



Draft District Export Action Plan, Chitrakoot, Uttar Pradesh

Department of MSME & Export Promotion

Government of Uttar Pradesh

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

सत्यमेव जयते

Districts
as Export Hubs

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world

Preface

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

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

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

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

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1. Vision of Districts as Export Hubs

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

- ***Honourable Prime Minister of India, Shri Narendra Modi***

Foreign trade from India constitutes of 45% of its GDP¹. 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

Chitrakoot is famous for its mythological importance from the time of Ramayana. It is associated with historic Ramayana epic as this was the place where Lord Rama, Sita, and Lakshman spent their 11 years of exile. It is known both for its scenic beauty and spiritual altitude. It is an important pilgrimage and tourist hub. Pilgrims are overwhelmed by taking a dip in the Payaswani or Mandakini River and by immersing oneself in the dust of the Kamat giri. Chitrakoot district, coming under Bundelkhand region of the state of Uttar Pradesh², is one of the most backward districts of the state and in the country. **Chitrakoot is a division of Uttar Pradesh.**

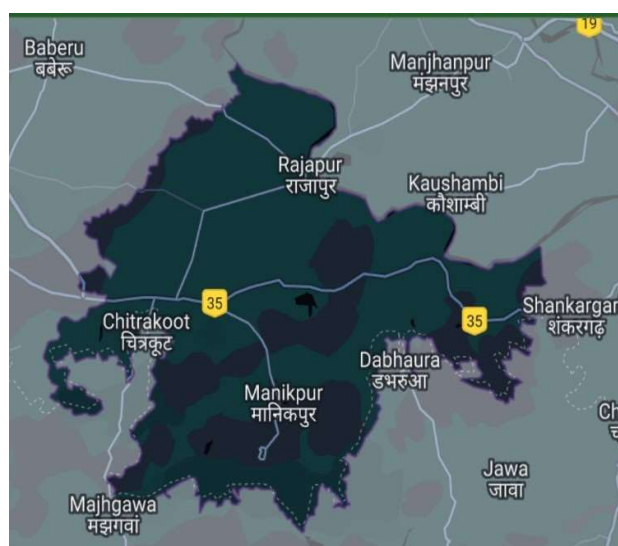


Figure 1: Google Map of District of Chitrakoot

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

² DSR Wooden toys, prepared by NABARD Consultancy Services P Ltd



2.1 Geography

District Chitrakoot lies between DMS Lat. 25° 10' 32.7972'' N and DMS Long. 80° 52' 5.9664'' E. Distance covered by district from east to west is 62 Km and North to South is 57.5Km. It is bounded in the north by Kaushambi, in the south by Satna (MP) & Rewa (MP), in the east by Allahabad and in west by Banda. The district is linked with Roadways to all adjoining district of Banda, Allahabad, Satna, Rewa and Kaushambi³.

2.2 Connectivity

- ▶ **Road:** Chitrakoot Dham sits on National Highway 76 (NH 76). The city has road links to all adjoining districts of Banda, Prayagraj, Satna, Rewa and Kaushambi.
- ▶ **Railways:** Chitrakoot Dham has a railway station (Indian Railways Station code: CKTD) on the Manikpur - Jhansi/Kanpur main line, served by the North-Central division of Indian Railways. It is connected by train to Delhi, Mumbai, Kolkata, Bhopal, Raipur, Jabalpur, Kanpur, Khajuraho, Lucknow, Durg and Varanasi.
- ▶ **Air Transport:** Closest Airport to Chitrakoot Dham is in Prayagraj which is 106 kilometres (65.8 miles) away and has flights to major destinations such as Delhi, Bangaluru, Mumbai, Kolkata etc. An airstrip is under construction at Dewangana.

2.3 Administrative Setup

Chitrakoot district serves as district headquarters. The district comprises of **four** Tehsil and 5 development blocks. 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 socioeconomic development of the state.

2.4 Demography

Chitrakoot district has a population of 991,730, roughly equal to the nation of Fiji or the US state of Montana. This gives it a ranking of 448th in India (out of a total of 640). Its population growth rate over the decade 2001-2011 was 29.29%. Chitrakoot has a sex ratio of 879 females for every 1000 males, and a literacy rate of 65.05%.⁴

2.5 Major agricultural crops grown in the district

Wheat, paddy, maize, sorghum, chickpea, pigeon pea and green gram are major crops in the district.⁵

2.6 Tourism

Tourism is one of the most integral part of Chitrakoot economy. Chitrakoot means the 'Hill of many wonders'. Chitrakoot falls in the northern Vindhya Range of mountains spread over the states of Uttar Pradesh and Madhya

³

https://www.google.com/search?q=chitrakoot+dist+geography+longitude+latitude&rlz=1C1ASVC_enIN1009IN1009&oq=chitr&aqs=chrome.1.69i59l2j46i67i433j35i39j69i57j69i60i3.4590j0j7&sourceid=chrome&ie=UTF-8

⁴ <https://www.census2011.co.in/census/district/542-chitrakoot.html>; <https://chitrakoot.nic.in/demography/> and <https://www.latlong.net/place/chitrakoot-uttar-pradesh-india-15129.html>

⁵

https://www.biodiversityinternational.org/fileadmin/user_upload/research/research_portfolio/Adaptation_to_climate_change/Seeds4Needs_factsheets/India_factsheet_series/Factsheet_01_Introduction_Web.pdf

Pradesh. Chitrakoot Mountain range includes famous Religious Mountains like Kamad Giri, Hanumaan Dhara, Janki Kund, Lakshmanpahari, and Devangana. A large part of the district is a rocky and denuded forested upland called the Patha, which is inhabited by Kol tribals. **Ram Ghat and Sandhya Arti** is the big attraction⁶.

3. Industrial profile of the district

The most prominent MSME sectors in the district are: Agro-based, wooden toys & crafts, metal-based steel fabrication, repairing & servicing.

Table 1: Industrial areas and industrial estates of the district

Name of Ind. Area	Land acquired (In Acre)	Land developed (In Acre)	No. of plots	No. of allotted plots	No. of vacant plots	No. of units in production
Bargarh-2	154.96	73.27	4	4	0	1

The following are the prominent type of industries in the district⁷:

Table 2: Type of Industries in Chitrakoot

Industry	Functional Units	Employment ⁸ (Nos)	Investment (Rs. Cr)
Agro based	119	495	3.78
Wood/wooden based furniture	100	1810	5.05
Metal based (Steel Fab.)	75	390	6.74
Repairing and servicing	1518	7566	55.69
Total	1812	10261	71.26

3.1 Potential areas for MSME/Large/Manufacturing/Service sector

Chitrakoot district is endowed with variety of natural resources like minerals, agriculture, livestock, etc. which offer very good potential for setting up of a variety of industries in the MSME Sector. An illustrative list of items enjoying good prospects is given below: ¹¹

- ▶ **Agro based** - Rice Mill, Floor mil, Herbal and Medicinal plants processing units
- ▶ **Wood/wooden based furniture**- Wooden toys, novelty and utility items
- ▶ **Metal based (Steel Fab.)** - Stone Crusher for Granite Tiles Cutting & Polishing
- ▶ **Repairing and servicing**- Induction furnace for metal casting, Soap & Detergent for Dhoop-batti, Agarbatti & Candles

3.2 Major Exportable Product from Chitrakoot

The following table depicts the value of export of major products from Chitrakoot¹⁰:

⁶ <https://chitrakoot.nic.in/about-district/>

⁷ DIC, Chitrakoot

⁸ Registered Employees of the cluster

¹¹ DIC Chitrakoot

Table 3: Major exportable products from Chitrakoot


HSN Code	Product	Export value From April 21 to March 2022 (in INR)
841391	Parts of pumps for liquids, n.e.s.	1,41,90,960
100610	Rice in the husk, "paddy" or rough	1,32,63,447
100630	Semi-milled or wholly milled rice, whether or not polished or glazed	25,85,250
740311	Copper, refined, in the form of cathodes and sections of cathodes	20,16,011
100199	Wheat and meslin (excluding seed for sowing, and durum wheat)	5,76,542
840991	Parts suitable for use solely or principally with spark-ignition internal combustion piston engine, n.e.s.	5,46,618
870899	Parts and accessories, for tractors, motor vehicles for the transport of ten or more persons, motor cars and other motor vehicles principally designed for the transport of persons, motor vehicles for the transport of goods and special purpose motor vehicles, n.e.s.	1,484


4. Product 1: Wooden Toys


4.1 Cluster Overview

Chitrakoot is known for its wooden lacquer-ware craft, toys in particular. Making of wooden lacquer-ware is an age-old tradition in this small town, located in the border of Uttar Pradesh and Madhya Pradesh, about 280 km from Allahabad and 92 km from Satna. The basic raw material, Koraiya Dudhi and Sudari wood are available in the jungles of Chitrakoot, with which the wooden craft items are made. Because of the tourist attraction, market for this product is locally available. With the patronage of tourists, the craft survive on hereditary basis. At some point of time the craft was flourishing and more than 80 units comprising more than 1050 artisans were earning their livelihood with this craft.

Key Facts

 **80 Unit**

 **INR 4.22 Crores** Approximate turnover of the cluster

 **1500 employment** directly or indirectly associated including artisans

Mostly the units were household units in which entire family members contributed for production of the craft.

With the passage of time the demand for this craft has fallen gradually, due to tough competition from the modern toys. Moreover, artisans could not keep pace with the changing taste of the market. With the result industry has shrunk tremendously.

Presently only 45 units covering 400 artisans are engaged in the craft. Apart from this, many artisans are working in this craft on part time basis. They are making these products based on the demand in the market. The demand rises during the period from October to February. The products are being marketed by the artisans in the various Melas conducted at national/state level.

¹⁰ District wise report for the period April 2021 to March 2022 received from DGFT

4.2 Product profile

Basically, two types of product are being made at Chitrakoot⁹ :-

1. Traditional toys and utility items like spinning tops (Lattu), sound making toy (Jhunjuna), finger tops, Damru rattles, kitchen sets, athletic skipping ropes, doll sets, round boxes (Sindurdani), key chains etc.
2. Decorative items like wooden Idols, bangle stands, flower vases, wooden bangle, hair clips etc. Few units have also introduced new product range in which betel nuts are used in place of wood. They are making idols, key rings and other products with same techniques. However, lacquering is not done on such products.



⁹ DSrof Chitrakoot



4.3 Cluster Stakeholder

<ul style="list-style-type: none"> ▶ Artisans ▶ Raw material suppliers ▶ Machinery suppliers ▶ Entrepreneurs ▶ Manufactures ▶ Exporters ▶ Banks and Financial Institutions ▶ DIEPC ▶ MSME DI 	<ul style="list-style-type: none"> ▶ District Industry Centre, Karvi, Dist. Chitrakoot ▶ Marketing & Service Extension Centre, O/o Development Commissioner (Handicrafts), Varanasi ▶ Labor Department, Karvi ▶ U P Khadi & Village Industries Boad, CIC Road, Karvi, Chitrakoot
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4.4 Export Scenario

4.4.1 HS Code

The following table lists the HS codes under which the wooden toys are exported:

Table 3: HS codes for Wooden Toys

HS Code	Description
950300	Wooden toys, tricycles, educational toys, game toys

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code 950300 mentioned above under which Wooden Toys products are exported. Alongside are the key facts¹⁰ pertaining to the analysed product codes.

Export Potential

As various products are manufactured and sold under the Wooden toys products category of Chitrakoot¹¹, 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.

Key Fact of Export

54136471 (USD thousand)

Value of world exports in FY 2020

128519 (USD thousand)

Total Exports from India in year 2020

7320 (USD thousand)

Total Exports from UP in FY 2020-21

5.69%

Share of UP in India's exports

¹⁰ <https://www.trademap.org/>

¹¹ Basis stakeholder discussion

Product HSN Code: Wooden toys, tricycles, educational toys, game toys (950300)

India's exports represent 0.20% of world exports for this product. The value of India's exports has gradually decreased by 2% between 2016 and 2020.

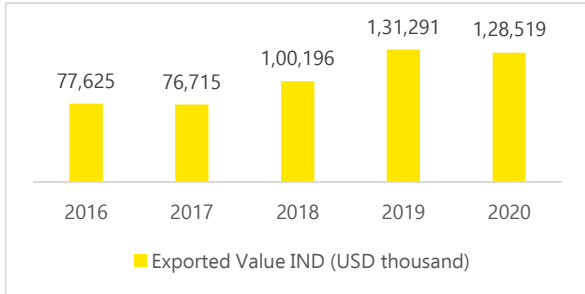


Figure 2: Exported Value of India for HSN Code 950300

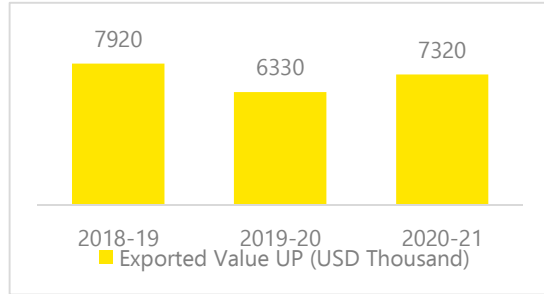


Figure 1: Exported Value of UP for HSN Code 950300

The top importers for this product in the world are

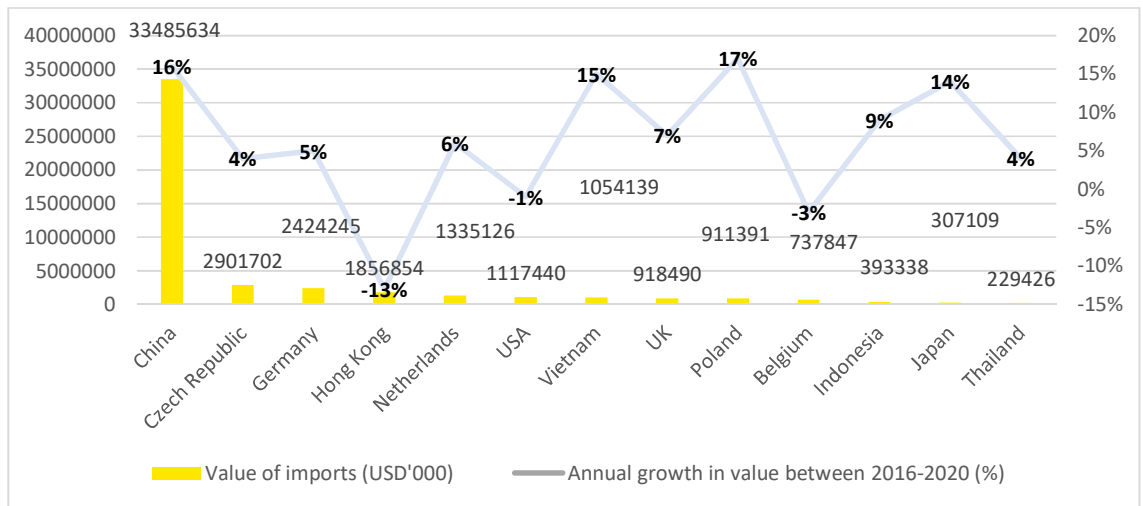


Figure 4: Top importing countries in the world under HSN Code 950300

given below, alongside the value of the product imported in 2020.



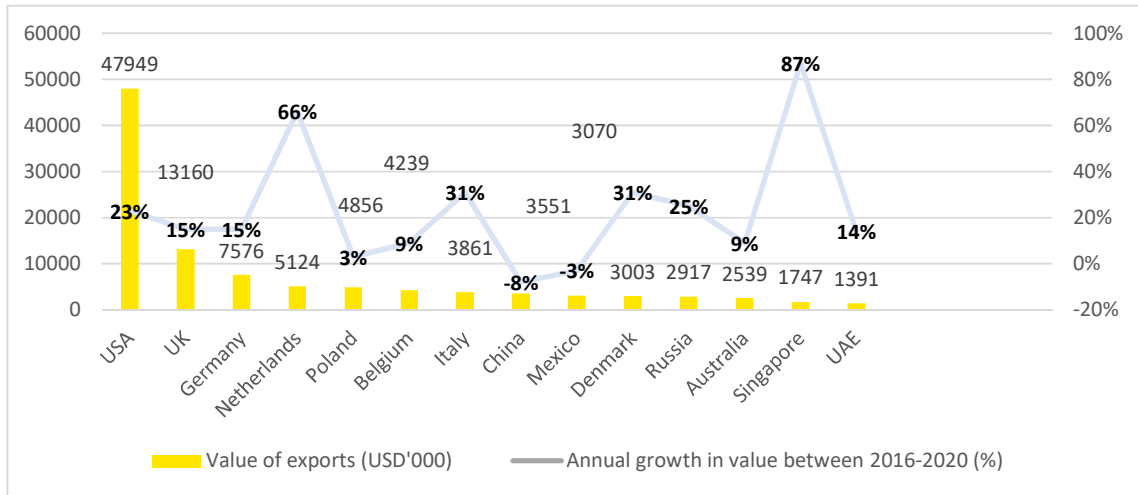


Figure 5: Prominent Importers to whom India Export the Product under HSN code 950300

Prominent Import Countries to whom India export this product are: -



Figure 6: Market for export potential under HSN code 950300

Countries to whom UP exports this product in HSN code -950300 are **USA, UK, Netherlands, Denmark, Australia, UAE, France, Nepal, Canada, Saudi Arabia, Portugal, Germany, Japan, Vietnam, South Africa.**¹²

4.5 SWOT analysis

Table 4: SWOT Analysis

Strengths	Weaknesses
▶ Being tourist hub there is a demand in the local market	▶ Tough competition with similar products of much cheaper materials like plastic.

¹² www.dgcisanalytics.in



<ul style="list-style-type: none"> ▶ Traditional Craft practiced through generations. ▶ Availability of skilled artisans. d. Low priced product. ▶ Lower cost incurred towards packaging/transport ▶ High competition among units ▶ Preferred raw material i.e. Coraiya wood is available locally ▶ Low cost of investment. 	<ul style="list-style-type: none"> ▶ No proper marketing outlets created to attract the tourist. ▶ Lack of introduction of new and advanced tools/techniques. ▶ Insufficient storage facilities for wood. ▶ Use of unseasoned wood affects the quality of finished products. ▶ Absence of design inputs. ▶ No union/association of artisans. ▶ Negligible fund flow from financial institutions.
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Scope to introduce new and advanced tools/techniques with the help of Regional Design & Technical Development Centre, o/o Dev. Commissioner (Handicrafts), Bangalore ▶ Scope for development of new range of products with the help of I.I.F.Ts. ▶ Tremendous scope for domestic & export markets. ▶ Implementation of various central/state Govt. schemes, including welfare schemes 	<ul style="list-style-type: none"> ▶ Competition from machine made toys. ▶ Lack of seasoning /treatment technology for wood. ▶ Lack of awareness of various Government Schemes. ▶ Supply of insufficient quantity of Coraiya wood to artisan's by VAN NIGAM. ▶ Craft pocket is shrinking because of low marketing opportunities

4.6 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Artisans are currently procuring wood from Van Nigam, once in a year. But the quota fixed by Van nigams is quite insufficient. ▶ Artisans are buying wood from the open market to meet the market requirements of the product which is 6 to 8 times costlier than the Van Nigam's price. ▶ Units are not having sufficient space to store raw materials. ▶ Further, artisans are not adopting/using any seasoning techniques for wood which is affecting the quality of finished products 	<p>Hard Interventions:</p> <ul style="list-style-type: none"> ▶ Van Nigams may be requested to enhance quota of wood for artisans, and they may be provided this quota at least twice in a year. ▶ Seasoning plants as per the requirement of the industry may be setup at Chitrakoot to provide seasoning and chemical treatments to the raw material i.e. wood under ODOP CFC Scheme.
Technological Upgradation	<ul style="list-style-type: none"> ▶ Artisans are using their traditional tools and technique to produce the product. With old tools and techniques, efficiency of artisans is very poor. Moreover, variation in the production range is limited 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Establishment of Common Production Center with modern machines including Saw machine, Buffing Machine, Bore Cutting Machine, Wooden Frame Making Machine, CAD Based Software and computer and accessories, Hydraulic Clicking Press Machine for repeat production etc. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ New tools and technique may be introduced in the craft cluster, with the help of technical institutes

Parameter	Challenges	Intervention
		like IIT/RDTDC of office of DC(H)
Marketing & Branding	<ul style="list-style-type: none"> ▶ Absence of usage of information and communication facilities ▶ Lack of common marketing and sales platform ▶ Presently artisans are selling their product only in the local market. Only few units are attending market oriented programs organized by state & central Govt. departments. ▶ Limited Market diversification ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies. ▶ 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 ▶ Exposure visits to Channapatna clusters to study the best practises and understand their modus operandi and value chain.
Access to Finance	<ul style="list-style-type: none"> ▶ Working capital is an issue for the units as they must pay the wages to the artisans in advance. ▶ Lack of awareness about existing Financial institutions and their schemes & policies ▶ Limited knowledge on the schemes and policies of central and state government ▶ Blockage of working capital owing to extended payment timelines ▶ The linkages with banks and financial institution in the cluster are not established properly. ▶ The linkages with banks and financial institution in the cluster are not established properly. ▶ Improper documentation leading to loan rejection 	<p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Awareness and outreach program for raising consciousness about existing central and state government schemes that can be leveraged ▶ Collaboration with SIDBI ▶ MSME department is partnering with banks to ease up the sanctioning process, for e.g. Bank of India ▶ Collaboration with nationalized banks/ financial institutions for easy lending to manufacturers through digital platforms to ease out paperwork. ▶ Sensitization of banks/financial institutions to understand the product value chain while fixing WC/CC limits.
Designing of Products	<ul style="list-style-type: none"> ▶ Lack of innovative design inputs/design centre, leads to imitation of designs from large showroom and repetitive manufacturing of same design products. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ It is proposed that a Design and Innovation center be set up in the cluster. The centre will include following components: <ul style="list-style-type: none"> ○ Design Lab: It would undertake research and development on Design, Product and Technology keeping in view the current and future trends. These designs would originate by matching the skill base of manufactures with market demand,

Parameter	Challenges	Intervention
		<p>based on which prototypes will be developed.</p> <ul style="list-style-type: none"> ○ Sample Development: The Centre would manufacture samples for the benefit of all cluster participants. The challenges in developing a sample design would enable the center to come up with innovative solutions and improvisations for the introduction of new materials, techniques, tools etc. ○ Training Centre ○ IT Lab and Resource Centre <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Design training and certificate courses to local aspirants who have inclination towards designing of wooden toys product via Design and Innovation center or collaboration with institutes like
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.
Logistic Issue	<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 DIC office should organize workshops for exporters to apprise about Export Promotion Scheme of the Department of MSME & Export Promotion, UP such as Market Development Assistant (MDA), Financial Assistance for Foreign fairs/exhibition, Financial Assistance for sending samples to foreign buyers, Subsidy on freight charges upto gate way port Air Freight Rationalisation Scheme etc. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

4.7 Future Outcomes

Annual Turnover
Increase in annual turnover from existing INR 4.22 Cr. to Approx. 6.5 Cr Over the period of 5 years

Cluster exports
Initiate direct export of 50 Lakhs. over the period of 5 years

5. Product 2: Tourism

5.1 Cluster Overview

India possesses a rich and diverse range of unique tangible and intangible cultural, natural, and manmade tourism resources, many of which are world class in quality and most of which are in rural areas. India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. The Tourism Industry plays a major role in the economic development of the country.

During 2019, the contribution of travel & tourism to GDP was 6.8% of the total economy, ~ Rs. 13, 68,100 crores (US\$ 194.30 billion). The segmentation of Domestic Tourism and International tourist is as under; ¹³

Sl. No.	Subject	Total Tourist visits	Eaming
01	International Tourism	26.92 million	30.058 billion USD
02	Domestic Tourism	2321.98 million	164.24 billion USD

¹³ India Tourism Statistics at a Glance-2020 prepared by Ministry of Tourism, Govt of India)

	Total	2348.9 million	194.30 illion USD
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5.2 International tourism in Uttar Pradesh

Uttar Pradesh is the fourth largest state in India, with an approximate area of 2,40,928 Sq. Km. It is also the most populous state in the country, with a population of 199.5 million. Uttar Pradesh is one of the most favoured states for tourists in India, with a consistent ranking amongst the top states in terms of tourist arrivals.

Uttar Pradesh is a land of cultural and geographical diversity. It is blessed by tranquil expanses of meadows, perennial rivers, dense forests, and fertile soil. It is the heartland of India and plays a crucial role in the culture, politics, agriculture, education, industry, and tourism of India.

Uttar Pradesh is the largest tourist destination in India and abounds with beautiful spots and pilgrimage centres. Situated in the northern part of India, it shares boundary with Uttaranchal, Bihar, Madhya Pradesh, Rajasthan, Haryana, Delhi, Himachal Pradesh, and an international border with Nepal

Uttar Pradesh has a glorious history. It is the land of Lord Rama, Krishna, Buddha and Mahavir. The epics Ramayana and the Mahabharata were written in Uttar Pradesh. It was here that the Buddha lived and preached to his disciples. The Mughals established their empire here. It is also home to India's most visited site, the Taj Mahal, the oldest living, and holiest city Varanasi. The First War of Indian Independence against British rule in 1857 had its roots in this state. Agra, Varanasi, Fatehpur Sikri, Ayodhya, Prayagaj, Chitrakoot, Jhansi, Shravasti, Kaushambi, Mathura and Lucknow etc. are prominent center of tourism in this state.

In, 2019, Uttar Pradesh was ranked the 1st state in in terms of the domestic tourist arrivals and 3rd in terms of foreign tourist arrivals. The Tourism industry in Uttar Pradesh has a significant contribution to the states' economic growth. The contribution of tourism to the employment generation, both direct and indirect, is of immense importance to the state.

The detail of foreign tourists and domestic tourists visiting Uttar Pradesh is mentioned below ¹⁴-

Table 12: The details of foreign tourists and domestic tourists visiting in Uttar Pradesh

Year	Indian	Foreigner	Total	Percentage increase (+)/ Reduce (-) in comparison to last year		
				Indian	Foreigner	Total
2016	21,35,44,204	31,56,812	21,67,01,016	+) 3.40%	+) 1.69%	+) 3.37%
2017	23,39,77,619	35,56,204	23,75,33,823	+) 9.56%	+)12.65%	+) 9.61%
2018	28,50,79,848	37,80,752	28,88,60,600	+) 21.84%	+) 6.31%	+)21.60%
2019	53,58,55,162	47,45,181	54,06,00,343	+) 87.96%	+)25.50%	+)87.14%
2020	8,61,22,293	8,90,932	8, 70, 13,225) 83.92 %) 81 .22%) 83.90 %

U.P. State Tourism Policy, 2018

To establish Uttar Pradesh a preferred tourism destination in India and achieve countries highest tourist arrival and earn tourist receipts, driving employment generation, the Uttar Pradesh Govt has announced its tourism policy, 2018 with following objectives-

- ▶ To become the most preferred tourist destination in the country by 2023.
- ▶ To achieve an annual increase of 15% domestic tourist arrival and 10% foreign tourist over the next five years.
- ▶ To attract employment of approximately 500000 per year.

¹⁴ Department of Tourism, U.P.

- ▶ To attract investments with a target of INR 5000 per year.
- ▶ To impart training to 10000 tourism service providers over the next five years.
- ▶ To convert 10 heritage buildings (Buildings with heritage value) to heritage hotels per year.
- ▶ To improve regional connectivity of all religious and cultural attractions within the state through road, rail, and air
- ▶ To promote the state as leading MCE destination in the country
- ▶ To elevate the standards of public service facilities across the state and provide high quality visitor experience

5.3 Chitrakoot and Spiritual Tourism

Greatly revered by the ancient sages, Chitrakoot has a richly significant mythological history. According to the great sage Valmiki in his epic Ramayan, it was the abode for Ram, Laxman and Sita during a part of their exile. Chitrakoot was the place of Bharat-Milap, where Bharat met Lord Ram and requested him to return and take the throne in Ayodhya. Following Ram's gentle refusal of the same, he left Chitrakoot with Sita and Laxman. Bharata Mandir now enshrines that moment and carries stone etchings of footprints of Lord Ram and all his brothers. Chitrakoot is where Lord Ram performed a shuddhi (purification) ceremony in memory of Dashrath, his father. Both the ancient poets Kalidas and Tulsidas speak glowingly of Chitrakoot in their writings, and Tulsidas spent a considerable time here in meditation and worship of Lord Ram.

Ramghat is a significant ghat where Lord Ram appeared in front of Tulsidas and gave him his blessings. Not very far is the Sita's kitchen where Lady Sita extended hospitality to various sages and saints. Chitrakoot is also believed to be the place where the Holy Trinity - Lords Vishnu, Brahma and Shiva, took their incarnations on earth. Lord Brahma also chose this site to light 108 fires before creating the universe. Now only pit remains to mark the once-grand fire, known as Yagya Vedi.¹⁵

Chitrakoot is ranked 5st rank in Domestic Tourist Visit and 21th in Foreign Tourist Visit (FTV) in year 2019. The five years trends of foreign and domestic tourist arrival in Chitrakoot are mentioned in below figure.¹⁶

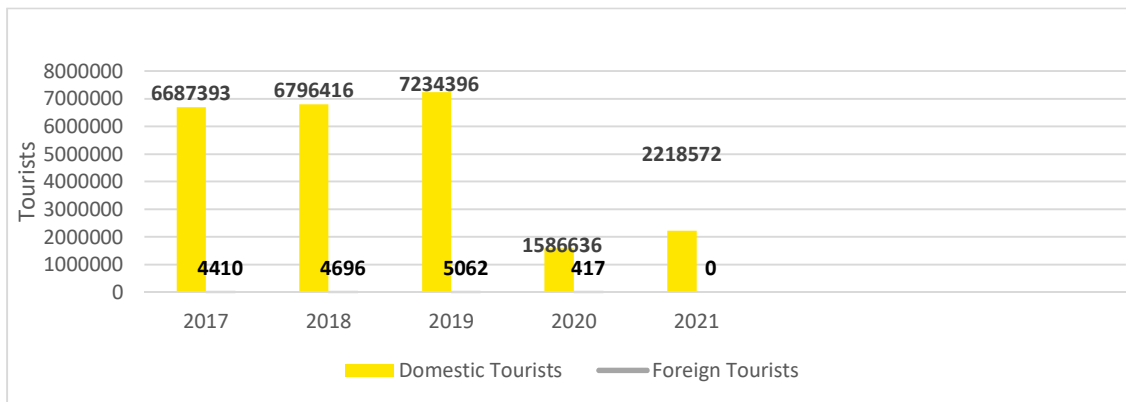


Figure 2: Details of Tourists of Chitrakoot

¹⁵ <https://chitrakoot.nic.in/places-of-interest/>

¹⁶ https://www.uptourism.gov.in/pdf/Year-wise-Tourist-Statistics/202110051652342671Stat_051021.pdf



5.4 Places to Visit in Chitrakoot¹⁷

5.4.1 Kamad Giri

Forested hill of prime religious significance, this is believed to be the original Chitrakoot. The Bharat Milap Temple is located here. Pilgrims perform a ritual circumambulation of the hill to seek blessings.

5.4.2 Ram Ghat

Stepped edges leading into the river Mandakini and a serene environment is what one will find here. This riverside is known to be the place where Lord Rama, Goddess Sita and Lord Laxman interacted with Saint Goswami Tulsidas. Ram Ghat is a place with much activity and a seething crowd as it is one of the main Ghats of Chitrakoot. One can see the signs of it early morning onwards. Also adding to the view are the colourful boats lining near the steps leading into the river. One should not miss the evening Aarti on the Ram Ghat.

5.4.3 Bharat Koop

Bharat Koop is a huge well near Bharatpur village, located around 20 KMs west of Chitrakoot. It is believed that Lord Rama's brother Bharat brought water from all the holy places to honour Lord Ram as the King of Ayodhya. Bharat was unsuccessful in persuading Lord Ram to return to his kingdom and take his place as the king. Bharat then, as per the instructions of Maharishi Atri, poured the holy water in this well. It is said that taking a bath from the water of this well means bathing in all teerths (pilgrimage destination). There is also a temple here dedicated to Lord Rama and his family.

5.4.4 Bharat Milap Temple

Bharat Milap temple is believed to be the marking the spot where Bharat met Lord Rama during his period of exile to persuade him to return to the throne of Ayodhya. It is said that the meeting of four brothers was so overwhelming that even the rocks and mountains of Chitrakoot melted. Footprints of Lord Rama and his brothers imprinted on these rocks can still be seen.

5.4.5 Ganesh Bagh

Ganesh Bagh is located on the Karvi – Devangana road. It was built in the 19th century by Vinayak Raj Peshwa. This place consists of a temple which has carvings on its interiors, resembling the art and style of Khajuraho. This place is also known as mini Khajuraho, owing to its architectural similarity with original Khajuraho.

5.4.6 Hanuman Dhara

This Hanuman temple is situated on top of a huge rock. A steep climb of several carved steps lead to the temple. While climbing these steps one can see splendid views of Chitrakoot underneath. All along the way small idols of Lord Hanuman are placed to offer prayers. Legend says that inside this temple Lord Rama stayed with Lord Hanuman, after Lord Hanuman set Lanka on fire and returned back. Here Lord Rama helped him pacify his anger. Further up from this point are a few more shrines dedicated to Lord Rama, Mother Sita and Laxman.

5.4.7 Gupt Godavari

Gupt Godavari is located 18 Kms from Chitrakoot. Legend has it that Lord Rama and Lakshman stayed here for some part of their exile. Gupt Godavari is a two-cave system inside a mountain with knee high water level. The bigger cave has two stone carved thrones believed to be belonging to Rama and Laxman. The outside of these caves are covered with shops for purchasing memorabilia.

¹⁷ <https://chitrakoot.nic.in/tourist-places/>

5.4.8 Sati Anusuya Ashram

This ashram is known to be the resting place of the sage Atri. Atri meditated here with his devout wife Anusuya. Legend says that during the exile Lord Rama and Mother Sita visited Sati Anusuya at this ashram. Sati Anusuya used to teach Mother Sita during this time. There is large statue of Lord Krishna riding a chariot with Arjun sitting behind him which depicts a Mahabharata scene. Inside it are more sculptures with interesting artwork, kept for sacred darshan.

5.4.9 Ram Darshan

Ram Darshan temple is one unique temple where puja (worship) and offerings are prohibited. This temple helps people enter integral Humanism by imparting them the valuable moral lessons. The temple is an amalgamation of cultural and human aspects and leaves a mark on anyone's heart who ever visits this temple. The temple gives an insight to Lord Rama's life and his inter- personal relations. One needs an entry ticket to enter the premises.

5.4.10 Sphatik Shila

The sphatik shila is a small boulder situated on the banks of River Mandakini, upstream from the Rama Ghat. This place is believed to be the spot where Mother Sita did her Shringaar (makeup). Also, legend has it that this is where Jayant, Lord Indra's son, disguised as a crow pecked Sita on her foot. It is said that this boulder still bears the imprint of Rama's feet.

5.5 Challenges and interventions

Parameter	Challenges	Intervention
Infrastructure	<ul style="list-style-type: none"> ▶ No availability of proper strengthening tourism related infrastructure in the district ▶ Not proper parking area 	<ul style="list-style-type: none"> ▶ To be developed strengthening tourism related infrastructure in the district ▶ Development of parking area and waiting area of tourist place
Connectivity of tourist places	<ul style="list-style-type: none"> ▶ Chitrakoot airport is yet to start ▶ Not proper transport facilities 	<ul style="list-style-type: none"> ▶ Civilization of Chitrakoot Airport terminal ▶ Improvement in Connectivity and Transportation from other states and countries
Night activities and create attraction point	<ul style="list-style-type: none"> ▶ Not available night activities and attraction point 	<ul style="list-style-type: none"> ▶ To be developed for night activities i.e. Lighting and route signals and attraction point
Administrative support	<ul style="list-style-type: none"> ▶ Not proper cleanliness in Chitrakoot city 	<ul style="list-style-type: none"> ▶ To be cleanliness of Chitrakoot city on regular basis specially tourist places and routes of tourist area
Promotion of tourism industries	<ul style="list-style-type: none"> ▶ There is no subsidy scheme to promote tourism industry 	<ul style="list-style-type: none"> ▶ To provide subsidy for purchase of land, infrastructure development and upgrading of Hotels
Marketing & publicity	<ul style="list-style-type: none"> ▶ Major tourist places are not promoted 	<ul style="list-style-type: none"> ▶ Marketing & publicity of the prominent tourist spots ▶ Promotion of Religious, Historical and Weekend Tourism
Promote of Foreign	<ul style="list-style-type: none"> ▶ Tax exemption on purchase of 	<ul style="list-style-type: none"> ▶ Tax exemption on purchase of handicraft

tourists	handicraft products by foreign tourists and refund of tax exemption amount at international airports	products by foreign tourists and refund of tax exemption amount at international airports
Skill development	<ul style="list-style-type: none"> ▶ The cluster lacks a training centre that can undertake formal / refresher training courses ▶ Not recognition facilities/ certificates for formally trained guides, travel agent and hospitalities 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Establishment of training centre under NSDC/ UPSSDM to ensure skilling and upskilling <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Collaboration with NSDC/ UPSSDM for undertaking skilling and upskilling for tourist guides, travel agent and hospitalities

6. Various Schemes being run by UP government and GOI

6.1 Export Promotion Scheme of the Department of MSME & Export Promotion, UP (<https://epbupindia.in>)

6.1.1 Marketing Development Scheme (MDA) run by EPB, UP

S.No	Incentives offered	Amount of incentive against total expenditure
1	Participation in foreign fairs/exhibitions (total three fairs / annum) a. Stall charges b. Air fare (economy class)	a. 60% of stall charges (max 01 lac / fair) b. 50% (max 0.5lac for one person / fair)
2	Publicity, advertisement, development of website	60 % (max 0.60 lac/annum)
3	Sending of samples to foreign buyers	75 % (max 0.50 lac/annum)
4	ISO /BSO certification	50 % (max 0.75 lac/annum)

6.1.2 Gateway Port Scheme run by EPB, UP

Particulars	Details
Brief Description	Assistance is given to all manufacturing exporting units on expenses incurred on the rail transport of their goods from ICD/CFS to Gateway ports.
Eligible units	Micro, small & medium enterprises.
Incentives Offered against actual expenditure	25% of the total expenditure or Rs 6000 (20 ft' container) & Rs 12000 (40 ft' container) (whichever is less)
Maximum limit	Rs 12 lacs /unit /year
Empowered committee	District Users Committee under the chairmanship of district magistrate.

6.1.3 Air Freight Rationalization Scheme run by EPB, UP

Particulars	Details
Incentive offered	20% of the actual expenditure or Rs 50 / kg (whichever is less)
Eligible Units	Manufacturer & merchant exporter
Maximum limit	Rs 2 lacs /unit /year
Recognized Cargo Complexes	Varanasi & Lucknow

6.1.4 State Export Award Scheme run by EPB, UP

Scheme	Eligibility	Details
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State Export Award	All manufacturer and merchant Exporters online registered with EPB Minimum Export turnover 30,00,000/-	All manufacturer and merchant Exporters online registered with EPB
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6.2 Exports from Government of India Scheme

6.2.1 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, 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 upto Rs 25, 000 per consignment, through courier or foreign post office using e-commerce shall be entitled for MEIS benefit.

6.2.2 Service Exports from India Scheme (SEIS)

- ▶ Service providers of notified services as per Appendix 3E18 are eligible for freely transferable duty credit scrip 5% of net foreign exchange earned.

6.2.3 Duty exemption & remission schemes

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 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.

6.2.3.1 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).

6.2.3.2 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.

¹⁸ <https://www.dgft.gov.in/>

6.2.3.3 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.

6.2.3.4 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 in two ways:

6.3 EPCG Scheme

6.3.1 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 there of 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 ("TUGS") 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.

6.3.2 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.

6.3.3 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.

6.4 Other Scheme

A. 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.

B. 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.

C. 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.

D. 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. Details of the Scheme is available at www.commerce.nic.in

7. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁹
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 (wooden toys) by utilizing schemes like IC and MAS	DIEPC, UPEPB	Continuous initiative
Sensitization of cluster actors: a. The individuals of a cluster should be sensitized on the plethora of schemes²⁰ 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 DEAP	DIEPC, UPEPB	Continuous initiative
DIC and FIEO can play a pro-active role in this	DIC, UPEBP and FIEO	Intermediate

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

²⁰ 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>:

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		
Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, Flipkart etc.	UPEPB/DIEPC/ODOP Cell	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC/ODOP Cell	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC/ODOP Cell	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	UPEPB/DIEPC 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/ODOP Cell	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & center 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 updating of the same at the district website.	DIEPC/UPEPB	Long term
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/FIEO	Short term
Product 1: Wooden Toys		
Establishment of Common Facility Centre with:	DIEPC, DGFT and ODOP Cell	Long term

<ul style="list-style-type: none"> a. Raw Material Bank b. Wood Seasoning Plant c. Common Production Center d. Design and display center with CAD/CAM facilities and space to showcase products to undertake sale e. Marketing center for undertaking marketing events 		
Collaboration with NIFT and NID for design inputs and support in branding initiatives	UPEPB/ODOP Cell	Long term
Increase the usage of the portal as this portal facilitates the unit holders and artisans to provide information about their wooden toys product for easy understanding of exporters.	UPEPB/ODOP Cell	Short term
Establishment of testing laboratory	DIEPC/ODOP Cell/UPEPB	Long Term
Product 2: Tourism		
Strengthening tourism related infrastructure in the district	DIEPC/DGFT/ State Tourism Department	Long term
Marketing of the prominent tourist spots Promotion of Religious, Historical and Weekend Tourism	DIEPC/ State Tourism Department / DIO(NIC)	Intermediate Term
Improvement in Connectivity and Transportation from other states and countries	Northern Central Railways /Airport Authority of India/ State Tourism Department / DIEPC)	Long term

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 Centre
DGFT	Director General of Foreign Trade
DHO	District Horticulture Officer
DIC	District Industries Centre
DIEPC	District Industry and Enterprise Promotion Centre
DPR	Detailed Project Report
EPC	Export Promotion Council
EPCG	Export Promotion Capital Goods
FIEO	Federation of India Export Organization
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 Centre
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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