

The background of the entire page is a photograph of an industrial setting, likely a steel mill. A bright, glowing stream of molten metal is being processed, creating a dense spray of bright yellow and orange sparks that radiate outwards. The scene is filled with complex machinery, including pipes, structural beams, and large rollers, all rendered in a slightly desaturated, blue-tinted color palette. The overall atmosphere is one of intense industrial activity.

Department of MSME and Export Promotion Government of Uttar Pradesh

Draft District Export Action Plan, Ghaziabad, Uttar
Pradesh

Knowledge Partner



Preface

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

Ghaziabad is situated in the north western part of Uttar Pradesh, with its headquarters in Ghaziabad city. It lies in the National Capital Region of Delhi and is part of Meerut division. The district shares its border with the National Capital Territory of Delhi and is therefore also known as the Gateway of UP.

Ghaziabad is situated in the middle of Ganga-Yamuna doab, with the river Hindon passing through it. District is well connected via roadways, railways, and airways. Three national highways, multiple state highways and the Eastern Peripheral Expressway pass through the district. This allows Ghaziabad to have unhindered access to entire nation. The district



Figure 1: Geographical Map of Ghaziabad District

administration has four subdivisions and four tehsils. Ghaziabad district has one municipal corporation (*Nagar Nigam*), four municipal councils (*Nagar Paalika Parishad*) and four town area committees (*Nagar Panchayat*). Recent development works have led to the city being described by a survey¹ as the second fastest growing city in the world after Beihei (China). The emergence of Ghaziabad as a metal cluster has been driven on account of the opportunities emerging from its proximity to Delhi. During the mid-1900s, oil engines and railway supplies were the key products manufactured from the district. The units in Ghaziabad have subsequently proliferated by

¹ City Mayors Foundation survey, Ghaziabad

continuously reinventing their product portfolio. Indeed, Ghaziabad today is a hub for several enterprises, manufacturing a wide range of metal products such as wires, auto components, sugar mill machines, weigh scales etc. Further, the overall industrial scenario in Ghaziabad reveals a presence of several units engaged in other sectors too, such as garments, food processing and plastics. “Ghaziabad’s Engineering Goods” has been selected as ODOP product under One District One Product (ODOP), a flagship initiative of GoUP. The product diversity of the Engineering Goods segment is significant & It comprises of products covering more than 50 NIC codes².

2.1 Geography

Ghaziabad is situated 214 Mts. above sea level. It is situated between 77° to 78°, Eastern Longitude and 28° to 29° North latitudes. The boundaries of Ghaziabad are in Meerut and Baghpat in the north, Gautam Buddha Nagar and Bulandshahr in the south, Hapur in the east and cross Yamuna river in the west and meet the boundaries of Delhi region and Haryana. The size of this district is rectangular with boundaries almost equal in north-south and east-west. The district covers an area of 1034 km.

2.2 Topography & Agriculture

The district is situated at north western plain of the Upper Gangetic Plains, the city has two major divisions separated by the Hindon river, namely Trans-Hindon on the west and Cis-Hindon on the east. The terrain of Ghaziabad is vast level plain with Hindon as largest river in the district. Major Source of Irrigation is the Ganga Canal. Average rain fall of the district is 780 mm/year.

3. Industrial profile of the district

As given in the following table, MSME industries across the sectors of food/agro-based industries, repair & servicing, other manufacturing, wood, metal, apparel, paper, electrical and other transport, chemical, leather and engineering are key economy drivers in the district.

Table 1: MSME profile of Ghaziabad³

TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
Agro based	24	100.90	176
Soda water	02	500.00	100
Cotton textile	13	407.00	96
Woolen & silk-based textile	03	110.00	1462
Ready-made garments & embroidery	85	207.90	1262
Wood/wooden based furniture	23	58.70	218
Paper & Paper products	26	141.10	171
Rubber, Plastic & Petro based	21	50.30	155
Mineral based	38	153.50	505
Metal based (Steel Fab.)	19	46.90	139

² DSR Ghaziabad

³ Brief industrial profile of Ghaziabad district, 2012-13

Engineering Goods units ⁴	7300	21,60,000	82,000
Electrical machinery and transport equipment	123	637.40	1517
Repairing & servicing	45	105.10	781
Others	437	1339.70	1872

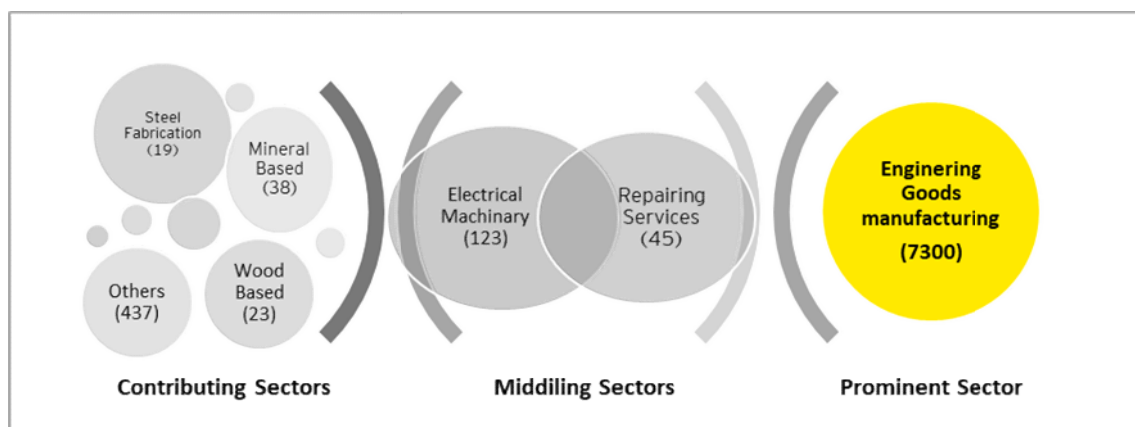


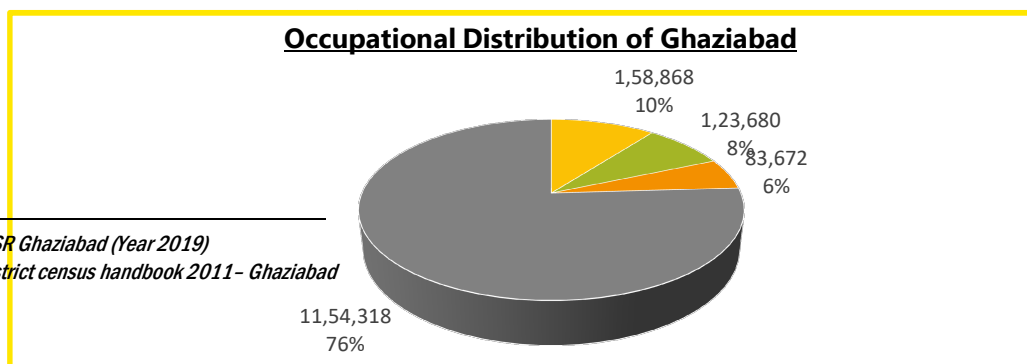
Figure 2: MSME landscape of the district

Engineering goods, Electrical machinery and transport equipment, Ready-made garments & embroidery contributes most in terms of employment and revenue. Engineering goods contributed approximately 45% (FY2016) of district output. Engineering goods-based industry in the district is the most prominent sector of the district contributing most to the economy by being the largest employer and being at the top in terms of investments as well. It is followed by electrical machinery and Readymade Garments respectively.

Out of total population of 46,81,645 (2011 census), 15,20,538 are working population. Out of total working population, 18% are cultivators and agricultural labourers. This indicates that agriculture is the main source of income in the district.

Table 2: Occupational Distribution of Main Workers⁵

S. No.	Particulars	Ghaziabad	%
1	Cultivators	1,58,868	10.40
2	Agriculture Laborer's	1,23,680	08.10
3	Household Industry Workers	83,672	05.50
4	Others	11,54,318	75.90



⁴ DSR Ghaziabad (Year 2019)

⁵ District census handbook 2011- Ghaziabad

3.1 Major Exportable Products from Ghaziabad

In comparison with annual exports, the export of major products from Ghaziabad had decreased enormously in year 2020-21 due to surge of global pandemic. The total export from Ghaziabad for the period from September 2020 to November 2021 is approximately INR 14,065 Crore⁶.

The following table depicts the value of export of major products from Ghaziabad during period Apr 2020-Mar 2021:

Table 3: Major exportable product

S. No	Product	Export value (in INR) (Apr 2020-Mar 2021) ⁷
1	Engineering Goods	10,400 Cr
2	Textile & Home Furnishing	4,230 Cr
3	Processed Meat	3,860 Cr
4.	Electronic & Electrical Goods	20 Cr
Total Exports of Ghaziabad		18,510 Cr

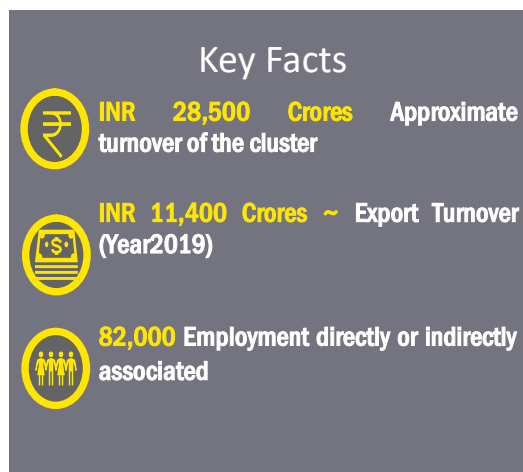
4. Product 1: Engineering Goods

4.1 Cluster Overview

The Engineering Goods cluster comprise of manufacturers of various kinds of engineering products, scrap units and marketing channels. The forging units, wire drawing units, foundry units, rerolling mills form the primary conversion level and supply goods to the secondary conversion units.

Machine tool units are part of both the primary conversion and secondary conversion units. The output from the machine tool industry is used as an input in both the primary conversion and secondary conversion units. Additionally, output from both the primary conversion and secondary conversion units are consumed by the machine tool units. The goods are either marketed directly to end users or are sold through traders/exporters. Lastly, all the engineering good players have metal scraps as additional output which are sold to scrap aggregators. These units collect the scrap metal and melt them for reuse.

“Ghaziabad’s Engineering Goods” is selected as ODOP product from the district under One District One Product Programme of GoUP. The cluster has 7300 units of engineering goods (*Refer to Table 1*) employing over 82,000 people with turnover of 28,500 Crores. In the year 2019.



4.2 Product profile

The engineering goods of Ghaziabad cover variety of products, they are mentioned as below:

⁶ DGFT- District wise report for the period September 2020 to November 2021

⁷ DIPEDC, Ghaziabad

1. Bright bars of other types
2. Auto parts
3. Sugar Milling Machinery Parts
4. Piston & Rings
5. Brakes and servo-brakes and their parts, for tractors
6. Parts and accessories, for tractors, motor vehicles for the transport of ten or more person
7. Angles, shapes, and sections of stainless steel
8. Bars and rods of stainless steel, only hot-rolled, only hot-drawn, or only hot-extruded

4.2.1 Status of GI Tag

The fame of unique handicrafts, aromatic agricultural products and natural goods from Uttar Pradesh has crossed borders, for 36 items have been GI tagged to the state, in a bid to preserve and promote their uniqueness. When marked on a map, the items on this list cover the length and breadth of UP in a manner that truly reflects its artistic legacy and agricultural ingenuity. Ghaziabad District does not have any GI tag Product.

4.3 Cluster Stakeholders

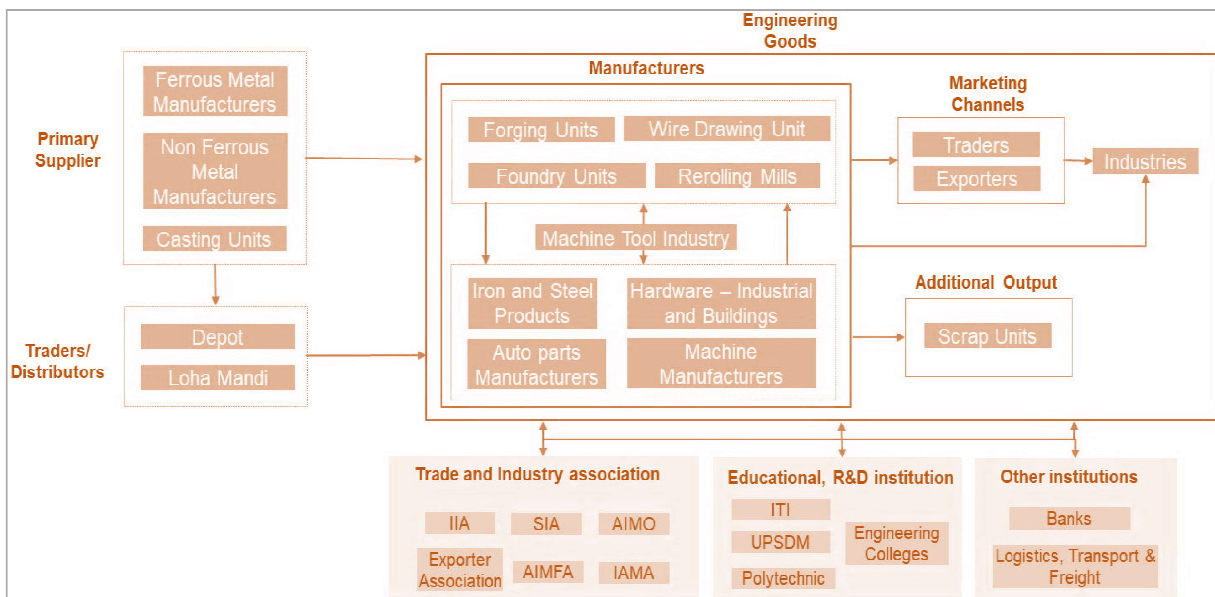


Figure 4: Cluster Stakeholders

4.3.1 Industry Associations

Following are principal Industry Associations/SPVs that are working for the development of engineering goods in Ghaziabad:

- ▶ Indian Industry Association (IIA)
- ▶ SAHIBABAD INDUSTRIES ASSOCIATION
- ▶ Northern India Textile Research Association
- ▶ PHD Chamber of commerce & Industry
- ▶ Laghu Udyog Bharti

4.4 Export Scenario

4.4.1 HS code

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

Table 4: HS codes for engineering Goods

Sr. No.	HSN Code	Product Description
1	722211	Bars and rods of stainless steel, only hot-rolled, only hot-drawn, or only hot-extruded
2	870830	Brakes and servo-brakes and their parts, for tractors
3	870899	Parts and accessories, for tractors, motor vehicles for the transport of ten or more person
4	722240	Angles, shapes and sections of stainless steel

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code – 72221119 (Bright Bars of Other Types) mentioned above under which engineering products are exported. Alongside are the key facts⁸ pertaining to the analysed product codes.

4.5 Export Potential

- ▶ The total exports of engineering goods products from Ghaziabad district were approx. INR 10,400⁹ Crores in year 2020-21. There are more than 100 HSN Codes which may be used for Exports of engineering goods but here analysis of one prominent HSN code (722211) has been done.
- ▶ The exports of engineering goods utilising HS code 722211 (Bars and rods of stainless steel, only hot-rolled, only hot-drawn, or only hot-extruded) was 449¹⁰ Crores during Sep 2020-Nov 2021.
- ▶ Other prominent products exported from Ghaziabad District are boneless meat of bovine animals, frozen and other edible offal of bovine animals' frozen meat.
- ▶ 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 722211: Uttar Pradesh exports this product to **Germany, UAE, Italy, USA, Turkey, Hong Kong, Vietnam, Mexico, Poland, and France**. Below figure shows the top importers for this product (722211) in the world:

⁸ <https://www.trademap.org/>

⁹ DIPEDC, Ghaziabad

¹⁰ DGFT- District wise report for the period September 2020 to November 2021

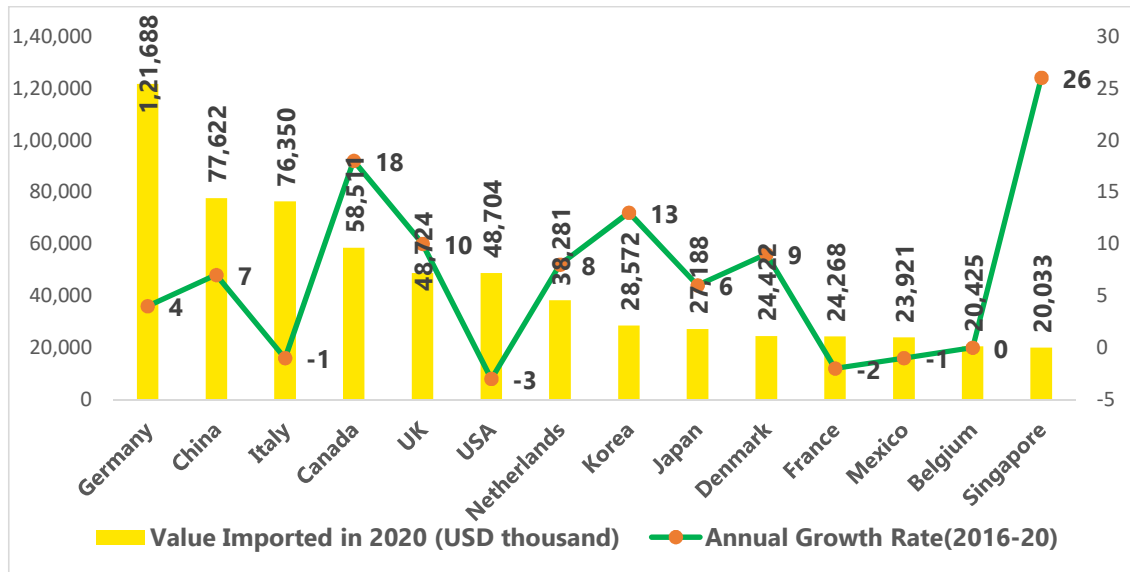


Figure 5: Top importers for this product (722211) in the world from India

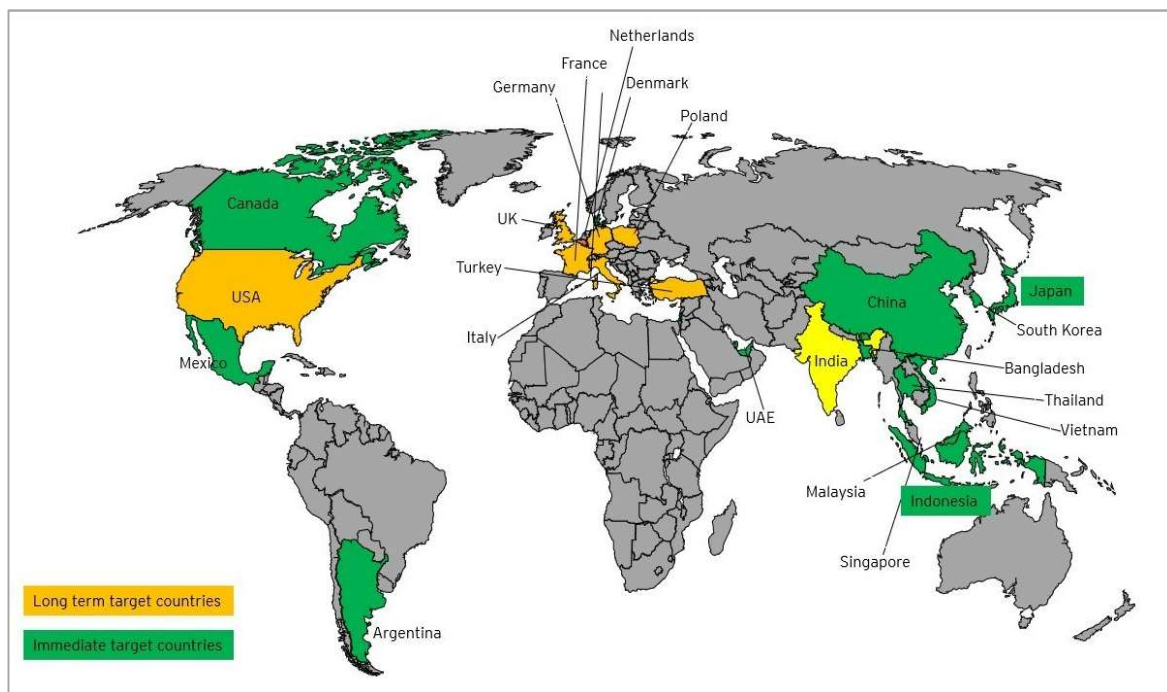


Figure 6: Markets for export potential

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 of the MSMEs are not bothered about changing their product range and they fail to understand that it is an integral part of comprehensive marketing. Diversification can be brought in the cluster by:

1. **Development of new products:**

During the product diversification new product line i.e. machinery parts, aviation, automobile components, home decorative or infrastructural tools and foundation can be developed and promoted. Additionally, the cluster can also create a new product range with light weight engineering equipments/ machines which can be attached to wooden doors, frames and walls for various needs of industries and household.

2. Modifications of Existing Products

It has also been found that most of the MSMEs use no strategy for making modifications to the existing products in the light of design and blending of new materials. Most of the engineering goods products are heavy and not conversive. The cluster needs to innovatively use other material/s to suit the needs of product diversification with less intervention.

4.7 SWOT analysis

Table 5: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce ▶ Large potential for diversifying on variety of products ▶ Easy availability of raw material for mass production ▶ Availability of various government interventions for fostering the cluster 	<ul style="list-style-type: none"> ▶ Low technological upgradation and longer production cycle ▶ Existence of large number of intermediaries between small manufactures and entrepreneurs ▶ Limited design ▶ Market access is restricted due to factors ranging from exposure and facilities
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, imported items ▶ Strict environment compliance laws ▶ Polluting Industry ▶ International Competition

4.8 Challenges and 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 ○ Inferior quality and high cost compare to other clusters 	<ul style="list-style-type: none"> ▶ Establishment of a Raw Material Bank within the CFC (CFC Scheme of ODOP program) ensuring easy availability of all types of high-quality material at discounted rates.
Technological upgradation	<ul style="list-style-type: none"> ▶ Lack of ancillary machineries for SMEs which limits their potential and hinders the productivity and potential 	<ul style="list-style-type: none"> ▶ Establishment of Common Production Center (CFC Scheme of ODOP program) with modern machines including CNC and CAD machines, packaging, and tagging machine etc.

	of the cluster	
Design	<ul style="list-style-type: none"> ▶ Traditional designs are still being followed by small manufacturers 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. ▶ Collaboration with renowned designers to conduct workshops for SMEs 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 engineering goods product. ▶ Minimal use of Govt of India's e-commerce portal: ODOP mart – 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 engineering goods sector 	<ul style="list-style-type: none"> ▶ Establishment of a Marketing centre within the CFC (CFC Scheme of ODOP program) in Ghaziabad to facilitate marketing events. ▶ Collaboration with E-commerce companies like odopmart, Flipkart, Amazon, Ebay for maximizing sales of light engineering products. ▶ Collaboration with Govt. and buyers through Virtual Buyer Seller Meet (VBSM) platform can be promoted for heavy duty engineering products. ▶ Collaboration with NIFT, to support SMEs in establishing the brand name of the 'engineering goods products in the national and international market ▶ Increase the usage of the portal as this portal facilitates the SMEs to provide information about their products for easy understanding of exporters. ▶ 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 ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of engineering goods product.
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined quality standards of the products. ▶ Limited testing facility 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity. ▶ Establishment of a Testing Lab within Common Facility Centre (under ODOP CFC Scheme, GoUP) to facilitate testing facility in the cluster
Access to Finance	<ul style="list-style-type: none"> ▶ Difficulty in receiving financial support ▶ Tedious paperwork and 	<ul style="list-style-type: none"> ▶ 'Revolving Working Capital Assistance' to micro units towards procuring raw materials and meeting operating expenditure. This can be introduced through existing CFCs or DIPEDC

	long waiting time	<ul style="list-style-type: none"> ▶ Collaboration with nationalized banks to facilitate quick loan approval and disbursement through digital lending. (ex. SIDBI and BoB) ▶ Banks may support in enhancing financial literacy of industries to avail the benefits ▶ Sensitization of banks/financial institutions to understand the product value chain while fixing WC/CC limits.
Skill Upgradation	<ul style="list-style-type: none"> ▶ Majority of the labour force engaged has gained the required skills through traditional learning ▶ The low acceptance of formal skill training and negligible recognition to trained and certified worker in terms of wages ▶ Less skilled persons for operate advance technological Engineering goods equipment 	<ul style="list-style-type: none"> ▶ Cluster tool room cum training centres for upskilling in industry relevant skills and RPL certifications ▶ Upskilling (Cluster based training) for Welder, Machinist Fitter Machine operators ▶ Fresh training for local youth & additional skills acquisitions like accounting, entrepreneurship, marketing skills training for owner/managers of SMEs ▶ Tool room cum training centre should equipped with: VMC machines, CNC based machines, 3D Designing, Advanced welding and cutting processes machine
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. 	<ul style="list-style-type: none"> ▶ Knowledge partner in export excellence should be deployed under the DC, DIPEDC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIPEDC 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 CONCOR¹¹ rates are to be made available at regular intervals to the DIPEDC office for updating of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

¹¹ Container Corporation of India Ltd (CONCOR)

4.9 Future Outcomes¹²




Annual Turnover	Cluster exports
Increase in annual turnover from existing INR 28,500 Cr. to 73,000 Cr. by 2030	Increase in export revenue from INR 11,400 cr. to INR 29,400 Cr. by 2030

5. Product 2: Textile & home Furnishing goods

5.1 Cluster Overview

“Textile & Home Furnishing Goods” is one of the leading manufacturing and exported product category from Ghaziabad. Textile and home furnishing goods hold a prominent place in the Indian economy. This sector is known for its consistency in high export earnings, and it is among the top ten foreign exchange earners for the country. Being a part of NCR and adjacent to Baghpat & Hapur districts, famous for textile and home furnishing industries, there are many home furnishing and textile units in Ghaziabad. Bed sheet, curtains, T-shirts, readymade garments are manufactured and exported from the district. The major exporters from the cluster are LUX industry & Amko export house.

Key Facts

-  **INR 12,000 Cr ~ Approximate turnover of the cluster**
-  **INR 4,230 Cr ~ Export Turnover**
-  **50,000 Workers / Artisans directly or indirectly associated**

Textile & Home Furnishing industry is second largest industry in Ghaziabad district. Rituraj Textile & General Industries Pvt. Ltd., Anaya Textiles, Century Textiles & Industries Limited, Aneja Textile Industries are some of the leading manufacturers of Ghaziabad.

The annual turnover of the cluster of Textile and home furnishing in 2020-21 was around INR 12,000 Cr¹³ and export was 4,230Cr. The total employment in the cluster is around 50000.¹³

5.2 Product Profile

This sector comprises of yarn manufacturing to factories transforming these yarns to various textile products such as curtains, bedsheet, pillow covers and other home décor items. Apart from the quality of raw material, the process of its conversion into clothes and, later, of the design, product development and process of product’s manufacturing play a key role in value addition.

High quality material with best design gets good price in the market and the products manufactured in Ghaziabad have persistent quality and known market for this product in country.

Textile			
Spinning	Weaving	Textile Processing	Home furnishing

¹² DSR - Ghaziabad by Asian Development Bank (ADB)

¹³ DIPEDC Ghaziabad (2020-21)

Figure 7: Sub-sectors of Textile industry

5.3 Cluster Stakeholders

Raw material supplier

The primary raw materials required in the Cluster are yarn, Chemicals, sewing threads, Zippers, pasting Gum, etc. which are essentially procured from within and outside the Cluster. Majority of raw materials are procured from outside of the cluster mainly from Delhi, Tirupur, Maharashtra, West Bengal, and Tamil Nadu. As per stakeholder discussion, some of the units are importing raw materials from other countries due to cheaper rates.

Unit owners & Workers

There are more 120 units involved in Textile and home furnishing products. Majority of the units located in Tronica city, Kavi nagar and other established industrial area. More than 5000 workers working in these units and are residing in Ghaziabad, Delhi, Noida Baghpat, Hapur and nearby areas of Ghaziabad.

Machinery Supplier

Most of the machineries required in the textile and home furnishing products industry are imported from Italy, Germany, and other countries. Now a days most of the machinery are automated and they do not require any manual interventions. Due to automation products are in persistent in quality and output is high as compare to old machines. They are more energy efficient and low power consuming. The servicing of the machineries is done locally, and the engineers/mechanics are available for servicing of these machines.

5.3.1 Industry Associations

Following are principal industry associations that are working for the development of textile and home furnishing products:

- ▶ **Northern India Textile Research Association (NITRA):** It is one of the prime textile research institutes in the country. The textile industry and Ministry of Textiles, Govt. of India jointly established NITRA in 1974 for conducting applied scientific research and providing support services to Indian textile industry. The organization is situated in a 50-acre land at NCR Ghaziabad, near national capital New Delhi. Major services provided by NITRA are:
 - i. Training
 - ii. Testing
 - iii. Research and development
 - iv. Consultancy
 - v. Advocacy/Marketing support
- ▶ **MSME- Development Institute (MSME- DI), Okhla:** MSME-DIs are the subordinate offices of Development Commissioner, MSME. These offices are responsible for assisting MSMEs financially through schemes and improving their technical skills through skill upgradation / training programmes.
- ▶ **Indian Industries Association, Ghaziabad (IIA)**
- ▶ **Laghu Udyog Bharti, Ghaziabad**

5.4 Export Scenario

5.4.1 HS Code

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

Table 6: HS Code with description

HS Code	Description	Value of exports ¹⁴ (in INR)
610910	T-SHIRTS ETC OF COTTON	46.08 Cr
621430	SHWLS, SCRVS, MUFFLERS ETC OF SYNTHTC FBRS	23.86 Cr

¹⁴ Export from Sep 20 to Nov 21

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes 610910. Alongside are the key facts pertaining to the analysed product code.¹⁵

5.5 Export Potential

- ▶ In the cluster exported the value of INR 4,230¹⁶ Cr under “Textile and home furnishing” product. Out of which, the cluster exported approx. 70 Cr utilising HS codes – 610910 and 621430.
- ▶ Under HS code – 610910, India's exports represent 5.01% of world exports for this product, ranking it number 7, behind China, Mexico, Germany, Poland, Turkey and USA. The value of India's exports has gradually decreased by CAGR 4.64% in the past 5 years.
- ▶ Other prominent products exported from District are Boneless meat of bovine animals and other edible offal of bovine animals.

Key Fact of Product Code 610910 Export¹⁵

2,84,43,219 (USD Thousand)

Value of world exports in 2020

14,40,673 (USD Thousand)

Total Exports from India in 2020

49,500 USD Thousand

UP 's Exports (2019-20)

5.01%

Share of India Exports in 2020

Product 610910: India exported this product to USA, UAE, France, Germany, UK, Nigeria, Canada, Saudi Arabia, Italy, Spain & Netherlands etc. Below figure shows the top importers for this product (610910) in the world from India:

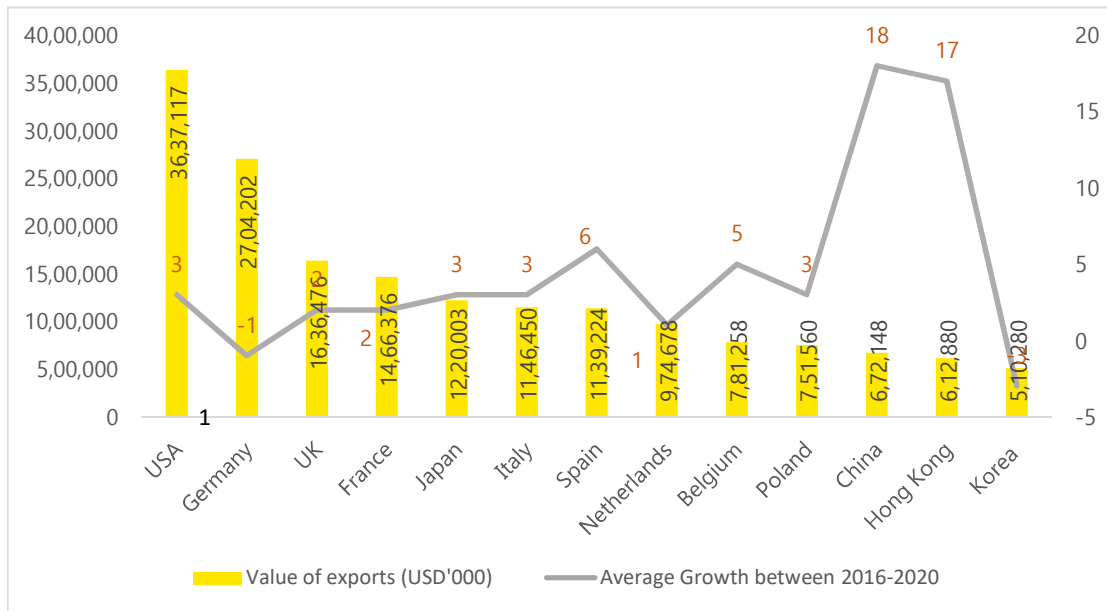


Figure 8: Top importers for this product (610910) in the world¹⁵ from India

¹⁵ <https://www.trademap.org/>

¹⁶ DIPEDC, Ghaziabad (2020-21)

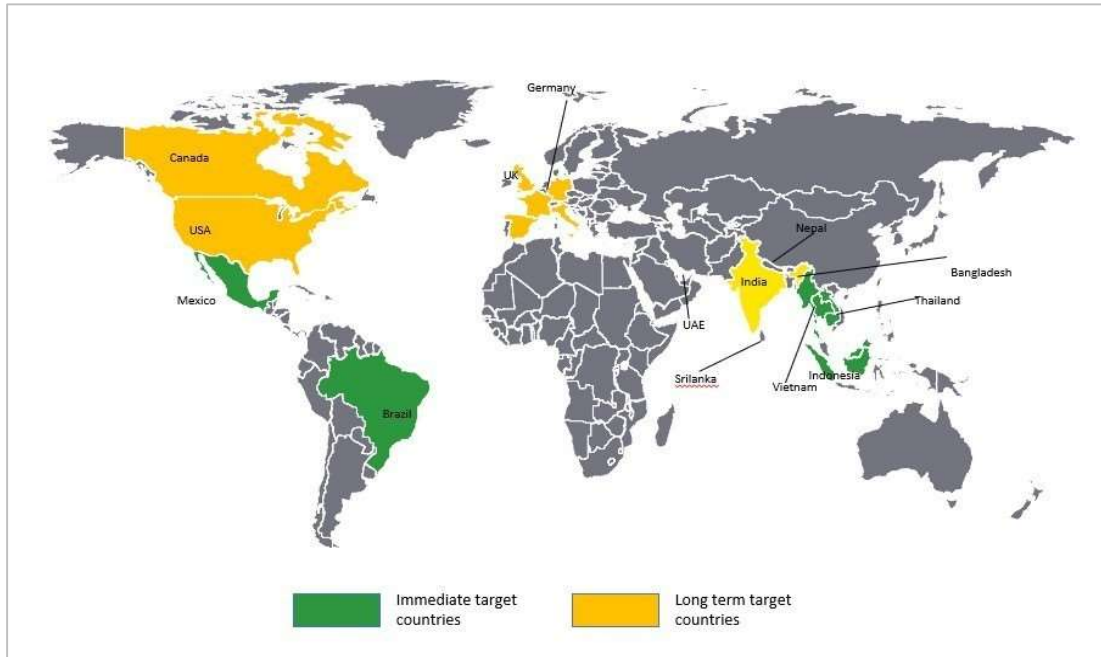


Figure 9: Markets for export potential

5.6 Potential Areas for Value Added Product

Product Diversification – The Industry may focus on export of high-end value products i.e., technical textile, organic textile and zero hazardous chemical base textile i.e., textile with natural chemicals without using any harming dyeing agent.

5.7 SWOT Analysis

Table 7: SWOT Analysis for textile and home furnishing Products

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Better connectivity & Part of Delhi NCR ▶ Leadership position in Indian Textile and home furnishing products ▶ Diversified Product Range offering ▶ Ability to deliver to varied order sizes ▶ Labour intensive industry providing livelihood to skilled manpower ▶ Availability of Viscous Fabric design centre ▶ strong presence of other support industry like-IT, Medicare, Hospitality, etc 	<ul style="list-style-type: none"> ▶ Rising cost of production due to increasing rate of raw material ▶ Shortage of Skilled labour in the cluster ▶ Lack of synergy between different Cluster Players ▶ Low service integration in different industrial parks ▶ Limited direct market access for large section of MSMEs manufacturers. ▶ Non-availability of ready to use raw material ▶ Less availability of Designing and R&D facilities ▶ Lack of awareness of Social compliance and Environmental issues
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Huge export potential Market ▶ Growing market both domestic and international ▶ Product Diversification 	<ul style="list-style-type: none"> ▶ Rising input prices ▶ Fluctuation of Raw material prices ▶ Initial effects of GST

<ul style="list-style-type: none"> ▶ Increase in domestic Retail chain ▶ Technical up-gradation ▶ International exhibitions & Warehouses ▶ Networking & linkages of cluster players/stakeholders 	<ul style="list-style-type: none"> ▶ Increase in transaction cost - Post-Brexit effect ▶ Migration of trained work force from the sector ▶ Competition from China, Vietnam and Bangladesh ▶ Domestic competition from newly developed clusters
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5.8 Challenges and interventions

Parameter	Challenges	Intervention
Technological Upgradation	<ul style="list-style-type: none"> ▶ In Ghaziabad SMEs of textile and home furnishing manufacturing units employ traditional skilled workers who are mostly illiterate but follow the process after learning from the seniors in their units. They are not aware of the technological advancements taking place in the international industry. 	<ul style="list-style-type: none"> ▶ Establishment of Advance centre of textile and home furnishing products manufacturing machine in CFC will resolve the issue and reduce the operating cost and ensure working capital for the unit.
Raw material Bank	<ul style="list-style-type: none"> ▶ Comparatively high procurement cost due to sourcing of raw material from unregulated sources (local market). ▶ For fishing different sizes/colors of cloth are required & for a SMEs it is not possible to stock all sizes/colors. Sometimes due to unavailability of a particular his productivity suffers. ▶ Loss of productivity due to buying material from different source visit. 	<ul style="list-style-type: none"> ▶ Common Raw material bank (RMB) can be setup in Ghaziabad to insure continuous raw material supply on nominal rates & credit facility. ▶ More than two hundred SMEs in Ghaziabad require on an average 1-2 MT of raw material per month which they procure it from Gurugram, Panipat, Meerut & Delhi. The RM bank would have fabric of different variant, Color, Embroidery & screens, blocks, etc. with various ranges to cater all type of entrepreneurs.
Environmental Issues	<ul style="list-style-type: none"> ▶ Challenges faced by smaller industries in complying pollution control norms regarding treatment of effluents and TDS levels of discharge. ▶ There is lack of awareness of global environmental and social norms. ▶ Smaller units find it difficult to bear the operational cost of CETP. 	<ul style="list-style-type: none"> ▶ Setting up modern technology based CETPs would ensure in reduction of effluents in TDS levels of liquid discharge. ▶ Awareness and outreach program for raising consciousness about environment issues due to the pollutants. ▶ Use of codes of conduct (COC) for assessment of suppliers on social and environmental compliance.
Marketing & Branding	<ul style="list-style-type: none"> ▶ Absence of usage of information and communication facilities ▶ Lack of common marketing and sales platform ▶ Micro enterprises are mostly run by semi-literate individuals who are severely hampered by lack of knowledge of new age marketing 	<ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies. ▶ DIPEDC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organised by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level

Parameter	Challenges	Intervention
	<p>tools</p> <ul style="list-style-type: none"> ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<p>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</p> <ul style="list-style-type: none"> ▶ 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 Tirupur and Ludhiana clusters to study the best practises and understand their modus operandi and value chain.
<p>Testing and Quality Certification</p>	<ul style="list-style-type: none"> ▶ Unaware of global standards and quality ratings. ▶ Only exporters of the cluster try to maintain the quality standard of global market. 	<ul style="list-style-type: none"> ▶ Testing laboratory can be established in CFC for ensuring production of certified quality products. ▶ Collaboration with National institutes to support SMEs in improving quality of product by maintaining the standards. ▶ Setting the quality standard of these units using the MoU between ODOP and Quality Council of India (QCI), to increase the sales in international markets.
<p>Designing of Products</p>	<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. 	<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, based on which prototypes will be developed. ○ 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 ▶ Design training and certificate courses to local aspirants who have inclination towards designing of textile and home furnishing products via Design and

Parameter	Challenges	Intervention
		Innovation center or collaboration with institutes like NITRA, NID & NIFT.
Access to Finance	<ul style="list-style-type: none"> ▶ Difficulty in receiving financial support ▶ Tedious paperwork and long waiting time 	<ul style="list-style-type: none"> ▶ 'Revolving Working Capital Assistance' to micro units towards procuring raw materials and meeting operating expenditure. This can be introduced through existing CFCs or DIPEDC ▶ Collaboration with nationalized banks to facilitate quick loan approval and disbursement through digital lending. (ex. SIDBI and BoB) ▶ Banks may support in enhancing financial literacy of industries to avail the benefits ▶ Sensitization of banks/financial institutions to understand the product value chain while fixing WC/CC limits.
Skill Upgradation	<ul style="list-style-type: none"> ▶ Majority of the labour force engaged has gained the required skills through traditional learning ▶ The low acceptance of formal skill training and negligible recognition to trained and certified worker in terms of wages ▶ Less skilled persons for operate advance technological Engineering goods equipment 	<ul style="list-style-type: none"> ▶ Cluster tool room cum training Centres for upskilling in industry relevant skills and RPL certifications ▶ Upskilling (Cluster based training) for Welder, Machinist Fitter Machine operators ▶ Fresh training for local youth & additional skills acquisitions like accounting, entrepreneurship, marketing skills training for owner/managers of SMEs ▶ Tool room cum training centre should equipped with ▶ A. VMC machines, B. CNC based machines C. 3D Designing, D. Advanced welding and cutting processes machine
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters issues. 	<ul style="list-style-type: none"> ▶ DIPEDC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIPEDC 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 DIPEDC 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

Parameter	Challenges	Intervention
		this portal.

5.9 Future Outcomes¹⁷

Cluster Annual Turnover	Cluster exports
Increase in annual turnover of textile and home furnishing goods from INR 12,000 Crore in 2020-21 to 16,000 Crore by 2025.	The increase in export of textile and home furnishing from INR 4,230 Crore to 5,300 Crore by 2025.

6. Product 3: Boneless meat and other edible offal of bovine animals

6.1 Cluster Overview

Ghaziabad district is well known for its processed meat cluster. The export of processed meat from Ghaziabad holds a prominent place in the Indian economy. There are four legal slaughterhouses in the district employing around 15,000 workers. The four slaughterhouses in Ghaziabad's area deal in buffalo meat, which is primarily exported to Gulf countries.

The four integrated slaughterhouses and meat processing units in Ghaziabad have a sanctioned capacity of 2,258 livestock (buffaloes) and 200 goats per day. Apart from this, the district also has presence of five food (meat) processing export units, duly approved by the Agricultural and Processed Food Products Export Development Authority (APEDA), with a total sanctioned capacity of 527 metric tonnes per day¹⁸.

Some of major names include Mr VI Saleem CEO, M/s Amroon Foods Pvt Ltd., Mr. Mohammad Atif Jt. Managing Director M/s. Al- Nafees Frozen Food Exports Pvt. Ltd., Haji Shahid Ali Qureshi Director M/s Eagle Continental Foods Pvt. Ltd and Mr. Shakir Hussain Qureshi Director M/s Al Nasir Exports Private Ltd etc. These units contribute for major export of processed meat from the district.

The cluster's annual turnover in 2020-21¹⁹ was around INR 5450 Cr and the export value was 3860 Cr.

Key Facts

-  **INR 5450 Crores** Approximate turnover of the cluster
-  **INR 3860 Cr** ~ Export Turnover
-  **15,000** Workers / Artisans directly or indirectly associated

6.2 Product Profile

1. Boneless Meat of Bovine Animals
2. Other Edible Offal of Bovine Animals

¹⁷ Stakeholder Consultations

¹⁸ Food Processing units from Ghaziabad's Dasna and Masuri areas (Source: Hindustan Times)

¹⁹ DIPEDC - Ghaziabad (2020-21)

6.2.1 Product Portfolio

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

6.3 Cluster Stakeholders

Raw material supplier

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

Unit owners & Workers

There are 4 slaughterhouses involved in processing and export of meat. More than 15,000 workers are working in these units and are residing in Ghaziabad, GB Nagar, Meerut, Hapur and nearby areas of Ghaziabad.

Machinery Supplier

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

6.3.1 Industry Associations

Following are principal industry associations that are working for the development of processed meat industry:

- ▶ **National Food Laboratory (Food Research and Standardization Laboratory (FRSL)), Ahinsa Khand-II, Indirapuram Ghaziabad** - FSSAI Notified Referral Laboratory under section 43 (2) of FSS Act, 2006
- ▶ **MSME-Development Institute (MSME-DI), Okhla:** MSME-DIs are the subordinate offices of Development Commissioner, MSME. These offices are responsible for assisting MSMEs financially through schemes and improving their technical skills through skill upgradation / training programmes.
- ▶ **Indian Industries Association, Ghaziabad (IIA)**

6.4 Export Scenario

6.4.1 HS Code

HS codes under which the product is exported from the district

HS Code	Description
020230	BONELESS MEAT OF BOVINE ANIMALS, FROZEN
020629	OTHR EDIBLE OFFAL OF BOVINE ANIMALS, FROZEN

Current Scenario

The export scenario of World and India have been analysed basis the export statistics of HS codes 020230 & 020629 under which meat is exported. Alongside are the key facts pertaining to the analysed product code.²⁰

²⁰ www.trademap.org

Key Fact of Export

(HS Code-020230)

24,712,215 (USD Thousand)

Value of world exports in 2020

27,62,444 (USD Thousand)

Total Exports from India in 2020

16,70,500 (USD Thousand)

Total Exports from UP In 2020-21

60.47%

Share of UP India in exports

6.5 Export Potential

- ▶ The total exports of boneless meat from the district as per HS code 020230 & 020629 is around INR 4637 crores from September 2020 to November 2021.²¹
- ▶ India's exports represent 11.2% of world exports for this product, its ranking in world exports is 3 under HS code 020230 and 4 under HS Code 020629²².
- ▶ Other prominent product exported from Ghaziabad District is Home furnishing.

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

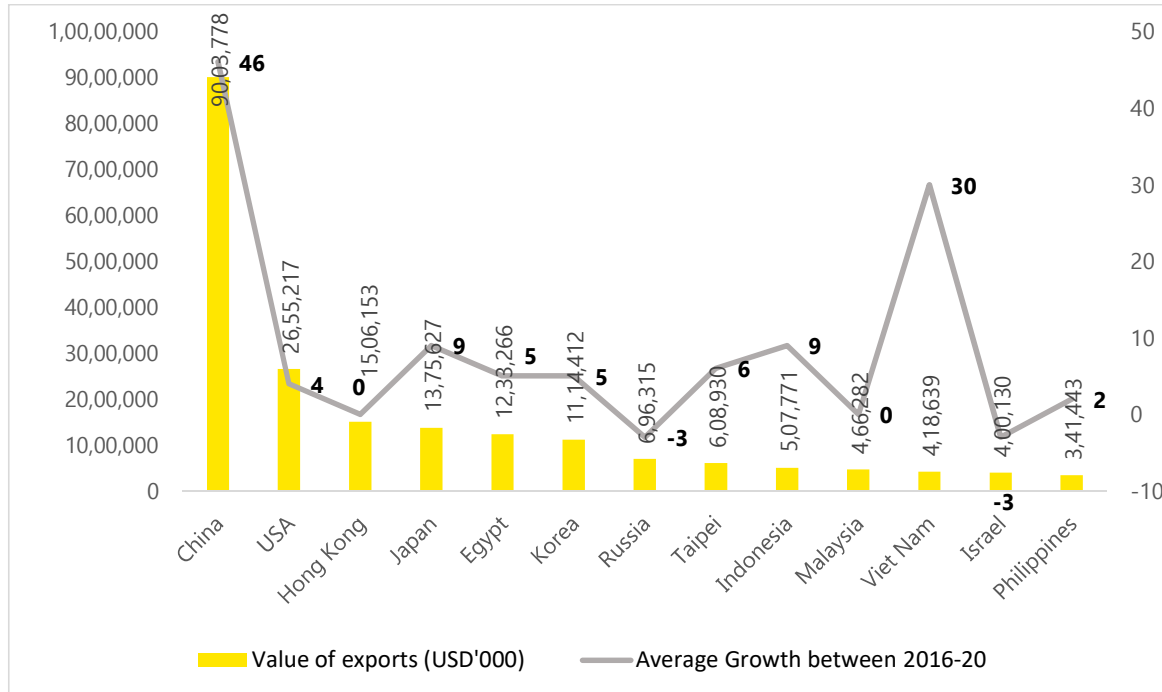


Figure 10: Top importers for this product (020230) in the world²⁰ from India

²¹ DGFT, Kanpur

²² Trademap.org data for the year 2020

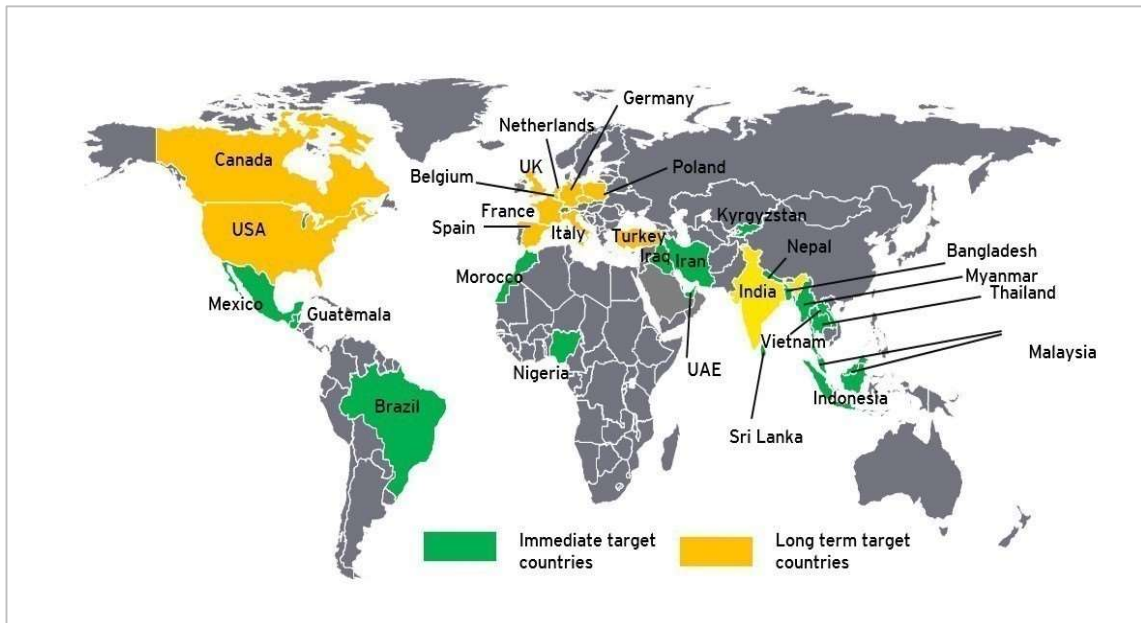


Figure 11: Markets for export potential

6.6 SWOT Analysis

Table 8: SWOT Analysis for Boneless meat and other edible offal of bovine animals

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

6.7 Challenges and interventions

Parameter	Challenges	Intervention
Technological Upgradation	<ul style="list-style-type: none"> ▶ Lack of technological advancements at par with international industry ▶ Lack of technological solutions for waste management 	<ul style="list-style-type: none"> ▶ Establishment of fleshing machine and lime splitting machine in the units will resolve the issue of solid waste management and this will reduce the operating cost and ensure working capital for the unit. The solid waste can be used as by-product for other use.
Environmental Issues	<ul style="list-style-type: none"> ▶ Challenges faced by slaughterhouses/ industries in complying pollution control norms regarding treatment of effluents and TDS levels of discharge. ▶ Lack of awareness for global environmental and social norms ▶ Smaller units find it difficult to bear the operational cost of CETP. 	<ul style="list-style-type: none"> ▶ Setting up modern technology based CETPs would ensure in reduction of effluents in TDS levels of liquid discharge. ▶ Awareness and outreach program for raising consciousness about environment issues due to the pollutants. ▶ Use of codes of conduct (COC) for assessment of suppliers on social and environmental compliance.
Marketing & Branding	<ul style="list-style-type: none"> ▶ Lack of online marketing practices ▶ Increasing participation in the International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Collaboration with retail brands like Licious, Big Basket etc. ▶ DIPEDC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase
Packaging	<ul style="list-style-type: none"> ▶ Only Large units are using standard material for packaging; the smaller units are not aware of innovative packaging 	<ul style="list-style-type: none"> ▶ Common Packaging Center can be established for better and innovative packaging ▶ Packaging materials like trays made of polystyrene, LDPE, shrink films PVC should be used for improved packaging ▶ Workshops/seminars or training program for manufacturers can be organized using the MoU signed between ODOP and Indian Institute of Packaging (IIP), to upgrade their packaging techniques
Testing and	<ul style="list-style-type: none"> ▶ Unaware of global standards and quality ratings 	<ul style="list-style-type: none"> ▶ A Testing laboratory can be established for ensuring production of certified quality

Parameter	Challenges	Intervention
Quality Certification	<ul style="list-style-type: none"> ▶ Only exporters of the cluster try to maintain the quality standard of global market 	<ul style="list-style-type: none"> ▶ products ▶ Units must follow Food Quality Standards to increase the sales in international markets
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters issues 	<ul style="list-style-type: none"> ▶ DIPEDC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIPEDC 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 DIPEDC office for updating the same at the district website. ▶ The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

6.8 Future Outcomes

Annual Turnover
Increase in annual turnover from INR 6600 Crore in 2020-21 to 9000 Crore by 2025 ²³

Cluster exports
The increase in export of the product from INR 4637 Crore during the September 2020 to November 2021 to 6500 Crore by 2025 ²³

7. Product 4: Electronic & Electrical Goods

7.1 Cluster Overview

The Electronic & Electrical Goods cluster comprises of manufacturers of various kinds of electronic products, such as coils, transformer, inductions, wound component, switched-mode power supply (SMPS), Solar battery and inverter, etc. marketing channels and their scrap units.

Raw material like Copper is often used for its excellent conductivity and malleability (the ability to be shaped and mashed). Nickel, chromium, aluminium, lead, silver and tin are also used. These metals go into components such as resistors, capacitors, and transducers. Machinery tool units are part of both the primary conversion and secondary conversion units. The output from the machinery tool industry is used as an input in both the primary

²³ Basis Stakeholder Consultation

conversion and secondary conversion units. Additionally, output from both the primary conversion and secondary conversion units are consumed by the assembling or final product conversion units. These goods are either marketed directly to end users or are sold through traders/ exporters.

Cluster of electronic and electrical goods employ 5,000 people in the district with the export of 16 Cr. Cluster has the turnover of 55 Cr.in the year 2019-20²⁴.

7.2 Product profile

Listed below are different kinds of Electronic & Electrical Goods manufactured in the region:

1. Electrical Coils
2. Various kind of Transformer
3. Inductions Motor & Coil
4. Switched-mode power supply (SMPS)
5. Solar battery and inverter

7.3 Cluster Stakeholders

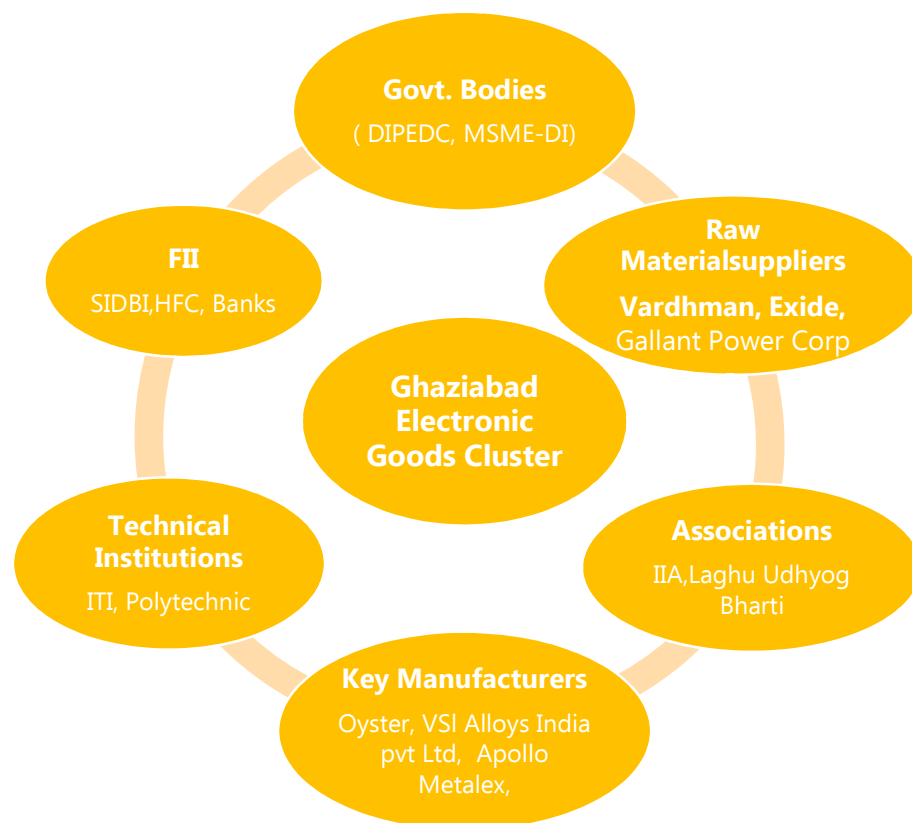


Figure 12: Cluster Stakeholders

²⁴ DIPEDC, Ghaziabad

7.3.1 Industry Associations-

Following are principal Industry Associations/SPVs that are working for the development of Electronic & electric goods in Ghaziabad:

- ▶ Indian Industry Association (IIA)
- ▶ PHD Chamber of commerce & Industry
- ▶ Laghu Udyog Bharti

7.4 Export Scenario

7.4.1 HS code

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

Table 9: HS codes for Electronic & electric goods

Sr. No.	HSN Code	Product Description
1	850433	Transformers having a power handling capacity > 16 kVA but <= 500 kVA
	850440	Static converters
2	851770	Other parts of telephonic/telegraphic apparats
3	853590	Electrical apparatus for switching or protecting electrical circuits, or for making connections to or in electrical circuits, for a voltage > 1.000 V
4	853510	Fuses for a voltage > 1.000 V

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code mentioned above under which electronic products are exported. Alongside are the key facts²⁵ pertaining to the analysed product codes.

7.5 Export Potential

- ▶ There are various HSN Codes which may be used for Exports of electronic goods but here, the analysis of one prominent HSN code (**850433**) has been done.
- ▶ Other prominent products exported from Gautam Buddha Nagar District are readymade garments, engineering goods, meat and basmati rice.
- ▶ 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

Key Facts of Export

(HS Code **850433**)

9,54,918 USD Thousand
Value of world exports in 2020

39,557 USD Thousand
India's exports 2020

1,640 USD Thousand
UP's Exports (2018-19)

~4.15%
Share of UP in India's Exports

²⁵ <https://www.trademap.org/>

be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.

Product 850433: Uttar Pradesh exports this product to **USA, Kenya, Thailand, Turkey, France, Spain, Nepal, Thailand, Philippines, and Bangladesh.** Below figure shows the top importers for this product (850433) in the world from India:

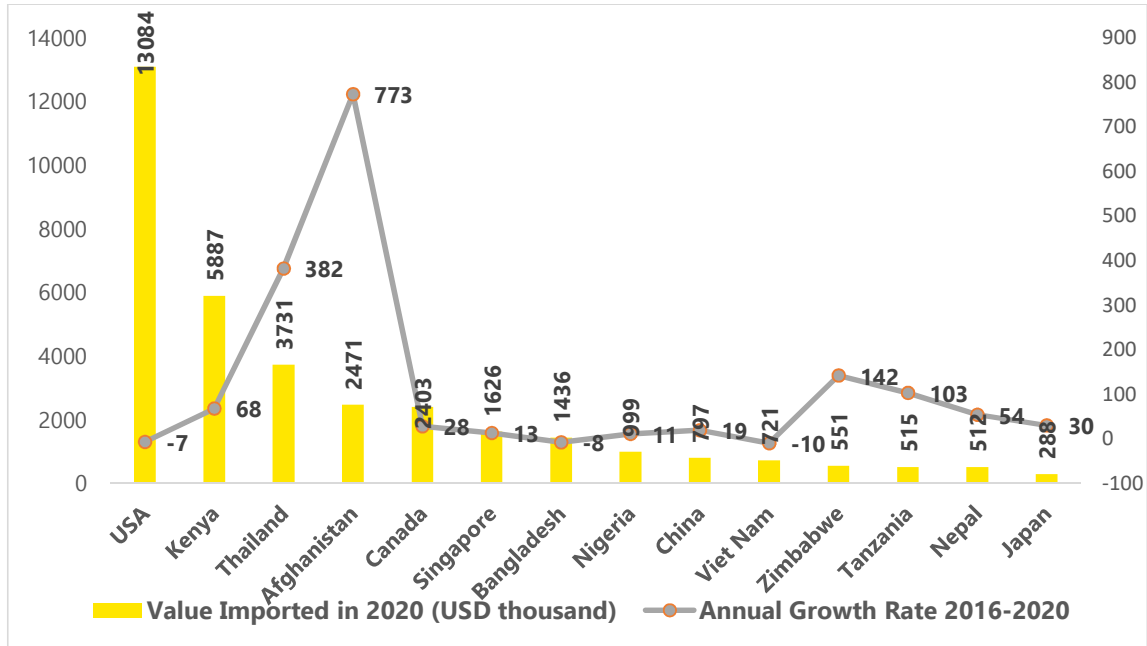


Figure 13: Top importers for this product (850433) in the world from India

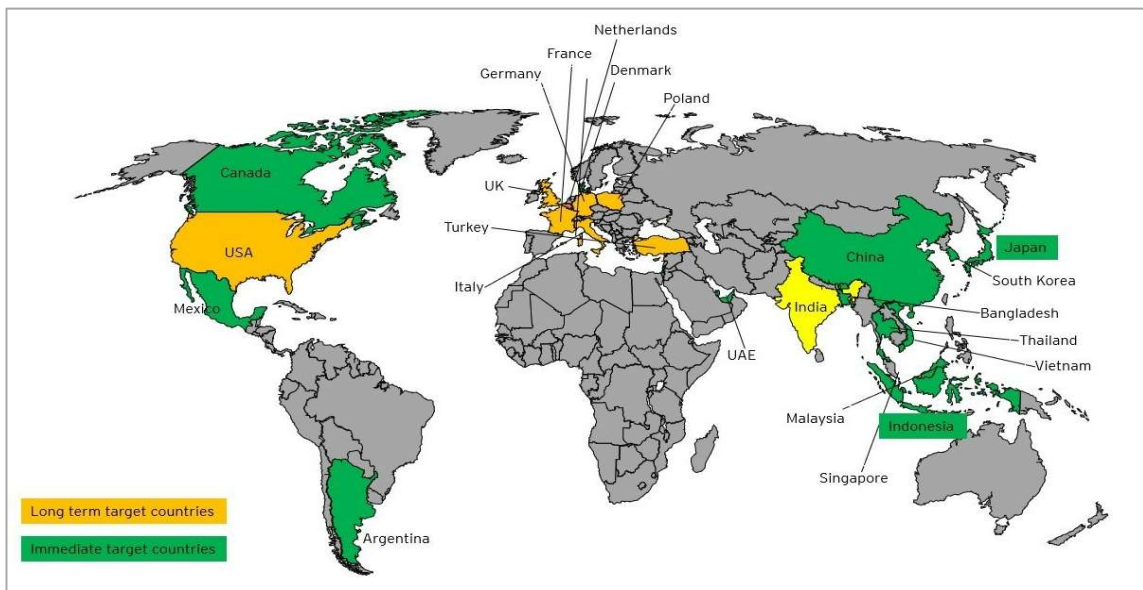


Figure 14: Markets for export potential

7.6 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 of the

MSMEs are not bothered about changing their product range and they fail to understand that it is an integral part of comprehensive marketing. Diversification can be brought in the cluster by:

Modifications of Existing Products; It has also been found that most of the MSMEs use no strategy for making modifications to the existing products in the light of design and blending of new materials. Most of the electronic goods products are heavy and not convertible. It needs to be more change with other material which suits to them with less intervention. The demand for smart light & equipment are growing globally. They are exploring the new age demand and cater them as a market leader.

7.7 State Policy Analysis

Many States are extending their support to MSMEs involved in the electronics and parts manufacturing and are adding to the incentives already offered by the EMC scheme. In fact, the project cost (not already borne by the Central Government), would be provided for by the State governments and other State Agencies. A minimum contribution of 50% for EMC projects (Greenfield EMCs) and 25% for CFCs has been decided. Most States have planned for or have already established a Technology Park for electronics production and development of technology. Major findings obtained from analysis of States policies over the years are listed below.

Table 10: Comparison of Various State Policies based on different incentives offered²⁶

Karnataka Electronics System Design and Manufacturing (ESDM) Policy 2017-22	Karnataka Special Incentives Scheme for ESDM Sector (2020-25)	Tamil Nadu Electronics Hardware Manufacturing Policy 2020	Tamil Nadu Industrial Policy 2021 (Special Incentives for Sunrise Sector of ESDM)	Uttar Pradesh Electronics Manufacturing Policy 2020	Gujarat Electronics Policy 2016-21	Andhra Pradesh Electronics Policy 2021-24
Capital Subsidy						
Up to 10% capital subsidy, up to a maximum of INR 10 Crores to registered KESDM companies	25% on Land (areas other than urban/rural Bengaluru) up to 50 acres on actual procurement cost. 20% on Plant and Machinery	15% to 25% of Eligible Fixed Assets (EFA) (depending on districts) for investment in range: INR 200 Cr- INR 500 Cr; 18% to 30% of EFA for investment > INR 500Cr	Additional capital subsidy up to 7.5% of EFA as sunrise booster	15% of Fixed Capital Investment (FCI) up to INR 10 crore; 15% of FCI between investment of INR 200 – 1000 crores (subject to maximum of INR 150 crores subsidy)	10% of Gross Fixed Capital Investment (GFCI) for ESDM units, GFCI upto Rs. 10 crores; 5% of incremental GFCI for ESDM units - above INR 10 crores	20% of Fixed Capital Investment (FCI) up to INR 20 Crore for Electronics industries; 25% of FCI up to INR 25 Crore for Electronics industries categorized as SC/ ST/ BC/Women enterprises.
Land Subsidy						
Reimbursement of land conversion fee- 75% for Start-ups and MSMEs; 50% for Large and Mega enterprises	100% reimbursement of Land Conversion Fee	50% subsidy on cost of land- subject to land cost not exceeding 20% of EFA; subsidy cap at INR 2 Cr (for Private land holdings)	For SIPCOT projects- 10% concession in rates (Category A and B districts); 50% for district C for land up to 20% EFA;	25% on prevailing rates (Madhyanchal & Paschimanchal regions); 50% in Bundelkhand & Purvanchal regions	-	-

²⁶ India's Electronics Industry: Potential for Domestic Manufacturing and Exports August 2021

			50% for private land in district C (cap of INR2 Cr)			
Power Subsidy						
Industrial Power Tariff (instead of commercial power tariff) to registered KESDM companies & associated industries within the State	Power tariff reimbursement of INR 1 per unit for 5 years, 100% exemption from electricity duty for 5 years from date of commercial production	Electricity tax exemption for a period of 5 years from date of commercial production	Electricity tax exemption for 5 years if power purchased from TANGEDCO or consumed/generated from captive sources	50% exemption of Electricity Duty for a maximum period of 10 years to all ESDM units	Eligible ESDM units to be given 100 % reimbursement for electricity duty paid for a period of five years; power tariff subsidy at rate of Re. 1 per unit	Reimbursement of fixed power cost for 5 years since commercial production commencement date; --INR 1 per unit for electronics industries --INR 1.5 per unit for electronics industries categorized as SC/ ST/ BC/ Women enterprises Power tariff at rates of INR 4.5 per unit for firms in greenfield electronic manufacturing clusters.
Skill Upgradation						
Yuva-Yuva Program to meet plug-play talent needs of ESDM sector; Internet of Things (IoT) Developers Skilling; Internship Platform for Talent Development- to benefit students with diploma/ degree in electronics	-	Target to skill over 1,00,000 persons per year for next 4 years - Tamil Nadu Skill Development Corporation as Implementing Agency; Skill and training centre to be established within every green-field/ Brownfield EMC; Unique skill training subsidy for women provided	-	All ESDM units eligible for reimbursement of training stipend; UP Skill development Mission to be aligned with required skill sets for Electronics Industry (supported by budget allocated by MeitY)	New Scheme with customized courses: on-floor training for skill development in ESDM sector, with an internship program	30 skill development centres and high end IT skills university to be set up; IT,E&C Department, Department of Skill Development and industry to work together to create industry ready talent pool

Tax Reimbursement						
-	-	Refund of input SGST on capital goods to permissible extent under TNGST Act 2017 for companies facing <i>inverted tax structure</i>		-	Eligible ESDM units to be provided reimbursement of net tax - limited to ceiling of 90% of GFCI made by unit. 100% Central Sales Tax (CST) to be reimbursed for inter-state sales; SGST to be reimbursed at tax rate	100% reimbursement of net SGST for 8 years period
Interest Subsidy						
Up to 6% p.a. provided to registered KESDM Start-ups and MSMEs for 5 years for loans up to INR 50 lakhs		Large investments - 5% subsidy on loans capped to 0.2 Cr p.a. availed up to 6 years; Mega investments- 5% on loans capped to 1 Cr p.a. for 6 years	Large investments - 5% subsidy on loans capped to 0.2 Cr p.a. availed up to 6 years; Mega investments- 5% on loans capped to 1 Cr p.a. for 6 years Ultra Mega investments - 5% on loans capped to 4 Cr p.a. for 6 years	5% p.a. to units with investment up to INR 200 Cr (up to a maximum of INR 1 Cr p.a. per unit for 5 years)	7% p.a. subsidy for ESDM units with borrowings up to INR 10 Cr; For borrowing between INR 10 Cr and INR 1000 Cr - subsidy of INR 1 Crore and 2% of borrowings; above INR 1000 Cr - subsidy of INR 5 Cr and 1% of borrowings	On term loan at 5% up to INR 1.50 Crores/ year for 5 years period (only for firms in greenfield electronic manufacturing clusters)
Stamp Duty exemption						

Registered KESDM companies exempt from stamp duty paid for loan agreements, credit deeds, lease deeds, etc.; 100% for Start-ups and MSMEs; 75% for large and mega enterprises	100% reimbursement of stamp duty and registration charges	50% stamp duty exemption for Chennai, Kancheepuram, Coimbatore, Vellore, etc.; 100% stamp duty exemption for Dharmapuri, Madurai, Theni, Tenkasi, etc.	100% stamp duty exemption for land for industrial use obtained from SIPCOT; 100% back ended subsidy for private lands up to 50 acres	100% exemption on purchase/ lease of land for individual ESDM units; 100% exemption on first transaction; 50% exemption on second transaction for purchase/ lease of land for EMCs/ESDM parks	Greenfield EMCs to be entitled to 100% reimbursement of stamp duty as well as registration fee towards lease/ sale of land for the EMC	100% reimbursement of stamp duty as well as transfer duty; 100% reimbursement of registration fee paid on sale and lease deeds on the first transaction only.
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7.8 Challenges and interventions

Parameter	Challenges	Intervention
Design	<ul style="list-style-type: none"> ▶ Traditional designs are still being followed by small manufacturers 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. ▶ Collaboration with renowned designers to conduct workshops for SMEs 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 engineering goods product. ▶ Minimal use of Govt of India's e-commerce portal: ODOP mart – 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 engineering goods sector 	<ul style="list-style-type: none"> ▶ Establishment of a Marketing centre within the CFC (CFC Scheme of ODOP program) in Ghaziabad to facilitate marketing events. ▶ Collaboration with E-commerce companies like odopmart, Flipkart, Amazon, Ebay for maximizing sales. ▶ Collaboration with NIFT, to support SMEs in establishing the brand name of the 'engineering goods products in the national and international market ▶ Increase the usage of the portal as this portal facilitates the SMEs to provide information about their products for easy understanding of exporters. ▶ 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 ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of engineering goods product.
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined quality standards of the products. ▶ Limited testing facility 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity.

		<ul style="list-style-type: none"> ▶ Establishment of a Testing centre within the CFC (CFC Scheme of ODOP program) in Ghaziabad to facilitate testing facility.
Weak IP Rights regime	<ul style="list-style-type: none"> ▶ IP base is not strong enough in terms of development and facilitation as well as protection of rights ▶ Low subsidies on patent costs that affect innovations in India 	<ul style="list-style-type: none"> ▶ Awareness on IP rights and their benefits ▶ Enhancements of subsidies of patents cost ▶ Enabling strong IP right for development and reducing Legal producing time by making timebound decision making process.
Insufficient labour skills and persistent demand-supply gap	<ul style="list-style-type: none"> ▶ Increase in need for specialized skills owing to greater technological complexities, viz., IoT, AI; although rise in demand for skilled workers and design engineers, but supply of such workers still not sufficient ▶ Continuous reliance on other nations, such as China, for technicians who specialise in the setups <p>of the sophisticated machinery and technical assistance</p> <ul style="list-style-type: none"> ▶ Higher expenses on reskilling of workers raises manufacturing costs ▶ Lack of industry-friendly labour laws ▶ Lack of proper design institutes solely for skill generation for this industry 	<ul style="list-style-type: none"> ▶ Cluster tool room cum training Centres for upskilling in industry relevant skills and RPL certifications ▶ Upskilling (Cluster based training) for IOT, AI, Machine operators ▶ Fresh training for local youth & additional skills acquisitions like accounting, entrepreneurship, marketing skills training for owner/managers of SMEs ▶ Tool room cum training centre should equipped with ▶ A. R & D Centres, B. CNC based machines C. 3D Designing, ▶ Enhancement in Assembling units ▶ Increase in R & D Subsidy. Presently india have low R&D subsidies (015%) as compared to those in other countries, ie, China (2%) and Vietnam (1%), as of 2019.
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. 	<ul style="list-style-type: none"> ▶ DIPEDC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ High-cost disabilities in logistics due to absence of logistic subsidy, compared to China and Vietnam, where logistic subsidies contributed to cost reductions of 1% and 05%, respectively, as of 2019, High power cost ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry. ▶ High costs of capital required for production activities, viz. inverter, coil, and static charger manufacturing is highly capital- and technology-intensive, due to requirements of latest high-volume machinery, thereby necessitating huge 	<ul style="list-style-type: none"> ▶ The DIPEDC 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. ▶ Increase in freight subsidy and also enhance the subsidy eligibility to large units because most of the electronic manufacturing units are large. ▶ The CONCOR rates are to be made available at regular intervals to the DIPEDC office for updating of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and

	investments ▶ Increase in tariffs/ Basic Custom Duty (BCD) on imports of P&C also risks the rise in the cost of final products; Also, continuous rise in BCD is proposed wherever subsidies cannot be granted, but tariffs also do not guarantee more revenue generation	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.
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7.9 Future Outcomes

Cluster Turnover	Cluster exports
Increase in cluster turnover from existing INR 55 Cr. to 71 Cr. by 2026 ²⁷	Increase in export revenue from INR 16 cr. to INR 25 Cr. by 2026 ²⁸

8. 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

²⁷ Basis stakeholder consultation

²⁸ Basis stakeholder consultation

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

9. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ²⁹
Increasing the overall exports from the state		
<p>Sensitization and facilitation in availing Import/export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them</p>	<p>ODOP cell, DIPEDC, UPEPB and DGFT</p>	<p>Continuous initiative</p>
<p>Creation of an event calendar comprising of events to be conducted in a Financial Year with a focus on international marketing events. Further, DGFT and FIEO can finalize a target to participate in at least 3 international events in a year per product category/industry (food, engineering & auto components, handicrafts, textile& apparel etc.) by utilizing schemes like IC and MAS</p>	<p>ODOP cell, DIPEDC, UPEPB and DGFT</p>	<p>Continuous initiative</p>
<p>Sensitization of cluster actors:</p> <p>a. The individuals of a cluster should be sensitized on the plethora of schemes³⁰ 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</p> <p>b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP</p>	<p>ODOP cell, DIPEDC, UPEPB and DGFT</p>	<p>Continuous initiative</p>
<p>DIPEDC 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</p>	<p>DIPEDC, UPEPB and FIEO</p>	<p>Intermediate</p>

²⁹ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

³⁰ 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>:

and other organizations may be proposed as a target under this segment		
Common Facility centers (under CFC scheme of ODOP Program, TIES and NAVY scheme) to increase export	UPEPB/ODOP Cell/DIPEDC	Continuous initiative
Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	UPEPB/DIPEDC/ODOP cell	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIPEDC/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/DIPEDC/ODOP Cell and banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	UPEPB/DIPEDC and banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	UPEPB/DIPEDC/ODOP Cell and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance	UPEPB/DIPEDC	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	DIPEDC / UPEPB	Short term
DIPEDC 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.	DIPEDC/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.	DIPEDC/UPEPB	Long term
b. The CONCOR rates are to be made available at regular intervals to the DIPEDC office for updating of the same at the district website.	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	DIPEDC/UPEPB/FIEO	Short term

about container availability and issues relating to it. The industry may be informed of this portal.		
Product 1: Engineering Goods		
Establishment of Common Facility Centre with: a. Raw Material Bank b. Common Production Center c. Design and display center with CAD/CAM facilities and space to showcase products to undertake sale d. Marketing Center for undertaking marketing events	DIPEDC, DGFT and ODOP Cell	Long term
Collaboration with NIFT and NID for design inputs and support in branding initiatives	UPEPB/ODOP Cell	Long term
Product 2: Textile and home furnishing		
Establishment of Raw material Bank	DIPEDC/ODOP Cell	Long term
Setting of modern technology based CETPs	UPEPB/DIPEDC/District Administration	Long term
Collaboration with E-commerce companies	UPEPB/ODOP Cell/ DIPEDC	Short term
Establishment of testing laboratory	DIPEDC/ODOP Cell/UPEPB	Long Term
Establishment of Design and innovation center	DIPEDC/ODOP Cell/UPEPB	Long Term
Product 3: Boneless Meat and other edible offal of bovine animals		
Establishment of fleshing machine and lime splitting machine in CFC.	UPEPB/DIPEDC	Long term
Setting of modern technology based CETPs	UPEPB/DIPEDC/District Administration	Long term
Collaboration with E-commerce companies like Licious, Big Basket, Nature Basket, Freshtohome, etc.	UPEPB and DIPEDC	Short term
Product 4: Electronic and Electrical Goods		
Setting up research development centre	UPEPB/DIPEDC/District Administration	Long term
Establishment of Design and innovation center	DIPEDC/ODOP Cell/UPEPB	Long Term
Skill development centre for IOT, AI based infrastructure	DIPEDC/ODOP Cell/UPEPB	Long Term

IP Rights Awareness	DIPEDC/ODOP Cell/UPEPB	Long Term
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Abbreviations

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

IC	International Cooperation
ICD	Inland Container Depot
IEC	Import Export Code
IIP	Indian Institute of Packaging
IIT	Indian Institute of Technology
ISW	Industrial Solid Waste
MAI	Market Assistant Initiative
MDA	Market development Assistant
MEIS	Merchandise Export from India Scheme
MoU	Memorandum of Understanding
MSME	Micro Small and Medium Enterprises
MYSY	Mukhyamantri Yuva Swarajgar Yojana
NGO	Non-Government Organization
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
NSDC	National Skill Development Cooperation
ODOP	One District One Product
PMEGP	Prime Minister's Employment Generation Program
PMFME	Pradhan Mantri Formalisation of Micro food Processing Enterprises
PMKVY	Pradhan Mantri Kaushal Vikash Yojana
QCI	Quality Council of India
SEIS	Service Export from India Scheme
SIDBI	Small Industries Development Bank of India
SPV	Special Purpose Vehicle
SWOT	Strength, Weakness, Opportunities, Threats
TDS	Total Dissolved Solids
TEE	Towns of export excellence
ToR	Term of Reference

UAE	United Arab Emirates
UK	United Kingdom
UNIDO	United Nations Industrial Development Organization
UP	Uttar Pradesh
UPECE	Uttar Pradesh Export Promotion Council
UPEPB	Uttar Pradesh Export Promotion Bureau
UPICO	UP Industrial Consultancy Organisation
UPSIDC	Uttar Pradesh State Industrial Development Corporation
USA	United States of America
WCL	Working Capital Limit



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

सत्यमेव जयते

Districts
as Export Hubs

Knowledge Partner



Building a better