



Department of MSME and Export Promotion

Draft District Export Action Plan, Azamgarh,
Uttar Pradesh

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as Export Hubs



Building a better
world

Preface

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

Abbreviations

CAD	Computer-Aided Design
CAM	Computer Aided Manufacturing
CFC	Common Facility Centre
CONCOR	Container Corporation of India
DGFT	Director General of Foreign Trade
DIC	District Industries Centre
DIEPC	District Industry and Enterprise Promotion Centre
DPR	Detailed Project Report
EPC	Export Promotion Council
EPCG	Export Promotion Capital Goods
FIEO	Federation of India Export Organization
FTA	Free Trade Agreement
GCC	Gulf Cooperation Council
GDP	Gross Domestic Product
GI	Geographical Indication
GST	Goods and Services Tax
HS	Harmonized System
IC	International Cooperation
IEC	Import Export Code
IIP	Indian Institute of Packaging
INR	Indian Rupee
KVK	Krishi Vigyan Kendra
MAS	Market Assistance Scheme
MoU	Memorandum of Understanding
MSE CDP	Micro & Small Enterprises - Cluster Development Programme
MSME	Micro, Small and Medium Enterprises

NGO	Non-Governmental Organisation
NIC Code	National Industrial Classification Code
NIC	National Informatics Centre
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
ODOP	One District One Product
QCI	Quality Council of India
RMB	Raw Material Bank
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
UPHDMC	UP Handicrafts Development And Marketing Corporation Ltd.
USA	United States of America
USD	United State Dollar
UT	Union Territory

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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 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

Azamgarh is situated on the bank of Tamsa River in the eastern region of Uttar Pradesh. Azamgarh, one of the easternmost districts of the State. It is located 268 km (167 mi) east of the state capital Lucknow. It once formed a part of the ancient Kosala kingdom, except the north-eastern part of it which was included in the kingdom of Malla. Kosala figured prominently among the four powerful monarchies of northern India during the time of the Buddha when its prosperity reached its zenith.

The total population of Azamgarh is 46.13 lakhs. The city is famous for its terracotta and handloom craft. Terracotta products of the district received GI tag in 2015 by the Government of India.

It is the headquarters of Azamgarh division, which consists of Ballia, Mau and Azamgarh districts.

2.1 Geography

Azamgarh is located between 25 ° 38'' and 26° 27' north of latitude and the meridians of 82° 40 'and 83° 52' east of longitude. It is bounded by Mau on the east, Gorakhpur on the north, Ghazipur on the south-east, Jaunpur on the southwest, Sultanpur on the west and Ambedkar Nagar on the north-west. The district has an area of 4054 Sq.km. Azamgarh district has been divided into 8 Tehsils, 22 Blocks, and 4101 villages¹.

Azamgarh is accessible from many parts of India through Rail and Road. It is directly connected with New Delhi, Patna, Kolkata, Mumbai, Varanasi, and other major cities by Azamgarh railway station. Frequent road-transport is available for Varanasi, Lucknow and Gorakhpur. Direct buses are also available for Lucknow and New Delhi.

2.2 Topography & Agriculture

District mainly comprises plain lands without any hills, the only variations in the surface being caused by the dune lands along the streams that drain it. Ghaghara River is the main river flowing through the district. The river has its origin in the

¹ www.azamgarh.nic.in

mountains of Kumaon & Nepal, and it makes the northern boundary of Azamgarh District and separates it from Gorakhpur. Except in the proximity of the Ghaghara River, the region slopes gently towards the southeast. Topography of Azamgarh District also includes depressions of varying depth and extent in which the surface drainage of the interior collects. Azamgarh falls under 8th eastern plain agro climatic zone. Azamgarh has damp and humid subtropical climate with cool, dry winters from December to February and dry, hot summers from April to June. The rainy season is from mid-June to mid-September, when Azamgarh gets an average rainfall of 1031 millimetres. In winter, the maximum temperature is around 25 °C (77 °F) and the minimum is in the 3 to 4 degrees Celsius range. Fog is quite common from late December to late January. Summers are extremely hot with temperatures rising to the 40-to-46-degree Celsius range.²

3. Industrial profile of the district

As given in the following table, MSME industries across the sectors of agro-based industries, repair & servicing, wood, metal, textile, chemical, leather, paper and paper products etc. are the key economy drivers of the district.

Repairing and Servicing, highest among all the enterprises contribute most in terms of employment and revenue, which is approximately 17% and 15% respectively followed by agro based industries which contributes ~14% to revenue and ~12% of work force is employed in this vertical.

Table 1: Industries details³

NIC Code no	Type of Industry	Number of units	Investment (Rs Lakh)	Employment
20	Agro Based	663	1193.26	2449
23	Cotton Textile	15	33.30	69
24	Woollen, silk & artificial Thread based clothes.	4	3.21	16
25	Jute and jute based	1	6.33	7
26	Readymade garments and embroidery	213	276.17	765
27	Wood and wooden based furniture	375	483.50	1344
28	Paper and paper products	61	174	261
29	Leather Based	22	50.50	88
31	Chemical/chemical based	60	92.83	200
30	Rubber, Plastic & Petro based	8	24.60	41
33	Metal based	229	618.75	772
36	Electrical machinery and transport equipment	109	225.86	446
97	Repairing and servicing	1122	1233.24	3503
01	Others	3354	3929.27	10577

² *Krishi Vigyan Kendra, Azamgarh*

³ *Dcmsme.gov.in*

	Total	6236	8344.82	20538
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Repairing and servicing sector of MSME with 1122 units in the district is the most prominent and economy contributing sector of the district. It is followed by sectors such as “agro based,” “Wood and wooden based furniture,” with 663 and 375 units, respectively.

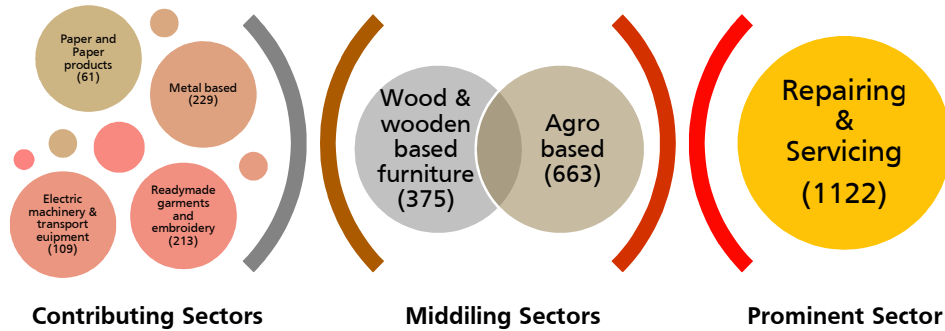


Figure 1: MSME landscape of the district

Out of total population of 46,13,913 (2011 census), 13,72,032 are working population. Out of total working population, 27.6% are working in other industries, 31% are cultivators, 32.9% are agricultural labourers and only 8.5% are household industry workers. This indicates that agriculture is the main source of income in the district.

Table 2: Occupational Distribution of Main Workers⁴

S.No.	Particulars	Azamgarh	%
1	Cultivators	4,25,630	31%
2	Agriculture Labourers	4,52,055	32.9%
3	Household Industry Workers	1,15,991	8.5%
4	Others	3,78,356	27.6%

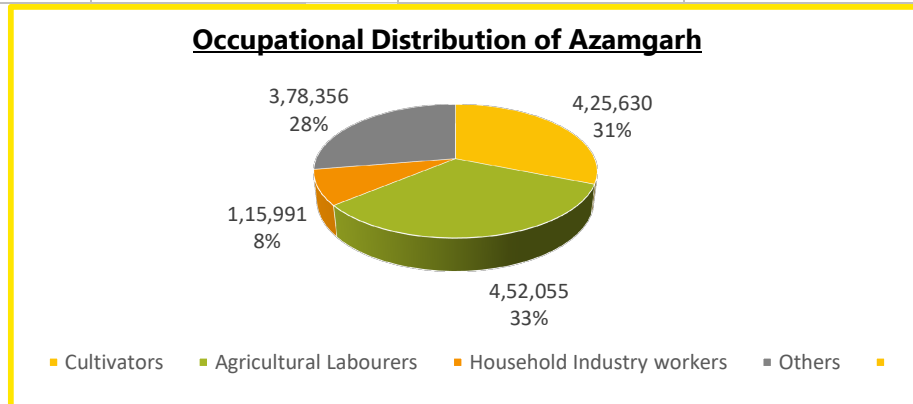


Figure 2: Occupational distribution of Azamgarh

⁴ District census handbook 2011- Azamgarh

3.1 Major Exportable Product from Azamgarh

The total export from Azamgarh is approximately INR 6.8 Cr for the period September 2020 to November 2021.

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

Table 3: Major exportable product

S. No	Product	Export value (in INR) ⁵ from September 2020 to November, 2021
1	Black Pottery	Indirect export from district*
2	Silk Saree	41,284
Total Export		6.8 Cr.⁶

* District export data for Black Pottery is not available in the excel sheet provided by DGFT

4. Product 1: Black Pottery

4.1 Cluster Overview

The district has a numerous household industries and artisans, especially involved in the production of Black pottery and terracotta items and providing employment to large number of people. In the small town of Nizamabad which is 25 km away from Azamgarh district in Uttar Pradesh, pottery is not only a passion but a pride for the people. Around 200 families are involved in the craft and is renowned for its black pottery. This particular variety features a shiny black surface with engraved silver patterns. The art of making this kind of pottery originated in the Kutch region of Gujarat. It is believed to have been brought to Nizamabad during the reign of Mughal Emperor, Aurangzeb. Being one of the oldest industries of the district, pottery still contributes substantially to the economic life of the people.

The fancy pottery made in Nizamabad is famous in the world. The famous black pottery in Azamgarh is ODOF cluster of Uttar Pradesh with about 500

artisans associated and with a turnover of about INR 20 crore.⁷ The cluster said to be more than 800 years old with more than 200 families involved in the manufacturing of pottery products. Azamgarh's black pottery has also received the GI tag due to its historical importance and uniqueness.

4.2 Product profile

The potters here make teapots, sugar-bowls and other decorative articles. The earthen wares and statues of Gods and Goddesses particularly of Ganesh, Laxmi, Shiva, Durga and Saraswati are also made. These products fetch rich market during fairs and festivals.

The distinctive colour can be credited to the process in which the articles are fired in enclosed kiln with rice husks. The smoke that is generated in the process imparts the black color. The designs are then etched on the dry

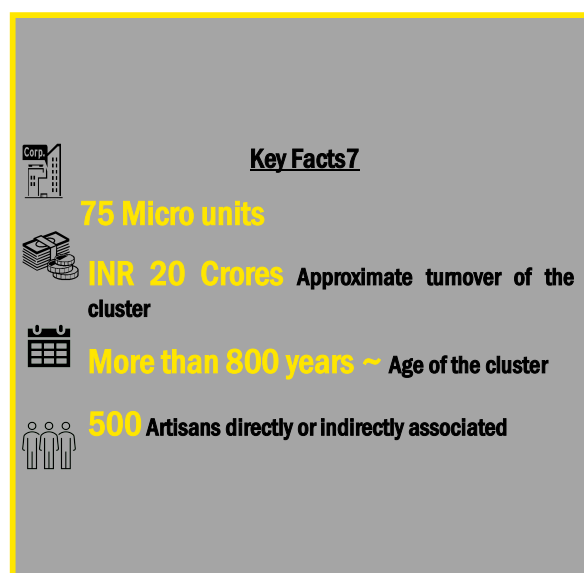


Figure 3: Key facts of Black Pottery

⁵ District wise report for the period September 2020 to November 2021 received from DGFT

⁶ Total export from Azamgarh for the period January 2021 to September 2021 as per the data received from office of DGFT, Kanpur

⁷ DSR Black Pottery

surface which is then filled with silver paint that is made from zinc and mercury. To lend a glossy look to the products, some vessels are coated with lacquer when they are still hot.

Black Pottery culinary ware has been used for cooking various local dishes since ancient times, it adds an earthy taste and nutrients like calcium, phosphorous, iron, magnesium and sulphur to food, which are extremely beneficial to our body. It is also alkaline in nature and neutralizes the acid making the food easier to digest. Black Pottery vessels are porous in nature and allows effective circulation of heat and moisture while cooking thus avoids burning. It is **most commonly used in Purvanchal & Champaran** region in the country to cook famous local dish “Handi mutton”. It is seen as organic and eco- eco-friendly alternative against metal or other cooking vessels available in market.

4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

Table 4: Azamgarh black pottery products

Products of Pottery Craft			
Artware	Utensils	Puja ware	Other
<ul style="list-style-type: none"> ▶ Decorative Surahi ▶ Flower vases ▶ Table lamps 	<ul style="list-style-type: none"> ▶ Glass ▶ Kulhad ▶ Teacup ▶ Plates ▶ Bow ▶ Jug ▶ Donga 	<ul style="list-style-type: none"> ▶ Diya ▶ Statues of Gods and Goddess 	<ul style="list-style-type: none"> ▶ On demand of customers

The artisans make decorative as well as useable items in the cluster. Generally, the price of crafts varies from Rs 1/- to Rs 6000/- where as it costs more than Rs 15,000/- for special artistic crafts produced as per interest of the customer. The traders and individual buyers visit the artisan production units and pay advance for their required products. Further, the artisans participate in the trade fairs, Melas, Dilli Haat, SurajKund Craft Mela, Lucknow Mahotsav, Agra Mahotsav, IITF New Delhi, Rural Handicraft Melas, Chhattisgarh Handicraft Mela etc. for marketing their products. These products have high probability to enter into export market, mainly to the Asian countries, being aesthetically pleasing and eco-friendly.

4.2.2 Status of GI Tag

The black clay pottery is unique type of clay pottery known for its dark shiny body with engraved silver patterns. It was registered for Geographical Indication tag in **December 2015 by** Yuva Jagriti Pottery Shilp Samiti, Nizamabad, *Azamgarh*. The GI registry in the city has provided GI tag to black clay pottery of Nizamabad, Azamgarh for the product

4.3 Cluster Stakeholders



Figure 4: Cluster Stakeholders

4.3.1 Industry Associations

Following are four principal Industry Associations/SPVs that are working for the development of Black Pottery in Azamgarh:

- ▶ Uttar Pradesh Institute of Design
- ▶ Uttar Pradesh Handicrafts Development and Marketing Corporation Ltd
- ▶ Khadi and Gram Udyog board
- ▶ Small Industries Development Bank of India
- ▶ Development Commissioner for Handicrafts
- ▶ MSME - Development Institute, Kanpur
- ▶ Central Glass and Ceramic Research Institute Khurja
- ▶ District Industries Centre
- ▶ Black Pottery Foundation

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 5: HS code for Black Pottery

HS codes	Description
691200	Tableware, kitchenware, other household articles and toilet articles, of ceramics other than porcelain or china

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes mentioned above under which black pottery products are exported. Alongside are the key facts⁸ pertaining to the analysed product codes.

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

Key Fact of Export⁸

19,77,636 (USD Thousand)

Value of world exports in 2020

16,744 (USD Thousand)

Total Exports from India in 2020

XXXXXX (USD Thousand) *

Total export from UP in xxxx

~XXX% *

Share of UP in India's exports

*DGCIS analytics website is not working

4.5 Export Potential

- ▶ The total export of above-mentioned HS code from Uttar Pradesh was approx. INR 18 crores in year 2018-19⁹, but there is no direct export from Azamgarh district, However Black pottery are exported by traders based in Delhi.
- ▶ Other prominent products exported from Azamgarh District is silk saree.
- ▶ As per the artisans from black pottery, the demand for the products depends a lot on the aesthetic design, technological upgradation upon traditional method of manufacturing which provides new look and feel to the product specially, the decorative ones.
- ▶ These products have high probability to enter into export market, mainly to the Asian countries, being aesthetically pleasing and eco-friendly. But currently, due to the non- availability of market and brand development facilities, all export is in-direct through traders or middleman. This craft is a tax-free craft and most of the artisans in the district don't have registered units with GST no.
- ▶ The cluster has tremendous export potential, but owing to lack of proper market assessment mechanism, changing design patterns, specific demand preferences, the traders in cluster are hesitant of being exporter.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.
- ▶ Black pottery products do not have specific HSN codes. Based on stake holder consultations, following HSN code was mentioned for the product. –

Product 691200: Uttar Pradesh exports this product to **UAE, Italy, Saudi Arabia, China, USA, Turkey, Hong Kong, Japan, Thailand, Nepal, and Morocco**. Below figure shows the top importers for this product (691200) in the world:

⁸ <https://www.trademap.org/>

⁹ DGFT excel sheet 2018-19

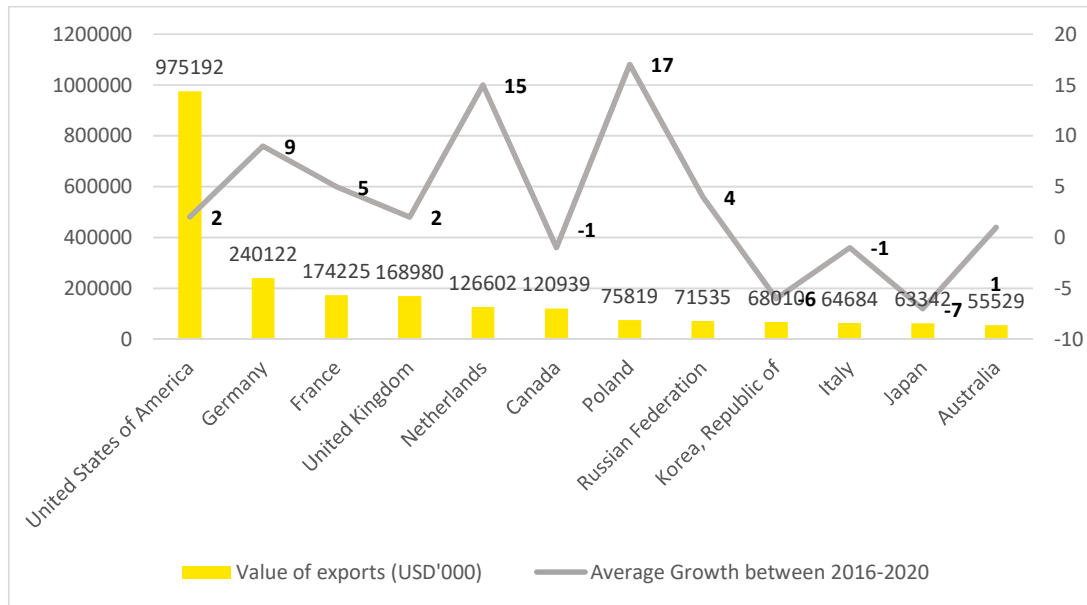


Figure 5: Top importers for this product (691200) in the world

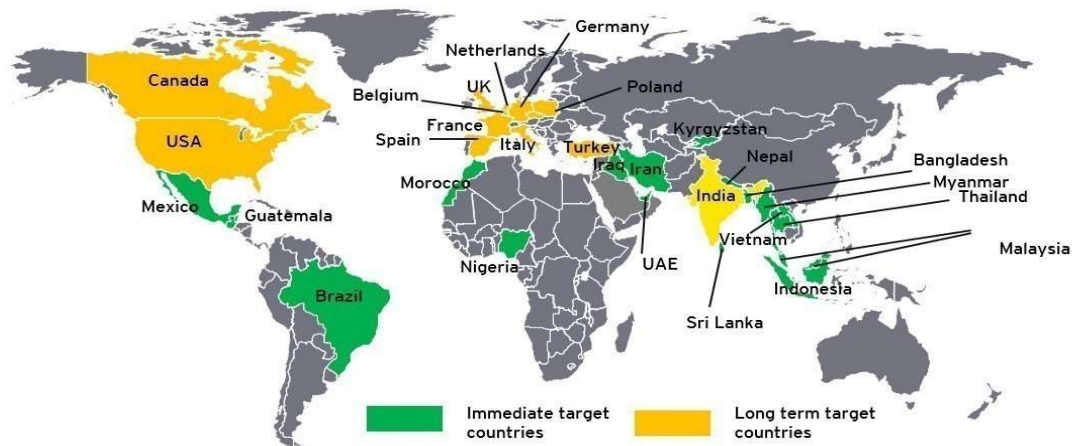


Figure 6: Markets for export potential

4.6 Potential Areas for Value Added Product

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

1. Development of new products:

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

The artisans going forward should focus on creating **earthen refrigerators, water coolers, filters, earrings and neck pieces, bathroom sets, water bottles, bird houses, coasters, wall clocks, etc.**

2. Modifications of Existing Products

It has also been found that most of the artisans do not pay heed to modification of existing products in the light of design, colour combination and size. This indicates that they lack pragmatic approach to product modification. The artisans of the cluster who prepare the cutlery products should start expanding their product range and create wide range of dining sets in different sizes. These should then be sold as dining sets including, plates, trays, glasses, bowls etc. They can create geometric patterns, mandala and zentangle on their products which are quite prominent for cutlery

Also, they can launch new range for flowerpots, vases to compete with blue pottery ceramics.

- B. Packaging:** Packaging plays very important role for delicate products such as pottery. The shabby packaging hinders it to entice the audience and create a market for itself. Another challenge with packaging is that it is not durable to transport the ports for exports. The artisans should use packing techniques in order to prevent any damage to the product such as cushioning for delicate products against compression and impact damage, creating barriers in the box using Bituminized / Kraft paper, paraffin waxed paper, PE/Kraft paper or PVC film and duty corrugated fibreboard box materials.

4.7 SWOT analysis

Table 6: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Availability of sufficient quality of raw material from nearby villages and there are raw material providers for it ▶ The whole family members including men, women, children and old age people work together in making the pottery. ▶ The artisans are encouraging and providing education for their children. ▶ Availability of semi-skilled and un-skilled artisans as and when required ▶ Flexible working hours as per the availability of electricity 	<ul style="list-style-type: none"> ▶ Lack of latest tools and equipment affects productivity ▶ Traditional products and limited new and value-added craft items ▶ It seems to be limited efforts in utilizing advantage of GI tag. ▶ Unable to accept changing market scenario ▶ Internal family problems affect quality and productivity ▶ Poor cooperation to reach national and international market ▶ Due to compulsion and meet family expenditure, often sell at lower price ▶ The artisans discourage others to train on pottery who belongs to other caste and religion ▶ Limited design innovation ▶ Lack of individuals with technical qualifications ▶ Lack of focus on increasing export
Opportunities	Threats
<ul style="list-style-type: none"> ▶ GI registration provides platform to sell their products across India and abroad with good profit margins ▶ Interest of young and looking forward to improving their business ▶ The artisans have good relationship with Government Departments and NGOs and participating in training programs/ workshops and teach younger generations. 	<ul style="list-style-type: none"> ▶ Competition among the artisans ▶ No proper infrastructure for raw materials, semi-finished and finished products ▶ Carelessness in transportation of the product will leads to breakage of the products and the artisans have to bear the loss.

<ul style="list-style-type: none"> ▶ Scope for development of new products and modifying existing range ▶ Potential collaborations with renowned designers and design institutes for improving existing designs ▶ Increase participation in marketing events- National and domestic 	
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4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ No place for storing the raw materials in the cluster ▶ Transport for moving the raw materials from their current place of storage to the workplace is expensive. 	<ul style="list-style-type: none"> ▶ Establishment of a Raw Material Bank within the CFC ensuring safe availability of clay in rainy season, as it requires larger space for storage.
Technological upgradation	<ul style="list-style-type: none"> ▶ The current technique used by the artisans are outdated and devoid of any technological leverage 	<ul style="list-style-type: none"> ▶ Establishment of Common Production Center with modern machines including electric chalk, tunnel furnace, toggle press, Hand screw press, Jigger joly, and Pottery draft kiln etc.
Design	<ul style="list-style-type: none"> ▶ Unaware of the latest trends, aesthetic designs and market demands. ▶ The patterns created are mostly traditional and, hasn't changed much over the years. 	<ul style="list-style-type: none"> ▶ Design development programmes with experts from various institutes ▶ Product Range Expansion ▶ Collaboration with Décor companies (HomeCentre)
Marketing & branding	<ul style="list-style-type: none"> ▶ No direct connection with customers ▶ Lack of common marketing and sales platform ▶ Decreased popularity of the cluster which reduces the customers to directly buy from the cluster ▶ Unavoidable dependency on wholesalers and traders. ▶ Offline marketing is broadly used over online marketing ▶ No exclusive HSN code for Black Pottery. Which could have supported in facilitation of sales in the international market. 	<ul style="list-style-type: none"> ▶ Craft tourism – Azamgarh's Black pottery is famous in India and known for its uniqueness, but it still requires more attention from buyers, for that craft mela can be organised in Azamgarh like Surajkund International craft mela so that the international and domestic tourist can buy the authentic Black Pottery product. ▶ Establishment of a Display cum Marketing Centre within the CFC to facilitate marketing events. ▶ Collaboration with E-commerce companies like Flipkart, Amazon, Ebay for maximizing sales. ▶ Applying to Directorate General of Foreign trade for a unique HSN Code. ▶ Collaboration with NIFT, to support artisans in establishing the brand name of the 'Black pottery' products in the national and international market ▶ Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters. (http://www.indiahandmadebazaar.com/index.p)

		<p>hp.)</p> <ul style="list-style-type: none"> ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ Conduct online and offline promotional activities ▶ UPHDMC to act as the aggregator to sell the Black Pottery products.
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined quality standards of the products. 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity.
Post GI Initiative	<ul style="list-style-type: none"> ▶ Lack of promotion of products highlighting their GI tag 	<ul style="list-style-type: none"> ▶ Target to make 50 authorised Users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorised users. (This can be done by DGFT /FIEO/ MSME with the help of DIC)
Export Awareness	<ul style="list-style-type: none"> ▶ No focal point to address export related issues and spreading export awareness, process and schemes 	<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. ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

4.9 Future Outcomes

Annual Turnover

Cluster exports

Increase in annual turnover from existing **INR 20 Cr. to 40 Cr. by 2025**

Cluster exports will touch the figure of **INR 5 Cr annually by 2025** and thus leave a global footprint.

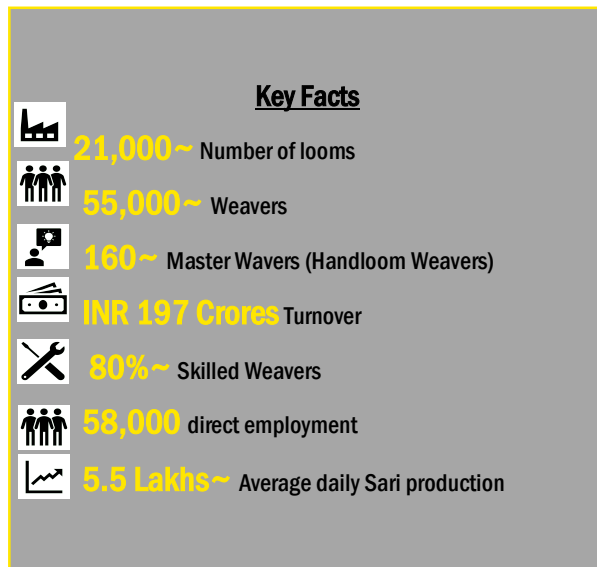
5. Product 2: Silk Saree

5.1 Cluster Overview

Weaving in Azamgarh is century old and started weaving in Mubarakpur since 14th century with cotton, later during 15th century silk was introduced in weaving by group of people brought by Raja Mubarakshah.

Azamgarh is one of the key silk saree manufacturing pockets in India. The district is a part of the silk manufacturing region of the state. Silk saree manufacturing is spread across various pockets and villages of the district of Azamgarh. However, **Mubarakpur, Ibrahimpur, Azamatgarh and Jahanaganj** are the most prominent ones.

The district of Azamgarh has ~55,000 weavers engaged in warping, weaving, designing, finishing, and marketing of silk sarees. The weavers work on a job work and independent model, earning an average monthly wage of ~INR 8,500 to 10,000, ~65% of weavers in the cluster are male while only ~35% are women. A majority of the weavers engaged are from the Muslim community in the district. There are ~11,300 unregistered micro unit holders in the cluster who are mostly household weavers having looms set up at their home premise. The cluster, including all four pockets have a total of ~21,000 looms which consumes 3,24,720 kg/month of yarn.¹⁰



5.2 Product Profile

The weavers of the district specialize in hand-crafted silk saree with zari work, including butidaar and jangla silk saree. The cluster produces a wide range of product like saree, poly part, suit pieces, lacha, dupatta's etc., the silk sarees are the most prominent product of the cluster. These silk sarees are further divided based on the type of silk, design, zari work etc. are made with fine heavy gauge silk yarn woven as warp and weft along with gold and silver zari yarn to create brocade designs.

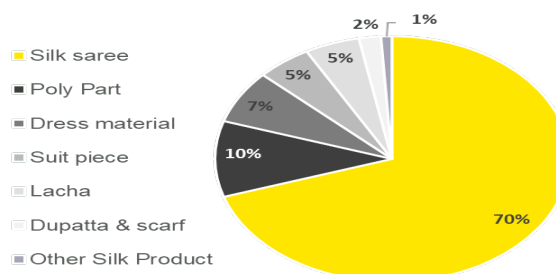


Figure 8: Product profile

5.2.1 Product Portfolio

The cluster currently manufactures the following types of silk saree:

- Butidar saree:** Made with gold and silver zari threads for butis work. The Butidaar saree is also known as Khadhua saree and has great traditional importance. The pattern of buties are incorporated by kadhua technic and the entire design is embedded with hand work. This variety is famous in Mubarakpur pocket of Azamgarh cluster.
- Jangla Saree:** Jangla motif is the oldest known motif in the history of Banarasi silk weaving. It is an overall vegetative running motif with **creepers** (bel), done beautifully in contrast to the **flowers** (butas).
- Cut- work saree:** This type of sarees is prepared by the cut work technique and is made from selvage to

¹⁰ Silk saree DSR

selvage on plain ground after removing the threads which are not woven during weaving. The threads hang loosely between two motifs and the extra-threads are then cut manually. Cut work is a cheaper version of the Jamdani variety

4. **Jamdani:** The silk jamdani is basically mixed with cotton as weft and silk as warp forming a technical variety of saree. This cotton and silk brocade saree is designed with heavy zari motifs and is usually intricate in traditional pattern. Designs like konia buti, Mango buti, paan buti and genda buti are the most attractive designs of jamdani saree.

5.2.2 Status of GI Tag

The district is a part of the silk manufacturing region of the state; the Varanasi-Mirzapur belt. Azamgarh and five other districts, Mirzapur, Varanasi, Sant Ravi Nagar and Chandauli from this belt, received a Geographical Indication tag in 2009 for their silk saree, which are recognized as the “**Banaras Brocade and Saree.**”.

5.3 Cluster Stakeholders



Figure 9: Cluster Stakeholders

5.3.1 Industry Associations

Cluster has one active informal industry association named as ‘Reshmi Vastra Vyapaar Mandal’. Association is unregistered and based in Mubarakpur, having 200 members onboarded which resolve the issue arise between weavers and disputes belonging to the business of weavers, master weavers and other stakeholders.

5.4 Export Scenario

5.4.1 HS Code

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

Table 7: HS Code with description

HS Code	Description	Value of exports (in INR)
50072010	Sarees containing $\geq 85\%$ by weight of silk/silk waste, other	41,284 ¹¹

¹¹ Only one month export data is available in the excel sheet provided by DGFT for Sep 20 to Nov 21

than noil silk.

Current Scenario

The export scenario of India and Uttar Pradesh¹² have been analysed basis the export statistics of HS codes mentioned above under which polyester saree are exported. Alongside are the key facts¹³ pertaining to the analysed product codes.

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

Key Fact of Export

5,55,324 (USD Thousand)

Value of world exports in 2020

45,977 (USD Thousand)

Total Exports from India In 2020

380 (USD Thousand)

Total export from UP in 2020-21

~0.82%

Share of UP in India's exports

5.5 Export Potential

- ▶ The total export of Silk saree from Azamgarh district was approx. INR 41,284¹⁴ in year 2020-21, however the turnover of silks saree is 194¹⁵ crores, which indicates the untapped export potential of the product
- ▶ The cluster has tremendous export potential, but owing to lack of proper market assessment mechanism, changing design patterns, specific demand preferences the export is very less.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.
- ▶ Silk saree do not have specific HSN codes.
- ▶ Silk fabrics are comparatively lighter than other fabrics which creates high potential of export with the GCC countries which preferred light weight fabrics and attires like Hijabs, scarfs, stoles, suits, dupattas, along with the accessories
- ▶ India 's exports represent 8.3% of world exports for this product, its ranking in world exports is 3.¹⁶

Product 500720: Uttar Pradesh exported this product USA, Nepal, Singapore, Thailand, Canada, Korea RP, Australia, U Arab EMTS, Germany, Jordan, Hong Kong, Qatar, Mauritius, UK, and China P RP etc. Below figure shows the top importers for this product (500720) in the world:

¹² <https://www.DCCIS analytics.in>

¹³ <https://www.trademap.org/>

¹⁴ DGFT

¹⁵ Stakeholder consultation

¹⁶ Trademap.org

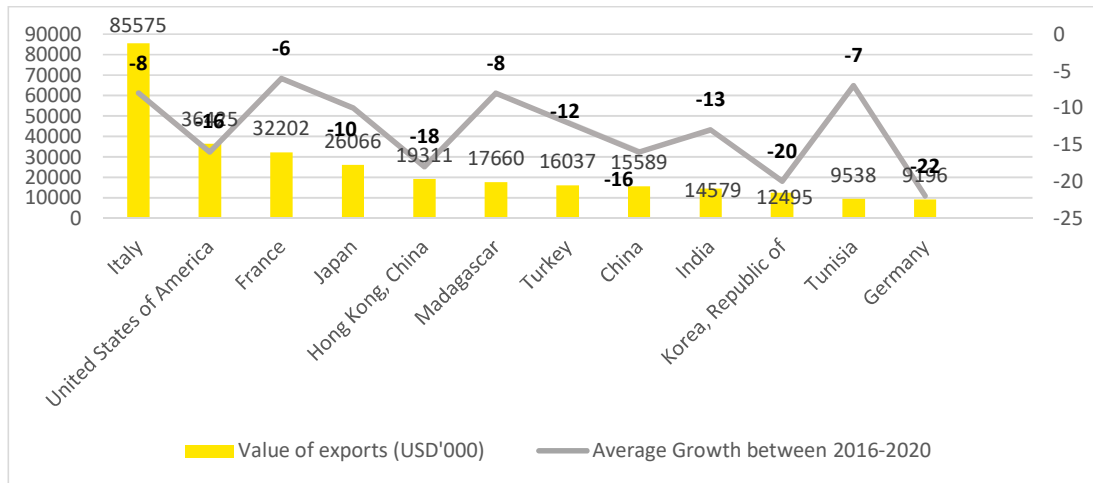


Figure 10: Top importers for this product (500720) in the world (Error! Bookmark not defined).

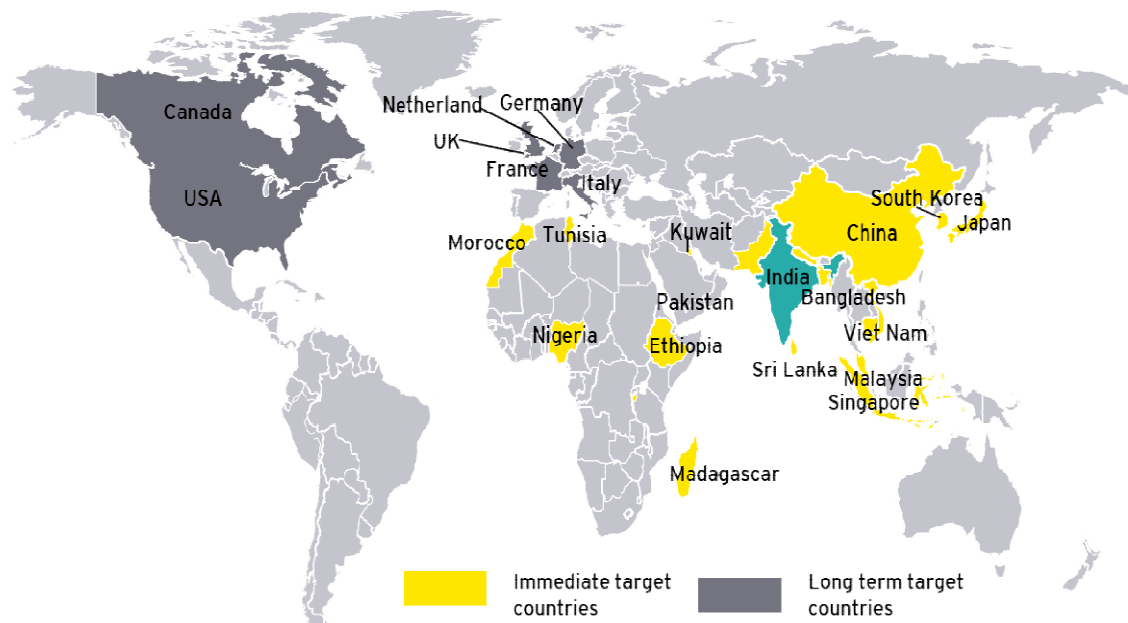


Figure 11: Markets for export potential

5.6 Potential Areas for Value Added Product

Product Diversification – In today's day and age, with great influence of the western culture in our lifestyles, our style of dressings has also seen a change. The fact that sarees are not part of our daily attire is seen to be directly impacting the sales and exports of the product. This will play a vital role in exports as it is a product uplifting strategy. Most weavers aren't 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 new products:** The weavers of the district should be encouraged to diversify the product categories and must be provided with enough resources to create innovative products without losing the ancestral essence of the craft. The weavers going forward should focus on creating additional products such as western outfits, home furnishing products, accessories etc.
- 2. Modifications of existing Products:** It has also been found that most of the weavers use no strategy for making modifications to the existing products in the light of design and fusion. The weavers can make

fusion products by blending zari-work with **madhubani or block prints**.

5.7 SWOT Analysis

Table 8: SWOT Analysis for Silk saree

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Availability of various types of raw materials in the market ▶ Traditional weaving/ hand crafting with zari called Kadhai techniques followed till date ▶ In depth knowledge and experienced weavers are in place ▶ Popular traditional design and patterns ▶ Creates employment opportunities in the district ▶ The product has a premium demand in national international market ▶ Presence of 367 financial institution including banks in the district ▶ Presence of various schemes and policies 	<ul style="list-style-type: none"> ▶ Weavers are financially constrained to directly procure materials from market due to limited financial capability ▶ Limited entrepreneurial capability of weavers to procure raw material and involve end to end production ▶ Weavers do not have expertise on processing yarn, dyeing, designing, finishing, marketing, and branding ▶ Weavers unaware of modern technology ▶ Weavers are unaware of latest trends of the market and the designs required by other countries ▶ Lack of modern technology for designing like CAM/ CAD ▶ Non-participation of weavers in marketing activity ▶ Weavers and most unit holders do not undertake any marketing in the cluster as most of them are unaware of the principles of marketing/ strategies for increasing sales etc.
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Regular raw material supply and available storage facility ▶ Expand scope of production process to involve weavers in entire value chain of silk saree ▶ Access to modern looms with electric jacquard for speed design and weaving ▶ Establishment of Common Processing Centre with modern looms for weaving and latest machinery for allied processes for production ▶ Collaboration with National Design Institutes for design inputs ▶ Increase roles of weavers in other activities of value chain such as yarn processing, finishing etc. ▶ Potential of increasing export by identifying untapped export potential of countries India already caters to 	<ul style="list-style-type: none"> ▶ Price fluctuations of materials ▶ Setting up of new units and expansion of small units are often at risk due to high dominance of few manufacturers ▶ Dependence on MEF and exporters might restrict innovation amongst the weavers ▶ Low level of adaptability and motivation among the weavers to acquire new skill sets ▶ Growing tendency among customers to buy lower quality and cheaper silk saree ▶ Competition from cheaper machine-made silk sarees from other countries such as China ▶ Duplicate product in cheaper rate in domestic market ▶ Lack of interest in availing financial support

5.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Apart from the retail shop owners, few master weavers and weavers, none of the cluster actors have sufficient knowledge about sourcing and procurement of raw materials. 	<ul style="list-style-type: none"> ▶ Workshops/ training programmes by cluster experts/ experience person in the cluster for identification and determining the quality of raw materials and identification of its characteristics during procurement.
Technological upgradation	<ul style="list-style-type: none"> ▶ Weavers prefer handlooms for weaving, the cluster has only traditional types- Frame and pit loom, available for weaving which requires additional manpower to operate and can easily be replaced by the vertical looms that can be operated by foot and is likely to reduce efforts ▶ Manual dying process using chemical dyes which takes much time and quality of such dyes is not up to the mark 	<ul style="list-style-type: none"> ▶ Establishment of a Common Processing Centre ▶ Establishment of a common yarn dyeing and fabric finishing facility with CETP to quality dyed yarn available within the while keeping environment safe ▶ Exposure visits to clusters of Chanderi, Mysore, Hyderabad etc. to learn best practices on the use of technology in the production process ▶ Collaboration with National Skill Development Cooperation (NSDC)/ Uttar Pradesh State Skill Development Mission (UPSSDM)/Indian Institute of Handloom Technology (IIHT) for training and awareness on latest technology available in yarn dyeing and silk saree manufacturing
Design	<ul style="list-style-type: none"> ▶ Existing designer are unaware of latest designs and lack innovation in terms creating new designs ▶ Manual tracing of designs on papers and cards 	<ul style="list-style-type: none"> ▶ Establishment of a Common Design cum Marketing Centre (CDMC) with Design Bank with: <ul style="list-style-type: none"> o CAD & CAM software o Dye sublimation and paper transfer machine o Regular and large printers ▶ Exposure visits to clusters of Chanderi, Mysore, Hyderabad etc. to learn best practices in design aspects ▶ Collaboration with renowned designers can also help in ensuring usage of latest designs ▶ understanding of design trends, forecasting with the help of experts ▶ Product diversification and development
Post GI Initiative	<ul style="list-style-type: none"> ▶ Lack of promotion of product after being recognised as a GI product 	<ul style="list-style-type: none"> ▶ Target to make 100 authorised users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) for increasing authorised users. (This can be done by DGFT /APEDA/FIEO/ MSME with the help of DIC)
Marketing & branding	<ul style="list-style-type: none"> ▶ Unawareness about direct export, however product is exported indirectly via Varanasi 	<ul style="list-style-type: none"> ▶ Collaboration with e-commerce companies- Flipkart and Amazon to sell products like silk saree, suit pieces, dupatta etc ▶ Collaboration with retail companies like

Parameter	Challenges	Intervention
	<ul style="list-style-type: none"> ▶ Lack of common marketing and sales platform ▶ Poor connectivity which restricts buyers to visit Azamgarh cluster ▶ Absence of usage of information and communication facilities ▶ Unavoidable dependency on wholesalers and traders ▶ Offline marketing is broadly used over online marketing ▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration for maximizing sale ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<p>Fabindia, The Art Age and E-market platform like Flipkart and Amazon. will help engage with more consumers, increase sales, and ensure free marketing of the cluster</p> <ul style="list-style-type: none"> ▶ Applying to Directorate General of Foreign trade for a unique HSN Code. ▶ Collaboration with NIFT, to support weavers in establishing the brand name of the 'Silk saree' in the national and international market ▶ Increase the usage of the portal as this portal facilitates the weavers and weavers to provide information about their handloom products for easy understanding of exporters. (http://www.indiahandmadebazaar.com/index.php.) ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase
Packaging	<ul style="list-style-type: none"> ▶ Manual package practice using plastics wrappers, cardboard boxes etc. ▶ Unawareness of sustainable packaging techniques 	<ul style="list-style-type: none"> ▶ Collaboration with Indian Institute of Packaging (IIP) for ensuring training/ workshops in the cluster on sustainable packaging
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined quality standards of the products. 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity.
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters/aspiring exporters 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. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIC office should identify manufacturers/weavers/traders interested in export of the product and organize workshops for them to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website ▶ The formation of the Sub-committee comprising

Parameter	Challenges	Intervention
		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.

5.9 Future Outcomes

Annual Turnover
Increase in annual turnover from existing INR 194 Cr. to 239 Cr. by 2025

Cluster exports
Substantial growth in cluster exports expected to be approx. INR 2 cr. by 2025.

6. Scheme under Uttar Pradesh Export Promotion Bureau

Many export-oriented schemes run by GoI have been mentioned under sensitization of cluster actors. A brief detail of these schemes would benefit the entrepreneurs /exporters to a great extent.

Similarly, a brief detail of various schemes being run by Export Promotion Bureau should also be included under common interventions to apprise the exporters about various incentives being offered by the state govt in a nutshell like

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 ¹⁷
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 schemes¹⁸ 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

¹⁷ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

¹⁸ 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 Facility centers (under CFC scheme of ODOP Program, TIES and NAVY scheme) to increase export	UPEPB/ODOP Cell/DIEPC	Continuous initiative
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: a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme /	DIEPC/UPEPB	Long term

<p>Duty Free Import Authorization Scheme.</p> <p>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.</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>DIEPC/UPEPB/FIEO</p>	<p>Long term</p> <p>Short term</p>
Product 1: Black Pottery		
<p>Establishment of Common Facility Centre with:</p> <p>a. Raw Material Bank</p> <p>b. Common Production Center with modern technology to enhance the productivity and reduction in production time with quality exportable products</p> <p>c. Display cum Marketing center to showcase products to undertake sale</p> <p>d. Training Centre</p>	<p>DIEPC, DGFT and ODOP Cell</p>	<p>Long term</p>
<p>Craft tourism: Azamgarh's Black pottery is famous in India and known for its uniqueness, but it still requires more attention from buyers, for that craft mela can be organized in Azamgarh like Surajkund International craft mela so that the international and domestic tourist can buy the authentic Black Pottery product.</p>	<p>UPEPB/ EPC, ODOP Cell & UP Tourism</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>
<p>Collaboration with NIFT, UPID and NID for design inputs and support in branding initiatives</p>	<p>UPEPB/ODOP Cell</p>	<p>Long term</p>
<p>Collaboration with Home Centre, Fabindia, The Art Age. The collaboration is foresighted to be based on: The company's design experts will provide design inputs to the artisans and the artisans will inculcate those patterns into the products and then these products can be sold as the joint venture of ODOP and the company</p>	<p>UPEPB/ODOP Cell</p>	<p>Long term</p>
<p>Promotion of post GI initiative:</p> <p>a. DIC to identify 50 authorized users to become IEC holder in a year</p>	<p>DIEPC/UPEPB/ODOP Cell</p>	<p>Intermediate term</p>

b. Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users		
Aware & Training/workshop Drive		
a. Workshop of artisans with to get onboard with e-commerce platform	DIEPC/UPEPB/ODOP Cell	Ongoing
b. Training on Design development, product development, market development and technical training on modern technology		
Product 2: Silk Saree		
Establishment of Common Facility Centre with:		
a. Common Design cum Marketing Centre (CDMC) with Design Bank	DIEPC, DGFT and ODOP Cell	Long term
b. Common Processing Centre		
c. common yarn dyeing and fabric finishing facility with CETP		
d. Common Design cum Marketing Centre (CDMC) with Design bank		
Craft mela/Exhibition: A common marketplace is already placed in Mubarakpur, Azamgarh where shops are allotted to the weavers on a nominal rent. Regular buyers meet, craft mela and exhibition can be organised at this facility to connect weavers to the direct buyers	DIEPC, DGFT and ODOP Cell	Long term
Application to Directorate General of Foreign trade for a unique HSN Code	UPEPB/ODOP Cell / DGFT	Intermediate 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 weavers and artisans to provide information about their handloom products for easy understanding of exporters. (http://www.indiahandmadebazaar.com/index.php .)	UPEPB/ODOP Cell	Short term
Promotion of post GI initiative:		
c. DIC to identify 100 authorized users to become IEC holder in a year	DIEPC/UPEPB/ODOP Cell	Intermediate term
Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users		
Promotion Campaign: an extensive advertising strategy must be followed to increase awareness. This will include print promotions and advertorials in trade journals, newspapers,	DIEPC/UPEPB/ODOP Cell	Continuous initiative

magazines, and websites. Such promotions will help increase exposure and visibility.



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Districts
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