



Department of MSME & Export Promotion, Govt of Uttar Pradesh



Draft District Export Action Plan, Barabanki, Uttar Pradesh



Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as Export Hubs

EY
Building a better
working world

Preface

This district export plan for 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 Lucknow district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIEPC under the chairmanship of District Magistrate. With the said objective, 'District Export Action Plan' has been prepared and being presented to concerned stakeholders.

The report encompasses in-depth information on each district's geographic, demographic, and administrative profile, along with key statistics of prominent exporting products of district, gaps identified basis diagnostic survey, recommendations proposed to mitigate the gaps and action plans required to implement those recommendations.

The report provides insights into exports from the cluster, via analysing exports over the last five years from India and UP for the respective product. The report also shares insights on availability of raw material, technology upgradation, infrastructure, designing, packaging, access to finance, skill development etc. Besides the detailed action plans, the timeline and responsibility matrix has also been defined with implementation schedule to give implementation roadmap of the product.

For this desired purpose, an extensive primary and secondary research was conducted. The report has been prepared in coordination with the Office of DGFT, Kanpur and Uttar Pradesh Export promotion Bureau (UPEPB). The data has been sourced from multiple avenues, including but not limited to data provided by office of DGFT, Kanpur, UAM data (2019), DICs, 2011 Census of India, Diagnostic Study Reports, stakeholder consultation and several other secondary resources.

Contents

| | | |
|-------|--|----|
| 1. | Vision of Districts as Export Hubs | 6 |
| 2. | District Profile | 6 |
| 2.1 | Geography..... | 7 |
| 2.2 | Connectivity..... | 7 |
| 2.3 | Administrative Setup | 7 |
| 3. | Industrial profile of the district | 7 |
| 3.1 | Major Exportable Product from district | 9 |
| 4. | Product 1: Handloom Products | 9 |
| 4.1 | Cluster Overview | 9 |
| 4.2 | Product profile..... | 10 |
| 4.3 | Cluster Stakeholders | 10 |
| 4.4 | Export Scenario | 10 |
| 4.4.1 | HS code | 10 |
| 4.5 | Export Potential | 11 |
| 4.6 | Potential Areas for Value Added Product..... | 12 |
| 4.7 | SWOT analysis | 12 |
| 4.8 | Challenges and interventions | 13 |
| 4.9 | Future Outcomes | 15 |
| 5. | Product 2: Mentha - Oil and its products..... | 16 |
| 5.1 | Cluster Overview | 16 |
| 5.2 | Product Profile..... | 16 |
| 5.3 | Product Portfolio..... | 17 |
| 5.4 | Cluster Stakeholders | 19 |
| 5.5 | Export Scenario | 19 |
| 5.5.1 | HS Code..... | 19 |
| | Product 1: (290611) Mentha | 19 |
| 5.6 | SWOT Analysis | 21 |
| 5.7 | Challenges and interventions | 21 |
| 5.8 | Future Outcomes | 22 |
| 6. | Product 3: Boneless meat of bovine animals | 23 |
| 6.1 | Cluster Overview | 23 |
| 6.2 | Product Portfolio | 23 |
| 6.3 | Cluster Stakeholders | 23 |
| 6.4 | Industry Associations | 23 |
| 6.5 | Export Scenario | 24 |
| 6.5.1 | HS Code..... | 24 |
| 6.6 | Export Potential | 24 |
| 6.7 | SWOT Analysis | 25 |

| | | |
|-----|------------------------------------|----|
| 6.8 | Challenges and interventions | 25 |
| 6.9 | Future Outcomes | 27 |
| 7. | Action Plan..... | 29 |

List of Tables

| | |
|-----------------------------------|---|
| Table 1: Industries details | 7 |
|-----------------------------------|---|

| | |
|---|----|
| Table 2: Major exportable product | 9 |
| Table 3: HS codes for Handloom | 10 |
| Table 4: SWOT Analysis | 12 |
| Table 5: HS Code with description..... | 19 |
| Table 6: SWOT Analysis | 21 |
| Table 7: SWOT Analysis for Boneless meat and other edible offal of bovine animals | 25 |

List of Figures

| | |
|---|----|
| Figure 1: District of Barabanki | 6 |
| Figure 2: MSME landscape of the district | 9 |
| Figure 3: Cluster Stakeholders..... | 10 |
| Figure 4: Major Countries to whom India exports | 11 |
| Figure 5 Mentha leaves | 17 |
| Figure 6: Cluster Stakeholders..... | 19 |
| Figure 7: Top importers for this product..... | 24 |
| Figure 8: Markets for export potential | 25 |

1. Vision of Districts as Export Hubs

“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse identity and potential for global market”

- Honourable Prime Minister of India, Shri Narendra Modi

Foreign trade from India constitutes of 45% of its GDP. Until 2019, only the central government was engaged in the decision making of foreign trade, without any participation or involvement of state and/or district stakeholders. However, now, understanding that there are diverse elements that contribute towards an enabling and conducive foreign trade environment; the central government has identified that with policy & strategy, active support of the state governments and district administrations are also equally required.

Thus, to decentralize the existing activities, to boost local production & its exports and to ensure active participation of state & district stakeholders, vision of district as export hubs was put to action. Department of Commerce, through Directorate General of Foreign Trade (DGFT) is working with the State / UT Governments to achieve this objective.

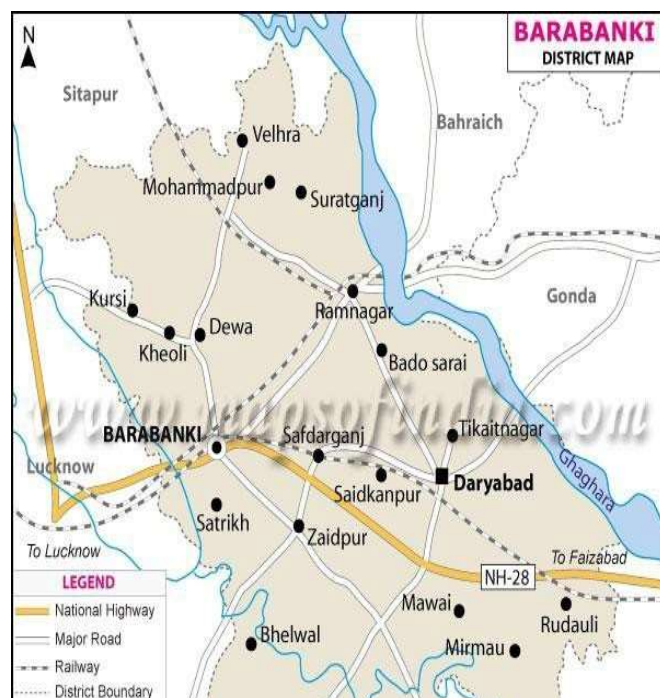
DGFT and UPEPB have aimed at synergising their efforts to identify the key products, export trends and challenges. Further in order to minimize the challenges, quantify the exports and outline export strategy; a detailed district-wise Export Action Plan has been made for all 75 districts of UP, where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

2. District Profile

Barabanki is also known as ‘Entrance of Purvanchal’ which has privilege of being the penance ground to numerous saints and ascetics.

Barabanki is one of the major textile cluster of Uttar Pradesh with majority of artisans involved in handloom sector. The people in Barabanki are traditionally Handloom workers and this skill has been passed down to generations. This district is known for handloom weaving. Barabanki has emerged as a handkerchief production hub from where unfinished product is taken and supplied back after they are finished. UPSIDC, Kursi Road, Industrial Area, Dewa Road, Industrial Area, Rasool Panah and Mini Industrial Area, Ismailpur, Dewa are few industrial areas present in the district, accounting 17.98 acres of area.

Development in the state of Uttar Pradesh has been the outcome of the interplay of a variety of factors including physical, political, economic, demographic and geographic. Micro, Small and Medium Enterprises



(MSME) sector has emerged as a highly vibrant and dynamic sector and does not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socio-economic development of the state.

2.1 Geography

Barabanki is located at a distance of 29 km in east direction of Lucknow. This district being one of the four districts of ayodhya division is in the heart of Awadh region. District Barabanki is surrounded by district ayodhya in the East, districts Gonda and Bahraich in the North East, district Sitapur in the North West, district Lucknow in the West, district Rae Bareli in the South and district Amethi in the South East. The river Ghaghra forms the North Eastern boundary separating Barabanki from Bahraich and Gonda.

2.2 Connectivity



Air: The Chaudhary Charan Singh International Airport in Lucknow is about 45 Kms from Barabanki.



Rail: Barabanki comes under North-Eastern Railway division has railway routes connecting all the Metro-cities and majority of State capitals in the country. So, it plays an important transit point to east and Northeast India. Barabanki Railway Station is 28 Kms from Lucknow Station.



Road: Three important National Highways NH-28 (West-NorthEast). NH-28C (Leading to Nepal Border) and NH-56 (Passing through Haidargarh (Tehsil of Barabanki) to East Uttar Pradesh).

Local Routes are served by Town Bus Stand. Since three NH pass through it, there is no dearth of road connectivity and transport availability to any Major City or Town in the State and adjoining states as well. The Town Bus stand caters to all the smaller town and big villages in district through UPSRTC and its Undertaking buses.

2.3 Administrative Setup

The district administration is headed by the District Magistrate and it has been divided in to six Sub-Divisions popularly known as Tehsils and tehsils are under the charge of Sub-Divisional Magistrates. As per 2013-14 data in the district Barabanki, there are total 1841 villages, out of which 1820 inhabitant villages and 21 uninhabited villages. In 2013-14 there are 14 towns and cities having 1 Nagar Palika Parishad and 11 Nagar Panchayats. The district is also Sub-divided into 15 Developments blocks headed by BDO, which are carry-out the developmental schemes on the behalf of Government.

3. Industrial profile of the district

As given in the following table, MSME industries across the sectors of Agro-based, cotton textile, woolen, silk, artificial thread-based clothes, ready-made garments and embroidery, wooden and wood based, paper and paper-based product.

Table 1: Industries details¹

| NIC Code no | Type of Industry | Number of units | Investment (Rs Lakh) | Employment |
|-------------|------------------|-----------------|----------------------|------------|
| | | | | |

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



| NIC Code no | Type of Industry | Number of units | Investment (Rs Lakh) | Employment |
|-------------|---|-----------------|----------------------|------------|
| 20-21 | Food/Agro Product | 1680 | 7500 | 5040 |
| 22 | Soda Water | 5 | 10 | 50 |
| 23 | Cotton Textile | 470 | 1600 | 1843 |
| 24 | Woollen, Silk, and artificial thread-based clothes | 0 | 0 | 0 |
| 25 | Jute & jute based | 2 | 30 | 20 |
| 26 | Ready-made garments & Embroidery | 885 | 665 | 3555 |
| 27 | Wood/wooden based furniture | 345 | 180 | 1235 |
| 28 | Paper & Paper products | 51 | 125 | 225 |
| 29 | Leather based | 150 | 120 | 600 |
| 30 | Rubber, Plastic & petro based | 24 | 125 | 227 |
| 31 | Chemical/Chemical based | 19 | 120 | 135 |
| 32 | Mineral based | 250 | 1250 | 2000 |
| 33 | Metal products | 240 | 1200 | 7690 |
| 34 | Machinery & Parts except Electrical (Engineering units) | 410 | 8125 | 3205 |
| 35 | Electrical machinery and Apparatus, Transport Equipment's & Parts | 165 | 6500 | 825 |
| 96-97 | Repairing & servicing | 3400 | 2708.05 | 5680 |
| | Others | 3740 | 7305 | 8404 |
| | | | | |

Ready-made garments and Embroidery sector of MSME with max units in the district is the most prominent and contributing sector of the district. It is followed by sectors such as "Repair and installation of machinery and Equipment," "Misc. Manufacturing" with units, respectively.

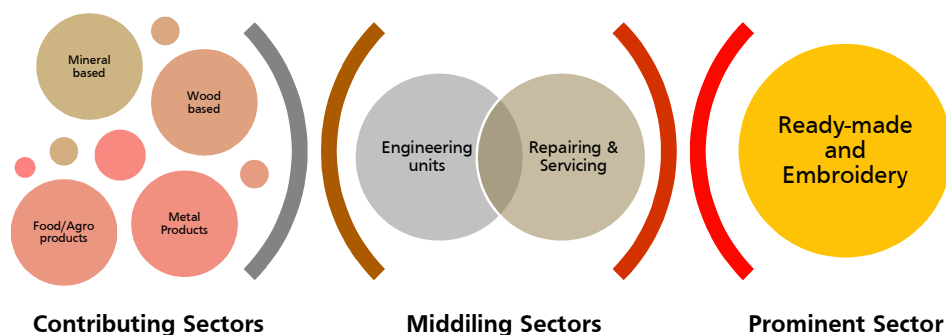


Figure 2: MSME landscape of the district

3.1 Major Exportable Product from district

The total export from district is approximately INR 19,72,24,63,250 for the period September 2020 to November 2021.

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

Table 2: Major exportable product

| S. No | Product | Export value (in INR) ² from September 2020 to November 2021 |
|-------|---|---|
| 1 | Boneless Meat of Bovine Animals, Frozen | 4,439,510,330 |
| 2 | Menthol | 10,504,077,808 |
| 3 | Others | 1,92,68,17,652 |
| 4 | Handloom Products | Indirect Export from Barabanki |
| | Total Export from Barabanki | 19,722,463,250 |

4. Product 1: Handloom Products

4.1 Cluster Overview

Barabanki is one of the major weaving cluster in central region of Uttar Pradesh. Scarf, Shawls and Stoles are major textile produce of this district. There are 11,200 weaving units in Barabanki. National Handloom Development Corporation Limited (NHDC) has established a depot to supply raw materials to 22 registered cooperative societies.

Approximately, 39,20,000 kgs of yarn is consumed annually to produce final products. Barabanki has emerged as a handkerchief production hub from where unfinished product is taken and supplied back after they are finished. UPSIDC, Kursi Road, Industrial Area, Dewa Road, Industrial Area, Rasool

Key Facts

- ₹

INR 170 Crores Approximate turnover of the cluster
- 👥

56,000 Artisans directly or indirectly associated

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

Panah and Mini Industrial Area, Ismailpur, Dewa are few industrial areas accounting 17.98 acres of area in district.

4.2 Product profile

- a) Embroidery work
- b) Gamcha
- c) Stole
- d) Arabic Handkerchief
- e) Clothing Shirt & Shirts

| | | | | |
|---|---|---|--|---|
|  |  |  |  |  |
| Embroidery work | Gamcha | Stole | Arabic Handkerchief | Clothing shirting |

4.3 Cluster Stakeholders

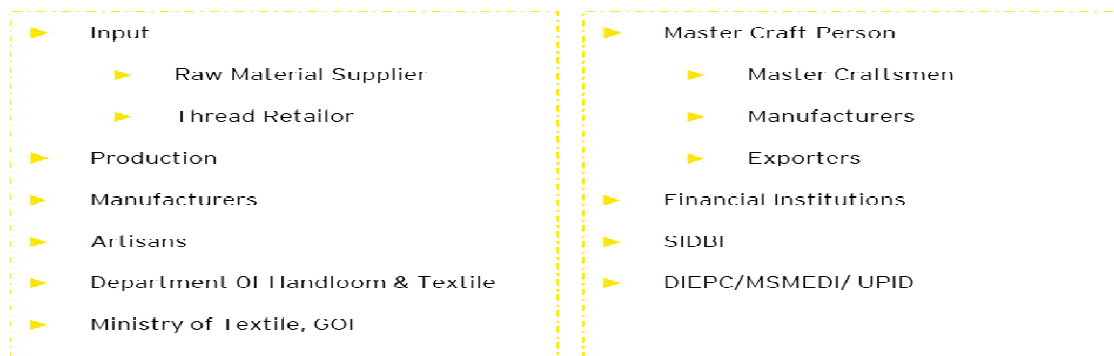


Figure 3: Cluster Stakeholders

4.4 Export Scenario

4.4.1 HS code

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

Table 3: HS codes for Handloom

| HS codes | Description |
|----------|--|
| 621430 | Shawls, scarves, mufflers, mantillas, veils and similar articles of synthetic fibres (excluding knitted or crocheted), Products include: Stole |

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes mentioned above under which handloom products are exported. The chapter focusses on the export scenario of India and Uttar Pradesh and then deep dives into the export statistics of HSN Code 621430 stating the target countries for market expansion for both the products.



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

4.5 Export Potential

- ▶ The cluster has tremendous untapped export potential, proper market assessment mechanism, changing design patterns, meeting specific demand preferences may help increase the export. Alongside are the key facts³ pertaining to the analysed product codes.
- ▶ 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.

Key Fact of Export³

27023 (USD Thousand)
Value of world exports in 2020

91879 (USD Thousand)
Total Exports from India in 2020

140 (USD Thousand)
Total export from UP in 2020

~0.15%
Share of UP in India's exports

Countries to whom UP exports this product in HSN code - 621430 are France, USA, Germany, Madagascar, U.K., Tanzania, Kuwait

Countries to whom India export this product under this HSN Code 621430 along with value of exports are as depicted below:

Figure 4: Major Countries to whom India exports

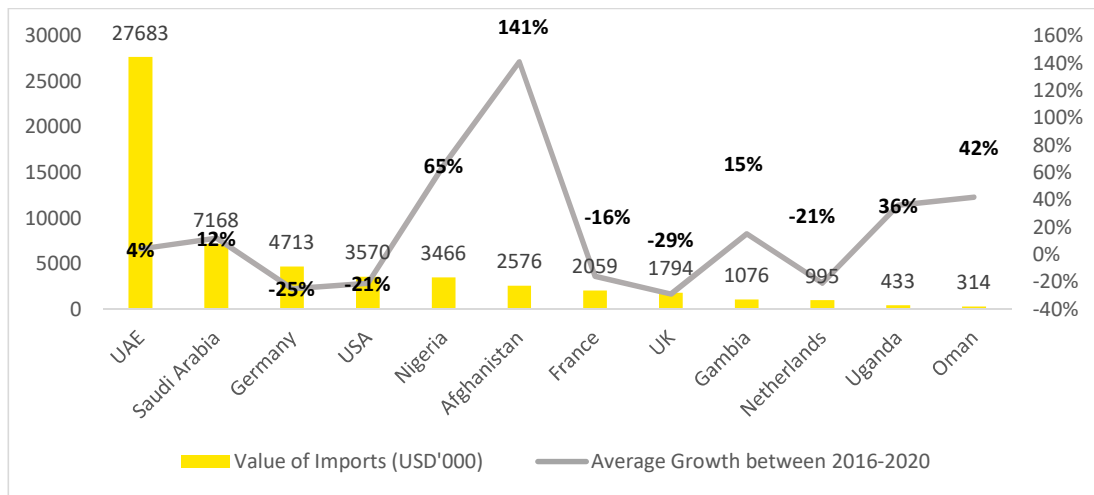


Figure 4: Markets for export potential

³ <https://www.trademap.org/>



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 a new products:

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

The artisans going forward should focus on creating gift bags, fabrics for womenswear, curtains, furnishing fabrics, handloom sarees etc. in addition to existing products.

2. Modifications of Existing Products

Artisans should also shift to modifications in the existing products in the light of design and fusion. The artisans can make fusion products by blending handloom work with embroidery or block prints.

4.7 SWOT analysis

Table 4: SWOT Analysis

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> • Huge artisan base and availability of skilled artisans | <ul style="list-style-type: none"> • No technological upgradation and lengthy production time |
| <ul style="list-style-type: none"> • Huge scope for product diversification | <ul style="list-style-type: none"> • Limited designer input and over production of low-quality goods |
| <ul style="list-style-type: none"> • Good Transport Connectivity | <ul style="list-style-type: none"> • Manufacturers are not having technical qualifications |
| <ul style="list-style-type: none"> • Low-price handmade garments and available in all price ranges | <ul style="list-style-type: none"> • Tedious paperwork and long waiting time of banks usually persuade artisans from not taking financial support from banks |
| <ul style="list-style-type: none"> • Easy availability of Raw Material | <ul style="list-style-type: none"> • No fixed time for return of goods from embroidery |
| Opportunities | Threats |
| <ul style="list-style-type: none"> • Big scope in domestic and foreign market | <ul style="list-style-type: none"> • Competition with Printed & Machine embroidered items |
| <ul style="list-style-type: none"> • Scope for development of new products | <ul style="list-style-type: none"> • Globalization and threat from cheaper products or other similar products in India |
| <ul style="list-style-type: none"> • Scope for selling low price goods in Latin America and Africa Region | <ul style="list-style-type: none"> • Ability of Industry to meet the requirement global need/ requirement. |
| <ul style="list-style-type: none"> • Various Central and State Government Schemes | <ul style="list-style-type: none"> • Design Innovation/ Global assessment |
| <ul style="list-style-type: none"> • Handloom Mark Tagged product ; GI Registration | <ul style="list-style-type: none"> • Issue of maintenance of quality standard |

4.8 Challenges and interventions

| Parameter | Challenges | Intervention |
|----------------------------------|--|--|
| Raw Material | <ul style="list-style-type: none"> ▶ Sourcing of raw material ▶ Raw Material Depot: Lack of storage facility in the cluster leading to spoilage of fabrics | <p>Leverage Yarn Supply Scheme to make available all types of yarn at Mill Gate Price. The scheme is being implemented through National Handloom Development Corporation. Under the Scheme freight is reimbursed and depot operating charges @2% is given to depot operating agencies. A component of 10% price subsidy also exists on hank yarn, which is applicable on cotton, domestic silk and woollen yarn with quantity caps.</p> |
| Technological upgradation | <ul style="list-style-type: none"> ▶ Lack of ancillary machineries for artisans which limits their potential and hinders the productivity and potential of the cluster | <ul style="list-style-type: none"> ▶ Establishment of Common Production Center with modern machines including warping and calendaring machine, packaging, and rapier loom, sewing machine, etc leveraging ODOP CFC scheme, Mega Handloom Cluster (earlier CHCDS) – MOT. ▶ Distribution of modern rapier looms through Hathkargha Samvardhan Sahayata (HSS) where 90% of the cost of loom/accessory is borne by the Government of India while remaining 10% is borne by the beneficiary |
| Design | <ul style="list-style-type: none"> ▶ Traditional designs are still being followed by artisans they are not focusing on design innovation | <ul style="list-style-type: none"> ▶ Establishment of Product Design Center with CAD/CAM facility along with a display center. ▶ Collaboration with renowned designers to conduct workshops for artisans pertaining to design forecasting, upcoming trends, market assessment etc. |
| Marketing & branding | <ul style="list-style-type: none"> ▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets ▶ Offline marketing is broadly used over online marketing ▶ Creation of brand name for the handloom products. ▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration. Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters. | <ul style="list-style-type: none"> ▶ A portal on the district website of District Barabank may be developed with the consultation of all Export Promotion departments & Export Promotion Bodies e.g. FIEO, AEPC, APEDA & Spice Board etc. The relevant information or hyperlink of Single Window Information System may also be create /placed at the portal of District website along with single contact point. ▶ Handloom tourism - Barabanki has world renowned historic places. As a pilot project any of these historical places can have a specific area where tourist can see history of Handloom Craft, what makes it unique, process of producing a handloom product and outlet from where the international and domestic tourist can buy the authentic handloom product. ▶ Establishment of a Marketing centre within the CFC to facilitate marketing events. ▶ Collaboration with E-commerce companies like Flipkart, Amazon, Ebay for maximizing sales. |

| | | |
|--|---|---|
| | <ul style="list-style-type: none"> ▶ Lack of knowledge of existing government schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector | <ul style="list-style-type: none"> ▶ Promotion of marketing of handloom products through e-commerce is one of the priorities of Ministry of Textiles. ▶ Collaboration with NIFT, to support artisans in designing as per the latest fashion trends in national and international market ▶ 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 1 international events for this sector every year to create foreign linkages and increase ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of Engineering goods. |
| Quality Improvement | <ul style="list-style-type: none"> ▶ Undefined quality standards of the products. | <ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity. |
| Handloom Mark registration; GI Initiative | <ul style="list-style-type: none"> ▶ Lack of promotion of products highlighting their uniqueness | <ul style="list-style-type: none"> ▶ Target to make more authorised users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorised users. (This can be done by DGFT /FIEO/ MSME with the help of DIC) |
| Exporter's issue | <ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. | <ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT. |
| Cost Structure | <ul style="list-style-type: none"> ▶ Distance from Sea ports and high cost for transportation of the goods to Gateway ports. ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry | <ul style="list-style-type: none"> ▶ The nearest air cargo from the District is at Lucknow and can be covered within an hour. The nearest ICDs (PANKI and JRY) at Kanpur are well connected with district. ▶ 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. ▶ A sub- committee may be formed under the chairmanship of Deputy Commissioner Industries to look into the issue and submit a report within 15 days. The committee would comprise of at least 3 members |

4.9 Future Outcomes

| | |
|---|--|
| Input Supply | Export |
| Ensure regular availability of quality yarn at affordable prices through NHDC. | Export would start substantially after implementation of intervention over the span of next 5 years |
| Employment | Turnover |
| 6,000 trained weavers/youths likely to be new entrants in the cluster will be employed within it. ⁴ | Increase in annual turnover from existing INR 170 Cr. to 10% - 20% growth in a span of next 5 years ⁴ |

⁴ Basis Stakeholder Consultation

5. Product 2: Mentha - Oil and its products

5.1 Cluster Overview

Mentha Oil cluster is located in district of Barabanki. This cluster was formed 50 years back. This cluster is relatively new as compared to handloom cluster and has evolved in the recent years. Barabanki leads the country in menthol farming, with approx. 86450 Hectares under cultivation and produces around 60% of mentha oil produced in India. **Hence, Barabanki is known as Mint capital.**

It has numerous micro units and it provides employment people indirectly. More than 90% of the units fall under the micro category. Barabanki Mentha oil cluster is largely export oriented/local manufacture and has over 100's small and micro exporters/entrepreneurs.

Mentha Oil is a winter crop and grown in Rabi season. Generally, Mentha cuttings are sown in the month of January and harvested during May-June. Two to three cuttings can be done for one crop.

Table: Production of Mentha in Barabanki

| Crop: Mentha (Area : In Hect) Prod: In M.T | | | | | | | | | | | |
|--|-----------|---------|-------------|---------|-------------|---------|-------------|---------|-------------|---------|-------------|
| S. NO | District | 2014-15 | | 2015-16 | | 2016-17 | | 2017-18 | | 2018-19 | |
| | | Area | Prod. (Oil) | Area | Prod. (Oil) | Area | Prod. (Oil) | Area | Prod. (Oil) | Area | Prod. (Oil) |
| 1 | Barabanki | 78926 | 7893 | 82872 | 8287 | 84529 | 8453 | 85591 | 8559 | 86447 | 8644.7 |

Exports of Mentha Oil and its products from District of Barabanki

| S. No | Product | Export value (in INR) ⁵ from September 2020 to November 2021 |
|-------|---------|---|
| 1 | Menthol | 10,504,077,808 |

5.2 Product Profile

Mentha Citrata (Eau de Cologne mint), Mentha Arvensis and Mentha Piperita are the most common menthe species. Mentha Citrate is widely used in Perfumery, Mentha Arvensis is used as a flavoring agent, cough medicines, cigarettes and drinks and Mentha Piperita is used in medicines and culinary products. Although the genus Mentha comprises more than 25 species, the one in most common use is peppermint used as a natural pesticide and Mentha (Mentha Arvensis) for producing Mentha oil.

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

| English Name | Botanical Name | Varieties |
|--------------------------------|--------------------|---|
| Menthol Mint/ Japanese Mint | Mentha Arvensis | MAS-1 (Content -80-85%, Yield -125 kg oil / hac) Shivalik (Content -70%, Yield -180 kg oil / hac, herbage yield is 300q/ha) Himalaya- (Content - 80%, Yield -250 kg oil / hac, herbage is 400q/ha) Kalka (HY-77)- (Content - 80%, Yield -150 kg oil / hac yields about 250 q/ha of herbage Hybrid 77- produces 762q/ha of fresh herb, 468 kg oil/ha containing 81.5% menthol (obtained from 3 cuts) |
| Pepper Mint | Mentha Piperita | |
| Bergamot mint | Mentha citrate | Kiran-The variety produces 239 kg of oil with 48% linalool, over 172 kg and 39% linalool over parent cultures. |
| Spear mint | Mentha Spicata | MSS-1- produces fresh herbage of 535q/ha and yield 253 kg of oil in 3 cuttings containing 60% carvone MSS-5- It is a selection from MSS-1, which yields 690q/ha of oil in 3 cuttings. It has 70% of carvone in the oil. Punjab Spearmint-1- It is an erect growing variety producing 209 q/ha of herb containing 0.57% oil. The oil yields 119.29 litres/ha containing 68% carvone |

5.3 Product Portfolio

Mentha oil is an essential oil extracted from the leaves of mentha or mint herb. Mentha oil is used in medicines, ingredient of many cosmetics and perfumes and is also an important component of aroma therapy, unani and ayurvedic medicines. It is also used as insect repellents.




Mentha Arvensis is cultivated in India mainly in the state of Punjab, Haryana, Himachal Pradesh, Uttar Pradesh, and Bihar. Uttar Pradesh state contributes around 80 percent of the total Mentha production in the country. Remaining comes from smaller areas from the state of Punjab, Rajasthan etc. Badaun, Moradabad, Sitapur, Rampur and Barabanki.



Figure 5 Mentha leaves

Mint or Mentha (Mentha arvensis) are aromatic herbs belonging to the genus Mentha and the family Lamiaceae. They have stolons or underground rootstocks. Mentha species are common in Europe while it is cultivated in Japan, England, France, Italy, the USA, Bulgaria, Russia, and India. Mentha Citrata (Eau de Cologne mint), Mentha Arvensis and Mentha Piperita are the most common mentha species.



| | |
|---|--|
|  | <p>Mentha Arvensis (Japanese mint) is a downy, perennial herb, spreading by rootstocks which creep along the ground or just under the surface and root at the nodes. There are three horticultural varieties in this species.</p> |
|  | <p>Mentha Piperita spreads by a system of branching, underground rootstocks and grows to a height of 45 to 90 cm (1.5 to 3 ft).</p> |
|  | <p>Mentha Citrata grows up to 30-60 cm height, with decumbent branches and erect ends. The leaves are 1.25-5.0 cm long, thin, bronzy-green, petiolate: smooth.</p> <p>Mentha citrata is a hybrid between Mentha aquatica and Mentha Viridis.</p> |

Mentha Citrate is widely used in Perfumery, Mentha Arvensis is used as a flavoring agent, cough medicines, cigarettes, and drinks and Mentha Piperita is used in in medicines and culinary products. Although the genus Mentha comprises more than 25 species, the one in most common use is peppermint used as a natural pesticide and Mentha (Mentha Arvensis) for producing Mentha oil. Indian production of Arvensis rose rapidly from the start of the 2000's.

⁶India is the highest producer and exporter of Mentha oil and its derivatives in the world. The other major producers are China, Brazil, the US, and Japan. During the last five years, India has exported nearly 15,00 tonnes to 20,000 tonnes of mentha oil and its derivatives each year. This sector has come to occupy an important place in terms of its contribution to national output, employment, and exports.

Demand for mint and mint products is expected to continue to rise. ⁷It is estimated that global demand continues to increase by 3-5% a year. In this scale of market, this is a substantial additional volume that is required by the market each year and creates significant opportunities for new entrants.

⁶ https://a-a-r-s.org/proceeding/ACRS2017/ID_753_1652/1428.pdf

⁷

https://www.intracen.org/uploadedFiles/intracenorg/Content/Exporters/Market_Data_and_Information/Market_information/Market_Insider/Essential_Oils/An%20overview%20of%20Mentha%20arvensis.pdf



5.4 Cluster Stakeholders

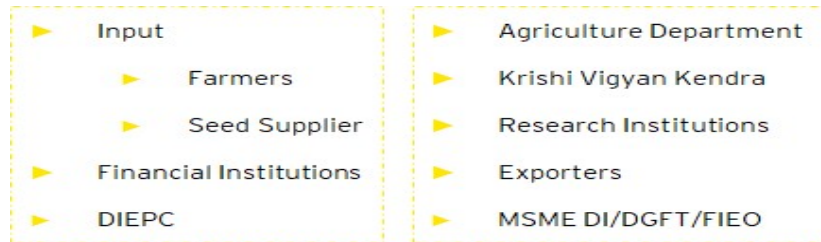


Figure 6: Cluster Stakeholders

5.5 Export Scenario

5.5.1 HS Code

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

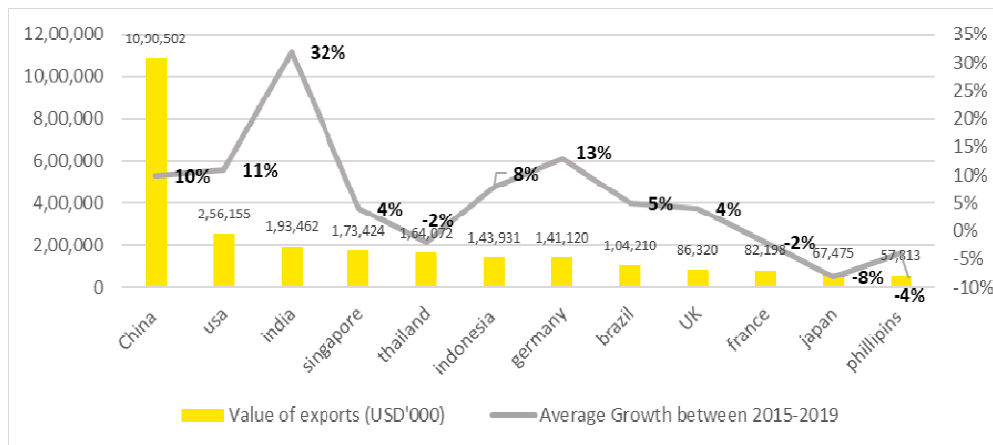
Table 5: HS Code with description

| HS Code | Description |
|----------|------------------------------|
| 29061100 | Menthol Crystal |
| 33012400 | Piperita Oil; Peppermint Oil |
| 33012540 | Mentha Citrata Oil |
| 33012590 | Mentha Arvensis Oil |

Product 1: (290611) Mentha

The mentha oil producing perennial herbs are distributed mostly in the Northern hemisphere. In India, it is largely confined to North India in the States of Uttar Pradesh, Punjab and Haryana. Temperate to tropical climate is suited for plant growth. Sunny weather with moderate rain is conducive to its luxuriant growth. A deep soil, rich in humus which can retain moisture, is suitable for mint cultivation.

The Top importers for this product in the world are as depicted below-



Top Import Countries to whom India export this product are:



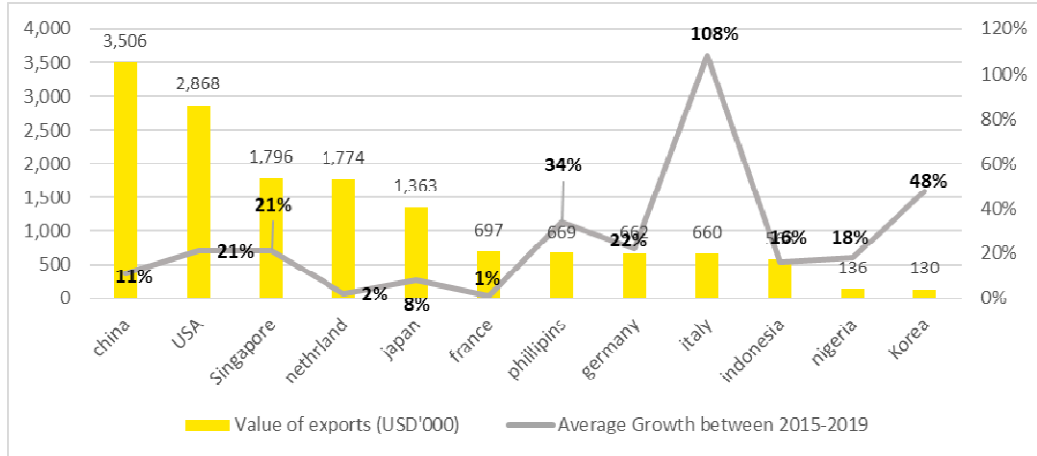
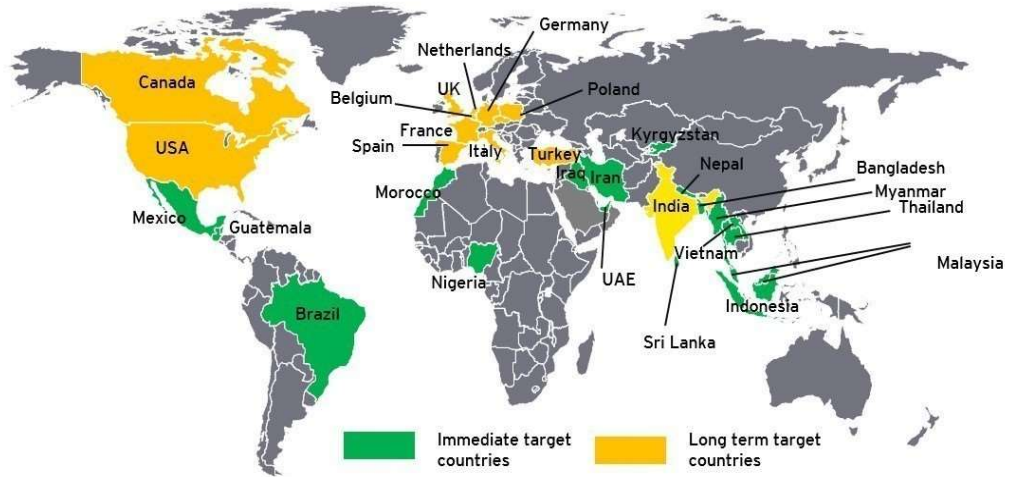


Figure 6: Market for Export potential



Forecast:

The global mint essential oil market demand is estimated to reach USD 330.02 million by 2025, registering a CAGR of 9.2% over the forecast period, according to a new report by **Grand View Research, Inc.(source)**. The product demand is anticipated to reach 66.38 kilotons by 2025. Rising demand for flavoring agents in a diversified range of end-use industries, such as food and beverage, pharmaceuticals, and personal care and cosmetics is expected to fuel the growth.

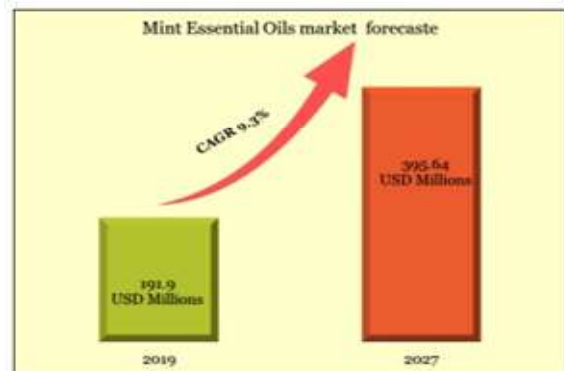


Figure 4: Mint Essential Oil Market Forecast (2019-2027)

5.6 SWOT Analysis

Table 6: SWOT Analysis

| Strengths ⁸ | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> ▶ Largest Mentha Cultivation Area in India also known as "Mint City of India". ▶ Largest Exporter of Mentha in Uttar Pradesh. ▶ Low-price attracts large number of buyers ▶ Barabanki, lying in the Gangetic plains provides fertile land suitable for farming. ▶ Farm wages of Mentha Cultivating farmers are rising | <ul style="list-style-type: none"> ▶ Lack of chances to grow rotational crops ▶ Lack of modern storage facilities for protecting the produce from calamities ▶ Lack of cooperative organizations for fostering the welfare of farmers |
| Opportunities | Threats |
| <ul style="list-style-type: none"> ▶ Creation of marketing centre with tourist attracting facilities ▶ Participation in International Fairs by utilizing MDA scheme of Export Policy of GoUP ▶ Overall, it is estimated that global demand continues to increase by 3-5% a year. ▶ Product Diversification- For instance Mint is used in cosmetics (toothpaste, mouthwash, shaving creams, shampoos etc.), chewing gums, household cleaning products etc. | <ul style="list-style-type: none"> ▶ Fear of damage from calamities and insect attack as it is perishable item. ▶ Demand is not growing in Europe and China which have been traditional market for exporters of Uttar Pradesh |

5.7 Challenges and interventions

| Parameter | Challenges | Intervention |
|-----------------------------------|---|---|
| Upskilling of workforce | <ul style="list-style-type: none"> ▶ Most of the workers are not formally trained – About 90% of the units have employed unskilled/semiskilled workforce ▶ No formal capacity building initiatives have been taken at the cluster level ▶ Limited training offerings in productivity enhancement & quality control | <ul style="list-style-type: none"> ▶ There is a requirement for advanced courses on product diversification and product innovation |
| Standards for Mentha Oil Industry | <ul style="list-style-type: none"> ▶ Limited focus on quality and adherence to International Standards | <ul style="list-style-type: none"> ▶ Training for local industry in development of standards for flavour/essential oil industry |
| Access to Technology | <ul style="list-style-type: none"> ▶ Limited use of technology in harvesting of produce for supply of raw materials ▶ Outdated technologies and conventional production techniques | <ul style="list-style-type: none"> ▶ The extraction plant and process plant require upgradation so that they can be used by different firms in the cluster or exposure to use of new technology is required. |

⁸ DGFT report of Barabanki

| Parameter | Challenges | Intervention |
|-----------------------|--|---|
| | <p>are used for preparing Mentha oil ; Use of Conventional extraction techniques like Hydro and Steam Distillation</p> <ul style="list-style-type: none"> ▶ Conventional techniques not only lead to lower yield but also use a greater amount of energy, solvent and raw materials | <ul style="list-style-type: none"> ▶ Increase R&D investment for development of new fragrances of oil |
| Access to Finance | <ul style="list-style-type: none"> ▶ Limited awareness about Government Schemes & Initiatives. ▶ Tedious paperwork and long waiting time of banks usually persuade farmers from not taking financial support from banks | <ul style="list-style-type: none"> ▶ Sensitization camps should be conducted to educate enterprises of the financial assistance a being provided under government schemes and by banks and NBFCs such as:- <ul style="list-style-type: none"> ▶ Assistance through PM FME scheme to FPOs/ units for setup/ expansion of mentha units ▶ MoU signed between MSME Department of Govt of Uttar Pradesh and SIDBI to facilitate easy loans through SIDBI schemes ▶ MoU with Bank of Baroda (BoB) to promote quick approval of loans through digital lending ▶ Connecting SHGs with different Central/state Govt Scheme |
| Access to Market | <ul style="list-style-type: none"> ▶ Dependence on wholesalers and traders for reaching to new markets ▶ Direct export orders are limited ▶ Limited Marketing Promotion and Industry Interactions | <ul style="list-style-type: none"> ▶ Take benefits from MDA Scheme of Export implemented both by GOI and GoUP for exposure Visit/ assist exporters for export promotion activities abroad. |
| Access to Information | <ul style="list-style-type: none"> ▶ No Business Development Centre to assist in finding new markets or grievance redressal in district level. ▶ No Buyers-Seller Meets, and Participation in Trade Fairs | <ul style="list-style-type: none"> ▶ Government should envisage to establish a District Export and Data Centre which will cater to products exported from the district. This District Export and Data Centre should oversee curating and managing repository of all traders, exporters, manufacturers from the district, products and quantity exported amongst other key statistics |

5.8 Future Outcomes

Annual Turnover

Cluster exports

The increase in export of the product by 5-10% YoY during the year 2021-22.

Substantial growth in cluster exports expected to be 25-30% by **2025 (over a span of 5 years)**.

6. Product 3: Boneless meat of bovine animals

6.1 Cluster Overview

Barabanki is famous for processed meat. Export of processed meat from district holds a prominent place in the Indian economy. There are various slaughterhouses in district employing multiple workers. Buffalo meat is the main source of meat production and export.

Exports of Boneless Meat of Bovine Animals, Frozen from Barabanki

| S. No | Product | Export value (In INR) ⁹ from September 2020 to November 2021 |
|-------|---|---|
| 1 | Boneless Meat of Bovine Animals, Frozen | 4,439,510,330 |

6.2 Product Portfolio

- ▶ Chilled Boneless Buffalo Meat
- ▶ Frozen Boneless Buffalo Meat

6.3 Cluster Stakeholders

Raw material supplier

The primary raw material suppliers are farmers who supply the disease-free animals to the slaughterhouse.

Unit owners & Workers

There are various slaughterhouses involved in processing and export of meat. Most workers are working in these units and are residing in Barabanki, Lucknow, and nearby areas of barabanki.

Machinery Supplier

Most of the units are having modern abattoir cum meat processing plant with most of segments are fully automated.

6.4 Industry Associations

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

- ▶ **MSME- Development Institute (MSME- DI), Kanpur:** 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.
- ▶ **Indian Industries Association, Barabanki (IIA)**

⁹ District wise report for the period September 2020 to November 2021 received from DGFT

6.5 Export Scenario

6.5.1 HS Code

HS codes under which the product is exported from the district

| HS Code | Description |
|---------|---|
| 020230 | Boneless Meat of Bovine Animals, Frozen |

Current Scenario

The export scenario of World and India have been analysed basis the export statistics of HS codes 020230 under which meat is exported. Alongside are the key facts pertaining to the analysed product code.¹⁰

Key Fact of Export¹⁰

26,973,672 (USD Thousand)

Value of world exports in 2020

2,998,033 (USD Thousand)

Total Exports from India in 2020

11%

Share of India in exports

6.6 Export Potential

- ▶ The total exports of boneless meat from the district as per HS code 020230 is around INR 443 crores from September 2020 to November 2021.¹¹
- ▶ India's exports represent 11% of world exports for this product, its ranking in world exports is 3 under HS code 020230.

Product 020230: India exported this product to Hongkong, China, Vietnam, Malaysia, Egypt, Indonesia, Iraq, Saudi Arabia, Philippines, UAE etc. Below figure shows the top importers for this product are:

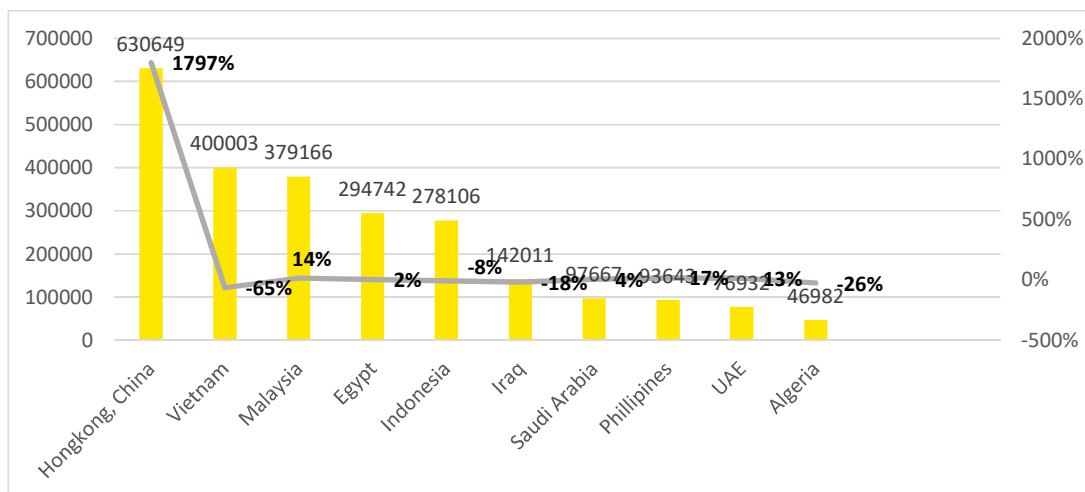


Figure 7: Top importers for this product

¹⁰ www.trademap.org

¹¹ DGFT, Kanpur

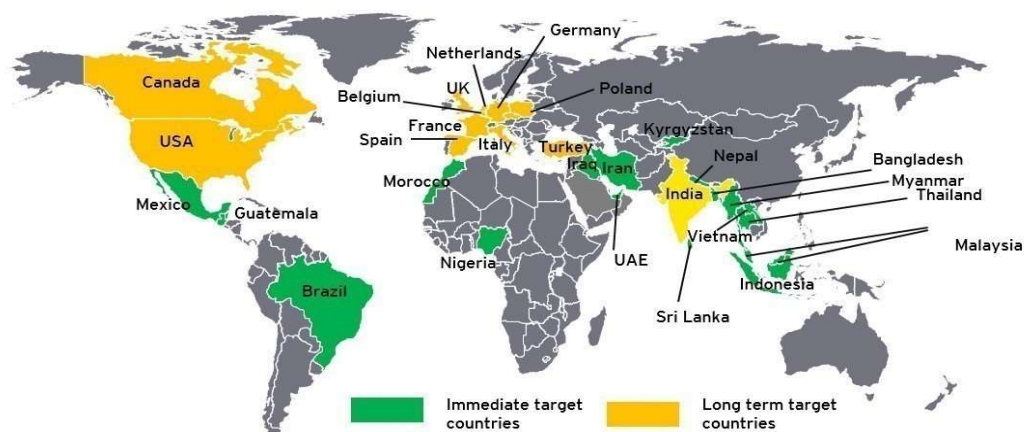


Figure 8: Markets for export potential

6.7 SWOT Analysis

Table 7: SWOT Analysis for Boneless meat and other edible offal of bovine animals

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> ▶ Rich experience in meat processing ▶ Institutional Support ▶ Low-cost manpower ▶ Leadership position in export of boneless meat ▶ Favourable trade policies | <ul style="list-style-type: none"> ▶ Inadequate Environmental compliance by smaller units ▶ Suboptimal backward integration of supply chain ▶ Lack of quality testing facility ▶ Cost of running CETP is very high ▶ Lack of awareness of govt. schemes |
| Opportunities | Threats |
| <ul style="list-style-type: none"> ▶ National & International Exhibition ▶ Increasing demand for buffalo meat in global market ▶ Exposure to new markets through fairs | <ul style="list-style-type: none"> ▶ Strict environment compliance laws ▶ Polluting Industry ▶ Located on the bank of ganga ▶ International Competition ▶ Temporary or permanent closure of slaughterhouses |

6.8 Challenges and interventions

| Parameter | Challenges | Intervention |
|---------------|---------------------------------|--------------------|
| Technological | ▶ Slaughterhouses and the units | Hard Intervention: |



| Parameter | Challenges | Intervention |
|----------------------|--|--|
| Upgradation | involved in production of meat employ traditional skilled workers who are mostly illiterate but follow the process after learning from the seniors in their units. They are not aware of the technological advancements taking place in the international industry. | <ul style="list-style-type: none"> ▶ Establishment of fleshing machine and lime splitting machine in the units will resolve the issue of solid waste management and this will reduce the operating cost and ensure working capital for the unit. The solid waste can be used as by-product for other use. |
| Environmental Issues | <ul style="list-style-type: none"> ▶ Challenges faced by slaughterhouses/ industries in complying pollution control norms regarding treatment of effluents and TDS levels of discharge. ▶ There is lack of awareness of global environmental and social norms. ▶ Smaller units find it difficult to bear the operational cost of CETP. | <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"> ▶ Awareness and outreach program for raising consciousness about environment issues due to the pollutants. ▶ Use of codes of conduct (COC) for assessment of suppliers on social and environmental compliance. |
| 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 | <ul style="list-style-type: none"> ▶ Collaboration with retail brands like Licious, Big 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 organized 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 packaging. | <p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Packaging Center can be established for better and innovative packaging. ▶ Packaging materials like trays made of polystyrene, LDPE, shrink films PVC should be used for improved packaging. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Workshops/seminars or training program for leather footwear manufacturers can be organized using |

| Parameter | Challenges | Intervention |
|-----------------------------------|--|---|
| | | 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. | <p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ A state-of-the-art Testing laboratory can be established for ensuring production of certified quality products. <p>Soft Intervention:</p> <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. |
| Exporter's issue | <ul style="list-style-type: none"> ▶ No focal point to address exporters issues. | <ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT. |
| Cost Structure | <ul style="list-style-type: none"> ▶ U.P. is a land-locked state. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry | <ul style="list-style-type: none"> ▶ The DIC office should 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. |

6.9 Future Outcomes

| Annual Turnover |
|---|
| Increase in annual turnover in 2020-21 by 5-10% YOY by 2025 ¹² |

| Cluster exports |
|---|
| The increase in export of the product from current levels by 25-30% by 2025 ¹² |

¹² Basis Stakeholder Consultation

7. Action Plan

| Quantifiable activity/ intervention | Responsible authority | Timeline for implementation ¹³ |
|---|-----------------------|---|
| Increasing the overall exports from the state | | |
| Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them | DIEPC, UPEPB | Continuous initiative |
| Creation of an event calendar comprising of events to be conducted in a Financial Year with a focus on international marketing events. Further, DGFT and FIEO can finalize a target to participate in at least 3 international events in a year per product category/industry (food, engineering & auto components, handicrafts, textile& apparel etc.) by utilizing schemes like IC and MAS | DIEPC, UPEPB | Continuous initiative |
| <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 schemes¹⁴ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP | DIEPC , UPEPB | Continuous initiative |
| DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target | DIC, UPEBP and FIEO | Intermediate |

¹³ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

¹⁴ 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>:

| | | |
|--|-----------------------|--------------|
| under this segment | | |
| Common interventions across sectors/ clusters | | |
| Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc. | ODOP Cell/UPEPB/DIEPC | Short term |
| MoU with QCI for defining quality standards of the products | ODOP Cell/UPEPB/DIEPC | Short term |
| Collaboration with IIP to define cluster-wise packing standards | ODOP Cell/UPEPB/DIEPC | Short term |
| Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit | UPEPB/DIEPC and banks | Short term |
| Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances | UPEPB/DIEPC and banks | Intermediate |
| Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc. | UPEPB/DIEPC and banks | Intermediate |
| Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance | UPEPB/DIEPC | Intermediate |
| Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports | DIEPC/UPEPB | Short term |
| DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT. | DIEPC/DGFT/UPEPB | Long term |
| Cost Structure: | | |
| 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. | DIEPC/UPEPB | Long term |
| 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 | DIEPC/UPEPB | Long term |

| | | |
|--|----------------------------------|-------------------|
| <p>Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.</p> | <p>DIEPC/UPEPB/FIEO</p> | <p>Short term</p> |
| <p>Product 1: Handloom products</p> | | |
| <p>i. Establishment of Common Facility Centre under ODOP CFC Scheme for: - <ul style="list-style-type: none"> - Raw Material Depot, - Trade Facilitation, Training & Knowledge Center, Product Design Center - Common Production Center </p> | <p>ODOP Cell</p> | <p>Long Term</p> |
| <p>a. Quality Control and testing laboratory with Well-equipped testing procedures</p> | | |
| <p>ii. Skill Development</p> | | |
| <p>Collaboration with NSDC for providing job-oriented training for skilling and upskilling.</p> | <p>ODOP Cell, NSDC, Artisans</p> | <p>Long Term</p> |
| <p>a. ODOP Skill Development and Tool Kit Distribution Scheme</p> | <p>ODOP, DIEPC</p> | <p>Long Term</p> |
| <p>iii. Design Innovation</p> | | |
| <p>To bridge the design gaps, cope up with the changing fashion trends, creation of the design banks a MoU will be signed with National Institute of Fashion Technology (NIFT).</p> | <p>ODOP Cell</p> | <p>Long Term</p> |
| <p>i. Collaboration with renowned designers (Rina Dhaka, Manish Malhotra, Ritu Beri, Asma Hussain & JJ Valaya) to help the artisans understand current trends and market demand. The collaboration is foresighted to be based on one of the below models: a. Linkage of designers with existing CFCs where Design Centre is being taken up b. The artisans within the CFC can purchase the designs from the above-mentioned designers The designers can Common Production centres and the artisans can associate with the designers by creating the designs for them. These products can then be marketed as a collaborative product of ODOP and the respective designer</p> | <p>ODOP Cell</p> | <p>Long Term</p> |
| <p>a. Engaging Uttar Pradesh Handlooms Corporation to work on the design aspects of handloom products</p> | <p>ODOP Cell</p> | <p>Long Term</p> |
| <p>iv. Marketing & Branding</p> | | |

| | | |
|--|--|-----------|
| a. Collaboration with NIFT to support artisans in establishing the brand name of the 'Handloom Mark' products in the national and international market | ODOP Cell | Mid Term |
| Product 2: Menthol and its products | | |
| <p>Awareness and Outreach :</p> <ul style="list-style-type: none"> Conduct workshops at block level to create awareness about Government initiatives, financial products, its application procedure and benefits, industry of Stone handicrafts products manufacturing etc. Facilitation in exposure visits of cluster actors to Rampur, Punjab, Uttarakhand, and other countries like Brazil, China, japan etc. to learn best practices are followed. | DIEPC, ODOP Cell, Banks, Fis, MSME-DI, and Research Institutes | Long term |
| Establishing some rooms in clusters having high resolution camera, Laptops, Internet connectivity, mannequins and clean background (having proper lightening) so that picture of the products can be uploaded on E-Commerce portals. | | |
| ii. Conduct awareness workshops at block level to create awareness about different marketing schemes Collaboration with design institutes like NID and NIFT to conduct designing workshops for artisans | DIEPC & PMU | Long Term |
| iii. Financial Support | | |
| Collaboration with Financial Institutions (Bank of Baroda) for digital lending to ODOP artisans to expedite loan process with transparency | DIEPC & ODOP Cell | Long Term |
| Collaboration with SIDBI to support in Co-origination loans through micro-finance institutions in district | SIDBI & ODOP cell | Mid Term |
| Creation of Online ecosystem wherein working capital as well as capital loan can be disbursed with same ease as personal loans. To this end, alternative credit appraisal models will be explored to tap unbanked territory of ODOP artisans and units | ODOP Cell | Long Term |

| | | |
|--|--|-------------------|
| <p>Financial Assistance :</p> <ul style="list-style-type: none"> • MoU with Banks to facilitate loans to Artisans and units on priority basis through digital lending • Revolving Working Capital Assistance' to micro units/ Artisans towards procuring raw materials and meet operating expenditure. This can be introduced through CFCs or DIEPC • Collaboration with NBFCs and FinTechs • Leveraging SIDBI schemes through collaboration with Micro-Finance Institutions (MFIs) | <p>DIEPC, ODOP Cell, NBFCs, and Fintechs</p> <p>SIDBI and MFIs</p> | <p>Long term</p> |
| <p>Establishment of CFC :</p> <ul style="list-style-type: none"> • Identification of SPV for CPC and Design bank and display centre • Preparation of DPR • Obtain required approvals • Establishment of CFC (Tendering, Construction & Procurement) • Operationalization of CFC • Creation and submission of proposal for <ul style="list-style-type: none"> ○ Common Tools & Storage House for Mentha cluster to support Mentha cluster during cultivation and harvesting processes ○ Common Testing & Certification Facility ○ Packaging, labelling and bar-coding facilities ○ Marketing & Display Centre | <p>SPV, DIEPC, ODOP Cell, Implementing agency</p> | <p>Short term</p> |
| Product 3: Boneless Meat of bovine animals | | |
| <p>Establishment of CFC with fleshing machine and lime splitting machine</p> | <p>UPEPB/DIEPC</p> | <p>Long term</p> |
| <p>Setting of modern technology based CETPs</p> | <p>UPEPB/DIEPC/District Administration</p> | <p>Long term</p> |
| <p>Collaboration with E-commerce companies like Big Basket, Nature Basket etc.</p> | <p>UPEPB and DIEPC</p> | <p>Short term</p> |

Abbreviations

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

| | |
|-----------------|---|
| MAS | Market Assistance Scheme |
| MSE CDP | Micro & Small Enterprises - Cluster Development Programme |
| MSME | Micro, Small and Medium Enterprises |
| NHB | National Horticulture Board |
| NIC Code | National Industrial Classification Code |
| NIC | National Informatics Center |
| NID | National Institute of Design |
| NIFT | National Institute of Fashion Technology |
| NSDC | National Skill Development Cooperation |
| ODOP | One District One Product |
| PM FME | Pradhan Mantri Formalisation of Micro food Processing Enterprises |
| PMU | Project Monitoring Unit |
| QCI | Quality Council of India |
| R&D | Research & Development |
| RMB | Raw Material Bank |
| SGPGI | Sanjay Gandhi Post Graduate Institute of Medical Science |
| SIDBI | Small Industries Development Bank of India |
| SPS | Sanitary & Phytosanitary |
| SPV | Special Purpose Vehicle |
| SWOT | Strength, Weakness, Opportunities, Threats |
| TBT | Technical Barriers to Trade |
| UAE | United Arab Emirates |
| UK | United Kingdom |
| UP | Uttar Pradesh |
| UPEPB | Uttar Pradesh Export Promotion Bureau |
| UPICO | UP Industrial Consultancy Organisation |
| USA | United States of America |



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