



District Export Action Plan, Jhansi, Uttar Pradesh

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF

Districts



Preface

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

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

For this desired purpose, an extensive primary and secondary research was conducted. The report has been prepared in co-ordination with the Office of DGFT, Kanpur and Uttar Pradesh Export promotion Bureau (UPEPB). The data has been sourced from multiple avenues, including but not limited to data provided by office of DGFT, Kanpur, UAM data (2021), DICs, 2011 Census of India, Diagnostic Study Reports, stakeholder consultation and several other secondary resources.

Table of Contents

1.	Vision of Districts as Export Hubs.....	8
2.	District Profile	9
2.1	Geography	9
2.2	Connectivity	Error! Bookmark not defined.
2.3	Topography & Agriculture	9
2.4	Tourism.....	Error! Bookmark not defined.
3.	Industrial profile of the district	10
3.1	Major Export Products from Jhansi	13
3.1.1	Summary: Export value of Selected items by EPB.....	13
3.2	Summary - Item-wise Export Value	15
4.	Product 1: Soft Toys	15
4.1	Product Profile	Error! Bookmark not defined.
4.2	Cluster Overview.....	15
4.3	Product profile	16
4.3.1	Product Portfolio	17
4.3.2	Status of GI Tag	18
4.4	Cluster Stakeholders	18
4.4.1	Industry Associations	18
4.5	Export Scenario	18
4.5.1	HSN codes	18
4.5.2	Current Scenario	19
4.6	Export Potential	19
4.6.1	Product 1: Soft Toys.....	20
4.7	Potential Areas for Value Added Product	22
4.8	SWOT analysis.....	23
4.9	Challenges and interventions.....	23
4.10	Future Outcomes.....	25
5.	Product 2: Tourism	27
5.1	Cluster Overview	27
5.2	Location & Connectivity	27
5.2.1	Road, Railway & Air Network.....	27
5.3	Religious and Cultural Heritage	29
5.3.1	Religious spots.....	29
5.3.2	Folk dance	29
5.3.3	Festival & Events	30
5.3.4	Foods Legacy	30
5.4	Cluster Stakeholders	30
5.4.1	Tour Operators	30

5.5	Tourist influx.....	31
5.6	Tourist hotspots of Jhansi	32
5.6.1	Historical monuments and Recreational hotspots of Jhansi	32
6.	Product 3: Textbooks.....	35
6.1	Product Profile	35
6.1.1	About Product	35
6.2	Cluster Stakeholders	36
6.2.1	Industry Associations	37
6.3	Export Scenario	37
6.3.1	HSN Code: 49011010	37
6.3.2	Current Scenario	37
6.4	Export Potential	38
6.5	Potential Areas for Value Added Product	40
6.6	SWOT Analysis.....	40
6.7	Challenges and interventions.....	40
6.8	Future Outcomes.....	42
7.	Product 4: Electrical Transformer and Components	43
7.1	Cluster Overview.....	43
7.2	Product Profile	43
7.2.1	Product Portfolio	43
7.3	Cluster Stakeholders	44
7.3.1	Industry Associations	44
7.4	Export Scenario	45
7.4.1	HSN Code	45
7.4.2	Current Scenario	45
7.5	Export Potential	45
7.6	Potential Areas for Development.....	47
7.7	SWOT Analysis.....	48
7.8	Challenges and interventions.....	49
7.9	Future Outcomes.....	50
8.	Product 5: Parts of the Flour Mills (Flour Mill Stones).....	50
8.1	Cluster Overview.....	50
8.2	Product Profile	51
8.2.1	Product Portfolio	Error! Bookmark not defined.
8.3	Cluster Stakeholders (Flour Mills)	51
8.3.1	Industry Associations	51
8.4	Export Scenario	53
8.4.1	HSN Codes: 84335200 & 73259100.....	53
8.4.2	Current Scenario	53
8.5	Export Potential	53

8.6	SWOT Analysis.....	56
8.7	Challenges and interventions.....	56
8.8	Future Outcomes.....	58
9.	Action Plan.....	59
10.	Annexure -1.....	64

List of Tables

Table 1: Types of the MSME industries	10
Table 2: MSME Industry details of Jhansi	10
Table 3: Occupational Distribution of Main Workers	12
Table 4: Summary of exported items form Jhansi district.....	13
Table 5: Major Exported Products	14
Table 6: Summary of exported items form Jhansi district.....	15
Table 7: Key pockets of Soft Toys products	16
Table 8: Jhansi Soft Toys Products	17
Table 9: HS codes for exported products from Jhansi	18
Table 10: SWOT Analysis for Soft Toys	23
Table 11: Challenges and Interventions for Product Soft Toys	23
Table 12: Tourist footfalls in Bundelkhand Region.....	29
Table 13: Footfalls of foreign tourists in Jhansi	32
Table 14: Major tourist/ scenic spot of Jhansi	32
Table 15: Mapping the key players printing the textbooks.....	36
Table 16: HSN Code with description	37
Table 17: India's Export value of textbooks globally last 5 years (2016-2020).....	37
Table 18: SWOT Analysis for Textbooks	40
Table 19: Challenges and interventions	40
Table 20: Future Outcomes.....	42
Table 21: HSN Code and products	45
Table 22: SWOT Analysis for Engineering Goods	48
Table 23: Challenges and Interventions	49
Table 24: Future outcomes	50
Table 25: HSN Code and products	53
Table 26: SWOT Analysis	56
Table 27: Challenges and Interventions	56
Table 28: Future Outcomes.....	58
Table 29: Action plan	59

List of Figures

Figure 1: District of Jhansi	9
Figure 2: District Jhansi	9
Figure 3: District depicts the topography and distribution of key pointers.....	Error! Bookmark not defined.
Figure 4: MSME landscape of the district	12
Figure 5: Occupational distribution of Jhansi district	13
Figure 6: Display of Product Soft Toys	16
Figure 7: Representative Pictures of Soft Toys	17
<i>Figure 8: Cluster Stakeholders for ODOP Product Soft Toys.....</i>	18
Figure 9: India's Imports from countries	20
Figure 10 : Global export Value (USD '000) in 2020.	20
Figure 11: Exported value of UP for HSN-600532.....	20
Figure 12: Exported value of India for HSN-600532	20
Figure 13: The top importers in the world for HSN-600532	21
Figure 14: Markets for export potential	21
Figure 15: Markets for export potential	22
Figure 16: Mapping of 13 districts in Bundelkhand region	27
Figure 17: Mapping Cluster Stakeholders for Tourism.....	30
Figure 18: Mapped tourist spots on Bundelkhand circuit.....	31
Figure 19: Cluster Stakeholders & Support Institutions for Product Textbooks.....	36
Figure 20: India's import from Top 10 countries for product (490110) in the world ¹⁶	38
Figure 21: Markets for export potential	39
Figure 22: Range of Liquid di-electrical Transformers	43
Figure 23: Cluster Stakeholders & Support Institutions for Electrical Transformer components	44
Figure 24: Top importers for electrical transformer (85049010) in the world ¹⁸	46
Figure 25: Markets for export potential	46
Figure 26: Cluster Stakeholders.....	51
Figure 27: Top importers for this product (73259100) in the world ²³	54
Figure 28: Markets for export potential	54
Figure 29: Top countries exported by India for (84335200)	55
Figure 30: product (84335200) imported	55
Figure 31: Markets for export potential	55

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 38% of its GDP¹. 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.

¹ <https://data.worldbank.org/indicator/NE.TRD.GNFS.ZS>

2. District Profile

Jhansi is one of the beautiful cities in Uttar Pradesh. The city is synonymous with the name of Rani Jhansi. The history of Jhansi attracts tourists from all over the world. Ruled by the Chandela kings, Jhansi was previously known as Balwant Nagar. The main source of livelihood for the people is agriculture in rural area and tourism, commerce and trade and small-scale industries in urban area. Jhansi is a historic city in Uttar Pradesh. It lies in the region of Bundelkhand on the banks of the Pahuj River, in the extreme south of Uttar Pradesh called as the Gateway to Bundelkhand, it is situated between the rivers Pahuj and Betwa.

Jhansi is one of the regions ideally suited for industrial development. Jhansi is the major industrial hub in southern Uttar Pradesh. The major industrial setup in and around Jhansi includes BHEL Jhansi, Diamond Cement Ltd Factory, Baidyanath Factory, Government Cotton Mill Jhansi, Parichha Thermal Power Plant, Indian Hume Pipe Co. Ltd. Etc. Soft toy was selected under ODOP product of Jhansi District.

In Jhansi district, the handloom industry is a significant source of employment. Particularly in Ranipur, Power loom textiles work is the most significant manufacturing activity.



Figure 1: District of Jhansi

2.1 Geography

Jhansi city is situated between the rivers Pahuj and Betwa between North longitudes $24^{\circ}11'$ and $25^{\circ}57'$ and East latitudes $78^{\circ}10'$ and $79^{\circ}25'2$.

Jhansi is well connected by a good network of roads. It is about 415 kilometres from New Delhi. It is situated on National Highway No.25 and 26. Jhansi is well connected with other major towns in Uttar Pradesh through a network of road, railway, and airport of Uttar Pradesh. Jhansi is a junction on the Mumbai-Delhi route. It is well linked by an excellent railway network. The North-South Corridor connecting Kashmir to Kanyakumari passes through Jhansi. It has an average elevation of 284 metres (935 feet). The city has an irregular boundary, northern being contiguous with that of district of Jalaun.



Figure 2: District Jhansi

2.2 Topography & Agriculture

Located on a rocky plateau at an altitude of 211 metres above sea level, the inclination of the natural slope from North to South, it is bordered by the tarai plains of Uttar Pradesh. The East-West corridor also goes through the city, so there has been a sudden rush to infrastructure and real estate development in the city.

The land here is best suited for the cultivation of fruits and crops of wheat, oilseeds, pulses and peas. The Government has built Rajghat Canal to enable irrigation to the farms in and around Jhansi.

² <http://dcmsme.gov.in/old/dips/District%20Industrial%20Profile%20of%20Jhansi.pdf>

There are 4 types of soils³ found in the Jhansi district affecting agriculture patterns and crops harvesting. Those types are Rakar, Parwa, Kabar, Mar. Parwa - Loam to sandy in texture. Colour varies grey to brownish and deep red to reddish grey. Medium depth (40-75 cm). These soils are although poor in organic matter but quite productive and it makes 53.35% of area. Approx. 14 crops (Wheat, gram, Peas, Lentil, Mustard, Linseed, maize, Jowar, Urd, Moong, Til Rice, Soya Beans and Ground nut are being cultivated in the district. The total forest area in the district of Jhansi is 34,598 hectares. The difference in precipitation between the driest month and the wettest month is 284 mm (11.18 inches). The average temperatures vary during the year by 15°C during winter to 35°C during summer. The month with the highest relative humidity is August (80.42 %). The month with the lowest relative humidity is April (24.13 %). The month with the highest number of rainy days is August (21.93 days). The month with the lowest number of rainy days is November (1.00 days).

3. Industrial profile of the district

Over the period, industrial development in Jhansi has gained momentum in the set-up of variety of industrial units, simultaneously the policy has also created a conducive and friendly environment.

The district has around **9413 functional units that employs around 39786 individuals.**⁴ The key enterprises of the district include **Food and beverage service activities, other personal service activity, crop and animal production, hunting and related service activities, Land transport and transport via pipelines.**

Table 1: Types of the MSME industries

S. No	Type of Industry	Number of Units	Employment	Investment (Lakhs ₹)
1	Micro	8655	28,458	33,705
2	Small	737	10,486	41,019
3	Medium	21	842	13,650
		9413	39786	88374

Source- Udyog Aadhar Portal, DIC, Jhansi

The industrial Landscape⁵ of the district is as follows:

The below dataset has been analysed based on the Udyog Aadhar Registration (UAR) and their current status. **As given in the following table, MSME industries across the sectors of Crop and animal production, hunting and related service activities food and beverage service activities, land transport and transport via pipelines, retail trade** are the key economy drivers of the district.

The number of units for food & beverage industries & other personal activities contribute most in terms of its size, which is **approximately 9.38% and 8.79% respectively.** **Land transport and transport via pipelines & civil engineering contributes ~13.14% & 13.25%** respectively to revenue, but other personal service activities have registered highest among all the enterprises and **~10.19% of work force** is employed in this vertical.

Table 2: MSME Industry details of Jhansi⁶

S. No	Type of Industry	Number of Units	Employment	Investment (Lakhs ₹)
1	Civil Engineering	84	1081	4460

³ <https://jhansi.kvk4.in/district-profile.html>

⁴ Information populated based on stakeholder consultations and MSME Industrial Report

⁵ Udyog Aadhar registration analysis, DIC, Jhansi

⁶ Directorate of Industries, Govt of U.P, Kanpur

S. No	Type of Industry	Number of Units	Employment	Investment (Lakhs ₹)
2	Computer programming, consultancy and related activities	231	817	1030
3	Construction of building	232	1235	2425
4	Crop and animal production, hunting and related service activities	683	897	2482
5	Education	135	806	1695
6	Food and beverage service activities	887	2320	3903
7	Information service activities	155	533	439
8	Land transport and transport via pipelines	566	1053	4430
9	Motion picture, video and television program production, sound recording and music publishing activities	61	186	237
10	Office administrative, office support and other business support activities	97	1032	925
11	Rental and leasing activities	238	823	1480
12	Repair Services	327	1161	2919
13	Retail trade, except of motor vehicles and motorcycles	366	891	1288
14	Telecommunications	102	371	859
15	Travel agency, tour operator and other reservation service activities	65	209	591
16	Undifferentiated goods and services-producing activities of private households for own use	40	251	153
17	Wholesale trade, except of motor vehicles and motorcycles	96	257	724
18	Services to buildings and landscape activities	45	491	754
19	Real estate activities	69	364	846
20	Printing and reproduction of recorded media	59	481	1845
21	Other personal service activities	827	4065	3434
22	Other professional, scientific and technical activities	310	1203	2195

Basis the analysis of above (Table 2), it has been observed that key driving sectors in the Jhansi district are **Civil Engineering, Food & beverage service activities and Land transport & transport via pipelines sector have manufacturing/ service units as much as ~1537 and they are the most prominent (~37.96%) and major economy contributing sector of the district. It is followed by sectors such as “Construction of building & “Crop and animal production, hunting and related service activities & Other professional, scientific and technical activities” with 1225 units and 21.07% of investment.**

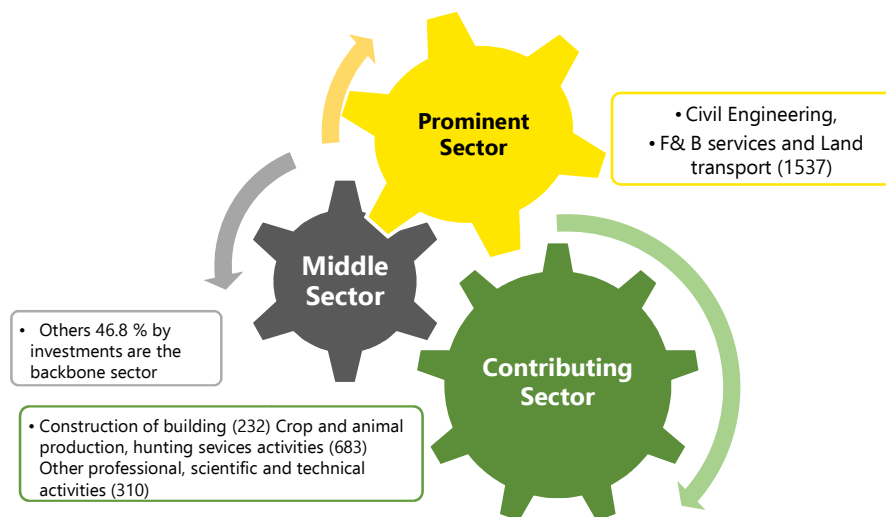


Figure 3: MSME landscape of the district

According to 2011 census⁷, out of total population of 1,998,603 approx. 814,914 of them are the working population. In the working population⁸, 68.99% are working in other industries, 28.1% are cultivators and 30.4% agricultural labourers to the total workers census and only 6.0% are household industry workers.

Table 3: Occupational Distribution of Main Workers⁹

S. No.	Particulars	Jhansi	Percentage (%)
1	Cultivators	2,88,881	28.1%
2	Agriculture Labourers	2,48,072	30.04%
3	Household Industry Workers	48,648	6.00%
4	Others	2,89,313	13.80%

⁷ https://www.indiagrowing.com/Uttar_Pradesh/Jhansi_District#:~:text=Jhansi%20District%20Population&text=People%20living%20in%20Jhansi%20District,men%20and%2033%2C050%20are%20women.

⁸ https://censusindia.gov.in/2011census/dchb/DCHB_A/09/0935_PART_A_DCHB_JHANSI.pdf

⁹ District census handbook 2011- Jhansi



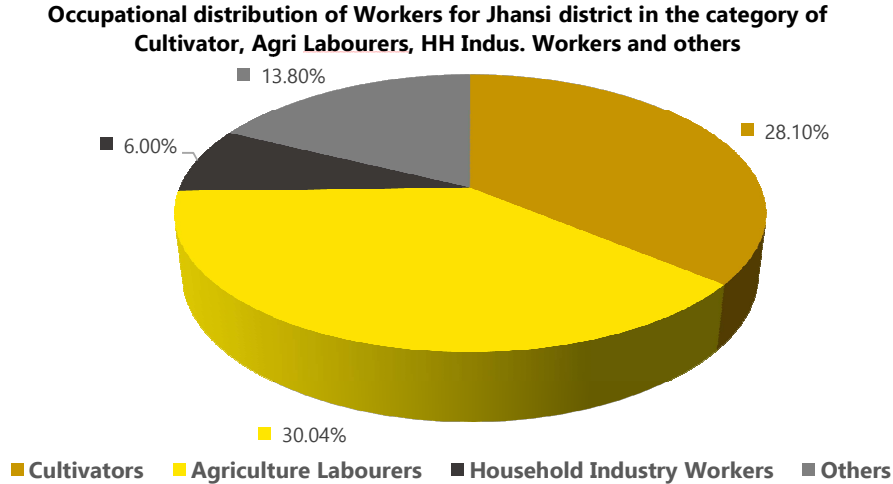


Figure 4: Occupational distribution of Jhansi district

3.1 Major Export Products from Jhansi

In an analysis, the dataset made available by the DGFT, Gol shows that total exports from Jhansi stands approximately at INR 89.98 Crore. And it has been reported within a period of 15 months i.e., between September 2020 to November 2021.

3.1.1 Summary: Export value of Selected items by EPB

The below Table no. 4, highlights the summary of the major products exported between the period Sep' 20 - Nov 2021 and total exports amount (INR) has been derived from the dataset made available by the DGFT, Gol.

Table 4: Summary of exported items from Jhansi district

S. No	Summary of the products	Export value (INR- Crore) ¹⁰ Sept 2020 to Nov 2021
1	Soft toys	-
2	Textbooks	41.76
3	Tourism	NA
4	Electrical Transformer & components	25.65
5	Parts of Floor Mill Machinery (Flour Mill Stones)	0.97
6	Aluminium Labels	0.00
7	Others	21.59
Total Export from Jhansi		89.98 Cr

The following table depicts the value of export (INR) of major products from Jhansi:

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



Table 5: Major Exported Products

S. No	Description of product exported	ITCHS Code	Export value (In INR) ¹¹ (Sep' 2020 to Nov' 2021)
1	Fire fighting vehicles	87053000	40442398
2	Gas-operated welding/cutting machines	84682010	63006925
3	Grinding balls and small articles for mills of malleable cast iron	73259100	1500000
4	Industrial explosives permitted types	36020010	12284250
5	Liquid dielectric transformers having a power handling capacity>10000 KVA and up to 50000 KVA	85042310	57931928
6	Liquid dielectric transformers having a power handling capacity>50000 KVA and up to 100000 KVA	85042320	4010981
7	Liquid dielectric transformers having a power handling capacity>650 KVA but<=10000 KVA	85042200	114943376
8	Other extracts	13021919	26898932
9	Other veg fats and oil and their fractions	15159099	11101810
10	Other lubricating oil, not conforming to any bis standard	27101979	5118217
11	Other medicaments not put up in measured doses or in packing	30039090	6782980
12	Other plants and parts of plants used in perfumery, pharmacy, insecticide/ fungicide purpose, fresh/dried	12119099	4201325
13	Other roots and rhizomes fresh/dried w/n cut crushed/powdered	12119049	2532331
14	Other tallow	15021090	7772755
15	Other threaded articles	73181900	3911268
16	Other threshing machinery	84335200	8183640
17	Others, derived from vegetable products	13021990	14259125
18	concentrates of essential oils in fats, fixed oils, waxes and the like, obtained by enfleurage or maceration; terpene by-products of the dete renation of essential oils; aromatic aqueous distillates and aqueous solutions of essential oils	33019090	10344128
19	Other household & toilet articles of plastics nes	39249090	1806503
20	Other transformers having a power handling capacity exceeding 500 KVA	85043400	46817654
21	Other (Plants, parts of plants, incl. seeds and fruits, used primarily in perfumery, in pharmacy or for insecticidal, fungicidal or similar purposes, fresh or dried, whether or not cut, crushed or powdered (excluding ginseng roots, coca leaf and poppy straw)	84261900	15425505
22	Parts of transformers	85049010	11502465

¹¹ District wise report for the period September 2020 to September 2021 received from DGFT

S. No	Description of product exported	ITCHS Code	Export value (in INR) ¹¹ (Sep' 2020 to Nov' 2021)
23	Printed books	49011010	417654877
24	Parts of other electric power machinery of hd8504power machinery of hdg 8504	85049090	5942245
25	Ultramarine and preparations based thereon	32064100	5512974
Jhansi Total			₹ 89,98,88,592/

3.2 Summary – Item-wise Export Value

Table 6: Summary of exported items from Jhansi district

S. No	Summary of the product	Export value (in INR) ¹² Sept 2020 to Nov. 2021
1	Electrical Transformer and Electrical components	25.65
2	Ultramarine blue dye powder	0.55
3	Textbooks	41.76
4	Threshing Machines	0.81
5	Fire fighting Vehicles	4.04
6	Gas Operated cutting machines	6.30
7	Industrial Explosives	1.22
8	Others	9.47
Total Export from Jhansi		89.98 Cr

4. Product 1: Soft Toys

4.1 Cluster Overview

Key Facts¹³	
	572- Manufacturer artisans

¹² District wise report for the period September 2020 to November 2021 received from DGFT

¹³ DSR by Darshan Shaw Pvt. Ltd

The Soft Toys is the product declared under Program One district, One Product (ODOP) for Jhansi district.

The artisans engaged in manufacturing of soft toys, majority of them are women. Usually, these women are the part of several Self-Help-Groups, where several members women are skilled. Khatibaba is one of the clusters where women are engaged in the manufacturing of colourful, dynamic, fluffy soft toys. Nagra, near Medical, Rajgarh and Ambabai are few clusters manufacturing soft toys in different sizes ranging from miniature to big enough soft, fluffy and plush soft toys as well.




	INR 1.00 Crore Approximate turnover of the cluster
	INR Nil Export Turnover
	2500-3000 Employment directly or indirectly associated

Table 7: Key pockets of Soft Toys products

Sl. No	Cluster	Scheme	Pockets/ Area
1	Soft Toys Cluster	ODOP, GoUP	<ul style="list-style-type: none"> ▶ Rajgarh, ▶ Khati Baba ▶ Ngara ▶ Medical college area ▶ Ambabai ▶ Deen Dayal Nagar ▶ Raj garh (Near Bijauli)

4.2 Product profile

Stuffed toys (Cartoon Toys, Traditional Stuffed Animals, Battery Operated, Dolls & Playsets, Customizable Stuffed Animals) are products made out of textile fabrics or yarns and stuffed with a soft material, intended for use in play by children and adolescents.

In the age of wide array of toy manufacturing which includes traditional, conventional, scientific, electronics and software based intelligent; Soft Toys have now become a niche part of childhood, as they aid in physiological, mental, and emotional development. The activities and control, that are required to understand and operate varying types of playthings, instil a sense of shape and colours, enhance cognitive abilities, and improve creativity.

The modern products in the cluster are categorized as Cartoon Toys, Battery Operated, Dolls & Playsets, Customizable Stuffed Animals, Action figures, Special feature plush and puppets. They have additionally indulged in product diversification by fabricating new lines of innovative products, like School bags with the chambers used by the students, fluffy pillow, based on historical themes and iconic personalities, for educational purposes etc.



Figure 5: Display of Product Soft Toys

4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

- ▶ **Cartoon Toys:** One of the major products sold in Cartoon toys is soft toys imitating caricature. The soft toys fall under this category is quite popular among children of age group around 18 years. Children of this age groups are fond of such soft toys, they fondle/cuddle and play around them and the activities support emotionally them. Hence the demands witnessed more vigorous and help to slip out such items in relatively high flow. Outer rich, dynamic and vibrant fabrics materials to the soft toys adds lucrative look have gained popularity in the recent years due to its durability, affordable rates and easily availability. Moreover, they are widely available in numerous colours and weaving pattern.
- ▶ **Customized stuffed (Animals, icons, various other themes):** The soft toys have shot into prominence in recent two decades back as it targets to children and adolescent age group especially focussed to the girls and plush families who like to adorn the home and rooms with such fluffy soft toys. Thus, Soft Toys have become a unique symbol of confluence of old and modern traditions. Moreover, it can be picked for any occasions as gifts, educational purposes and entertainment (kids).
- ▶ **Action figures:** Currently, Historical iconic personalities are the most preferred theme for soft toys. Recently a prototype of Queen Laxmi Bai received overwhelming warmth and orders. The seamless craft and sewing which functions multi-purpose actions are new entry this niche market. Soft toys embroidery has a repertoire of about inward stitches and beautiful punching of which still being used. These can be broadly divided into 3 heads - Inward stitches, Out punches and embossed stitches. Some of these have equivalents in other embroideries, the rest are manipulations that make them distinctive and unique. They cover all the embroidery stitches of the country and have interesting and descriptive names.



Figure 6: Representative Pictures of Soft Toys

Soft Toys of Jhansi products are mentioned in below table:

Table 8: Jhansi Soft Toys Products

Major product lines	Offshoot products
<ul style="list-style-type: none"> ▪ Traditional Cartoon soft toys ▪ Animal theme based popular soft toys ▪ Historical Icons soft toys ▪ Soft Toys on educational theme 	<p>Baby set, Table mat, Pillow covers, Cushion Covers, School Bag packs etc.</p>

4.2.2 Status of GI Tag

Till date, No GI tag application has been forwarded to the office of Controller general of patents, Designs and Trademarks Chennai office which functions under Department for promotion of Industry and Internal Trade, Ministry of Commerce & Industry, Gol.

4.3 Cluster Stakeholders

The stakeholders include raw materials (Polynex- stuffing materials) supplier and other secondary materials namely Thread, Needle, eyelets and exterior cloths. These primary and secondary materials sourced from Local retailers and traders based in far off commercial cities like Delhi, Agra and Kanpur. Financial institutions (Banks and Fintech) support through providing loans to the enterprise.

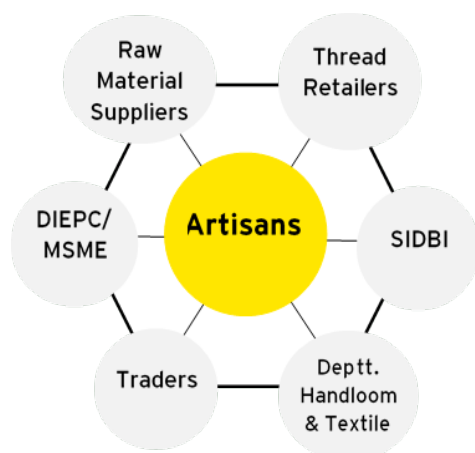


Figure 7: Cluster Stakeholders for ODOP Product Soft Toys

4.3.1 Industry Associations

Following are four principal Industry Associations/SPVs that are working for the development of Soft Toys in Jhansi:

- ▶ The All-India Toys Manufacturers' Association (TAITMA)
- ▶ Toys Association of India (TAI)
- ▶ Interior Touche
- ▶ Verangana Soft Toys
- ▶ DG Art & Culture Foundation

4.4 Export Scenario

4.4.1 HSN codes

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

Table 9: HS codes for exported products from Jhansi

HSN codes	Description
600532	Soft Toys: Dyed warp knit fabrics of synthetic fibres "incl. those made on galloon knitting

HSN codes	Description
	machines", of a width of > 30 cm (excluding those containing by weight >= 5% of elastomeric yarn or rubber thread, and pile fabrics, incl. "long pile", looped pile fabrics, labels, badges and similar articles, and knitted or crocheted fabrics, impregnated, coated, covered or laminated).

4.4.2 Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HSN codes mentioned above in which Soft Toys, Textbooks, Electric Transformers & components, Parts of Flour Mills products (Flour Mill Stones) and Aluminium Labels and other components are exported.

Alongside are the key facts¹⁴ 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.

4.5 Export Potential

- ▶ Presently, the export value of Soft Toys products from Jhansi is zero. However, amongst other products being exported from Jhansi are Electrical transformers & components, Tallows, Textbooks, Aluminium panels and Ultramarine powers (dye) of value approx. INR 89.98 crore in year 2020-21.¹⁵
- ▶ In an interaction with exporters of electrical transformers whose units are engaged into manufacturing of various components which handles different thresholds of energy in ranges from 500 to 50,000 KVA. It has demand for the design depends on a lot with the greater interactions and assessing their needs & condition. On other hand, various countries need the medication components in forms of plant origin having various intermediary components.
- ▶ The cluster has tremendous export potential for soft toy products, but owing to lack of proper market assessment mechanism, changing design patterns, export quality
- ▶ Hygienic stuff materials & exterior fabric material, specific demand preferences.
- ▶ Key concerns expressed over facilities lacking on namely, organisation of buyers and sellers meets, robust IT-based platform for virtual meet and communication, Testing & Certification facilities which could enhance export possibilities and potential manifolds.

Key Facts of Export

1,751,661 (USD Thousand)
Value of world exports in 2020

1408 (USD Thousand)
Total Exports from India in 2020 (37th)

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

2.13%~ USD (Thousand)
Share of UP in India's Exports

¹⁴ <https://www.trademap.org/>

¹⁵ Data sourced from DGFT

- ▶ Hence, it was pointed out in a stakeholder's discussion 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.

4.5.1 Product 1: Soft Toys

Soft Toys- HSN Code 600532¹⁶: As per trade indicators, India's exports growth represents between 2016-2020 approx. 0.1% of the global exports value USD 1,408 Thousand for this product code ranking in 37th in world exports, behind Malaysia. The worlds' exports value remained 2016 is USD 2,084,225 Thousand and in 2020 is USD 5,635 Thousand respectively.¹⁷

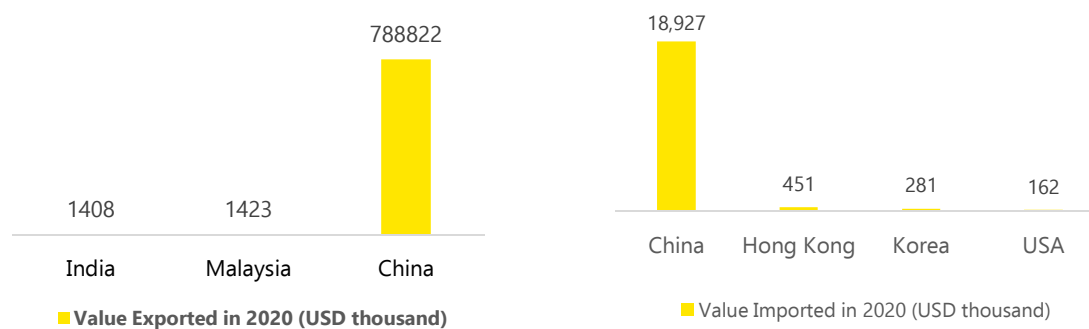


Figure 8 :India's Imports from countries



Figure 11: Exported value of India for HSN-600532

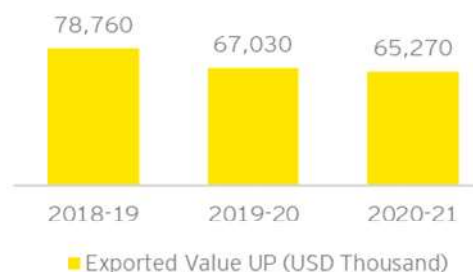


Figure 10: Exported value of UP for HSN-600532

¹⁶ Trade Map - List of exporters for the selected product in 2020 (Dyed warp knit fabrics of synthetic fibres "incl. those made on galloon knitting machines")

¹⁷ Trade Map - List of importing markets for the product exported by India in 2020



Figure 12: The top importers in the world for HSN-600532

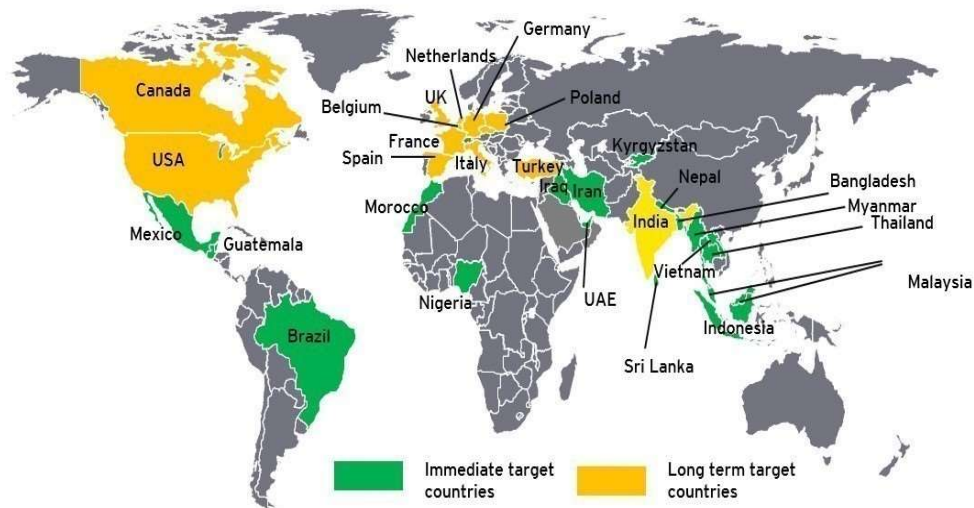
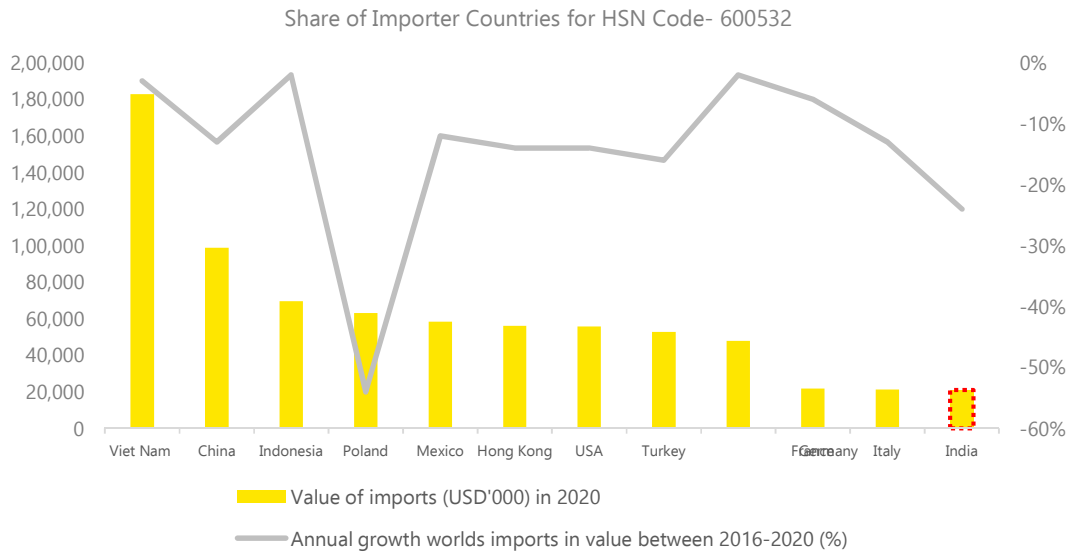


Figure 13: Markets for export potential

Product 600532: Uttar Pradesh exports this product to Russia, Greece, USA, Italy, Denmark, Australia, France, Nepal, Sri Lanka. Below figure shows the top importers for this product (600532) in the world:



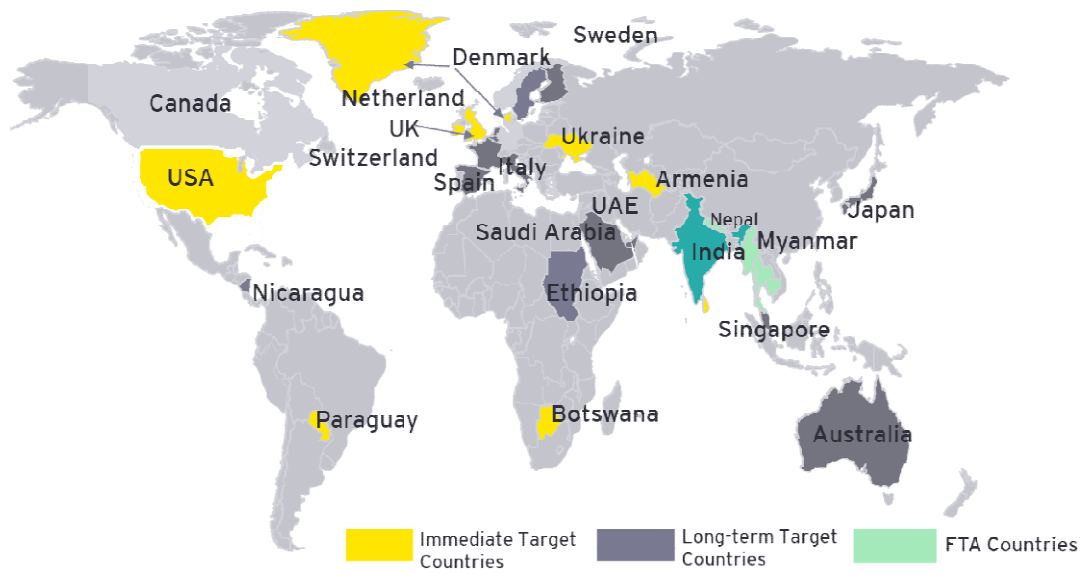


Figure 14: Markets for export potential

4.6 Potential Areas for Value Added Product

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

- ▶ **Development of a new products:** The artisans of the district should be encouraged to diversify the product categories and must be provided with enough resources to create innovative products without losing the ancestral essence of the craft. The artisans going forward should focus on creating Educational backed themes, battery operated plush toys, Soft toys with certification entailing eco-friendly and hygienic.
- ▶ **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 fabric prints. They can also expand in terms of the materials they use for making the products by introducing cotton and other friendly materials into their product range.



4.7 SWOT analysis

Table 10: SWOT Analysis for Soft Toys

Strength	01	02	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce particularly artisans. ▶ Large potential for diversifying on variety of products ▶ Easy availability of raw material for mass production ▶ A brand name in itself due to recognition through GI Tag 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 ▶ Limited design innovation ▶ In light of competition the focus has shift from quality to quantity ▶ Lack of individuals with technical qualifications Lack of focus on increasing export 	
SWOT Analysis			
<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 	
Opportunities	03	04	Threat

4.8 Challenges and interventions

Table 11: Challenges and Interventions for Product Soft Toys

Parameter	Challenges	Intervention
Raw Material	Raw Material Bank: Sourcing of Raw Material Lack of storage facility in the cluster leading to spoilage of fabrics	Establishment of a Raw Material Bank within the CFC ensuring easy availability of all types of quality checked fabrics at discounted rates.
Technological upgradation	Lack of ancillary machineries for artisans which limits their potential and hinders the productivity and potential of the cluster	Establishment of Common Production Center with modern machines including fabric checking and measuring machine, packaging, and tagging machine, Sewing (Juki) machine etc.
Design	Traditional designs are still being followed by artisans they are not focusing on design innovation	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 	<ul style="list-style-type: none"> ▶ Craft tourism - To display the veracity of soft toys with shapes and sizes, rich patterns of the exterior fabric sewn, 'One Stop Multi display Centre' is required for witnessing rich heritage and artistic touch to the soft toys. Jhansi has historic place



Parameter	Challenges	Intervention
	<ul style="list-style-type: none"> ▶ No exclusive HSN code for Soft Toys, which could have supported in facilitation of sales in the international market. ▶ Creation of brand name for the Soft Toys products. ▶ 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 	<p>where in a project any of these historical places can have a specific area where tourist can see full-scape view of richness of Soft Toys Crafts, what makes it unique, process of producing a soft product and outlet from where the international and domestic tourist can buy the authentic Soft Toys product.</p> <ul style="list-style-type: none"> ▶ Establishment of a Design and Research design studio with strong marketing centre within the CFC in Jhansi to facilitate marketing events. ▶ Collaboration with E-commerce companies like Flipkart, Amazon, E-bay for maximizing sales. ▶ Applying to Directorate General of Foreign trade for a unique HSN Code. ▶ Collaboration with NIFT & NID to support artisans in establishing the brand name of the 'Shane-e-Jhansi (सॉफ्ट टॉयज – कोमल खिलौनें)' products in the national and international market. ▶ 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.php.) ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides the 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	Undefined quality standards of the	MoU with QCI for defining quality standards of

Parameter	Challenges	Intervention
Improvement	products.	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.
Post GI Initiative	Lack of promotion of products highlighting their GI tag	<ul style="list-style-type: none"> ▶ Target to make 100 authorised Users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise one seminar within two months 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)
Exporter's issue	No focal point to address exporters ongoing issues.	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	U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses. Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme /Advance Authorization Scheme/Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

4.9 Future Outcomes

Annual Turnover

Cluster exports

Increase in annual turnover from existing INR 1 Cr. to 10 Cr. by 2025

Substantial targeted growth in cluster exports expected to be average ~59.82% (annum) in short-term and approx. INR 3 Cr. by 2025 (over a span of 5 years).

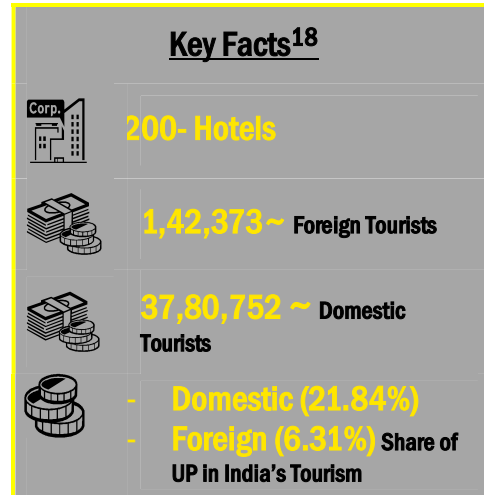
5. Product 2: Tourism

5.1 Cluster Overview

Jhansi is an iconic & historic city in the state of Uttar Pradesh. It lies in the region of Bundelkhand on the bank of the Pahuj River, in the extreme south of Uttar Pradesh. Jhansi is administrative headquarter of the district and called as the Gateway to Bundelkhand.

Jhansi is one of famous and renown destination and hotspot where tourist footfalls are considerably high. Jhansi lies on Bundelkhand circuit¹⁹ where 5 notable other historical cities Bithoor, Chitrakoot, Jhansi, Kalinjar and Mahoba lie, it await & welcomes the tourists with rich heritage of cultural legacy with folk dances and culinary.

The district has numerous centres of attraction with historical and religious significance which allures many travellers from different parts of country as well as world. Jhansi fort situates on the top of a hill has thick granite walls and several bastions with mounted cannons. It includes the Rani Mahals which was the living quarters of Rani Laxmi Bai. Maharaja Gangadhar Rao ki Chhatari, is dedicated and named after Maharaja Gangadhar Rao, the Maratha king that ruled Jhansi in the 19th century. This monument was built by the Rani Laxmi Bai for her husband in 1853 in a typical Maratha style.²⁰



The rich culture and heritage of Jhansi attracts tourists from India as well as other part of the world. The place is an important part of Bundelkhand circuit and as a result a lot of tourists comes from China and Sri Lanka. Nearby city Oraccha (Orachha Forte complex Built in the 16th-century by Bundela Dynasty's famous King – Rudra Pratap Singh, Orchha boasts of a mix of Bundela as well as Mughal style of architecture, thanks to the closeness between the King of Bundela Dynasty, and the then Mughal emperor Jahangir) chosen as City by UNESCO Orchha, in Madhya Pradesh, has been selected to enter the list of UNESCO World Heritage Sites. Millions of tourists visit here throughout the year due to various festivals as Shraavan Maas, Shivratri and Bundeli Mahotasav attracts millions of National Tourists throughout the year.

5.2 Location & Connectivity

5.2.1 Road, Railway & Air Network

Jhansi has strategic location and connectivity to the important heritage, scenic beauty spot of Bundelkhand. It acts as a gateway of the Bundelkhand. There are 13 districts fall in Bundelkhand region; 6 districts are stretched out in Uttar Pradesh and 7 districts of Madhya Pradesh as well.

Three national highways NH-3, NH-25 and NH-76 pass through the city. The surface transport road network about 420

Bundelkhand Region



¹⁸ Basis Stakeholder Consultation

¹⁹ <https://www.uptourism.gov.in/en/page/bundelkhand-circuit>

²⁰ <https://www.indiastatdistricts.com/UTTARPRADESH/jhansi-district>

Figure 15: Mapping of 13 districts in Bundelkhand region

kilometres (261 mi) from New Delhi and 102 kilometres (63 mi) south of Gwalior. Jhansi is well connected to all other major towns in Uttar Pradesh by road and railway networks. Jhansi is a major road and rail junction and is the administrative seat of Jhansi District and Jhansi Division.

Bundelkhand Expressway is a 296 km long, 4-lane wide (expandable to 6) access-controlled expressway with Near Bharatkoop at Jhansi-Prayagraj National Highway Number-35 in district Chitrakoot and it ends at Near village Kudrail in district Etawah on Agra-Lucknow expressway. Also, The North-South Corridor connecting Kashmir to Kanyakumari passes through Jhansi. It has an average elevation of 284 metres (935 feet). In addition, the city is well connected to all other major towns in Uttar Pradesh by road and railway networks. It is about 423 km from Delhi and 292 km from Lucknow, and the gateway to Bundelkhand.

5.3 Religious and Cultural Heritage²¹

5.3.1 Religious spots

There are numerous hotspots across Bundelkhand region; Jhansi is one of them which witnessed a considerable number of tourists footfalls. Jhansi facilitates tourists as transition point for various famous religious sites namely Khajuraho.

Table 12: Tourist footfalls in Bundelkhand Region

S. No	Sites	Tourist Traffic	Tourism circuit
1	Jhansi <ul style="list-style-type: none"> Jhansi Fort Rani Mahal Barua sagar Fort Maha Laxmi Mandir 	High (~2.5 Lakh/ year)	Bundelkhand circuit
2	Deogarh <ul style="list-style-type: none"> Digamber Jain Temple Varah Temple 	High (~ 1.5 Lakh/ year)	Bundelkhand circuit
3	Kalinjar Fort	High (~ 1.5 Lakh/ year)	Bundelkhand circuit
4	Kalpi <ul style="list-style-type: none"> Chaurasi Gumbaj Lanka 	High (~ 1.5 Lakh/ year)	Bundelkhand circuit
5	Chitrakoot	Very High (~24 Lakhs/ year)	Bundelkhand circuit
6	Mahoba <ul style="list-style-type: none"> 24 Rock-cut images of Jain Tirthankaras 	High (~ 1.5 Lakh/ year)	Bundelkhand circuit

5.3.2 Folk dance

Jhansi being a prominent territory was ruled by kings from the Bundela clan, Maratha Peshwas, Mughals, each of whom have influenced the culture heritage in various art and art forms, folk dances that one can witness at various quarters in the district of Jhansi. However, it is obvious that due to the geographic proximity and cultural similarities Jhansi identifies itself with the Bundeli customs, traditions and cultural norms.

- ▶ **Badhai Dance:** This dance form is practiced on any happy occasion be it marriage or childbirth or other gatherings of gaiety.
- ▶ **Rai Dance:** It is unique among all dance forms where the inspiration is of a humble mustard seed twirling in a saucer. The dancers synchronize their movements according to the drumbeats. Both complement and compete with each other with the beats and movements.
- ▶ **Akhara Dance:** It is the dance form in combination with martial arts. Here the dancers perform with bamboo sticks and while moving to the beats of the dholak and manjeera.
- ▶ **Jawara Dance:** It is a vibrant dance form which is performed to celebrate good harvest. Women dressed in colourful clothes balance basket of jawar on their head while dancing to the steps of music.
- ▶ **Norta Dance:** It is performed by young girls during the time of Navaratri that signifies the victory of good over the wilful demon.
- ▶ **Diwari Dance:** It is performed in devotion to Lord Krishna where the boys dressed as cowherd boys perform the dance about a fortnight before Diwali.

²¹ <https://tourism.gov.in/sites/default/files/2020-04/up.pdf>

5.3.3 Festival & Events

- ▶ Jhansi Mahotsav is celebrated on a grand scale during February and March. Various cultural and literary activities are showcased in the Mahotsav.
- ▶ The Shilp Mela conducted here is an exhibition that showcases the craft and art forms by master craftsmen from the region of Bundelkhand.
- ▶ Bundeli dance forms are performed by renowned artistes and promoted on a special stage called Bundeli Manch.

5.3.4 Foods Legacy²²

- ▶ **Poori Laddus:** These are made on festivals or calling (bulua). Big and thick puris of gram flour are baked in oil and finely medi (meenji) is made with hands. They are then filtered through a sieve and roasted in a little ghee. After that, the incident of sugar or jaggery is put and tied with hands. Sugar ladoos become more delicious, the use of jaggery is useful. In some places, cardamom or black pepper is also grinded and mixed for the purpose of enhancing the taste.
- ▶ **Aawariya:** The dried gooseberry buds are roasted in ghee or oil and ground on the cob. Dissolve gram flour in water and put it on the stove in a vessel and put this powder of gooseberries in it. It becomes more delicious in earthen pot i.e., handi. Common spices like red chili, cumin, onion and garlic are grounded and added in the mixture. After frying this mixture of spices in oil or ghee, it is better if the batter is stirred in the gram flour.
- ▶ **Hingora:** It is derived from asafoetida. In the absence of mata, the gram flour solution is cooked by stirring a little asafoetida. Add common salt. It is a type of whey free curry. It also happens to be heavy on delicious.
- ▶ **Thopa:** Mix gram flour in water and cook it like pudding in a pan. Add salt, chilli, garlic, cumin and onion chopped to it. When it becomes thick after cooking like pudding, then leave a little oil. When cooked, apply oil on a plate or hand and apply it by hand. When applied like barfi or pudding, small katris are made. They are eaten like this and also in whey. By putting it in the pan, eat it like a vegetable (greens) even from roti.
- ▶ **Bafauri:** It is derived from the word 'vapor'. In Bundeli 'vaap' is called baf and bhaf (somewhere steamu). Filling water in an earthen or metal vessel, tie a clean cloth on its mouth. Boil it on fire. When the steam starts coming out, then gram flour dumplings are baked on it. These dumplings are cooked in a pan by stirring a mixture of garlic, onion, coriander, turmeric and chili spices in ghee or oil. It is also a type of herb.
- ▶ **Thomar:** Grind the jowar with a pestle in the oven and make porridge. Then it is cooked in whey like porridge on the stove in a metal or earthen vessel, a little salt is also added. It is eaten plain as well as with milk-jaggery or milk sugar.
- ▶ **Maheri:** It is also made like a thimmar. Jowar porridge (ground by a stone mill) is crushed (cooked) in whey. Put a little salt. It becomes more delicious in earthen pots. It is also eaten plain or with sweet milk. This is the favourite food of Lodhi and Ahir castes. It is made more in winter nights and eaten in the morning. Stale mehri becomes more delicious.

5.4 Cluster Stakeholders

5.4.1 Tour Operators

Jhansi is the part of Bundelkhand tourism circuit. Below are the major touristic hotspots fall in the circuit. Tour operators are a major constituent of and drivers for the tourism

²² <https://bundelkhand.in/bundelkhand-traditional-recipes>



industry. Tour operators and the mobile transportation infrastructure is extremely inter-linked; the latter cover rail, airlines, buses, and taxis for longer distances (and for within city/site locations there are additionally cycle rickshaws etc.)

5.5 Tourist influx

Jhansi is the gateway of Bundelkhand with rich heritage of amalgamation of traditional, plain cultures. There are numerous, hotel & motels, traditional and modern serving restaurants located closer to the heart of the city which caters and accommodate foreign tourists. To get the taste of authentic *Bundel*food, head to the main market area.

There are around 200 hotels²³ of various budgets from 4 star rated to moderate and low budget hotels in Jhansi and numerous tour operators. There is average foreign tourist influx in Jhansi approx. 1,42,373 in a year and detailed as below:

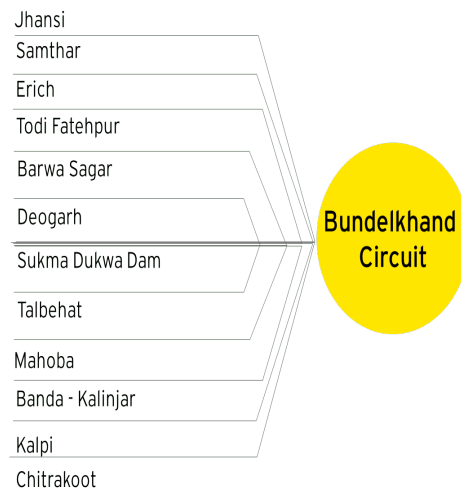


Figure 17: Mapped tourist spots on Bundelkhand circuit

²³ DGFT action plan of exports for Jhansi

Foreign Tourist Inflow in Jhansi Region²⁴

Table 13: Footfalls of foreign tourists in Jhansi


City/ State	2017		2018		2019	
	Foreign	Percentage	Foreign	Percentage	Foreign	Percentage
Jhansi	140959	4.33%	142897	3.78%	143261	3.02%
UP	3256812		3780752		4745181	

- ▶ As is evident from the above table, that there is a continuous growth observed till 2019, (exception for 2020, due to global pandemic of corona virus and worldwide lockdown) the footfall in the tourist influx to Jhansi and it is supporting in different allied sectors of Jhansi.
- ▶ Other than Hotels and Restaurants, the handicrafts such as Brass work, Garments (Handloom) are also popular amongst the tourist, impact of Handloom (garments) is considerably high as much as 60 Crore in a year.
- ▶ Jhansi owing to its rich traditional historical and religious build ups, attracts more than 5 lakh domestic and international tourists each year²⁵. The peak season is regarded as October to March with tourist inflow being 60% of the total domestic tourist coming in a year while for a foreign tourist it is 71%. The average stay is 2-3 days for both domestic and foreign tourists²⁶.
- ▶ The cluster is not limited to service sector as the same is indirectly supporting marketing of Handloom products, Textile, Food and Beverages, Beauty and wellness products as well.

5.6 Tourist hotspots of Jhansi

5.6.1 Historical monuments and Recreational hotspots of Jhansi

Table 14: Major tourist/ scenic spot of Jhansi






S. No	Major Tourist Places	Description
1		The Jhansi fort, a living testimony of ancient glamor and valour, also has a fine collection of sculptures which provide an excellent inside into the eventful history of Bundelkhand. The fort of Maharani Jhansi has strategic importance since the earliest of times. It was built by Raja Bir Singh Ju Deo (1606-27) of Orchha on a rocky hill. The fort has ten gates (Darwaza).

²⁴ District Development Plan –Jhansi, prepared by DoT, Govt. of India



²⁵ Uttar Pradesh Govt., Tourism Stats

²⁶ ICRA Report, 2016-DoT, GoUP



S. No	Major Tourist Places	Description
2		<p>Parichha Dam is more than 100 years old marvel of engineering, built on the Betwa River near Parichha town, which is about 25 km from Jhansi on the Jhansi-Kanpur National Highway- 25. It is a hotspot destination for the tourist due to its reservoir – a placid.</p>
3		<p>St. Jude's Church is located in the Civil Lines of Jhansi, which is a famous tourist destination for Catholic Christians. The shrine was built in 1947 as a temporary chapel. It has the shrine of St. Jude was one of the twelve apostles of Jesus Christ chosen to spread the gospels of Christianity.</p>
4		<p>The scenic spot 'Baruasagar' has been named after a large lake called Baruasagar Tal. This lake was created about 260 years ago when it was built by Maharaj Udot Singh. The dam of the lake is made of stone feet, in which beautiful staircase ghats have been made. In the north-eastern side of the dam, a large ubela (pankhi) has been formed, from which more water flows out from the filling. The view of the water coming out is very attractive and visible.</p>
5		<p>Rani Mahal, Palace of Rani Lakshmi Bai embellished with multi coloured art and painting on its walls and ceilings. Presently this palace is converted into a museum. It has a massive collection of Sculptures of the period between the 9th and 12th Centuries AD, housed here by the Archaeological Survey of India (ASI).</p>
6		<p>The State Museum established in 1878 has a fine collection of terracotta, bronzes, Weapons, Sculptures, Manuscripts, Painting and Coins of Gold, Silver maintained by one of archaeological gems of India.</p>



S. No	Major Tourist Places	Description
7		<p>The over 100-year-old Sukwa Dukwan dam is 50 km off from Jhansi. It has been recognised as World Heritage structure by International commission on Irrigation and Drainage (ICID). This is a British era engineering marvel for being an innovative structure that helped boost agriculture and economic development in water stressed Bundelkhand.</p>
8		<p>Apart from the lake, Barua Sagar is home to several ruins of Barua Sagar forts and temples that were once the glory of the city. Named after Barua Sagar Tal, which is an alluring neighbouring lake, the town is of great historical significance. With breath taking views from the vantage point of its hilly platforms, Barua Sagar is the perfect spot for trekking.</p>



6. Product 3: Textbooks

6.1 Product Profile

6.1.1 About Product

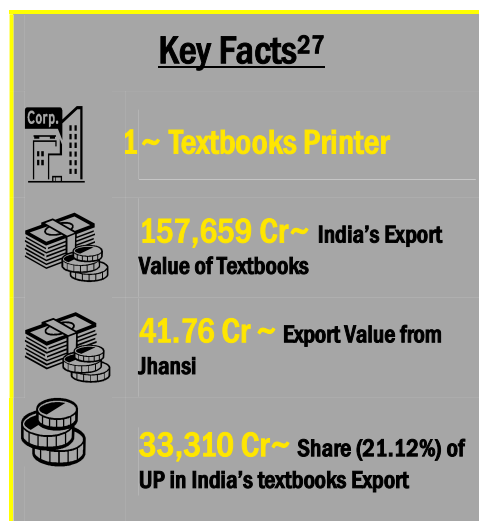
The Textbooks is one of the products being exported to various countries from Jhansi. The state-of-art unit already been set up with a capacity of 1 lakh textbooks printing facility in a month. The unit is functional and operating at Bijauli pocket of Jhansi.

On the quality side, the textbooks printed conforms standard quality of parameters of brilliance and lustres of paper leaf, colour illustrations and environment friendly papers in the textbooks. Once the textbooks get ready, it adheres to set qualities and array of activities leading to binding works and completed before the completion of production process. In most case, these textbooks are the niche product for school/college/university sector.

The demand of printed textbooks in India has been propelled by the growth of 8.8% in 2010, the reading habits of the burgeoning Indian middle class, increase in literacy rates and top of all - a young and knowledge hungry population.

Today the demand drivers for education are based on the fact that India is a young nation which has a population of 400 million between the ages of 5 to 24. It is expected that this will lead to a double-digit growth of the book segment.

Jhansi has grown as one of potential centre exporting Printed Books especially for schools to the several foreign countries especially to African continent and European countries. Few organisations are involved in printing and exporting various range of low-cost books to several countries. *Pintambara books Pvt Limited* is the only manufacturer with all modern facilities and upgraded set of high-quality printing machines based in Jhansi engaged in printing of textbooks. It is one of them that has registered a robust growth in export of printed books in last few years. They export school textbooks of good quality with brightness and whiteness of the paper.

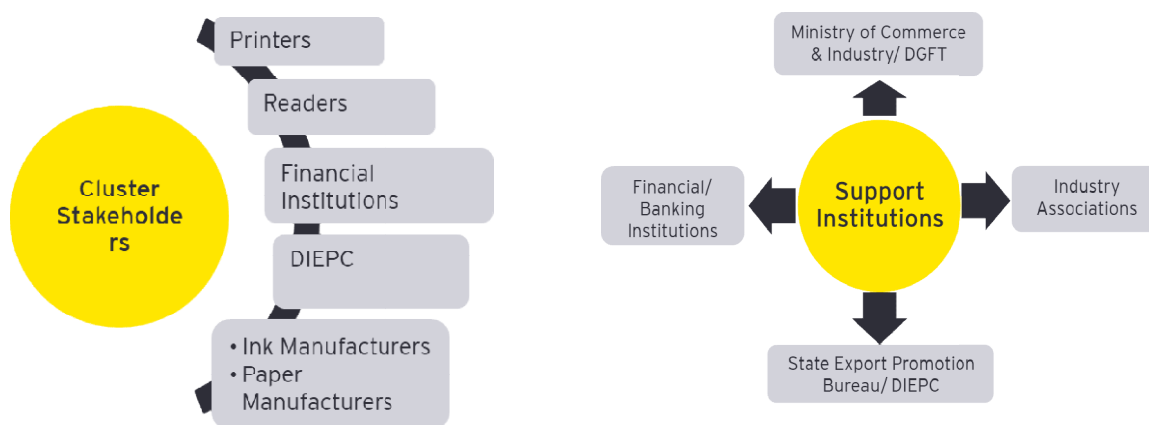


²⁷ Basis Stakeholder Consultation

Few leading book printers in India:

Table 15: Mapping the key players printing the textbooks

S. No	Company	Location	Printing Capacity	End products
1	SFA	Shiv kasha	2.0 Lakhs in a day	Premium diaries, notebooks
2	Abhimani Prakashana	Bangalore	2.5 Lakhs in a day	Newspapers, Magazines and books
3	Brijbasi Art Press	Noida	1 lakh stitched and 60,000 case bound in a day	Children books and coffee-table books
4	Gita Press	Gorakhpur	5 Lakhs in a day	Religious Textbooks
5	Gopsons Papers	Noida	1.2 Lakh in a day	Textbooks & Magazines
6	International Print-o-Pac	Noida	2.5 Lakhs in a day	Textbooks & Magazines
7	Kala Jyothi	Hyderabad	16000 per hour	Books, Magazines, Newspaper, Posters, Presentation folders, Calendars
8	Lovely Offset	Shiv Kashi	more than 30 lakh impressions a day	Wedding cards, premium quality calendars, Desk calendars, Dairies, Stationaries
9	Magic paper International	Noida	3000 MT of paper in books	Textbooks, Children Books
10	Manipal Technologies.	Bangalore, Chennai	2.0 Lakhs in a day	Textbooks, Magazines



6.2 Cluster Stakeholders

Figure 18: Cluster Stakeholders & Support Institutions for Product Textbooks



6.2.1 Industry Associations

Following are four principal Industry Associations/SPVs that are working for the development of Textbooks printing:

- ▶ All India Federation of Master Printers (AIFMP)
- ▶ All India Printing Ink Manufacturers' Association (AIPIMA)
- ▶ Indian Printing and Publishing Industry and Trade Associations (IPPITA)

6.3 Export Scenario

6.3.1 HSN Code: 49011010

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

Table 16: HSN Code with description

HS Code	Description	Value of exports (in INR) ²⁸
49011010	Textbooks (Printed), Newspapers, Pictures and other products of the printing industry; Manuscripts, Typescripts and Plans	41.76 Crore

6.3.2 Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HSN code 49011010 under which printed books are exported. Alongside are the key facts (below table 16) pertaining to the analysed product code.²⁹

In 2020-21, India exported textbook of INR 157,659 crore to 98 countries under HSN code (49011010)³⁰, whereas Uttar Pradesh has its share of approx. INR 33,310 Crore.

India's exports represent 6.9% of world (~183 countries) exports for this product, its ranking in world exports is 4th. India has export value in USD ('000) stood as USD 187,054 in 2016 and USD 172,963 in 2017, USD 232,727 in 2018, USD 238,212 in 2019 and USD 157,659 in 2020.

Table 17: India's Export value of textbooks globally last 5 years (2016-2020)

HSN Code	Year	Value of exports (In USD '000) ³¹
49011010	2016	187,054
	2017	172,963
	2018	232,727
	2019	238,212
	2020	157,659

²⁸ Dataset provided by DGFT

²⁹ Trade Map - List of exporters for the selected product (Printed books, brochures and similar printed matter, in single sheets, whether or not folded ...)

³⁰ <http://www.eximanalytics.dgcisokol.gov.in/dgcis/EXIM-Analytics?>

³¹ Trade Map - List of exporters for the selected product (Printed books, brochures and similar printed matter, in single sheets, whether or not folded ...)

6.4 Export Potential

- ▶ The total exports of textbooks from Jhansi district were INR 41.76 Cr. in 15 months i.e., between Sep 2020 to Nov 2021.
- ▶ Whereas Uttar Pradesh has total export value of INR 33,310 Cr. (INR 33.10 thousand Cr) and it is being exported to 98 countries.
- ▶ The total exports of textbooks from India to world countries were around USD 157,659 Thousand in year 2020-21.
- ▶ India's exports represent 6.9% of world exports for this product, its ranking in world exports is 4th.³²
- ▶ Top 10 countries whom India exported printed books to USA, UK, Nigeria, Russian federation, UAE, Ghana, Côte d'Ivoire, Sri Lanka, Tanzania, Brazil and Netherlands.
- ▶ The countries focused on textbooks exported from Uttar Pradesh is Ethiopia, Guinea, Sudan, S. Arabia, USA, Brazil, Ghana, UK and Pakistan.
- ▶ Other prominent products exported from Jhansi district are Transformer components such Silica gel breather, Engineering goods, ultramarine blue dye for washing purposes etc.

Import for the product Textbooks for HSN code 49011010: India imports this product to UK, USA, China, Germany, Singapore, S Korea, Russia, Hongkong, UAE and Australia etc.

Below figure shows the top importers for textbooks product in the world:

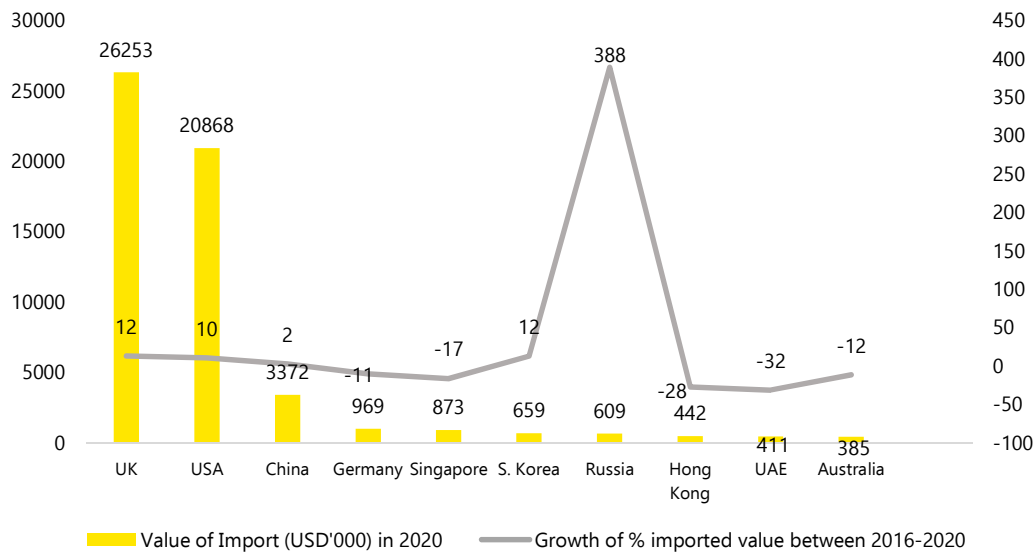


Figure 19: India's import from Top 10 countries for product (490110) in the world²⁹

³² Trade Map - List of exporters for the selected product (Printed books, brochures and similar printed matter, in single sheets, whether or not folded ...)



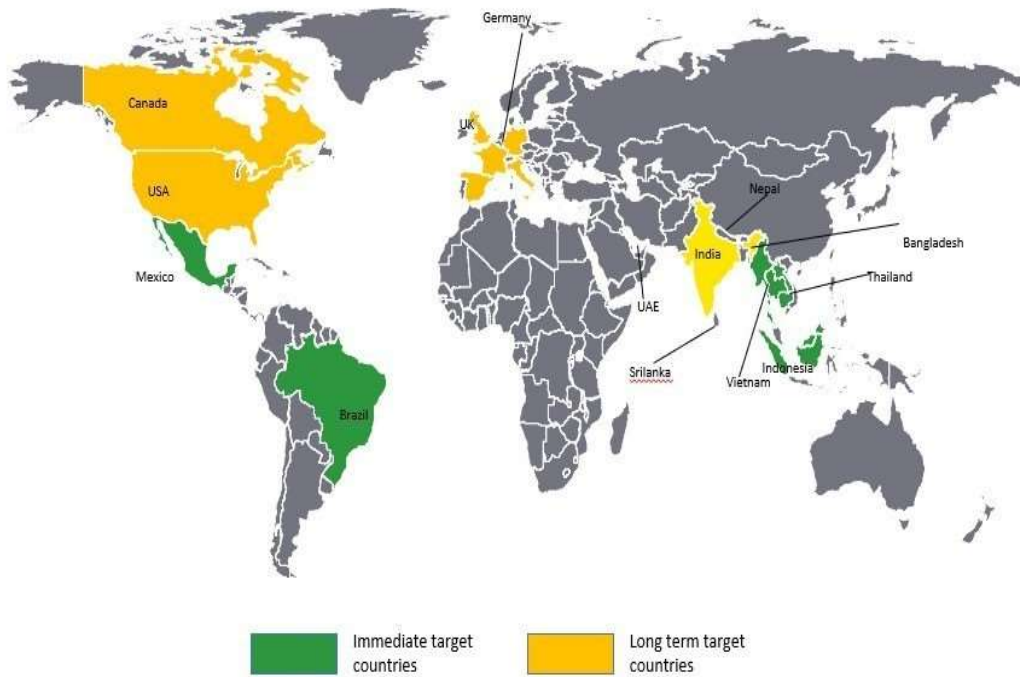


Figure 20: Markets for export potential



6.5 Potential Areas for Value Added Product

Product Diversification – The Industry may focus on export of value-added items like Calendar, Magazines, School Textbooks, children’s books, religious books etc. to generate additional revenue.

6.6 SWOT Analysis

Table 18: SWOT Analysis for Textbooks

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Established Town of Export Excellence provides benefits to Textbooks printers by ensuring participation in international trade fairs and financial assistance under EPCG scheme ▶ Low-price and high quality of textbooks with fulfilled designs compared attracts large number of buyers ▶ Improving demands due to increasing no. of schools/ offices/ and global tenders set up 	<ul style="list-style-type: none"> ▶ Complex and vicious procedural cycle of raw paper procurements ▶ Dynamic pricing of ink and monopoly of ink manufacturers ▶ Lack of chances ample chance for interaction with international publishers ▶ Lack of modern storage facilities for protecting the produce from calamities ▶ Lack of cooperative organizations for fostering the welfare of budding entrepreneurs
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Large scope in domestic and foreign market for expanding sales network ▶ Scope for development of new products like calendar, desk calendar, textbooks, premium diary sections, documents, textbooks etc. ▶ Creation of marketing centre with tourist attracting facilities. ▶ Arranging of international book festivals 	<ul style="list-style-type: none"> ▶ Development of digitalization and on-line contents ▶ Fear of damage from calamities and insect attack as it is perishable item ▶ Fluctuating numbers of readers across the section posing more competition with sellers etc.

6.7 Challenges and interventions

Table 19: Challenges and interventions

Parameter	Challenges	Intervention
-----------	------------	--------------

Parameter	Challenges	Intervention
Warehouse for storage	<ul style="list-style-type: none"> ▶ Lack of modern storage facilities causes damage of mangoes through natural calamities and insect attacks. This leads to selling of the books at much lower price minimizing the profits for the cluster actors 	<ul style="list-style-type: none"> ▶ Creation of a warehouse with modern storage facilities with controlled atmosphere
Marketing & Branding	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies focusing on printed books facilitation with buyers and sellers meet 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
Exporter's issue.	<ul style="list-style-type: none"> ▶ No focal point to address exporters issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P is a land-locked state. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme/Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updating the same at the district website. The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner

Parameter	Challenges	Intervention
		Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

6.8 Future Outcomes

Table 20: Future Outcomes

Annual Turnover	Cluster exports
The annual turnover for the textbook is 150 Cr. during 2020-21.	The export of the product was INR 41.76 Cr. during the year 2020-21. Assuming a robust & substantial growth with an average ~39.42% in cluster exports expected to be stood at approx. INR 67.05 Cr. by 2025 (over a span of 5 years).

7. Product 4: Electrical Transformer and Components

7.1 Cluster Overview

The state is a leading producer in manufacturing of engineering goods. There are about 50 manufacturing units in Jhansi that manufacture various components used in the heavy electrical transformer set up. Silica Gel Breather is one of such components manufactured and being supplied to a wide number of clients and exported to approx. 15 countries namely Australia, UAE, New Zealand, UK and other countries of Europe.

Some of the large-scale industries in the district are Yogya Industries, Digital and Smart Grid Enterprises, BHEL (Bharat Heavy Electrical Limited), Vinayak electric India which manufactures the transformers and various components.

7.2 Product Profile

The engineering goods being manufactured in Jhansi is having demand from domestic market as well as international market too. There are multiple engineering goods manufacturers in Jhansi, who export their products to Italy, Germany, USA, Australia, UK etc. The product portfolio of the cluster is well diversified. However, export is undertaken through only 2-3 HSN codes unlike the Ghaziabad cluster which undertake its exports under 50 different HSN codes.

The engineering goods industry of Jhansi is evolving as a hub in manufacturing of transformers and its various components. Most of the units in Jhansi have its own distribution network and marketing channels. These distribution channels help to supply their products to the local retailers around the country. These units also work on order-based model, which generates repeat orders in future too.

7.2.1 Product Portfolio

In the electrical transformer portfolio, water cooled transformers, Medium voltage current transformer, isolation transformers, open delta, dry type, industrial, oil filled transformers, K-rate transformers, Electronic Transformer, Voltage transformer, dielectric liquid transformer have multiple products under this sector.



Figure 21: Range of Liquid dielectrical Transformers

The key products are:

- ▶ Casted iron and steel products (tubes, pipes and hollow profiles and tube or pipe fittings)
- ▶ Structural metal products (Metal doors, windows and frames, shutters, gates, similar articles used on buildings; metal frameworks or skeletons for construction; industrial frameworks in metal)
- ▶ Tanks, reservoirs, and containers of metal (for compressed or liquefied gas, central heating boilers and radiators, parts, and accessories)
- ▶ Auxiliary plants for use with boiler (condensers, economizers, superheaters, steam collectors and accumulators)
- ▶ Metal fasteners (non-threaded - nails, washers, etc.) and (threaded nuts, bolts, screws, etc.), Metal parts of electric transformers, ballasts, electric motors.
- ▶ Electronic and electric insulated wires/ cables (made of steel, copper, aluminium)
- ▶ Metal bearings, gears, gearing and driving elements

7.3 Cluster Stakeholders

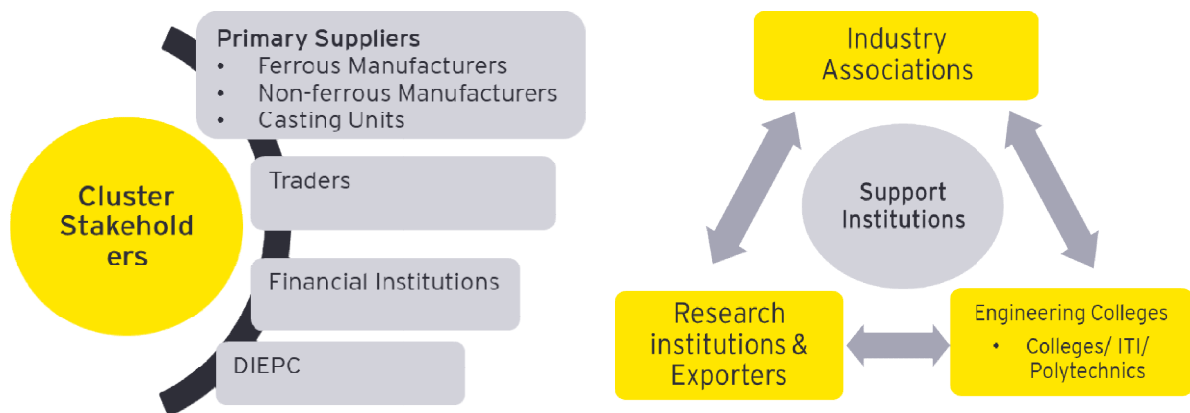


Figure 22: Cluster Stakeholders & Support Institutions for Electrical Transformer components

7.3.1 Industry Associations

The cluster comprises of support institutions that can be broadly classified into three categories – trade and industry association, educational and training institutions, and other institutions.

The trade and industry associations of the cluster assist industries in getting clearances and approvals, solving issues regarding industrial infrastructure, providing information on latest government schemes etc. Educational and training institute provide training to labours and assist in addressing availability of skilled labour. Other institutions comprise banks and logistics service providers.

Following are main Industry Associations that are working for the development of Engineering Goods sector:

- ▶ Indian Industries Association (IIA)
- ▶ Engineering Export Promotion Council (EEPC)
- ▶ All India Manufacturers' Organization (AIMO)
- ▶ Exporters Association

- ▶ Industrial Area Manufacturers' Association (AIMA)
- ▶ The Associated Chambers of Commerce and Industry of India (ASSOCHAM)
- ▶ Confederation of Indian Industry (CII)
- ▶ Federation of Indian Chambers of Commerce & Industry (FICCI)

7.4 Export Scenario

7.4.1 HSN Code

Below table have details of various HSN codes under which electrical transformers and various components are exported from the district.

Table 21: HSN Code and products

S. No	HSN Code	Description
1	85042310	Liquid dielectric transformers, having a power handling capacity > 10.000 kVA
2	85042200	Liquid dielectric transformers, having a power handling capacity > 650 kVA but <= 10.000 kVA
3	85042320	Liquid dielectric transformers, having a power handling capacity > 10.000 kVA
4	85043400	Transformers having a power handling capacity > 500 kVA (excluding liquid dielectric transformers)
5	85049010	Parts of electrical transformers and inductors

7.4.2 Current Scenario

The export scenario of the World and India have been analysed on the basis of export statistics of 5 HSN codes (85042310, 85042200, 85042320, 85043400 & 85049010), under which electrical Transformers (Liquid dielectric), parts of electrical transformers (Silica gel breathers) goods are exported. Alongside are the key facts pertaining to the analysed product code.³³

7.5 Export Potential

- ▶ The total export value of Electrical Transformer goods and components (HSN codes 85042310, 85042200, 85042320, 85043400 & 85049010) from Jhansi district is around INR 41.72 crore for the period of September 2020 to November 2021.³⁴
- ▶ For HSN Code 85042310, India's exports represent 2.1% of world exports for this product, its ranking in world exports is 13th. For HSN code 85042200, India's exports represent 2.3% of world exports for this product, its ranking in world exports is 11th. Whereas exports for HSN code 85043400, India's exports represent 1.3% of world exports and its ranking in world exports is 15th & for HSN code 850490, India's exports represent 2.3% of world exports for this product, its ranking in world exports is 11th.
- ▶ Other prominent products exported from Jhansi district are Medicine components, Aluminium panel labels etc.
- ▶ HSN codes 85042310, 85042200, 85042320, 85043400 & 85049010 covers the articles electrical transformers and various components are:
 - For HSN code 85042310; India majorly exports to the countries Bangladesh, Nepal, Angola.

³³www.trademap.org

³⁴ Regional DGFT office, Kanpur

- For HSN code 85042320; India exported this product to USA, China, Oman, Saudi Arabia, UAE, Sweden, Vietnam, Germany, Italy, UK, Canada, Belgium, France, Czech Republic etc.
- For HSN code 85043400; India exports to Bangladesh, Algeria, Bhutan, Nepal, UAE, Philippines, Vietnam, Zambia and Oman.
- For HSN Code 85049010; India exports the parts of electrical transformers and inductors to the countries USA, Germany, China, Oman, S. Arabia, France, UAE, Sweden, Vietnam, Indonesia.

Below figure shows the top importers for this product are:

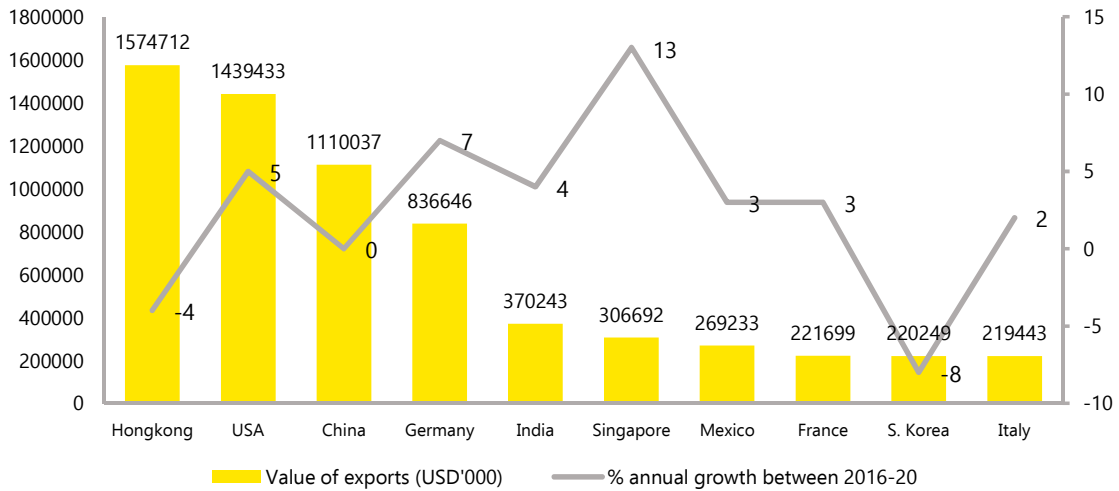


Figure 23: Top importers for electrical transformer (85049010) in the world⁶³

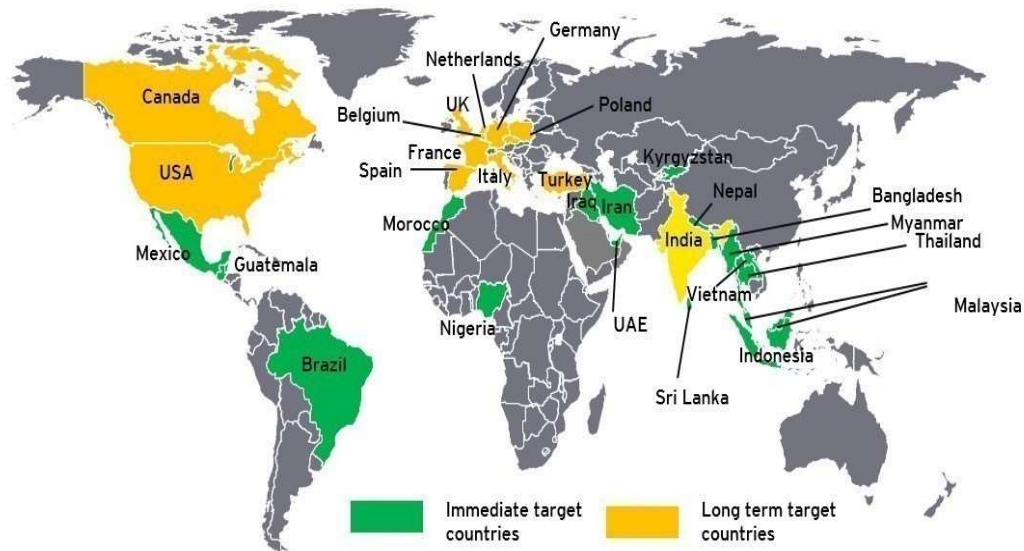


Figure 24: Markets for export potential



7.6 Potential Areas for Development

The following are the key areas for development of the product category and cluster:

- ▶ Creation of strong linkages with Government departments like Railway, Defense, Aerospace etc. for them to act as permanent buyers
- ▶ Focus on creation of product prototypes basis sectors of potential buyers and their demand
- ▶ Improving the competitiveness, product quality, efficiency of the cluster etc., by incorporating lean manufacturing, Zero Defect Zero Effect techniques etc. Schemes such as CLCS-TUS of DC-MSME can be utilized for the same

7.7 SWOT Analysis

Table 22: SWOT Analysis for Engineering Goods

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Geographic location is conducive for undertaking global trade as the district has easy access to metropolitan cities, ports and is near to other developed industrial areas in the state ▶ Easy availability of cheap and skilled labour ▶ Available assistance in forms of finance, land cost subsidy, interest subsidy etc. for fostering the ecosystem and expanding the production 	<ul style="list-style-type: none"> ▶ Lack of proper infrastructure facilities in industrial areas in terms of production facilities and connecting roads ▶ Lack of investment and focus on R&D ▶ Lack of permanent buyers ▶ The machineries used in this sector is often expensive and the banks don't tend to lend credit frequently to change the technology/ machinery
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Huge scope in domestic and foreign market ▶ Scope for development of new products ▶ Increased focus of government for expanding operations and increasing exports as it has been recognized as one of the rising sectors 	<ul style="list-style-type: none"> ▶ Chinese domination and proved establishment in the International Market ▶ Frequent changes in raw material prices

7.8 Challenges and interventions

Table 23: Challenges and Interventions

Parameter	Challenges	Intervention
Warehouse for raw material	<ul style="list-style-type: none"> ▶ While the raw material i.e., Metal Sheets and Plastic Granules are manufactured by large industries like SAIL, TATA, JSW, Reliance etc., raw material are procured by MSMEs from third party suppliers at expensive rates. This is mainly due to lack of scale to match minimum quantities as mandated by the large manufacturers ▶ Frequent changes in the pricing of raw material often disrupts the production cycle 	<ul style="list-style-type: none"> ▶ Ensuring procurement of quality raw materials from Ghaziabad, Gurugram etc. ▶ Establishment of a RMB to ensure availability of raw materials at affordable prices and portal for better tracking of raw material purchased. ▶ The cost of sourcing raw materials from raw material depot at par with local market
Infrastructure development	<ul style="list-style-type: none"> ▶ Site infrastructure needs a comprehensive overhaul ▶ There is no efficient mechanism in most industrial areas to dispose of industrial solid waste (ISW). Majority of the generated waste is either dumped on roads, local water bodies or is burnt causing land, water, and air pollution 	<ul style="list-style-type: none"> ▶ Setting up of a common effluent treatment plant to minimize pollution caused by disposal of untreated ISW ▶ Development of an Industrial Estate Management Authority for maintenance of the industrial infrastructure
Marketing & promotion of products	<ul style="list-style-type: none"> ▶ Lack of strong linkages with permanent buyers ▶ 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"> ▶ Creation of linkages with various govt. bodies like railway, defense, aerospace etc. for acting as a permanent buyer ▶ Sensitization of cluster actors about Performance Linked Incentive initiative of the government under the Atmanirbhar Bharat Abhiyan and the Make in India initiative which envisages to increase productivity, expand operations and initiate/ widen export opportunities for select sectors ▶ 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

Parameter	Challenges	Intervention
		<p>participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase</p> <ul style="list-style-type: none"> ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of Engineering goods.
Access to finance	<ul style="list-style-type: none"> ▶ Frequent changes in raw material prices often disrupts the working capital which is neglected by banks while lending credit ▶ The machineries used in this sector is often expensive and the banks don't tend to lend credit frequently to change the technology/ machinery and in case the MSMEs don't upgrade the machinery, they tend to lose out on orders, and it becomes difficult to stay relevant in market 	<ul style="list-style-type: none"> ▶ 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 ▶ Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances ▶ Tie up with the banks/financial institutions for better interest rates, enhanced working capital limits etc. ▶ Handholding of MSMEs to increase awareness about existing schemes of state & central government as well as the procedure to apply to avail financial assistance

7.9 Future Outcomes

Table 24: Future outcomes

Annual Turnover	Cluster exports
Increase in annual turnover by 10% annually from existing with the help of financial outreach of government programmes and other interventions.	Substantial growth in cluster exports expected to grow by 5% annually by 2025.

8. Product 5: Parts of the Flour Mills (Flour Mill Stones)

8.1 Cluster Overview

Uttar Pradesh is the leading state in production of the agriculture cereal products like rice, wheat and other cereals namely Pulses, Peas, other leguminous products which need the flour mills in order to make the products worth consuming by grinding it. In Jhansi, the parts of flour mill have witnessed their export to various countries.

HSN code (84335200) deals in threshing machinery (excluding combine harvester-threshers) and approximate export turnover of the parts of the flour mills is INR 81.82 Lakh and HSN code 73259100 (Grinding balls and similar articles for mills, cast (excluding such articles of non-malleable) fetch export worth INR 15.00 Lakh

between Sep' 20 to Nov 2021 i.e., within a period of 15 months.³⁵ There are few industries namely BHEL (Bharat Heavy Engineering Limited) and others which are engaged in manufacturing the products and exporting from district Jhansi.

8.2 Product Profile

Export of threshing machinery (excluding combine harvester-threshers) and grinding balls and similar articles for mills, cast (excluding such articles of non-malleable) are exported with HSN code 84335200 & 73259100

Parts of the threshing Machinerics used as a component of the assembly for the flour mills. In practice, the flour mills are found in each village as dwellers needs the cereals be grinded before consumptions.

The wheat is cultivated in clayey soil and is highly sought after for its physical characteristics. Its high gluten strength and uniform golden colour makes it ideal for bread making and pasta preparation unlike the softer commercially high yielding wheat, which lacks the strength and consistency of durum. Today, India is exporting enough of all types of wheat and extensive research efforts are underway for improving its cereals and grain output in the years to come. Wheat cultivation has traditionally been dominated by the northern region of India. With a production reaching ten times in past five years, India is today the second largest wheat producer in the entire world. Various studies and research show that wheat and wheat flour play an increasingly significant role in the management of India's food economy.

8.3 Cluster Stakeholders (Flour Mills)

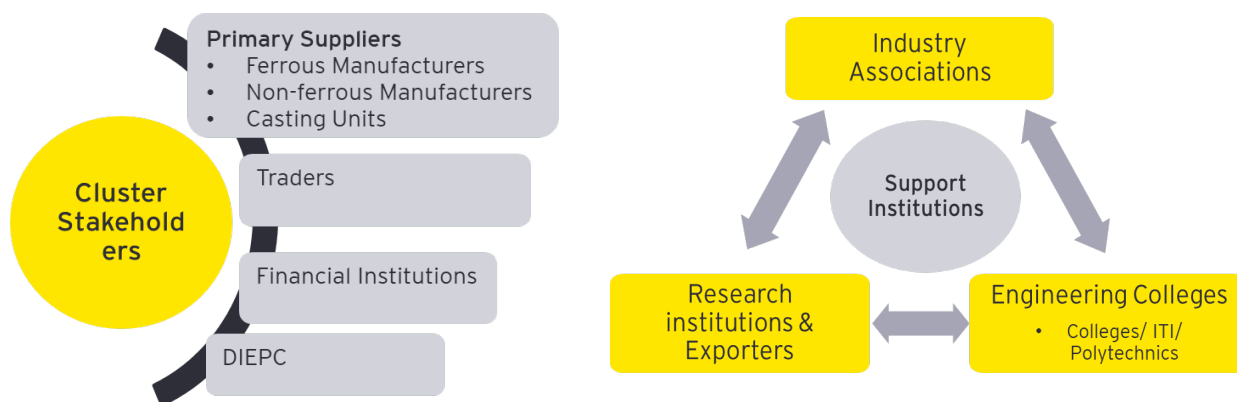


Figure 25: Cluster Stakeholders

8.3.1 Industry Associations

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

- ▶ Indian Industries Association (IIA)
- ▶ Engineering Export Promotion Council (EEPC)
- ▶ All India Manufacturers' Organization (AIMO)
- ▶ Exporters Association
- ▶ Industrial Area Manufacturers' Association (AIMA)
- ▶ The Associated Chambers of Commerce and Industry of India (ASSOCHAM)
- ▶ Confederation of Indian Industry (CII)

³⁵ DGFT, Kanpur

- ▶ Federation of Indian Chambers of Commerce & Industry (FICCI)

8.4 Export Scenario

8.4.1 HSN Codes: 84335200 & 73259100

Threshing machinery and similar articles (grinding balls etc) are being exported under HSN code 84335200 & 73259100 and generates export of INR ~0.97 lakhs for Jhansi district.³⁶

Table 25: HSN Code and products

HSN Code	Description
84335200	Threshing machinery (excluding combine harvester-threshers)
73259100	(Grinding balls and similar articles for mills, cast (excluding such articles of non-malleable)

8.4.2 Current Scenario

The export scenario of World and India have been analysed basis the export statistics of HSN code 84335200 & 73259100 under which spare components of the flour mills (stone) are being exported from Jhansi district.

India is leader in export of these products, India contributes 41.8% of world's export for this product and stands as a largest exporting country for the product (HSN code 84335200 & 73259100).³⁷

8.5 Export Potential

HSN Code 73259100 for Spare parts flour mills (Grinding balls and similar articles for mills, cast (excluding such articles of non-malleable):

- ▶ The total exports of product from Jhansi district as per HSN code 73259100 are around INR 81.83 Lakhs in the period September'2020 to November 2021.³⁸
- ▶ India's exports represent 41.8% of world exports for this product, its ranking in world exports is 1.³⁹
- ▶ India exported of value USD 221,844 thousand this product to Indonesia, Australia, Canada, Ghana, South Africa, USA, Philippines, Mexico, and UK etc.
- ▶ Uttar Pradesh exported this product value INR 63,472.4 crore in four years i.e., 2017- 2021.
- ▶ The biggest export value of INR 12,280 crore routed through port NHAVA SHEVA sea.

HSN Code 84335200 for spare parts flour mills (Threshing machinery excluding combine harvester-threshers):

- ▶ The total exports of product from Jhansi district as per HSN code 84335200 are around INR 39.83 Lakh in the period September'2020 to November 2021.⁴⁰
- ▶ India's exports represent 2.2% of world exports for this product, its ranking in world exports is 7th.
- ▶ India exported of value USD 5,452 thousand this product to African countries mostly i.e., Nepal, Sudan, Ghana, Ethiopia, Bangladesh, Nigeria, Zambia, Namibia, and Senegal etc.

³⁶ DGFT, Kanpur

³⁷ www.trademap.org

³⁸ DGFT, Kanpur

³⁹ Trade Map - List of exporters for the selected product in 2020 (Grinding balls and similar articles for mills, cast (excluding such articles of non-malleable ...))

⁴⁰ DGFT, Kanpur

- ▶ Uttar Pradesh exported this product value INR 3.16 crore in four years i.e., 2017- 2021. The biggest export value of 1 Cr. routed to Nepalgunj.

India's imports represent negligible (~0.34%)⁴¹ of world imports for this product, its ranking in world imports is 113. Australia, USA, Canada, S. Africa, Panama, Ghana, Peru, Brazil and S. Arabia are the top importer countries globally. Below figure shows the top importers for this product (73259100) in the world:

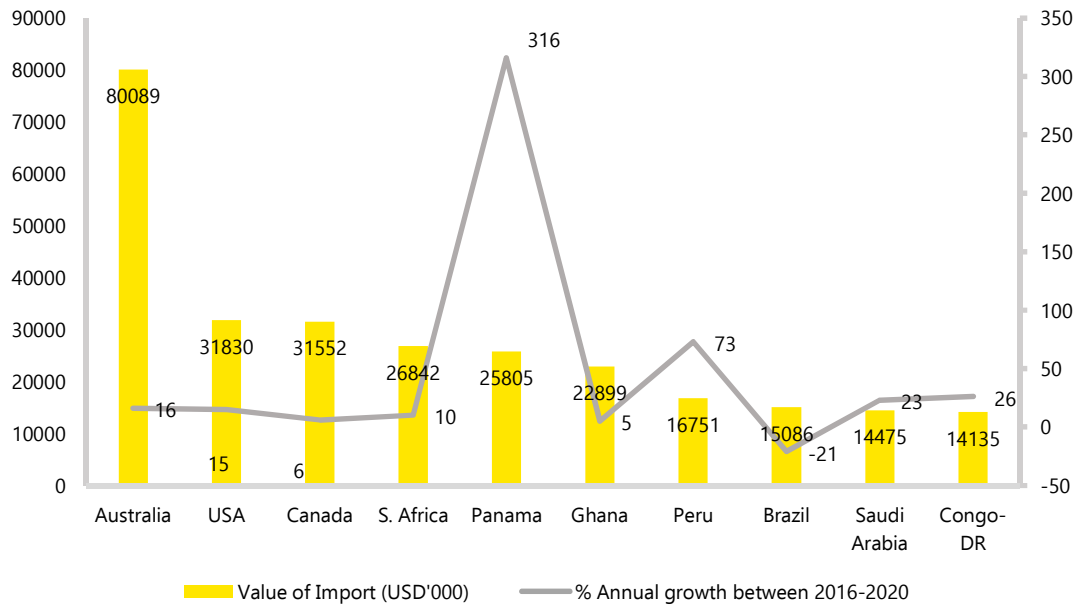


Figure 26: Top importers for this product (73259100) in the world



Figure 27: Markets for export potential

Below figure shows the top import & export countries from India (84335200) :

⁴¹ https://www.trademap.org/Country_SelProduct.aspx?nvpm=1%7



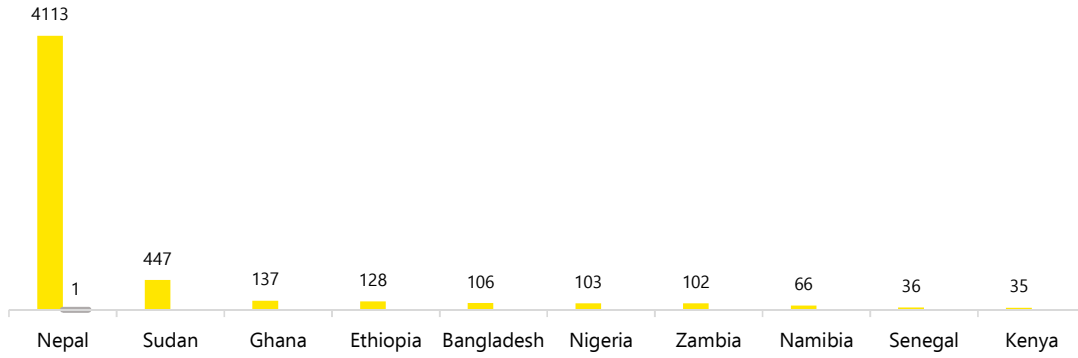


Figure 28: Top countries exported by India for (84335200)⁴²

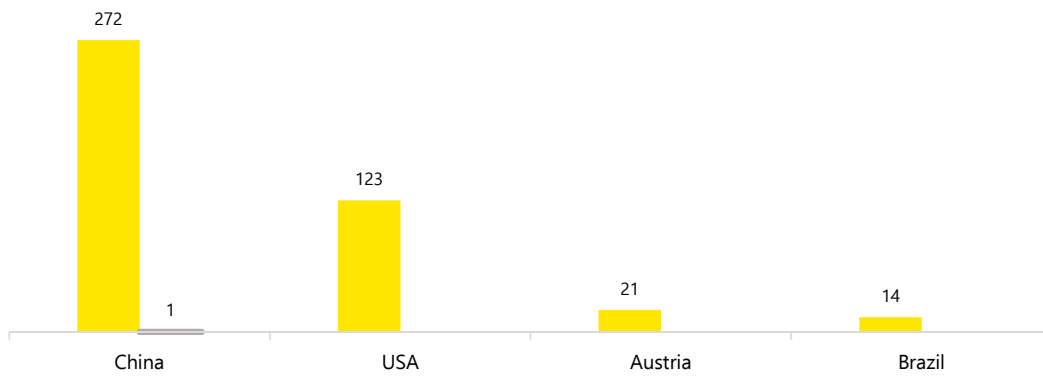


Figure 29: product (84335200) imported⁴³

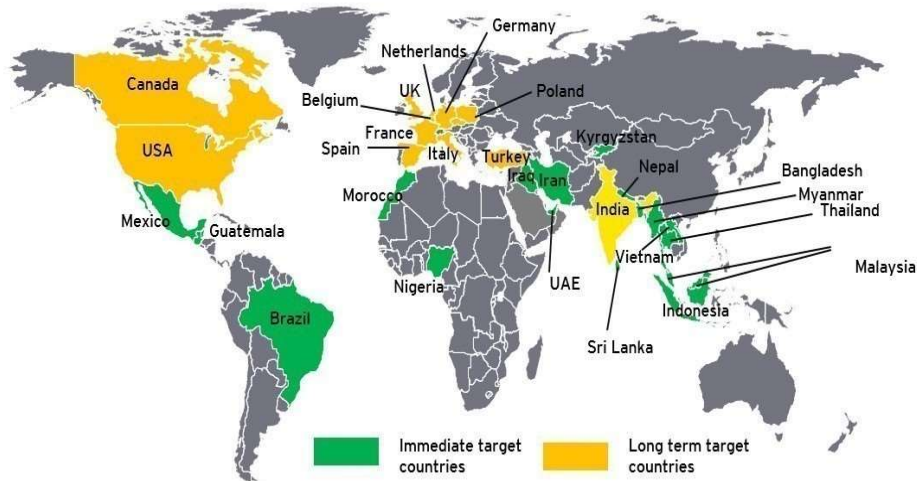


Figure 30: Markets for export potential

⁴²www.trademap.org

⁴³www.trademap.org



8.6 SWOT Analysis

Table 26: SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Improving and enhancing rural economy ▶ Jhansi, lying in the Gangetic plains provides fertile land suitable for farming ▶ Availability of cheap and skilled labour 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 flour mills, a large percentage of the produce is often discarded as it is termed as wastage which is not suitable for sale ▶ High transportation cost for export of the product
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Large scope for expanding sales network-globally and locally ▶ Scope for product diversification for generating additional revenue 	<ul style="list-style-type: none"> ▶ Cost of production in exporting countries like other competitive countries and neighbouring countries are low as compared to India ▶ Fear of damage of raw materials used for crushing and milling purposes from calamities and insect attack as it is perishable items.

8.7 Challenges and interventions

Table 27: Challenges and Interventions

Parameter	Challenges	Intervention
Focus on high Export Quality	<ul style="list-style-type: none"> ▶ Challenges in developing high quality in tune with cost efficiency export quality spares 	<ul style="list-style-type: none"> ▶ Research & development for exports in future.
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

Parameter	Challenges	Intervention
		representative of State Agricultural Department may examine the proposal for 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.
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 flour Mills	<ul style="list-style-type: none"> ▶ Many flour mill owners are not using modernized rice mills for better recovery and reducing the percentage of wastage. ▶ Similarly, many of the sugar mill owners are not using modern machinery due to higher cost of machinery 	<ul style="list-style-type: none"> ▶ Flour mills have not been fully modernized to ensure high milling recovery and reduce the percentage of wastage. Hence, flour obtained from milling of conventional mills becomes costly due to non-recovery of higher percentage of wastage. Therefore, conventional mills are required to be modernized. ▶ Flour mill owners make use of Government schemes for upgradation of their mills.
Marketing & Promotion of products	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ 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 milling of various cereals. ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level to create awareness about schemes 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 entrepreneurs given long 	<ul style="list-style-type: none"> ▶ Tie up with the banks/financial institutions for better interest rates, enhanced working

Parameter	Challenges	Intervention
	cultivation cycle of agri products ► The linkages with banks and financial institution in the cluster are not well established	capital limits etc. ► Handholding of units in the cluster to create awareness about financing schemes viz. ODOP Margin Money scheme
Exporter's issue	► DEPC to act as a focal point for all exporters issue	► Deputy Commissioner Industries may be given this responsibility to monitor the cell.

8.8 Future Outcomes

Table 28: Future Outcomes

Annual Turnover	Cluster exports
Increase in annual turnover by 10% annually from existing with the help of financial outreach of government programmes and other interventions.	Double the export value ~(2 Cr.) by 2024.

9. Action Plan

Table 29: Action plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ⁴⁴
Increasing the overall exports from the state		
<p>Sensitization and facilitation in availing Import/ export documents:</p> <p>Majority of the cluster actors are though interested and sensitized on exports but unaware of Import-Export Code (IEC) 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 up 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>	ODOP cell, 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 (Soft Toys, Tourism, Textbooks, Electrical Transformers & engineering, Flour mills, textile & apparel etc.) by utilizing schemes like IC and MAS</p>	ODOP cell, DIEPC UPEPB	Continuous initiative
<p>Sensitization of cluster actors:</p> <p>a. The individuals of a cluster should be sensitized on the plethora of schemes⁴⁵ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials</p>	ODOP cell, DIEPC UPEPB	Continuous initiative

⁴⁴ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

⁴⁵ 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>:

b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP		
DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment	DIC, UPEBP and FIEO	Intermediate
Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc. and Onboarding workshops to be conducted for handholding to artisans and entrepreneurs	UPEPB/DIEPC	Short term
Creation of IT based platform for buyers and sellers meet, Video for branding of the products by highlighting its quality benefits and historical background.	UPEPB/DIEPC	Short term
Periodically arranging conference, meeting, conclave on various thematic issues on Export and Import, and guest lectures to be delivered by eminent personalities.		
Promotion of products by DIEPC across the State branding through various means within their premises through events like 'Udhyam Samagam'	DIEPC	Ongoing activity
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 to evaluate the projects better while lending credit	UPEPB/DIEPC and banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	UPEPB/DIEPC and banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	UPEPB/DIEPC and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & Centre and the procedure to apply to avail financial assistance	UPEPB/DIEPC	Intermediate

Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports	DIEPC UPEPB	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/UPEPB	Long term
Cost Structure: a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. b. The CONCOR rates are to be made available at regular intervals to the DIC office for updating the same at the district website. c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/UPEPB	Long term
	DIEPC/UPEPB	Long term
	DIEPC/UPEPB/FIEO	Short term
Product 1: Soft Toys		
Establishment of Common Facility Centre with: a. Raw Material Bank b. Common Production Center c. Design Studio for innovative and contemporary designs d. Design and display center with CAD/CAM facilities and space to showcase products to undertake sale e. Promotion, Sale and Marketing center for undertaking marketing events	DIEPC, DGFT and ODOP Cell	Long term
Craft tourism: Jhansi has renowned historic places such as Jhansi forte, Government Museum, Display center etc. As a piolet project any of these historical places can have a specific area where tourist can see history of Soft Toys Craft, what makes it unique, process of producing a soft toys product outlet from where the international and domestic tourist can buy the authentic famous products.	UPEPB/ EPC, ODOP Cell & UP Tourism	Long term
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 entrepreneurs and artisans to provide information about their handloom products for easy understanding of exporters.	UPEPB/ODOP Cell	Short term
Promotion of post GI initiative: a. DIC to identify 50 authorized users to become IEC holder in a year b. Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users	DIEPC/UPEPB/ODOP Cell	Intermediate term
Product 2: Electrical Transformer & Spare components		
Establishment of a warehouse with modern storage facilities leveraging schemes like MSE-CDP, NAVY scheme etc.	UPEPB, DIEPC and Dept. of Heavy Engineering	Long term
Promotion of post GI initiative: a. DIC to identify 10 authorized users to become IEC holder in a year b. Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users	DIEPC/UPEPB	Long term
Collaboration with E-commerce companies focusing on availability of logistic facility and containers etc.	UPEPB and DIEPC	Short term
Training program to educate the manufactures: a. Training program to educate the cultivators about various SPS/ Technical standards in international markets b. The District Industry Centre in consultation with regional DGFT officer may chalk out the program on quarterly basis to train and education cultivators and other stakeholders about SPS/ technical standards in international markets.	DIEPC/DGFT/	Ongoing
Product 3: Parts of Flour Mills (Stone)		
Establishment of a RMB to ensure availability of raw materials at affordable prices and portal for better tracking of raw material purchased. a. Ensuring procurement of quality raw materials from Ghaziabad, Gurugram etc.	UPEPB/DIEPC	Long term
Setting up of a common effluent treatment plant to minimize pollution caused by disposal of untreated ISW	UPEPB/DIEPC	Long term
Development of an Industrial Estate Management Authority for maintenance of the industrial infrastructure	UPEPB/DIEPC	Intermediate
Creation of linkages with various govt. bodies like railway, defense, aerospace etc. for acting	UPEPB/DIEPC	Long term

as a permanent buyer

10. Annexure -1

Abbreviations

CAD	Computer-Aided Design
CAM	Computer Aided Manufacturing
CDGI	Centre for the Development of Glass Industry
CFC	Common Facility Center
CGCRI	Central glass and ceramic Research Institute
CONCOR	Container Corporation of India
CPC	Common Production Center
DGFT	Director General of Foreign Trade
DIC	District Industries Center
DIEPC	District Industry and Enterprise Promotion Center
DPR	Detailed Project Report
EPC	Export Promotion Council
EPCG	Export Promotion Capital Goods
FIEO	Federation of India Export Organization
FTA	Free Trade Agreement
GCC	Gulf Cooperation Council
GI	Geographical Indication
HS	Harmonized System
IC	International Cooperation
IC Engines	Internal Combustion Engines
IEC	Import Export Code
IIP	Indian Institute of Packaging
ISW	Industrial Solid Waste
ITI	Industrial Training Institute
MAS	Market Assistance Scheme
MSE GDP	Micro & Small Enterprises - Cluster Development Programme
MSME	Micro, Small and Medium Enterprises
NHB	National Horticulture Board
NIC Code	National Industrial Classification Code
NIC	National Informatics Center
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
NSDC	National Skill Development Cooperation
ODOP	One District One Product
PMU	Project Monitoring Unit
QCI	Quality Council of India

R&D	Research & Development
RMB	Raw Material Bank
SGPGI	Sanjay Gandhi Post Graduate Institute of Medical Science
SIDBI	Small Industries Development Bank of India
SPV	Special Purpose Vehicle
SWOT	Strength, Weakness, Opportunities, Threats
TBT	Technical Barriers to Trade
UAE	United Arab Emirates
UK	United Kingdom
UP	Uttar Pradesh
UPEPB	Uttar Pradesh Export Promotion Bureau
UPICO	UP Industrial Consultancy Organisation
UPSDM	Uttar Pradesh Skill Development Mission
USA	United States of America




विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE
सत्यमेव जयते

Districts
as Export Hubs

Knowledge Partner


Building a better
working world