



Department of MSME & Export Promotion, Uttar Pradesh

Draft District Export Action Plan, Badaun, Uttar Pradesh

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as Export Hubs

EY
Building a better

Preface

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

AA	Advance Authorization
BoB	Bank of Baroda
CAD	Computer-Aided Design
CAM	Computer Aided Manufacturing
CETP	Common Effluent Treatment Plant
CFC	Common Facility Center
CONCOR	Container Corporation of India
CPC	Common Production Center
DEH	District as Export Hub
DEPC	District Export Promotion Committee
DFIA	Duty Free Import Authorization
DGFT	Directorate General of Foreign Trade
DIEPC	District Industry and Enterprise Promotion Center
DSR	Diagnostic Study Report
EO	Export Obligation
EPB	Export Promotion Bureau
EPCG	Export Promotion Capital Goods
EY	Ernst and Young
FIEO	The Federation of India Export Organization
FOB	Free on Board
FTA	Free Trade Agreement
FTP	Free Trade Partners
GI	Geographical Indication
GIR	Geographical Indication Registry
GoI	Government of India

GoUP	Government of Uttar Pradesh
HS Code	Harmonized System Code
IC	International Cooperation
ICD	Inland Container Depot
IEC	Import Export Code
IIP	Indian Institute of Packaging
IISTEM	International Institute of Saddlery Technology & Export Management
IIT	Indian Institute of Technology
ISW	Industrial Solid Waste
MAI	Market Assistant Initiative
MDA	Market development Assistant
MEIS	Merchandise Export from India Scheme
MoU	Memorandum of Understanding
MSME	Micro Small and Medium Enterprises
MYSY	Mukhyamantri Yuva Swaroggar Yojana
NGO	Non-Government Organization
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
NSDC	National Skill Development Cooperation
ODOP	One District One Product
PMEGP	Prime Minister's Employment Generation Program
PMFME	Pradhan Mantri Formalisation of Micro food Processing Enterprises
PMKVY	Pradhan Mantri Kaushal Vikash Yojana
QCI	Quality Council of India
SEIS	Service Export from India Scheme
SIDBI	Small Industries Development Bank of India

SPV	Special Purpose Vehicle
SWOT	Strength, Weakness, Opportunities, Threats
TDS	Total Dissolved Solids
TEE	Towns of export excellence
ToR	Term of Reference
UAE	United Arab Emirates
UK	United Kingdom
UNIDO	United Nations Industrial Development Organization
UP	Uttar Pradesh
UPECE	Uttar Pradesh Export Promotion Council
UPEPB	Uttar Pradesh Export Promotion Bureau
UPICO	UP Industrial Consultancy Organisation
UPSIDC	Uttar Pradesh State Industrial Development Corporation
USA	United States of America

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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.

2. District Profile

Badaun district is one of the districts of Uttar Pradesh, India, and Badaun town is the district headquarters. The district is a part of Bareilly division covers an area of 5168 km².

According to the British historian George Smith, Badaun (Budaun) was named after Koli prince Budh. Badaun was a town and district of British India, in the Rohilkhand division of the United Provinces. The town was near the left bank of the river Sot.

Badaun was the capital of Delhi Sultanate for four years from 1210 CE to 1214 CE during Sultan Iltutmish rule. It was the most important post of Northern Frontier

during Mughal reign.

Badaun is a big market, historically famous and religiously important city.¹

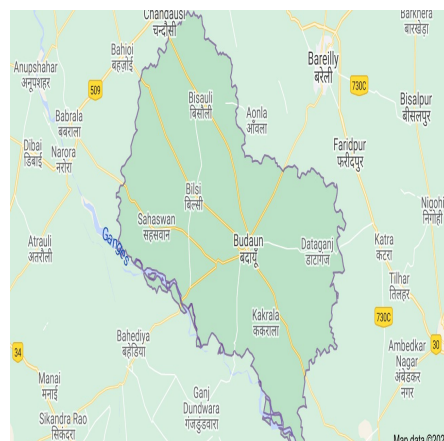


Figure 1: District of Badaun

¹ badaun.nic.in/about-district

2.1 Geography

Badaun is located at Latitude 28° 3' 0" North, Longitude 79° 7' 0" East. It shares border with Bareilly District to the North, Bulandshahar District to the west, Kasganj District to the west, Moradabad District to the North, Rampur District to the North, Shahjahanpur District to the East and Etah district to the south. Badaun District occupies an area of approximately 5168 square kilometres. It's in the 193 meters to 161 meters elevation range. This District belongs to Hindi Belt of India and is located near Holy River Ganga.²

2.2 Connectivity

Badaun is well-connected with many national roads, which make the city one of the most important district of the western UP. State Highway-33 and State Highway-43 pass through the district. Badaun Depot, with 118 buses is one of the most profitable depots of UPSRTC.

The city is well-connected by railway network as well. It lies on the Mathura-Lalkuan railway line which is meter gauge yet till Kasganj. Another rail line is proposed connecting Gajraula to Mainpuri through Badaun City, which would make Badaun a junction.

Pantnagar Airport (PGH) which is 117.2 kms away from the district is the nearest airport the other major airport is Kheria Airport (AGR), Agra which is at a distance of 150 kms from Badaun.

- ▶ **Air:** Bareilly Airport located 60 km from the city is well equipped to carry air traffic. Regular flights to Delhi, Mumbai and Bengaluru are operating from Bareilly.
- ▶ **Rail:** Badaun railway station is a main railway station in Badaun district. Badaun railway station is well connected to Ujhani, Bareilly, Gonda, Soron, Bahraich, Ramnagar, Agra, Pilibhit, Kasganj, Lakhimpur, Sitapur, Gola Gokarannath, Tanakpur etc.
- ▶ **Road:** Badaun is well-connected through the railways and road network. The city lies on the National Highway 93 (NH 93 - according to the new National Highway system in India).

2.3 Topography & Agriculture

The topography of Badaun is mainly planned land mass. The bullai, Domath and matiar soil are commonly found. Due to Tarai region the climate of the district is very pleasant. Here summer starts very early. The temperature of district varies from 2 Degree Centigrade in winter to 44 degree centigrade in summer. The wet season normally start in the end of June month. The average rain fall is 861 MM in Badaun. The winter months are virtually dry.³

Total area of the district is 5168.0 Sq. Km. The rural area covers 4985.1 Sq. Km. and urban recorded 182.9 Sq. Km. There are 1069 Gram Panchayats and 2061 Revenue villages with 1785 inhabited villages and 276 uninhabited villages in the district. In urban area there are 23 statutory Towns. Statutory Towns comprises of 6 Nagar Palika Parishad and 17 Nagar Panchayats.

3. Industrial profile of the district

Badaun is a city in the northern Indian state of Uttar Pradesh. It is located near the Ganges river in the centre of Western Uttar Pradesh. it is a district of Bareilly Division and is a centre for the manufacture of furniture and zari. Geographically it forms the outer gateway to

The most prominent MSME sectors in the district include Agro-based, woollen, silk, artificial thread-based clothes, ready-made garments, and embroidery.

² badaun.nic.in/about-district

³ MSME-DI, Badaun

The details of the industries are as follows:

Table 1: Industries details⁴

Industry	Functional Units	Employment (Nos)	Investment (Rs. Lakhs)
Readymade garments & embroidery – Zari-zardozi	716	2980	1522
Woolen, Silk & Artificial Thread based clothes	81	495	375
Jute & jute based	20	74	25
Cotton Textile	150	652	257
Agro based	80	245	155

The most prominent sector is the readymade garments & embroidery – Zari-zardozi with around 716 units employing 2980 with an investment of INR 15.22 Crs. This is followed by the Cotton textiles and Woollen, Silk & Artificial Thread based clothes.

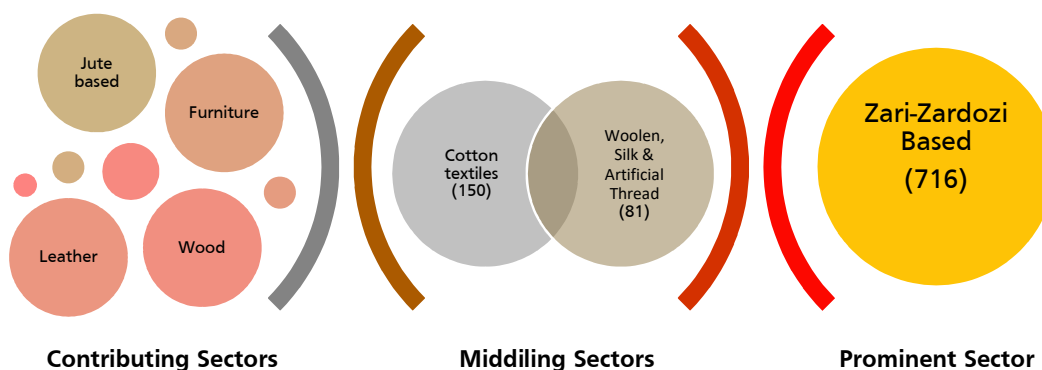


Figure 2: MSME landscape of the district

3.1 Major Exportable Product from Badaun

The total export from Badaun is approximately INR 118.32 Crore for the period September 2020 to November 2021. The following table depicts the value of export of major products from Badaun

Table 2: Major exportable product

S. No	Product	Export value (in INR) ⁵ from September 2020 to November, 2021
1	Zari Zardozi	Indirect exports from district
2	Mentha	80.73

⁴District Industrial profile Badaun

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

4. Product 1: Zari-Zardozi

4.1 Cluster Overview

The art of zari has been associated with the aristocratic & royal persona of India for a long time. It is one of the most famous & elaborative techniques of metal embroidery. The craft of zari embroidery has been undertaken in various districts of UP since ages.

The main craft centric areas of the state are Bareilly, Lucknow, Unnao, Shahjahanpur, Chandauli and Varanasi. The craft survived at these pockets on hereditary basis and spread to nearby districts. The craft flourished in Bareilly city and nearby area and become major economic activity⁶.

Key Facts of Export

7,87,325 USD Thousand

Value of world exports in 2019

61475 USD Thousand

India's exports 2019

3136.912 USD Thousand

UP's Export (2018-19)

4.2 Product profile

Listed below are different kinds of zari work in the region:

- | | |
|----------------|-------------------------|
| 1. Zardozi | 5. Mukaish |
| 2. Kamdani | 6. Tilla or Marori Work |
| 3. Mina Work | 7. Gota Work |
| 4. Kataoki Bel | 8. Kinari Work |

4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

Zardozi

Zardozi is a heavy and elaborate embroidery work which uses a variety of gold threads, beads, seed pearls and gota. Zardozi work is mainly done on fabrics like heavy silk, velvet, and satin. It is used to embellish wedding outfits, heavy coats, and other products. Zardozi embroidery is a beautiful metal embroidery, which was once used to embellish the attire of the Kings and the royals in India. It was also used to adorn walls of the royal tents, scabbards, wall hangings and the paraphernalia of regal elephants and horses.

Kamdani

Kamdani is light needle work, which is done on lighter materials like scarves, caps etc. using flattened wire. Ordinary thread is used, and the wire is pressed down to produce satin stitch effect. This effect produced is glittering and it is called hazara butti. In Kamdani, the wire is attached to a small length of thread is pulled through the fabric with a needle, beautifully working into motifs. This is also referred to as 'fancy kaam'. Kamdani is becoming a rarity and most of the craftsmen are elderly men.

⁶ DGCI Analytics

Gota Work

Traditionally, gota ribbons were woven with a warp of flattened gold and silver wire and a weft of silk/ cotton threads and used as a functional trim on garments and textiles. While most believe that gota patti is the forte of Rajasthan alone, some also claim that it is, in fact, a form of Pakistani embroidery that originated in Punjab before spreading in popularity to neighbouring states. The handcraft is actually centuries-old and was traditionally the domain of the royal family & members of the court. Today, it's a must-have in festive and bridal wardrobes.

Kataoki Bel

This is a border pattern made of stiff canvas and the whole surface is filled with sequins edging . A variation of this border technique is lace made on net and filled with zari stitches & spangles. Zari or Jari, is an even thread made of fine gold or silver, used to make traditional Indian or Pakistani embroidered fabrics, through an intricate art of weaving threads. Started during the Mughal era, Zari was associated with the grand attires of Gods, Kings, and literary figures in literary sources.

Mukaish

This is one of the oldest styles and is done with silver wire or badla. The wire itself serves as a needle, piercing the material to complete the stitches. A variety of designs are produced in this manner. The craft of mukaish is easily identified as a dotted pattern in silver or gold metal, embedded in the body of lightweight fabric. Today, contemporary modifications of the traditional metal work can be seen both on fashion week runways and in sought-after ethnic ensembles.

Tilla or Marori Work

Also known as Abha work and Kashmiri Tilla work. Made with golden/ silver/ antique zari thread (Kasab/ Tilla). This is the kind of embroidery where gold thread is stitched on to the surface with a needle.

Kinari Work

Also known as Gota Patti Work, Gota-Kinari work or Lappe ka Kaam. It is a type of metal embroidery that originated in Rajasthan, India. The cities of Jaipur, Bikaner, Ajmer, Udaipur, and Kota are the epicentre of uniquely styled Gota work. Elaborate patterns are created with metals like gold, silver, copper etc. A small variation is kinari work where the embellishments are done only at the edges in the form of tassels. This is done mainly by men and women of the muslim community. It is applied on to the edges of a fabric to create fancy patterns and is popularly used in edging bridal sarees and lehengas. In Rajasthan, gota work is extensively done on Dupattas and Ghagras. Outfits adorned with gota work are popularly worn at auspicious functions.

Mina Work

Mina work resembles enamel work and makes use of gold threads.

4.2.2 Status of GI Tag

The Geographical Indication Registry (GIR) has accorded the Geographical Indication (GI) registration to the intricate needle handicraft- Lucknow Zardozi and it was registered under the brand of 'Lucknow Zardozi' in the year 2013. The registration has been secured by Kalatmak Handicrafts Self Help Group Foundation, Lucknow.⁷

⁷ DGFT

4.3 Cluster Stakeholders

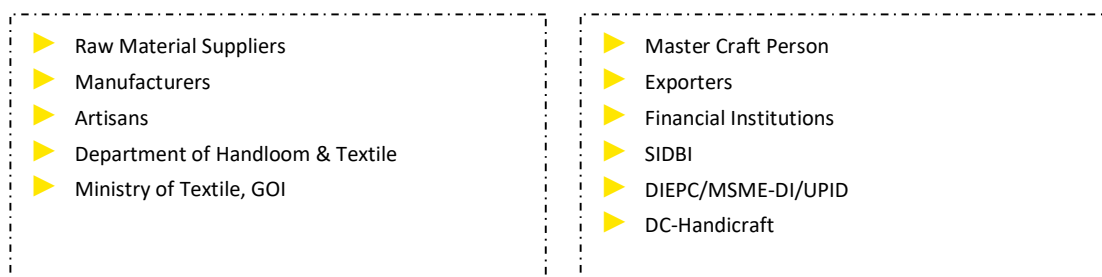


Figure 3: Cluster Stakeholders

4.3.1 Industry Associations

Following are principal Industry Associations/SPVs that are working for the development of Zari-Zardozi in Badaun:

- ▶ Indian Institute of Fashion Technology (IIFT)
- ▶ Sahu Ram Swaroop Mahila Mahavidyalaya (SRSMM)

4.4 Export Scenario

4.4.1 HS code

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

Table 3: HS codes for Zari-Zardozi

HS codes	Description
581092	Embroidery of man-made fibres on a textile fabric base, in the piece, in strips or in motifs.

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code mentioned above under which Zari-Zardozi 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

Key Fact of Export⁸

822,496 (USD Thousand)
Value of world exports in 2020

36,712 (USD Thousand)
Total Exports from India in 2020

9000 (USD Thousand)
Total export from UP in 2020

~24.6%
Share of UP in India's exports

⁸ <https://www.trademap.org/>

and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

4.5 Export Potential

- ▶ Other prominent products exported from Badaun District are Mentha.
- ▶ There are more than 10 HSN Codes which may be used for Exports of Zari-Zardozi but here analysis of one prominent HSN code has been done.
- ▶ 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.
- ▶ Zardozi products do not have specific HSN codes. Based on stakeholder consultations, following HSN codes were mentioned for the product.

Product: 581092: Embroidery of man-made fibres on a textile fabric base, in the piece, in strips or in motifs.

India's exports represent 4.1% of world exports for this product, its ranking in world exports is 4, behind China, Turkey, and Hongkong. The value of India's exports over the last 5 years have

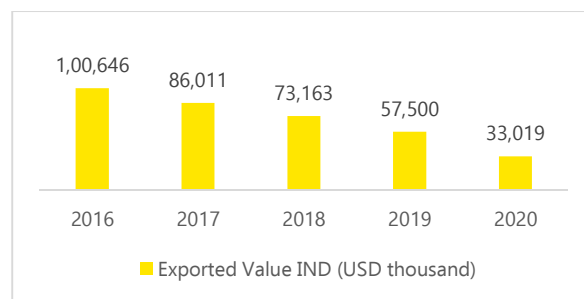


Figure 4: Exported value of India for HSN-581092

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 (581092) in the world:

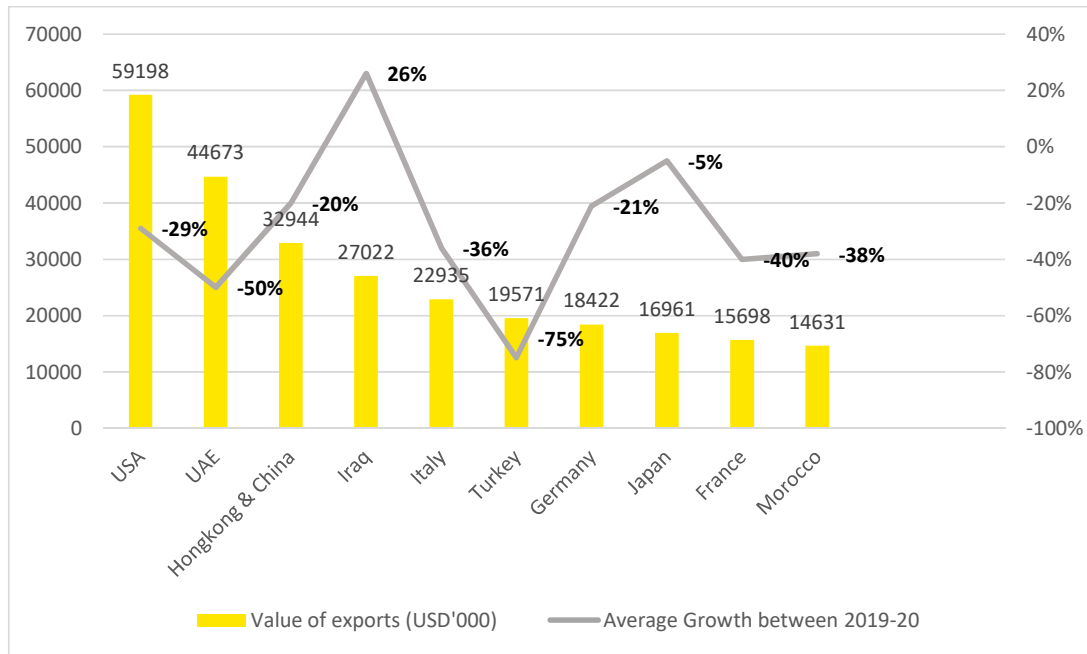


Figure 5: Top importers for this product (581092) in the world

Prominent Import Countries to whom India export this product are

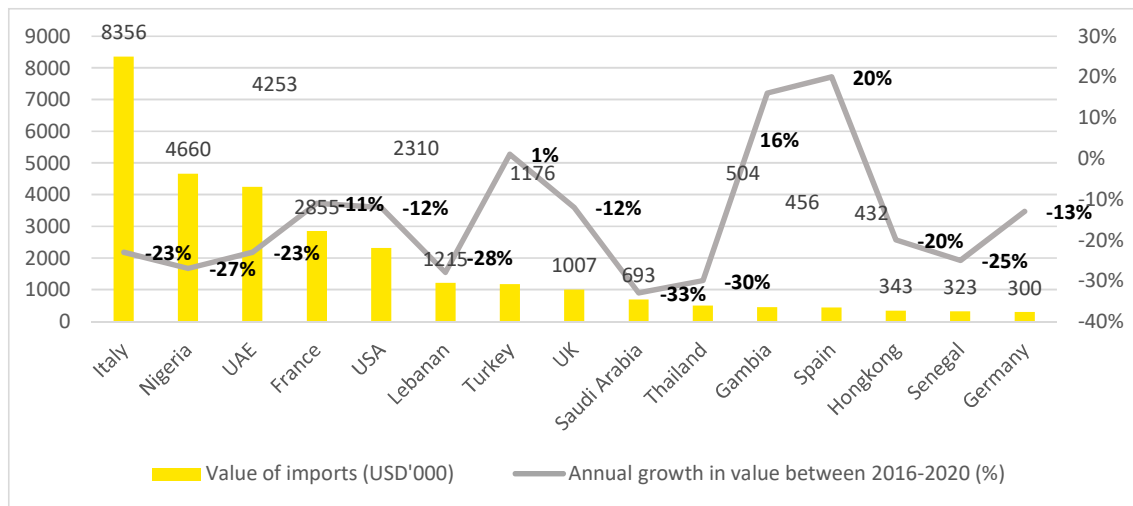


Figure 6: Top importing countries from India for HSN-581092



Figure 7: Markets for export potential

4.6 Potential Areas for Value Added Product

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

1. Development of new products:

During the product diversification new product line like Purses, Langar/Ghagra, Churidar, Punjabi, Curtains, Other dress materials like Scarf etc needs to be promoted. Additionally creation of a new product range like *zari-work* that can be laminated and attached to wooden doors, frames, wall paintings etc. They can also create gift bags, curtains with intricate *zari work*.

2. Modifications of Existing Products

It has also been found that most of the artisans use no strategy for making modifications to the existing products in the light of design and fusion. The artisans can make fusion products by blending zari work with **madhubani or block prints**. They can also expand in terms of the materials they use for making the products by introducing cotton and jute into their product range.

4.7 SWOT analysis

Table 4: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce particularly artisans ▶ Large potential for diversifying on variety of apparels ▶ Easy availability of raw material for mass production ▶ Availability of various government interventions for fostering the cluster 	<ul style="list-style-type: none"> ▶ Minimal technological upgradation and long production time ▶ Existence of large number of intermediaries between artisans and entrepreneurs ▶ Limited design innovation ▶ In light of competition the focus has shift from quality to quantity ▶ Lack of individuals with technical qualifications ▶ Lack of focus on increasing export
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Huge scope of market expansion- domestic and foreign ▶ 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- International and domestic 	<ul style="list-style-type: none"> ▶ Tough competition with cheaper, printed & machine embroidered items ▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs

4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Majority of the raw material is procured from Gujarat, Delhi, Maharashtra, which is indirectly procured from China (price ranging between INR 150 – 500 / Mtr) ▶ Lack of storage facility in the cluster leading to 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Establishment of a Raw Material Bank within the CFC ensuring: <ul style="list-style-type: none"> ○ Reduction in selling price at the RMB: The material can be provided with up to 10% discount ranging between INR 120 – 400 / Mtr.

	<p>spoilage of fabrics</p> <ul style="list-style-type: none"> ▶ Improper supply of raw materials which causes disruption in delivery timelines ▶ Low satisfaction rate due to delayed deliveries among customers which sometimes leads to loss of future orders 	<p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Creating awareness amongst daily wage artisans to leverage working capital loan from banks to procure raw material
Design	<ul style="list-style-type: none"> ▶ Technology used for designing is a challenge as they follow the traditional methodology. And, about 90% of the artisans manually design their products ▶ The artisans are unaware of software which can simplify the designing process ▶ Most artisans are oblivious about of latest trends and fashion 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Establishment of Computerized Design Centre/ Clinic equipped with CAD/ CAM to provide design assistance in the CFC. <ul style="list-style-type: none"> ○ Training hall for conducting training courses on CAD/CAM to the artisans. ○ It will have a collection of old & new designs, the replica of which would be available for sale to the value chain players <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Design awards to Master Craftsmen (Shilp Gurus), social enterprises ▶ MoU should be signed with NIFT for proper cataloguing, sampling, and grading of design, creating digital design bank and product diversification ▶ Collaboration with renowned designers to help the artisans understand current trends, new designs, and market demands ▶ Engaging the Uttar Pradesh Handlooms Corporation to work on the design aspects of zari-zardozi products
Technology	<ul style="list-style-type: none"> ▶ Advanced stitching and sewing machines are not available ▶ Most artisans are unaware of latest technology in the market ▶ The artisans are stringent to hold methodologies and completely neglect upgradation in terms of 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Installation of latest machinery (fabric checking machines, knitting, machines, sewing machines and washing machines) for easing the production process <ul style="list-style-type: none"> ○ It can also be utilized for training of unskilled/ semi-skilled individuals <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Leverage government schemes which provide financial assistance for technology

	technology	upgradation (viz. ODOP margin money scheme etc.)
Marketing	<ul style="list-style-type: none"> ▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets ▶ Decreasing demand in domestic market ▶ Unavoidable dependency on wholesalers and traders ▶ Offline marketing is broadly used ▶ Lack of long-term contracts to sell the product 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Establishment of a Business Development Centre within the CFC to boost marketing of the cluster's products and facilitate business development activities <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies like Flipkart, Amazon, Ebay, ▶ Organizing & participating in exhibitions, buyer seller meets, trade shows etc. ▶ Awareness and outreach for participating in international fairs and exhibitions. ▶ Encourage to leverage ODOP MDA scheme for financial assistance. ▶ Organize state and national level exhibitions ▶ Collaboration with major industries, private organizations, and government bodies ▶ Exposure visits to Kanpur, Chennai, and Italy clusters to study the best practises and understand their modus operandi and value chain. ▶ 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 organised by FIEO and other organizations may be proposed as a target under this segment ▶ 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.
Branding	<ul style="list-style-type: none"> ▶ The products don't have a brand name among masses ▶ The zari-zardozi products is losing its charm in the domestic market with the change of trends and with no proper outreach to the masses 	<p>Soft Intervention</p> <ul style="list-style-type: none"> ▶ A documentary Film Should be developed to highlight the history and craft of Zari Zardozi work in Badaun ▶ The Zari-zardozi products manufactured within the districts of UP can be branded as 'Nazakat-e-UP' owing to its fine work intricacies. This can be then promoted widely within and outside the country.
Packaging	<ul style="list-style-type: none"> ▶ There are no proper packaging facilities in the cluster ▶ No checks and balances are made on the quality of the product which hampers the sales and 	<p>Hard Intervention</p> <ul style="list-style-type: none"> ▶ Establishment of washing, packing, and finishing facility in CFC <p>Soft Intervention</p> <ul style="list-style-type: none"> ▶ Collaboration with Indian Institute of Packaging (IIP) will help with innovative packaging techniques customized as per the

	potential to export	product. When, the weavers will adopt the latest techniques, it will help enthrall new customers thus, increasing the overall sales.
Quality Control	<ul style="list-style-type: none"> ▶ Unaware of global standards and quality ratings ▶ No checks and balances made for quality certification/maintenance ▶ Only exporters of the cluster try to maintain the quality standard of global market ▶ Advance testing is often outsourced 	<p>Soft intervention</p> <ul style="list-style-type: none"> ▶ Collaboration with National institutes to support artisans in improving quality of products and helping them understand the importance of maintaining these standards. ▶ Special focus should be given on creating Brand labels with uniform quality standards. ▶ Collaboration with Quality Council of India (QCI) will help in setting the quality standard of these products, to increase the sales in international markets, and they can be exported across the globe with brand logo which ensures its authenticity.
Infrastructure	<ul style="list-style-type: none"> ▶ Artisans are mostly from poor background thus, do not have enough money to own and run looms. ▶ They live in non-cemented houses. ▶ They are also deprived of basic amenities like water and electricity. ▶ Due to constant power cuts, these weavers have installed generators in their houses which increases the production costs ▶ Lack of proper infrastructure affects the productivity of the cluster and its overall sales and growth ▶ Lack of proper lighting in the industrial area reduces the productivity of the units after the dusk. It also attracts anti-social elements. 	<p>Hard Intervention</p> <ul style="list-style-type: none"> ▶ Establishment of a Work shed within the CFC for the weavers may be setup for Higher Product Quality, Reduced Waste, Lower Operating Costs and Better Decision Making.
Access to finance	<ul style="list-style-type: none"> ▶ Difficulty in receiving financial support ▶ Tedious paperwork and long waiting time of banks usually persuade artisans from not taking financial support from banks 	<p>Soft Intervention</p> <ul style="list-style-type: none"> ▶ Interest Subvention to provide a reimbursement of five percentage points on the interest charged by the lending agency for the purpose of modernization, working capital requirement and technology up-gradation related to product

	<ul style="list-style-type: none"> ▶ Insufficient working capital 	<p>manufacturing</p> <ul style="list-style-type: none"> ▶ 'Revolving Working Capital Assistance' to micro units/ Weavers towards procuring raw materials and meet operating expenditure. This can be introduced through existing CFCs or DIC ▶ Collaboration with nationalized banks to facilitate quick loan approval and disbursement through digital lending. (e.g., SIDBI and BoB) ▶ Awareness and outreach program for raising consciousness about existing schemes ▶ Sensitisation of banks/financial institutions to understand the product value chain while fixing WC/CC limits
Skilled manpower	<ul style="list-style-type: none"> ▶ There is no institute in the cluster which imparts training in the manufacturing process of the product ▶ Majority of the labour force engaged has gained the required skills through traditional learning ▶ The low acceptance of formal skill training and negligible recognition to trained and certified worker in terms of wages 	<p>Hard Intervention</p> <ul style="list-style-type: none"> ▶ Establishment of Training centre will help facilitate training programs along with certificates to individuals about the manufacturing process of the product and thus help taking forward the age-old art <p>Soft Intervention</p> <ul style="list-style-type: none"> ▶ Cluster centric skill development programme shall be introduced and Government may allow the students to have apprentices from the age of 16 to 18 years. ▶ ODOP Skill Development Scheme could be leveraged to provide training/skill-upgradation to the artisans and toolkit distribution. ▶ Entrepreneurship and Skill Development Programme (ESDP) scheme may be leveraged.
Taxation & Subsidies	<ul style="list-style-type: none"> ▶ Higher GST on inputs leading to blockage of funds: <ul style="list-style-type: none"> ○ GST on raw material used for Zari products (viz. 18% and 12%) is higher than the finished products (viz. 18% and 5%) ○ High turnaround time of production cycle of Zari products leading to blockage of funds due to GST input tax 	<p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Abatement or Exemption of GST rates on Zari zardozi products (or MSME units) given high turnaround time of production cycle ▶ A unified GST rate should be introduced to simplify the tax system for the Centre as well as States rather than giving separate exemption categories. Also, a category of 0% GST rate can be introduced which will ease out managing the exemptions.
Business Environment	<ul style="list-style-type: none"> ▶ Delay in resolutions of industrial disputes among industry stakeholders. 	<ul style="list-style-type: none"> ▶ Divisional commissioner may be empowered and directed to resolve the disputes faced by industry stakeholders in time bound manner.

	<ul style="list-style-type: none"> ▶ Industrialists faces various audits (like fire, electrical safety, environment, etc.) related challenges done by various government agencies. ▶ Lack of financial and social security among the sector entrepreneur in case of contingency. ▶ Protection to the local cottage Industry from low priced dumping material by foreign manufacturers like china, Vietnam, etc. 	<ul style="list-style-type: none"> ▶ A certain part of the revenue collection from the industry must be deployed back by creating development fund.
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. 	<p>DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.</p>
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses <ul style="list-style-type: none"> ○ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.
Health related challenges faced by artisans	<ul style="list-style-type: none"> ▶ No periodic health check-ups of workers in MSME and larger enterprises. ▶ Widespread addiction of alcoholism among workers. ▶ Tuberculosis is one of the major threats found among artisans/labourers ▶ Pathetic and unhygienic 	<p>Hard Intervention</p> <ul style="list-style-type: none"> ▶ The Government may consider about rehabilitation of the small units out of city and relocate them to some ideal place of working. <p>Soft Intervention</p> <ul style="list-style-type: none"> ▶ Ministry of Labour and Employment, Gol, MSME GoUP and/or MSME Gol may join hands with ESI Hospitals to get the medical check-ups of all the workers of the units periodically carried out. ▶ Removal of wine/liquor shops nearby

	living conditions of artisans in different clusters across district.	artisan's locality.
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4.9 Future Outcomes

Annual Turnover

Cluster turnover shall increase by **2 times** i.e., from **INR 25 Cr. to INR 50 Cr** over the span of 5 years⁹

Cluster exports

Cluster will initiate direct exports of approx. **INR 5 Cr.** over the span of 5 years

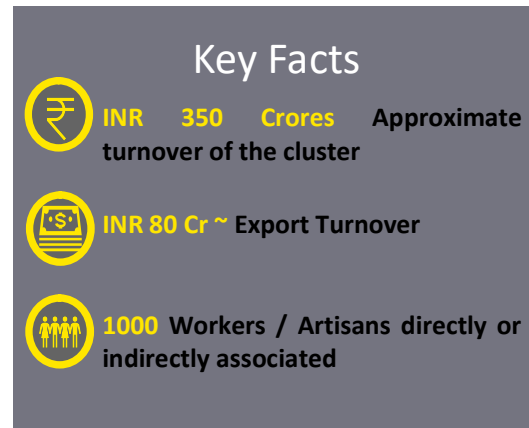
⁹ Assumption of 20% growth rate considered

5. Product 2: Mentha Oil

5.1 Cluster Overview

Badaun is also famous for Mentha oil production. Export of processed product from the district holds a prominent place in the Indian economy. There are five major manufacturers in Badaun registered as Sona Mint Overseas, Gramme Products, Sandeep Chemicals, Prakash Chemicals and OM Enterprises. These units are employing around 1000 workers and contribute for major export from the district.

The cluster's annual turnover in 2020-21 was around INR 121¹⁰ Cr. The export turnover from September 2020 to November 2021 was INR 280¹¹ Cr. Total employment in the cluster is around 1,000¹².



in

5.2 Product Profile

1. Mentha Oil

5.2.1 Product Portfolio

- ▶ Menthol
- ▶ Spearmint Oil
- ▶ Essential Oil of Peppermint
- ▶ Menthol Crystal
- ▶ Other Unsaturated Monohydric Alcohols
- ▶ Thymol

5.3 Cluster Stakeholders

Raw material supplier

The primary raw material suppliers are farmers who directly supply the raw material to the manufacturer.

Unit owners & Workers

There are 5 manufacturers cum suppliers involved in production and export of the products. More than 1000 workers are working in these units and are residing in Badaun and nearby areas of the cluster.

¹⁰ DGFT

¹¹ Stakeholder Consultation

¹² Stakeholder Consultation

5.4 Industry Associations

Following are principal industry associations that are working for the development of leather products:

- ▶ **MSME- Development Institute (MSME- DI), Agra:** MSME-DIs are the subordinate offices of Development Commissioner, MSME. These offices are responsible for assisting MSMEs financially through schemes and improving their technical skills through skill upgradation / training programmes.
- ▶ **Krishi Vigyan Kendra, Badaun:** Indian Council of Agriculture Research, New Delhi has designed many plans and projects for development country wise by establishing Krishi Vigyan Kendra in each district of the country. In this light of this KVK was establish under the aegis than State Agriculture University i.e., G.B. Pant University of Ag. And tech., Pantnagar, This KVK was sanctioned by the ICAR in date of August 1992 and come into the functioning of this KVK started in the January 1995 . After the division of State this KVK is function under the aegis of Sardar Vallabhbhai Patel University of Agri. and Tech., Meerut since April 2001.

5.5 Export Scenario

5.5.1 HS Code

HS codes under which the product is exported from the district

HS Code	Description
290611	MENTHOL
330124	OILS OF PEPPERMINT
330125	OILS OF MINTS

Current Scenario

The export scenario of World and India have been analysed basis the export statistics of HS codes 290611, 330124 & 330125 under which meat is exported. Alongside are the key facts pertaining to the analysed product code.¹³

5.6 Export Potential

- ▶ The total exports of Mentha oil and products from the district as per HS codes 290611, 330124 & 330125 is around INR 3,01,64,93,310 crores from September 2020 to November 2021.¹⁴
- ▶ India's exports represent 43% of world exports for this product, its ranking in world exports is 1 under HS codes 330125, 290611 & 2 under HS code 330124.¹⁵

Key Fact of Export

13,75,379 (USD Thousand)

Value of world exports in 2020

6,01,299 (USD Thousand)

Total Exports from India in 2020

43%

Share of India in exports

¹³www.trademap.org

¹⁴ DGFT, Kanpur

¹⁵ www.trademap.org

Product 1 - 290611: India exported this product to China, USA, Singapore, Netherlands, Japan, France, Philippines, Germany, Italy, Indonesia etc. Below figure shows the top importers for this product are:

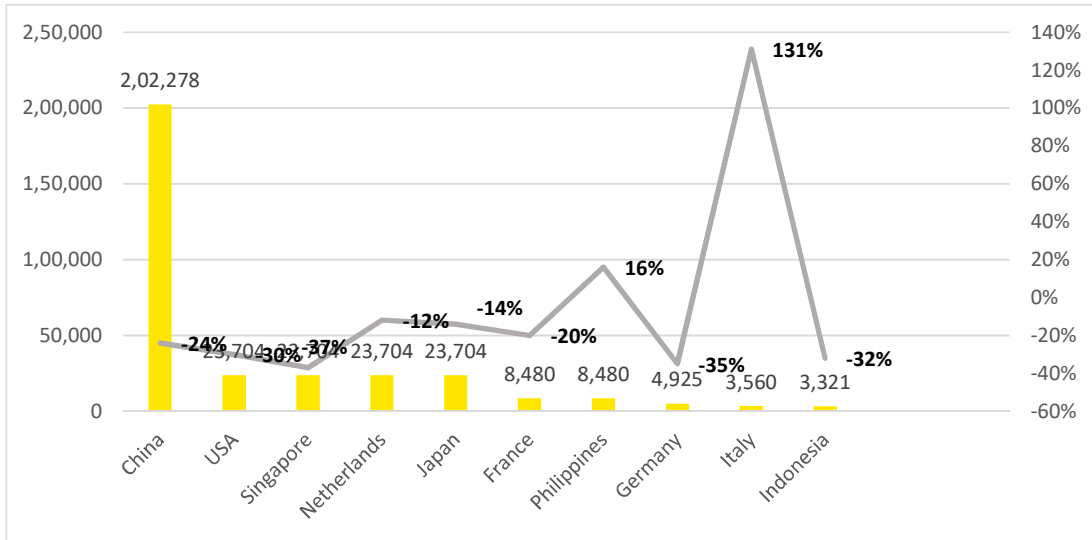


Figure 8: Top importers for this product (290611) in the world Error! Bookmark not defined.

Product 2 - 330124: India exported this product to USA, China, Germany, UK, France, Indonesia, Spain, Netherlands, Canada, Australia etc. Below figure shows the top importers for this product are:

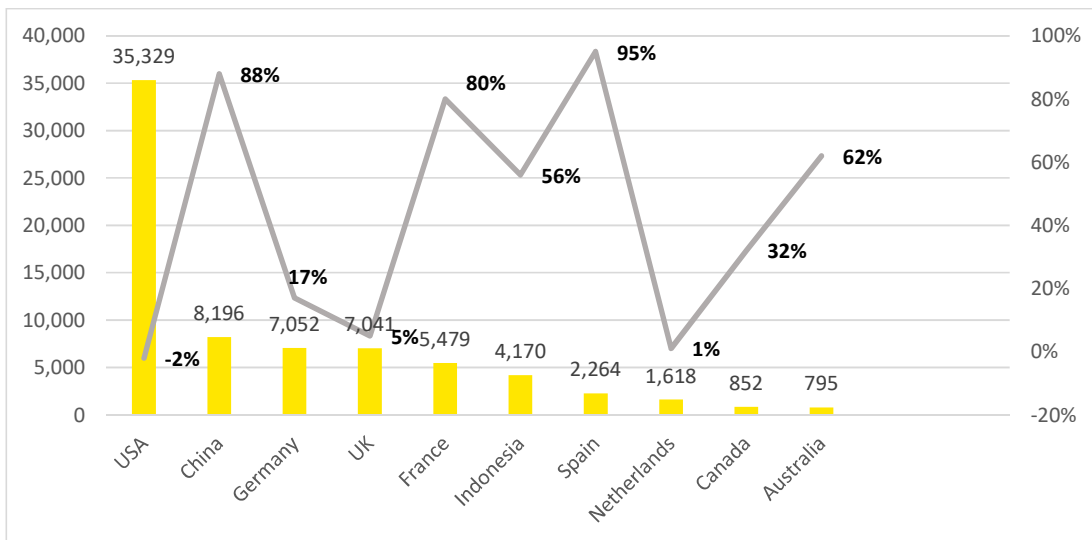


Figure 9: Top importers for this product (330124) in the world Error! Bookmark not defined.



Figure 10: Markets for export potential

Product 3 - 330125: India exported this product to China, USA, Singapore, Germany, France, Japan, Brazil, Netherlands, UK, Spain etc. Below figure shows the top importers for this product are:

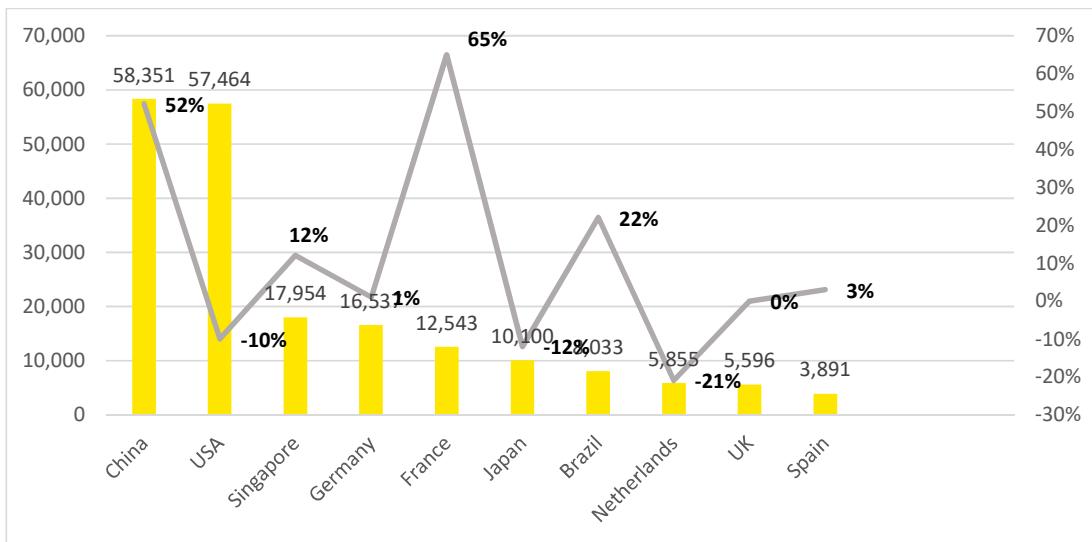


Figure 11: Top importers for this product (330124) in the world Error! Bookmark not defined.



Figure 12: Markets for export potential

5.7 SWOT Analysis

Table 5: SWOT Analysis for Mentha

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ High demand in the global market ▶ India being the largest producer and exporter of Mentha oil in the world having a share of 80- 85% ▶ Availability of raw material ▶ Low-cost manpower ▶ Rising demand from the regional markets like North America, Europe & Asia-Pacific 	<ul style="list-style-type: none"> ▶ Lack of advance technology and infrastructure ▶ Lack of quality testing ▶ Lack of advance packaging ▶ Suboptimal backward integration of supply chain ▶ Use of natural resources and environmental problem
Opportunities	Threats
<ul style="list-style-type: none"> ▶ National & International Exhibition ▶ Favourable trade policies ▶ Exposure to new markets through fairs ▶ Growing demand for organic and natural fragrances 	<ul style="list-style-type: none"> ▶ Strict environment compliance laws ▶ inadequate harvesting ▶ Quality and longevity issues ▶ competitor countries like China, Brazil, the US, and Japan to keep and secure its position in the global market ▶ Cost and Returns Competition

5.8 Challenges and interventions

Parameter	Challenges	Intervention
Technological Upgradation	<ul style="list-style-type: none"> ▶ Inadequate Agricultural practices ▶ Lack of large-scale organic cultivation ▶ Lack of standardization in products, Process, and services ▶ Lack of Research and Development Labs ▶ Lack of advance packaging and testing lab 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Establishment of advance technology enabled common facility centre ▶ Creation of a warehouse with modern storage facilities with controlled atmosphere
Marketing & Branding	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Setting up modern technology based CETPs would ensure in reduction of effluents in TDS levels of liquid discharge. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc. ▶ 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 organised by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase
Packaging	<ul style="list-style-type: none"> ▶ Larger units are using standard packaging material for packaging of the products, but many of the smaller units are not aware of innovative 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Common Packaging Centre can be established for better and innovative packaging. ▶ Packaging materials like trays made

Parameter	Challenges	Intervention
	packaging.	of polystyrene, LDPE, shrink films PVC should be used for improved packaging. Soft Intervention: ▶ Workshops/seminars or training program can be organized using the MoU signed between ODOP and Indian Institute of Packaging (IIP), to upgrade their packaging techniques.
Testing and Quality Certification	<ul style="list-style-type: none"> ▶ Unaware of global standards and quality ratings. ▶ Only exporters of the cluster try to maintain the quality standard of global market. 	Hard Intervention: <ul style="list-style-type: none"> ▶ A state-of-the-art Testing laboratory can be established for ensuring production of certified quality products. Soft Intervention: <ul style="list-style-type: none"> ▶ Setting the quality standard of these footwears using the MoU between ODOP and Quality Council of India (QCI), to increase the sales in international markets.
FPO model approach	<ul style="list-style-type: none"> ▶ Challenges in adopting FPO model and cluster-based approach 	<ul style="list-style-type: none"> ▶ It is suggested that on the lines of State Agri Export Policy, FPO model and cluster-based approach be adopted.
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 organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website. ▶ The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.
Post Initiative GI	<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

Parameter	Challenges	Intervention
		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)
Organic Product	▶ Unawareness about Export of Organic Products	▶ APEDA may be asked to apprise the stakeholders about benefits under NPOP
SPS/TBT Standards	▶ Lack of Knowledge about SPS/TBT standards	▶ Awareness program by the DGFT/ APEDA
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 organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website. ▶ The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.
Exporter's issue	▶ No focal point to address exporters issues.	▶ DIEPC to act as a focal point for all exporter's issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.

5.9 Future Outcomes

Annual Turnover

Cluster exports

Increase in annual turnover from **INR 350 Crore** in 2020-21 to **700 Crore by 2025**¹⁶

The increase in export of the product from **INR 80 Crore** during the September 2020 to November 2021 to **160 Crore by 2025**^{Error! Bookmark not defined.}

6. Various Schemes being run by Export Promotion Bureau, Uttar Pradesh

A) Marketing Development Scheme (MDA)

SNo	Incentives 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 lac /fair) b. 50% (max 0.5lac 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

Particulars	Details
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 12000 (40 ft' container) (whichever is less)
Maximum limit	Rs 12 lacs /unit /year
Empowered committee	District Users Committee under the

¹⁶ Basis Stakeholder Consultation

	chairmanship of district magistrate.
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C) Air Freight Rationalization Scheme

Particulars	Details
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		
<p>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</p>	<p>ODOP cell, DIEPC, UPEPB and DGFT</p>	<p>Continuous initiative</p>
<p>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</p>	<p>ODOP cell, DIEPC, UPEPB and DGFT</p>	<p>Continuous initiative</p>
<p>Sensitization of cluster actors:</p> <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 	<p>ODOP cell, DIEPC, UPEPB and DGFT</p>	<p>Continuous initiative</p>

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>:

cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP		
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/ODOP cell	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC/ODOP Cell	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC/ODOP cell	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/ODOP Cell 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/ODOP Cell 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 exporter's issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/UPEPB	Long term

<p>Cost Structure:</p> <ul 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 updating of the same at the district website. c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal. 	DIEPC/UPEPB	Long term
	DIEPC/UPEPB	Long term
	DIEPC/UPEPB/FIEO	Short term
Product 1: Zari-Zardozi		
<p>Establishment of Common Facility Centre with:</p> <ul style="list-style-type: none"> a. Raw Material Bank b. Technology enabled Common Production cum Processing Center c. Design and display center with CAD/CAM facilities and space to showcase products to undertake sale d. Marketing centre for undertaking marketing events e. Training Centre 	DIEPC, DGFT and ODOP Cell	Long term
Application to Directorate General of Foreign trade for a unique HSN Code for Zari-Zardozi	UPEPB/ODOP Cell / DGFT	Intermediate term
Collaboration with NIFT and NID for design inputs and support in branding initiatives	UPEPB/ODOP Cell	Long term
<p>Promotion of post GI initiative:</p> <ul style="list-style-type: none"> f. DIC to identify 100 authorized users to become IEC holder in a year g. Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users 	DIEPC/UPEPB/ODOP Cell	Intermediate term

Product 2: Mentha Oil		
FPO model approach: It is suggested that on the lines of State Agri Export Policy, FPO model and cluster-based approach be adopted.	UPEPB, DIEPC and Dept of Food Processing & Horticulture	Long term
Establishment of a warehouse with modern storage facilities leveraging schemes like MSE-CDP, PM FME etc.	UPEPB, DIEPC/ DHOs and Dept of Food Processing & Horticulture	Long term
Promotion of post GI initiative: a. DIC to identify 100 authorized users to become IEC holder in a year Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users	DIEPC/UPEPB	Long term
Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc.	Big Basket/Natures Basket and UPEPB and DIEPC	Short term
APEDA may be asked to apprise the stakeholders about benefits under NPOP scheme	APEDA/UPEPB/DIEPC	Ongoing
Introducing the Kisan credit card in the cluster	DIEPC and banks	Short term
Training programme to educate the cultivators: a. Training programme to educate the cultivators about various SPS/ Technical standards in international markets The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.	DIEPC/DGFT/APEDA/DGFT	Ongoing



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