



Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as Export Hubs



Preface

This district export plan for Hardoi 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 Hardoi district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Hardoi 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	6
2.	District Profile	6
2.1	Geography.....	6
2.2	Topography & Agriculture.....	6
3.	Industrial profile of the district	7
3.1	Major Exportable Product from Hardoi	9
4.	Product 1: Handloom.....	9
4.1	Cluster Overview	9
4.2	Product profile.....	9
4.2.1	Product Portfolio	10
4.2.2	Status of GI Tag	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	Potential Areas for Value Added Product.....	12
4.7	SWOT analysis	13
4.8	Challenges and interventions	13
4.9	Future Outcomes	15
5.	Product 2: Agriculture Products (Rice and Sugar).....	16
5.1	Cluster Overview	16
5.2	Product Profile.....	16
5.2.1	Product Portfolio	16
5.3	Cluster Stakeholders (Rice and Sugar).....	16
5.3.1	Industry Associations (Rice and Sugar).....	16
5.4	Export Scenario	17
5.4.1	HS Code.....	17
5.4.2	Rice	17
5.4.3	Sugar	18
5.5	Export Potential	18
5.6	Potential Areas for Value Added Product.....	20
5.7	SWOT Analysis	20
5.8	Challenges and interventions	21
5.9	Future Outcomes	24
6.	Key Schemes.....	24
6.1	Key schemes of Government of India (Gol)	24

6.1.1	Merchandise Exports from India Scheme (MEIS)	24
6.1.2	Service Exports from India Scheme (SEIS)	25
6.1.3	Rebate of State and Central Levies and Taxes (RoSCTL) Scheme	25
6.1.4	Advance Authorisation Scheme.....	25
6.1.5	Duty Free Import Authorization (DFIA) Scheme.....	25
6.1.6	Rebate of Duties & Taxes on Exported Products (RoDTEP Scheme)	25
6.2	Scheme under Uttar Pradesh Export Promotion Bureau	26
7.	Action Plan.....	27
8.	Abbreviations	32

List of Tables

Table 1: Industrial areas in Hardoi ¹	7
Table 2: Industries details	7
Table 3: Occupational Distribution of Main Workers	8

Table 4: Major exportable product	9
Table 5: HS codes for Handloom products.....	11
Table 6: SWOT Analysis	13
Table 7: SWOT Analysis	20

List of Figures

Figure 2: Occupational distribution of Hardoi	9
Figure 3: Cluster Stakeholders.....	10
Figure 4: Top importers for this product (5208) in the world	12
Figure 5: Markets for export potential	12
Figure 6: Cluster Stakeholders.....	16
Figure 7: Top importers for this product (100630) in the world.....	18
Figure 8: Markets for export potential	19
Figure 9: Top importers for this product (170114) in the world.....	19
Figure 10: Markets for export potential	20

1. Vision of Districts as Export Hubs

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

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

Foreign trade from India constitutes of 45% of its GDP. Until 2019, only the central government was engaged in the decision making of foreign trade, without any participation or involvement of state and/or district stakeholders. However, now, understanding that there are diverse elements that contribute towards an enabling and conducive foreign trade environment; the central government has identified that with policy & strategy, active support of the state governments and district administration 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

According to general conventions Hardoi District is related with “HIRNAKASHYAP” its present name Hardoi is a distorted version of its earlier name “HARIDROHI”. In view of some people this district was colonized by Hardevbakhsh and just because of this reason there is an old locality Hardevganj exists in the city. Mallawa, Bilgram, Phani, Shahabad, Sandila & Ruiyaa are the places of historical significance. According to some historians Mallawa was colonized by Buddhists while some believed that Sayyed Salar Masood Gazi came here. Earlier this area Mallawa was district Headquarter. The ancient name of Bilgram is „SRINAGAR” its present name Bilgram was given by some associates of Mahmood Gajnavi. Pihani is derived by persian word Pinhani (Place of Shelter), it is believed that king of Moughal dynasty Humayun took shelter in the forest of Pihani when he was defeated by Shershah Suri. Pihani is also related with the minister Sadarejahan of Emperor Akbar. His tomb and paintings are still here. According to the view of some people, Sandila was colonized by Rishi Sandilya. Sandila is also famous for old buildings, mosque & Barakhamba.

2.1 Geography

Hardoi district from geographical point of view its falls in between 26053’’ & 27042’’ N North latitude and from 80007’’E & 80012’’E longitudes. The district is situated in Lucknow Division. Hardoi district is contiguous of Shahjahanpur and Lakhimpur Kheri districts on the north., Lucknow and Unnao districts on the south, Kanpur and Farrukhabad districts on the west and Sitapur district on the east. Hardoi is located at 110 km. from Lucknow (Capital of Uttar Pradesh) and 394 from New Delhi (Capital of India). The total geographical area of the district is 5947 km.

2.2 Topography & Agriculture

It has an average elevation of Template: Covert. The record height is 500 ft. Hardoi district had 5 Km² of dense forest and 13 km² of open forest. The Ganga, Ramganga, Gomti and several tributaries of river Ganga are flowing

in the Hardoi district. Average rain in the district approximate 941 mm. General climate of the district is healthy and pleasant. The district stretches from North to South for 125 Km. and from east to west approximately 75 Km.

3. Industrial profile of the district

Existing States of Industrial areas in the district Hardoi.

Table 1: Industrial areas in Hardoi¹

S. No	Name of Indus. Area	Land acquired (in Acre)	Land Development (in Acre)	No of Plots/ Sheds	No of Plots/ Sheds allotted	No of Units/Shed in Production
1	Industrial Estate, Bilgram	-	-	49	46	7
2	Mini Industrial Estate Nangeta	-	-	65	65	35
3	Industrial Estate, Sandila	1884.31	966.57	632	441	32

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

Ready garments and embroidery contribute most in terms of employment and revenue, which is approximately 26% and 8% respectively. 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 details¹

S no	Industry	Total Units	Investment	Employment
Manufacturing Sector				
1	Food Products	35	2.54	157
2	Cotton textile	13	1.08	62
3	Hosiery and Garments	64	4.06	328
4	Wood Products	33	2.14	181
5	Paper products and printing	18	1.17	89
6	Leather products	11	0.86	69
7	Rubber and Plastic products	6	0.54	39
8	Chemical/Chemical products	8	1.09	53
9	Non-metallic Mineral based	9	0.89	61
10	Basic Metal industries	11	1.36	69
11	Metal products	17	1.49	107
12	Machinery and parts except electrical	12	1.68	79
13	Electrical machinery and parts	9	0.89	58
14	Transport equipment and parts	14	1.36	88

¹ DIEPC, Hardoi

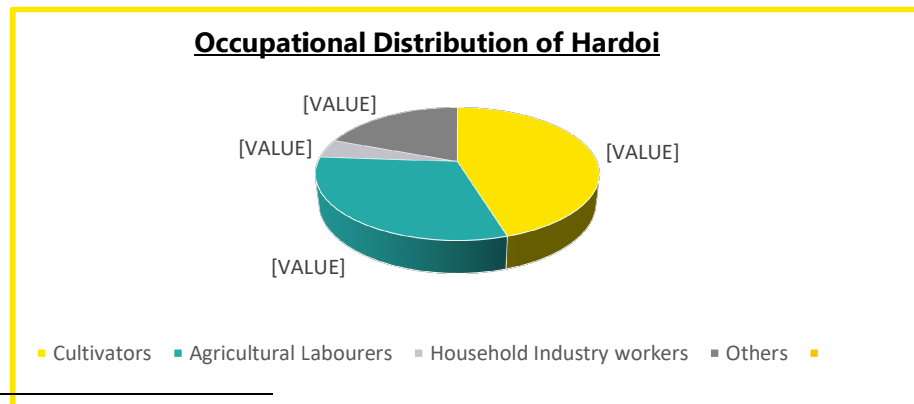
15	Others	509	54.49	6311
Sub Total		769	75.64	7751
Service Sector				
1	Hotel & Restaurant	21	2.69	248
2	Medical and healthcare services	9	0.98	74
3	Educational Institutions	24	2.79	188
4	Information Technology and Electronic services	23	1.28	142
5	Transport Services	31	2.67	146
6	Amusement Park and electronic services	3	1.03	87
7	Shopping mall and business complexes	8	4.23	128
8	Telecom services	34	1.34	119
9	Other different services and job work	2125	78.48	8326
Sub Total		2278	95.49	9458
Total		3047	171.13	17209

Apart from the other services and job work, Ready-made garments, and Embroidery sector of MSME in the district is the most prominent and economy contributing sector of the district.

Out of total population of 4,092,845 (2011 census), 1,318,946 are working population. Out of total working population, 68.99% are working in other industries, 24.54% are cultivators and agricultural labourers and only 6.47% are household industry workers. This indicates that agriculture is the main source of income in the district.

Table 3: Occupational Distribution of Main Workers²

S.No.	Particulars	Hardoi	%
1	Cultivators	5,96,813	14.58%
2	Agriculture Labourers	4,06,830	9.94%
3	Household Industry Workers	59,649	1.46%
4	Others	2,55,654	6.25%



² District census handbook 2011- Hardoi



Figure 1: Occupational distribution of Hardoi

3.1 Major Exportable Product from Hardoi

The total export from Hardoi is approximately INR 612.02 Crore for the period September 2020 to November 2021.³

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

Table 4: Major exportable product

S. No	Product	Export value (in INR) from September 2020 to November, 2021 ³
1	Rice	170.83 Cr
2	Sugar	186.88 cr
3	Handloom Products	NA
Total Export from Hardoi		612.02 Cr⁴

4. Product 1: Handloom (ODOP Product)


4.1 Cluster Overview


The State Govt has identified the Handloom product for industrial promotion under ODOP Scheme and hence same has also been identified for export promotion. Mallawan Town in the district of Hardoi is major cluster contributing 80% of total production. Other prominent centers of Handloom Production are Gausganj & Kazipur.


There are ~5000 weavers/workers associated with manufacturing of handloom products in Hardoi district.

The total market size of the handloom products manufactured in the district is estimated to be ~INR 70 crore per year.⁵

Key Facts⁵

 **500 + ~** Manufacturers

 **INR 70 Crores** Approximate turnover of the cluster

 **5000** Weavers/workers directly or indirectly associated

The key consumer markets of handloom products manufactured in Hardoi district are Rajasthan, Uttar Pradesh, Delhi, Maharashtra (Mumbai), and Madhya Pradesh (Bhopal).

4.2 Product profile

Types of handloom products manufactured in Hardoi district are shirting fabric, lungi, towel, gamcha, white than (yardage or bolt) and handkerchief. The shirting fabric is made of cotton and polyester cotton yarn. All the other handloom products are made of cotton yarn. The handloom industry in Hardoi produces products such as shirting fabric (about 60%), lungi, towel, handkerchief, gamcha, white fabric for pajama & shirts, and duster cloth. It is produced mainly in the areas of Mallawan, a small town in Hardoi district and at present confined to villages of Gausganj and Kazipur. Sandila has units for textile, but they make medical bandages on power looms.

³ DGFT

⁴ Total export from Har for the period September 2020 to November 2021 as per the data received from office of DGFT, Kanpur

⁵ <https://hardoi.nic.in/district-produce/handloom/>

4.2.1 Product Portfolio

The outreach of the Hardoi handloom products is confined to few Indian markets only owing to limited product portfolio, old designs, outdated technology, and comparatively high dependency on agents in Kanpur. Cotton and polyester cotton yarn are the raw materials used for manufacturing handloom products sourced from Kanpur.

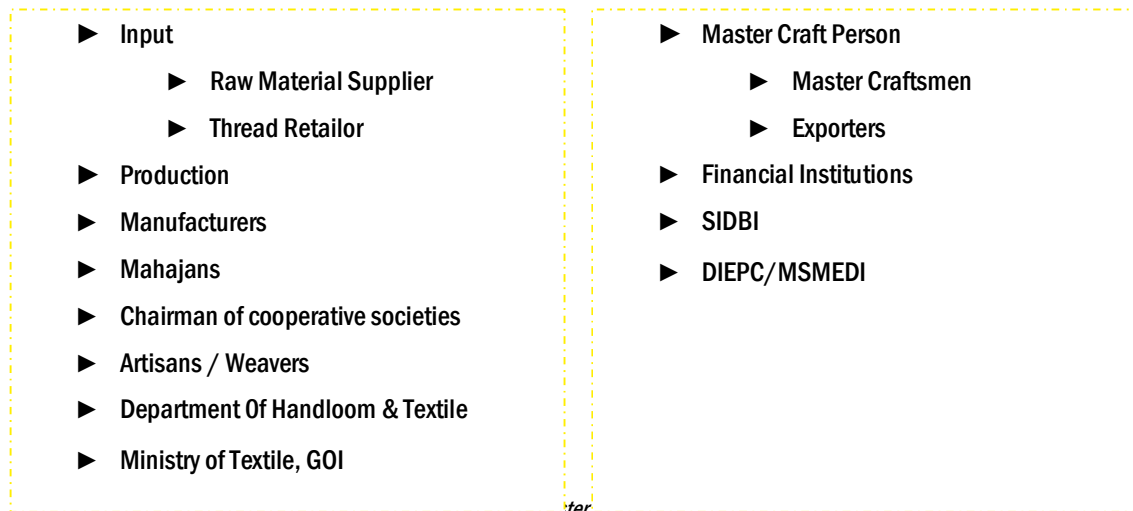
The following are the key products manufactured in the cluster:



4.2.2 Status of GI Tag

The process for obtaining district specific GI tag for handloom products of Hardoi is yet to be initiated.

4.3 Cluster Stakeholders



4.3.1 Industry Associations

No major industry association specifically for Handloom products. Though other industry associations are present in the district to cater to the needs of industries.

4.4 Export Scenario

4.4.1 HS code

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

Table 5: HS codes for Handloom products

HS codes	Description
5208	WOVN FBRCS OF COTON CONTNG>=85% BY WT OF COTON WEGHNG NT MO
5209	WOVN FBRCS OF COTTON, CONTNG >=85% COTN BY WT WEIGHING>200
5210	WOVN FBRCS CONTNG<85% COTON, MXD MAINLY OR SOLELY WTH MANM
5211	WOVN FBRCS OF COTON, CONTNG<85% COTTON, MXD MAINLY WTH MNMD FB
5212	OTHER WOVEN FABRICS OF COTTON

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes mentioned above under which handloom products are exported. Alongside are the key facts⁶ pertaining to the analysed product codes.

4.5 Export Potential

- ▶ The total export of handloom products from Hardoi district is very less but have the potential to be export hub for handloom products like Towel (Gamcha), Lungi, handkerchief etc.
- ▶ The cluster has tremendous export potential, but owing to lack of proper market assessment mechanism, changing design patterns, specific demand preferences, the export is very less.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.
- ▶ Following HSN codes were mentioned for the product. –

Product 5208: Uttar Pradesh exports this product to **Bangladesh, Korea, Sri Lanka, Senegal, Nigeria, Sudan, Nepal, Gambia, UAE, USA**. Below figure shows the top importers for this product (5208) in the world:



⁶ <https://www.trademap.org/>

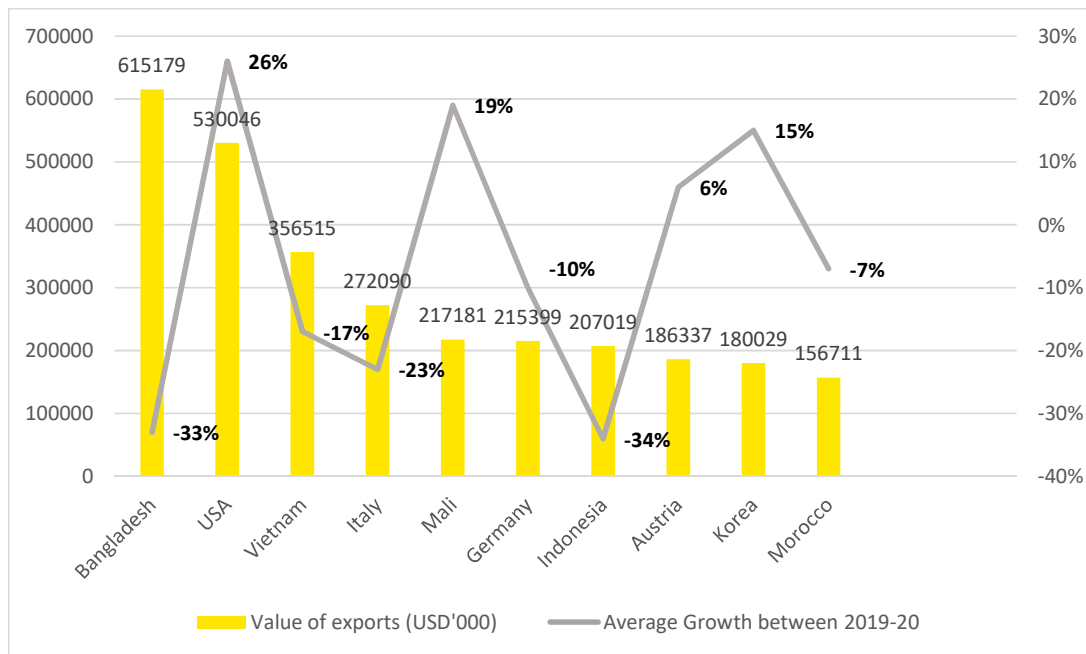


Figure 3: Top importers for this product (5208) in the world

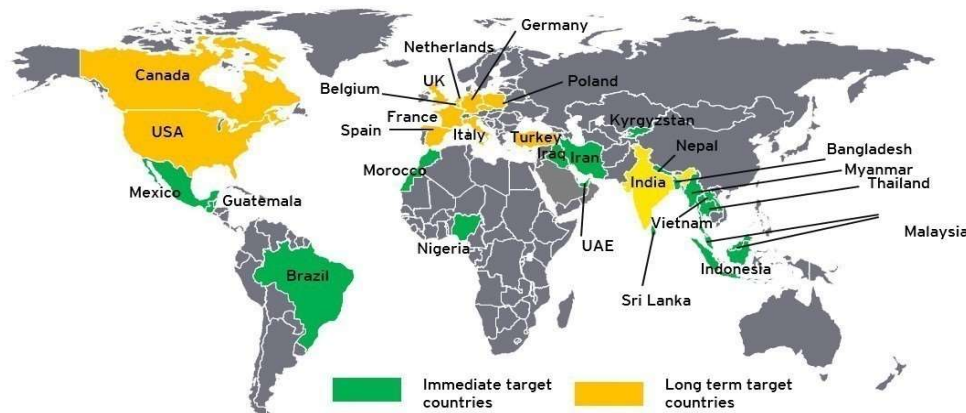


Figure 4: Markets for export potential

4.6 Potential Areas for Value Added Product

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

- 1. Development of a new products:**

The artisans of the district should be encouraged to diversify the product categories and must be provided with enough resources to create innovative products.

The artisans going forward should focus on creating home furnishing products other than shirts, towel, Lungi etc.

- 2. Modifications of Existing Products**



It has also been found that most of the artisans use no strategy for making modifications to the existing products in the light of design and fusion. The artisans can make fusion products by blending handloom work with **some other prints**.

4.7 SWOT analysis

Table 6: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce particularly artisans having working knowledge of making handloom products ▶ Large potential for diversifying on variety of apparels ▶ Availability of various government interventions for fostering the cluster 	<ul style="list-style-type: none"> ▶ Minimal technological upgradation and long production time ▶ Existence of large number of intermediaries between artisans and entrepreneurs ▶ Non availability of yarn dyeing facility in the district ▶ Limited design innovation ▶ In light of competition the focus has shift from quality to quantity ▶ Lack of focus on increasing export ▶ Unit holders/artisans procuring raw material from other districts
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Huge scope of market expansion- domestic and foreign ▶ Scope for development of new products and modifying existing range ▶ Potential collaborations with renowned designers and design institutes for improving existing designs ▶ Increase participation in marketing events- International and domestic 	<ul style="list-style-type: none"> ▶ Tough competition with cheaper, printed & machine embroidered items ▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs

4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Raw Material Bank: <ul style="list-style-type: none"> ○ Sourcing of Raw Material ○ Lack of storage facility in the cluster leading to spoilage of fabrics 	<ul style="list-style-type: none"> ▶ Establishment of a Raw Material Bank within the CFC ensuring easy availability of all types of quality checked fabrics at discounted rates.
Technological upgradation	<ul style="list-style-type: none"> ▶ Lack of ancillary machineries for artisans which limits their potential and hinders the productivity and potential of the cluster ▶ Lack of dyeing and finishing facility 	<ul style="list-style-type: none"> ▶ Establishment of Common Production Centre (CPC) for Weaving comprising facility for activities like warping, warp beam making and weaving ▶ Establishment of Common processing centre (CPC) for dyeing and finishing ▶ Establishment of Common Packaging Centre with better packaging facilities

Design	<ul style="list-style-type: none"> ▶ Traditional designs are still being followed by artisans they are not focusing on design innovation 	<ul style="list-style-type: none"> ▶ Establishment of Product Design Center with CAD/ CAM facility along with a display center. ▶ Collaboration with renowned designers to conduct workshops for artisans pertaining to design forecasting, upcoming trends, market assessment etc.
Marketing & branding	<ul style="list-style-type: none"> ▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets ▶ Offline marketing is broadly used over online marketing ▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration for maximizing sale ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Establishment of a Marketing centre within the CFC in Hardoi to facilitate marketing events. ▶ Collaboration with E-commerce companies like Flipkart, Amazon, Ebay for maximizing sales. ▶ Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters. (http://www.indiahandmadebazaar.com/index.p hp.) ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of Engineering goods.
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined quality standards of the products 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity
Geographical Indication Tag	<ul style="list-style-type: none"> ▶ District specific GI tag not available 	<ul style="list-style-type: none"> ▶ Application for district specific GI tag for handloom product of Hardoi must be initiated which will prevent unauthorized use of products and upgrades financial gain to the manufacturers.
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme by Central Government. ▶ The DIC office should organize workshops for exporters to apprise about Export Promotion Scheme of the Department of MSME & Export Promotion, UP such as Market Development Assistant (MDA), Financial Assistance for Foreign

	industry	<p>fairs/exhibition, Financial Assistance for sending samples to foreign buyers, Subsidy on freight charges upto gate way port Air Freight Rationalisation Scheme etc.</p> <ul style="list-style-type: none"> ▶ 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.
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4.9 Future Outcomes

Annual Turnover

Increase in annual turnover from existing **INR 70 Cr. to 100 Cr. by 2025**

Cluster exports

Substantial targeted growth in cluster exports expected to be 38% in short term and **approx. by 2025 (over a span of 5 years).**

5. Product 2: Agriculture Products (Rice and Sugar)

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. Approximate Export turnover of the Rice and Sugar wheat is INR 170.83 Cr and INR 186.88 Cr respectively.⁷

5.2 Product Profile

Rice: 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.

Sugar: Currently, about 110 countries produce sugar from either cane or beet, and eight countries produce sugar from both cane and beet. Sugarcane, on average, accounts for 80% of global sugar production. Last October/September season the major sugar producing countries (India, Brazil, EU-28, Thailand, China, USA, Russia, Mexico, Pakistan, Australia) accounted for nearly 70% of global output.⁸

5.2.1 Product Portfolio

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

Sugar: Sugar crops offer production alternatives to food, such as livestock feed, fibre, and energy, particularly biofuels (sugar-based ethanol) and co-generation of electricity (cane bagasse). Sugarcane is regarded as one of the most significant and efficient sources of biomass for biofuel production. A wide range of environmental and social issues relate to sugar production and processing, and sugar crop growers, processors, plus energy and food companies, are seeking ways to address concerns related to sugar production, biofuels, and sustainability.

5.3 Cluster Stakeholders (Rice and Sugar)



Figure 5: Cluster Stakeholders

5.3.1 Industry Associations (Rice and Sugar)

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

- ▶ Agriculture and Processed Food Products Export Development Authority (APEDA)
- ▶ Indian Council of Agricultural Research (ICAR)
- ▶ Indian Institute of Sugarcane Research (IISR)
- ▶ National Sugar Institute, Kanpur
- ▶ Agriculture Department

⁷ DGFT, Kanpur

⁸ <https://www.isosugar.org/sugarsector/sugar>

- ▶ Krishi Vigyan Kendra (KVK)
- ▶ Indian Industries Association (IIA)
- ▶ Rice Export Promotion Forum (REPF)
- ▶ Participatory Rural Development Foundation (PRDF) - PRDF is a Gorakhpur based philanthropic organisation founded Dr. Ram Chet Chaudhary, a leading Agri-scientist working for the benefit of farming community of North India
- ▶ 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 located 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.

5.4 Export Scenario

5.4.1 HS Code

HS codes under which the product is exported from the district.⁹

HS Code	Description
100630	Semi-milled or wholly milled rice, whether or not polished or glazed
170114	Raw cane sugar, in solid form, not containing added flavouring or colouring matter
170199	Cane or beet sugar and chemically pure sucrose, in solid form (excluding cane and beet sugar containing added flavouring or colouring and raw sugar)

5.4.2 Rice

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 Hardoi district. Alongside are the key facts pertaining to the analysed product code.¹⁰

Key Fact of Export

20,631,291 (USD Thousand)

Value of world exports in 2020

7,484,136 (USD Thousand)

Total Exports from India in 2020

412,280 (USD Thousand)

Total export from UP in 2020

5.51%

Share of UP in India's exports

⁹ DGFT, Kanpur

¹⁰ www.trademap.org

5.4.3 Sugar

Current Scenario

World sugar trade averages about 64 mln tonnes/year. Raw sugar accounts for around 60% of internationally trades volumes. Although many countries produce sugar, top five exporters (Brazil, Thailand, EU, Australia, India) were responsible on average for 70% of the world trade in 2016-18. Brazil, as the largest producing and exporting country in the world, dominates world trade, accounting for about 45% of global exports. Indonesia, China the United States were world's largest importing nations in 2018.

The export scenario of World and India have been analysed basis the export statistics of HS code 170114 (Raw cane sugar, in solid form, not containing added flavouring or colouring matter) & 170199 (Cane or beet sugar and chemically pure sucrose, in solid form (excluding cane and beet sugar containing added flavouring or colouring and raw sugar) under which Sugar is exported from Hardoi district. Alongside are the key facts pertaining to the analysed product code.¹⁰

Key Fact of Export

22,828,623 (USD Thousand)

Value of world exports in 2020

2,349,920 (USD Thousand)

Total Exports from India in 2020

407,750 (USD Thousand)

Total export from UP In 2020

17.35%

Share of UP in India's exports

5.5 Export Potential

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

- ▶ The total export of product from Hardoi district as per HS code 100630 is around INR 170.83 crores for the period September 20 to November 2021.¹¹
- ▶ India's exports represent 36.28% 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:

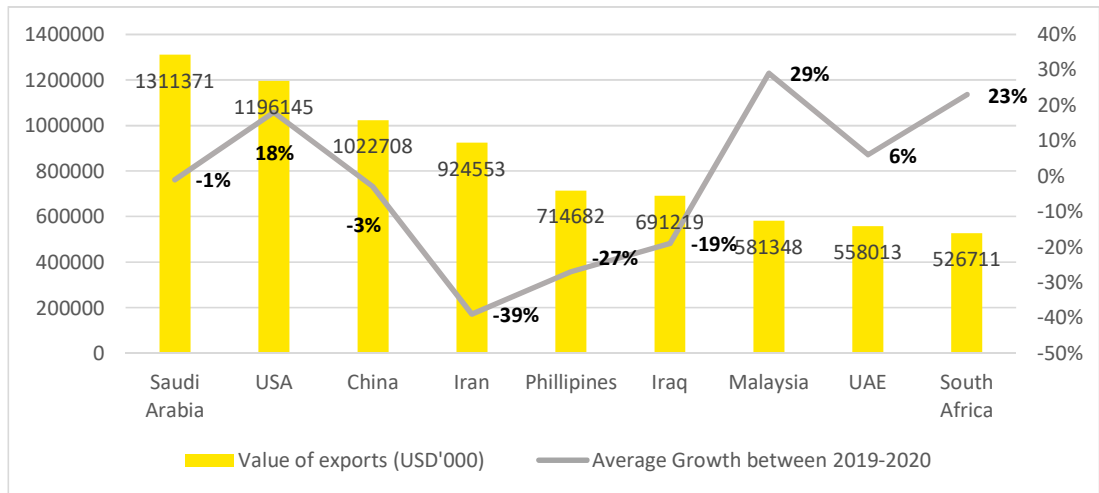


Figure 6: Top importers for this product (100630) in the world

¹¹ DGFT, Kanpur



Figure 7: Markets for export potential

2. Sugar: Product 170114 (Raw cane sugar, in solid form, not containing added flavouring or colouring matter) & 170199 (Cane or beet sugar and chemically pure sucrose, in solid form (excluding cane and beet sugar containing added flavouring or colouring and raw sugar))

- ▶ The total exports of product from Hardoi district as per HS code 170114 & 170199 are around INR 186.88 crores in the period September 20 to November 2021.¹²
- ▶ India's exports represent 4.6% for HS Code 170114 and 16% for HS Code 170199 of world exports for this product, its ranking in world exports is 3 & 1 for respective HS codes.
- ▶ 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 (170114) in the world:

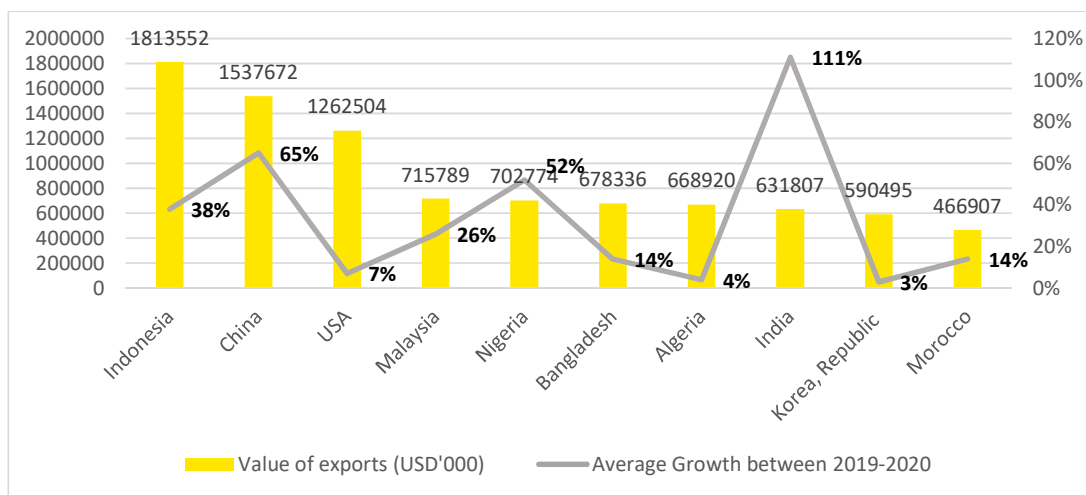


Figure 8: Top importers for this product (170114) in the world¹³

¹² DGFT, Kanpur

¹³ www.trademap.org





Figure 9: Markets for export potential

5.6 Potential Areas for Value Added Product

Rice: 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

Table 7: SWOT Analysis

Strengths	Weaknesses
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<ul style="list-style-type: none"> ▶ Improving and enhancing rural economy ▶ Hardoi, provides fertile land suitable for farming ▶ Availability of cheap and skilled labor for farming ▶ Availability of various financial and non-financial assistances from state and central government pertaining to agriculture 	<ul style="list-style-type: none"> ▶ Lack of proper infrastructure facilities for storage and manufacture of additional products ▶ Rice and Sugar mills have not been fully modernized ▶ 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 ▶ Shortage of Shipping Containers
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 ▶ Potential for Organic farming, Contract farming and Zero Budget Natural Farming (ZBNF) for reducing risk and increased production & 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

Parameter	Challenges	Intervention
		<p>setting up at least one clusters for Rice (Non-Basmati), sugar and wheat in the district and submit the same to the state level Export Monitoring Committee.</p> <ul style="list-style-type: none"> ▶ Liaising amongst Industry department, Agriculture department, APEDA, FIEO, DGFT, NABARD, EXIM Bank, FPOs, cooperatives etc. may be developed for farmer friendly policy formation
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 and sugar from the district.
Training program to educate the cultivators	<ul style="list-style-type: none"> ▶ Unawareness about technical standards in international market 	<ul style="list-style-type: none"> ▶ Training on efficient use of Soil Health Card in line with the recommendations given by the authorized testing laboratories like ICAR-IISR lab Lucknow for soil, water, and plant analysis. ▶ The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the program on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets. ▶ Quarterly/Half-yearly workshop may be organized with FPOs, farmers, sugar industries etc. to update about emerging practices and technologies in sugar sector as per the Sugar Technology division of NSI, Kanpur.
Distribution of Certified seeds	<ul style="list-style-type: none"> ▶ Challenges in distribution of certified seeds 	<ul style="list-style-type: none"> ▶ Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Hardoi 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 & Sugar 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. ▶ Similarly, many of the sugar mill owners are not using modern machinery due to higher cost of machinery 	<ul style="list-style-type: none"> ▶ Rice and sugar 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

Parameter	Challenges	Intervention
		<p>rice. Therefore, conventional mills are required to be modernized to get recovery of higher percentage of head rice suitable for export.</p> <ul style="list-style-type: none"> ▶ Sugar mill owners make use of Government schemes for upgradation of their mills.
Marketing & of Promotion 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 ▶ 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 ▶ 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 hinderances
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.
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 DIC office should organize workshops for exporters to apprise about Export Promotion Scheme of the Department of MSME & Export Promotion, UP such as Market Development Assistant (MDA),

Parameter	Challenges	Intervention
		<p>Financial Assistance for Foreign fairs/exhibition, Financial Assistance for sending samples to foreign buyers, Subsidy on freight charges upto gate way port Air Freight Rationalisation Scheme etc.</p> <ul style="list-style-type: none"> ▶ 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.

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 by 2024 as per State Agriculture Export Policy, 2019

6. Key Schemes

6.1 Key schemes of Government of India (GoI)

6.1.1 Merchandise Exports from India Scheme (MEIS) ¹⁴

This scheme is designed to provide rewards to exporters to offset infrastructural inefficiencies and associated costs. The Duty Credit Scrips and goods imported/ domestically procured against them shall be freely transferable. The Duty Credit Scrips can be used for:

- ▶ Payment of Basic Customs Duty and Additional Customs Duty specified under sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 for import of inputs or goods, including capital goods, as per DoR Notification, except items listed in Appendix 3A.
- ▶ Payment of Central excise duties on domestic procurement of inputs or goods,
- ▶ Payment of Basic Customs Duty and Additional Customs Duty specified under Sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 and fee as per paragraph 3.18 of this Policy.

Objective of the Merchandise Exports from India Scheme (MEIS) is to promote the manufacture and export of notified goods/ products.

¹⁴ <https://www.dgft.gov.in/CP/?opt=meis>

6.1.2 Service Exports from India Scheme (SEIS) ¹⁵

Under the Service Exports from India Scheme (SEIS), the Duty Credit Scrips are accorded as rewards. The goods imported against the Duty Credit Scrips, or the goods nationally acquired against the Duty Credit Scrips will be transferable freely. Given below is a list of requirements which can be fulfilled using the Duty Credit Scrips:

- ▶ Customs Duty payment and fee as per paragraph 3.18 of the policy.
- ▶ Customs Duties payment for importing goods or inputs, other than the items mentioned in Appendix 3A.
- ▶ Excise duties payment on the acquisition of goods or inputs, this includes capital goods according to the DoR notification.
- ▶ Service Tax payment upon acquisition of services according to the DoR notification.

6.1.3 Rebate of State and Central Levies and Taxes (RoSCTL) Scheme¹⁶

It is an export incentive in the form of transferable and sellable duty credit scrips offered on the basis of the Free On Board (FOB) value of the export.

The benefits of Rebate of State Levies RoSCTL are available to exporters of readymade garments and made-ups for now. The scheme aims to help them cut high logistics and other costs and enable them to compete globally. An exporter can benefit from this scheme for all exports done after 1st April 2019. For exports made prior to this date, the eligibility criteria of the RoSCTL scheme would be applicable. The rebate for such exports was allotted out of the RoSCTL scheme fund, on exhaustion of which DGFT would issue scrips, but at RoSCTL rates.¹⁷

6.1.4 Advance Authorisation Scheme¹⁸

Advance Authorization Scheme allows duty free import of inputs, which are physically incorporated in an export product. In addition to any inputs, packaging material, fuel, oil, catalyst which is consumed / utilized in the process of production of export product, is also allowed.

The quantity of inputs allowed for a given product is based on specific norms defined for that export product, which considers the wastage generated in the manufacturing process. DGFT provides a sector-wise list of Standard Input-Output Norms (SION) under which the exporters may choose to apply. Alternatively, exporters may apply for their own ad-hoc norms in cases where the SION does not suit the exporter.

Advance Authorization covers manufacturer exporters or merchant exporters tied to supporting manufacturer(s).

6.1.5 Duty Free Import Authorization (DFIA) Scheme¹⁹

DFIA is a variant to Advance Authorization scheme. It is different from Advance Authorization as a higher minimum value addition of 20% is required, as compared to only 15% in Advance Authorization. It has enabling provision for transferability of authorization or materials imported against it. DFIA can be applied and obtained on post export basis as well. It is popular with exporters who export first and then obtain the Authorization, which can be sold freely.

6.1.6 Rebate of Duties & Taxes on Exported Products (RoDTEP Scheme)

The RoDTEP scheme will replace the old MEIS in a phased manner from December 2020. The RoDTEP scheme aims to refund all hidden taxes, which were earlier not refunded under any export incentive scheme, such as the central and state taxes on the fuel used for transportation of export products, duties levied on electricity used for manufacturing, *mandi* tax levied by APMCs, toll tax & stamp duty on the import-export documentation and others.

¹⁵ <https://www.bankbazaar.com/tax/service-exports-from-india-scheme-seis.html>

¹⁶ <https://www.dgft.gov.in/CP/?opt=rosctl>

¹⁷ <https://www.dripcapital.com/resources/blog/rosctl-scheme>

¹⁸ [dgft.gov.in/CP/?opt=adnavce-authorisation](https://www.dgft.gov.in/CP/?opt=adnavce-authorisation)

¹⁹ <https://www.eepcindia.org/page.aspx?id=P160411110629&page=Export-Promotion-Schemes>

6.2 Scheme under Uttar Pradesh Export Promotion Bureau

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

A. Marketing Development Scheme (MDA)

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

B. Gateway Port Scheme

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

C. Air Freight Rationalization Scheme

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

7. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ²⁰
Increasing the overall exports from the District		
<p>Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them</p>	DIEPC, UPEPB	Continuous initiative
<p>Creation of an event calendar comprising of events to be conducted in a Financial Year with a focus on international marketing events. Further, DGFT and FIEO can finalize a target to participate in at least 3 international events in a year per product category/industry (food, engineering & auto components, handicrafts, textile& apparel etc.) by utilizing schemes like IC and MAS</p>	DIEPC, UPEPB	Continuous initiative
<p>Sensitization of cluster actors:</p> <ol style="list-style-type: none"> a. The individuals of a cluster should be sensitized on the plethora of schemes²¹ 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 	DIEPC, UPEPB	Continuous initiative

²⁰ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

²¹ 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>:

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		
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	DIEPC, UPEBP and FIEO	Intermediate
Identification of Indian Products in International Market: Countries having potential market for Indian products may be identified and strengths of Indian diaspora may also be explored for promotion of export from the district	DIEPC, UPEBP, DGFT and FIEO	Continuous initiative
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

<p>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.</p>	<p>DIEPC/DGFT/UPEPB</p>	<p>Long term</p>
<p>Cost Structure:</p> <ol style="list-style-type: none"> The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. The DIC office should organize workshops for exporters to apprise about Export Promotion Scheme of the Department of MSME & Export Promotion, UP such as Market Development Assistant (MDA), Financial Assistance for Foreign fairs/exhibition, Financial Assistance for sending samples to foreign buyers, Subsidy on freight charges upto gate way port Air Freight Rationalization Scheme etc. The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal. 	<p>DIEPC/UPEPB</p> <p>DIEPC/UPEPB</p> <p>DIEPC/UPEPB/FIEO</p> <p>DIEPC/UPEPB/FIEO</p>	<p>Long term</p> <p>Long term</p> <p>Short term</p> <p>Short term</p>
<p>Product 1: Handloom products</p>		
<p>Establishment of Common Facility Centre with:</p> <ol style="list-style-type: none"> Raw Material Bank Common Production Center for weaving Common processing Centre (CPC) for dyeing and finishing Common Packaging Centre Design and display center with CAD/CAM facilities and space to showcase products to undertake sale Marketing Centre for undertaking 	<p>DIEPC, DGFT and ODOP Cell</p>	<p>Long term</p>

marketing events		
Collaboration with NIFT and NID for design inputs and support in branding initiatives	UPEPB/ODOP Cell	Long term
Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters.	UPEPB/ODOP Cell	Short term
Application for district specific GI tag for handloom product of Hardoi	DIEPC/UPEPB/ODOP Cell	Intermediate term
Product 2: Rice and Sugar		
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
Liaising amongst Industry department, Agriculture department, APEDA, FIEO, DGFT, NABARD, EXIM Bank, FPOs, cooperatives etc. may be developed for farmer friendly policy formation	Agriculture Department/District Administration/District Level Export Promotion Committee / DGFT / FIEO / NABARD/EXIM Bank/DIEPC/FPOs etc.	Intermediate
It is suggested that special efforts should be made to promote the export of organic product such as Rice and sugar from this district.	DIEPC/APEDA/UPEPB	Short term
Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Hardoi and Farmer Producers Organization	KVK/ DIEPC/ FPO	Ongoing as per Implementation schedule
a. Modernized Rice and sugar mills to ensure high milling recovery and reduce the percentage of broken rice. This rice will be suitable for export. b. Sugar 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	DIEPC/DGFT/APEDA/DGFT	Ongoing

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.		
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

8. Abbreviations

AA	Advance Authorisation Scheme
APEDA	The Agricultural and Processed Food Products Export Development Authority
CFC	Common Facility Center
DFIA	Duty Free Import Authorization
DGFT	Director General of Foreign Trade
DHO	District Horticulture Officer
DIC	District Industries Center
DIEPC	District Industry and Enterprise Promotion Center
EPC	Export Promotion Council
EU	European Union
FIEO	The Federation of India Export Organization
FPO	Farmer Producer Organizations
GDP	Gross Domestic Product
GI	Geographical Indication
IC	International Cooperation
IIP	Indian Institute of Packaging
IISR	Indian Institute of Sugarcane Research
IT	Information and Technology
KVK	Krishi Vigyan Kendra
MAS	Market Assistance Scheme
MDA	Marketing Development Scheme
MEIS	Merchandise Exports from India Scheme
MSME	Micro, Small and Medium Enterprises
NHB	National Horticulture Board
ODOP	One District One Product
QCI	Quality Council of India

RoDTEP	Rebate of Duties & Taxes on Exported Products
RoSCTL	Rebate of State and Central Levies and Taxes
SEIS	Service Exports from India Scheme
SPV	Special Purpose Vehicle
SWOT	Strengths, Weaknesses, Opportunities, Threats
UAE	United Arab Emirates
UK	United Kingdom
UP	Uttar Pradesh
UPEPB	Uttar Pradesh Export Promotion Bureau
USA	United States of America
ZBNF	Zero Budget Natural Farming



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Districts
as Export Hubs

