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**Districts**  
as Export Hubs



Building a better  
working world

## Preface

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

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## 1. Vision of District 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.<sup>1</sup> 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 Uttar Pradesh (UP), where EY has contributed as Knowledge Partner.

## 2. District Profile

Balrampur district is named after the erst while princely estate and its capital, Balrampur. It is believed that the name of this estate was derived from its founder Balram Das who founded it in the 16th century. This district was carved out from the Gonda district on May 25, 1997.

The district is abode to the renowned Pateshwari Devi Temple (also known as Devipatan), one among the 51 shakti peethas located in Tulsipur.



Figure 1; Google map of District

Balrampur is known in the field of Food Processing like Lentil. From industrial point of view Balrampur also produces sand from river which is used in construction of buildings and other related purpose. Balrampur has also rich land for agricultural purpose.

Table 1 Facts & Figures of Balrampur District

<b>Population (2011)</b>	21,49,066
<b>Sex Ratio</b>	922
<b>Literacy</b>	51.76 %

<sup>1</sup> <https://commerce.gov.in/wp-content/uploads/2021/03/Devolping-Districts-as-Export-Hubs.pdf>

<b>Area (Sq. Km)</b>	3457 Sq. Km.
<b>Density (Per Sq. Km)</b>	642 / km <sup>2</sup>
<b>Tehsils</b>	Balrampur, Tulsipur, Utraula
<b>Lok Sabha Constituencies</b>	Shrawasti, created in 2008
<b>Assembly Constituencies</b>	Tulsipur, Gainsari, Utraula, Balrampur (SC)

## 2.1 Geography

Balrampur district is a part of Devipatan division of Purvanchal region of Uttar Pradesh. The district lies between 27° 26' North latitude and 82° 11' East longitude and covers an area of 3349 Sq. Km. It shares borders with Nepal (Dang Deukhuri District) in the north, Siddharth Nagar & Basti districts in the east, Gonda district in the south & Shrawasti district in the west and the city is around 160 kilometers east of the state capital, Lucknow.

## 2.2 Connectivity



**Road:** Balrampur has National Highways (NH730 which connects district with Shrawasti district, NH330 which connect Balrampur district with Gonda and further to state capital Lucknow.

**Railways:** The District is well connected by Railway as well with trains to Lucknow, Kanpur, and Delhi

**Airport:** Currently the city has no airport. The nearest airport is Chaudhary Charan Singh International Airport in Lucknow which is 187 Kms away from the district. The upcoming Shrawasti Airport is just 34 Km away from the district.

## 2.3 Topography & Agriculture

Balrampur is a city and a municipal board in Balrampur district in the state of Uttar Pradesh, India. It is situated on the bank of river Rapti and is the district headquarters of Balrampur district. Balrampur is known in the field of Food Processing. From industrial point of view Balrampur also produces sand from river which is used in construction of buildings and other related purpose. Balrampur has also rich land for agricultural purpose.

It is part of purvanchal Uttar Pradesh district located adjacent to Nepal & Bank of Rapti, known as Trai area. The weather of district hot and moist, area getting sufficient rainwater in season, agricultures farming depends on rainwater. The most of land are fertile, main crop Sugarcanes, wheat, rice, mustard etc.

## 2.4 Tourism

Balrampur situated on the bank of River Rapti, is an important tourist destination. The religious sites are the main Tourist Attractions in Balrampur. One of the most popular Hindu worship places is situated in Tulsipur about 27 kilometers from the district headquarters. It is known as Devi Patan. The temple has the distinction of having included in 51 "Shaktipeethas" of Goddess Durga according to Hindu mythology.<sup>2</sup>

Apart from that, Bijleshwari Devi Temple is also famous among locals situated in Bijlipur. The temple is built by the Maharaja of Balrampur in the 19<sup>th</sup> Century and is a fine example of intricate carving in red stone, which cover the whole structure. During British period Balrampur riyasat was one of the important states of Avadh area. The amazing Neel Bagh Palace is also situated inside the city. It is one of the most frequently visited places by the

<sup>2</sup> DSR Balrampur prepared by IL&FS

tourists. Balrampur city is in close vicinity of Shravasti where Lord Gautam Buddha is considered to have displayed his supernatural powers in the spiritual transformation of Angulimala, a famous dacoit who wore a necklace (mala) of fingers (anguli).

### 3. Industrial profile of the district

The district has **868 industries that employ around 3324 individuals**<sup>3</sup>. The key industries of the district food/agro-based industries, repair & servicing, wood, Readymade garment and embroidery, chemical, leather, etc.

The **Agro based products units comprises of around 502** units of production in Balrampur. The total turnover of these units is Rs. 1230.85 crores through domestic sales but does not directly export.

The following table depicts the MSME units with their turnover and employment:

*Table 2: Details of key Industries<sup>4</sup>*

Type of Industry	Number of units	Investment (Rs Lakh)	Employment
Food/Agro Product	502	1230.85	1973
Readymade garment and Embroidery	15	11.49	56
Wood and wooden based furniture	45	48.01	161
Leather based	1	1.15	4
Chemical/ chemical based	16	752.84	83
Repairing and services	180	228.97	609
Others (Ice, Handicrafts from Bamboo shell, seashell etc	109	341.55	438
<b>Total</b>	<b>868</b>	<b>2614.86</b>	<b>3324</b>

Food/ Agro products MSME with 502 units in the district is the most prominent and economy contributing sector of the district. It is followed by sectors such as “Wood and wooden based furniture and Repairing services with 45 units and 180 unit respectively.

<sup>3</sup> DIC, Balrampur & DSR Balrampur prepared by IL&FS

<sup>4</sup>DSR Balrampur prepared by IL&FS

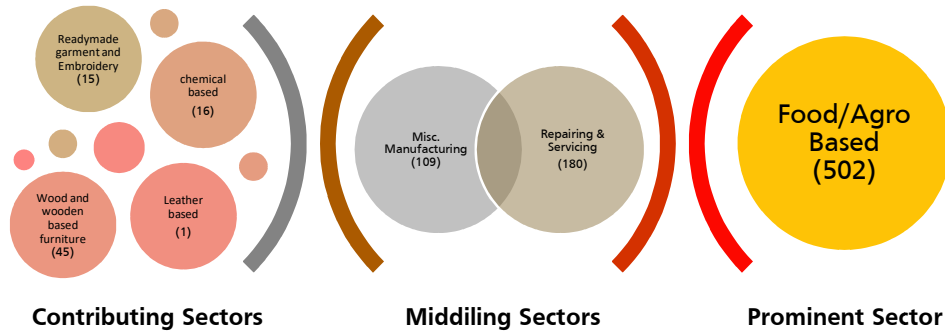


Figure 2: MSME landscape of the district

### Industrial areas and industrial estates of the district

Name of Industrial Area	Land acquired (In Acre)	Land Development (In Acre)	No. of plots	No. of Allotted plots	No. of Vacant plots	No of Units in Production
<b>Industrial Balrampur</b>	<b>Estate</b> 16.23	16.23	40/10	39/10	1	28

Out of total population of 21,48,665, total 7,60,253 are working population. Out of total working population, 79.6% are cultivators and agricultural labourers and only 3.9% are household industry workers and 16.4% are other workers. This indicates that agriculture is the main source of income in the district.<sup>5</sup>

Table 3: Occupational Distribution of Main Workers<sup>6</sup>

S.No.	Particulars	Balrampur	%
1	Cultivators	2,76,614	36%
2	Agriculture Labourers	3,28,768	43%
3	Household Industry Workers	29,916	4%
4	Others	1,24,955	17%

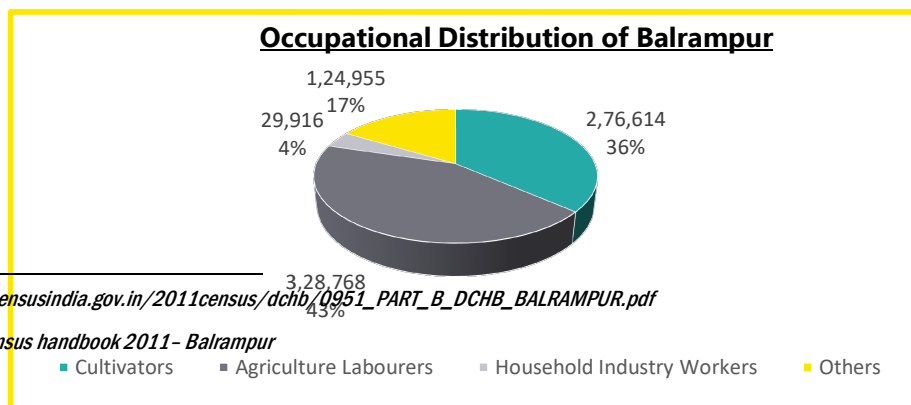




Figure 3: Occupational distribution of Balarampur

### 3.1 Major Exportable Product from Balarampur

The following table depicts the major export products from Balarampur:

Table 4: Major exportable product

S. No	Product	Export value (in INR) <sup>7</sup> FY 2021-22
1	Other Dried N.E.S.Nt Smkd	28212600
2	Wheat	17232375
3	Rice Excptg Parboiled (Excl Basmati Rice)	8597660
4	Other Refined Sugar Including Centrifugal Sugar	20579476
5	Ash and Residues from Incineration of Other than Municipal Waste	38459771
6	Carbon Dioxide in Other Form	725280
7	Staple Fibres of Polyester Nt Crd/Cmbd	1305268
8	Other Txtl Fbrcs Nes	5151781
9	Other Jacks and Hoists, Hydraulic	1272500
10	Other Ball/Rlr Bearng Parts	821000
	TOTAL	122357711

## 4. Product 1: Food processing (Pulses)




### 4.1 Cluster Overview

In Balarampur, rural population is approximately 80% and is majorly involved into agriculture & farm related occupations.

Balarampur is a lowland area where small lentil pulses are cultivated as cash crops. Five different types of small lentil varieties are found here. The high-quality lentil pulses of Balarampur are sold in other parts of the state as well as in Bengal and Assam.<sup>8</sup>

The focus product under the ODOP scheme has been selected as the Pulses in food processing. Since the district is known for its food processing industry, has favourable soil conditions due to the presence of river Rapti, fertile land is available so growing pulses is very easy and farmers can cultivate it with less input cost. Balarampur district is known for the food processing industry and district covers approximately

**Key Facts**

-  **10 Manufacturers**
-  **INR 181.80 Crores** Approximate turnover of the cluster
-  **45,200** Farmers and Mill workers directly or indirectly associated

<sup>7</sup> <https://dashboard.commerce.gov.in/commercedashboard.aspx>

<sup>8</sup> <http://odopup.in/en/article/Balarampur>

37900 hectares of land (area under pulses). Masur is grown as one of the major crops engaging approximately 25699 hectares of land, productivity of crop is 11.79 quintal per hectare and production is approximately 30263.7 tonnes and approx. 45000 farmers connected with various types of pulse cultivation. The total cultivable area of Balrampur District is approximately 2.52 Lakh Hectares out of this only 37900 Hectares (15%) is utilized for growing of pulses and total production is 40571.96 tonnes. Arhar, Urad, Matar and Chana are grown in almost all blocks in small quantities for self-consumption (depending upon the annual need of the family) Arhar is mainly grown in the Harhariya Block (approximately 80%). Masur is mainly growing the River Rapti Basin area and covers Balrampur, Harriya Sathgarhwa, Tulsipur, Utraula, Sridattganj and Gainsari Blocks and is mainly grown for commercial purposes, in cases farmer also sells this dal to buy Arhar and other dal for consumption purposes. In district, wheat, sugarcane, rice is the major crops grown for commercial purposes.<sup>9</sup>

Balrampur got benefit in terms of major pulse area (Masur) and major mills (pulse processing mills) came into Balrampur Jurisdiction area. Masur and Arhar used to be one of the major crops grown in the district and Masur was commercially sold in the district Mandi and other nearby markets.

Out of the total 10 pulse processing mills, 6 mills are registered with DIEPC, and 6 mills are equipped with latest machinery such as Sortex. All the units are located in Mini Industrial Estate (Bhagwatiganj) present in Balrampur District

## 4.2 Product profile

Dals are an integral part of the Indian diet. A major source of protein, that the vegetarians use in their everyday meals. India is home to many different varieties of lentils, dried beans, pulses, and legumes.

Traditionally, Balrampur district is renowned for its Red Lentils (Masur Dal) production. The other type of pulses which are grown in the district are pigeon pea (Arhar), Urad (Black Gram), Chana (Brown Chickpeas), Moong (Green Gram) etc.,

Lentils receive their scientific name, *Lens culinaris*, from their curved lens-shaped seed. They are a type of legume that is native to Western Asia and North America. Lentils are one of the earliest domesticated crops, seen in the diets of ancient Rome and Egypt. Many countries enjoy lentils as a dietary staple, as they offer an earthy, mild, nutty flavour that works well in various recipes. Canada leads the world's production of lentils, followed by India.<sup>10</sup>

Lentil seeds are an excellent source of plant-based proteins and represent a viable alternative to animal and soybean proteins for food processing formulations. Lentil proteins provide not only dietary amino acids but are also a source of bioactive peptides that provide health benefits.<sup>11</sup>

Pulses must be processed to improve their nutritional value. Dehusking, soaking, germination, boiling, roasting, and fermentation are all common methods for preparing them for consumption. Soaking and germination aid in the removal of trypsin inhibitors, proteolytic enzyme inhibitors, phytate and tannin content, as well as increasing protein digestibility and mineral bioavailability such as iron and zinc.

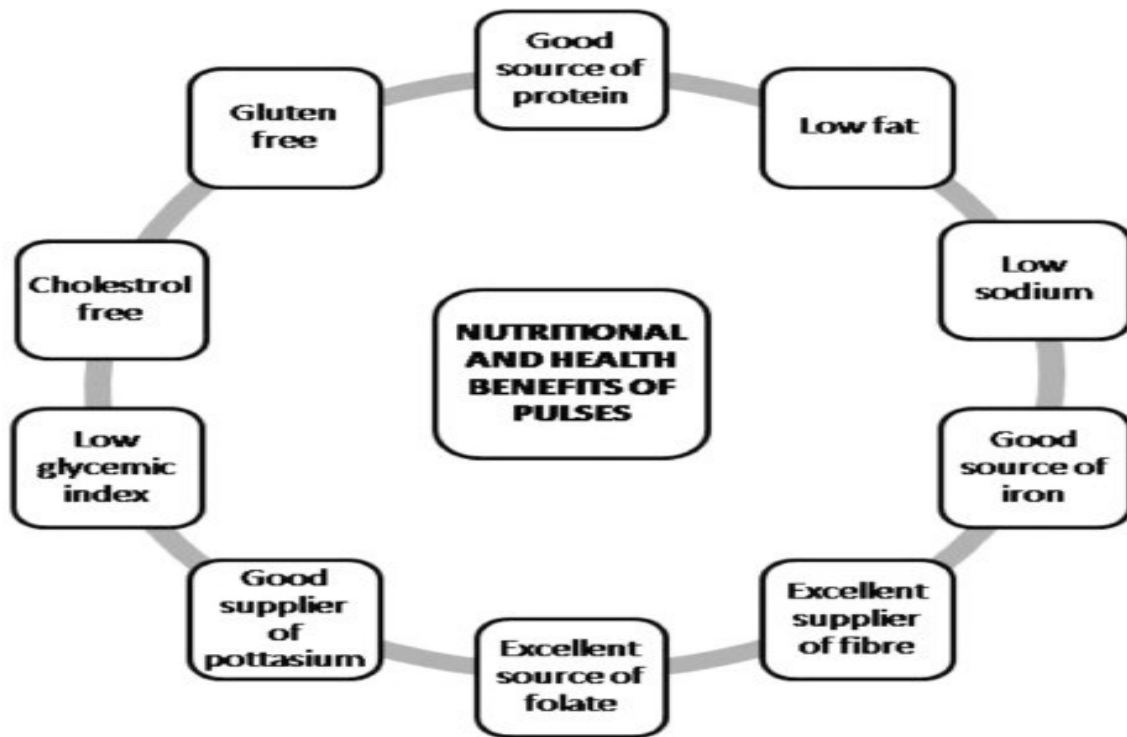
They may be sold as whole lentils or split with the husks removed. Whole lentils with husks intact take longer to cook and will retain their shape; split lentils without husks cook very quickly and break down into a puree. These differences in texture will determine in which recipes they may be used. Lentils are available dried or canned.

### **Nutritional and Health Benefits from Pulses.**

<sup>9</sup> DSR Balrampur prepared by IL&FS, consultation with District Agriculture Officer, Balrampur and KVK, Balrampur

<sup>10</sup> <https://www.hsph.harvard.edu/nutritionsource/food-features/lentils/>

<sup>11</sup> <https://www.mdpi.com/2304-8158/8/9/391/pdf>



*Figure 4: Nutritional and Health Benefits from Pulses*

#### 4.2.1 Product Portfolio

The following are the key varieties of different type pulses which are produce, processing and sale domestic and indirect export in the cluster:<sup>12</sup>

- ▶ **Lentil:** Narendra Masur -1 (majorly grown in the district), PL-A-20 & IPL-316, Shekhar Masoor 3 (KL-320), KL-8, UP-008, Chhoti Masur varieties (Farmers prefer), etc.
- ▶ **Pigeon pea:** NA-1, NA-2,
- ▶ **Urad (Black Gram):** NU-1, NU-2
- ▶ **Moong (Green Gram):** NM-1

<sup>12</sup> Consultation with Stakeholder

### 4.3 Cluster Stakeholders

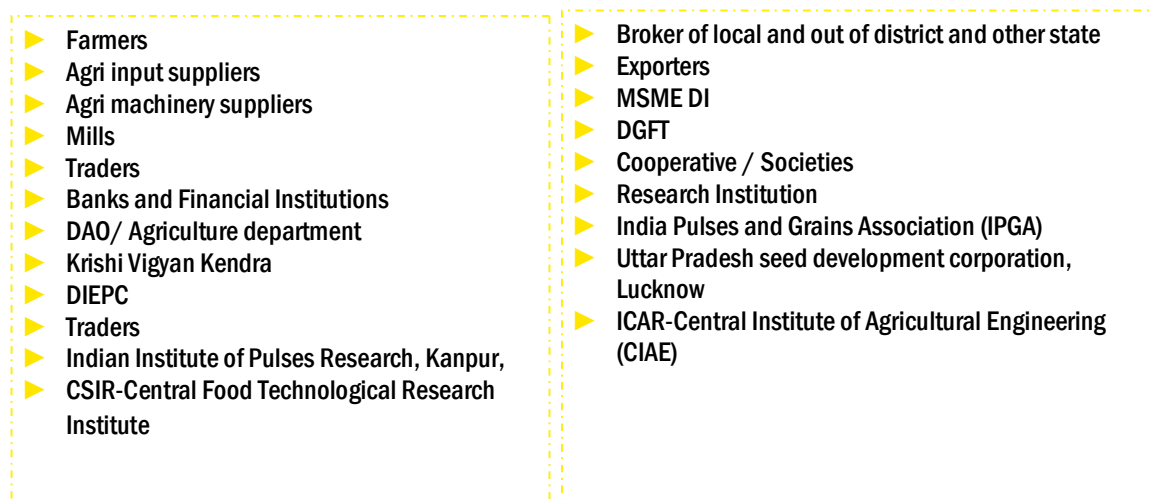


Figure 5: Cluster Stakeholders

### 4.4 Export Scenario

#### 4.4.1 HS code

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

Table 5: HS codes for Food processing (Pulses)

HS codes	Description
071340	Food processing (Pulses)- Dried, shelled lentils, whether or not skinned or split

#### Current Scenario

The export scenario of India and Uttar Pradesh has been analysed basis the export statistics of HS codes mentioned above under which food processing related to pulses (Masoor) are exported. Alongside are the key facts<sup>13</sup> 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

#### Key Facts of Export

**2,936,635 (USD Thousand)**  
Value of world exports in 2020

**18,615 (USD Thousand)**  
Total Exports from India in 2020

**350 (USD Thousand)**  
Total Export from UP in 2020-21

**- 1.88%**  
Share of UP in India's Exports

<sup>13</sup> <https://www.trademap.org/> and <http://www.dgcisanalytics.in/dgcis/EXIM-Analytics>

subsidized and major efforts is required in marketing which will require time to accommodate the same.

## 4.5 Export Potential

As various products are manufactured and sold under the food processing related to pulses products like Masoor (Lentil) of Balrampur<sup>14</sup>, in order to gauge our understanding of where India stands relative to the world on the trade of these products, each product has been delved into as a separate unit defined by its exports and imports in comparison to its competition and potential markets to target in the future.<sup>15</sup>

The consolidated list of countries that India can target, respective to the analysis carried out in each chapter are Bangladesh, USA, Bhutan, Qatar, UAE, Italy, Nepal, Netherlands, Singapore, Thailand, as mapped below.

### Product 1: 071340; \_ Dried, shelled lentils, whether or not skinned or split

India's exports represent 0.6% of world exports for this product, ranking it number 9. The value of India's exports over the last 5 years have increased by CAGR 1% with a sharp increase in 2018 and then a subsequent dip post. <sup>16</sup>As per data FY 2018-19 to 2020-21 for exports from the state of UP, it is observed that there has been increased by CAGR 42.88%, with a similarly sharp increase from 2018-19.<sup>17</sup>

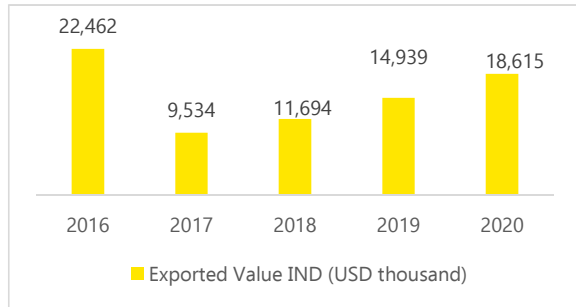


Figure 6: Exported value of India for HSN-071340

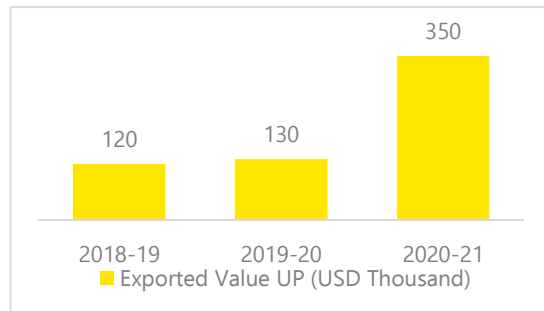


Figure 7: Exported value of UP for HSN-071340

The top importers for this product in the world are given below, alongside the value of the product imported in 2020.

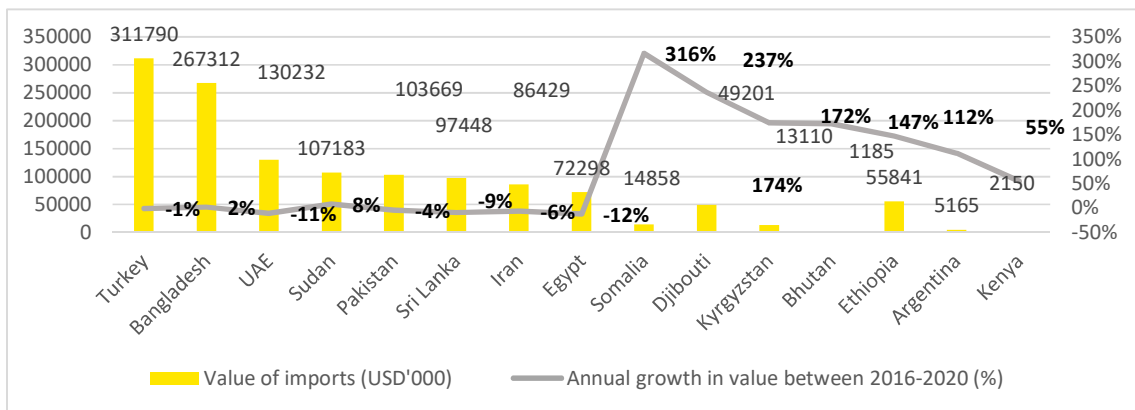


Figure 8: The top importers for this product in the world for HSN-071340

<sup>14</sup> Basis stakeholder discussions

<sup>15</sup> Since district-wise data is not available, the analysis has been performed on import and export data of India

<sup>16</sup> <https://www.trademap.org/>

<sup>17</sup> <http://www.dgcisanalytics.in/dgcis/EXIM-Analytics>

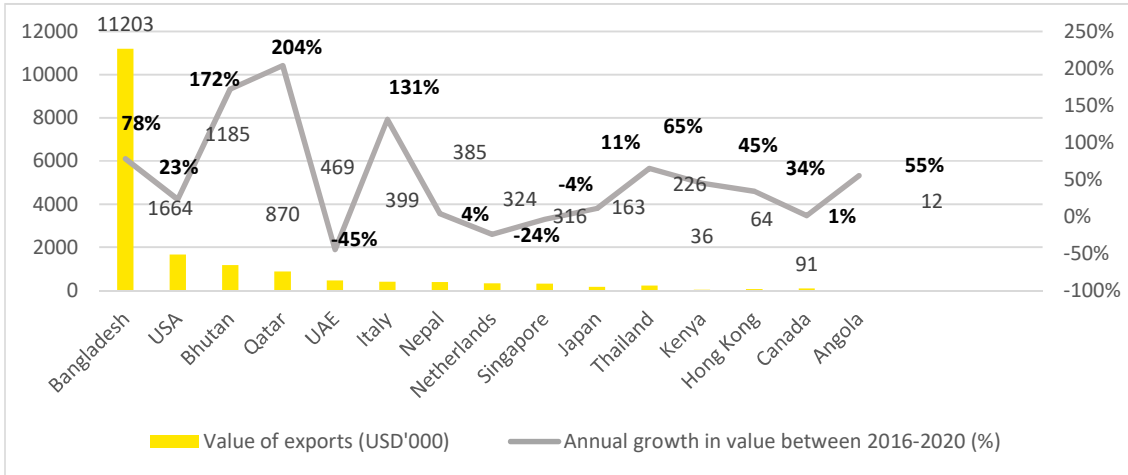


Figure 9: Prominent Import Countries to whom India export of HSN-071340

**Prominent countries that import the product from India:**

The following synergies/ markets are identified for UP and India based on the signed FTAs, untapped potential, high growth potential, the ones is catered by India and not UP etc.

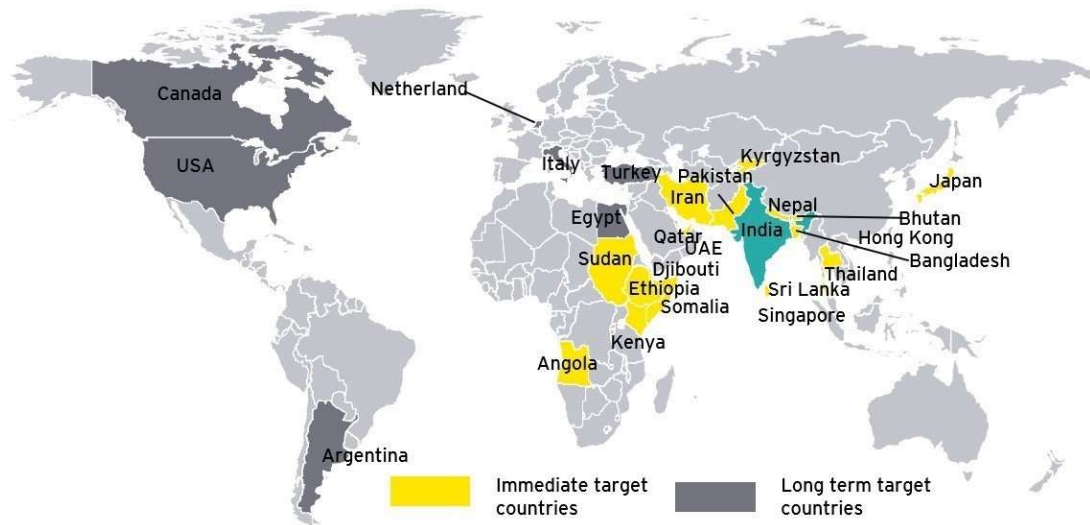


Figure 10: Markets for export potential for HSN-071340

Countries to which UP exports this product under in HSN code -100630 are **USA, Nepal, Philippines, UAE, UK, Saudi Arab, Singapore, Bahrain, Russia, Qatar, Oman, Kuwait, and Liberia.**<sup>18</sup>

**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. Currently, only the pulses are being sold directly in the market. Knowing the high demand of the

<sup>18</sup> <http://www.dgcisanalytics.in/dgcis/EXIM-Analytics>

product an initiative can be made for product diversification to manufacture value added products such as Namkeen, podis, halwas powder, ladoos, combined with cereal-based ingredients (i.e. wheat, rice, oats), etc

With adequate upgradation of technology in the cluster the farmers/ millers can sell by-products and generate additional income by manufacturing by-products from broken pulses.

## 4.7 SWOT analysis

Table 6: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> <li>▶ Suitable environmental conditions for multiple cropping</li> <li>▶ Availability of various financial and non-financial assistances from state and central government pertaining to agriculture</li> <li>▶ Due to favourable conditions and presence of river rapti, growing of pulses is easier with less input cost.</li> <li>▶ Lentil is produced as one of the major crops in the district.</li> <li>▶ Presently there are more than 45000 farmers associated with pulse cultivation in more than 25699 Hectares.</li> <li>▶ Balrampur district is known in food processing industry. Presence of approx. 10 mills out of which 6 are having Sortex facility.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lack of interest of farmers due to non-availability of proper rates</li> <li>▶ Non availability of subsidised certified seeds to the farmers</li> <li>▶ Lack of proper infrastructure facilities for storage</li> <li>▶ Pulses mills have not been fully modernized</li> <li>▶ Insufficient branding, market development and strategy</li> <li>▶ No strong linkages in the value chain and price Fluctuation</li> <li>▶ Inadequate postharvest infrastructure leading to quality and quantity losses.</li> <li>▶ Insufficient investment in agricultural machinery</li> <li>▶ High transportation cost for export of the product</li> <li>▶ Lac of international penetration due to lack of implementation of marketing strategies by majority small and micro units</li> <li>▶ Regular Electricity cuts are hampering functioning of mills. They are not able to operate on full capacity and meeting the demands of the industry</li> <li>▶ Lack of awareness among farmers and millers related to government beneficial schemes and policies</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Large scope for expanding sales network-globally and locally due to population growth</li> <li>▶ Improving the product quality to tap international markets</li> <li>▶ Product diversification for attracting larger audiences</li> <li>▶ Opportunity in technical up gradation for efficient production</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tough competition with cheaper products with a wide offering in price ranges by competing neighbouring developed clusters such as Bahraich and other developed clusters and countries</li> <li>▶ Rising input prices.</li> <li>▶ Requirements and demands for food safety</li> <li>▶ National pluses self-sufficiency strategies in</li> </ul>

<ul style="list-style-type: none"> <li>▶ Opportunity for increasing sales by participation in various national and international marketing events</li> <li>▶ Branding for market conquering. Increase participation in marketing events- International and domestic</li> <li>▶ Export volume can be increased through price competitiveness</li> <li>▶ High demand as Pulses is used in all parts of world as cheapest source of protein</li> <li>▶ Probability of high production through organic farming and increasing land under cultivation.</li> </ul>	<p>importing countries</p> <ul style="list-style-type: none"> <li>▶ No pre agreed price for pulses creating disinterest in farmers.</li> <li>▶ Crop prone to infection leading to less productivity.</li> <li>▶ Shortage of skilled labour in the mills due to migratory labour and presence of sugar mills</li> </ul>
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#### 4.8 Challenges and interventions

Parameter	Challenges	Intervention
<b>Raw Material</b>	<ul style="list-style-type: none"> <li>▶ Lack of quality certified seeds and follow best agricultural practices on farms</li> <li>▶ This raw material sourcing from neighboring districts and states increases the raw material cost for milling and thereby increasing cost for processed (milled) pulses for market and value-added products manufacturers.</li> <li>▶ Lack of storage facility in the cluster for raw and processed pulses</li> </ul>	<p><b>Hard Interventions:</b></p> <ul style="list-style-type: none"> <li>▶ Establishment of a Common Facility Centre (CFC) with warehouse facilities for storage of crop, processed pulses (lentils) and finished value-added products.</li> </ul> <p><b>Soft interventions</b></p> <ul style="list-style-type: none"> <li>▶ Creating awareness amongst farmers to engage in pulses(lentils) farming.</li> <li>▶ Ensuring supply of quality and certified seeds to the farmers</li> <li>▶ Incentives to farmers to sow pulses (lentils) crop or buy back assurance.</li> </ul>
<b>Technological upgradation</b>	<ul style="list-style-type: none"> <li>▶ Lack Non availability of soil testing, technology, or research &amp; development centers in the cluster.</li> <li>▶ Non availability of common production center for production of value-added products such as Namkeen, Animal Feed etc., in the cluster</li> <li>▶ Modern agronomy practices for enhancing yield of pulses/lentils are not accessible to farmer fraternity in the cluster.</li> </ul>	<p><b>Hard Interventions:</b></p> <ul style="list-style-type: none"> <li>▶ Establishment of a CFC with Technology led Common processing Centre for production including Sortex machine, Polish machines of value- added products in the cluster</li> </ul> <p><b>Soft Interventions:</b></p> <ul style="list-style-type: none"> <li>▶ Maximizing leveraging of government schemes which provides financial assistance for technology upgradation (viz. ODOP margin money scheme etc.)</li> <li>▶ Training and workshops by the agriculture experts to the farmers targeting improvement in the yield of pulses/lentils</li> </ul>



		<ul style="list-style-type: none"> <li>▶ Ensuring orientation, technical Inputs and guidance to the stakeholders of the cluster on food grade packaging of processed (milled &amp; polished) pulses/lentils and other value-added products to meet the export standards.</li> </ul>
<b>Pulses Production, Harvest and Postharvest Management</b>	<ul style="list-style-type: none"> <li>▶ Injudicious use of chemical inputs</li> <li>▶ Farmers apply traditional practices due to lack of knowledge and Machinery</li> <li>▶ Poor harvesting techniques</li> </ul>	<b>Soft Interventions:</b> <ul style="list-style-type: none"> <li>▶ Exposure visits to benchmark clusters for cross learning on technologies to be adapted in production process</li> <li>▶ Facilitating technology demonstration at the cluster by the Input and machine suppliers</li> <li>▶ Awareness and training for organic pulses production, varieties selection according land type, water availability, market demand, pest &amp; disease resistance etc., Integrated Pest Management (IPM), Integrated nutrient management (INM),</li> <li>▶ Awareness and training for postharvest handling practices and treatments carried out after harvest. Handling practices like harvesting, precooling, cleaning and disinfecting, sorting and grading, packaging, storing, and transportation played an important role in maintaining quality and extending shelf life.</li> <li>▶ Training programme to educate the cultivators about various SPS/ Technical standards in international market</li> <li>▶ Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Balrampur and Farmer Producers Organization.</li> </ul>
<b>Capacity Building measures</b>	<ul style="list-style-type: none"> <li>▶ Non availability of dedicated Training Centre in the cluster</li> <li>▶ Training on modern agronomy practices is not accessible to farmer fraternity in the cluster.</li> <li>▶ FPCs/FPOs and Women SHGs are unorganized and have not taken up value addition activities of the product</li> <li>▶ Lack of research inputs from the reputed institutions for the cluster</li> </ul>	<b>Soft Interventions:</b> <ul style="list-style-type: none"> <li>▶ Establish collaboration with Indian Institute of Pulse Research (IIPR)- Kanpur, Directorate of Pulse Development (DPD)-Govt of India, Acharya Narendra Dev University-Ayodhya and local KVKs for knowledge transfer, best package &amp; practices, and other adequate trainings</li> <li>▶ Creating awareness for organizing, strengthening/activating FPOs/FPCs, Women SHGs to engage in processing, packaging, activities and encouraging other farmers to become part of FPOs/FPCs</li> <li>▶ Motivating FPCs/ FPOs/ farmers/ Women SHGs to actively engage in dialogue with the research institutions on a day-to-day basis</li> <li>▶ Involve business schools in generating business plans for social enterprises as students' projects.</li> </ul>

<b>Quality control</b>	<ul style="list-style-type: none"> <li>▶ Lack of testing and quality check facilities in the cluster</li> <li>▶ Lack of awareness among the stakeholders about the export quality standards of the product and its value-added products</li> <li>▶ Although there are 6 Govt. authorized testing labs in UP, they are not exclusive to pulses and are in Ghaziabad (3), Meerut, Noida and Kanpur which too far from Balrampur.</li> </ul>	<b>Soft Intervention</b> <ul style="list-style-type: none"> <li>▶ Establishment of a testing facility or licensing /franchising of the testing lab facility so that quality certifications and testing can be done locally in Balrampur</li> <li>▶ MoU signing with QCI for understanding quality standards of Pulses/lentils and its products so that their quality can be maintained/improved.</li> </ul>
<b>Packaging</b>	<ul style="list-style-type: none"> <li>▶ There are no proper packaging facilities in the cluster</li> <li>▶ Cluster stakeholders do not possess enough knowledge related to packaging.</li> </ul>	<b>Soft Intervention</b> <ul style="list-style-type: none"> <li>▶ Collaboration with Indian Institute of Packaging (IIP) will help with innovative packaging techniques customized as per the product.</li> </ul>
<b>Marketing and Branding</b>	<ul style="list-style-type: none"> <li>▶ Despite of Rani Masur (lentils) of Balrampur and Gonda being of superior quality among all other varieties of Masur in the country, exclusive branding activities in the cluster are not being carried out.</li> <li>▶ Offline marketing is broadly used over online marketing</li> <li>▶ Lack of long-term contracts to sell the product</li> </ul>	<b>Soft Intervention</b> <ul style="list-style-type: none"> <li>▶ Connecting cluster stakeholders to mandis run by the State Government for better marketing opportunities</li> <li>▶ Exclusive branding initiative of the pulses/lentils of cluster and its products as 'Devipatan Dal'.</li> <li>▶ Collaboration with E-commerce companies like ODOP Mart, Flipkart, Amazon, Ebay,</li> <li>▶ Organizing &amp; participating in exhibitions, buyer seller meets, trade shows etc.</li> </ul>
<b>Access to finance</b>	<ul style="list-style-type: none"> <li>▶ Assurance of purchase of the entire yield of the pulses/lentils cultivating farmers in the cluster</li> <li>▶ Difficulty in receiving financial support from financial institutions (including RRBs) for farmers/traders/entrepreneurs etc.</li> <li>▶ Elaborative process/tedious paperwork and long waiting time of banks usually discourage farmers/traders/entrepreneurs from taking financial support</li> </ul>	<b>Soft Interventions</b> <ul style="list-style-type: none"> <li>▶ Providing Input Subsidy/Buy Back Assurance for farmers by establishing Input Credit / Buy Back Assurance Fund</li> <li>▶ Creating awareness about ODOP MM scheme and other relevant schemes and ensuring availability of 'Revolving Working Capital Assistance' to traders/entrepreneurs of all micro/medium and small units towards procuring raw materials and meeting operating expenditure. This can be introduced as a part of CFC.</li> <li>▶ Collaboration with nationalized banks to facilitate quick loan approval and disbursement through digital lending. (ex. SIDBI and BoB)</li> <li>▶ Sensitization of banks/financial institutions to understand the product value chain while fixing WC/CC limits.</li> <li>▶ Making people aware about the different financial schemes/benefits to promote</li> </ul>

## 4.9 Export Promotion Schemes

Exports are regarded as an engine of economic growth in the wake of liberalization and structural reforms in the economy. In recent times India is witnessing slowdown in exports with its traditional partners. Under these circumstances, we need to set in motion strategies and policy measures which catalyze growth of exports in several different sectors as well as in newer markets. The following are the initiatives taken by Government of India and UP to strengthen the exports from India:

### 4.9.1 Initiatives of GoI

#### Merchandise Exports from India Scheme (MEIS)

- ▶ Under this scheme, exports of notified goods/ products to notified markets as listed in Appendix 3B of Handbook of Procedures (<http://164.100.59.247/hand-book-of-procedures-2015-20-primary-tabs>), are granted freely transferable duty credit scrips on realized FOB value of exports in free foreign exchange at specified rate (2- 5%).
- ▶ Duty Credit Scrips are provided for exports to diversify markets and offset the disadvantage faced by exporters with regard to freight costs, transport hurdles and other disabilities. They are like debit notes which can be used to pay import duties.
- ▶ Such duty credit scrips can be used for payment of custom duties for import of inputs or goods, payment of excise duty on domestic procurement, payment of service tax and payment of custom duties in case of EO default.
- ▶ Exports of notified goods of FOB value up to Rs 25, 000 per consignment, through courier or foreign post office using e-commerce shall be entitled for MEIS benefit.

#### Service Exports from India Scheme (SEIS)

- ▶ A scheme designed to provide rewards to exporters to offset infrastructural inefficiencies and associated costs. The Duty Credit Scrips and goods imported/ domestically procured against them shall be freely transferable. The Duty Credit Scrips can be used for:
  - ▶ Payment of Basic Customs Duty and Additional Customs Duty specified under sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 for import of inputs or goods, including capital goods, as per DoR Notification, except items listed in Appendix 3A.
  - ▶ Payment of Central excise duties on domestic procurement of inputs or goods,
  - ▶ Payment of Basic Customs Duty and Additional Customs Duty specified under Sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 and fee as per paragraph 3.18 of this Policy

#### Duty Exemption & Remission Scheme:

An exporter must take Advance Authorization (AA) from the regional DGFT offices if he uses his imported product as an input to manufacture his resultant exported product. No Advance Authorization can obviously be given for import of prohibited items. Advance Authorization Page 18 of 33 can however be given for import of restricted items with certain conditions. Items reserved for import through State Trading Enterprises (STEs) can be imported against Advance Authorization/ DFIA provided the item of import is canalized/ bought through STEs or after obtaining No Objection Certificate from STEs.

- ▶ **Advance Authorization Scheme:** Under this scheme, duty free import of inputs are allowed, that are physically incorporated in the export product (after making normal allowance for wastage) with minimum 15% value addition. Advance Authorization (AA) is issued for inputs in relation to resultant products as per SION (Standard Input Output Norms prescribed in Handbook of Procedures Vol. II) or on the basis of self-declaration, as per procedures of FTP. AA normally has a validity period of 12 months for the purpose of making imports and a period of 18 months for fulfilment of Export Obligation (EO) from the date of issue. AA is issued either to a manufacturer exporter or merchant exporter tied to a supporting manufacturer(s).
- ▶ **B. Advance Authorization for annual requirement:** Authorization holders who have been exporting for at least 2 years can get annual Advance Authorization. This gives them the flexibility to export any product throughout the year falling under an export product group using the duty exempted imports. However specific inputs have to be tallied with the resultant exports as per SION/ prescribed ad hoc norms.
- ▶ **C. Duty Free Import Authorization (DFIA) Scheme:** DFIA is a variant to Advance Authorization scheme. It is different from Advance Authorization as a higher minimum value addition of 20% is required, as compared to only 15% in Advance Authorization. It has enabling provision for transferability of authorization or materials imported against it. DFIA can be applied and obtained on post export basis as well. It is popular with exporters who export first and then obtain the Authorization, which can be sold freely.
- ▶ **D. Duty Drawback of Customs/Central Excise Duties/Service Tax:** The scheme is administered by Department of Revenue. Under this scheme products made out of duty paid inputs are first exported and thereafter refund of duty is claimed.

**Export Promotion Capital Goods Scheme:** The objective of the Export Promotion Capital Goods (EPCG) Scheme is to facilitate import of capital goods for producing quality goods and services and enhance India's manufacturing competitiveness. EPCG Scheme allows import of capital goods for pre-production, production and post-production at zero customs duty

- A. **Zero duty EPCG scheme:** Zero duty EPCG scheme allows import of capital goods for preproduction, production and post-production (including Completely Knocked Down/ Semi Knocked Down thereof as well as computer software systems) at zero Customs duty, subject to an export obligation equivalent to 6 times of duty saved on capital goods imported under EPCG scheme, to be fulfilled in 6 years reckoned from Authorization issue-date (para 5.1 a of FTP). The scheme can be taken both post exports and pre- exports. The export obligation discharged would require fulfilment of specific export obligation in addition to the existing Average export performance over a period of three years. Period of import would be 9 months. Exporters availing benefit under Technology Up Gradation Fund Scheme ("TUFS") can also avail benefit of Zero duty EPCG Scheme. Import of motor cars, SUV's, all purpose vehicles by hotels, travel agents, or tour or transport operators and companies owning/ operating golf resorts not allowed. Export Obligation for domestic sourcing of capital goods under EPCG schemes has been reduced by 10% to encourage import substitution
- B. **Post Export EPCG Duty Credit Scrip Scheme:** A Post Export EPCG Duty Credit Scrip Scheme shall be available for exporters who intend to import capital goods on full payment of applicable duty in cash.

**EOU/EHTP/STP & BTP SCHEMES** Units undertaking to export their entire production of goods and services may be set up under this scheme for import/ procurement domestically without payment of duties. For details of the scheme and benefits available therein FTP may be required.

**Towns of Export Excellence (TEE)** Selected towns producing goods of Rs. 750 crores or more are notified as TEE on potential for growth in exports and provide financial assistance under MAI Scheme to recognized Associations.

**Rebate of duty on "export goods" and "material" used in manufacture of such goods** Rebate of duty paid on excisable goods exported or duty paid on the material used in manufacture of such export goods may be claimed under Rule of 18 of Central Excise Rules, 2002.

**Export of goods under Bond i.e. without payment of excise duty** Rule 19 of Central Excise Rules 2002 provides clearance of excisable goods for exports without payment of central excise duty from the approved factory, warehouse and other premises.

**Market Access Initiative (MAI) Scheme** Under this Scheme, financial assistance is provided for export promotion activities on focus country, focus product basis to EPCs, Industry & Trade Associations, State Government Agencies and Indian Commercial Missions abroad to do market surveys, publicity campaigns, participate in International Trade Fairs, set showrooms/ warehouses etc.

**Status Holder Scheme** Upon achieving prescribed export performance, status recognition as one-star Export House, two Star Export House, three-star export house, four star export house and five star export house is accorded to the eligible applicants as per their export performance. Such Status Holders are eligible for various non-fiscal privileges as prescribed in the Foreign Trade Policy. In addition to the above schemes, facilities like 24X7 customs clearance, single window in customs, self-assessment of customs duty, prior filing facility of shipping bills etc. are available to facilitate exports.

#### 4.9.2 Initiatives of GoUP

##### Market Development Assistant (MDA)

- A. Objective: To promote export from the State, Participation in foreign Fairs & Exhibition is essential. Hence Fairs are to be organized within the Country & outside the Country to attract Foreign Buyers. Exporters at present are participating in prestigious Foreign Fairs, which on an average require an expenditure of about Rs. 5 lacs, which is difficult to be met by MSMEs. This Scheme was introduced to support the exporters to increase the global reach of our renowned products.
- B. Eligibility: a. MSME Exporters of UP registered with Export Promotion Bureau (EPB) & Uttar Pradesh export promotion Council (UPEPC).
- C. Assistance: Under the scheme, financial assistance is provided in the following activities: a. Foreign Fairs/Exhibition: i. 60% of Stall charges paid up to max. Rs. 100000/- for one fair/exhibition ii. Air Fare 50% by economy class max. Up to Rs. 50000/- per fair for one person. b. Publicity Advt., Printing Of Catalogue & Development Of Website: i. 60% of total cost of Expenditure maximum upto Rs. 60000/- annually. c. Samples to Foreign Buyers i. 75% of total expenses on courier for sending samples max. assistance up to Rs. 50000/- per year d. Facility for obtaining ISO 9001-2000/BIS 14000, Hall Mark, HACCP & CMARK i. 50% of total expenses max. up to Rs. 75000/- per year

#### 4.9.3 Subsidy on Freight Charges Up to Gate Way Port

- A. Objective: Geographically, Uttar Pradesh is located far away from the ports of India and this makes the exporters of Uttar Pradesh at a comparative cost disadvantage to other exporters who are based in states close to ports of India. To offset this disadvantage, partially, and enable them to remain competitive, this Scheme was introduced in 2007-08 to provide Financial Assistance and remain competitive in the International Markets
- B. Eligibility: a. MSME Exporters reg. with EPB.
- C. Financial Assistance a. 25% of the total inland Freight charges with maximum ceiling of Rs. 6000/- for 20" and Rs. 12000/- for 40" per container up to maximum Rs 12.00 lac in current financial year is admissible to exporting units to send their goods by State ICD/CFS to the gateway port. This amount is sanctioned by the district users committee chaired by D.M. of the concerned district.

**Air Freight Rationalization Scheme** The assistance for such exporters, who send their export consignment from the Air cargo complexes of the state, be also provided assistance in the form of subsidy on the export air cargo charges. The assistance would be limited to Rs 50.00 per kilogram or 20% of value of the airway bill, (whichever is lower) up-to a maximum of Rs 2,00,000/- (Two Lacs Only) per year/ per exporting unit

##### Uttar Pradesh Niryat Awasthapna Vikas Yojna (NAVY)

Objective: Accepting the recommendation of 14th Finance commission, GOI has delinked the Aside (Assistance to State for Developing Export Infrastructure and Other Allied Activities) Scheme from the Union Budget 2015-16. So to complete the projects related to Export Infrastructure the State Govt. started Uttar Pradesh Niryat Awasthapna Vikas Yojna. Under this scheme, the selected projects lying in the basket have to be completed. Like ASIDE Scheme, the projects have to be established, maintained and operated by the Implementing Agencies (SPVs).

Eligibility: For the establishment, development, maintenance and operation the following agencies will be eligible:  
a. Central/State Government b. Public Sector Undertaking under Central/State Government c. Other Agencies of Central/State Government d. Export Promotion Councils/Commodity Boards e. Apex Trade Bodies Certified under Exim Policy of Government of India f. Individual productions/service units dedicated to export.

Financial Assistance a. Minimum 30% of project cost and incumbrance free land will be provided by the Implementing Agencies (SPVs) b. Maximum 70% of project cost will be assisted under scheme

#### 4.10 Future Outcomes

<b>Annual Turnover</b>
Increase in annual turnover from existing <b>INR 181.80 Cr. to 266.17 Cr. Over the period of 5 years</b>

<b>Cluster exports</b>
Initiate direct export of <b>1Cr. over the period of 5 years</b>

## 5. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>19</sup>
<b>Increasing the overall exports from the state</b>		
<b>Sensitization and facilitation in availing Import/ export documents:</b> Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them	DIEPC/ UPEPB	Continuous initiative
<b>Creation of an event calendar</b> comprising of events to be conducted in a Financial Year with a <b>focus on international marketing events</b> . Further, DGFT and FIEO can finalize a target to participate in <b>at least 3 international events in a year per product category/industry</b> (food, engineering & auto components, handicrafts, textile& apparel etc.) by <b>utilizing schemes like IC and MAS</b>	DIEPC/ UPEPB	Continuous initiative
<b>Sensitization of cluster actors:</b> a. The individuals of a cluster should be <b>sensitized on the plethora of schemes</b> <sup>20</sup>	DIEPC/ UPEPB	Continuous initiative

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

<sup>20</sup> 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>:

<p>available for them for maximizing the potential of exports. <b>Merchandise Exports from India Scheme, Service Export from India Scheme</b> etc. provides various exemptions for facilitating exports. Further, schemes like <b>Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme)</b> ensure procurement of imported duty-free raw materials</p> <p>b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be <b>sensitized on target countries identified through export analysis mentioned in DAPs and EAP</b></p>		
<p>DIC and FIEO can play a pro-active role in this regard. <b>10% increase</b> 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</p>	DIC, UPEPB and FIEO	Intermediate
<b>Soft interventions across sectors/ clusters</b>		
<p>Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.</p>	UPEPB/DIEPC	Short term
<p>MoU with QCI for defining quality standards of the products</p>	UPEPB/DIEPC	Short term
<p>Collaboration with IIP to define cluster-wise packing standards</p>	UPEPB/DIEPC	Short term
<p>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</p>	UPEPB/DIEPC and banks	Short term
<p>Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances</p>	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
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
<b>Cost Structure:</b> a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. b. The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. 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
<b>Product 1: Pulses</b>		

<p><b>Establishment of Common Facility Centre with:</b></p> <ul style="list-style-type: none"> <li>▶ Establishment of a Common Facility Centre (CFC) with warehouse facilities for storage of crop, processed pulses (lentils) and finished value-added products.</li> <li>▶ Common Processing Center</li> </ul>	<p>DIEPC, DGFT</p>	<p>Long term</p>
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## 6. Annexure 1

### Abbreviations

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

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

<b>UPEPB</b>	Uttar Pradesh Export Promotion Bureau
<b>UPICO</b>	UP Industrial Consultancy Organisation
<b>USA</b>	United States of America

