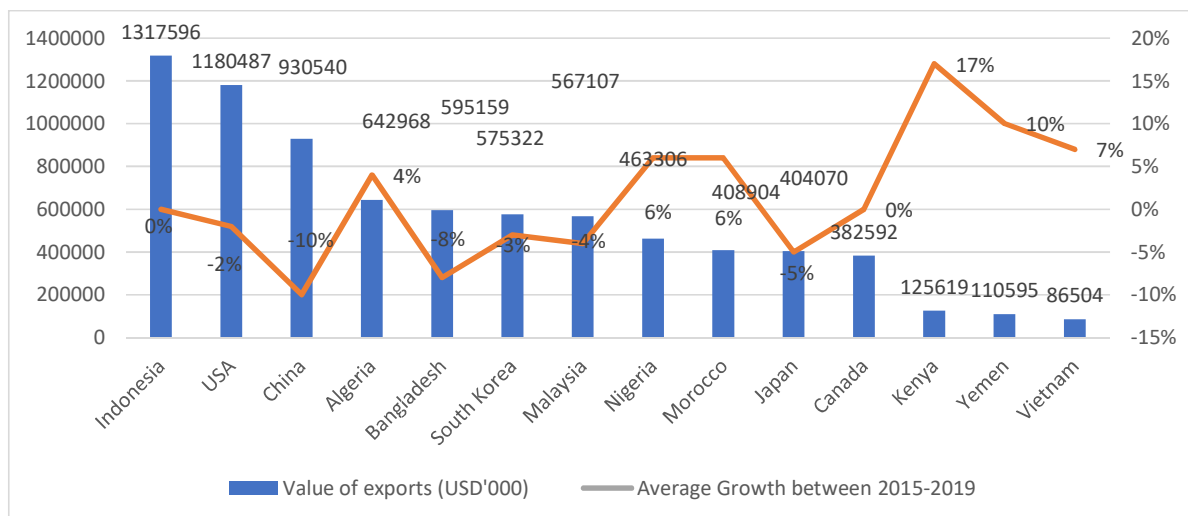


Figure 5: Top importers of the Product under Product Code 170114

As various products are manufactured and sold under the different product categories of jaggery for the district of Muzaffarnagar and Ayodhya of Uttar Pradesh⁵. In order to gauge our understanding of where India stands relative to the world on the trade of these products, each product has been delved into as a separate unit defined by its exports and imports in comparison to its competition and potential markets to target in the future.⁶ The consolidated list of countries that India can target, respective to the analysis carried out in each chapter are Saudi Arabia, South Africa, Uzbekistan, USA, Indonesia, Malaysia and South Korea as mapped below.

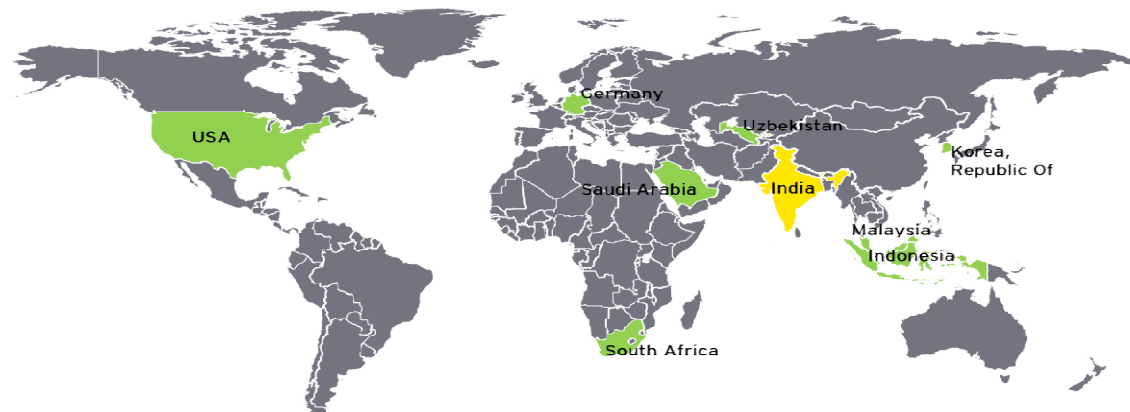


Figure 6: Markets for export potential

<p>Ayodhya generates annually ~INR 11 crore from sales of jaggery products</p>	<p>Ayodhya holds presence of 150 jaggery units which is expected to increase incrementally.</p>	<p>Ayodhya has the potential to increase Average annual earnings from 10%-20% by 2025</p>	<p>Ayodhya has the potential to add 1000 trained workers by 2025</p>
---	--	--	---

⁵ Basis stakeholder discussion, it was noticed that various jaggery products are exported under different product HS codes from India, hence it has been assumed that jaggery products of UP are also exported under these codes

⁶ Since district-wise data is not available, the analysis has been performed on import and export data of India



4.6 SWOT analysis

Table 4: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Availability of sufficient quantity of raw materials i.e., sugarcane ▶ Requirements of less technical labour ▶ Labour intensive industry and large employment potential. ▶ Utilization of family members ▶ Quicker payments 	<ul style="list-style-type: none"> ▶ Requirement of high capital for initial investment ▶ Irregular electric supply ▶ Lack of synergy between Cluster Players ▶ Lack of marketing facility
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Increasing demand for quality jaggery Production of Value-added Products ▶ Mechanization of process upgradation in production technology. ▶ Huge export potential and demand in international markets 	<ul style="list-style-type: none"> ▶ Severe labour shortage ▶ Migration of trained work force from the sector ▶ Increase in raw material cost ▶ Competition from sugar industry

4.7 Challenges and interventions

Parameters	Challenges	Recommendations	
		Hard Intervention	Soft intervention
Raw Material, Production process	<p>In Ayodhya jaggery is extracted from Sugarcane. A few issues the cluster faces are:</p> <ol style="list-style-type: none"> 1. Inferior quality of jaggery is obtained due to delay in planting and crushing of immature or over-matured cane, facing issues like staling, and drying. 2. Excessive use of nitrogen reduces both quality and quantity of jaggery 3. If cane is not immediately crushed after harvesting, there is reduction in cane weight (5-8 per cent) and juice extracted (2 per cent) 4. Production is still done the old traditional way with 	<ol style="list-style-type: none"> 1. Establishment Common Facility Centre (CFC) with facilities like Automatic/ Semi-automatic Jaggery processing unit/s, Common Testing centre, Warehouse with bigger capacity to cater to the crushing needs of a major part of the cluster & to ensure better quality with required efficiency 2. Common Production Centre (CPC) with common packaging, labelling and 	<ol style="list-style-type: none"> 1. Provision of high yielding and high sucrose content sugarcane varieties like ICAR's CO-0238. 2. All fertilizers (N, P, K) should be applied as per recommendation after soil testing. 3. Policy support to promote Organic farming. 4. Training and outreach program to generate awareness and know-how of maintaining certain levels of hygiene in small independent units. 5. DIEPC in association with Sugarcane & Horticulture department to train farmers/ FPOs on how to secure maximum recovery of sugarcane for Gur/jaggery.

	<p>open pans resulting in lesser control over consistency and quality.</p> <ol style="list-style-type: none"> 5. High use of clarificants - No fixed method for flocculation of impurities in cane juice. 6. Process is also more time taking but difficult for small units to buy and maintain machinery. 7. Absence of required knowledge to maintain the hygienic condition and taste (quality) of the product. 	<p>branding unit to address the challenges and manufacture value added products for boosting production and sales of the cluster.</p> <ol style="list-style-type: none"> 3. Supply of high quality, consistent jaggery at fixed price from CFC to SHGs make diversified Jaggery products. 	
Infrastructure- Warehousing & Technology Upgradation	<ol style="list-style-type: none"> 1. Lack of proper infrastructure and storage capacity causing cautious and delayed production. 2. Units are storing Jaggery inside sheds or near the plant only, causing at least 10-15% of loss through consistency change and bacterial/fungal spoilage. 3. Improper storage also causes loss of produce during extreme weather conditions. 4. Hand Tools & machinery equipment is fabricated by local vendors or engineering workshops. 5. Lack of proper technology and automated machines and its benefits over traditional machinery. 	<ol style="list-style-type: none"> 1. Usage of advanced modern machineries/ automated technology upgradation to improve quality, increase supplying capacity & increase the overall productivity. 2. Proposed Integrated Jaggery Warehouse of larger area - i.e., 5000 sq. ft. & total capacity 350 MT to store atleast 20-30 days' worth of production. 3. Building new infrastructure - replacing Gur (jaggery) processing old kolhu units with new interface's 	<ol style="list-style-type: none"> 1. Exposure visits to advance Jaggery producing industries in other states, can be arranged to spread knowledge of advance technology among the local farmers.

<p>Marketing and Branding</p>	<p>Domestic Market:</p> <ol style="list-style-type: none"> 1. Practical monopoly of Local traders and Wholesalers on local marketing options. 2. Lack of access to outside marketing channels limits innovation. 3. Lack of standardisation and testing facility <p>International Market:</p> <ol style="list-style-type: none"> 4. Total export from the cluster-direct or indirect- is negligible due to lack of export related information and linkages. 5. Lack of proper packaging and quality control measures is not acceptable in the international market. 6. The buyers demand for products which ensure the revised food standard tested by FSSAI/BIS norms 	<ol style="list-style-type: none"> 1. Establishment of a modern retail Marketing and Display centre within CFC. 2. Creation of Expo Hub / Mart maybe established to encourage foreign buyer visits and help exporters outgrow in international markets. 3. Strengthening trade linkages by facilitating participation of exporters in national and international trade fairs and organizing buyer seller meets. i.e., Participation in Surajkund Mela, Dilli haat and other Local Haats. 4. Branding of the products need to be improved by collaborating the SPV/ artisans with Uttar Pradesh Development and Marketing Corporations Ltd 	<ol style="list-style-type: none"> 1. Marketing of processed jaggery as '<i>Organic jaggery</i>' and a '<i>substitute to sugar</i>' to highlight health benefits and increase outreach of the product. 2. Strengthening market linkage between jaggery producers and new age start-ups specializing in healthy snacks, nut butters or gourmet ingredients e.g., Butters and More, Urban Platter, Sprig etc. 3. Collaboration with E-commerce portals like Amazon, Nature's Basket, Grofers etc. 4. Short film to highlight history, benefits and develop awareness in consumer.
<p>Skill Development & Manpower</p>	<ol style="list-style-type: none"> 1. No formal institute for providing training to different kinds of workers with regards to technical know-how for operating advance machinery & how to improve hygiene during the course of production. i.e. food processing technology, production techniques, skill building. 	<p>There is a need of Skill Upgradation Centre in Ayodhya which focuses on fresh skilling, upskilling and specialised skilling as per the cluster's demand for ODOP product - Jaggery.</p>	<ol style="list-style-type: none"> 1. Udyami mitra portal (link: www.udyamimitra.in) can be accessed for hand-holding services viz. application filling / project report, Training, Skill Development, mentoring etc. 2. DIEPC can tie up with IISR for jaggery production related hygiene, productivity and efficiency related trainings. 3. Entrepreneurship program that helps to run business

	2. Lack of skilled labour during production season		successfully is available from Institutes like Entrepreneurship Development Institute of India (EDII) and its affiliates all over India. 4. For Capacity building of cluster entrepreneurs to be able to export to international markets and also register as vendors with leading retailers.
Testing Services - Quality Certification	<ol style="list-style-type: none"> 1. No testing facility to ensure the quality of raw materials or finished products and further analyse the results 2. Only few traders who contribute to indirect exports try to maintain the quality standard of global market 3. Lack of interest in adapting quality standards as described by FSSAI/ BSI 4. Unaware of global standards and quality ratings 	<ol style="list-style-type: none"> 1. Establishment of Testing laboratory to make sure that the products meet the standards prescribed by the buyers or government. 2. Raw material quality test as per Indian standard & Product Testing as per IS 12923:1990 and FSSAI specifications 	<ol style="list-style-type: none"> 1. Raise awareness for the requisite tests for the food processing industries 2. Collaboration with QCI and define quality standard of ODOP product to build trust, ensure authenticity of foreign and domestic buyers
Designing, Innovation and Packaging	<ol style="list-style-type: none"> 1. Very traditional and unrefined method of packaging. Units are packing products in polythene to sell in local markets- no product information, shelf life, ingredients etc visible to user. 2. Due to lack of standardization and clarity customers become distrustful of the source and hygiene standards of the process and gravitate to branded companies. 3. Development of designs and products is greatly limited to individuals. 4. Jaggery is hygroscopic ie. It absorbs moisture 	<ol style="list-style-type: none"> 1. Establishment of a vacuum packaging facility to produce packaging that prevents any contact of jaggery with the environment, hence giving it longer shelf life. 2. Packaging & Labelling facility: Better Packing and tagging along with branding facility maybe be installed in CFC so that the artisans can use modern machines to pack their products. 	<ol style="list-style-type: none"> 1. Indian Institute of Packaging (IIP) maybe collaborated to suggest packaging for this product. It will provide the necessary infrastructure for development of product prototypes, proactive sampling and interactive design development. 2. Labelling should be done to provide consumers with information about product, its location, composition, nutritional benefits, shelf life of the product, etc. to build a reliable consumer base and increase trust among the clientele. 3. Jaggery micro units can be encouraged to seek for "Financial Support under

	<p>under humidity and turns back into liquid or gets fungal or bacterial spoilage in monsoon. This causes loss of 5-10% of stored jaggery.</p> <p>5. Improper Packaging and Branding: The Cluster lacks any formal standards for packing and branding of their products.</p> <p>6. The final product does not get the proper shape, packaging, labelling etc.</p>	<p>3. The facility would help to manufacture labels and packaging materials like storage containers of various sizes with required information's over it. Attracting packaging can lead to better price of the product.</p>	<p>ZED* Certification Scheme” of Department of MSMEs</p> <p>4. The jaggery (solid, liquid and powder) can be used to add value to many products such as – confectionary products, Ayurvedic Gur, Gur-Patti, Gur-Laia-Laddu, Ram dana laddu, Til laddu, Gur Gajak, Gur Chocolate, Gur Barfi, Many flavoured Gur products</p>
Access to Finance	<p>1. Linkages with banks and financial institution in the cluster are not established properly.</p> <p>2. Lack of awareness regarding financial assistance provided under varied government schemes.</p> <p>The difficulties of tedious paperwork and other formalities have discouraged the units from accessing formal credit.</p>		<p>1. Collaboration with financial institutions for easy lending to ODOP manufacturers through digital platforms to ease out paperwork.</p> <p>2. Collaboration with SIDBI to provide credit under Micro Finance Credit Scheme to NGOs who can then sublet it to artisans for working capital.</p> <p>3. Handholding of farmers and cultivators to avail benefit of ODOP Margin Money scheme.</p> <p>Sensitization of banks and financial institution to understand product value chain. e,g,Bank of Baroda is also tying up with Govt to further ease up the finance for entrepreneurs at micro level.</p>

4.8 Future Outcomes

Annual Turnover

Cluster exports

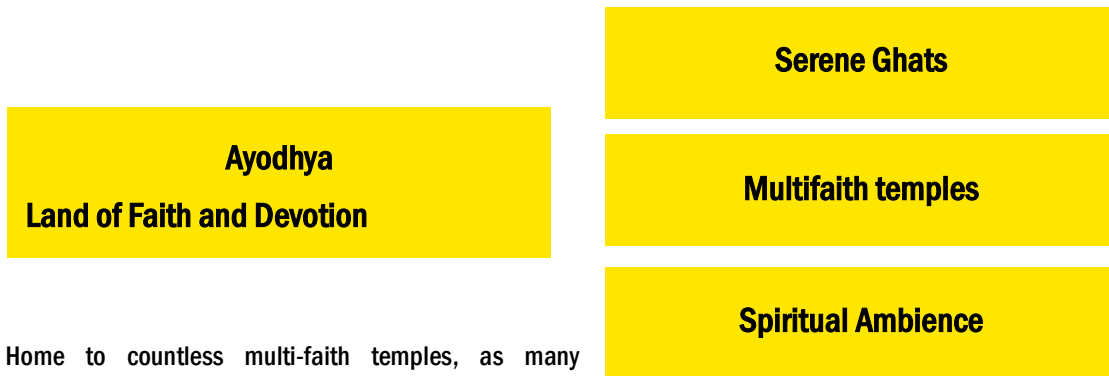
Increase in annual turnover from INR 11 Cr to 15 Cr over a span of 5 years.

Substantial targeted growth in cluster exports expected to be 05-10% over a span of 5 years.

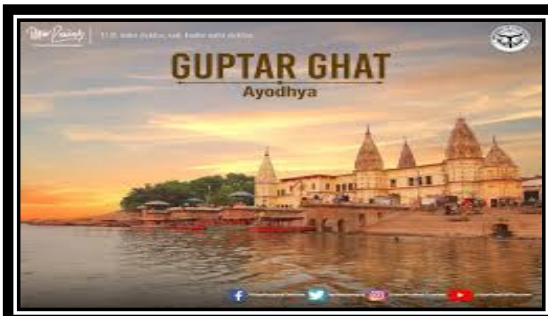
5. Product 2: Tourism

5.1 Cluster Overview

Ayodhya is a significant spiritual centre for other faiths as well, Jainism. The buzz of life as usual, fervour of visiting devotees, chiming temple bells and melodious chanting, all offer Ayodhya a singular spiritual ambience. Ayodhya is likely to become the hottest new tourist attraction in India. The makeshift Ram temple in the city already attracts more than 3 million visitors a year from different parts of the country, a number which is set to swell with the Supreme Court paving the way for the construction of a grand temple at the site Hindus believe to be the birth spot of Lord Ram.



Home to countless multi-faith temples, as many Dharamshalas (hermitages) and Akhadas (resting places for sadhu), the place is further enlivened by the presence of all manner of supplicant, sage, scholars and such like.



5.2 Places to visit in Ayodhya

Being the birthplace of Sri Rama and Historical place of Indian history, several religious and historical places are worth visiting in Ayodhya. Some of them are Ram Ki paidi, Jain Temple, Birla Temple, Gulab Bari, Bahu Begum ka Maqbara, Kanak Bhawan, Naya Ghat, Guptar Ghat, Military Temple, etc. There are several attractions for the tourists in Ayodhya, which includes various Ghats around the Saryu, Temples and historical places such as:

Nageshwar Nath Temple

This temple is at Ram Ki Paidi in Ayodhya. The temple of Nageshwar Nath is said to have been established by Kush, the son of Rama. Legend is that Kush lost his amulet, while bathing in the Saryu, which was picked up by a Nag-Kanya, who fell in love with him. As she was a devotee of Shiva, Kush erected this temple for her. Even till the times of Vikramaditya the temple was in good shape. The present temple was built in 1750 by the minister of Safdar Jung, named Naval Rai. The festival of Shivratri is celebrated here in a big way, and Shiv Barat procession is taken out during these celebrations which is particularly significant. During the festival time of Mahashivratri the temple receives thousands of devotees.



Deokaali



This temple is associated with several tales from the Ramayana and is situated near Naya Ghat. As per mythology, Mother Sita after her wedding with Lord Rama arrived in Ayodhya with an idol of goddess Girija Devi. King Dashrath got a beautiful temple constructed for the idol and Mother Sita used to worship the Devi in the temple. An impressive statue of Goddess Devkali, the local deity, is present now.

Ram Ki Paidi

Ram ki Paidi is a series of ghats on the bank of River Saryu. The river front brings forth an outstanding Landscape especially in floodlit night. These serve as platforms to devotees who it is said, come to wash away their sins by taking a dip in the river.



Birla Temple



Shri Ram Janaki Birla Temple is a newly made temple. It is located opposite to the Ayodhya Bus stop on the way of Ayodhya-Faizabad. This temple is dedicated to Lord Ram and Devi Sita.



Hanuman Garhiz



Hanuman Garhi is 1 km from Ayodhya railway station. Vikramaditya got a temple constructed which later on came to be known as Hanuman Garhi. It is believed that Lord Hanuman (Pavan Putra) lived here guard Ayodhya. You will find here a beautiful idol of Bal (young) sitting on lap of Maa Anjani at the main temple.

Kanak Bhawan



Kanak Bhawan is to the north-east of Ram Janam Bhumi, Ramkot, in Ayodhya. Kanak Bhawan is one of the finest and famous temples in Ayodhya and is a must visit. It is believed that this Bhawan was gifted to Devi Sita by Kaikei immediately after her marriage to Lord Ram. This is private palace of Devi Sita and Lord Rama. Vikramaditya got it renovated. Later it was rebuilt/renovated by Vrish Bhanu Kunwari which exists even today. The main idols installed in the garbhgrih (sanctum), are of Lord Ram and Devi Sita.

Gulab Bari

Gulab Bari (literally meaning 'Garden of Roses') the Tomb of Nawab Shuja-ud-Daula is in Ayodhya, Uttar Pradesh, India. This place has a good collection of roses of various varieties set by the sides of water fountains. Gulab Bari is the maqbara (Mausoleum) of Nawab Shuja-ud-Daula, the third Nawab of Oudh (now Awadh) in the campus. The tomb proper stands in the centre of a Charbagh Garden accompanied by fountains and shallow water channels.



Gulab Bari is not only a spot that needs to be visited; it is a place of worship and various cultural events. The locals treat it as a holy place. It is said that the monument is connected to a boali in Lucknow and used to be hiding place for the successors of the Nawab Shuja-ud-daula.

Jain Shwetamber Temple



Ayodhya is the place where 18 'Kalyanak' of different 'tirthankars' have taken place. Five Thirthankars were born and preached their religious values here, they include Adinath, Ajitnath, Abhinandannath, Sumatinath, Ananthnath. Kesari Singh, the treasurer of Nawab of Faizabad, got the



five Jain shrines constructed to mark the birthplace of these Thirthankers. This temple of Digamber Jain sect is dedicated to first Tirthanker Rishabhdev, who is also known as Adinath, Purdev, Vrishabhdev and Adi Brahma. This magnificent, majestic new temple popularly known as Badi Murti is situated in Raiganj locality of Ayodhya. Here a 31 feet high marble statue of Rishabhdev is installed. This place has been recently developed with the blessings of Acharya ratna Deshbhushanji Maharaj and Aryika Gyanmati Mataji.

5.3 Export Scenario

Current Scenario

The Ayodhya district administration says more than 7,000 devotees offer prayers at the makeshift Ram temple every day. Although, Ayodhya has witnessed a fair growth in tourist numbers, about 22% in last five years, the main town area has not been able to see the development that can be envisaged for a city of such historical importance. Specifically, the international tourist market is largely untapped in the city. The number of international tourists visiting Ayodhya in 2017 has been only 24,000 approximately in 2017, which has the potential to get enhanced significantly.

Ayodhya forms an integral part of the Ramayana Circuit along with Shringverpur and Chitrakoot. The Ministry of Tourism had launched the Swadesh Darshan Scheme in 2014-15 with an aim to develop theme-based tourist circuits in the country. The Ramayana Circuit was approved under the scheme, wherein various projects for comprehensive development of Ayodhya were approved for a handsome budget.

5.4 SWOT Analysis

Table 5: SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Rich Cultural history ▶ Part of Ramayana Circuit ▶ Religious tourism practices are dominant ▶ Separate passage for pilgrims and potential buyers at the new Ayodhya Corridor and Proposed Ayodhya Airport 	<ul style="list-style-type: none"> ▶ Traffic Congestion ▶ Lack of developed infrastructure ▶ Un-oriented Tour Operators
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Cultural Trail ▶ Identified Sector under Champion Sector Scheme ▶ Technology assistance as Geo Tagging and IVRS to foreign Tourists ▶ Heritage Sites ▶ Scope in domestic and foreign market for expanding sales network 	<ul style="list-style-type: none"> ▶ Tourism is related to religious and cultural history only. ▶ It could lose its tourists who wish to explore wildlife, adventure etc.

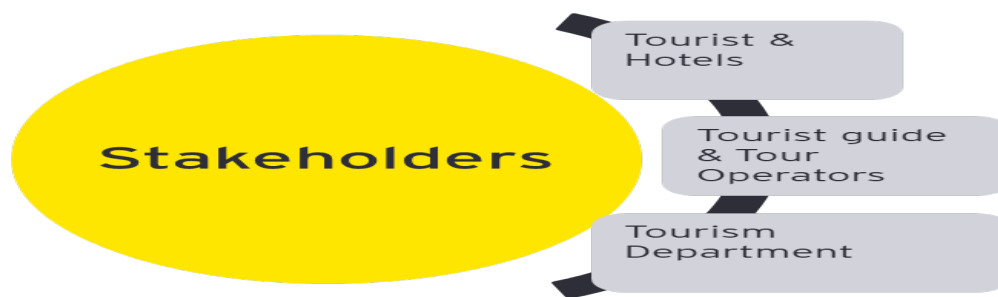


Figure 7: Mapping Cluster Stakeholders for Tourism

5.5 Challenges and interventions

Other than cleanliness and semi-skilled staff there is no specific challenge pertaining to the industry. There are several well-known measures already been taken care by the governments such as Master plan upgradation, Airport connectivity project, and skill trainings into Tourism and Hospitality sector.

5.6 Future Outcomes

Tourists visiting Ayodhya every year leads to a huge revenue to the unorganized sector and even to the organized sector as Hotels and Restaurants in a year. The estimates on the projections of the turnover and exports for the sector need to be derived through various association working for Handicraft, Hotels, Restaurants, Boat and Ferry Vendors, Cultural and Sahitya Associations, Handlooms, Temple Trust etc.

Post completion of the infrastructure projects as Ram Circuit and Ayodhya Airport potential revenue would increase manifold by 2030.

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 ⁷
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
Sensitization of cluster actors: <ol style="list-style-type: none"> a. The individuals of a cluster should be sensitized on the plethora of schemes⁸ 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 	ODOP cell, DIEPC UPEPB	Continuous initiative

⁷ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

⁸ 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: Jaggery		
<p>Establishment of Common Facility Centre with:</p> <p>a. Automatic Jaggery Processing Plant</p> <p>b. Labelling, Packaging and Branding Unit</p> <p>c. Testing Laboratory Unit</p> <p>d. Skill Upgradation Centre</p> <p>e. Warehouse/cold storage for jaggery</p>	<p>DIEPC, DGFT and ODOP Cell</p>	<p>Long term</p>
<p>Research & Training for Natural Farming & Food Processing</p>	<p>DIEPC, ODOP Cell</p>	<p>Long term</p>
<p>Application to Directorate General of Foreign trade for a unique HSN Code</p>	<p>UPEPB/ODOP Cell / DGFT</p>	<p>Intermediate term</p>
Product 2: Tourism		
<p>Campaigning about the places of Heritage infrastructure found in the region</p> <ul style="list-style-type: none"> ▶ Outdoor interactive sessions like heritage walk and cultural trail assisted by volunteer's group can be organized to attract more tourists ▶ A single window clearance system preferably placed at trade facilitation centre can serve the purpose 	<p>Tourism Department</p>	<p>Immediate</p>
<p>Transformation of Trade Facilitation Centre into a Fund-raising model</p> <p>Trade Facilitation Centre can make efforts to exhibit the contacts of the dealers of the respective products in display</p>	<p>DCH and Tourism Department</p>	<p>Intermediate</p>
<p>The geo-tagging of the places digitally can be facilitated and done through the support of</p>	<p>Tourism Department</p>	<p>Immediate</p>

<p>Department of Remote Sensing and Tourism.</p> <ul style="list-style-type: none">▶ Identification of the tour operators rendering inferior services▶ Acquainting tourists about the timings and route so as to avoid congestion		
---	--	--

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



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
of Export Hubs

Knowledge Partner



Building a better
working world