विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF FOREIGN TRADE
सत्यमेव जयते

Preface

This district export plan for Gonda 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 Gonda district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Gonda 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 Gonda district's geographic, and demographic, along with key statistics of prominent exporting products of district, gaps identified basis diagnostic survey, recommendations proposed to mitigate the gaps and action plans required to implement those recommendations.

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

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

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"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[1]. 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 admirations 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 Pan has been made for all 75 districts of Uttar Pradesh (UP), where EY has contributed as Knowledge Partner.

2. District Profile

Gonda district is one of the districts of Uttar Pradesh, India. The city of Gonda is the district headquarter and also the administrative centre for the Devipatan Division. It has 2 lok sabha seats and 7 assembly areas. It has 4 tehsils namely gonda, mankapur, coloneganj and tarabganj. It has 16 blocks.

Figure 1: Google Map Image of Gonda District

2.1 Geography

Gonda district is a part of Devipatan division of Purvanchal region of Uttar Pradesh. The district lies between 27° 28' North latitude and 82° 0' East longitude and covers an area of 4003 Sq. Km. It shares borders with Balrampur and Shrawasti districts in the north, Siddharth Nagar, Basti districts in the East, Faizabad, Barabanki districts in the South and Bahraich district in the west. Gonda city is 112 kilometers east of the state capital, Lucknow.

2.2 Connectivity

[1] https://commerce.gov.in/wp-content/uploads/2021/03/Devolping-Districts-as-Export-Hubs.pdf

Road: Gonda is well connected to the rest of Uttar Pradesh by roadways. The district has various buses that is operated by Uttar Pradesh State Road Transport Corporation as well as Private players which connects the district to cities like Lucknow, Bareilly, Kanpur, Allahabad, Agra, and Mathura. NH27 is passing through the district. The state highways are SH30, SH9, and SH 9A.

Railways: Gonda is well connected to the rest of Uttar Pradesh & India by railways. The district has a major railway station in the connecting way of Gorakhpur to Lucknow. It has direct connectivity from Delhi, Kolkata, Mumbai with regular trains. Almost half a dozen of trains run regularly from the state of Bihar through Gonda to the Delhi, the capital of India.

Airport: The Nearest airport is Gorakhpur & the distance from Gorakhpur to Gonda is 150 KM approx. by road. The Gorakhpur is well connected to the first-tier cities of India.

2.3 Topography and Agriculture

The holy rivers Saryu and Ghaghra pass through the district. The soils of the district are composed of the fluvial deposits of these two rivers. The entire district falling in sai sub basin of Ganga basin represents flat topography.

The weather of district hot and moist, area getting sufficient rainwater in season, agricultures farming depends on rainwater. The most of land are fertile, main crop Sugarcanes, wheat, rice, Pulses like Lentil, Pigeon pea, Pea, Black gram, Gram etc.

2.4 Tourism

Gonda's tourist places are majorly religious place, some of the major temples like Swaminaryan Temple chapiya and Prithvianth temple Gonda.

3. Industrial profile of the district

The district has **18,996 industries that employ around 73,942 individuals**[2]. MSME industries across the sectors of food/agro-based industries, Ready- made garment & Embroidery, wooden based furniture, Repairing and services, metal, chemical, leather, engineering etc. are the key economy drivers of the district.

Wood and wooden based furniture and Repairing services contribute most in terms of employment, which is approximately 16% and 31.4% respectively. Ready-made garments & Embroidery ~7.9% to revenue, and ~4.1% of work force is employed in this vertical.

The following table depicts the MSME units with their turnover and employment as on 31st March 2021:[3]

Table 1: Details of key industries[4]

Type of Industry	Number of units	Investment (Rs Lakh)	Employment
Soda Water	5	347	84
Chemical/Chemical based	31	515	110

[2] *Directorate of Industries, Govt of U.P, Kanpur and DIC Gonda*
[3] *Directorate of Industries, Govt of U.P, Kanpur and DIC Gonda*
[4] *Directorate of Industries, Govt of U.P, Kanpur and DIC Gonda*

Leather based	36	193	151
Metal based	105	98	268
Food/Agro Product	155	30	466
Machinery & Parts except Electrical (Engineering units)	693	1,974	2,705
Ready-made garments & Embroidery	803	2,356	3,042
Wood/wooden based furniture	3,040	2,084	11,623
Repairing and services	6,632	6,203	23,233
Others	7,495	15,753	32,260
Total	**18,995**	**29,553**	**73,942**

Repairing services sector of MSME with 6632 units in the district is the most prominent and economy contributing sector of the district. It is followed by sectors such as "wood and wooden furniture," other industries which consist of Brick making, tailoring, shop, Data processing, computer-based work, photostat shop" with 7495 units.

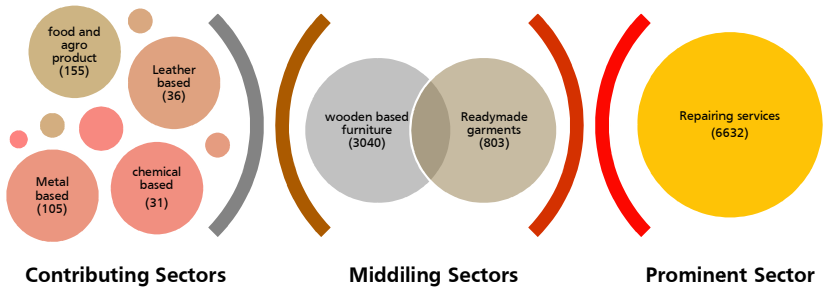

Figure 2: MSME landscape of the district

Out of total population of 3,433,919 People living in Gonda District depend on multiple skills, total workers are 1,170,552. Total 440,340 Cultivators are depended on agriculture farming out of 357435 are cultivated by men and 82,895 are women. 431,532 people works in agricultural land as labour, men are 296,680 and 134,852 are women.5

Table 2: Occupational Distribution of Main Workers[6]

S.No.	Particulars	Gonda	%
1	Cultivators	440,340	37.6
2	Agriculture Labourers	431,532	36.8

[5] https://censusindia.gov.in/2011census/dchb/0952_PART_B_DCHB_GONDA.pdf
[6] *District census handbook 2011– Gonda*

3	Household industry workers	65,299	5.5
4	Others	233,381	20

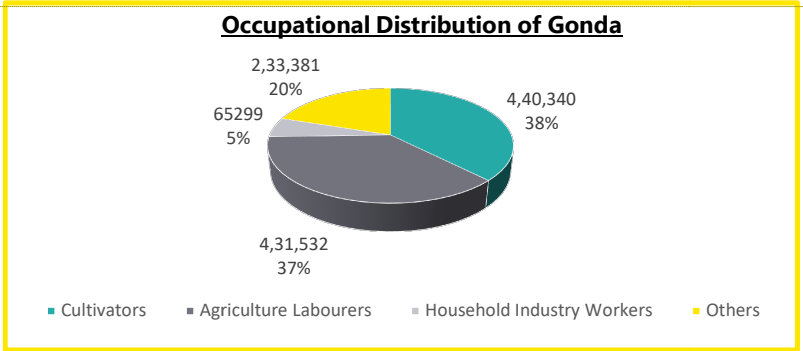

Figure 3: Occupational distribution of Gonda

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3.1 Major Exportable Product from Gonda

The following table depicts the major export products from Gonda:

Comment [YKS1]: Export data awaited from DGFT

Table 3: Major exportable product

S. No	Product	Export value (in INR)[7] from January 2021 to November, 2021
1	Rice	Indirect Exports from cluster
2	Food processing (Pulses)	Indirect Exports from cluster

4. Product 1: Rice

4.1 Cluster Overview

The economy of the cluster is heavily dependent on agriculture products- Rice.

In Gonda, Rice production is Approximate 799470 metric ton from 133245 Ha cultivated land in major area of Block Tarabganj, Belsar, Parsapur, Dhanepur, itiathok, Katra Bazaar and productivity is 6 metric ton per hectare. [8]

Key Facts

300000 Producers/farmers

INR 1918.73 Crores Approximate turnover of the cluster

100 Employment

[7] *District wise report for the period September 2020 to September 2021 received from DGFT*

[8] DAO, Gonda, Calculation 133245 (Total production Area) * 60 (Productivity Qtl/Ha)* 2400(Rice rate/Qtl) = 1918.73 Cr. and Growth calculation -10% growth per year

4.2 Product profile

Rice edible starchy cereal grain and the grass plant by which it is produced. Roughly one-half of the world population, including virtually all of East and Southeast Asia, is wholly dependent upon rice as a staple food; 95 percent of the world's rice crop is eaten by humans. Rice is cooked by boiling, or it can be ground into a flour. It is eaten alone and in a great variety of soups, side dishes, and main dishes in Asian, Middle Eastern, and many other cuisines. Other products in which rice is used are breakfast cereals, noodles, and such alcoholic beverages as Japanese sake.

The cultivated rice plant is an annual grass and grows to about 1.2 metres (4 feet) in height. The leaves are long and flattened and are borne on hollow stems. The fibrous root system is often broad and spreading. The panicle, or inflorescence (flower cluster), is made up of spikelets bearing flowers that produce the fruit, or grain. Varieties differ greatly in the length, shape, and weight of the panicle and the overall productivity of a given plant.

Many cultures have evidence of early rice cultivation, including China, India, and the civilizations of Southeast Asia. However, the earliest archaeological evidence comes from central and eastern China and dates to 7000–5000 BCE. More than 90 percent of the world's rice is grown in Asia, principally in China, India, Indonesia, and Bangladesh, with smaller amounts grown in Japan, Pakistan, and various Southeast Asian nations. Rice is also cultivated in parts of Europe, in North and South America, and in Australia.

In the 1960s the so-called Green Revolution, an international scientific effort to diminish the threat of world hunger, produced improved strains of numerous food crops, including that known as miracle rice. Bred for disease resistance and increased productivity, this variety is characterized by a short sturdy stalk that minimizes loss from drooping. Poor soil conditions and other factors, however, inhibited its anticipated widespread success.[9]

In the India it has been reported that there are over 6,000 varieties of rice.[10]

4.2.1 Product Portfolio

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

The following are the key varieties of Rice which are produce, processing and sale domestic and indirect export in the cluster:[11]

- Rice 6444 (commercial)
- Sambha Masoori (Domestic)
- Pusha 1121 (Domestic)
- Pioneer-27P31 (Domestic)

[9] https://www.britannica.com/plant/rice
[10] https://www.wellcurve.in/blog/different-types-of-rice
[11] Consultation with Stakeholder

4.3 Cluster Stakeholders

- Input
  - Farmers
  - Seed Supplier
  - Fertilizer suppler
- Traders
- Financial Institutions
- DIEPC
- Mills

- Agriculture Department
- Research Institutions
- Exporters
- MSME DI/DGFT/FIEO
- Cooperative / Societies
- FPOs
- APEDA
- Rice Export Promotion Forum (REPF)

Figure 4: Cluster Stakeholders

4.4 Export Scenario

4.4.1 HS code

HS Code	Description
100630	Semi-milled or wholly milled rice, whether polished or glazed

Current Scenario

The export scenario of India and Uttar Pradesh has been analysed basis the export statistics of HS codes mentioned above under which related to Rice is exported. Alongside are the key facts [12]pertaining to the analysed product codes.

Based on our analysis, we have identified key synergies that should be developed to expand our current reach and potential; These synergies are divided into immediate and long term. The immediate synergies include countries with Signed FTA's, high growth potential, and one is catered by India and not UP. Whereas the long-term synergies include

Key Facts of Export

20,631,291 (USD Thousand)
Value of world exports in 2020

7,484,136 (USD Thousand)
Total Exports from India in 2020

412,380 (USD Thousand)
Total Export from UP in 2020-21

~ 5.51%
Share of UP in India's Exports

[12] *https://www.trademap.org/*

countries with untapped market potential which can only be fulfilled if UP's exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

4.5 Export Potential

As various products are manufactured and sold under the Agri food related to Rice products non-basmati rice of Gonda[13], in order to gauge our understanding of where India stands relative to the world on the trade of these products, each product has been delved into as a separate unit defined by its exports and imports in comparison to its competition and potential markets to target in the future.[14]

The consolidated list of countries that India can target, respective to the analysis carried out in each chapter are Saudi Arabia, Iran, Iraq, UAE, Benin, Yemen, Togo, USA, Nepal, Guinea, Kuwait, Malaysia, UK as mapped below.

Product 1: 100630; Semi-milled or wholly milled rice, whether or not polished or glazed

India's exports represent 36.3% of world exports for this product, ranking it number 1. The value of India's exports over the last 5 years have increased by CAGR 8% with a sharp increase in 2018 and then a subsequent dip post that and again increase in 2020. [15]As per data FY 2018-19 to 2020-21 for exports from the state of UP, it is observed that there has been increased by CAGR 40.75%, with a similarly sharp increase from 2018-19.[16]

The top importers for this product in the world are given below, alongside the value of the product imported in 2020.

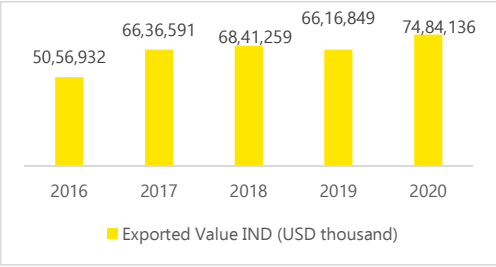

Figure 5: Exported value of India for HSN-100630

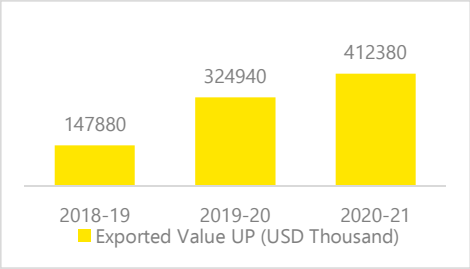

Figure 6: Exported value of UP for HSN-100630

[13] Basis stakeholder discussions
[14] Since district-wise data is not available, the analysis has been performed on import and export data of India
[15] *https://www.trademap.org/*
[16] *www.dgcisanalytics.in*

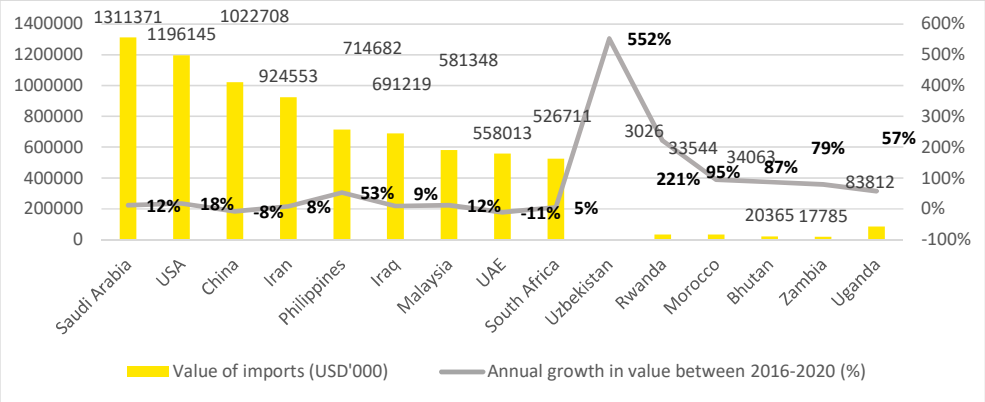

Figure 7: The top importers for this product in the world for HSN--100630

Prominent countries that import the product from India:

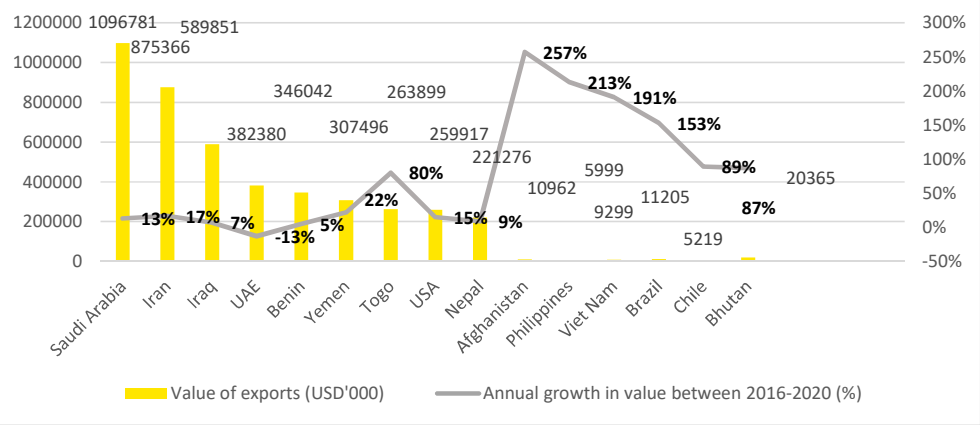

Figure 8: Prominent Import Countries to whom India export of HSN- -100630

The following synergies/ markets are identified for UP and India based on the signed FTAs, untapped potential, high growth potential, the ones is catered by India and not UP etc.

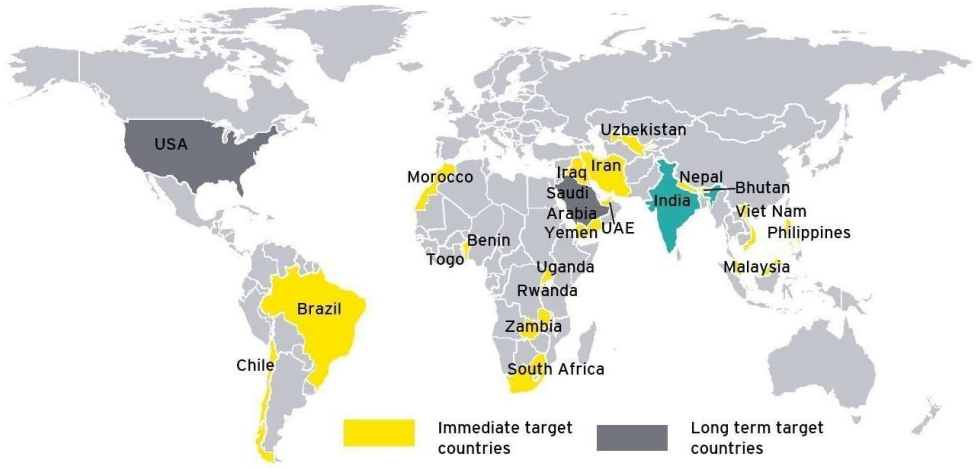

Figure 9: Markets for export potential for HSN-100630

Countries to which UP exports this product under in HSN code -100630 are **Nepal, Somalia, Iran, UK, Djibouti, UAE, Australia, Qatar, Yemen, Benin, USA, Canada, Saudi Arab, South Africa, and Oman.**[17]

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. 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

4.7 SWOT analysis

Table 4: SWOT Analysis

Strengths	Weakness
▶ The cluster has a well spread-out industry / Mills with basic knowledge of processing and an	▶ Lack of proper infrastructure facilities for storage

[17] *www.dgcisanalytics.in*

elaborate market system ▶ Experienced farmers ▶ Suitable environmental conditions for multiple cropping ▶ Average yield ▶ Availability of various financial and non-financial assistances from state and central government pertaining to agriculture	▶ Rice mills have not been fully modernized ▶ Insufficient branding, market development and strategy ▶ Small-sized farms ▶ No strong linkages in the value chain ▶ Inadequate postharvest infrastructure leading to quality and quantity losses. ▶ Insufficient investment in agricultural machinery ▶ Due to lack of timely upgradation of rice mills, a large percentage of the produce is often discarded as it is termed as broken rice which is not suitable for sale ▶ High transportation cost for export of the product ▶ Lac of international penetration due to lack of implementation of marketing strategies by majority small and micro units
Opportunities	**Threats**
▶ Large scope for expanding sales network-globally and locally due to population growth ▶ Improving the product quality to tap international markets ▶ Product diversification for attracting larger audiences ▶ Opportunity in technical up gradation for efficient production ▶ Opportunity for increasing sales by participation in various national and international marketing events ▶ Branding for market conquering. Increase participation in marketing events- International and domestic ▶ Export volume can be increased through price competitiveness ▶ High demand as Pulses are used in all parts of world as cheapest source of protein ▶ Probability of high production through organic farming and increasing land under cultivation.	▶ Tough competition with cheaper products with a wide offering in price ranges by competing neighbouring developed clusters and other developed clusters / countries ▶ Rising input prices. ▶ Dependence on supply of raw material. ▶ Requirements and demands for food safety ▶ National pluses self-sufficiency strategies in importing countries ▶ No pre agreed price for pulses creating disinterest in farmers. ▶ Crop prone to infection leading to less productivity. ▶ Crop prone to infection leading to less productivity. ▶ Shortage of skilled labour in the mills due to migratory labour and presence of sugar mills ▶

4.8 Challenges and Interventions

Parameter	Challenges	Intervention

Technological upgradation	▶ Techno awareness and adaptability among the primary stakeholder is very low ▶ Lack of proper working space and investment capacity to scale up the existing units.	**Hard Interventions:** ▶ Establishment of Common Processing Center with modern machines including Rice sortex Machine, Rice Cleaning Machine, Rice polisher machine, Dryer machine etc. for enhancing production. **Soft Interventions:** ▶ Exposure visits to benchmark clusters for cross learning on technologies to be adapted in production process ▶ Facilitating technology demonstration at the cluster by the domestic and global machine suppliers
Rice Production, Harvest and Postharvest Management	▶ Injudicious use of chemical inputs ▶ Farmers apply traditional practices due to lack of knowledge and Machinery ▶ Poor harvesting techniques	**Soft Interventions** ▶ Exposure visits to benchmark clusters for cross learning on technologies to be adapted in production process ▶ Facilitating technology demonstration at the cluster by the Input and machine suppliers ▶ Awareness and training for organic rice production, varieties selection according land type, water availability, market demand, pest & disease resistance etc., Integrated Pest Management (IPM), Integrated nutrient management (INM), ▶ Awareness and training for postharvest handling practices and treatments carried out after harvest. Handling practices like harvesting, precooling, cleaning and disinfecting, sorting and grading, packaging, storing, and transportation played an important role in maintaining quality and extending shelf life. ▶ Training programme to educate the cultivators about various SPS/ Technical standards in international market ▶ Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Gonda and Farmer Producers Organization.

Marketing & branding	▶ Dependency of farmers on the middlemen / commission agent for sale of their paddy. ▶ Dependency of mills on the middlemen / commission agent of out of state like Punjab for sale of their Rice products. ▶ Need for infrastructure for marketing & promotion the product ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of access to real-time market flows and price information: Farmers are mostly dependent on informal sources such as other farmers, traders, commission agents, and input dealers for advice on market and price information.	**Soft Intervention:** ▶ Awareness and outreach programmes for participating in Domestic / international fairs and exhibitions. ▶ Encouraging cluster actors to leverage ODOP MDA scheme for financial assistance. ▶ Organizing state and national level exhibitions. ▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket, Amazon, Flipkart etc. ▶ Training on marketing, branding and packaging by collaborating the SPV/ farmers with Uttar Pradesh Development and Marketing Corporations Ltd Emporium ▶ Promotion of worship products by DIEPC across the State through branding within their premises and through events like Udyam Samagam ▶ Creation of video for branding of the Rice products by highlighting its quality benefits and historical background.
Quality Improvement	▶ Unaware of global standards and quality ratings of this sector/ industry. ▶ Non-availability of testing centres or machines or tools for quality check purpose.	**Soft intervention:** ▶ Collaboration with Quality Council of India (QCI) will help in setting the quality standard of Rice products, to increase the sales in international markets. ▶ Modernized Rice mills to ensure high milling recovery and reduce the percentage of broken rice. This rice will be suitable for export.
Access to finance	▶ Lack of awareness about existing financial institutions and their initiatives ▶ Limited knowledge on the schemes and policies of central and state government ▶ Blockage of working capital owing to extended payment timelines ▶ The linkages with banks and financial institution in the cluster are not established properly. ▶ Improper documentation leading to loan rejection	**Soft intervention:** ▶ Introducing the Kisan credit card in the cluster ▶ Awareness and outreach program for raising consciousness about existing central and state government schemes that can be leveraged ▶ Collaboration with SIDBI for finance support ▶ Collaboration with nationalized banks/ financial institutions for easy lending to manufacturers through digital platforms to ease out paperwork. ▶ Sensitization of banks/financial institutions to understand the product value chain while fixing WC/CC limits.
Transportation and Container Frate	▶ Stakeholders are not taken benefits under the scheme- Assistance against expenses	▶ Truck container to be allowed from cluster to nearest gateway port in this scheme

subsidy	incurred on freight charges for sending goods for exports, through State ICD/CFS upto the gateway port due to no port available in the cluster	
Packaging	▶ Majority of the farmers lacks awareness and knowledge on packaging requisites and its importance ▶ The final product is often not, packed or labelled. ▶ Lack of innovative packaging ▶ No skilled manpower used for packaging	**Hard Intervention** ▶ Innovative and modern packaging and Labelling unit is required to overcome this challenge in cluster. **Soft Intervention** ▶ Collaboration with Indian Institute of Packaging (IIP) for conducting workshops/ seminars.
Exporter's issue	▶ No focal point to address exporters ongoing issues.	▶ DIEPC to act as a focal point for all export related issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	▶ 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	▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

4.9 Future outcomes

Annual Turnover	Cluster exports
Increase in annual turnover from existing **INR 1918.73 Cr.[18] to 2809.21 Cr. over a span of 5 years**	Initiate direct export of **1Cr. over the period of 5 years**

[18] DAO, Gonda, Calculation 133245 (Total production Area) * 60 (Productivity Qtl/Ha)* 2400(Rice rate/Qtl) = 1918.73 Cr. and Growth calculation -10% growth per year

5. Product 2: Food Processing (Pulses)

5.1 Cluster Overview

In Gonda, rural population is approximately 75% and is majorly involved into agriculture & farm related occupations. [19]

Key Facts Error! Bookmark not defined.

37000 Producers/farmers and 2 Mills

INR 92.42 Crores Approximate turnover of the cluster

100 employment

Gonda is a lowland area where small lentil pulses are cultivated as cash crops. Five different types of small lentil varieties are found here. The high-quality lentil pulses of Gonda are sold in other parts of the state as well as in Bengal and Assam.[20]

The focus product under the ODOP scheme has been selected as the Pulses in food processing. Since the district is known for its food processing industry, has favourable soil conditions due to the presence of river Rapti, fertile land is available so growing pulses is very easy and farmers can cultivate it with less input cost.

The total cultivable area of Gonda District is approximately 2.87 Lakh Hectares out of this only 22683 Hectares (7.9%) is utilized for growing of pulses. Arhar Urad and matar are grown in almost all blocks in small quantities for self-consumption (depending upon the annual need of the family) Chana is mainly grown in the Belsar Belt, Masur is mainly growing the Ghagra Basin area covering Nawabganj, Colonelganj, Wazirganj, Tarabganj, Jhanjhari etc and is mainly grown for commercial purposes or the farmer sell this dal to buy Arhar and other dal for consumption purposes. [21]

Masur dal cultivation (major pulse crop) area is approx. 12341 Hectares and total production in this area is 11489 tonnes. Productivity of Masur Dal - 9.31 quintals per hectare. Masur is majorly grown in Colonelganj, Paraspur, Belsar, Tarabganj, Mankapur, Chhapia, Nawabganj, Katra Bazaar, and Bhabhanjot blocks along the basin of river Ghagra. Basin area along the river provides suitable environment for growing Masur dal and it requires less efforts and input cost to grow Masur in this area.[22]

The focus product under the ODOP scheme has been selected as the Pulses food processing. Though presently the district has only **two dal processing mills**, but due to the availability of raw material in large quantities within the local district and the fact that more than 37000 farmers are associated with the cultivation of pulses and approximately 22683 hectares of land is used for cultivation of various types of pulses.

5.2 Product Profile

Dals are an integral part of the Indian diet. A major source of protein, that the vegetarians use in their everyday meals. India is home to many different varieties of lentils, dried beans, pulses, and legumes.

Traditionally, Gonda district is renowned for its Lentils Arhar Daal Red (Masur Dal) and Moong daal production. The other type of pulses which are grown in the district are pigeon pea (Arhar), Urad (Black Gram), Chana (Brown Chickpeas), Moong (Green Gram) etc.,

Lentils receive their scientific name, Lens culinaris, from their curved lens-shaped seed. They are a type of legume that is native to Western Asia and North America. Lentils are one of the earliest domesticated crops, seen in the diets of ancient Rome and Egypt. Many countries enjoy lentils as a dietary staple, as they offer an earthy,

19

20 http://odopup.in/en/article/Gonda

21 DSR Gonda prepared by IL&FS, consultation with District Agriculture Officers and KVK, Gonda,

22 DSR Gonda prepared by IL&FS, consultation with District Agriculture Officers and KVK, Gonda,

mild, nutty flavour that works well in various recipes. Canada leads the world's production of lentils, followed by India.[23]

Lentil seeds are an excellent source of plant-based proteins and represent a viable alternative to animal and soybean proteins for food processing formulations. Lentil proteins provide not only dietary amino acids but are also a source of bioactive peptides that provide health benefits.[24]

They may be sold as whole lentils or split with the husks removed. Whole lentils with husks intact take longer to cook and will retain their shape; split lentils without husks cook very quickly and break down into a puree. These differences in texture will determine in which recipes they may be used. Lentils are available dried or canned.

5.2.1 Product Portfolio

The following are the key varieties of different type pulses which are produce, processing and sale domestic and indirect export in the cluster:[25]

- **Lentil:** Narender Masur -1 (majorly grown in the district), PL-A-20 & IPL-316, Shekhar Masoor 3 (KL-320), KL-8, UP-008, Chhoti Masur varieties, etc.
- **Pigeon pea:** NA-1, NA-2,
- **Urad (Black Gram):** NU-1, NU-2
- **Moong (Green Gram):** NM-1

5.3 Cluster Stakeholders (Food processing – Pulses)

- Farmers
- Agri input suppliers
- Agri machinery suppliers
- Mills
- Banks and Financial Institutions
- DAO/ Agriculture department
- Krishi Vigyan Kendra
- DIEPC
- Traders

- Broker of local and out of district and other state
- Exporters
- MSME DI
- DGFT
- Cooperative / Societies
- Research Institution
- India Pulses and Grains Association (IPGA)
- Uttar Pradesh seed development corporation, Lucknow

Figure 10: Cluster Stakeholders

5.4 Export Scenario

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

5.4.1 HS Code

HS codes under which the product is exported from the district.[26]

[23] https://www.hsph.harvard.edu/nutritionsource/food-features/lentils/
[24] https://www.mdpi.com/2304-8158/8/9/391/pdf
[25] Consultation with Stakeholder
[26] *DGFT, Kanpur*

HS codes	Description
071340	Food processing (Pulses)- Dried, shelled lentils, whether skinned or split

Current scenario

The export scenario of India and Uttar Pradesh has been analysed basis the export statistics of HS codes mentioned above under which food processing related to pulses (Masoor) are exported. Alongside are the key facts [27]pertaining to the analysed product code.

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

Key Facts of Export

2,936,635 (USD Thousand)
Value of world exports in 2020

18,615 (USD Thousand)
Total Exports from India in 2020

350 (USD Thousand)
Total Export from UP in 2020-21

~ 1.88%
Share of UP in India's Exports

5.5 Export Potential

As various products are manufactured and sold under the food processing related to pulses products like Masoor (Lentil) and Arhar (Tor dal) of Gonda[28], to gauge our understanding of where India stands relative to the world on the trade of these products, each product has been delved into as a separate unit defined by its exports and imports in comparison to its competition and potential markets to target in the future.[29]

The consolidated list of countries that India can target, respective to the analysis carried out in each chapter are Bangladesh, USA, Bhutan, Qatar, UAE, Italy, Nepal, Netherlands, Singapore, Thailand, as mapped below.

Product 1: 071340; _ Dried, shelled lentils, whether or not skinned or split

India's exports represent 0.6% of world exports for this product, ranking it number 9. The value of India's exports over the last 5 years have increased by CAGR 1% with a sharp increase in 2018 and then a subsequent dip post. [30]As per data FY 2018-19 to 2020-21 for exports from the state of UP, it is observed that there has been increased by CAGR 42.88%, with a similarly sharp increase from 2018-19.[31]

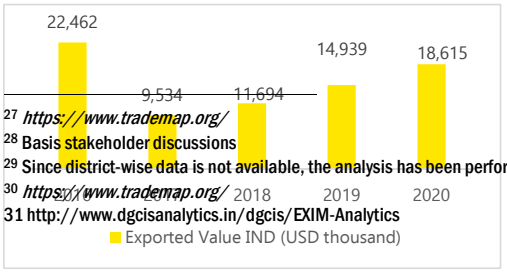

Figure 11: Exported value of India for HSN-071340

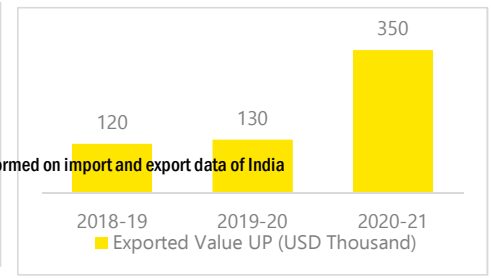

Figure 12: Exported value of UP for HSN-071340

[27] *https://www.trademap.org/*
[28] Basis stakeholder discussions
[29] Since district-wise data is not available, the analysis has been performed on import and export data of India
[30] *https://www.trademap.org/*
[31] http://www.dgcisanalytics.in/dgcis/EXIM-Analytics

The top importers for this product in the world are given below, alongside the value of the product imported in 2020.

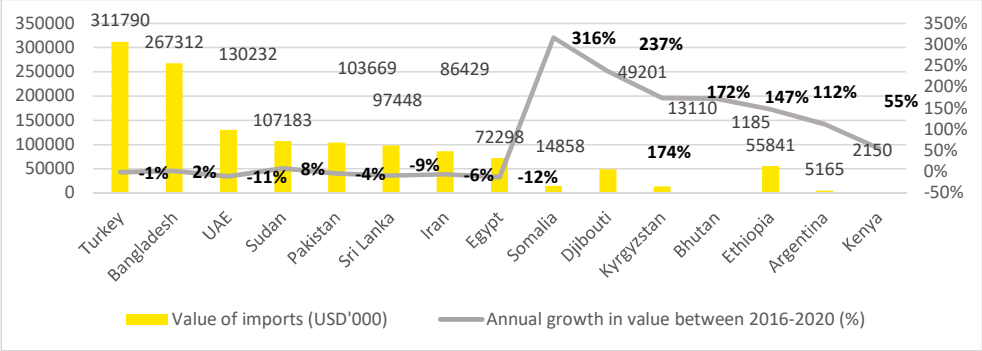

Figure 13:The top importers for this product in the world for HSN-071340

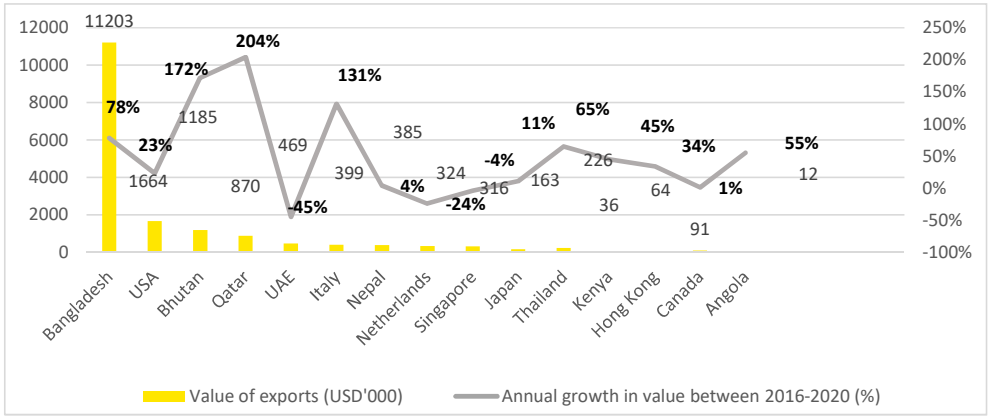

Figure 14: Prominent Import Countries to whom India export of HSN- -071340

Prominent countries that import the product from India:

The following synergies/ markets are identified for UP and India based on the signed FTAs, untapped potential, high growth potential, the ones is catered by India and not UP etc.

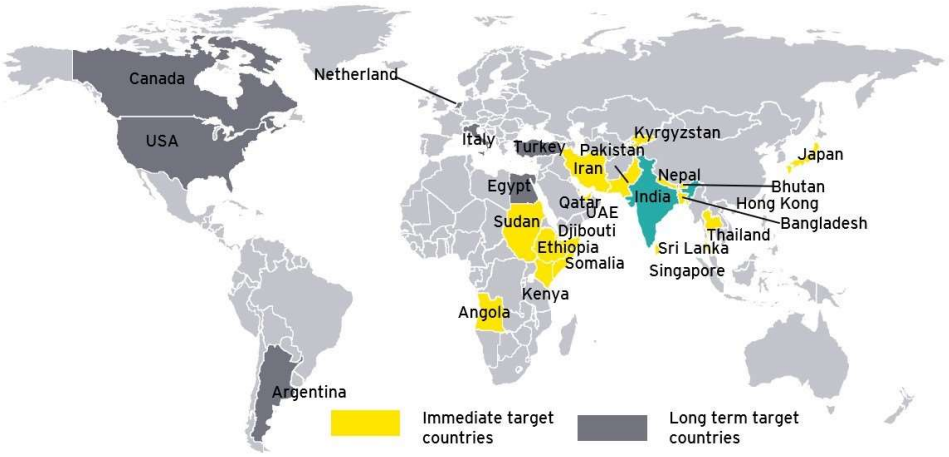

Figure 15: Markets for export potential for HSN-071340

Countries to which UP exports this product under in HSN code -100630 are **USA, Nepal, Philippines, UAE, UK, Saudi Arab, Singapore, Bahrain, Russia, Qatar, Oman, Kuwait, and Liberia.**[32]

5.6 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. Currently, only the pulses are being sold directly in the market. Knowing the high demand of the product an initiative can be made for product diversification to manufacture value added products such as papad, sweets, Namkeen, boondi, podis, halwas powder, ladoos, combined with cereal-based ingredients (i.e. wheat, rice, oats), etc

With adequate upgradation of technology in the cluster the farmers/ millers can sell by-products and generate additional income by manufacturing by-products from broken pulses.

5.7 SWOT Analysis

Table 5: SWOT Analysis

Strengths	Weaknesses

[32] http://www.dgcisanalytics.in/dgcis/EXIM-Analytics

▶ Suitable environmental conditions for multiple cropping ▶ Experienced farmers ▶ Average yield ▶ Availability of various financial and non-financial assistances from state and central government pertaining to agriculture ▶ Due to favourable conditions and presence of river rapti, growing of pulses is easier with less input cost ▶ Lentil is produced as one of the major crops in the district	▶ Lack of interest of farmers due to non-availability of proper rates ▶ Non availability of subsidised certified seeds to the farmers ▶ Lack of proper infrastructure facilities for storage ▶ Pulses mills have not been fully modernized ▶ Insufficient branding, market development and strategy ▶ Small-sized farms ▶ No strong linkages in the value chain ▶ Inadequate postharvest infrastructure leading to quality and quantity losses. ▶ Insufficient investment in agricultural machinery ▶ High transportation cost for export of the product ▶ Lac of international penetration due to lack of implementation of marketing strategies by majority small and micro units ▶ Regular Electricity cuts are hampering functioning of mills. They are not able to operate on full capacity and meeting the demands of the industry. ▶ Lack of awareness among farmers and millers related to government beneficial schemes and policies
Opportunities	**Threats**
▶ Large scope for expanding sales network- globally and locally ▶ Scope for product diversification for generating additional revenue	▶ 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
Raw Material	▶ Pulses (especially Lentils) are not available locally in enough quantities ▶ Lack of quality certified seeds and	**Hard Interventions:** ▶ Establishment of a Common Facility Centre (CFC) with warehouse facilities for storage of crop, processed pules (lentils) and finished

	follow best agricultural practices on farms ▶ This raw material sourcing from neighboring districts and states increases the raw material cost for milling and thereby increasing cost for processed (milled) pulses for market and value-added products manufacturers. ▶ Lack of storage facility in the cluster for raw and processed pulses	value-added products. **Soft interventions** ▶ Creating awareness amongst farmers to engage in pulses(lentils) farming. ▶ Ensuring supply of quality and certified seeds to the farmers ▶ Incentives to farmers to sow pulses (lentils) crop or buy back assurance.
Technological upgradation	▶ Lack Non availability of soil testing, technology, or research & development centers in the cluster. ▶ Non availability of common production center for production of value-added products such as Namkeen, Animal Feed etc., in the cluster ▶ Modern agronomy practices for enhancing yield of pules/lentils are not accessible to farmer fraternity in the cluster.	**Hard Interventions:** ▶ Establishment of a CFC with Technology led Common processing Centre for production including Sortex machine, Polish machines of value- added products in the cluster **Soft Interventions:** ▶ Maximizing leveraging of government schemes which provides financial assistance for technology upgradation (viz. ODOP margin money scheme etc.) ▶ Training and workshops by the agriculture experts to the farmers targeting improvement in the yield of pulses/lentils ▶ Ensuring orientation, technical Inputs and guidance to the stakeholders of the cluster on food grade packaging of processed (milled & polished) pulses/lentils and other value-added products to meet the export standards.
Pulses Production, Harvest and Postharvest Management	▶ Injudicious use of chemical inputs ▶ Farmers apply traditional practices due to lack of knowledge and Machinery ▶ Poor harvesting techniques	**Soft Interventions:** ▶ Exposure visits to benchmark clusters for cross learning on technologies to be adapted in production process ▶ Facilitating technology demonstration at the cluster by the Input and machine suppliers ▶ Awareness and training for organic pulses production, varieties selection according land type, water availability, market demand, pest & disease resistance etc., Integrated Pest Management (IPM), Integrated nutrient management (INM), ▶ Awareness and training for postharvest handling practices and treatments carried out after harvest. Handling practices like harvesting, precooling, cleaning and disinfecting, sorting and grading, packaging,

		storing, and transportation played an important role in maintaining quality and extending shelf life. ▶ Training programme to educate the cultivators about various SPS/ Technical standards in international market ▶ Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Gonda and Farmer Producers Organization.
Capacity Building measures	▶ Non availability of dedicated Training Centre in the cluster ▶ Training on modern agronomy practices is not accessible to farmer fraternity in the cluster. ▶ FPCs/FPOs and Women SHGs are unorganized and have not taken up value addition activities of the product ▶ Lack of research inputs from the reputed institutions for the cluster	**Soft Interventions:** ▶ Establish collaboration with Indian Institute of Pulse Research (IIPR)- Kanpur, Directorate of Pulse Development (DPD)-Govt of India, Acharya Narendra Dev University-Ayodhya and local KVKs for knowledge transfer, best package & practices, and other adequate trainings ▶ Creating awareness for organizing, strengthening/activating FPOs/FPCs, Women SHGs to engage in processing, packaging, activities and encouraging other farmers to become part of FPOs/FPCs ▶ Motivating FPCs/ FPOs/ farmers/ Women SHGs to actively engage in dialogue with the research institutions on a day-to-day basis ▶ Involve business schools in generating business plans for social enterprises as students' projects.
Quality control	▶ Lack of testing and quality check facilities in the cluster ▶ Lack of awareness among the stakeholders about the export quality standards of the product and its value-added products ▶ Although there are 6 Govt. authorized testing labs in UP, they are not exclusive to pulses and are in Ghaziabad (3), Meerut, Noida and Kanpur which too far from Gonda.	**Soft Intervention** ▶ Establishment of a testing facility or licensing /franchising of the testing lab facility so that quality certifications and testing can be done locally in Gonda ▶ MoU signing with QCI for understanding quality standards of Pulses/lentils and its products so that their quality can be maintained/improved.
Packaging	▶ There are no proper packaging facilities in the cluster ▶ Cluster stakeholders do not possess enough knowledge related to packaging.	**Hard Intervention** ▶ Innovative and modern packaging and Labelling unit is required to overcome this challenge in cluster. **Soft Intervention** ▶ Collaboration with Indian Institute of Packaging (IIP) will help with innovative packaging techniques customized as per the product.
Marketing and	▶ Despite of Rani Masur (lentils) of Gonda and Balrampur being of	**Soft Intervention**

Branding	superior quality among all other varieties of Masur in the country, exclusive branding activities in the cluster are not being carried out. ▶ Offline marketing is broadly used over online marketing ▶ Lack of long-term contracts to sell the product	▶ Connecting cluster stakeholders to mandis run by the State Government for better marketing opportunities ▶ Exclusive branding initiative of the pulses/ lentils of cluster and its products as 'Devipatan Dal'. ▶ Collaboration with E-commerce companies like ODOP Mart, Flipkart, Amazon, Ebay, etc. ▶ Organizing & participating in exhibitions, buyer seller meets, trade shows etc.
Access to finance	▶ Assurance of purchase of the entire yield of the pulses/lentils cultivating farmers in the cluster ▶ Difficulty in receiving financial support from financial institutions (including RRBs) for farmers/traders/entrepreneurs etc. ▶ Elaborative process/tedious paperwork and long waiting time of banks usually discourage farmers/traders/entrepreneurs from taking financial support	**Soft Interventions** ▶ Providing Input Subsidy/Buy Back Assurance for farmers by establishing Input Credit / Buy Back Assurance Fund ▶ Creating awareness about ODOP MM scheme and other relevant schemes and ensuring availability of 'Revolving Working Capital Assistance' to traders/entrepreneurs of all micro/medium and small units towards procuring raw materials and meeting operating expenditure. This can be introduced as a part of CFC. ▶ Collaboration with nationalized banks to facilitate quick loan approval and disbursement through digital lending. (ex. SIDBI and BoB) ▶ Sensitization of banks/financial institutions to understand the product value chain while fixing WC/CC limits. ▶ Making people aware about the different financial schemes/benefits to promote export.

5.9 Future Outcomes

Annual Turnover	Cluster exports
Increase in annual turnover from existing **INR 92.42 Cr. to 135.31 Cr. over a span of 5 years**	Initiate direct export of **1Cr. over the period of 5 years**

6. Various Schemes being run by Export Promotion Bureau, UP

6.1 Marketing Development Scheme (MDA)

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

6.2 Gateway Port Scheme

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

6.3 Air Freight Rationalization Scheme

Particulars	Details
Incentive offered	20% of the actual expenditure or Rs 50 / kg (whichever is

	less)
Eligible Units	Manufacturer & merchant exporter
Maximum limit	Rs 2 lacs /unit /year
Recognized Cargo Complexes	Varanasi & Lucknow

7. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation[33]
Increasing the overall exports from the state		
Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them	DIEPC /UPEPB	Continuous initiative
Creation of an event calendar comprising of events to be conducted in a Financial Year with a **focus on international marketing events**. Further, DGFT and FIEO can finalize a target to participate **in at least 3 international events in a year per product category/industry** (food, engineering & auto components, handicrafts, textile& apparel etc.) by **utilizing schemes like IC and MAS**	DIEPC /UPEPB	Continuous initiative
Sensitization of cluster actors: **a.** The individuals of a cluster should be **sensitized on the plethora of schemes**[34] available for them for maximizing the potential of exports. **Merchandise Exports from India Scheme, Service Export from India Scheme** etc. provides **various exemptions** for facilitating exports. Further, schemes like **Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials** **b.** Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be **sensitized on target countries identified through export analysis mentioned in DAPs and EAP**	DIEPC /UPEPB	Continuous initiative

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

[34] 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:

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 interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	UPEPB/DIEPC	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	UPEPB/DIEPC and banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	UPEPB/DIEPC and banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	UPEPB/DIEPC and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance	UPEPB/DIEPC	Intermediate
Sensitization of cluster actors from this sector on **Make in India initiative and PLI** for leveraging the assistance provided to the sector to enhance productivity and expand exports	DIEPC UPEPB	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/UPEPB	Long term
Cost Structure: a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. b. The CONCOR rates are to be made available at regular intervals to the DIC office for	DIEPC/UPEPB	Long term

updation of the same at the district website. c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/UPEPB DIEPC/UPEPB/FIEO	Long term Short term
Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Gonda and Farmer Producers Organization	KVK/ DIEPC/ FPO	Ongoing as per Implementation schedule
a. Modernized Rice and pulses mills to ensure high milling recovery and reduce the percentage of broken rice / pulses. This rice and pulses will be suitable for export. b. Rice and pulses mill owner make use of Government schemes for upgradation of their mills.	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 to train and education cultivators and other stake holders about SPS/ technical standards in international markets.	DIEPC/DGFT/APEDA/DGFT	Ongoing
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
Introducing the Kisan credit card in the cluster	DIEPC and banks	Short term
Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc.	Big Basket/Natures Basket and UPEPB and DIEPC	Short term
Product 1: Rice		

Establishment of Common Facility Centre with: a. Raw Material Bank b. Common Processing Center c. Innovative and modern packaging and Labelling unit is required to overcome this challenge in cluster.	DIEPC, DGFT	Long term
Collaboration with Scientific association for the high yielding varieties of Rice	UPEPB	Long term
Increase the usage of the portal as this portal facilitates the farmers to provide information about their Agriculture products for easy understanding of exporters.	UPEPB	Short term
Focus on high Yielding Export Quality of 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
Product 2: Food Processing (Pulses)		
Establishment of Common Facility Centre with: ▶ Raw Material Bank ▶ Common Processing Center ▶ Innovative and modern packaging and Labelling unit is required to overcome this challenge in cluster.	DIEPC, DGFT	Long term
Focus on high Yielding Export Quality pulses -Breeding programme may be initiated to develop high yielding export quality of different type of pulses 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 pulses to meet the requirement of	Agriculture Department/District Administration/District Level	Long term

exports.	Export Promotion Committee	
It is suggested that special efforts should be made to promote the export of organic product such as pulses from this district.	DIEPC/APEDA/UPEPB	Short term

Abbreviations

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

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

USA	United States of America

विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE
सत्यमेव जयते

Districts as Export Hubs

Knowledge Partner

EY
Building a better working world