



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

District Export Action Plan,
Kaushambi, Uttar Pradesh

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



Preface

This Kaushambi district export plan for Kaushambi 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 Kaushambi has a diverse identity and potential for targeting global markets and there is a need for converting Kaushambi district into potential export hubs. In order to implement Hon'ble PM's vision for Kaushambi district, Department of Commerce has mandated the Directorate General of Foreign Trade to work with State Government and District Level authorities to promote Kaushambi district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Kaushambi under the chairmanship of District Magistrate. With the said objective, 'District Export Action Plan' has been prepared and being presented to concerned stakeholders.

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

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

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

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1. Vision of Districts as Export Hubs

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

- Honourable Prime Minister of India, Shri Narendra Modi

Foreign trade from India constitutes of 45%¹ of its GDP. Until 2019, only the central government was engaged in the decision making of foreign trade, without any participation or involvement of state and/or district stakeholders. However, now, understanding that there are diverse elements that contribute towards an enabling and conducive foreign trade environment; the central government has identified that with policy & strategy, active support of the state governments and district administration are also equally required.

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

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

2. District Profile

Kaushambi district is one of the districts on the southern part of the state of Uttar Pradesh. Manjhanpur town is the district headquarter & Bharwari municipality is the main market for shopping and business. The present Kaushambi district was carved out of then Allahabad (Now Prayagraj) district on 04 April 1997.

2.1 Geography

Kaushambi District is situated on the southern part of the State of Uttar Pradesh and surrounded by the district Allahabad in the east, Fatehpur in the west, Chitrakoot in the south and district Pratapgarh in north. The total geographical area of the district is 1903.17 Sq. Km. The coordinates of Kaushambi are 25° 31' 26" N latitude and 81° 23' 41" E longitude.

2.2 Topography & Agriculture

District Kaushambi lies in Central Plane Zone “V” of U.P (Agro-climatic Zone). The District Kaushambi is mainly an agricultural district in which the main crops are wheat and rice. Some area is cultivated

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

under pulses also like Arhar, Urad and Chana. The famous Allahabad variety of Guava is the specialty of Kaushambi. The principal sources of irrigation are canals and tubewells.

The district is characterized by semi-humid as per standard climatic classification. Average rainfall of the district is 904 mm. Maximum temperature around 43 °C (109°F) and the minimum is in the 3 to 4 degrees. Relative humidity of the district is 67. The climate of the district could be described as semi-arid.

Key Statistics of the District

Parameter	Description
Geographical Location	25° 31' 26'' North latitude and 81° 23' 41'' East longitude.
Total Geographical Area (Sq Km)	1780
Population (In lacs) (As per 2011 Census)	15.96
Languages	Hindi, Awadhi
Literacy Rate	48.20 per cent
Sex Ratio	910/1000
Major Industries	<ul style="list-style-type: none"> • Furniture • Food processing • Fabrication • Pharmacy • Plywood
Railways Length of rail line	<ul style="list-style-type: none"> • 63 km
Roads National Highway State Highway Main District Highway	<ul style="list-style-type: none"> • 44 km • 84 km • 38 km
Agriculture Land Utilization Total Area Forest Cover Non-Agriculture Land Cultivable Barren Land	<ul style="list-style-type: none"> • 182006 Hectares • 47 Hectares • 27623 Hectares • 1360 Hectares

3. Industrial profile of the district

As given in the below table, the total number of industrial units in Kaushambi district are 2231 units giving employment to around 6083 people with an investment of around 115 crores. According to the types of industry, the most prominent ones are agrobased with 934 units employing 1880 individuals with 3674 Lakhs and wood and wooden based structure with 857 unit, employing 750 and with an investment of INR 2450 Lakhs.

Table 1: Industries details²

Sl. No.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
1	Agro based	970	3474	1880
2	Cotton textile	07	24.50	74
3	Woolen, silk & artificial Thread based clothes.	04	6.9	42
4	Jute & jute based	13	8.63	56
5	Ready-made garments & Embroidery	186	1650	498
6	Wood/wooden based furniture	204	2450	720
7	Paper & Paper products	09	24.5	40
8	Chemical/Chemical based	80	820.87	589
9	Mineral based	12	46.4	120
10	Metal based (Steel Fab.)	200	810.0	610
11	Engineering units	172	610	380
12	Electrical machinery and	14	28.2	60
13	Repairing & servicing	202	995.2	507
14	Others	163	596.15	508
	TOTAL	2231	11555.35	6084

Repairing and Servicing sector of MSME with 3863 units in the district is the most prominent and economy contributing sector of the district. It is followed by sectors such as “Agro based and Metal Based Products” with 2171 and 514 units, respectively.

² Directorate of Industries, Govt of U.P, Kanpur

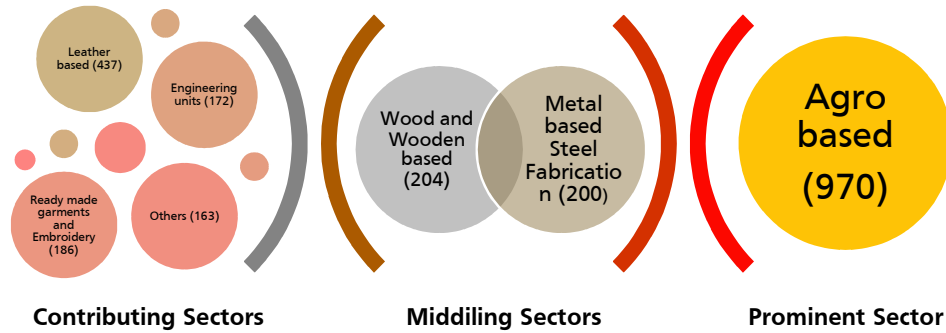


Figure 1: MSME landscape of the district

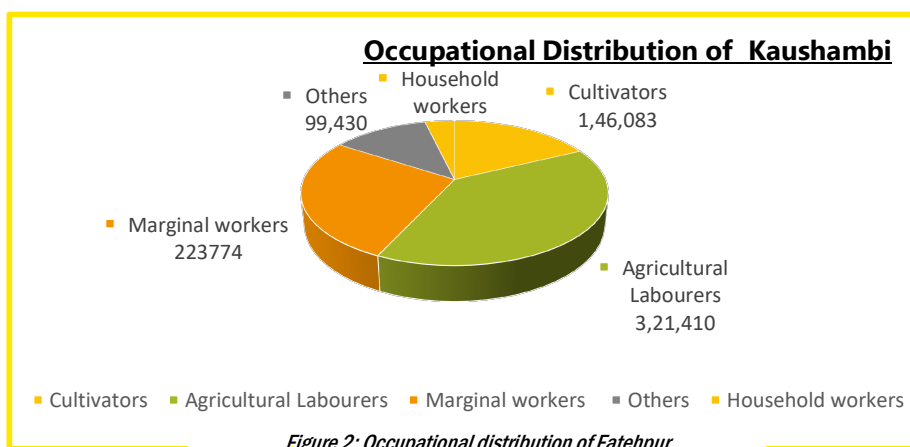
Out of total population of 15, 99,596 (2011 census), 6, 39,086 are working population. Out of total working population, 15.55% are working in other industries, 22.08% are cultivators and 29.21% are agricultural labourers and only 4.77% are household industry workers. This indicates that agriculture is the main source of income in the district.

Industrial Infrastructure

S.No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Mini. Ind. Estate Parshara,	1.484	1.484	247	56	56	-	9
2	Madhupur Block Newada	1.027	1.027	247	34	34	-	2
	Total	2.511	2.511	494	90	90	-	11

Table 2: Occupational Distribution of Main Workers³

S.No.	Particulars	Kaushambi	%
1	Cultivators	1,46,083	22.08%
2	Agriculture Labourers	1,86,914	29.21%
3	Marginal workers	2,23,774	13.99%
4	Household Industry Workers	30,491	4.77%
5	Others	99,430	15.55%



3.1 Major Exportable Product from Kaushambi

The total export from Kaushambi is approximately INR 60 lakhs for the period of September 2020 to November 2021.

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

Table 3: Major exportable product

S. No	Product	Export value (in INR) ⁴ from September 2020 to November, 2021
1	Banana	NA
2	Others	60 Lakhs
Total Export from Kaushambi		60 Lakhs

³ District census handbook 2011- Kaushambi

⁴ District wise report for the period September 2020 to November 2021 received from DGFT



4. Product 1: Banana and Banana Product

4.1 Cluster Overview

The diverse climate of Uttar Pradesh is suitable for producing all kinds of horticultural crops.. In fact, Uttar Pradesh holds a leading position in total production of horticultural crops in the country. In fact, for more than 92% of small holding farmers, horticultural crops are the main source of higher income, employment and nutrition per unit area. With the increasing importance of horticultural crops its producers are aware and are improving economic status by adopting the horticultural crops while optimum utilization of the available resources. Horticultural crops are diverse which include all kinds of fruits, vegetables, flowers, medicinal and aromatic crops, root and tuber crops, spices and bee-keeping as well as mushroom cultivation as a subsidiary enterprise along with their processing and value addition.

Uttar Pradesh has vast source of raw agricultural material for food processing industry and has prominent share in India's agricultural and horticultural production. Some prominent features of Uttar Pradesh as one of the state of India are:

- ▶ Share in Wheat production – 34%
- ▶ Share in Fruits production – 19%
- ▶ Share in Vegetables production – 30%
- ▶ Contributes 60 % of meat exports from India
- ▶ 35% share in Sugarcane output, ranks 2nd in sugar production
- ▶ Established three agro food parks at Barabanki, Varanasi, Ayodhya and four pack houses at Lucknow, Saharanpur, Barabanki, Varanasi
- ▶ Mega Food Park proposed at Jagdishpur

The Banana cultivation in Uttar Pradesh is spread over more than 48698 hectares, whereas the production of banana is 3005640 MT which is 10% of the total production of the country. In 2010-11, the total production of banana was 1599000MT over an area of 37000hectares. The production capacity has increased substantially over the years in Uttar Pradesh. The varieties of banana cultivated in Uttar Pradesh are Dwarf Cavendish, Alpon, Chinia ,ChiniChampa, Malbhig,Muthia, Kothia , Gauria. Farmers are also cultivating Grand Naine Variety through Tissue culture.

The technology was first adopted from Israel.In1988, Ram Saran Verma was first introduced tissue culture (G9) for banana farming in Barabanki Uttar Pradesh. The prominent belts of banana cultivation in the state are Gorakhpur, Fatehpur, Barabanki, Kaushambi, Kushinagar, etc., whereas Gorakhpur is leading and producing more than 800,000 MT of Banana over an area of 18000 hectares.

4.2 Product profile

The variety of plantain called Nendran is the most suitable for chips processing, giving them a natural deep yellow color. The Dwarf Cavendish is also suitable for making banana chips. Over 90% of bananas produced in India are consumed domestically as fresh fruit and it is estimated that processing in banana is only to an extent of 2.5% of which about 1.80% is used to process banana chips. The rest is processed into the banana puree, banana pulp, banana beer, banana powder and so on. The snack food market in India is reported to be growing at 7 to 8 % annually. And potato chips are estimated to constitute nearly 85% of total salty snack food market. In the face of

competition from branded potato chips in the market, local banana chips industry must upgrade their product by using attractive packaging and increasing the variety of flavours, to attract more consumer to buy it and occupy more market share.

Banana is one of the most abundant fruit crops in India. It is also one of the sources of income for farmers. Banana has various uses that can be turned into many processed products. In addition to banana exporting, processing banana into different products could mean additional income for banana farmers. Banana can be processed to make Banana Flour, , Banana Puree, Dried Banana Blossoms, Banana Chips, Banana Vinegar, Banana Figs, Banana Sauce, and Banana Powder.

4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

The banana is an edible fruit – botanically a berry – produced by several kinds of large herbaceous flowering plants in the genus *Musa*. In some countries, bananas used for cooking may be called plantains, in contrast to dessert bananas. The fruit is variable in size, color and firmness, but is usually elongated and curved, with soft flesh rich in starch covered with a rind which may be green, yellow, red, purple, or brown when ripe. The fruits grow in clusters hanging from the top of the plant.

Banana Wafers (Chips)

Banana chips are deep-fried or dried slices of bananas (fruits of herbaceous plants of the genus *Musa* of the soft, sweet "dessert banana" variety). They can be covered with sugar or honey and have a sweet taste, or they can be fried in oil and spices and have a salty or spicy taste. Banana chips are commonly found in India and Indonesia (as *kripik*). Variants of banana chips may be covered with chocolate instead. Banana chips are similar to *chifle*, usually made from firmer, starchier fruit varieties of the genus *Musa* commercially called plantains or "cooking bananas".

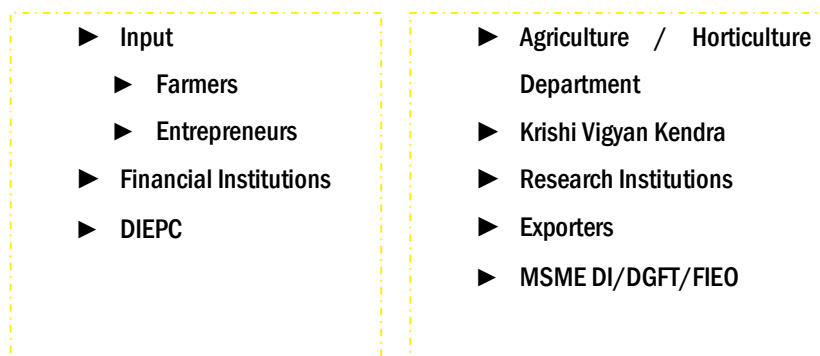
Banana powder

Banana powder is a powder made from processed bananas. It is used as a component for production of milk shakes and baby foods. It is also used in the manufacture of various types of cakes and biscuits.

Banana Beer

Banana beer is an alcoholic beverage made from fermentation of mashed bananas. Sorghum, millet or maize flour are added as a source of wild yeast.

4.3 Cluster Stakeholders



4.4 Export Scenario

4.4.1 HS code

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

Table 4: HS codes for Banana

HS codes	Description
080390	Fresh or dried bananas (excluding plantains)

Current Scenario

The export scenario of India and Uttar Pradesh has been analysed basis the export statistics of HS codes mentioned above under which products are exported. Alongside are the key facts⁵ 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

- ▶ The total exports of Banana and Banana product from Kaushambidistrict is negligible.
- ▶ Other prominent export sector from Kaushambi District is Tourism as Kaushambi is one of the oldest historical cities of India.
- ▶ The cluster has tremendous export potential, but owing to lack of proper market assessment mechanism, more specific value added products, specific demand preferences.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be integration between the local producers, exporters and importers, thereby making the export ecosystem robust and effective.
- ▶ IndiaexportedUSD77422ThousandvalueofBananaplantainproductsin2019.⁸India'sexportsrepresent 0.6% of world exports for this product, ranking it number 20. The value of India's exports has gradually increased since 2015-2019, There has been an increase by CAGR 8% in the past 5 years, and as per data FY 2015-19 for exports from India.

⁵ <https://www.trademap.org/>

Product 080390: Uttar Pradesh exports this product to **Nepal, Iran, Qatar and Iraq**. Below figure shows the top importers for this product (080390) in the world:

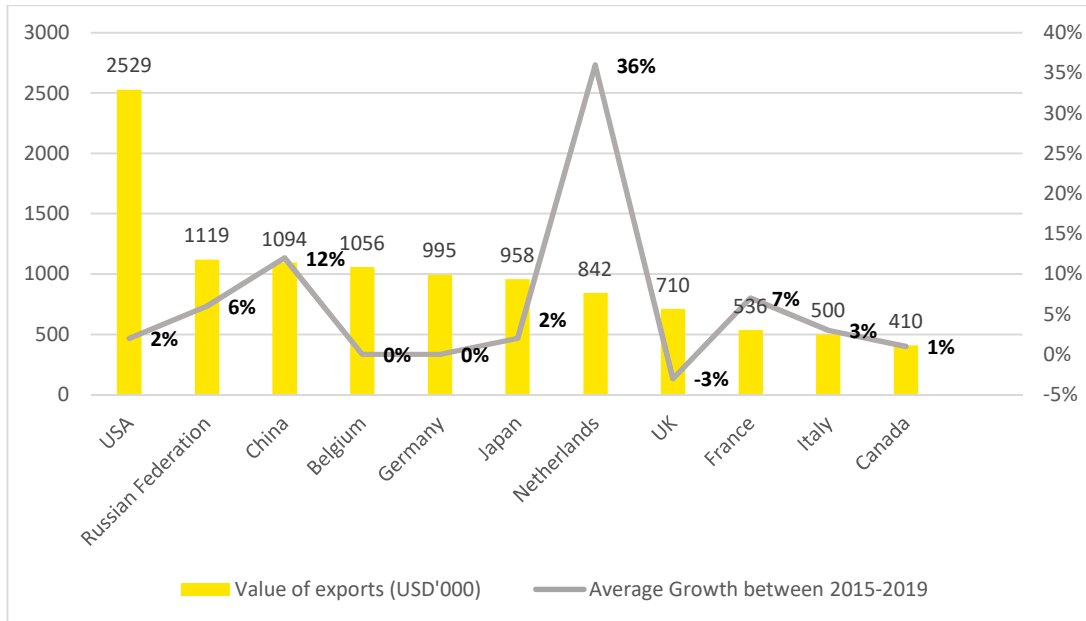


Figure 4: Top importers for this product (080390) in the world

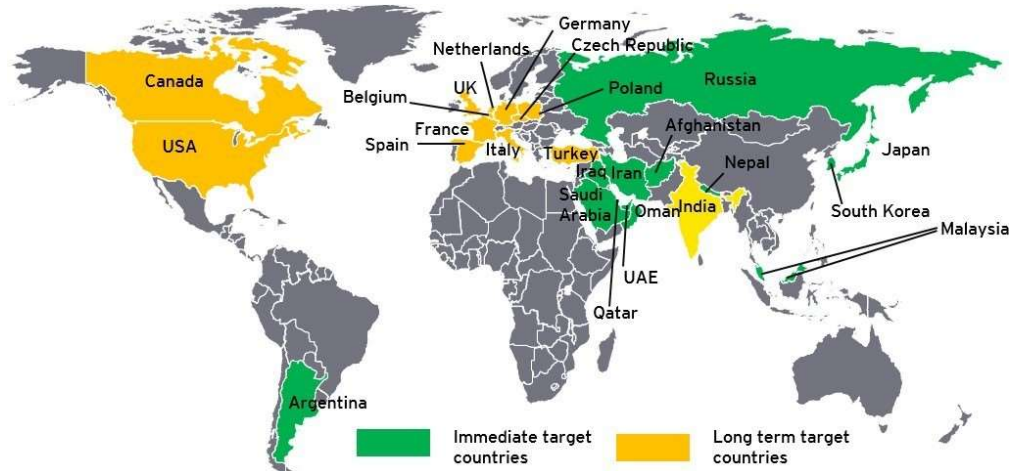


Figure 5: Markets for export potential

4.6 Potential Areas for Value Added Product

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

1. **Development of a new products:**



The processors of the district should be encouraged to diversify the product categories and must be provided with enough resources to create advance processed banana products without losing the nutritional value and essence of Banana.

The cluster requires more focus on new varieties of Banana and Banana products which are in high demand in the global market like Vacuum Fried Banana Chips, Osmo Vacuum-IMF Dried banana, Banana Flour Based Ready-To-Eat Products, Fibre Enriched Banana Peel Pasta, Raw Banana Flour, Raw Banana Flour Ethnic Health Mix, Banana Beer, Banana wine, Banana puree, Banana pulp etc.

2. Use of new and advanced processing techniques

It has also been found that most of the banana processors are using old techniques in Banana processing. The requirement of advance processing machineries is essential so that the nutritious value of final product should be similar to Banana.

4.7 SWOT analysis

Table 5: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Availability of abundant raw material ▶ Better support from Horticulture Department ▶ Suitable soil for banana cultivation ▶ Banana is a healthy product and people are leaning towards consuming healthy product ▶ High nutrient values and easily available food 	<ul style="list-style-type: none"> ▶ Lack of interest in entrepreneurs due to challenges in getting financial assistance ▶ Currently there is no existence of banana product cluster in the district ▶ People are hesitant to enter the sector ▶ No Physical Infrastructure ▶ Limited direct market access for SMEs ▶ Lack of educated certified and professionally trained workforce ▶ No Designing and R&D facilities available ▶ Limited knowledge of production process
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Variety of product can be produced through food processing ▶ Domestic Retail Opportunity ▶ Technical up gradation ▶ Networking & linkages of cluster players/stakeholders ▶ Development of consortiums with specified objectives 	<ul style="list-style-type: none"> ▶ Suffering shortage of skilled workers. Migration of trained workforce from the sector ▶ Competition from Other Clusters of India ▶ Non-Availability of Finance for expansion ▶ Financial health of farmers and new entrepreneurs are declining

4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Raw Material Bank: <ul style="list-style-type: none"> ○ Sourcing of Raw Material 	<ul style="list-style-type: none"> ▶ Establishment of Raw material bank with storage facility for easy access of raw materials to food processing units at reduced

	<ul style="list-style-type: none"> ○ Lack of storage facility in the cluster leading to spoilage of raw Banana 	prices and creating consciousness about working capital loans within the cluster.
Technological up gradation	<ul style="list-style-type: none"> ▶ Lack of advance processing machineries for which limits the development of advance processed food products and hinders the productivity and potential of the cluster 	<ul style="list-style-type: none"> ▶ Establishment of technology led Common Production centre to ease out the production process. ▶ In consultation with APEDA, ICAR-National Research Centre for Banana, National Horticulture Board and Central Institute for Subtropical Horticulture (CISH) new technology can be explored
Marketing & branding	<ul style="list-style-type: none"> ▶ Offline marketing- is broadly used over online marketing ▶ Lack of Infrastructure for online marketing: Online marketing require, an infrastructure where artisan can take photos of the product on high resolution camera and IT system where they can upload the product with clean background regularly ▶ Lack of long-term contracts to sell the product ▶ More awareness programmes and workshops need to be conducted which also includes the skill training programme to make them aware about the standards and requirements for marketing of product. 	<ul style="list-style-type: none"> ▶ Training among the processing units and manufactures on how to brand their products using the Company logo, Company brand and how to get their brand register, cataloguing of products. ▶ The Banana products manufactured from the districts of UP should be branded as state brand owing to its fine intricacies. This can be then promoted widely within and outside the country by through marketing centres that can be established in domestic and international airports of India. ▶ Collaboration with E-commerce companies like Flipkart, Amazon, eBay for maximizing sales. ▶ 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 ▶ Events like 'Banana festival' may be organized to promote the use of banana and its products, and to

		<p>expand the market outreach.</p> <ul style="list-style-type: none"> ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of Banana products.
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined quality standards of the products. 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity.
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporter's ongoing issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the 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
Increase in annual turnover from existing INR 150 Cr. to 200 Cr. by 2025

Cluster exports
Export would start substantially after implementation of intervention over the span of next 5years.

5. Product 2: Tourism

5.1 International Tourism Uttar Pradesh

Uttar Pradesh is the fourth largest state in India, with an approximate area of 2,40,928Sq.Km. It is also the most populous state in the country, with a population of 199.5 million. Uttar Pradesh is one of the most favoured states for tourists in India, with a consistent ranking amongst the top states in terms of tourist arrivals.

Uttar Pradesh is a land of cultural and geographical diversity. It is blessed by tranquil expanses of meadows, perennial rivers, dense forests and fertile soil. It is the heartland of India and plays a crucial role in the culture, politics, agriculture, education, industry and tourism of India.

Uttar Pradesh is the largest tourist destination in India and abounds with beautiful spots and pilgrimage centres. Situated in the northern part of India, it shares boundary with Uttarakhand, Bihar, Madhya Pradesh, Rajasthan, Haryana, Delhi, Himachal Pradesh, and an international border with Nepal.

Uttar Pradesh has a glorious history. It is the land of Lord Rama, Krishna, Buddha and Mahavir. The epics Ramayana and the Mahabharata were written in Uttar Pradesh. It was here that the Buddha lived and preached to his disciples. The Mughals established their empire here. It is also home to India's most visited site, the Taj Mahal, the oldest living and holiest city Varanasi.

In, 2019, Uttar Pradesh was ranked the 1st state in terms of the domestic tourist arrivals and 3rd in terms of foreign tourist arrivals. The Tourism industry in Uttar Pradesh has a significant contribution to the states' economic growth. The contribution of tourism to the employment generation, both direct and indirect, is of immense importance to the state.

Year	Indian	Foreigner	Total	Percentage Increase (+)/ Reduce (-) in comparison to last year		
				Indian	Foreigner	Total
1	2	3	4	5	6	7
2015	20,65,15,617	31,04,062	20,96,19,679	(+) 12.06 %	(+) 6.67 %	(+) 11.98 %
2016	21,35,44,204	31,56,812	21,67,01,016	(+) 3.40 %	(+) 1.69 %	(+) 3.37 %
2017	23,39,77,619	35,56,204	23,75,33,823	(+) 9.56 %	(+) 12.65 %	(+) 9.61 %
2018	28,50,79,848	37,80,752	28,88,60,600	(+) 21.84 %	(+) 6.31 %	(+) 21.60 %
2019	53,58,55,162	47,45,181	54,06,00,343	(+) 87.96 %	(+) 25.50 %	(+) 87.14 %



U.P. State Tourism Policy, 2018

To establish Uttar Pradesh a preferred tourism destination in India and achieve countries highest tourist arrival and earn tourist receipts, driving employment generation, the Uttar Pradesh Govt has announced its tourism policy, 2018 with following objectives- To become the most preferred tourist destination in the country by 2023.

- To achieve an annual increase of 15% domestic tourist arrival and 10% foreign tourist consistently over the next five years.
- To attract employment of approximately 500000 per year.
- To attract investments with a target of INR 5000 Crore per year.
- To impart training to 10000 tourism service providers over the next five years.
- To attract 1,00,000 tourists to national parks and wildlife sanctuaries in Uttar Pradesh per year
- To convert 5 heritage buildings (Buildings with heritage value) to heritage hotels per year.
- To improve regional connectivity of all religious and cultural attractions within the state through road, rail and air
- To promote the state as leading MCE destination in the country
- To elevate the standards of public service facilities across the state and provide high quality visit or experience

5.2 Kaushambi and International Tourism

The ruins of the well-known site of Kaushambi (25° 20' 30" N., 81° 23' 12" E.) are situated on the left bank of the river Yamuna at 51.2 km from Allahabad in a south-westerly direction. The remains of the ancient city viewed from a distance give the impression of an imposing hillock, which, when approached nearer, reveals itself as a chain of rolling mounds, standing high above the surrounding plains, girdled on the south by the Yamuna. The Vindhyan range across the horizon at not a great distance beyond the river Yamuna provides the southern frame of the Panorama.

During Buddha's time Kaushambi was one of the six most important and prosperous towns of India. It was a nerve centre of ancient Indian communications as the principal routes from north to south and east to west met at the city. It was a terminus of river traffic and an important emporium of Madhya desa. The city retained its importance at least up to the sixth century A.D., as it was visited by the Chinese pilgrims Fa-Hien and Yuan-Chwang.

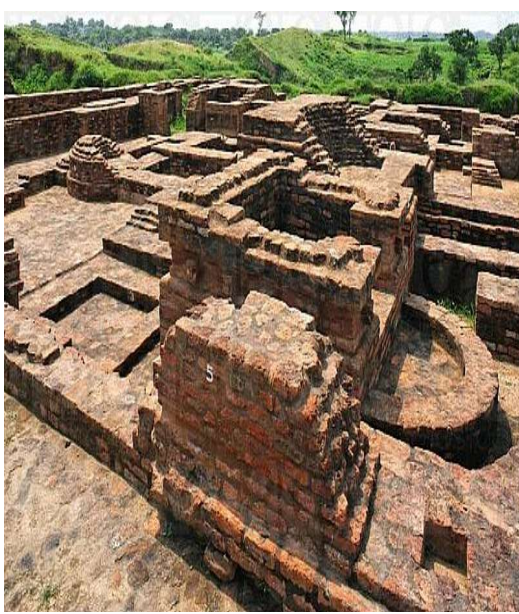
Kaushambi is well connected with other parts of country via motor ways and Railways. The district head quarter Manjhanpur is around 55km away from Prayagraj. Apart from Prayagraj and Kanpur other railway heads within the district are Sirathu and Bharwari.

The Civil Airport at Prayagraj has also become functional since 2019. All these factors are strengths of this great city with a great potential to make this city a great hub of International Tourism. The trends in the year of 2019 of Domestic and International Tourist Arrival in Kaushambi are mentioned in below table.

Year	DomesticTourists	Foreign Tourists	Total No. of Tourists	Rank 2019 DTV	Rank -2019 FTV
2019	21,61,082	15.677	21,76,759	18	14

(Source- Department of U.P tourism)

5.3 Places to visit in Kaushambi



Ghositaram Monestry, Kaushambi



Digambar Jain Temple, Kaushambi



**Sheetla Mata Temple, Kada Dham,
Kaushambi**



Sant Malookdas Ashram, Kaushambi

Kaushambi:



Kaushambi is considered as one of the two important sites in Ganga valley, the excavation of which would unravel the early history of the Indian people.

Tourism in Kaushambi District is rich in historical places. In this district, Kara, Prabhas Giri and Kaushambi are the main historical centers. This district of Uttar Pradesh is full of temples in which Sheetla temple of Kara Dham and the Jain temple of Prabhasa are the main attractions.

Major attractions of Kaushambi District are as follows -

Sheetla Temple of Kara:

Historical and religious importance of Kara is very old. This place is situated in the north-west of Prayagraj about 69 kms away. There are so many temples in Kara among which Sheetla Mata temple, Chhetrapal Bhairav temple, Hanuman temple and Kaleshwar Mahadev temple are famous. Sheetla Mata Temple is situated on the bank of Ganga River. It is a major Shakti Peeth. Kara has been a religious pilgrimage centres since 1000 AD.

Kara was also an important township in the kingdoms of medieval kings of the northern India. Even today one can see the remains of the fort of king Jaichand, the last king of Kannauj. Kara is also the birth place of famous saint Malukdas (1631 - 1739 AD).

Prabhas Giri:

Prabhas Giri or Prabhasa is famous as a religious historical place on the bank of Yamuna River. It is located at the Manjhanpur Tehsil about 50 kms away in the north of Allahabad.

It is also said that Lord Krishna died at this place. In the earlier days there was a big Jain temple here. There is a cave which is around 9 feet long and 7 feet wide. In this cave, some records are found in Brahmscript of second century before Gupta dynasty.

Durga Devi Temple of Manjhanpur:

This temple is situated about 1 km away in the south-west of Manjhanpur town. In this temple there is an idol of black stone of Goddess Durga and Lord Shiva. It is believed that these idols are of the time of Lord Buddha. On the occasion of Navratri, large number of devotees gathers here.

Kamasin Devi Temple:

This temple is situated on the bank of a pond about 10 kms away in the west of Manjhanpur. Local people have great faith on the divine powers of this temple. All these tourist sites of Kaushambi District are worth visiting and they attract large number of travellers from far and wide.

Sant Malookdas Ashram:

Maluk das was born in Kada, Kaushambi near Allahabad, in 1574. Themes of his songs include social reform, religious tolerance, goodwill among men, equality and the oneness of God. In this way he resembles other singers of the Bhakti movement including Kabir and Guru Nanak. He is considered a saint of Bhakti Parampara.

He believed that God is in form who created the universe and still pervades through each and every shape.

The Mughal Badshah Aurangzeb recognised Das's value and donated two villages to him and his disciples.

A Muslim Officer sent by Aurangzeb to Maluk Das received the name Meer Mahdav, a combination of the Muslim name Meer and the Hindu word Madhav. His grave stands near Das's own.

His birthplace and grave in Kaushambi have been refurbished by Swami Yogiraj Nanak Chand.

How to Reach Kaushambi District

Kaushambi District's headquarter Manjhanpur is around 55 kms away from Prayagraj. It can be easily reached from all the major cities of the state through roadways and railways. Apart from Prayagraj and Kanpur other railway heads within the district are Sirathu and Bharwari.

Suggestions to strengthen and promote tourism in district Kaushambi

- ▶ Better security for travelers and their transactions
- ▶ Reduced environmental impact i.e. promoting green tourism - sustainable tourism
- ▶ setting up a state green tourism mission
- ▶ Automation in hotels and resorts with better facilities, asset, and inventory management for hotels and resorts
- ▶ Regular tourism orientation programmes may be organized.
- ▶ Inculcating values of old Indian tradition “Atithi Devo Bhava – Guest is God” in service providers of tourism sector.
- ▶ Tourist Facilitation Centers at the Destinations
- ▶ Ensuring Cleanliness, Hygiene and Public Conveniences
- ▶ Robust public transport within the city and better connectivity from one tourist spot to other
- ▶ Crisis Management and Communication Plan
- ▶ Use of Digital Technologies – Incredible India Mobile App – Incredible Uttar Pradesh
- ▶ Quality restaurants, better hospitality sector
- ▶ Better connectivity – number of trains, luxury buses/electric buses connecting Kaushambi with Prayagraj, Chitrakoot, Varanasi and Lucknow may be increased.
- ▶ Enhancing the existing luxury tourism products
- ▶ Organizing water laser show & movies based on the spiritual themes
- ▶ In Kaushambi, infrastructure may be developed in mission mode for promotion to Heritage and Culture, Spirituality, Heritage Walks, Yoga, Ayurveda / Holistic Health Systems / Wellness, Meetings, Incentives, Conferences & Exhibitions (MICE), Rural / Village / Farm or Agritourism / Plantation/village haats, Cuisine, Shopping, Fairs & Festivals, Banana festivals, Destination Weddings.
- ▶ **Caravan Tourism** - development and encouragement of Caravan Tourism in Kaushambi district. This initiative aims at exploring the possibility of turning accessible but unexplored places in the state into alluring destinations for the caravan travellers to park and stay. It may be designed to

make tourism a sustainable activity that would bring benefits to local communities and also scale up opportunities for the tourism industry. Such initiatives are also useful for making tourism an evergreen industry even during pandemic like Covid 19. Similar initiative has been envisaged by the Government of Kerala.

6. Schemes under Uttar Pradesh Export Promotion Bureau

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

A. Marketing Development Scheme (MDA)

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

B. Gateway Port Scheme

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

C. Air Freight Rationalization Scheme

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

PMFME Scheme

- ▶ Launched under Atma Nirbhar Abhiyan, it aims to enhance the competitiveness of existing individual micro-enterprises in the un organised segment of the food processing industry and to promote formalisation of the sector and provide support to Farmer Producer Organisations, Self Help Groups, and Producers Cooperatives along their entire value chain.
- ▶ The scheme adopts the One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products.

- ▶ It will be implemented over a period of five years from 2020-21 to 2024-25.

Features:

One District One Product (ODOP) Approach:

- ▶ ODOP for the scheme will provide the framework for value chain development and alignment of support infrastructure. There may be more than one cluster of ODOP products in one district.
- ▶ There may be a cluster of ODOP products consisting of more than one adjacent district in a State.
- ▶ The States would identify food products for districts keeping in view the existing clusters and availability of raw material.
- ▶ The ODOP could be a perishable produce based or cereal based or a food item widely produced in an area. E.g. mango, potato, pickle, millet based products, fisheries, poultry, etc.

Other Focus Areas:

- ▶ Waste to wealth products, minor forest products and Aspirational Districts.
- ▶ Capacity building and research: Academic and research institutions under MoFPI along with State Level Technical Institutions would be provided support for training of units, product development, appropriate packaging and machinery for micro units.

Financial Support:

- ▶ Existing individual micro food processing units desirous of upgrading their units can avail credit-linked capital subsidy at 35% of the eligible project cost with a maximum ceiling of Rs.10 lakh per unit.
- ▶ Support would be provided through credit linked grants at 35% for development of common infrastructure including common processing facility, lab, warehouse, etc. through FPOs/SHGs/cooperatives or state owned agencies or private enterprise.
- ▶ A seed capital (initial funding) of Rs. 40,000- per Self Help Group (SHG) member would be provided for working capital and purchase of small tools.

Marketing and Branding Support:

Marketing and branding support would be provided to groups of FPOs/SHGs/ Cooperatives or an SPV of micro food processing enterprises under the scheme, which are:

- ▶ Training relating to marketing.
- ▶ Developing a common brand and packaging including standardisation.
- ▶ Marketing tie-up with national and regional retail chains.
- ▶ Quality control to ensure product quality meets the required standards.

Merchandise Exports from India Scheme (MEIS) Scheme

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

(i) Payment of Basic Customs Duty and Additional Customs Duty specified under sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 for import of inputs or goods, including capital goods, as per DoR Notification, except items listed in Appendix 3A.

(ii) Payment of Central excise duties on domestic procurement of inputs or goods,

(iii) Payment of Basic Customs Duty and Additional Customs Duty specified under Sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 and fee as per paragraph 3.18 of this Policy.

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

Rebate of State and Central Levies and Taxes (RoSCTL) Scheme

- ▶ Scheme to rebate all embedded State and Central Taxes/levies for meant for exports of made-up articles & garments.
- ▶ To apply for RoSCTL scheme, an IEC is required.

Advance Authorisation Scheme

- ▶ Advance Authorisation Scheme allows duty free import of inputs, which are physically incorporated in an export product. In addition to any inputs, packaging material, fuel, oil, catalyst which is consumed / utilized in the process of production of export product, is also be allowed.
- ▶ The quantity of inputs allowed for a given product is based on specific norms defined for that export product, which considers the wastage generated in the manufacturing process. DGFT provides a sector-wise list of Standard Input-Output Norms (SION) under which the exporters may choose to apply. Alternatively, exporters may apply for their own ad-hoc norms in cases where the SION does not suit the exporter.
- ▶ Advance Authorisation covers manufacturer exporters or merchant exporters tied to supporting manufacturer(s).

National Programme for Organic Production (NPOP)

Introduction

The National Programme for Organic Production (NPOP) provides Standards for organic production, systems, criteria and procedure for accreditation of Certification Bodies, the National (India Organic) Logo and the regulations governing its use. The standards and procedures have been formulated in harmony with other International Standards regulating import and export of organic products. The National Programme for Organic Production (NPOP) also provides an institutional mechanism for the implementation of National Standards for Organic Production (NSOP).

Objectives

- ▶ To provide the means of evaluation of certification programme for organic agriculture and products (including wild harvest, aquaculture, livestock products) as per the approved criteria.
- ▶ To accredit certification programmes of Certification Bodies seeking accreditation under NPOP.
- ▶ To facilitate certification of organic products in conformity with the NSOP.
- ▶ To facilitate certification of organic products in conformity with the importing countries organic standards as per equivalence agreement between the two countries or as per importing country requirements.
- ▶ To encourage the development of organic farming and organic processing.

Scope

The NPOP shall, inter alia, include the following:

- ▶ Policies for development and certification of organic products as notified by the Department of Commerce, Ministry of Commerce and Industry, Government of India from time to time
- ▶ National standards for organic products and processes. (
- ▶ Accreditation of certification programmes to be operated by Certification Bodies.
- ▶ Certification of organic products

7. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ⁶
Increasing the overall exports from the state		
<p>Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them</p>	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 (food, engineering & auto components, handicrafts, textile& apparel etc.) by utilizing schemes like IC and MAS</p>	ODOP cell, DIEPC UPEPB	Continuous initiative
<p>Sensitization of cluster actors:</p> <ol style="list-style-type: none"> a. The individuals of a cluster should be sensitized on the plethora of schemes⁷ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, 	ODOP cell, DIEPC UPEPB	Continuous initiative

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

⁷ 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>:

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.	UPEPB/DIEPC	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	UPEPB/DIEPC and banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	UPEPB/DIEPC and banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	UPEPB/DIEPC and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance	UPEPB/DIEPC	Intermediate
Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports	DIEPC UPEPB	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/UPEPB	Long term

Cost Structure: a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. b. The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website. c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/UPEPB	Long term
	DIEPC/UPEPB	Long term
	DIEPC/UPEPB/FIEO	Short term
Product 1: Banana and Banana Products		
Establishment of Common Facility Centre with: a. Raw Material Bank b. Common Production Center c. Establishment of Ripening Chamber d. Marketing centre for undertaking marketing events	DIEPC, DGFT and ODOP Cell	Long term
FPO model approach: It is suggested that on the lines of State Agri Export Policy, FPO model and cluster-based approach be adopted.	UPEPB, DIEPC and Dept of Food Processing & Horticulture	Long term
Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc.	Big Basket/Natures Basket and UPEPB and DIEPC	Short term
APEDA may be asked to apprise the stakeholders about benefits under NPOP scheme	APEDA/UPEPB/DIEPC	Ongoing
Introducing the Kisan credit card in the cluster	DIEPC and banks	Short term
Training programme to educate the cultivators:	DIEPC/DGFT/APEDA/DGFT	Ongoing

<p>a. Training programme to educate the cultivators about various SPS/ Technical standards in international markets</p> <p>b. The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.</p>		
Product 2: Tourism		
Strengthening tourism related infrastructure in the district	DIEPC/DGFT/ State Tourism Department	Long term
Marketing of the prominent tourist spots Promotion of Religious, Historical and Weekend Tourism	DIEPC/ State Tourism Department/ DIO(NIC)	Intermediate Term
<p>Improvement in Connectivity and Transportation from other states and countries</p> <p>Kaushambi is connected with nearby district Prayagraj, which is well connected with Delhi via rail network. The number of A.C. coaches need to be increased in respect of the trains terminating at Prayagraj in order to facilitate the influx of international tourists.</p>	Northern Central Railways / Airport Authority of India/ State Tourism Department/ Deputy Commissioner Industries)	Long term

Abbreviations

AA	Advance Authorization
BoB	Bank of Baroda
CAD	Computer-Aided Design
CAM	Computer Aided Manufacturing
CETP	Common Effluent Treatment Plant
CFC	Common Facility Center
CLE	Council for Leather Exports
CONCOR	Container Corporation of India
CPC	Common Production Center
DEH	District as Export Hub
DEPC	District Export Promotion Committee
DFIA	Duty Free Import Authorization
DGFT	Directorate General of Foreign Trade
DIEPC	District Industry and Enterprise Promotion Center
DSR	Diagnostic Study Report

EO	Export Obligation
EPB	Export Promotion Bureau
EPCG	Export Promotion Capital Goods
EY	Ernst and Young
FDDI	Footwear Design and Development Institute
FIEO	The Federation of India Export Organization
FOB	Free on Board
FTA	Free Trade Agreement
FTP	Free Trade Partners
GI	Geographical Indication
GIR	Geographical Indication Registry
GoI	Government of India
GoUP	Government of Uttar Pradesh
HS Code	Harmonized System Code
IC	International Cooperation
ICD	Inland Container Depot

IEC	Import Export Code
IFCOMA	Indian Footwear Components Manufacturing Association
IIP	Indian Institute of Packaging
IISTEM	International Institute of Saddlery Technology & Export Management
IIT	Indian Institute of Technology
ISW	Industrial Solid Waste
MAI	Market Assistant Initiative
MDA	Market development Assistant
MEIS	Merchandise Export from India Scheme
MoU	Memorandum of Understanding
MSME	Micro Small and Medium Enterprises
MYSY	MukhyamantriYuvaSwarojgar Yojana
NGO	Non-Government Organization
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
NPOP	National Program for Organic Production

NSDC	National Skill Development Cooperation
ODOP	One District One Product
PMEGP	Prime Minister's Employment Generation Program
PMFME	Pradhan Mantri Formalisation of Micro food Processing Enterprises
PMKVY	Pradhan Mantri Kaushal Vikash Yojana
QCI	Quality Council of India
SEIS	Service Export from India Scheme
SIDBI	Small Industries Development Bank of India
SPV	Special Purpose Vehicle
SWOT	Strength, Weakness, Opportunities, Threats
TDS	Total Dissolved Solids
TEE	Towns of export excellence
ToR	Term of Reference
UAE	United Arab Emirates
UK	United Kingdom
UNIDO	United Nations Industrial Development Organization

UP	Uttar Pradesh
UPECE	Uttar Pradesh Export Promotion Council
UPEPB	Uttar Pradesh Export Promotion Bureau
UPICO	UP Industrial Consultancy Organisation
UPSIDC	Uttar Pradesh State Industrial Development Corporation
USA	United States of America



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