



District Export Action Plan, Ghazipur, Uttar Pradesh

Department of MSME
& Export Promotion,
Govt. of Uttar Pradesh



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

सत्यमेव जयते

Districts
as Export Hubs

Knowledge Partner

EY
Building a better
working world

Preface

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

Contents

1.	Vision of Districts as Export Hubs	5
2.	District Profile	5
2.1	Geography.....	6
2.2	Topography & Agriculture.....	6
3.	Industrial profile of the district	6
3.1	Major Exportable Product from Ghazipur.....	9
4.	Product: Boneless meat and other edible offal of bovine animals	9
4.1	Cluster Overview	9
4.2	Product Profile.....	10
4.2.1	Product Portfolio	10
4.3	Cluster Stakeholders	10
4.3.1	Industry Associations.....	10
4.4	Export Scenario	11
4.4.1	HS Code.....	11
4.5	Export Potential	11
4.6	SWOT Analysis.....	12
4.7	challenges and interventions.....	13
4.8	Future Outcomes	15
5.	Product: Rice.....	15
5.1	Cluster Overview	15
5.2	Product Profile.....	15
5.2.1	Product Portfolio	15
5.3	Cluster Stakeholders	16
5.3.1	Industry Associations.....	16
5.4	Export Scenario	17
5.4.1	HS Code.....	17
5.5	Export Potential	17
5.6	Potential Areas for Development	18
5.7	SWOT Analysis.....	18
5.8	Challenges and interventions	19
5.9	Future Outcomes	21
6.	Product: Jute Wall Hanging (ODOP)	21
6.1	Cluster Overview	21
6.2	Product Profile.....	22
6.2.1	Product Portfolio	22
6.3	Cluster Stakeholders	23
6.3.1	Industry Associations.....	23
6.4	SWOT Analysis.....	23

6.5	Export Potential-Handicrafts of Ghazipur	24
6.6	Potential Areas for Value Added Product.....	24
6.7	Challenges and interventions	24
6.8	Future Outcomes	24
7.	Scheme under Uttar Pradesh Export Promotion Bureau.....	26
8.	Action Plan.....	27

List of Tables

Table 1: Details of the Industrial Areas in the district	6
Table 1: Industries details Ghazipur	7
Table 2: Occupational Distribution of Main Workers	8
Table 3: Major exportable product	9
Table 9: SWOT Analysis for Boneless meat and other edible offal of bovine animals	12

List of Figures

Figure 1: Ghazipur District	5
Figure 2: MSME landscape of the district.....	8
Figure 3: Occupational distribution of Ghazipur.....	8
Figure 4: Top importers for this product (020230) in the world ¹⁶	12
Figure 5: Markets for export potential	12

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%¹ 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

Ghazipur is a district of Uttar Pradesh state in northern India. The district is part of Varanasi Division. The region of Ghazipur is famous mainly for the production of its unique rose scented Spray called Gulab Jal, and for the tomb of the Governor General of British India, Lord Cornwallis, who died here.

His tomb is situated in Western part of City, and is conserved by Archaeological Survey of India.

The word Ghazipur does not figure as such in ancient Indian History, but according to some historians Raja Ghadhi father of Maharshi Jamdagni was from this place. During that period this place was covered with dense forests and in it many Ashrams were situated viz.

Yamdagni (father of Parasuram) Ashram, Parsuram Ashram, Madan Van etc. The Maharshi Gautam's Ashram was near Ghazipur town some 16 Kms. east around the village Gauspur. Sarnath, where Lord Buddha got Boddhisatva or enlightenment in 6th century B.C is about 65 km. west from this district headquarter & falls in



Figure 1: Ghazipur District

¹ DGFT Report Jan 2021 – Developing Districts as Export Hubs



Varanasi district. Thus it became a center of Buddha’s preaching’s during his time. This town was an important centre during Buddhist period. The Chinese traveller Hiuen Tsang mentions this locality as “Chan chu” meaning the soil of battlefields which is signified by many important battles fought here.

Development in the state of Uttar Pradesh has been the outcome of the interplay of a variety of factors including physical, political, economic, demographic, and geographic. Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector and does not only play crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also help in industrialization of rural & backward areas, thereby, reducing regional imbalances, assuring more equitable distribution of national income and wealth. MSMEs are complementary to large industries as ancillary units and this sector contributes enormously to the socioeconomic development of the state.

2.1 Geography

Ghazipur district forms the eastern part of the Varanasi Division. It lies to the east and north of the Jaunpur and Varanasi district respectively between the parallels of 25° 19' and 25° 54' north latitude and 83° 4' and 83° 58' east longitude. This location is 67.50 Mt. above the sea level. The length of district from East to West is 90 Km. and Width from North to South is 64 Km. The River Ganges from one side and Karmnasa from other side divided it from Bihar State. It is bounded on Ballia and Bihar State in east, Jaunpur, Varanasi and Azamgarh in west, Mau, and Ballia in north and the Chandauli in south. The boundaries are generally conventional though at places they are marked by natural feature.

The Ghazipur is garlanded by Ganga, Karmnasa and Gomti, that makes it locality stronger in economic and geographic condition. The total geographic area of this district is 3384 Sq. Km. Total area is approx. 3,33,209 Hectare in which 2,52,824 Hectare is for agricultural purpose.

2.2 Topography & Agriculture

Ghazipur lies in the great plains of the Ganges and hence the land is highly fertile. The soil is mostly alluvial. The district is bounded by river Ganges in the west and the river Sai in the east. The entire district falling in Sai Sub-basin of the Ganges basin represents flat topography. The irrigation in the district takes place through Sharda Canal network system and tube wells. About 92% of the district area is under cultivation.²

3. Industrial profile of the district

There are five industrial areas in the district namely Industrial Estate Nandgunj Ghazipur, Mini Industrial Estate Saidpur Tajpur, Mini Industrial Ichauli Mohammadabad, Mini Industrial Estate Baghari Zamania, Mini Industrial Estate Bhadaura asiyan developed by UPSIDA.

Table 1: Details of the Industrial Areas in the district³

SI No	Name of Industrial Area	Land Acquired (Acres)	Land Developed (Acres)	Number of plots	Number of allotted plots
1	Industrial Estate Industrial Estate, Nandgunj, Ghazipur	127.92	127.92	52	48
2	Mini Industrial Estate Saidpur, Tajpur, Ghazipur	9.96	7.33	58	58

² <http://cgwb.gov.in/NR/hydro/dist36.pdf>

³ MSME DI-Kanpur

3	Mini Industrial Estate Ichauli, Mohammadabad, Ghazipur	6.12	5.23	39	2
4	Mini Industrial Estate Baghari, Zamaniya, Ghazipur	7.14	6.177	39	-
5	Mini Industrial Estate Bhadaura, Asiyan, Ghazipur	7.14	6.177	50	-

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.

The MSME units in the district mainly represent industries like ready-made garments and embroidery, repairing and servicing, metal products and food/agro products. Ready garments and embroidery contribute most in terms of employment ~26% and ~ 8% in terms of revenue. Repairing and Servicing contributes ~15% to revenue, highest among all the enterprises and ~19% of work force is employed in this vertical.

Table 2: Industries details Ghazipur⁴

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	968	392.72	3575
22	Soda water	-	-	-
23	Cotton textile	-	-	-
24	Woollen, silk & artificial Thread based clothes.	13	3.96	41
25	Jute & jute based	165	48.93	556
26	Ready-made garments & embroidery	163	51.34	615
27	Wood/wooden based furniture	559	397.01	2133
28	Paper & Paper products	17	3.66	71
29	Leather based	-	-	-
31	Chemical/Chemical based	8	4.07	39
30	Rubber, Plastic & petrol based	14	3.65	58
32	Mineral based	-	-	-
33	Metal based (Steel Fab.)	29	6.19	115
35	Engineering units	-	-	-
36	Electrical machinery and transport equipment	-	-	-

⁴ Directorate of Industries, Govt of U.P, Varanasi

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
97	Repairing & servicing	3008	1007.84	9493
1	Others	951	711.58	5122
	TOTAL	5896	21833	9198

Agro based and Other sectors of MSME with 1919 units in the district is the most prominent and economy contributing sector of the district. It is followed by sectors such as “Wood/wooden based furniture” and “Misc. Manufacturing” with 559 and 951 units respectively.

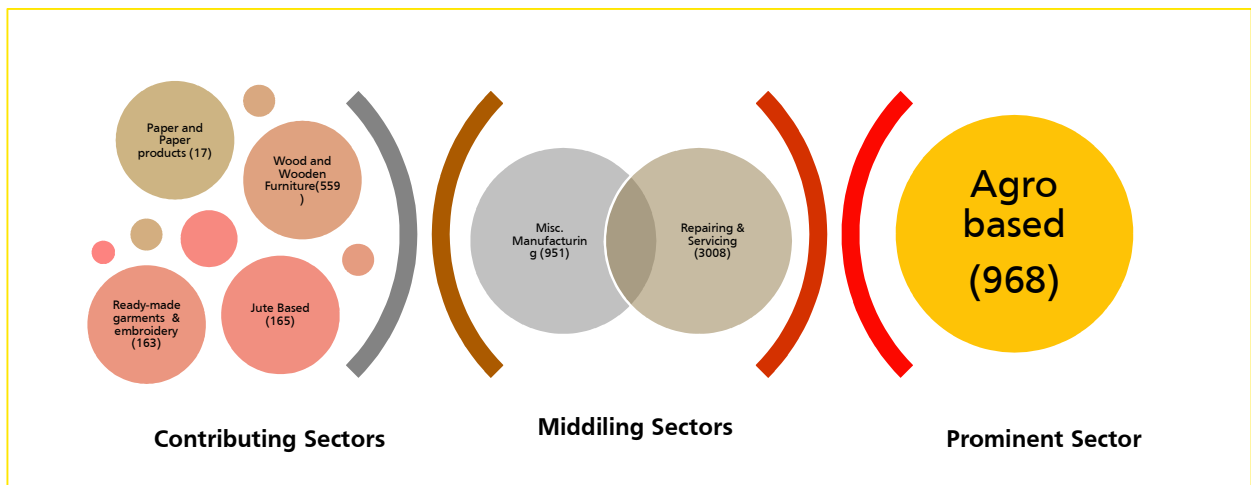


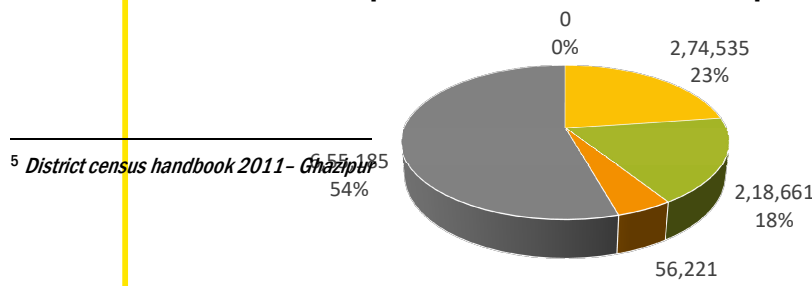
Figure 2: MSME landscape of the district

Out of total population of 3,622,690 (2011 census), total workers are 1,204,602 out of which men are 808,700 and women are 395,902. Total 274,535 Cultivators are depended on agriculture farming out of 218,661 are cultivated by men and 55,874 are women.

Table 3: Occupational Distribution of Main Workers⁵

S. No.	Particulars	Ghazipur	%
1	Cultivators	2,74,535	23%
2	Agriculture Labourers	2,18,661	18%
3	Household Industry Workers	56,221	5%
4	Others	6,55,185	54%

Occupational Distribution of Ghazipur²



⁵ District census handbook 2011- Ghazipur

Out of total working population, 54% are working in other industries, 41% are cultivators and agricultural labourers and only 5% are household industry workers. This indicates that agriculture is the main source of income in the district.

3.1 Major Exportable Product from Ghazipur

The total export from Ghazipur is approximately INR 88 Crore for the period September 2020 to November 2021.

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

Table 4: Major exportable product




S. No	Product	Export value (in INR) ⁶ from September 2020 to November, 2021
1	Processed Meat	2.88 Cr
2	Plastic Items	1.43 Cr
3	Rice as Excel Basmati, Husk form	68 Cr
4	Synthetic Essence	0.1 Cr
5	Fittings for Doors and Windows	1.27 Cr
6	Others- Engineering Goods, Opium etc	14 Cr
Total Export from Ghazipur		88 Cr⁶

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

4.1 Cluster Overview

Ghazipur is famous for processed meat. Export of processed meat from Ghazipur holds a prominent place in the Indian economy. There are two slaughterhouses in Ghazipur employing around 800 workers. Buffalo meat and Poultry are the main source of meat production and export.

Key Facts

-  **INR 300 Crores** Approximate turnover of the cluster⁷
-  **INR 2.88 Cr ~ Export Turnover⁶**
-  **800 Workers / Artisans** directly or indirectly associated⁷

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

Some of major names include AL Noor Impex, Sabi Anbi Foods Pvt Ltd, etc. These units contribute for major export of processed meat from the district.

The cluster's annual turnover in 2020-21 was around INR 300 Cr⁷. The export turnover from September 2020 to November 2021 was INR 2.88 Cr⁸. Total employment in the cluster is around 8,00.⁷

4.2 Product Profile

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

4.2.1 Product Portfolio

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

4.3 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 2 slaughterhouses involved in processing and export of meat. More than 8,00 workers are working in these units and are residing in Ghazipur, Saidpur and nearby areas.

Machinery Supplier

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

4.3.1 Industry Associations

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

- ▶ **Council for Leather Exports (CLE):** CLE is an outfit of Ministry of Commerce & Industry, GoI having regional office in Varanasi. It is a member-based organization, and its mandate is to provide support to its members for increasing export. The membership fee is being charged based on export turnover. Major services provided by them are:
 - i. Dissemination of information related to export marketing
 - ii. Organizing trade fairs and buyers & sellers meet
 - iii. Marketing Development Assistance
 - iv. Advocacy support
- ▶ **Indian Institute of Technology, BHU:** It has a separate consultancy department catering to needs of SMEs created for providing services in Energy conservation methods, Market & Finance, Innovative Product Design, Packaging, IT applications, Application of Multimedia
- ▶ **MSME- Development Institute (MSME- DI), Kanpur:** MSME-DIs are the subordinate offices of Development Commissioner, MSME. These offices are responsible for assisting MSMEs financially through schemes and improving their technical skills through skill upgradation / training programmes.
- ▶ **Indian Industries Association, Varanasi (IIA)**

⁷ DIEPC Ghazipur

⁸ DGFT Varanasi

4.4 Export Scenario

4.4.1 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.⁹

Key Fact of Export⁹

26,973,672 (USD Thousand)

Value of world exports in 2020

2,998,033 (USD Thousand)

Total Exports from India in 2020

11%

Share of India in exports

4.5 Export Potential

▶ The total exports of boneless meat from the district as per HS code 020230 & 020629 is around INR 3494 crores from September 2020 to November 2021.¹⁰

▶ India's exports represent 11% of world exports for this product, its ranking in world exports is 3 under HS code 020230 and 4 under HS Code 020629.

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

⁹ www.trademap.org

¹⁰ DGFT, Varanasi

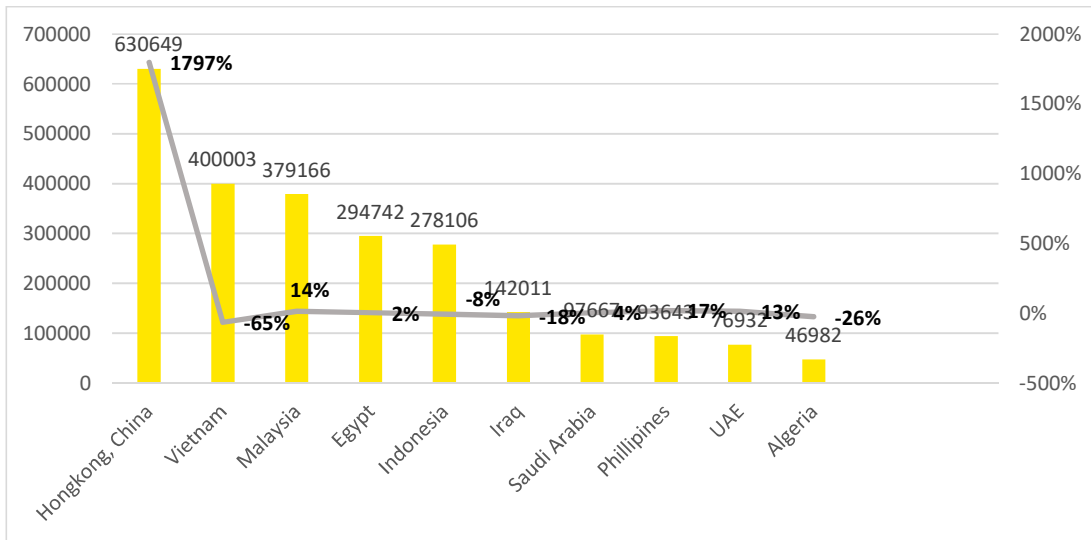


Figure 4: Top importers for this product (020230) in the world⁹



Figure 5: Markets for export potential

4.6 SWOT Analysis

Table 5: SWOT Analysis for Boneless meat and other edible offal of bovine animals

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Rich experience in meat processing ▶ Institutional Support ▶ Low-cost manpower ▶ Leadership position in export of boneless meat ▶ Favourable trade policies 	<ul style="list-style-type: none"> ▶ Inadequate Environmental compliance by smaller units ▶ Suboptimal backward integration of supply chain ▶ Lack of quality testing facility ▶ Cost of running CETP is very high ▶ Lack of awareness of govt. schemes

Opportunities	Threats
<ul style="list-style-type: none"> ▶ National & International Exhibition ▶ Increasing demand for buffalo meat in global market ▶ Exposure to new markets through fairs 	<ul style="list-style-type: none"> ▶ Strict environment compliance laws ▶ Polluting Industry ▶ Located on the bank of ganga ▶ International Competition ▶ Temporary or permanent closure of slaughterhouses

4.7 challenges and interventions

Parameter	Challenges	Intervention
Technological Upgradation	<ul style="list-style-type: none"> ▶ In Ghazipur, slaughterhouses and the units involved in production of meat employ traditional skilled workers who are mostly illiterate but follow the process after learning from the seniors in their units. They are not aware of the technological advancements taking place in the international industry. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Establishment of fleshing machine and lime splitting machine in the units will resolve the issue of solid waste management and this will reduce the operating cost and ensure working capital for the unit. The solid waste can be used as by-product for other use.
Environmental Issues	<ul style="list-style-type: none"> ▶ Challenges faced by slaughterhouses/ industries in complying pollution control norms regarding treatment of effluents and TDS levels of discharge. ▶ There is lack of awareness of global environmental and social norms. ▶ Smaller units find it difficult to bear the operational cost of CETP. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Setting up modern technology based CETPs would ensure in reduction of effluents in TDS levels of liquid discharge. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Awareness and outreach program for raising consciousness about environment issues due to the pollutants. ▶ Use of codes of conduct (COC) for assessment of suppliers on social and environmental compliance.
Marketing & Branding	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Collaboration with retail brands like Licious, Big Basket etc. ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level to create awareness about schemes

Parameter	Challenges	Intervention
		<p>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
Packaging	<ul style="list-style-type: none"> ▶ Larger units are using standard packaging material for packaging of the products, but many of the smaller units are not aware of innovative packaging. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Common Packaging Centre can be established for better and innovative packaging. ▶ Packaging materials like trays made of polystyrene, LDPE, shrink films PVC should be used for improved packaging. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Workshops/seminars or training program for leather footwear manufacturers can be organized using the MoU signed between ODOP and Indian Institute of Packaging (IIP), to upgrade their packaging techniques.
Testing and Quality Certification	<ul style="list-style-type: none"> ▶ Unaware of global standards and quality ratings. ▶ Only exporters of the cluster try to maintain the quality standard of global market. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ A state-of-the-art Testing laboratory can be established for ensuring production of certified quality products. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Setting the quality standard of these footwears using the MoU between ODOP and Quality Council of India (QCI), to increase the sales in international markets.
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for 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

Parameter	Challenges	Intervention
		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.

4.8 Future Outcomes

Annual Turnover	Cluster exports
Increase in annual turnover from INR 300 Crore in 2020-21 to 600 Crore by 2025 ¹¹	The increase in export of the product from INR 2 Crore during the September 2020 to November 2021 to 5 Crore by 2025 ¹¹

5. Product: Rice

5.1 Cluster Overview

The state is a leading producer in agriculture products like rice, wheat, sugarcane etc. The economy of the cluster is heavily dependent on agriculture products.

5.2 Product Profile

Any rice other than Basmati Rice is named as non-Basmati rice. In the world it has been reported that there are over 10,000 varieties of rice and out of which the maximum number are in India.

5.2.1 Product Portfolio

Multiple varieties of rice exist including short-grain, medium-grain, and long-grain varieties.

¹¹ Basis Stakeholder Consultation

5.3 Cluster Stakeholders

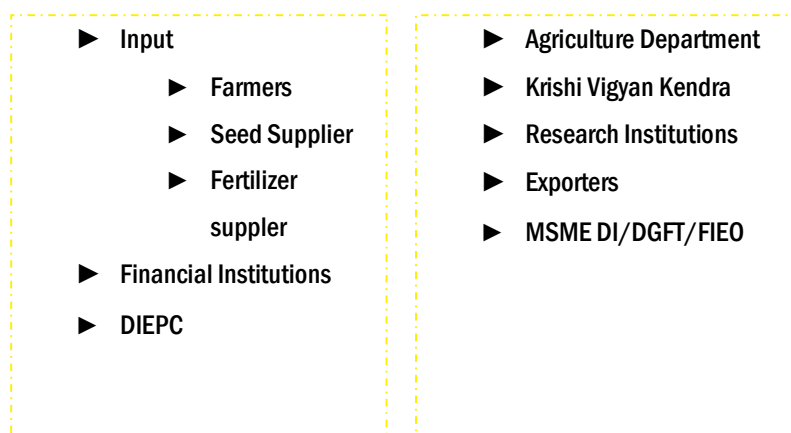


Figure 9: Cluster Stakeholders

5.3.1 Industry Associations

Following are principal Industry Associations that are working for the development of Rice:

- ▶ Agriculture and Processed Food Products Export Development Authority (APEDA)
- ▶ Indian Industries Association (IIA)
- ▶ Rice Export Promotion Forum (REPF)
- ▶ International Rice Research Institute (IRRI) - world's premier research organization dedicated to reducing poverty and hunger through rice science; improving the health and welfare of rice farmers and consumers; and protecting the rice-growing environment for future generations
- ▶ National Rice Research Institute, Cuttack (NRI) - The National Rice Research Institute is in Cuttack in Odisha state. The basic objective of institute is to conduct basic, applied, and adaptive research on crop improvement and resource management for increasing and stabilizing rice productivity in different rice ecosystems with special emphasis on rainfed ecosystems and the related abiotic stresses
- ▶ U.P. Council of Agricultural Research (UPCAR) - The UPCAR is an autonomous apex state organisation registered as a society, which plans, co-ordinates and promotes research, education, training, and transfer of technology for advancement of agriculture and allied sciences. The UPCAR was established on June 14, 1989, with its headquarters at Lucknow.
- ▶ Agriculture Department
- ▶ Krishi Vigyan Kendra (KVK)

5.4 Export Scenario

5.4.1 HS Code

HS codes under which the product is exported from the district

HS Code	Description
100630	Semi-milled or wholly milled rice, whether or not polished or glazed

Current Scenario

The export scenario of World and India have been analysed basis the export statistics of HS code 100630 (Semi-milled or wholly milled rice, whether or not polished or glazed) under which non-Basmati rice is exported from Lucknow district. Alongside are the key facts pertaining to the analysed product code. India's export compared to world is very low (approximately 29.76%).¹²

Key Fact of Export¹⁰

25,145,466 (US Thousand)

Value of world exports in 2020

7,484,136 (USD Thousand)

Total Exports from India in 2020

29.76%

Share of India in exports

5.5 Export Potential

HS Code 100630 (Semi-milled or wholly milled rice, whether or not polished or glazed)

- ▶ India's exports represent 29.8% of world exports for this product, its ranking in world exports is 1.
- ▶ India exported this product to Iran, Indonesia, Malaysia, Bangladesh, Yemen, China, Saudi Arabia, Sri Lanka, USA, Nepal etc.

Below figure shows the top importers for this product (100630) in the world:

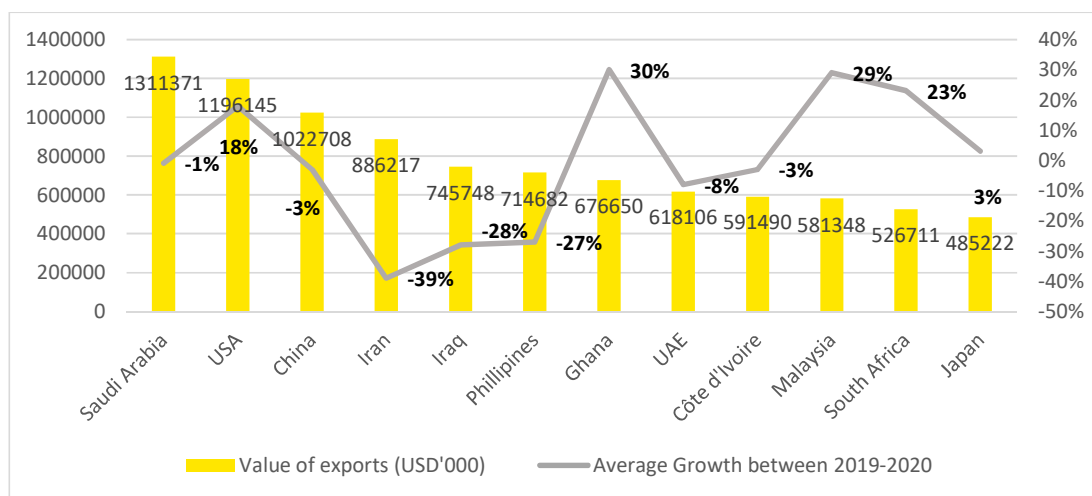


Figure 10: Top importers for this product (100630) in the world¹¹

¹² www.trademap.org



Figure11: Markets for export potential

5.6 Potential Areas for Development

Product Diversification is one of the most crucial product uplifting strategies which in turn is an important part of a product's export. Currently, only the grains of rice are being sold directly in the market. Knowing the health benefits of the product an initiative can be made for product diversification to manufacture value added products such as chiwda, *poha*, *brown rice*, *rice noodles*, *idli&dosa batter*.

The broken rice can be used to **create flour**. Rice flour is gluten-free; therefore, it is an alternative for producing gluten-free products. Rice flour is also hypoallergenic. Thus, it can be utilized for producing baby food, puddings, and other food products. Due to the decreased risk for people with sensitivities, food companies prefer rice flour to other varieties of flour. Thus, it is economically justifiable to grind broken rice to produce flour for such applications.

With adequate upgradation of technology in the cluster the farmers/ millers can sell by-products and generate additional income by manufacturing by-products from Rice Husks, Brans and Straws; the following are their uses:

- Rice Husk Use**
- ▶ Fuel
 - ▶ Gaseous Fuel
 - ▶ Husk Briquette
 - ▶ Husk Board
 - ▶ Furfural

- Rice Bran Use**
- ▶ Edible grade oil
 - ▶ Industrial grade crude oil
 - ▶ Free fatty acid manufacture
 - ▶ Plasticizers
 - ▶ Tocopherol
 - ▶ Rice bran wax

5.7 SWOT Analysis

Table9: SWOT Analysis for Rice

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Improving and enhancing rural economy ▶ District provides fertile land suitable for farming ▶ Availability of cheap and skilled labour for farming ▶ Availability of various financial and non- 	<ul style="list-style-type: none"> ▶ Lack of proper infrastructure facilities for storage and manufacture of additional products ▶ Rice mills have not been fully modernized ▶ Due to lack of timely upgradation of rice mills, a large percentage of the produce is

financial assistances from state and central government pertaining to agriculture	often discarded as it is termed as broken rice which is not suitable for sale ▶ High transportation cost for export of the product
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Large scope for expanding sales network-globally and locally ▶ Scope for product diversification for generating additional revenue 	<ul style="list-style-type: none"> ▶ Cost of production in exporting countries like Thailand, Vietnam and Pakistan is low as compared to India ▶ Fear of damage from calamities and insect attack as it is perishable item

5.8 Challenges and interventions

Parameter	Challenges	Intervention
Focus on high Yielding Export Quality Rice	<ul style="list-style-type: none"> ▶ Challenges in developing high yielding export quality rice (Non-Basmati, Long grain rice) 	<ul style="list-style-type: none"> ▶ Breeding programme may be initiated to develop high yielding export quality rice (Non-Basmati, Long Grain Rice, etc.) to enable the exporters to sustain their exports in future. Proper arrangements may be made for production of pure quality seeds and making them available to the farmers at subsidized rates/reasonable rates.
Cluster based approach	<ul style="list-style-type: none"> ▶ Setting up of export quality belts/zones 	<ul style="list-style-type: none"> ▶ To identify export quality belts/zones for production of rice to meet the requirement of exports. As per Agriculture Export Policy of Uttar Pradesh, 2019, the cluster facilitation cell under the chairmanship of District Magistrate is responsible for defining the area of Cluster and number of Farmers/FPOs/FPCs in the cluster as per suitability and goals of export promotion. ▶ It will also be responsible for monitoring the cluster development work, promotion to increase the area under cultivation of exportable items and facilitate cluster level coordination among key departments and various stakeholders. ▶ Deputy Commissioner Industries and representative of State Agricultural Department may examine the proposal for setting up at least one clusters for Rice (Non-Basmati), in the district and submit the same to the state level Export Monitoring Committee.
Promotion of export of organic produce	<ul style="list-style-type: none"> ▶ Unawareness about promoting organic products 	<ul style="list-style-type: none"> ▶ It is suggested that special efforts should be made to promote the export of organic product such as Rice from this district.
Training programme to	<ul style="list-style-type: none"> ▶ Unawareness about technical standards in international 	<ul style="list-style-type: none"> ▶ Training programme to educate the

Parameter	Challenges	Intervention
educate the cultivators	market	<p>cultivators about various SPS/ Technical standards in international markets</p> <ul style="list-style-type: none"> ▶ The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.
Distribution of Certified seeds	<ul style="list-style-type: none"> ▶ Challenges in distribution of certified seeds 	Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) and Farmer Producers Organisation
Use of Modern technologies	<ul style="list-style-type: none"> ▶ Unawareness about use of modern technology to reduce costs and increase production 	<ul style="list-style-type: none"> ▶ Low-cost production technology may be developed (use best practices) to bring down the cost of production to enable the exporters to compete with competing countries in the international markets. State Agriculture department may take the help of State Agriculture Universities / other technical institutes of repute.
Use of Modernized Rice Mills	<ul style="list-style-type: none"> ▶ Many rice mill owners are not using modernized rice mills for better recovery and reducing the percentage of broken rice. 	<ul style="list-style-type: none"> ▶ Rice mills have not been fully modernized to ensure high milling recovery and reduce the percentage of broken rice. The conventional rice mills are having Rubber Roll Sheller in which percentage of broken rice is more than the modern rice mills that are having under Runner Sheller. Hence, head rice obtained from milling of conventional mills becomes costly due to recovery of higher percentage of broken rice. Therefore, conventional mills are required to be modernized to get recovery of higher percentage of head rice suitable for export.
Marketing & Promotion of products	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives <ul style="list-style-type: none"> ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc. ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organised 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.

Parameter	Challenges	Intervention
		<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
Access to Finance	<ul style="list-style-type: none"> ▶ Shortage of working capital to farmers given long cultivation cycle of Agri products ▶ The linkages with banks and financial institution in the cluster are not well established ▶ High quality, genetically modified seeds are often expensive, and farmers do not have enough capital/ credit to purchase those directly ▶ 	<ul style="list-style-type: none"> ▶ Tie up with the banks/financial institutions for better interest rates, enhanced working capital limits etc. ▶ Introducing the Kisan credit card scheme in the cluster ▶ Handholding of units in the cluster to create awareness about financing schemes viz. ODOP Margin Money scheme ▶ Introduction of revolving working capital within the cluster to help farmers procure high quality seeds and fertilizers and undertake production without hindrances
Exporter's issue	<ul style="list-style-type: none"> ▶ DEPC to act as a focal point for all exporters issue 	<ul style="list-style-type: none"> ▶ Deputy Commissioner Industries may be given this responsibility to monitor the cell.

5.9 Future Outcomes

Annual Turnover
Increase in annual turnover by 10% annually from existing with the help of financial outreach of government programmes and other interventions.




Cluster exports
Double the export in the next 10 years as per State Agriculture Export Policy, 2019.

6. Product: Jute Wall Hanging (ODOP)

6.1 Cluster Overview

Ghazipur is famous for Wall Hangings made up of jute. Export of these wall hangings from Ghazipur holds a prominent place in the Indian Handicraft industry. There are 3 major units working on the promotion of the art. These 3 main units and 8 SHG groups run by local artisans mainly formed at the territory of Paharpur, Devkali block in Ghazipur, which employs

Key Facts

- 
INR 3 Crores Approximate turnover of the cluster⁷ **3 Micro units and 8 SHGS**
- INR .43 Cr ~ Export Turnover⁸**
- 
2000 Workers / Artisans directly or indirectly associated⁷
- 

around 2000 artisans/ workers. Jute based wall hanging with knots & made ups are processed through bleaching, dyeing, Colouring, Weaving, Clipping/cutting, Decoration and packaging.

Mohammad Israil Handicraft, Pahadpur, Devkali, is the main unit holder responsible for a major part of the production, for FY 2021-22 turnover of 20 lakh per annum and export of 10 lakh per annum was generated by the latter. Main importing countries for them are Spain, Japan, Turkey, Greece, Kathmandu. Iraq, Kuwait, UAE etc.

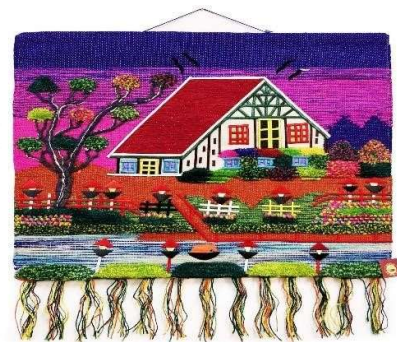
Other than Mohammad Israil Handicraft India Handloom and Satyam Handicraft with 8 SHGs as Maa Kali SHG, Unnati Swayam Sahayata Samiti, Adarsh Swayam Sahayata Samiti, Hathkargha Bunkar Swayam Sahayata Samiti, Akhtari Swayam Sahayata Samiti, Hashmi Swayam Sahayata Samiti are major SHGs who usually do their business through the 3 major units and different fairs organized by the Government or any other public/private organization.

Some of major groups include Ghazipur Jute wall hanging samiti, Anvi Samiti etc. These units contribute for export from the district.

The cluster's annual turnover in 2020-21 was very low due to COVID but the same was near to 2 Cr for the year of 2018-19¹³. However, the export turnover from September 2020 to November 2021 is INR 0.43 Cr¹⁴. Total employment in the cluster is around 200.⁷

6.2 Product Profile

The Ghazipur district is known for Jute wall hangings. The Wall Hanging holds a prominent position in jute based decentralized handicraft products. Today, the Wall Hanging craft is famous throughout India and in other countries for their exquisite design variety and craftsmanship. What makes the art unique and presents a strength to the wall hanging sector is the unique weaving technique and an amalgamation of cheap labour, which makes the product of this region fall on the expensive side.¹⁵



6.2.1 Product Portfolio

The Ghazipur Wall Hanging Craft has a variety of landscape designs, namely - houses, lawns, forests, traditional curtains, birds, and animals. Over the years, due to experience and time, the artisans are having excelled the art of crafting a variety of low to high-end products for the Indian and domestic markets. The products are known to be eco-friendly, where artisans employ natural jute and dyeing processes that are traditional in nature, also known to be eco-friendly. Here, an interesting fact is that no form of electricity is employed in the production process.



For the past several years, the craftsmen of Ghazipur district have been engaged in making jute wall hangings using traditional techniques. This product is



¹³ DIEPC Ghazipur

¹⁴ DGFT Varanasi

¹⁵ DSR Ghazipur

also exported to other regions. In order to enhance the production of this exclusive craft, there is a need to ensure easy availability of raw materials and provide adequate training for product development and marketing.

At 100%, all products are handmade with natural fibre.

6.3 Cluster Stakeholders

Raw material supplier

Currently the cluster depends on the other cluster for the purchase of Raw material.

Unit owners & Workers

These 3 main units and 8 SHG groups run by local artisans mainly formed at the territory of Paharpur, Devkarli in Ghazipur are employing around 200 artisans/ workers.

Machinery Supplier

Locally available as the work is based on pit looms and manual work.

6.3.1 Industry Associations

Currently below associations are working and active in the town for the welfare of the artisans and product growth:

- ▶ Jan Shikshan Sansthan for Training, Livelihood, Capacity building
- ▶ Human Welfare Association for GI, Livelihood, Craft Development, Government Scheme, Capacity Building
- ▶ Nisha Craft Vikas Samiti for Craft Development, Marketing Support
- ▶ Jan Kalyan Parishad for Awareness generation, Vocational Training, Skill development, Marketing support
- ▶ NABARD for Livelihood generation, Training, Marketing Support, Financial support

6.4 SWOT Analysis

Table 6: SWOT Analysis for Jute Wall Hanging

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Large Domestic Market ▶ Scope of design diversification ▶ Access to Raw Material ▶ Selling Price is high, profitable ▶ Easy to transport 	<ul style="list-style-type: none"> ▶ No technology upgradation ▶ Unorganized artisans cluster ▶ Limited market due to no innovation to design ▶ Non exploration of domestic markets
Opportunities	Threats

<ul style="list-style-type: none"> ▶ Big scope in domestic market ▶ Selected as Mega Cluster and various cluster development scheme ▶ Exposure to new markets 	<ul style="list-style-type: none"> ▶ Competition with Machine embroidered items ▶ Globalization and threat from Chinese products or other similar products in India ▶ Change in Government Policies such as imposition GST ▶ Most cash business-not suitable for formal economy.
--	--

6.5 Export Potential-Handicrafts of Ghazipur

- ▶ The total exports of Handicraft from Varanasi district were around INR 4.23 Lakhs¹⁶ in year 2020-21.
- ▶ India's exports represent 7.1% of world exports for this product, its ranking in world exports is 3.Error Bookmark not defined.
- ▶ Other prominent products exported from the cluster are Carpets, Rice, Green Chilli, Wheat etc.

6.6 Potential Areas for Value Added Product

Product Diversification is one of the most crucial product uplifting strategies which in turn is an important part of a product's export. This plays a vital role in any products exports as it is a product uplifting strategy. Most artisans are not bothered about changing their product range and they fail to understand that it is an integral part of comprehensive marketing. Diversification can be brought in the cluster by:

- ▶ **Development of a new products**
- ▶ **Modifications of Existing Products**

6.7 Challenges and interventions

There are several interventions are required immediately for the growth of the cluster where Awareness workshops on Markets and leading practices, exports and Designing workshops are major areas to work upon. DIEPC and DCH are facilitating the same with the help of experts of technical institutions as IIT-BHU, IIP, NID, UPID etc.

Clusters also requires better infrastructure with Latest Technology machinery such as CNC, CAD techniques, 3D printing etc. over the usage of Lathe and other hand-tools.

6.8 Future Outcomes¹⁷

Annual Turnover

Cluster exports

¹⁶ Source: DGFT

¹⁷ Based on 2019 projections

Increase in annual turnover from **INR 33 Crore** in 2020-21 to **60 Crore** by 2025¹⁸

The increase in export of the product from **INR 2 Crore** during the September 2020 to November 2021 to **5 Crore** by 2025¹¹

¹⁸ Basis Stakeholder Consultation

7. 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

8. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁹
Increasing the overall exports from the state		
Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/export and provide support in availing them	ODOP cell, DIEPC, UPEPB and DGFT	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	ODOP cell, DIEPC, UPEPB and DGFT	Continuous initiative
Sensitization of cluster actors: a. The individuals of a cluster should be sensitized on the plethora of schemes²⁰ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK, and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP	ODOP cell, DIEPC, UPEPB and DGFT	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 under this segment	DIC, UPEBP and FIEO	Intermediate
Common Facility centers (under CFC scheme of ODOP Program, TIES and NAVY scheme) to increase export	UPEPB/ODOP Cell/DIEPC	Continuous initiative

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

²⁰ List of available schemes facilitating exports:

<https://cdn.s3waas.gov.in/s3555d6702c950ecb729a966504af0a635/uploads/2020/12/2020120965.pdf> and

<https://www.ibef.org/blogs/indian-export-incentive-schemes>

Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, eBay, Flipkart etc.	UPEPB/DIEPC/ODO P cell	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC/ODO P Cell	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC/ODO P cell	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	UPEPB/DIEPC/ODO P 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/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/ODO P 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/DIEPC	Intermediate
Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports	DIEPC / UPEPB	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/UPEPB	Long term
Cost Structure:		
a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme.	DIEPC/UPEPB	Long term
b. The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website.	DIEPC/UPEPB	Long term
c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/UPEPB/FIEO	Short term
Product 1: Boneless Meat and other edible offal of bovine animals		

Establishment of fleshing machine and lime splitting machine in CFC.	UPEPB/DIEPC	Long term
Setting of modern technology based CETPs	UPEPB/DIEPC/District Administration	Long term
Collaboration with E-commerce companies like Big Basket, Nature Basket etc.	UPEPB and DIEPC	Short term

Product 2: Jute Wall Hanging		
Introduction of new tools/ technology in dyeing and finishing through CFC	UPEPB/DIEPC	Long term
Linkage with craft development /promotion institutions required	UPEPB/DIEPC/District Administration	Medium Term
Introduction of new tools/ technology in dyeing and finishing	UPEPB and DIEPC	Short term

Product 2: Rice		
Focus on high Yielding Export Quality Rice -Breeding programme may be initiated to develop high yielding export quality rice (Non-Basmati, Long Grain Rice, etc.) to enable the exporters to sustain their exports in future.	Research Institutes/Agriculture Department/DIEPC/ APEDA	Mid term
To identify export quality belts/zones for production of rice to meet the requirement of exports.	Agriculture Department/District Administration/District Level Export Promotion Committee	Long term
It is suggested that special efforts should be made to promote the export of organic product such as Rice from this district.	DIEPC/APEDA/UPEPB	Short term
Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Ghazipur and Farmer Producers Organization	KVK/ DIEPC/ FPO	Ongoing as per Implementation schedule
a. Modernized Rice mills to ensure high milling recovery and reduce the percentage of broken rice. This rice will be suitable for export.	UPEPB/DIEPC/State Agriculture Department	Long term
Training programme to educate the cultivators: a. Training programme to educate the cultivators about various SPS/ Technical standards in international markets b. The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis	DIEPC/DGFT/APEDA/DGFT	Ongoing

to train and education cultivators and other stake holders about SPS/ technical standards in international markets.		
Focus on upgradation of technology used in production by establishing a CPC utilizing PM FME scheme	UPEPB, DIEPC/ DHOs and Dept of Food Processing & Horticulture	Long term

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
CLE	Council for Leather Exports
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
DIEPC	District Industry and Enterprise Promotion Center
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
IISTEM	International Institute of Saddlery Technology & Export Management
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



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as Export Hubs

Knowledge Partner



Building a better
working world