



Department of MSME and Export Promotion Government of Uttar Pradesh

Draft District Export Action Plan, Etah,
Uttar Pradesh

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
OS Export Hubs

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Preface

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

The district Etah is situated in the western part of Uttar Pradesh with its headquarters in Etah city. It is a part of Aligarh division and shares its borders with the Etah district in the north, Farrukhabad district in the east, Mainpuri and Firozabad districts in the south, Agra district in the south-west and Hathras district in the north-west. Jalesar is a small tehsil of District Etah having an area of 3,98,877 square mts. It is 41 km. from Etah and 64 km from Aligarh., Jalesar has its importance to produce Ghungroos of different types being used in dancing, tying round the necks of animals. The reason behind the production of Ghungroos at Jalesar is hereditary. Jalesar in Etah district is a historic town, which was the capital of Magadha king Jarasandha. The district is mainly known for production of brass bells or ghungroo.

2.1 Geography

District Etah spread over an area of 2,431 sq. km. is a part of southern Upper Ganga plain according to the scheme of regional divisions and lies on the central portion of Ganga and Yamuna Doab. The district lies between the parallels 27°20'6.6" and 27°47'9" north latitude and 78°10'32" and 79°16'53" east longitude. It is bounded on the north by Kanshiram Nagar district, on the west by district of Mahamaya Nagar and Agra, on the south by Firozabad and Mainpuri and on the east by Farrukhabad. The whole of the district is a level plain. Rivers Kali, Isan, Sengar and Dhimariya flow in the district

2.2 Topography & Agriculture

The Topography of Etah district is mainly a plain. The district has a pleasing climate with cool and foggy winter and generally hot and humid summer. The wet session from July to October during which the district receives rainfall. The average annual rainfall is around 892mm. The temperature of the district is varies from 42C in summer and 3C in winter. The drainage system of the district is controlled by the river Ganga's tributaries, namely Kali Nadi, Isan, Arind & Bargash. The Kali Nadi which is bordering district from northern end, is perennial and the remaining tributaries are ephemeral. The district fall under the category of agricultural dominated district, occupying mainly the areas south of Kali river. The surface water irrigation is mainly through the network of the Lower Ganga Canal & Upper Ganga Canal.

3. Industrial profile of the district

Most of the industrial units are concentrated in 5 industrial areas;

Table 1: Industrial infrastructure of Etah .

S. No.	Name of Industrial Area	Land Developed	Prevailing Rate	Allotted Plots	Units in productions
		Hectare	INR per Sqm	No.	No
1	Industrial Estate, Etah	6.08	—	105	33
2	Mini Industrial Estate, Jalesar	1.07	—	48	20
3	Mini Industrial Estate, Awagarh	0.91	—	34	01 34 plots acquired 1 unit
4	IIDC Etah	32.19	—	329	08
5	IA Etah	33.05	—	65	01
Total		73.03		106	633

Most of these units are spread over Etah, Jalesar and Awagarh towns. The district has five industrial estates, developed by the State government apart from multiple cottage industries. The industrial estates are not sector-specific and are summarized in the following table. However, most of the units are small scale / cottage units operating from home.

Table 2: Industries details¹

Sno	Industry	Total Units	Investment (INR Lakhs)	Employment
1	Agro based	49	214	6.42
2	Ready-made garments & embroidery	31	128	3.12
3	Wood/wooden based furniture	07	23	0.64
4	Mineral based (Non-Metallic)	05	68	1.92
5	Metal based (Steel Fab.)	04	17	0.56

Etah district is predominantly agricultural and nearly 70% of the work force is still engaged in the agricultural & allied activities. From the foregoing chapters it can be said that the Etah district has minimum necessary infrastructure that is required for setting up small-scale units in the district.

¹ District Industrial Profile (FY 2011-2012) – MSME-DI Institute, Agra; DIC, Etah

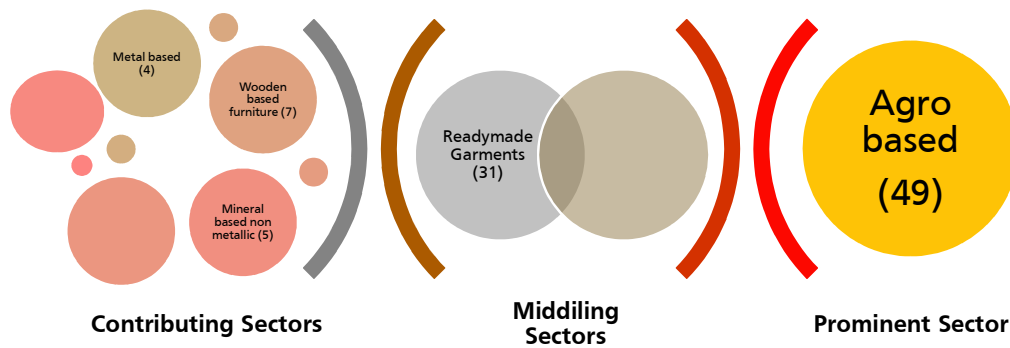


Figure 1: MSME landscape of the district

Out of total population of 17,74,480 (2011 census) 5,45,984 are working population. Out of total working population, 68% are cultivators and agricultural labourers. This indicates that agriculture is the major source of income in the district.

Table 3: Occupational Distribution of Main Workers²

S. No.	Particulars	Etah	%
1	Cultivators	2,42,396	44.0%
2	Agriculture Laborer's	1,31,779	24%
3	Household Industry Workers	28,396	5%
4	Others	1,43,413	26%

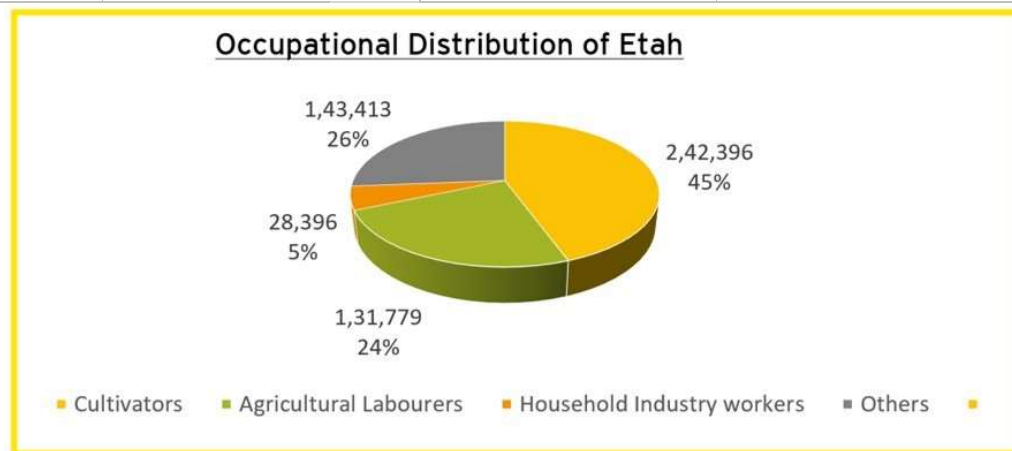


Figure 2: Occupational distribution of Etah

²District census handbook 2011- Etah

3.1 Major Exportable Products from Etah.

The following table depicts the value of export of 3 major products from Etah :

Table 4: Major exportable product from district

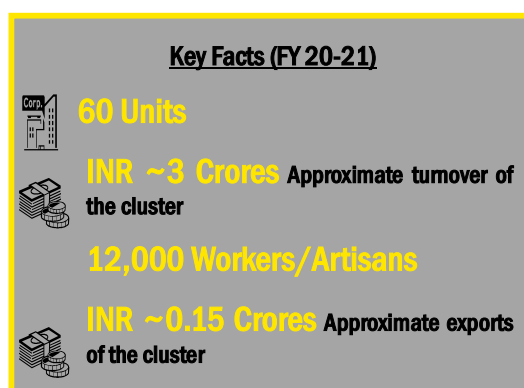
S. No	HSN Code	Product	Export value Fy 2020-21 ³
1	210120	Instant Tea(Extracts, essences and concentrates, of tea or mate, & preparations with a basis of these extracts, essences or concentrates, or with a basis of tea or maté)	76,72,35,150 INR
2	210130	Roasted chicory and other roasted coffee substitutes, and extracts, essences and concentrates thereof	49,26,06,560 INR
Total			1,25,98,41,710 INR

4. Product 1: Ghungroo & Ghanti (Ankle Bells, Bells & other Brass products)

4.1 Cluster Overview

Ghungroo & Ghanti (Ankle Bells, Bells & other Brass products) has been identified as ODOP Product under the State Government's "One District One Product" Program.

Etah cluster has evolved over the years and is currently one of the biggest brass bell manufacturing clusters in the country. Its major advantage is the easy availability of fine sand; the sand plays a key role in ensuring good sound from the bells manufactured using this process. The demand for the Etah brass bells remains constant due to the superior quality of their sound in comparison to bells manufactured elsewhere. The cluster turnover stands at around INR ~3 crores annually and the direct exports are close to INR 0.15 crores. The the brassware cluster provides employment to about 12,000 workers.



4.2 Product profile

The cluster is famous for the quality of sound produced by the ankle bells & bells manufactured by the artisans of Etah. The soil is apt for the creation of moulds that enhance the acoustics & resonance of the brass bells. Over a period of time, the artisans of Jalesar Etah have additionally indulged in product diversification by fabricating metal handicraft products, like wall hangings, candle stands, pooja deeps etc.

4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

Bells

Bells ranging from a few kilos to gigantic 2 tons are made in Jalesar in Etah, which adorn the temples in Ayodhya Mathura & Kashi.

Ankle Bells

Tiny Ghungroos or Ankle bells are popular for their pitch perfect sound are manufactured in the cluster. These Ghungroos are an integral part of various dance forms such as Kathak, Bharatanatyam & Kuchipudi etc.

Artware

These may include a wide variety of products used for home decoration ranging from animal motifs such as elephant as well as photo frames, jewelry boxes, candle stands, wall hangings etc.

³ DGFT

4.2.2 Status of GI Tag

The registration of Geographical Indication (G.I.) status of Etah Ghungroo, Ghanti products is yet to be initiated.

4.3 Cluster Stakeholders



4.3.1 Support organizations

Following are principal support organizations that are working for the development of Ghungroo & Ghanti cluster in Etah:

- ▶ DIC Etah
- ▶ District Project Management Unit, UPSDM, Etah.

4.4 Export Scenario

4.4.1 HS code

The following table lists the HS code under which the Ghungroo, Ghanti products are exported:

Table 5: HS codes for Ghungroo, Ghanti

HS codes	Description
830610	Bells, gongs and the like, non-electric, of base metal (excluding musical instruments)

4.4.2 Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code mentioned above under which Ghungroo, Ghanti products are exported. Alongside are the key facts⁴ pertaining to the analysed product codes.

Based on our analysis, we have identified key synergies that should be developed to expand our current reach and potential; These synergies are divided into immediate and long term. The immediate synergies include countries with Signed FTA's, high growth potential, and one is catered by India and not UP. Whereas the long-term synergies include countries with untapped market potential which can only be fulfilled if UP's exporters comply and raise the quality of the product to the



Figure 4: Key facts Ghungroo Ghanti cluster.

⁴ <https://www.trademap.org/>

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

- ▶ HSN Code 830610 is used for Exports of Ghungroo, Ghanti products.
- ▶ The cluster has tremendous export potential, but owing to lack of proper market assessment mechanism, changing design patterns, specific demand preferences the export is very less.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.

Product 830610: India exports this product to **USA, UK, Germany, Netherlands, France, UAE, Nepal, Chile, Japan & Australia.**

Below figure shows the top importers for this product (830610) from India:

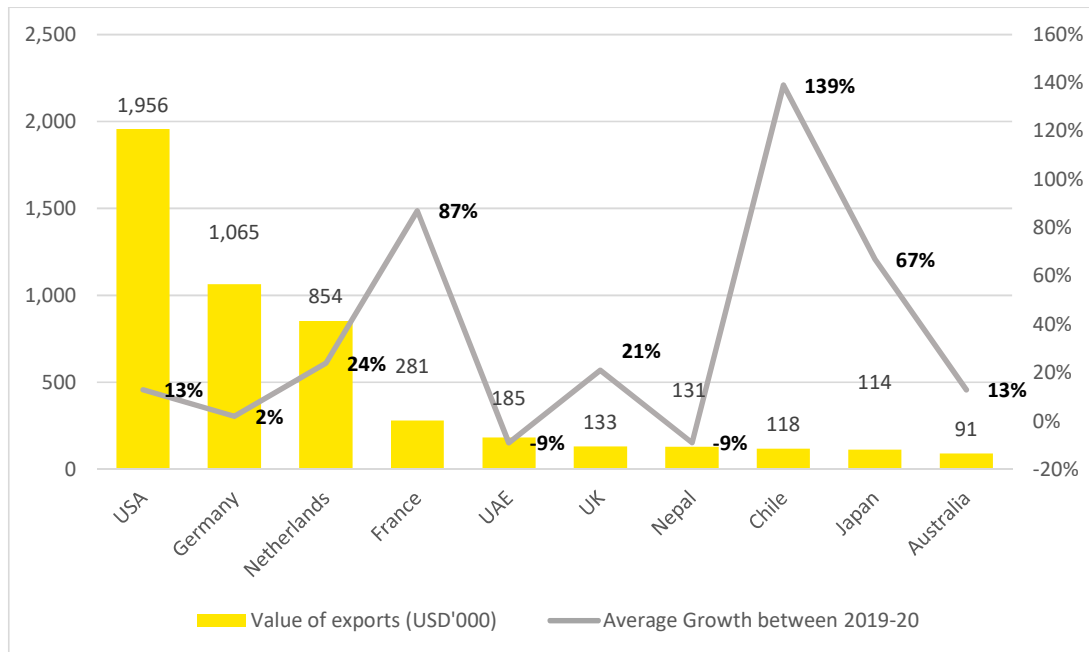


Figure 5: Top importers for this product (830610) from India in the world

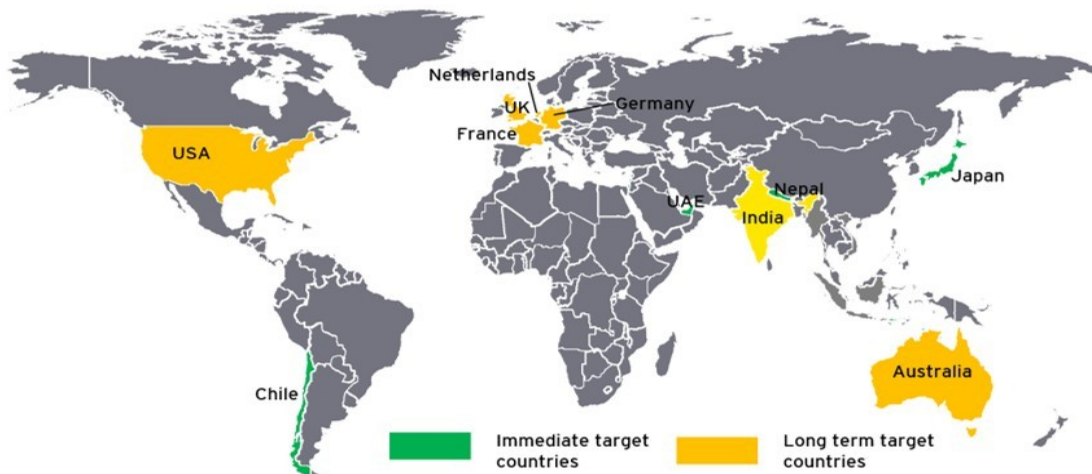


Figure 6: Markets for export potential

4.6 Potential Areas for Value Added Product

Product Diversification is one of the most crucial product uplifting strategies which in turn is an important part of a product's export. This plays a vital role in any products exports as it is a product uplifting strategy. Most artisans are not bothered about changing their product range and they fail to understand that it is an integral part of comprehensive marketing. Traders in Etah have focused only on ankle bells & bells manufacturing whereas clusters like Moradabad have evolved into manufacturing various other brass products like sculptures, idols, etc. It was observed that most industries in Etah are unaware of the other type of products which can be manufactured using the same process. Since most of the sales are driven through traders, the artisans are unaware of new demand. This has led to them focusing only on manufacturing ankle bells and bells in the cluster. Diversification can be brought in the cluster by:

1. Development of a new products & Modifications of Existing 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 chimes and decorative bells etc. However, there is a huge potential in other brass products which can be explored.

2. Increasing awareness about new designs.

The Etah brass product buyers are generally retailers, who also give the design requirements for products. Furthermore, on the supply side Current designs are based on the knowledge transfer from older generations and are not updated with the latest market trends. By taking artisans on study tours where they can learn about new products which are in high demand and manufacture them in their units. The exceptions include some artisans who have been able to create catalogues for various other products manufactured using brass and have successfully marketed them.

4.7 SWOT analysis

Table 6: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce particularly artisans. ▶ Large potential for diversifying on variety of artefacts & handicrafts. ▶ Strong historical background in metal artware & ghungroo ghanti products. Cluster is well known as a metal artware hub across domestic markets. 	<ul style="list-style-type: none"> ▶ Minimal technological upgradation and long production time. ▶ Existence of large number of intermediaries between artisans and entrepreneurs. ▶ Limited design innovation. ▶ In light of competition the focus has shift from quality to quantity ▶ Lack of individuals with technical qualifications. ▶ Lack of focus on increasing export.
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Huge scope of market expansion- domestic and foreign. ▶ Scope for development of new products and modifying existing range. ▶ Potential collaborations with renowned designers and design institutes for improving existing designs ▶ Increase participation in marketing events- International and domestic 	<ul style="list-style-type: none"> ▶ Tough competition with cheaper, machine made items with goods with higher degree of standardization, precision & economies of scale. ▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs & other bigger clusters such as Moradabad, Jamnagar Nagar which attract more labour force.

4.8 Challenges and interventions

Table 7 Ghungroo, Ghanti cluster; challenges & interventions.

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Raw Material Bank: <ul style="list-style-type: none"> ○ Sourcing of Raw Material ○ Lack of storage facility in the cluster leading to spoilage of fabrics 	<ul style="list-style-type: none"> ▶ Establishment of a Raw Material Bank within the CFC ensuring easy availability of all types of raw materials at fair rates. As raw material comprise of almost 80% of the production cost of brass goods.
Technological upgradation	<ul style="list-style-type: none"> ▶ Lack of modern machinery 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 (CFC Scheme of ODOP program) with modern machines including Gas based furnaces, 3D printing, 3D scanners & modern tool room with CAD-CNC machines & other equipment meant for polishing & grinding etc.
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 under CFC Scheme of ODOP program. ▶ 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 Ghungroo, Ghanti products. ▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration for maximizing sale ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Onboarding on E-commerce platforms like Flipkart, Amazon, Ebay for maximizing sales. ▶ Collaboration with institutes such as MGIRI (Mahatma Gandhi Institute for rural industrialization) which provides services in 'product design and fabrication of prototypes in the development of new products and to craft products to become globally competitive. ▶ 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 UPEB 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. ▶ Artisans enterprises should participate in international events to create & foster linkages and expand to new markets.
Quality	<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/

Improvement		improved, and they can be exported across the globe with brand logo which ensures its authenticity.
GI Initiative	<ul style="list-style-type: none"> ▶ Register GI Tag for Ghungroo, Ghanti products of Etah. 	<ul style="list-style-type: none"> ▶ Target to make 100 authorised Users to become IEC holder in a year. (DIC) to identify such stakeholders post GI Registration. ▶ Organise a seminar every quarter 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.
Freight Issues	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

4.9 Future Outcomes

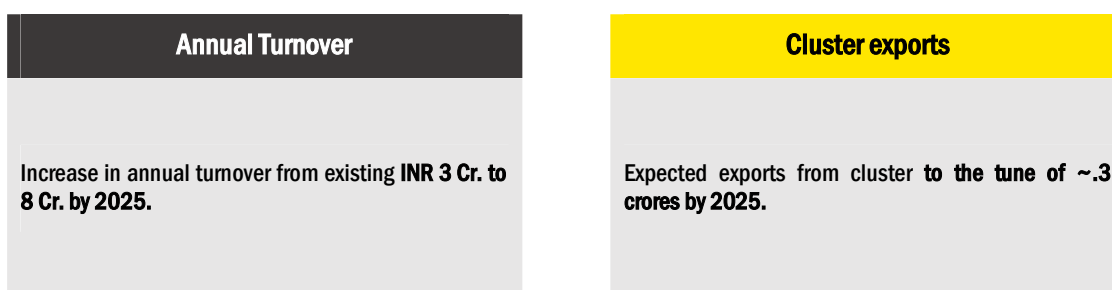


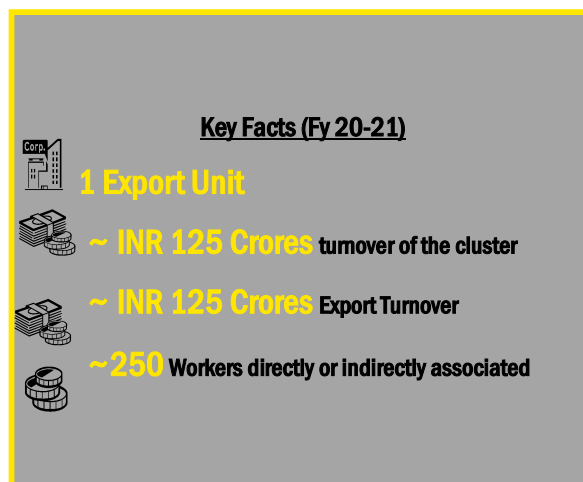
Figure 7: Future Outcomes; Ghungroo, Ghanti cluster.

5. Product 2: Chicory & instant tea.

5.1 Cluster Overview

There is one unit⁵ involved in processing of Chicory into substitute coffee powder, instant tea. It provides direct employment to around 35 people

⁵ Krishna Enterprises



and close to 200 farmers are associated in the value chain who provide the raw material.

5.2 Product Profile

The chicory is being processed into different goods such as an additive to coffee powder, granules & thick concentrated liquid.



5.3 Cluster Stakeholders

- ❖ Unit owners.
- ❖ Workers.
- ❖ Transport service providers.
- ❖ Banks
- ❖ Farmers

Figure 9: Cluster Stakeholders

5.4 Export Scenario

5.4.1 HS Code

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

Table 8: HS Code with description

HS Code	Description	Value of exports (in INR Crores)
210120	Instant Tea(Extracts, essences and concentrates, of tea or mate, & preparations with a basis of these extracts, essences or concentrates, or with a basis of tea or maté)	76,72,35,150 INR
210130	Roasted chicory and other roasted coffee substitutes, and extracts, essences and concentrates thereof.	49,26,06,560 INR

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes 210120 & 210130 under which chicory is being exported. Alongside are the key facts pertaining to the analysed product code.⁶

a. Export Potential

- ▶ The total exports of Chicory products from Etah district were around INR 125 crores⁷ in year 2020-21.
- ▶ India's exports represent 4.2% of world exports for this product.⁶

Key Fact of Export

12,87,922 (USD Thousand)

Value of world exports in 2020

54,463 (USD Thousand)

Total Exports from India in 2020

4.2% Share of India Exports in World

INR ~ 125 Crores Total Exports from District in 2020

⁶ <https://www.trademap.org/>

⁷ DGFT.

Product I 210130: India exported this product to South Africa, Russia, Portugal, Vietnam, Indonesia, Ukraine, Poland, France, Malaysia & USA etc.

Figure 10: Key facts Camphor product exports.

Below figure shows the top importers for this product (210130) from India in the world:⁸

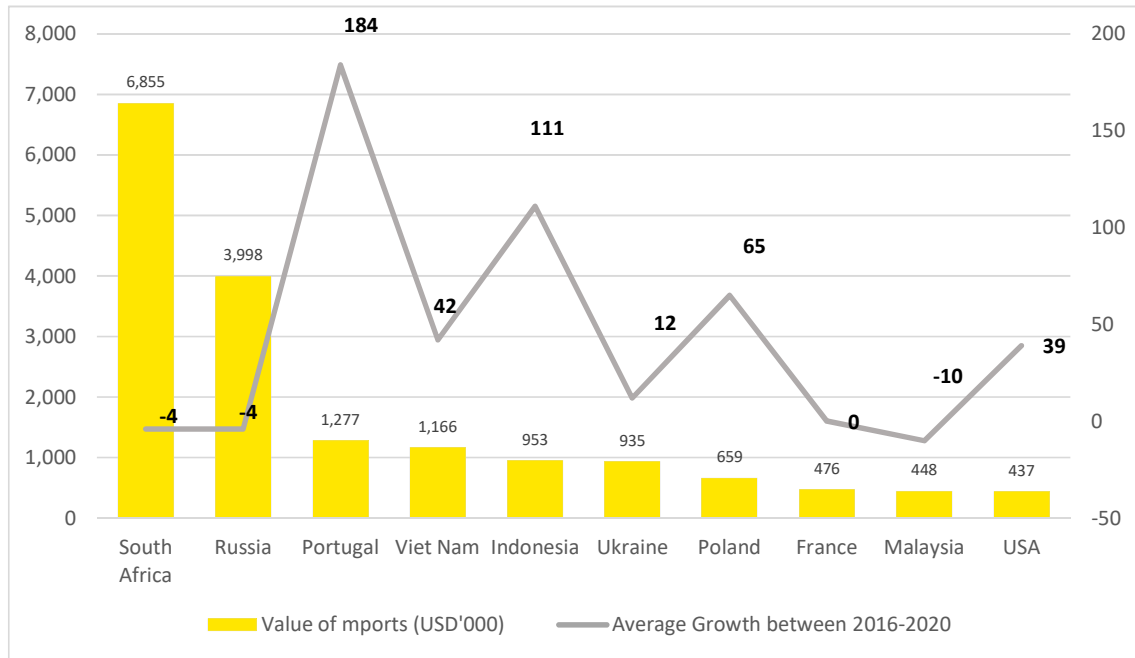


Figure 11: Top importers for the product 210130 from India

Figure 12: Markets for export potential

Product II 210120: India exported this product to USA, Ireland, Japan, Myanmar, UAE, UK, Philippines, Canada, Saudi Arabia & Thailand.

Below figure shows the top importers for this product (210120) from India in the world:⁹

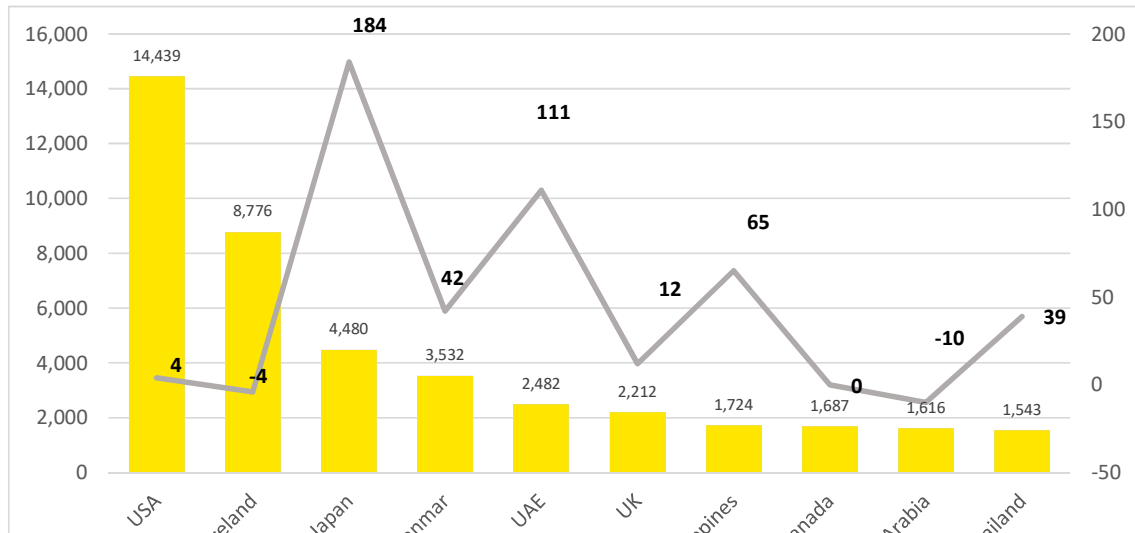
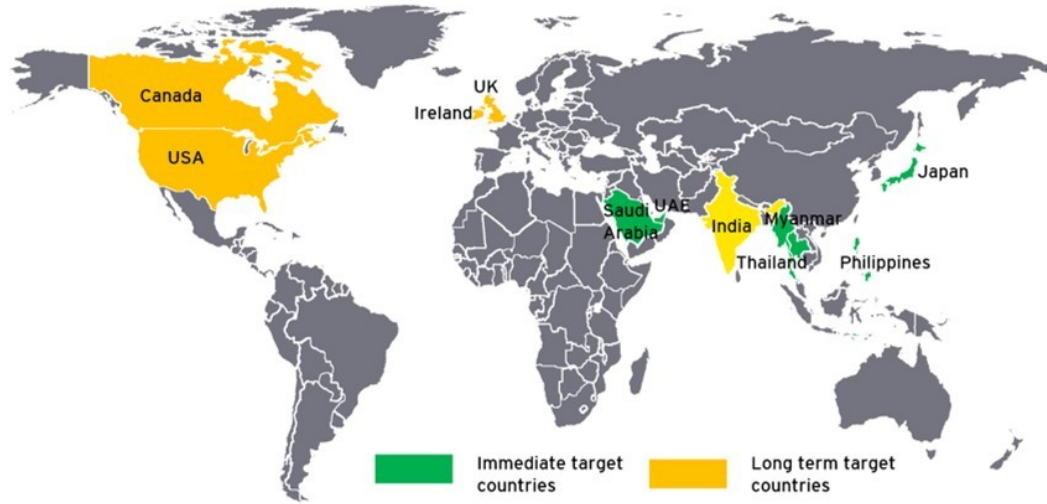


Figure 13: Top importers for the product 210120 from India

Figure 14: Markets for export potential



b. Potential Areas for Value Added Product

Product Diversification – As of now based on the discussions with the manufacturer it came to be known that there is no scope of product diversification in the product as the production solely depends on the uses intended by the buyer with slight changes in the composition & forms such as powder, granules & concentrated liquid. The product is being sold to businesses in the coffee industry.

SWOT Analysis

Table 9: SWOT Analysis for Camphor product.

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Availability of ample unskilled workforce. ▶ Availability of suitable land where the Chicory plant is grown in the nearby areas whose roots are used in the product. ▶ Raw materials are sourced locally. 	<ul style="list-style-type: none"> ▶ Lack of Automation & use of outdated technology. ▶ lack of skilled operators for machinery. ▶ Unavailability of packaging material within the district, the manufacturer informed that packaging materials are ordered from Aligarh, supply often gets delayed.
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Large scope in foreign market for expanding sales network. ▶ Scope of evolving into a cluster, manufacturing & exporting chicory on large scale. 	<ul style="list-style-type: none"> ▶ Competition in international markets from Spain, Germany & Poland.

c. Challenges and interventions

Table 10: Challenges & interventions; Camphor product.

Parameter	Challenges	Intervention
Technology	<ul style="list-style-type: none"> ▶ The basic outdated machinery is being used such as Grinder, Mixer and manual roasting. 	<ul style="list-style-type: none"> ▶ High scope of automation of the processes right from grinding to packaging depending upon the demand of the product. If the demand is higher in future it is desirable to develop capability to manufacture on a scale by automating the processes.
Marketing & Branding	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ 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"> ▶ Spreading awareness about MDA scheme & providing encouragement to participate in exhibitions such as Dilli Haat & Hunar Haat etc.
Access to finance	<ul style="list-style-type: none"> ▶ Finance availed through unorganized sectors on higher rate based on personal relationship. ▶ Low awareness on existing schemes, poor report and documentation preparation owing to higher rate of rejection. 	<ul style="list-style-type: none"> ▶ Leverage ODOP, MYSY, PMEGP margin money scheme. ▶ Awareness campaigns, workshops to spread awareness on existing government schemes.
Packaging	<ul style="list-style-type: none"> ▶ The unit is ordering packaging material from Aligarh which often gets delayed & charged relatively higher rates. 	<ul style="list-style-type: none"> ▶ Encourage establishment of packaging unit by leveraging margin money schemes.
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.
Freight Issues	<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.

d. Future Outcomes

Annual Turnover

Cluster exports

Increase in the annual turnover from current ~125 crores to ~INR 180 crores by 2025.

Substantial growth in cluster exports expected to be grow from ~INR 125 crores to ~INR 180 crores by 2025.

Figure 15: Future outcomes; Camphor product.

6. Scheme under Uttar Pradesh Export Promotion Bureau

Various schemes being run by Export Promotion Bureau to apprise the exporters are as follows:

A. Marketing Development Scheme (MDA)

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

B. Gateway Port Scheme

Brief Description	Assistance is given to all manufacturing exporting units on expenses incurred on the rail transport of their goods from ICD/CFS to Gateway ports.
Eligible units	Micro, small & medium enterprises.
Incentives Offered against actual expenditure	25% of the total expenditure or Rs 6000 (20 ft' container) & Rs 12,000 (40 ft' container) whichever is less
Maximum limit	Rs 12 lacs /unit /year
Empowered committee	District Users Committee under the chairmanship of district magistrate.

C. Air Freight Rationalization Scheme

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

7. Action Plan

Table 11: Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁰
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
Sensitization of cluster actors: <ol style="list-style-type: none"> The individuals of a cluster should be sensitized on the plethora of schemes¹¹ 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 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

¹⁰ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

¹¹ 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		
Onboarding on e-commerce platforms 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:	DIEPC/UPEPB	Long term
<ul style="list-style-type: none"> a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. b. The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information 	DIEPC/UPEPB	Long term

about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/UPEPB/FIEO	Short term
Product 1: Ghungroo & Ghanti		
Establishment of Common Facility Centre incorporating one or more of following: a. Raw Material Bank b. Common Production Center c. Design and display center and space to showcase products to undertake sale. d. Marketing centre for undertaking marketing events.	DIEPC, DGFT	Long term
Application to Directorate General of Foreign trade for a unique HSN Code for Ghungroo & Ghanti made in Jalesar, Etah.	UPEPB/ODOP Cell / DGFT	Intermediate term
Application for district specific GI tag for Ghungroo & Ghanti made in Jalesar, Etah.	DIEPC/UPEPB/ODOP Cell	Intermediate term
Collaboration with MGIRI (Mahatma Gandhi Institute for rural industrialization) which provides services in 'product design and fabrication of prototypes in the development of new products and to craft products to become globally competitive.	UPEPB/ODOP Cell	Long term
Collaboration with E-commerce companies	Amazon/Flipkart and UPEPB and DIEPC	Short term
Product 2: Chicory & Instant Tea		
Collaboration with E-commerce companies	Alibaba, Amazon/Flipkart and UPEPB and DIEPC	Short 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 Center
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 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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