



# Department of MSME and Export Promotion Government of Uttar Pradesh

## Draft District Export Action Plan, Hathras, Uttar Pradesh

Knowledge Partner



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DIRECTORATE GENERAL OF  
FOREIGN TRADE

**Districts**  
as Export Hubs



## Preface

This district export plan for Hathras 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 Hathras district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Hathras under the chairmanship of District Magistrate. With the said objective, 'District Export Action Plan' has been prepared and being presented to concerned stakeholders.

The report encompasses in-depth information on district's geographic, demographic, and administrative profile, along with key statistics of prominent exporting products of district, gaps identified basis diagnostic survey, recommendations proposed to mitigate the gaps and action plans required to implement those recommendations.

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

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

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## 1. Vision of Districts as Export Hubs

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

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

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

Thus, to decentralize the existing activities, to boost local production & its exports and to ensure active participation of state & district stakeholders, vision of district as export hubs was put to action. Department of Commerce, through Directorate General of Foreign Trade (DGFT) is working with the State / UT Governments to achieve this objective.

DGFT and UPEPB have aimed at synergising their efforts to identify the key products, export trends and challenges. Further in order to minimize the challenges, quantify the exports and outline export strategy; a detailed district-wise Export Action Plan has been made for all 75 districts of UP, where EY has contributed as Knowledge Partner.

## **2. District Profile**

District Mahamaya Nagar (Previous name Hathras) was created vide Govt. notification No CM – 70/1-5/97-85/97-R5 dated 6.5.1997. The district is carved out from the district Aligarh and Mathura by excluding or including tahsils Hathras and Sikandra Rao and 134 villages and two towns from the district Mathura. The district is named after its town Hathras. Mahamaya Nagar fall under the Brij region of Northern India and was famous for its Industrial, Literature related, and cultural activities as a part of Aligarh. Historically and according to Purans, Hathras can be of the age of Mahabharata, because old folk tales and archaeological remains prove it.

Hathras was an industrial hub during the British Raj. Cotton milling, knives, the spice asafoetida or “hing”, and Desi Ghee products were the main industries. The last two continue to thrive. Cotton milled at the Purana Mill Compound was exported around the world. The chief articles of commerce are sugar and grain. Hathras is now notable for: HoliColour and Gulal skin powders, the manufacture of ready made garments, chemicals, carpet manufacturing, artificial Moonga-Moti pearls, brass, artware and hardware, edible oil, metal handicrafts and beverages.

### **2.1 Geography**

Hathras is located at 27.6°N 78.05°E. It has an average elevation of 178 metres (584 feet). It is situated on Agra, Aligarh and Mathura, and Bareilly Highways' crossing. Variations in temperature are extreme. It is spread over 142 KM<sup>2</sup> area.

### **2.2 Topography & Agriculture**

The Topography of Hathras district is mainly a plain. The district has a pleasing climate with cool and foggy winter and generally hot and humid summer characterised with temperatures up to 47-48°C in June, cold winter up to 2.20°C in January and moderate rain fall. (656mm) The wet session from July to October during which the district receives rainfall.

## **3. Industrial profile of the district**

Most of the industrial units are concentrated in 4 industrial areas;

Table 1: Industrial infrastructure of Hathras .

Sr. No.	Name of Ind.Area	Land acquired (In hectare)	Land developed (In hectare)	No.of Plots	No.of allotted Plots	No.of Units in Production
1	Hathras	28.90	25.00	91	39	28.90
2	Sadabad Mini	2.15314	1.95	49	10	2.15314
3	Sahpau Mini	2.76244	1.55	51	01 (46 plots acquired by 1 unit)	2.76244
4	Sikandra Rau	2.19	1.25	39	01 (29 plots acquired by 1 unit)	2.19

Most of these units are spread over Industrial Areas which are located in Hathras, Sadabad Mini, Sahpau Mini, Sikandra. The district has 4 industrial estates, developed by the State government apart from multiple cottage industries. The industrial estates are not sector-specific and are summarized in the following table. However, most of the units are small scale / cottage units operating from home.

Table 2: Industries details<sup>1</sup>

Sno	Type of Industry	Number of units	Investment (Rs Lakhs)	Employment
1	Agro based	5686	164.44	12847
2	Soda water	17	1.42	37
3	Cotton textile	85	2.88	519
4	Woolen, silk & artificial Thread based clothes.	6	4.15	20
5	Jute & jute based	19	0.37	28
6	Ready-made garments & embroidery	85	7.55	450
7	Wood/wooden based furniture	39	2.52	260
8	Paper & Paper products	52	7.74	285
9	Leather based	8	2.1	25
10	Chemical/Chemical based	58	10.57	381
11	Rubber, Plastic & petro based	64	10.64	470
12	Mineral based ( Non Matelic)	40	3.36	203
13	Metal based (Steel Fab.)	16	1.6	94

<sup>1</sup> District Industrial Profile (FY 2011-2012) – MSME-DI Institute, Agra; DIC, Hathras



14	Engineering units	24	2.33	56
15	Electrical machinery and transport equipment	45	15.66	272
16	Repairing & servicing	572	143.66	2955
17	Others	355	43.66	1460
18	Misc. Manufacturing	2832	199.03	6780
	<b>Total</b>	<b>9903</b>	<b>623.68</b>	<b>27142</b>

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

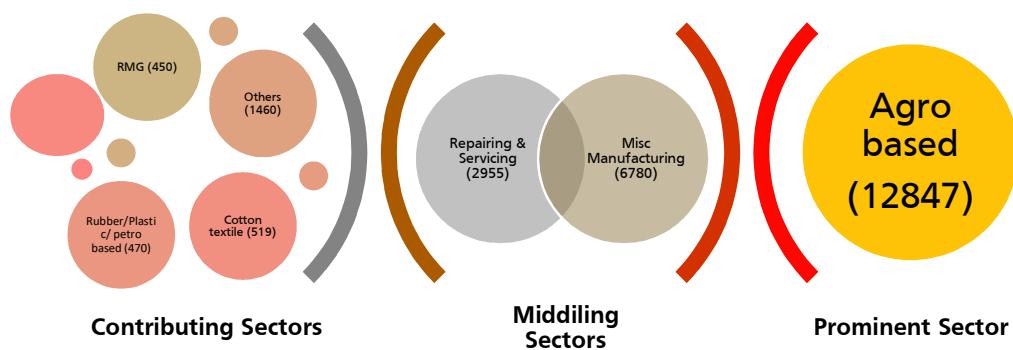


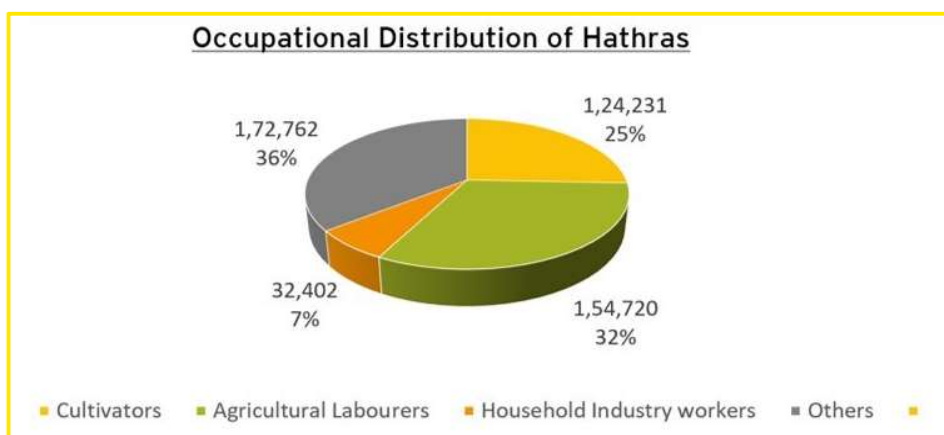
Figure 1: MSME landscape of the district

Out of total population of 15,64,708 (2011 census) 4,84,815 are working population. Out of total working population, 58% are cultivators and agricultural labourers. This indicates that agriculture is the major source of income in the district.

Table 3: Occupational Distribution of Main Workers<sup>2</sup>

S. No.	Particulars	Hathras	%
1	Cultivators	1,24,231	26.0%
2	Agriculture Laborer's	1,54,720	32%
3	Household Industry Workers	32,402	7%
4	Others	1,72,762	36%

<sup>2</sup>District census handbook 2011- Hathras



### 3.1 Major Exportable Products from Hathras .

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

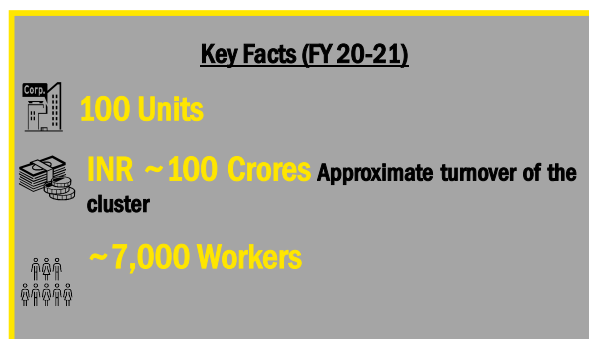
*Table 4: Major exportable product from district*

S. No	HSN Code	Product	Export value Fy 2020-21 <sup>3</sup>
1	830241	Base metal mountings and fittings suitable for buildings (excluding locks with keys and hinges.	76,72,35,150 INR
2	741999(30)	Other: Articles of Brass.	49,26,06,560 INR
3	57039010	CARPETS ETC OF COTTON (NT DURRIES )	13,62,75,501 INR
4	04021010	Skimmed Milk	51,86,39,055 INR
5	29061100	Menthol	1,52,90,559 INR
6	57029990	OTHR FLR CVRNGS OF OTHR TXTL, NT PILE CONSTRTN	1,27,10,865 INR
7	83014090	Other Locks N.E.S.	2,86,30,336 INR
Total			1,97,13,88,026 INR

## 4. Product 1: Readymade Garments

### 4.1 Cluster Overview

The industry origins can be traced back to 1986 when the first Readymade Garments manufacturing Unit “Mangal Dresses” was established by one Prem Agarwal some 35 years ago at Chakki Bazaar area in Hathras. Ever since then, driven by the local demand the Chakki Bazar area became the epicenter of the Hathras Readymade Garments cluster and many more units spawned in the area in the later years and spilled over to newer areas such as Naya bazaar and Kacha Pech in the Hathras District. To this date there are some 100 Readymade Garments manufacturing units in the district which employ around 7000 workers directly and indirectly. The turnover of all these units is estimated at Rs. 100 crores.



<sup>3</sup> DGFT

## 4.2 Product profile

The cluster produces garments for the domestic market including large wholesalers, retailers as well as the open market. Products include a range of garments for men & children also sometimes with various types of embroidery and prints.

### 4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

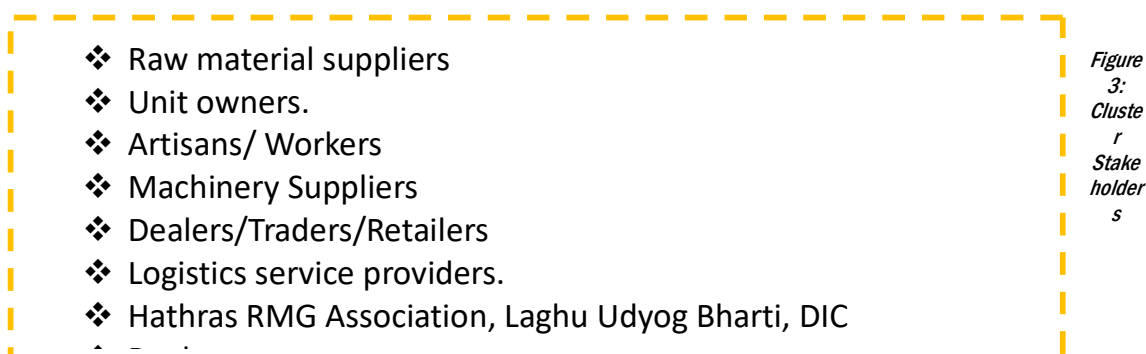
**Kidswear:** Children's clothing or kids clothing is clothing for children who have not yet grown to full height. Dresses get separately designed for boys and girls. Childrens clothing clothing are available in a wide range and styles for infants as well as children in the range of 6 months to 12 years.

**Mens Shirts/Pants/Suits:** A wide variety of shirts both formal & casual are manufactured at the cluster of printed and plain fine cotton, twill, poplin & linen fabrics etc.

### 4.2.2 Status of GI Tag

The registration of Geographical Indication (G.I.) status of Hathras Readymade Garments is yet to be initiated.

## 4.3 Cluster Stakeholders



### 4.3.1 Support organizations

Following are principal support organizations that are working for the development of Readymade Garments cluster in Hathras :

- ▶ DIC Hathras
- ▶ Hathras RMG Association.
- ▶ Laghu Udyog Bharti

## 4.4 Export Scenario

### 4.4.1 HS code

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

Table 5: HS codes for Readymade Garments

HS codes	Description
620590	Men's or boys' shirts of textile materials (excluding of cotton or man-made fibers, knitted)
620920	Babies garments, cotton, knitted

#### 4.4.2 Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code mentioned above under which the products from the above mentioned segments in the Readymade garments industry are produced. Alongside are the key facts<sup>4</sup> pertaining to the analysed product codes.

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

**105,473 USD Thousand**  
Value of world exports in 2020

**6,082 USD Thousand**  
India's exports 2020

**1,320 USD Thousand**  
UP's Export Fy. 2018-19

**~5.7%**  
Share of UP in India's Exports

Figure 4: Key facts RMG cluster.

#### 4.5 Export Potential

- ▶ HSN Code 620590 & 620920 is used for Exports of Readymade Garments products.
- ▶ The cluster can develop export potential, but owing to lack of lack of advanced technology, stale design patterns, uncertified low-quality products the exports are nil, the cluster only caters to the domestic markets.
- ▶ Hence, it was pointed out that introduction of advanced technology & machinery, the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.

**Product 620590:** India exports this product to **USA, UAE, Sudan, Germany, Netherlands, UK, Saudi Arabia, Italy, Spain, Belgium, Czech Republic & Mexico.**

Below figure shows the top importers for this product (620590) from India:

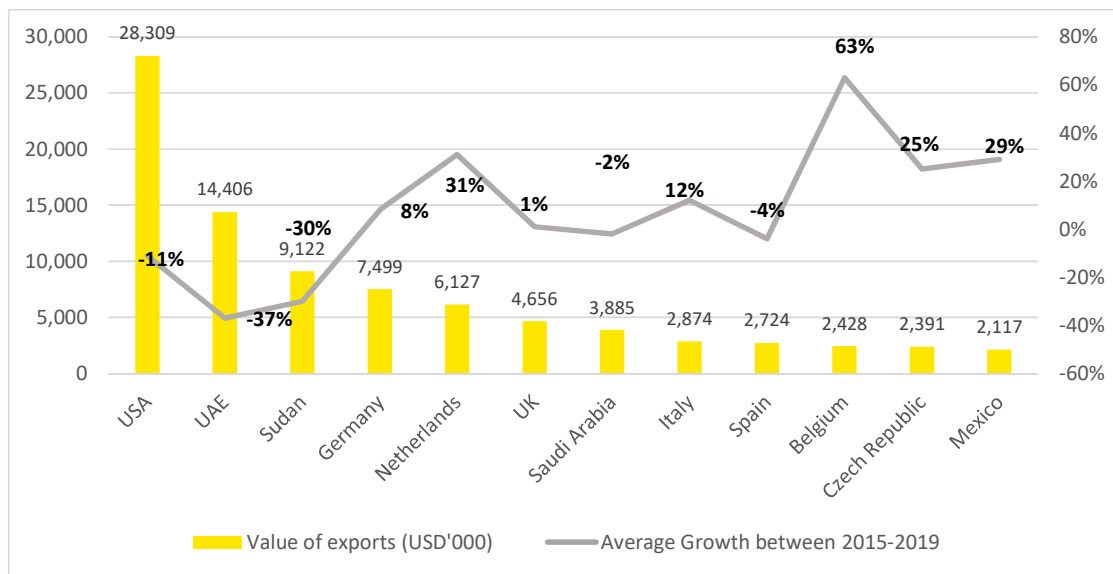


Figure 5: Top importers for this product (620590) from India in the world

<sup>4</sup> <https://www.trademap.org/>

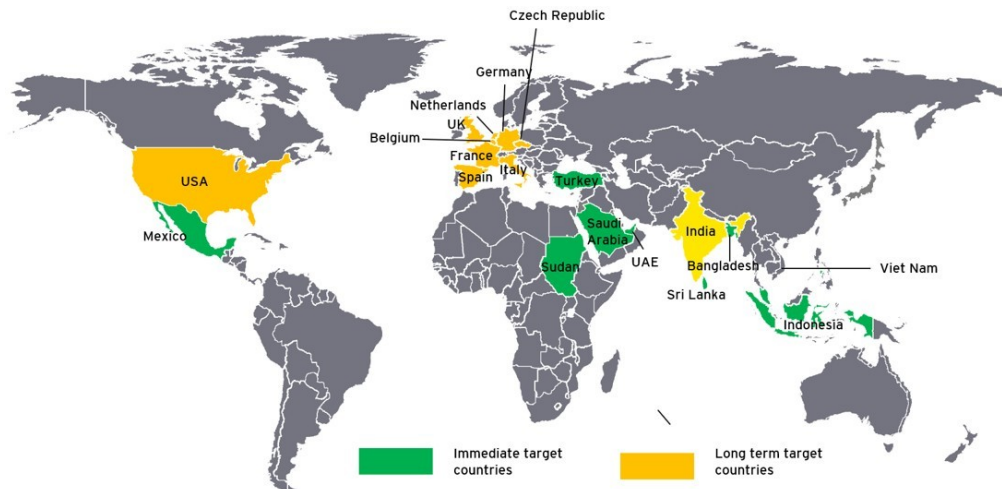


Figure 6: Markets for export potential

**Product II 620920:** Babies' garments and clothing accessories of cotton (excluding knitted or crocheted and hats, napkins and napkin liners.<sup>5</sup> India exports this product to USA, France, Spain, Germany, UK, Poland, Italy, Netherlands, Saudi Arabia, Japan, UAE & Thailand etc.

Below figure shows the top importers for this product (620920) from India:

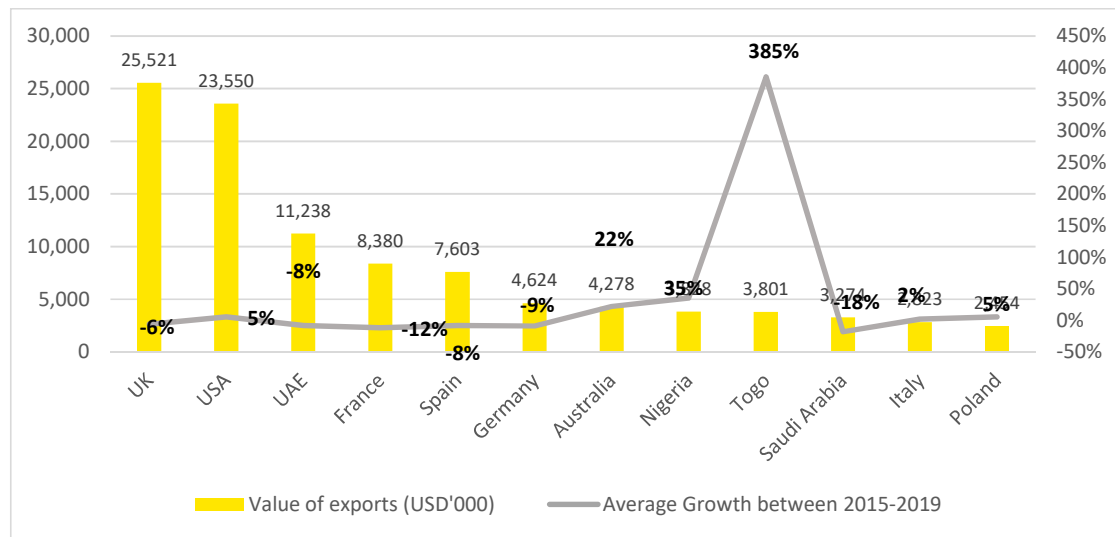


Figure 7: Top importers for this product (620920) from India in the world

<sup>5</sup> Trademap.org

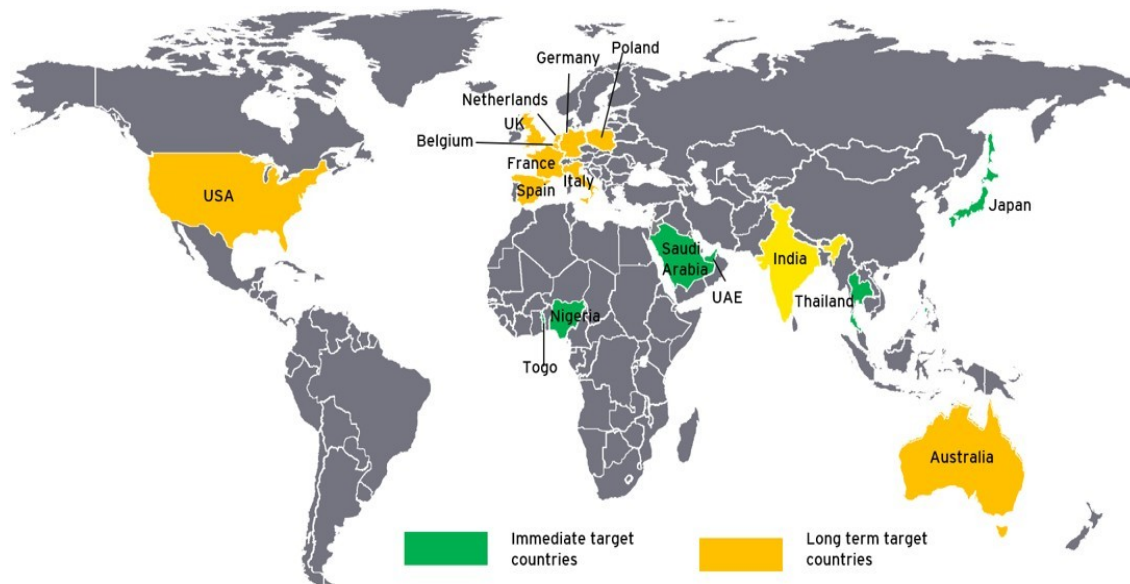


Figure 8: Markets for export potential

## 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, improving quality of their product and they fail to understand that it is an integral part of comprehensive marketing. Units in Hathras have focused only on catering to domestic markets with an inferior product whereas clusters like Gautam Budh Nagar (just 150 Km's away) have evolved into one of the prime export hubs in the country today for manufacturing & exports of Readymade Garments. It was observed that most industries in Hathras are unwilling to upgrade to superior technology due to low confidence in finding international buyers for their products. Since most of the sales are driven through traders, the units are unaware of new demand. Diversification can be brought in the cluster by:

### 1. Development of a new product designs.

This plays a vital role in any products exports as it is a product uplifting strategy. Most artisans aren't bothered about changing their product range and they fail to understand that it is an integral part of comprehensive marketing. Latest designs can be brought in the cluster by introducing expert Designers in the design center who can provide designs as per the contemporary tastes and preferences in the international market. To reach the international markets the produce must be in sync with the global markets. There is not designing facility in the cluster, sample is sourced and copied by the unit holders. Present designs are suitable for suburban markets which place quality, fit and finish at lower priority. Hence unable to transcend to international markets and high end domestic markets.

### 2. Quality enhancement

For any product to survive in the global market, it is mandatory to meet the global quality standards, Hathras cluster lacks advanced technology which acts as a hindrance in the productivity and efficiency of product. Establishment of a Common Facility Centre can address all the challenges and boost the RMG sales of cluster.

## 4.7 SWOT analysis

Table 6: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> <li>▶ Easy availability of skilled workforce particularly artisans.</li> <li>▶ Unique product offering ie. Kids wear.</li> <li>▶ Strong historical background of around 35 years in RMG manufacturing.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Minimal technological upgradation and long production time with inferior quality not suitable for exports.</li> <li>▶ Lethargic Industry Association &amp; Lack of awareness on latest technology &amp; international certifications as well as quality testing on parameters such as tear test, fade test etc. &amp; coordination between Cluster Players.</li> <li>▶ Limited design innovation.</li> <li>▶ In light of competition the focus has shift from quality to quantity</li> <li>▶ Lack of focus on increasing export.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Huge scope of market expansion- domestic and foreign due to proximity to Gautam Budh Cluster.</li> <li>▶ Scope for development of new products and modifying existing range.</li> <li>▶ Potential collaborations with renowned designers and design institutes for improving existing designs</li> <li>▶ Increase participation in marketing events- International and domestic.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tough competition with cheaper, machine made items with goods with superior quality.</li> <li>▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs &amp; other bigger clusters such as Gautam Budh Nagar which attract more labour force.</li> </ul>

## 4.8 Challenges and interventions

Table 7: Figure 9: RMG cluster; challenges & interventions.

Parameter	Challenges	Intervention
<b>Raw Material</b>	<ul style="list-style-type: none"> <li>▶ Raw Material Bank:               <ul style="list-style-type: none"> <li>○ Sourcing of Raw Material</li> <li>○ Lack of storage facility in the cluster leading to spoilage of fabrics</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of a Raw Material Bank within the CFC ensuring easy availability of all types of raw materials at fair rates. As raw material comprise of almost 60% of the production cost of Readymade Garments.</li> </ul>
<b>Technological upgradation</b>	<ul style="list-style-type: none"> <li>▶ Lack of modern machinery for artisans which limits their potential and hinders the productivity and potential of the cluster.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of Common Production Center (CFC Scheme of ODOP program) with modern machines including automated CAD assisted laying &amp; cutting machines, high speed sewing machines and button cause machines along with washing plant.</li> </ul>

<p><b>Design</b></p>	<ul style="list-style-type: none"> <li>▶ Traditional designs are still being followed by artisans they are not focusing on design innovation.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of Product Design Center with under CFC Scheme of ODOP program to produce trending designs which are in sync with global markets &amp; produce outfits which are in vogue.</li> <li>▶ To conduct workshops pertaining to design forecasting, upcoming trends, market assessment etc.</li> </ul>
<p><b>Marketing &amp; branding</b></p>	<ul style="list-style-type: none"> <li>▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets</li> <li>▶ Offline marketing is broadly used over online marketing</li> <li>▶ Creation of brand name for the Hathras RMG products.</li> <li>▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration for maximizing sale</li> <li>▶ Lack of knowledge of existing schemes and govt. initiatives</li> <li>▶ Lack of participation in national and international events related to the sector</li> </ul>	<ul style="list-style-type: none"> <li>▶ Onboarding on E-commerce platforms like <b>Flipkart, Amazon, Ebay for maximizing sales.</b></li> <li>▶ Collaboration with institutes such as MGIRI (Mahatma Gandhi Institute for rural industrialization) which provides services in 'product design and fabrication of prototypes in the development of new products and to craft products to become globally competitive.</li> <li>▶ 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</li> <li>▶ The UPEB can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages.</li> <li>▶ Artisans enterprises should participate in international events to create &amp; foster linkages and expand to new markets.</li> </ul>
<p><b>Quality Improvement</b></p>	<ul style="list-style-type: none"> <li>▶ Undefined quality standards of the products.</li> </ul>	<ul style="list-style-type: none"> <li>▶ 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.</li> </ul>
<p><b>GI Initiative</b></p>	<ul style="list-style-type: none"> <li>▶ Register GI Tag for Readymade Garments of Hathras .</li> </ul>	<ul style="list-style-type: none"> <li>▶ Target to make 100 authorised Users to become IEC holder in a year. (DIC) to identify such stakeholders post GI Registration.</li> <li>▶ Organise a seminar every quarter to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorised users. (This can be done by DGFT /FIEO/ MSME with the help of DIC)</li> </ul>
<p><b>Exporter's issue</b></p>	<ul style="list-style-type: none"> <li>▶ No focal point to address exporters ongoing issues.</li> </ul>	<ul style="list-style-type: none"> <li>▶ 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.</li> </ul>
<p><b>Freight Issues</b></p>	<ul style="list-style-type: none"> <li>▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses</li> </ul>	<ul style="list-style-type: none"> <li>▶ The DIC office should organize workshops for exporters to apprise them about <b>Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme.</b></li> </ul>



		<ul style="list-style-type: none"> <li>▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website.</li> <li>▶ 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.</li> </ul>
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## 4.9 Future Outcomes

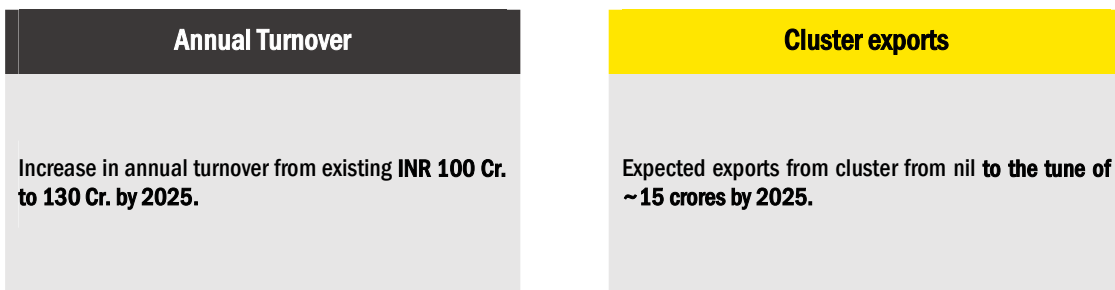


Figure 9: Future Outcomes; RMG cluster.

## 5. Product 2: Fittings for doors & windows.

### 5.1 Cluster Overview

There are a few handful units in Sasni Area involved in the production of Hardware, of which there is 1 export unit<sup>6</sup>.

### 5.2 Product Profile

The units in the cluster are making hardware products such as door handles, hinges etc. .

#### 5.2.1 Status of GI Tag

GI tag registration for hardware products of Hathras is not initiated.

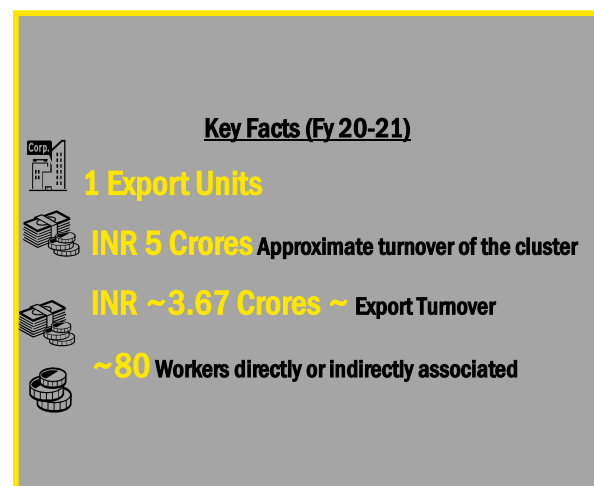


Figure 10: Key facts; Hardware product.

<sup>6</sup> RK International

## 5.3 Cluster Stakeholders



Figure 11: Cluster Stakeholders

## 5.4 Export Scenario

### 5.4.1 HS Code

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

Table 8: HS Code with description

HS Code	Description	Value of exports (in INR Crores)
830241(10)	Base metal mountings and fittings suitable for buildings (excluding locks with keys and hinges)	3,67,31,904 INR

#### Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code **830241** under which fittings for doors & windows are being exported. Alongside are the key facts pertaining to the analysed product code.<sup>7</sup>

#### a. Export Potential

- ▶ The total exports of cotton carpets & mats from Hathras district were around INR 20 crores<sup>8</sup> in year 2020-21.
- ▶ India's exports represent 9.7% of world exports for this product. **Error! Bookmark not defined.**
- ▶ 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.

**Key Fact of Export**

**22,10,819 (USD Thousand)**

Value of world exports in 2020

**2,32,500 (USD Thousand)**

Total Exports from India in 2020

**9.7% Share of India Exports in World**

**INR ~ 19,67,87,873 Crores** Total Exports from District in 2020

Figure 12: Key facts hardware product exports.

**Product I 830241:** India exports this product to UK, USA, Germany, Nepal, Sweden, South Africa, UAE, Netherlands, Saudi Arabia & Australia.

<sup>7</sup> <https://www.trademap.org/>

<sup>8</sup> DGFT.

Below figure shows the top importers for this product (830241) from India in the world:<sup>9</sup>

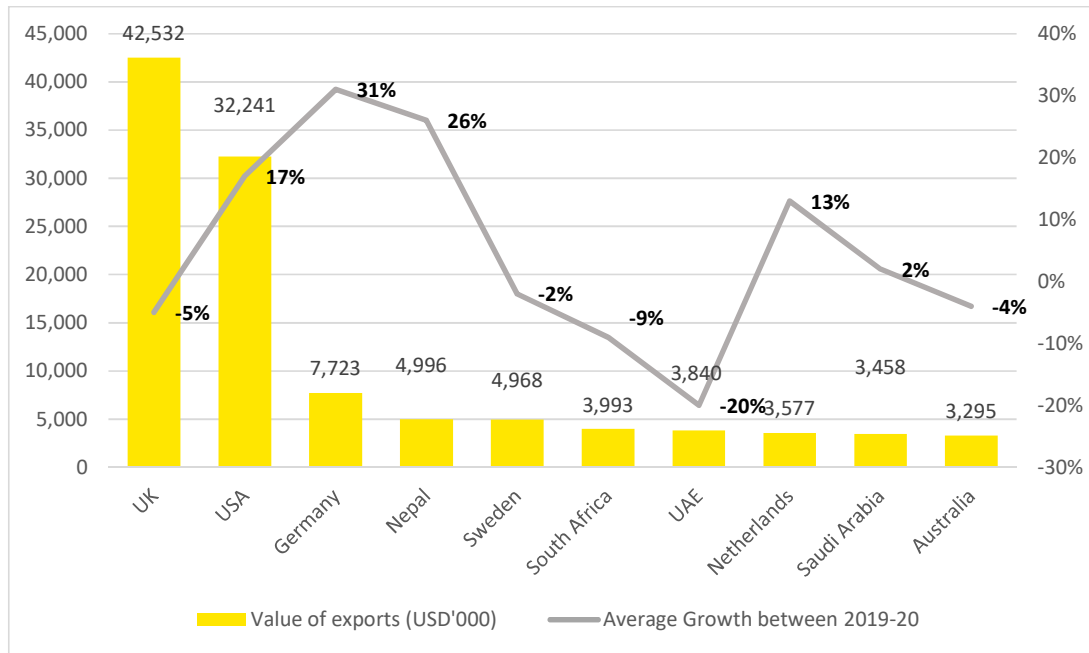


Figure 13: Top importers for the product 830241 from India

<sup>9</sup> <https://www.trademap.org/>

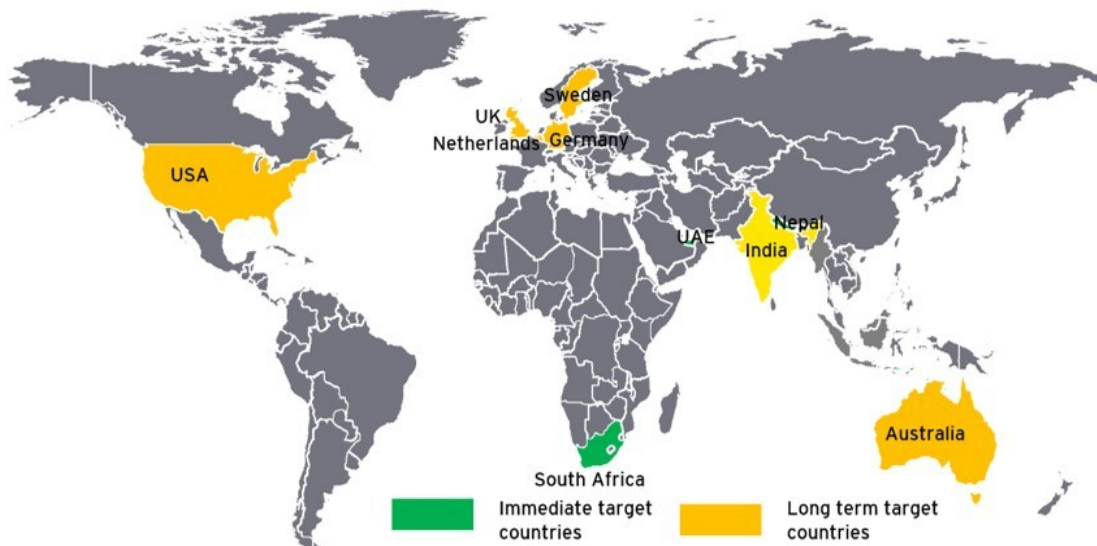


Figure 14: Markets for export potential

## b. 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. Adaptation towards new market trends of electronic digital locks which are in high demand in domestic as well as international market due to the rapid expansion in corporate sector as well as modern housing is recommended.

1. It will involve a two-pronged approach.
  - a. Bridging the skill gap required to understand & work with latest technology.
  - b. Introduction of new machinery and electronic parts capable of producing the desired product.

### SWOT Analysis

Table 9: SWOT Analysis for hardware products.

Strengths	Weakness
<ul style="list-style-type: none"> <li>▶ Easy availability of workforce.</li> <li>▶ Located in close proximity to the well-established Aligarh locks &amp; Hardware cluster.</li> <li>▶ Easy availability of raw material for mass production.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Minimal technological upgradation.</li> <li>▶ Lack of skilled individuals with technical qualifications.</li> <li>▶ Lack of focus on increasing export especially SME's are content with fulfilling local orders and thus the quality also remains somewhat lower than the international markets.</li> <li>▶ Unavailability of various government interventions for fostering the cluster, their re 4 existing CFC's for packaging, &amp; 3 in Dye casting</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Huge scope of market expansion- domestic and foreign.</li> <li>▶ Scope for modifying existing range of products moving on from pad locks &amp; foraying into mortise and cylindrical locks as well as digital locks.</li> <li>▶ Potential technological collaborations for manufacturing the digital locks major components in Aligarh, India to make the product viable and price competitive in international markets.</li> <li>▶ Increase participation in marketing events- International and domestic</li> </ul>	<ul style="list-style-type: none"> <li>▶ High influx of Chinese products in the domestic markets.</li> <li>▶ Loosing share in the international arena owing to inferior quality and low price competitiveness of Indian products.</li> </ul>

### c. Challenges and interventions

Table 10: Challenges & interventions; hardware products.

Parameter	Challenges	Intervention
<b>Raw Material</b>	<ul style="list-style-type: none"> <li>▶ Raw Material Bank:               <ul style="list-style-type: none"> <li>○ Sourcing of Raw Material, fluctuation in prices of metal.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of a Raw Material Bank within the CFC ensuring easy availability of all types of metal and hedge against price fluctuations and cutting on the middle men commission.</li> </ul>
<b>Technological upgradation</b>	<ul style="list-style-type: none"> <li>▶ Lack of advanced machinery used for precision cutting computer-controlled (CNC machines), tempering as well as electroplating &amp; PVD coating.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of <b>Common Production Center</b> with modern facilities for electroplating, PVD coating, die tempering &amp; nitriding along with high end CNC machines.</li> </ul>
<b>Design</b>	<ul style="list-style-type: none"> <li>▶ Traditional designs are still being followed by artisans they are not focusing on design innovation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of Product Design Center with CAD/ CAM facility along with a display center.</li> <li>▶ Collaboration with renowned designers to conduct workshops for artisans pertaining to design forecasting, upcoming trends, market assessment etc.</li> </ul>
<b>Marketing &amp; branding</b>	<ul style="list-style-type: none"> <li>▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets</li> <li>▶ Offline marketing is broadly used over online marketing</li> <li>▶ Lack of knowledge of existing schemes and govt. initiatives</li> <li>▶ Lack of participation in national and international events.</li> <li>▶ Absence of GI tag for Aligarh locks.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of a Marketing centre within the CFC to facilitate marketing events &amp; to encourage exports.</li> <li>▶ Onboarding on E-commerce platforms like Flipkart, Amazon, Ebay for maximizing market outreach.</li> <li>▶ Applying to Directorate General of Foreign trade for a unique HSN Code.</li> <li>▶ 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</li> <li>▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of Engineering goods.</li> <li>▶ Leveraging ODOP Marketing Assistance Scheme and</li> </ul>

		International Cooperation Scheme.
<b>Quality Improvement</b>	<ul style="list-style-type: none"> <li>▶ Lack of awareness on quality parameters &amp; standards of the products.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Launching drives for awareness about the different certifications required in international markets like, 'CE marking' to export to the EU market, 'CSA marking' in Canada etc. These certifications will enable manufacturers in Aligarh to tap international markets by educating them that how their quality can be maintained/ improved and their merchandise can be exported across the globe.</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▶ The industrial character of the city demands for modern &amp; quality support infrastructure for productivity enhancement. A strong need is felt for upgradation of infrastructure in industrial estates to resolve day to day issues of the manufacturing units on various fronts.</li> </ul>	<ul style="list-style-type: none"> <li>▶ The electroplating units in Aligarh discharge their effluents without treating them. This has been causing a lot of environmental problems and has brought Aligarh under the eye of the NGT. The electricity supply needs to improve. The easing of traffic congestion is also highly desired for swift movement of goods.</li> </ul>
<b>Exporter's Issue</b>	<ul style="list-style-type: none"> <li>▶ No focal point to address exporters ongoing issues.</li> </ul>	<ul style="list-style-type: none"> <li>▶ 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.</li> </ul>

#### d. Future Outcomes

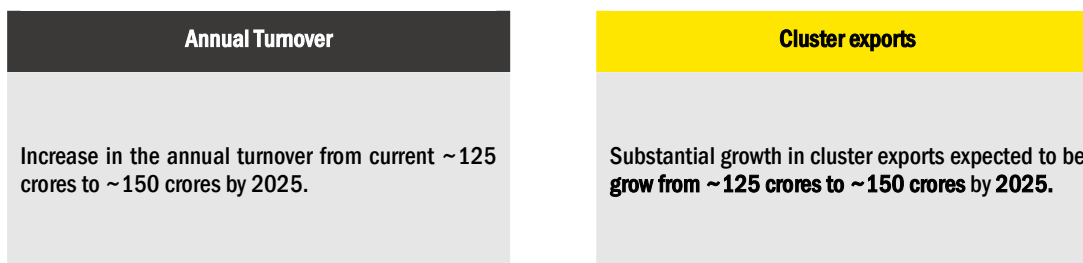


Figure 15: Future outcomes; hardware products.

## 6. Product 3: Carpets & Mats of Cotton.

### 6.1 Cluster Overview

There two prominent export units involved in the production of Carpets & mats of cotton.

### 6.2 Product Profile

The units in the cluster are carpets, rugs & mats.

#### 6.2.1 Status of GI Tag

GI tag registration for Carpets & mats of cotton of Hathras is not initiated.

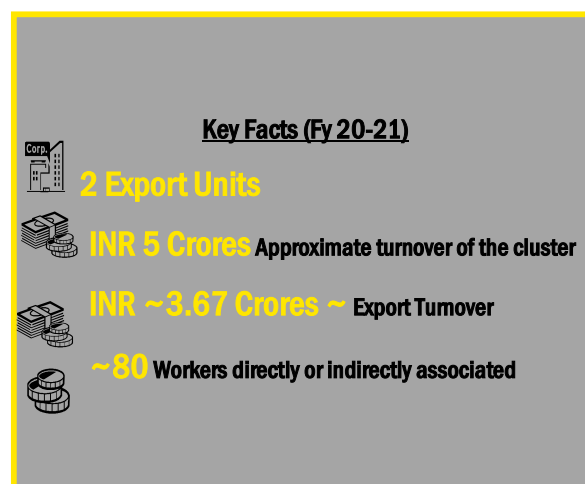


Figure 16: Key facts; cotton carpets & mats.

## 6.3 Cluster Stakeholders

- ❖ Unit owners.
- ❖ Raw material suppliers
- ❖ Workers.
- ❖ Transport service providers.
- ❖ Banks & Financial Institutions
- ❖ Ministry of Textiles, GOI.
- ❖ Department of Handloom & Textiles
- ❖ Exporters

Figure 17: Cluster Stakeholders

## 6.4 Export Scenario

### 6.4.1 HS Code

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

Table 11: HS Code with description

HS Code	Description	Value of exports (In INR Crores)
570500	Carpets and other textile floor coverings, whether or not made up (excluding knotted, woven or tufted needle punched", and of felt)	6,05,12,372 INR
570390	CARPETS ETC OF COTTON (NT DURRIES )	13,62,75,501 INR

#### Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code **570500 & 570390** under which Carpets & Mats are being exported. Alongside are the key facts pertaining to the analysed product code.<sup>10</sup>

#### e. Export Potential

- ▶ The total exports of cotton carpets & mats from Hathras district were around INR 20 crores<sup>11</sup> in year 2020-21.
- ▶ India's exports represent 9.7% of world exports for this product. **Error! Bookmark not defined.**
- ▶ 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.

#### Key Fact of Export

**22,10,819 (USD Thousand)**

Value of world exports in 2020

**2,32,500 (USD Thousand)**

Total Exports from India in 2020

**9.7% Share of India Exports in World**

**INR ~ 19,67,87,873 Crores** Total Exports from District in 2020

<sup>10</sup> <https://www.trademap.org/>

<sup>11</sup> DGFT.

- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.

**Product I 570500:** India exports this product to USA, Australia, France UK, Germany, Sweden, Italy, Netherlands, Spain & Denmark.

Below figure shows the top importers for this product (570500) from India in the world:<sup>12</sup>

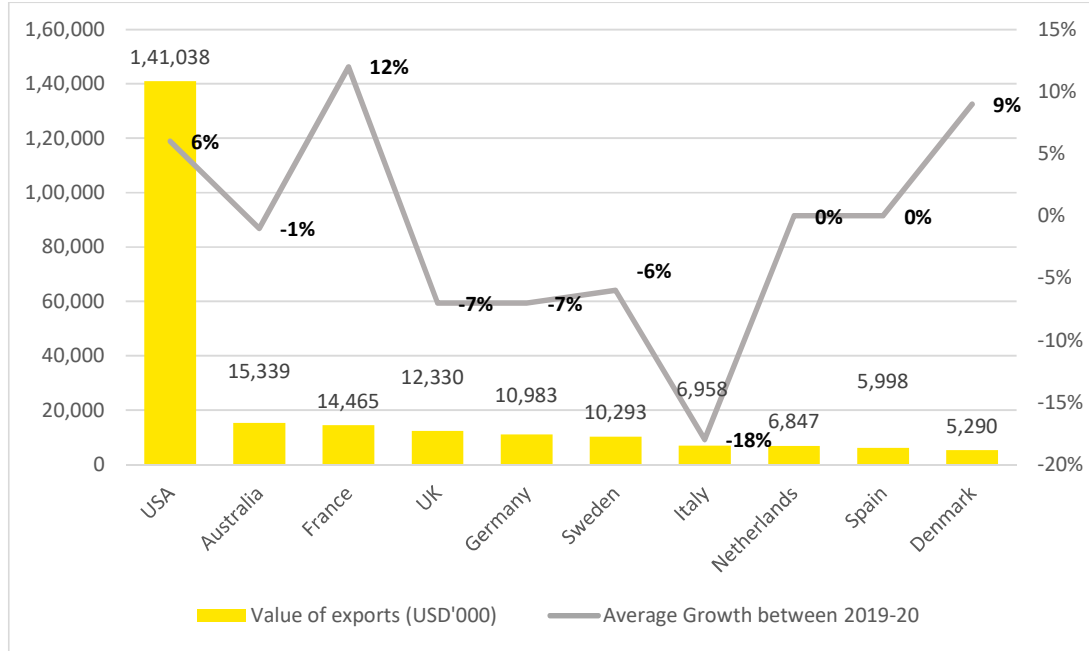


Figure 19: Top importers for the product 570500 from India

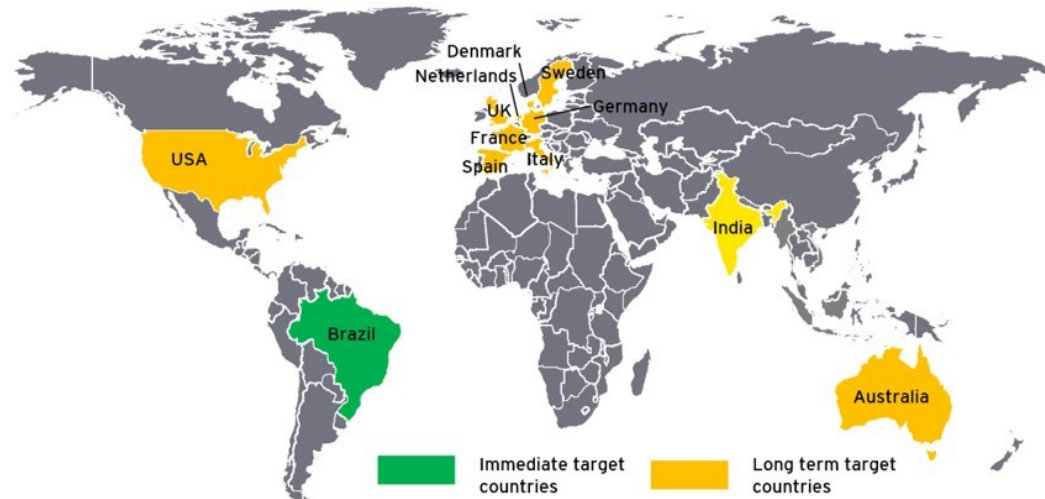


Figure 20:

Markets for export potential

<sup>12</sup> <https://www.trademap.org/>



**Product II 570390:** India exports this product to USA, Australia, France UK, Germany, Sweden, Italy, Netherlands, Spain & Denmark.

Below figure shows the top importers for this product (570390) from India in the world:<sup>13</sup>

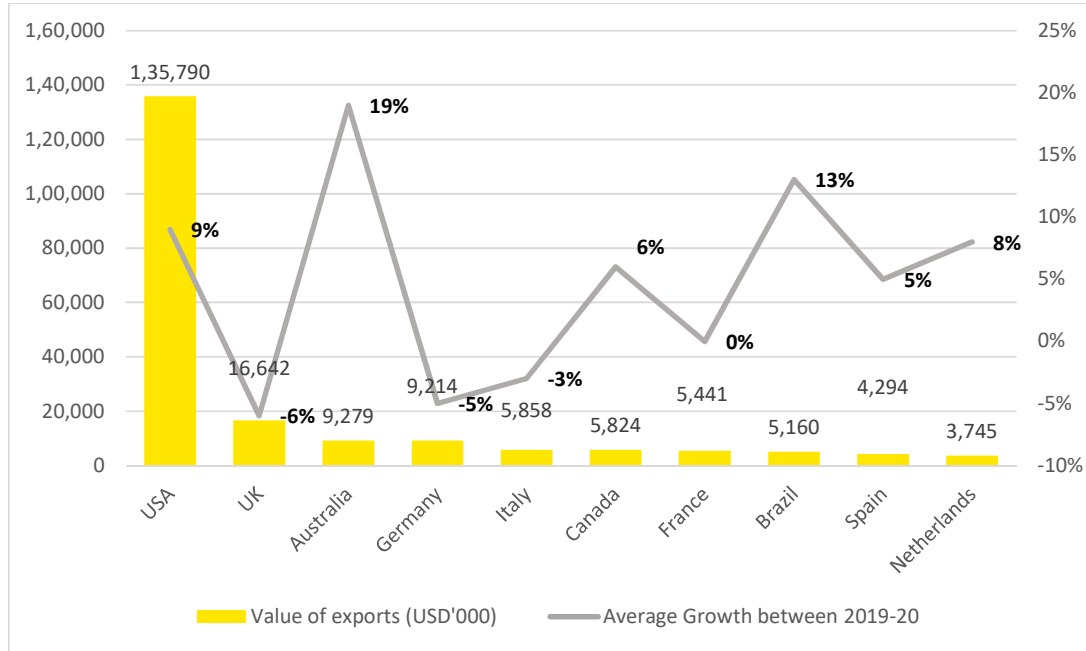


Figure 21: Top importers for the product 570390 from India

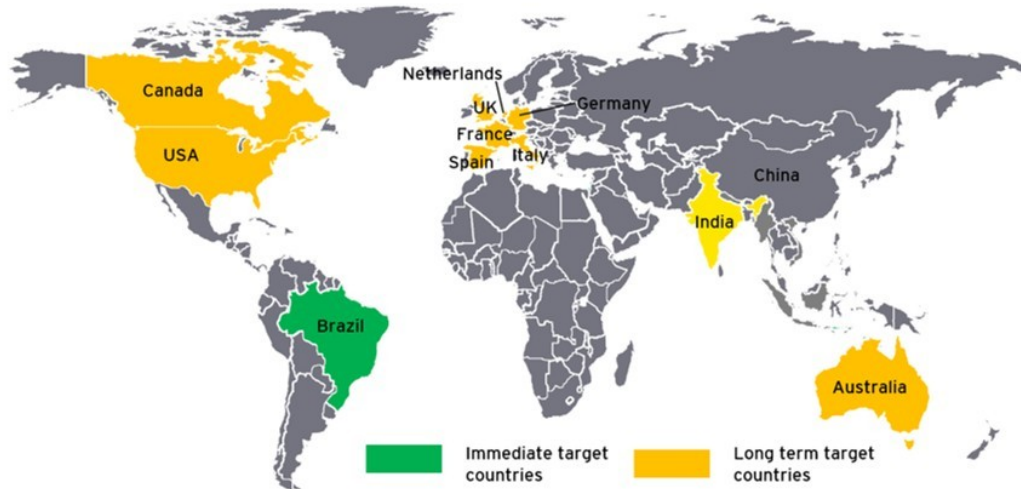


Figure 22:

Markets for export potential

<sup>13</sup> <https://www.trademap.org/>

## f. 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. Adaptation towards new market trends which are in high demand in domestic as well as international market due to the rapid expansion in corporate sector as well as modern housing is recommended.

2. **Development of a new products.**
3. **Modifications of Existing Products**

### SWOT Analysis

Table 12: SWOT Analysis for cotton carpets & mats.

Strengths	Weakness
<ul style="list-style-type: none"> <li>▶ Easy availability of workforce.</li> <li>▶ High employment potential.</li> <li>▶ Potential to develop into a mature cluster.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Minimal technological upgradation and long production time.</li> <li>▶ Lack of skilled individuals with technical qualifications.</li> <li>▶ Limited design innovation</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Huge scope of market expansion- domestic and foreign as home furnishing &amp; world market for carpets is growing.</li> <li>▶ Scope for modifying existing range of products.</li> <li>▶ Increase participation in marketing events- International and domestic</li> </ul>	<ul style="list-style-type: none"> <li>▶ High influx of Chinese products in the domestic markets.</li> <li>▶ Tough competition with cheaper, printed &amp; machine items of Bhadohi, Mirzapur and Varanasi Clusters</li> </ul>

## g. Challenges and interventions

Table 13: Challenges & interventions; cotton carpets & mats.

Parameter	Challenges	Intervention
<b>Raw Material</b>	<ul style="list-style-type: none"> <li>▶ Raw Material Bank:               <ul style="list-style-type: none"> <li>○ Sourcing of Raw Material</li> <li>○ Lack of storage facility in the cluster leading to spoilage of fabrics</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of a Raw Material Bank within the CFC ensuring easy availability of all types of quality checked fabrics at discounted rates.</li> </ul>
<b>Technological upgradation</b>	<ul style="list-style-type: none"> <li>▶ Lack of ancillary machineries for weavers/artisans which limits their potential and hinders the productivity and potential of the cluster</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of <b>Common Production Center</b> with modern machines including fabric checking and measuring machine, packaging, and tagging machine, Sewing (Juki) machine etc.</li> </ul>
<b>Design</b>	<ul style="list-style-type: none"> <li>▶ Traditional designs are still being followed by artisans they are not focusing on design innovation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of Product Design Center with CAD/ CAM facility along with a display center under CFC Scheme of ODOP program.</li> </ul>

		<ul style="list-style-type: none"> <li>▶ Collaboration with renowned designers to conduct workshops for pertaining to design forecasting, upcoming trends, market assessment etc.</li> </ul>
<b>Marketing branding</b>	<p><b>&amp;</b></p> <ul style="list-style-type: none"> <li>▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets</li> <li>▶ Offline marketing is broadly used over online marketing</li> <li>▶ Creation of brand name for the similar products.</li> <li>▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar - Seller Registration for maximizing sale</li> <li>▶ Lack of knowledge of existing schemes and govt. initiatives</li> <li>▶ Lack of participation in national and international events related to the sector</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of a Marketing centre within the CFC (CFC Scheme of ODOP program) in Hathras to facilitate marketing events.</li> <li>▶ Onboarding on E-commerce platforms like <b>Flipkart, Amazon, Ebay for maximizing sales.</b></li> <li>▶ 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</li> <li>▶ 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</li> </ul>
<b>Quality Improvement</b>	<ul style="list-style-type: none"> <li>▶ Undefined quality standards of the products.</li> </ul>	<ul style="list-style-type: none"> <li>▶ 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.</li> </ul>
<b>Geographical Indication Tag</b>	<ul style="list-style-type: none"> <li>▶ District specific GI tag not available</li> </ul>	<ul style="list-style-type: none"> <li>▶ Application for district specific GI tag for Cotton Carpets &amp; mats of Hathras must be initiated which will prevent unauthorized use of products and upgrades financial gain to the manufacturers/ artisans.</li> </ul>
<b>Exporter's issue</b>	<ul style="list-style-type: none"> <li>▶ No focal point to address exporters ongoing issues.</li> </ul>	<ul style="list-style-type: none"> <li>▶ 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.</li> </ul>
<b>Cost Structure</b>	<ul style="list-style-type: none"> <li>▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses</li> </ul>	<ul style="list-style-type: none"> <li>▶ The DIC office should organize workshops for exporters to apprise them about <b>Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme.</b></li> <li>▶ The DIC office should organize workshops for exporters to apprise about Export Promotion Scheme of the Department of MSME &amp; Export Promotion, UP such as <b>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 Rationalisation Scheme</b> etc.</li> <li>▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website.</li> </ul>

		<p>▶ 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>
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## h. Future Outcomes

Annual Turnover	Cluster exports
Increase in the annual turnover from current ~22 crores to ~30crores by 2025.	Substantial growth in cluster exports expected to be <b>grow from ~20 crores to ~25 crores by 2025.</b>

Figure 23: Future outcomes; cotton carpets & mats.

## 7. Scheme under Uttar Pradesh Export Promotion Bureau

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

### A. Marketing Development Scheme (MDA)

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

### B. Gateway Port Scheme

Brief Description	Assistance is given to all manufacturing exporting units on expenses incurred on the rail transport of their goods from ICD/CFS to Gateway ports.
Eligible units	Micro, small & medium enterprises.
Incentives Offered against actual expenditure	25% of the total expenditure or Rs 6000 (20 ft' container) & Rs 12,000 (40 ft' container) whichever is less

Maximum limit	Rs 12 lacs /unit /year
Empowered committee	District Users Committee under the chairmanship of district magistrate.

**C. Air Freight Rationalization Scheme**

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

## 8. Action Plan

Table 14: Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>14</sup>
<b>Increasing the overall exports from the state</b>		
<b>Sensitization and facilitation in availing Import/ export documents:</b> 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
<b>Creation of an event calendar</b> comprising of events to be conducted in a Financial Year with a <b>focus on international marketing events</b> . Further, DGFT and FIEO can finalize a target to participate <b>in at least 3 international events in a year per product category/industry</b> (food, engineering & auto components, handicrafts, textile& apparel etc.) by <b>utilizing schemes like IC and MAS</b>	DIEPC , UPEPB	Continuous initiative
<p><b>Sensitization of cluster actors:</b></p> <ol style="list-style-type: none"> <li>The individuals of a cluster should be <b>sensitized on the plethora of schemes<sup>15</sup></b> available for them for maximizing the potential of exports. <b>Merchandise Exports from India Scheme, Service Export from India Scheme</b> etc. provides various exemptions for facilitating exports. Further, schemes like <b>Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme)</b> ensure procurement of imported duty-free raw materials</li> <li>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 <b>sensitized on target countries identified through export analysis mentioned in DAPs and EAP</b></li> </ol>	DIEPC , UPEPB	Continuous initiative
DIC and FIEO can play a pro-active role in this regard. <b>10% increase</b> in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target	DIC, UPEBP and FIEO	Intermediate

<sup>14</sup> Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

<sup>15</sup> List of available schemes facilitating exports: <https://cdn.s3waas.gov.in/s3555d6702c950ecb729a966504af0a635/uploads/2020/12/2020120965.pdf> and <https://www.ibef.org/blogs/indian-export-incentive-schemes>:

under this segment		
<b>Common interventions across sectors/ clusters</b>		
Onboarding on e-commerce platforms like Amazon, ebay, Flipkart etc.	ODOP cell, UPEPB/DIEPC	Short term
MoU with QCI for defining quality standards of the products	ODOP cell, UPEPB/DIEPC	Short term
Collaboration with IIP to define cluster-wise packing standards	ODOP cell, UPEPB/DIEPC	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	UPEPB/DIEPC and banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	UPEPB/DIEPC and banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	UPEPB/DIEPC and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance	UPEPB/DIEPC	Intermediate
Sensitization of cluster actors from this sector on <b>Make In India Initiative and PLI</b> 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
<b>Cost Structure:</b>	DIEPC/UPEPB	Long term
<ul style="list-style-type: none"> <li>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.</li> <li>b. The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website.</li> <li>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</li> </ul>	DIEPC/UPEPB	Long term

about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/UPEPB/FIEO	Short term
<b>Product 1: Readymade Garments</b>		
<b>Establishment of Common Facility Centre incorporating one or more of following:</b> a. Raw Material Bank b. Common Production Center c. Design and display center and space to showcase products to undertake sale. d. Marketing centre for undertaking marketing events.	DIEPC, DGFT	Long term
Application to Directorate General of Foreign trade for a <b>unique HSN Code for Ghungroo &amp; Ghanti made in Jalesar, Hathras .</b>	UPEPB/ODOP Cell / DGFT	Intermediate term
Application for <b>district specific GI tag for Ghungroo &amp; Ghanti made in Jalesar, Hathras .</b>	DIEPC/UPEPB/ODOP Cell	Intermediate term
Collaboration with MGIRI (Mahatma Gandhi Institute for rural industrialization) which provides services in 'product design and fabrication of prototypes in the development of new products and to craft products to become globally competitive.	UPEPB/ODOP Cell	Long term
Collaboration with E-commerce companies	Amazon/Flipkart and UPEPB and DIEPC	Short term
<b>Product 2: Hardware Products</b>		
<b>Establishment of Common Facility Centre incorporating one or more of following:</b> e. Raw Material Bank f. Common Production Center g. Design and display center and space to showcase products to undertake sale. h. Marketing centre for undertaking marketing events. i. Dye tempering & hardening facility within the cluster.  Electroplating & PVD/CVD/Powder coating facility with ETP.	DIEPC, DGFT	Long term
<b>Promotion of post GI initiative:</b> j. DIC to identify 100 authorized users to become IEC holder in a year	DIEPC/UPEPB/ODOP Cell	Intermediate term



Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users		
<b>Product 3: Cotton Carpets &amp; Mats</b>		
<b>Establishment of Common Facility Centre with:</b> <ul style="list-style-type: none"> <li>▶ CPC</li> <li>▶ RMB,</li> <li>▶ Training centre,</li> <li>▶ Design bank and display centre,</li> <li>▶ Testing Lab</li> <li>▶ Expo Mart</li> </ul>	DIEPC, DGFT and ODOP Cell	Long term
<b>Engaging Uttar Pradesh Handlooms Corporation</b> to work on the design aspects of the products	ODOP Cell	Intermediate term
<b>Collaboration with National Institute of Design (NID) shall help units bring design innovation in the market.</b>	ODOP Cell	Intermediate term
Collaboration with renowned interior designers for design inputs	ODOP Cell	Intermediate term
Collaboration with Walmart, IKEA, TARGET, and big retailers	ODOP Cell / DIEPC	Intermediate term
Collaboration with major hospitality industries, private organizations, and government bodies for flooring of their offices with carpets manufactured in Hathras.	ODOP Cell / DIEPC	Intermediate term
MoU with <b>Indian Institute of Carpet Technology (IICT)</b> , Bhadohi to support units in improving quality of carpets by adhering international quality standards like European or American standards. <ul style="list-style-type: none"> <li>- Define quality standards required for certification</li> <li>- Design and register certification logo</li> </ul> Discuss and align modalities of certification (viz. charges, validity etc.)	ODOP Cell, DIEPC	Intermediate term

## Abbreviations

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

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



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