



# Department of MSME & Export Promotion, Government of Uttar Pradesh

## District Export Action Plan, Kushinagar, Uttar Pradesh



Knowledge Partner



विदेश व्यापार महानिदेशालय  
DIRECTORATE GENERAL OF  
FOREIGN TRADE

**Districts**  
as Export Hubs

**EY**

## Preface

This district export plan for the Kushinagar 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 district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIEPC 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 each 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 coordination with the Office of DGFT, Kanpur and Uttar Pradesh Export promotion Bureau (UPEPB). The data has been sourced from multiple avenues, including but not limited to data provided by office of DGFT, Kanpur, UAM data (2019), DICs, 2011 Census of India, Diagnostic Study Reports, stakeholder consultation and several other secondary resources.

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## 1. Vision of Districts as Export Hubs

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

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

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

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

DGFT and UPEPB have aimed at synergising their efforts to identify the key products, export trends and challenges. Further 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

The district has got the international fame due to Mahaparinivan place of Lord Buddha. The Kushinagar is a part of Buddhist circuit. The district was originated by carving district Deoria on 13th May 1994. Being an ancient historical place lot of tourists from all over the world visit the district for their religious development. The main attraction of Kushinagar is the MAIN STUPA (a circular civil structure made on the ashes of cremation of LORD BUDDHA), a 6.10 metre statue of Lord Buddha which is the tallest statue of Lord Buddha found till date among all over the world and MAHA PARINIRVAN TEMPLE, which considered as holiest place in the world for Buddhist.

Kushinagar district comes under the Gorakhpur Division. The district is divided into 6 Tehsils presided over by Sub Divisional Magistrate. Tehsils are further subdivided by 14 development Blocks<sup>1</sup> comprising 141 Nyay Panchayat which covers 956 Gram Sabhas with 1620 revenue villages. The district administrative functions are administrated through E-governance and all the information available on the district website. Kushinagar is now witnessing and international airport also. In August 2021, the airport was licensed to operate as a custom notified airport, facilitating the movement of international passengers and Buddhist's pilgrims.

### 2.1 Geography

The District Kushinagar is situated at 53 Kms. east from Gorakhpur on the National Highway No.28. It lies between latitudes 26° 45'N & 83° 24'E longitudes. The district H.Qrs. Padrauna is 71 Kms. from Gorakhpur and

<sup>1</sup> <https://kushinagar.nic.in/about-district/>

336 Kms. from Lucknow. The geographical area of the district is measured as 2873.15 Sq.Kms. It is bounded by Maharajganj in west Gorakhpur in the southern west, Deoria in the south and the Bihar State in the East.

## 2.2 Demography

An official Census 2011 detail of Kushinagar, a district of Uttar Pradesh has been released by Directorate of Census Operations in Uttar Pradesh. Enumeration of key persons was also done by census officials in Kushinagar District of Uttar Pradesh.

In 2011, Kushinagar had population of 3564544 of which male and female were 1818055 and 1746489 respectively. In 2001 census, Kushinagar had a population of 2893196 of which males were 1473637 and remaining 1419559 were females. Kushinagar District population constituted 1.78 percent of total Maharashtra population. In 2001 census, this figure for Kushinagar District was at 1.74 percent of Maharashtra population.

There was change of 23.20 percent in the population compared to population as per 2001. In the previous census of India 2001, Kushinagar District recorded increase of 28.23 percent to its population compared to 1991.<sup>2</sup>

## 2.3 Topography & Agriculture

The Kushinagar District is majorly Tarai area. The topography of Kushinagar is comprised of alluvial soil, sand, gravels. The district is a level plain varied by a few gentle undulations and slopes, sometimes abrupt, which lead down to the valley. Being a tourist place the ideal season for tourist is from October to March. The temperature ranges from 5<sup>o</sup> to 45<sup>o</sup>. The agriculture land is most suitable for sugarcane, paddy, wheat, fruits, and turmeric. Tube wells are the major source of irrigation. Summers are extremely hot with temperatures rising to the 40-to-46-degree Celsius range.<sup>3</sup>

The total forest covered area of Kushinagar is 817 Hectare, out of the total area of district 2906 Sq.Kms. The forest availability of Kushinagar district is of evergreen forest. The Neem, Mango, Mauha, Saal, Sagaun, Bamboo are main trees of Kushinagar District

## 3. Industrial profile of the district

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

Repairing service industries, Food Products, Ready garments contribute most in terms of employment and revenue, food products are highest among all the enterprises and work force is employed in this vertical. There is no large scale or public sector undertaking in the district.

Table 1: Industries details<sup>4</sup>

NIC Code No.	Type of Industry	No. of Industrial Units	Investment (INR Lakh)	Employment
20	Food Product	669	14.34	1896
22	Beverage	06	0.03	13

<sup>2</sup> <https://kushinagar.nic.in/demography>

<sup>3</sup> MSME Development Institute, Kanpur

<sup>4</sup> Directorate of Industries, Govt of U.P, Kanpur

23	Woolen, silk & artificial thread-based cloths	1	0.01	2
24	Ready-made garments & Embroidery	92	0.53	285
25	Jute & jute-based textile	0	0	0
26	Wood/wooden based furniture	115	0.94	410
27	Paper & Paper products	49	1.98	163
28	leather based	11	0.32	33
29	Chemical/chemical based	7	0.25	23
31	Rubber, Plastic & Petro based	29	0.40	87
32	Mineral based	8	0.16	22
33	Metal based	3	0.01	5
34	Metal Product	30	0.26	109
35	Machinery & Part except electrical	11	0.09	25
36	Electrical machinery and apparatus	2	0.01	2
37	Transport equipment & part	3	0.02	6
38	Misc. Manufacturing	266	5.66	858
96-97	Repairing & servicing	202	995.2	507
	Micro	2311	5202	6992
	<b>Total</b>	<b>3785</b>	<b>6221.95</b>	<b>11329</b>

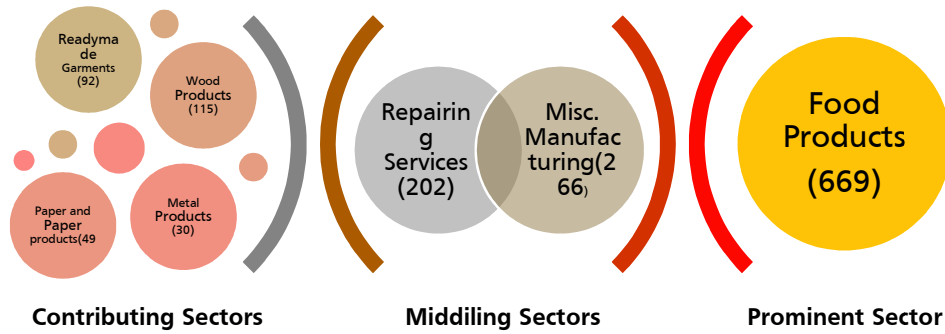
There is no large-scale industries and public sector undertakings in the district. Some sugar factories are there which produce the sugar and distillery from the sugar cane.

1. New India Sugar Mills Ltd., Dhadha Bujurg, Hata, Kushinagar (Main Produce: Sugar)
2. Triveni Engineering & Industries Ltd., Ram Kola, Kushinagar (Main Produce: Electricity)
3. The United Provinces Sugar Co. Ltd., Sevarhi, Kushi, Kushinagar (Main Produce: Sugar)
4. J.R.Organics Ltd., Kaptanganj, Kushinagar (Main Produce : Distillery)
5. India Pottas Ltd. (IPL), Khadda, Kushinagar (Main Produce : Sugar)<sup>5</sup>

Food products are the leading industrial face in the district under MSME with 669 units and is the most prominent and economy contributing sector of the district. It is followed by sectors such as Misc. manufacturing and the Repair and installation of machinery and Equipment, respectively as 266 & 202 units in the district.

Figure 1: MSME landscape of the district

<sup>5</sup> MSME Development Institute, Kanpur, DC office kushinagar & Stakeholder consultation



The area of Kushinagar district is spread over the 2906 sq. km. The total population of the district is 3,564,544. The total male population of District is 1,818,055 and the total female population is 1,746,489. As per the census 2011 there is a change of 23.20 percent compared to the population in 2001<sup>6</sup>.

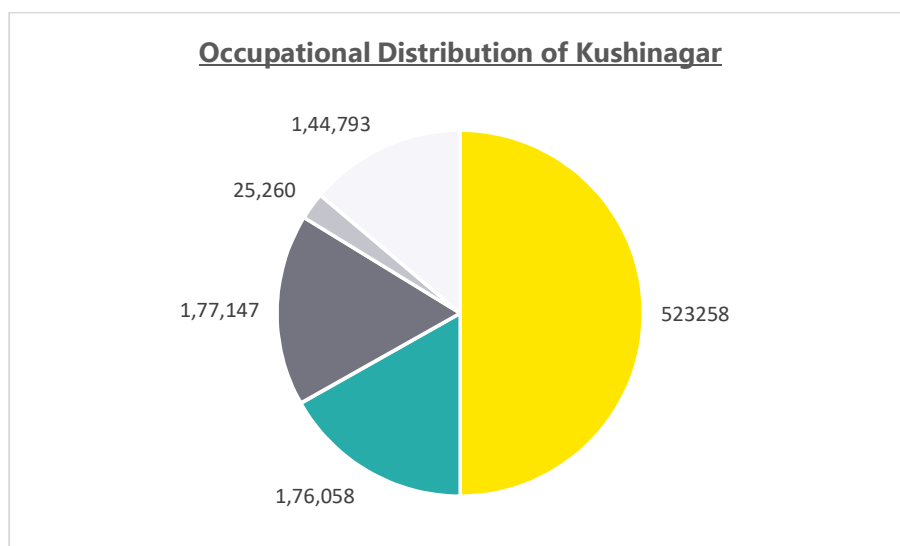
Table 2: Occupational Distribution of Main Workers<sup>7</sup>

S. No.	Particulars	Kushinagar	% of working population
1	Main workers	523258	
1	Cultivators	1,76,058	40.02%
2	Agriculture Laborer's	1,77,147	29.58%
3	Household Industry Workers	25,260	4.38%
4	Others	1,44,793	26.03%

Figure 2: Occupational Distribution of Kushinagar

<sup>6</sup> Demography-District kushinagar/Uttar Pradesh-India(kushinagar.nic.in)

<sup>7</sup> Director of industries,



### 3.1 Potential Areas for industries in Kushinagar<sup>8</sup>

#### Potential Areas for new MSMEs

- ▶ Agro based industry
- ▶ Readymade Garments
- ▶ Engineering products
- ▶ Hotel Industry
- ▶ Tourism Industry
- ▶ Repair & Maintenance of Auto mobiles

#### Potential areas for service industry

- ▶ Repairing & Maintenance of automobile & Machineries
- ▶ Tourism industry
- ▶ BPO/KPO industry
- ▶ Computer Hardware & Software industry
- ▶ Electronics & telecommunication industry
- ▶ Organic Farming & Organic Product industry
- ▶ Handicrafts & handmade products Industry
- ▶ Art & Artisan product Industry

### 3.2 Major Exportable Product from Kushinagar

The total export from Kushinagar is approximately INR **14.13 Core** for the period September 2020 to November 2021.

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

Table 3: Major exportable product in INR<sup>9</sup>

Number	Products	ITCHS	Export Value in INR from September 2020 till

<sup>8</sup> DIP Kushinagar, DC office and stakeholder consultation

<sup>9</sup> District wise report for the period September 2020 to November 2021 received from DGFT



		Code	November 2021(INR)
1	A.C. SQUIRREL CAGE INDUCTION MOTORS 3 PHASE TYPE	85015110	568202
2	CANE MOLSES RSLTD FRM EXTRCTN/RFNG OF SUGR	17031000	4694156
3	DRY CLNING MCHNS FOR OTHER TEXTILE	84511090	294000
4	HANGNG LMPS COMPLETE FITNGS	94051010	4884740
5	OIL-CAKE AND OIL-CAKE MEAL OF MUSTARD SEEDS EXPELLER VARIETY	23069012	1011694
6	OTHER	10059019	1824018
7	OTHER	10059090	2032130
8	OTHER ANML/VGTBL FRTLRSRS,W/N MIXED TOGETH.CHMCLY TRTD;FERTILISERS PRDCD BY THE MXNG/CHMCL TREATMNT OF ANML/VEGTBL PRDCTS	31010099	2806875
9	OTHER CANE SUGAR EXCL. THOSE SPECIFIED IN NOTE 2	17011490	88928339
10	OTHER COAL W/N PULVRSD BUT NTAGLDMRTD	27011990	9126895
11	OTHER COATED RODS AND CORED WIRE OF BASE METAL FOR SOLDERNG BRAZING/WELDNG BY FLAME	83113090	7662675
12	OTHER PNEUMTC RTRY TP TLS FR WRKNG IN HND	84671190	56786
13	OTHER TRNSMSN SHFT (INCL CAM AND CRNK SHFT)	84831099	158549
14	OTHERS	84682090	601850
15	ELECTRICAL MACHINERIES EQUIPMENTS AND PARTS	85152190	1039838
16	ELECTRIC LEASER, LIGHT, PHOTO BEAM, ARCH SHOLDERING ETC	85153990	177000
17	ELECTRICAL MACHINERIES EQUIPMENTS AND PARTS	85158090	107500
18	OTHR ARTCLS OF HEADING 8311 INCL PARTS	83119000	4231660
19	OTHR BY-PRDCTS FROM THE WORKING OF MAIZE BRAN	23021090	60515
20	OTHR MXNG/KNEADNG MACHINES	84743900	985126
21	RICE EXCPTG PARBOILED (EXCL BASMATI RICE)	10063090	1817790
22	STEAM COAL	27011920	202720
23	TROUSERS, BIB AND BRACE OVERALLS, BREECHES AND SHORTS OF SYNTHETIC FIBRES	61046300	307647
<b>Total Export from Kushinagar</b>			<b>14.13 Crore</b>

## 4. Product: Banana Fibre Products

### 4.1 Cluster Overview

Kushinagar is an ancient city in the north-eastern part of Uttar Pradesh. Kushinagar is known for production of door mats, yoga mats and other Banana Fiber Products.

The Kushinagar District is among major Banana producing districts in Uttar Pradesh. As per data of National Horticulture Board, the banana is produced in the 14.3 thousand Hectare area in this district and total production of Banana was 65055.00 (thousand MT) in 2018-19<sup>10</sup>. This district has recorded the 2<sup>nd</sup> maximum productivity in the state. The Banana as a raw material is abundantly available in the district for food processing. More than 3000 farmer families

are associated with Banana Cultivation. Major Banana producing varieties in the district are G 9 (Grand Naine), Alpan, Malbhog, Harvesta, Robusta, Hari Chaal, Singapuri, Dwarf Cavendish and Basrai Dwarf.

Despite abundance of raw material, due to lack of infrastructure and awareness, the banana Argo-processing Industry is at infancy in the district. There is only 2<sup>11</sup> home based units working Banana fiber and food processing sector in the cluster making banana chips and banana pickle.

### 4.2 Product profile

Banana Fibre Products was selected as the focus product for the district of Kushinagar under ODOP program. Banana Fibre Products is an ancient art nurtured over generations in the rural areas of the district. Banana Fibre Products craft from Kushinagar is uniquely identified due to its of being made in Kushinagar which is locally available in the region too. The Banana Fibre Products in the district is known for its door mat, yoga mat, chappal, mejposh, made by banana fibre, cotton thread and other tinny items like wooden base etc. Banana Fibre Products has been identified as ODOP product to sustain this craft and promote them into the international market.

### 4.3 Product Portfolio

The following are the key products manufactured in the cluster:

#### 1- Door Mat:



<sup>10</sup> DIEPC, Kushinagar

<sup>11</sup> Stake holder consultati

**Key Facts**

- 2 units** which are household
- INR 24 Thousand Approximate** turnover of the cluster
- Nil** ~ Export Turnover
- 3000** Farmers including artisans directly or indirectly associated

Figure 3: Banana fibre Products

2- Yoga Mat:

3- Handbag:



4- Chappal:



Kushinagar Banana Fibre Products are mentioned in below table:

Table 4: Kushinagar Banana Fibre Products

<b>Banana Fibre Products</b>
Door Mats, Chappels, Yoga mats, Bags, Clothes, Small Hanging items on the wall like curtains etc.

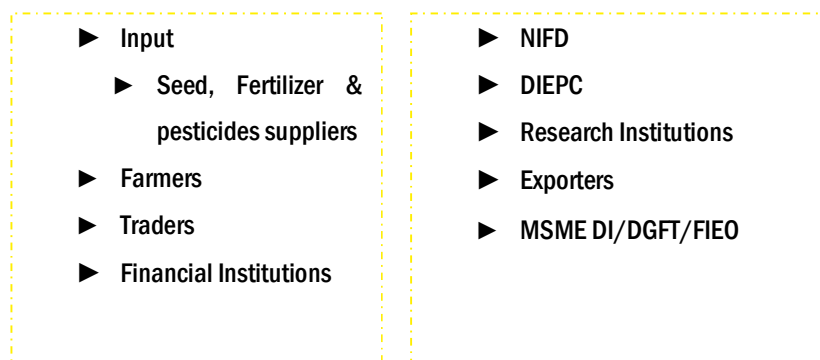
#### 4.3.1 Status of GI Tag

There is no GI tag is conferred yet to the Banana Fibre Products of the Kushinagar.<sup>12</sup>

#### 4.4 Cluster Stakeholders

Figure 4: Cluster Stakeholders

<sup>12</sup> From the GMDIC office



#### 4.4.1 Industry Associations

There are no industry associations to help and to raise the voice of Banana Fibre Products artisans and Farmers. The potential associations can be by MOU between the Banana farmers and either one or all the institutions like ‘National Horticulture Board’, ‘Agricultural and Processed Food Products Export Development Authority (APEDA)’, ‘ICAR-National Research Centre for Banana’ etc.

#### 4.5 Export Scenario

##### 4.5.1 HS code

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

Table 5: Banana Fibre Products

HS codes	Description
5303	Products of Jute and natural fibre, raw and processed but not spun
080390	Fresh and Dried Banana

##### Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes mentioned above under which Banana Fibre Products are exported. Alongside are the key facts<sup>13</sup> pertaining to the analysed product codes.

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

#### 4.6 Export Potential

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

The export scenario of India and Uttar Pradesh and then deep dives into the export statistics of Banana products 5303 & 080390 Fresh or dried bananas (excluding plantains) stating the target countries for market expansion for the products. No exports of Banana Fibre product take from District Kushinagar.

India exported USD 120590 Thousand value of Banana products in 2020.<sup>14</sup> India's exports represent 0.9% of world exports for this product. 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.

(as per the trade map and UPEPB Data)

### Key Facts of Export

**13,408,897 USD Thousand**  
Value of world exports in 2020

**120,590 USD Thousand**  
India's exports 2020

**5440 USD Thousand**  
UP's Export (2019-20)

**-4.5%**  
Share of UP in India's Exports

Figure 5: Top importers for this product (080390) in the world

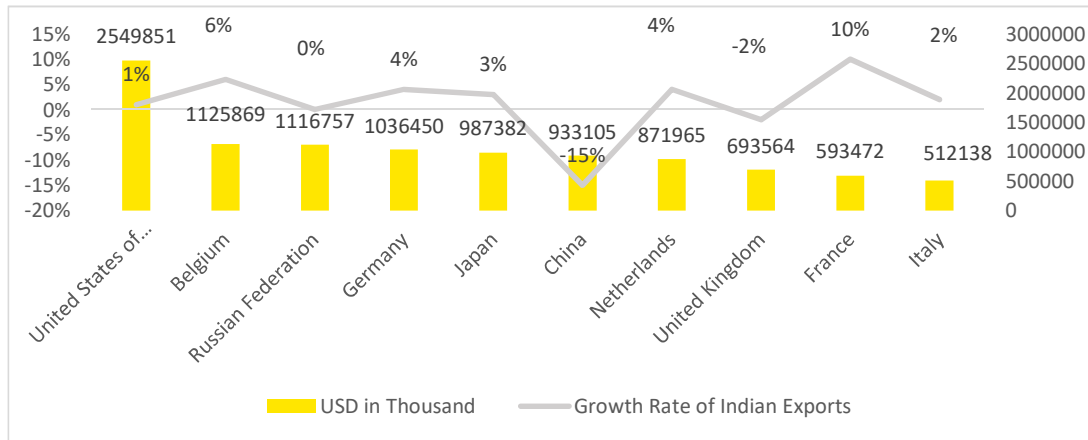
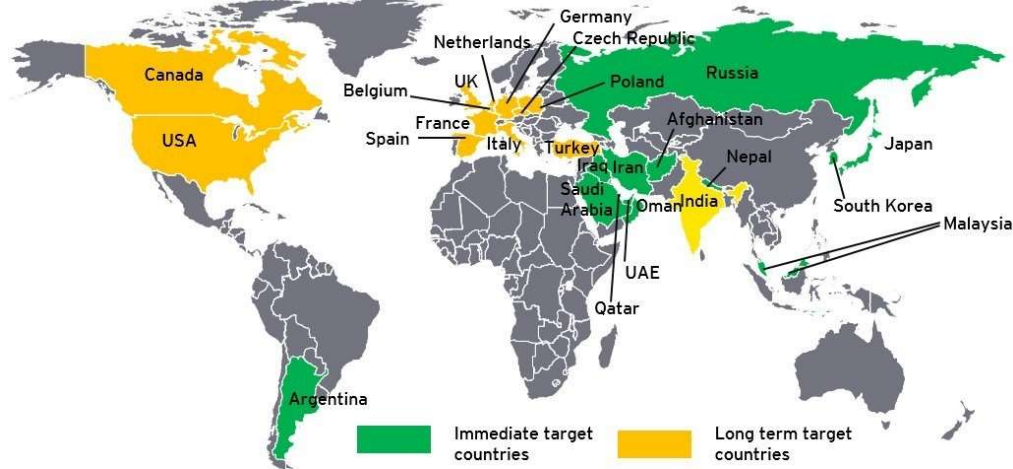


Figure 6: Markets for export potential

**Markets for export potential**

<sup>14</sup> Trademap.org





**Potential Areas for Value Added Product**

Banana Fibre Products are being exported from India under the category of natural fibre products with the products of jute as well. Hence there is need to export these banana fibre products under the HSN code to explore the further market of untapped banana fibre user countries.

The following countries **UK, France, USA, Germany, Turkey, Italy, Netherlands, Italy, Canada, Poland, Belgium, Czechia, Sweden and Spain** come under Long-term priority market as these are those markets where the untapped market potential can only be fulfilled if UP 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.

**4.7 SWOT analysis**

Table 6: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> <li>▶ Easy availability of skilled workforce particularly artisans</li> <li>▶ Large potential for diversifying on variety of Banana Fibre Products</li> <li>▶ Availability of various government interventions for fostering the cluster</li> </ul>	<ul style="list-style-type: none"> <li>▶ Minimal technological upgradation and long production time</li> <li>▶ Existence of large number of intermediaries between artisans and entrepreneurs</li> <li>▶ Limited design innovation</li> <li>▶ Considering competition, the focus has shift from quality to quantity</li> <li>▶ Lack of individuals with technical qualifications</li> <li>▶ Lack of focus on increasing export</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Huge scope of market expansion- domestic and foreign</li> <li>▶ Scope for development of new products and modifying existing range</li> <li>▶ Potential collaborations with renowned designers and design institutes for improving existing designs</li> <li>▶ Increase participation in marketing events- International and domestic</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tough competition with cheaper, printed &amp; machine manufactured china products rather than Banana Fibre Products.</li> <li>▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs</li> </ul>

## 4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> <li>▶ Raw Material Bank: Sourcing of Raw Material</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of a Raw Material Bank within the CFC ensuring easy availability</li> </ul>
Technological upgradation	<ul style="list-style-type: none"> <li>▶ Lack of modern machineries for artisans which limits their potential and hinders the productivity and potential of the cluster</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of <b>Common Processing Center</b> with modern hand tools.</li> </ul>
Design	<ul style="list-style-type: none"> <li>▶ Traditional designs are still being followed by artisans they are not focusing on design innovation</li> </ul>	<ul style="list-style-type: none"> <li>▶ Establishment of Product Design Center with CAD/CAM facility along with a display center.</li> <li>▶ Collaboration with renowned designers to conduct workshops for artisans pertaining to design forecasting, upcoming trends, market assessment etc.</li> </ul>
Marketing & branding	<ul style="list-style-type: none"> <li>▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets</li> <li>▶ Offline marketing is broadly used over online marketing</li> <li>▶ No exclusive HSN code for Banana Fibre Products. Which could have supported in facilitation of sales in the international market.</li> <li>▶ Creation of brand name for the Banana Fibre Products.</li> <li>▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration for maximizing sale</li> <li>▶ Lack of knowledge of existing schemes and govt. initiatives</li> <li>▶ Lack of participation in national and international events related to the sector</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Craft tourism</b> - Kushinagar has world renowned places in the city and in nearby such as Kushinagar, Gorakhpur Zoo, Guru Gorakhnath Temple etc. As a pilot project any of these historical places can have a specific area where tourist can see history of decorative Craft, what makes it unique, process of producing a decorative product and outlet from where the international and domestic tourist can buy the authentic Banana Fibre Products product.</li> <li>▶ Establishment of a Marketing centre within the CFC in Kushinagar to facilitate marketing events.</li> <li>▶ Collaboration with E-commerce companies like <b>Flipkart, Amazon, Ebay for maximizing sales.</b></li> <li>▶ Applying to Directorate General of Foreign trade for a <b>unique HSN Code.</b></li> <li>▶ Collaboration with NIFT, to support artisans in establishing the brand name of the 'Banana Fibre Products' products in the national and international market</li> <li>▶ 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. (<a href="http://www.indiahandmadebazaar.com/index.php">http://www.indiahandmadebazaar.com/index.php</a>.)</li> <li>▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which aids individuals/ associations wishing to participate in marketing events</li> <li>▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase</li> <li>▶ Suggesting measures to the UPEPB for State Export</li> </ul>

		Promotion Policy towards enhancing export of 'Banana Fibre Products'.
<b>Quality Improvement</b>	<ul style="list-style-type: none"> <li>▶ Undefined quality standards of the products.</li> </ul>	<ul style="list-style-type: none"> <li>▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity.</li> </ul>
<b>GI Tag</b>	<ul style="list-style-type: none"> <li>▶ District specific GI tag not available</li> </ul>	<ul style="list-style-type: none"> <li>▶ Application for district specific GI tag must be initiated which will prevent unauthorized use of products and upgrades financial gain to the manufacturers/artisans.</li> <li>▶ Organise one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) for increasing authorised users. (This can be done by DGFT /APEDA/FIEO/ MSME with the help of DIC)</li> </ul>
<b>Exporter's issue</b>	<ul style="list-style-type: none"> <li>▶ No focal point to address exporters ongoing issues.</li> </ul>	<ul style="list-style-type: none"> <li>▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.</li> </ul>
<b>Cost Structure</b>	<ul style="list-style-type: none"> <li>▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses</li> <li>▶ 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</li> </ul>	<ul style="list-style-type: none"> <li>▶ The DIC office should organize workshops for exporters to apprise them about <b>Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme.</b></li> <li>▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website.</li> <li>▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.</li> </ul>

#### 4.9 Future Outcomes

Annual Turnover
Increase in annual turnover by 10% annually from existing with the help of financial outreach of government programmes and other interventions.

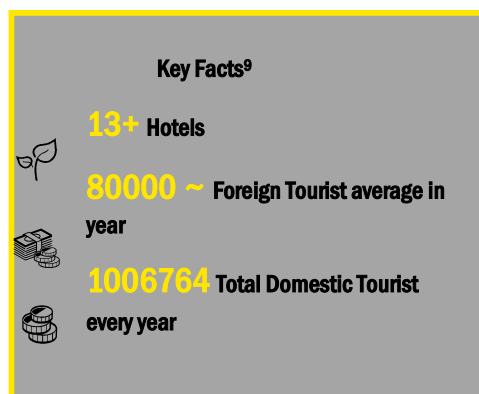
Cluster exports
Double the export in the next 10 years as per State Export Policy, 2019.

## 5. Product 2: Tourism

### 5.1 Cluster Overview<sup>15</sup>

It belongs to the Great Lord Buddha, founder of Buddhism, who delivered his last sermon, attained “Mahaparinirvana” and was cremated at Ramabhar (Kushinagar). Buddha’s cremation was done at” Mukut Bandhan” (Ramabhar), where ‘Mallas’ constructed a big stupa over the ashes. Later, Ashoka, the great, had also renovated it. Chinese travellers, Fa Hien & Hieun Tsang have also mentioned” Kushinara” in their Travel-Memo.

It is also associated with Lord Mahavir, 24th tirthankar of Jain Sect, founder of Jainism. It is believed that Lord Mahavir passed away or attained Parinirvana at Pawa. As per Pali Tripitak, Pawa was the second capital of the Mallas, the first being Kushinara. Pawa is now being identified with present day ‘Fazilnagar’, a place 16 kms South – East of Kushinagar.



The district of Kushinagar had been witness to the glorious ancient history and culture. It is believed to be an important centre for Vaishnav, Shiv, Shaktipeeth, Buddha, Mahavir etc. Situated on the bank of river Gandak and near to the terai of the Himalayas, this region was an ideal ‘Meditation Place’ for sages, saints’ hermits and Mahatamas who were attracted by its pious, tranquil and charming natural surroundings. Archeological excavation has yielded rich collection of antiquities. Artistic artifacts and statues of various gods and goddesses.

The significance of this region is also due to being ‘Link – route ‘of ancient highways. Among them were important highways Ayodhya – Janakpur (Bihar), Rajgrih – Vaishali – Shravasti, Maharshi Valmiki’s Ashram, Ashoka, the great Mauryas, Pillars routes, passing through this district.

As the data sourced from regional department of tourism shows that total 1006764 numbers of domestic and 89693 foreign tourists visited the Kushinagar during the year 2019.

2019 <sup>16</sup>			Rank 2019	
Domestic Tourist Visit (DTV)	Foreign Tourist Visit (FTV)	Total	DTV	FTV
1006764	89693	1096457	34	6

Kushinagar has 13 + hotels providing accommodation to the tourists. These places also provide the multi cuisine experience of eastern and continental food<sup>17</sup>.

### 5.2 Places to Visit in Kushinagar

There are several places and temples which are related to the Mahatma Buddha is important for the pilgrimages to visit such as:

- ▶ Nirvana Stupa<sup>18</sup>

<sup>15</sup> <https://kushinagar.nic.in/culture-heritage>

<sup>16</sup> Regional office of department of tourism UP. DTV-Domestic tourist visit, FTV- foreign tourist visit

<sup>17</sup> <https://uptourism.gov.in/en.page/kushinagar>

- ▶ Ramabhar Stupa
- ▶ Japanese Temple
- ▶ Mahaparinirvana Temple
- ▶ Watt Thai Temple
- ▶ Buddha Museum
- ▶ Mathakuar shrine
- ▶ Burmese Temple
- ▶ Chinese Temple etc.

Figure 7: Temples at Kushinagar



Mahaparinirvana Stupa



Ramabhar Stupa



Watt Thai Temple



Burmese Temple

### 5.3 Cluster Stakeholders

Figure 8: Cluster Stakeholders

<sup>18</sup> <https://uptourism.gov.in/en.page/kushinagar/>- <https://kushinagar.nic.in>



- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>▶ Guid Associations</li> <li>▶ Facilitators</li> <li>▶ Travel Agents</li> <li>▶ Traders/Shops</li> </ul> | <ul style="list-style-type: none"> <li>▶ Development Board</li> <li>▶ Trusts/NGOs</li> <li>▶ Department of Tourism</li> <li>▶ DIEPC- Kushinagar</li> <li>▶ DCH -Kushinagar</li> </ul> |
|---|---|

## 5.4 Industry Associations

There is no tourism association and SPVs working for the development and support to increase the tourism in Kushinagar.

## 5.5 Export Scenario

The district of Kushinagar is rich in Agri products like jaggery, sugar, banana, and banana products.

## 5.6 SWOT Analysis

The peak season April/May (The festival of Buddha Purnima) and the new year festival which falls on the 31<sup>st</sup> of December and 1<sup>st</sup> of January every year. Most of the tourist come to visit Kushinagar only in above notes season. In rest season the place sees average footfall of the foreign tourist.

Table 7: SWOT Analysis for tourism Sector

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ Rich Cultural history</li> <li>▶ Part of Buddhist Circuit</li> <li>▶ Religious tourism practices are dominant</li> <li>▶ Kushinagar International Airport</li> </ul>	<ul style="list-style-type: none"> <li>▶ Traffic Congestion</li> <li>▶ Lack of Infrastructure</li> <li>▶ Un-oriented Tour Operators</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Cultural Trail</li> <li>▶ Identified Sector under Champion Sector Scheme</li> <li>▶ Heritage Sites</li> <li>▶ Scope in domestic and foreign market for expanding sales network</li> </ul>	<ul style="list-style-type: none"> <li>▶ Kushinagar Tourism is related to religious and cultural history only. It could lose its tourists who wish to explore wildlife, adventure etc.</li> </ul>

## 5.7 Challenges and interventions

The main challenge in the city of Kushinagar is cleanliness and to address this challenge the tourist associations and the tourist department should work together hand in hand. To educate the domestic tourist and the people should also be a step to maintain the harmony and respect for the foreign tourist. It would attract the tourist to visit one of the less explored destinations of eastern Uttar Pradesh. The tourist department should start a campaign for this purpose. Following interventions can be helpful in encouraging the tourism in Kushinagar-

- ▶ To set up an e-market place for guides to facilitate tourists avail services of tourist guides through the portal.
- ▶ Ensuring Better security for travellers and their transactions.
- ▶ Reduced environmental impact i.e. promoting green tourism - sustainable tourism.
- ▶ Aiming and starting to set 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 Kushinagar.
- ▶ Quality restaurants, better hospitality sector.
- ▶ Better connectivity – number of trains, flights, electric buses connecting Kushinagar with Gorakhpur, Lucknow, Delhi, Mumbai, Kolkata, Varanasi may be increased.
- ▶ Enhancing the existing luxury tourism products.
- ▶ Dedicated tourist trains for various thematic circuits e.g. Buddhist circuit.
- ▶ Organizing water laser show & movies based on the spiritual themes.
- ▶ In Kushinagar, 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, Destination Weddings.
- ▶ Implementation of “Adopt a Heritage” ‘Apni Dharohar, Apni Pehchaan’ scheme in the district (initially on pilot basis).
- ▶ Caravan Tourism - Development and encouragement of Caravan Tourism in Kushinagar. This initiative aims at exploring the possibility of turning accessible but unexplored places in the state into alluring destinations for the caravan travelers to park and stay. It may be designed to make tourism a sustainable activity that would bring benefits to local communities and 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.

## 5.8 Future Outcomes

After completion of the current running projects like Buddha Paripath, Civil infrastructural development, and above-mentioned interventions it is expected to increase the tourist numbers by twice by the year 2030 and revenue thrice by the end of 2030.

## 6. Key Schemes

### 6.1 Key schemes of Government of India (GoI)

#### 6.1.1 Merchandise Exports from India Scheme (MEIS) <sup>19</sup>

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

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

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

#### 6.1.2 Service Exports from India Scheme (SEIS) <sup>20</sup>

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

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

#### 6.1.3 Rebate of State and Central Levies and Taxes (RoSCTL) Scheme<sup>21</sup>

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

The benefits of Rebate of State Levies RoSCTL are available to exporters of readymade garments and made ups for now. The scheme aims to help them cut high logistics and other costs and enable them to compete globally.

<sup>19</sup> <https://www.dgft.gov.in/CP/?opt=meis>

<sup>20</sup> <https://www.bankbazaar.com/tax/service-exports-from-india-scheme-seis.html>

<sup>21</sup> <https://www.dgft.gov.in/CP/?opt=rosctl>

An exporter can benefit from this scheme for all exports done after 1st April 2019. For exports made prior to this date, the eligibility criteria of the RoSCTL scheme would be applicable. The rebate for such exports was allotted out of the RoSCTL scheme fund, on exhaustion of which DGFT would issue scrips, but at RoSCTL rates.<sup>22</sup>

#### 6.1.4 Advance Authorisation Scheme<sup>23</sup>

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

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

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

#### 6.1.5 Duty Free Import Authorization (DFIA) Scheme<sup>24</sup>

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

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

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

#### 6.1.7 PM Formalization of Micro Food Processing Enterprises (PMFME Scheme)

The scheme is run by Ministry of Food Processing Industries, Government of India. Through its micro enterprises can get credit linked subsidy @ 35% of the total eligible project cost with ceiling of Rs. 10 Lakhs for upgradation of infrastructure and capacity addition. SHGs can avail SEED CAPITAL for giving loans to members for working capital and small tools. Others benefits of the schemes are like on site skill training and handholding with special focus on women entrepreneurs and aspirational districts. This scheme aims to transform the cluster from unorganised to formal sector.

### 6.2 Schemes under Uttar Pradesh Export Promotion Bureau<sup>25</sup>

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

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<sup>22</sup> <https://www.dripcapital.com/resources/blog/rosctl-scheme>

<sup>23</sup> [dgft.gov.in/CP/?opt=adnavce-authorisation](https://dgft.gov.in/CP/?opt=adnavce-authorisation)

<sup>24</sup> <https://www.eepcindia.org/page.aspx?id=P160411110629&page=Export-Promotion-Schemes>

<sup>25</sup> <https://epbupindia.in/>

**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. 60% (Economy class air fare, 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. Subsidy on Freight Charges up to Gateway Port**

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 online registered with EPB
Maximum limit	Rs 2 lacs /unit /year
Recognized Cargo Complexes	Varanasi & Lucknow



## 7. Action Plan

Quantifiable activity/ Intervention	Responsible authority	Timeline for implementation <sup>26</sup>
<b>Increasing the overall exports from the state</b>		
<b>Sensitization and facilitation in availing Import/ export documents:</b> Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them	ODOP cell, DIEPC UPEPB	Continuous initiative
<b>Creation of an event calendar</b> comprising of events to be conducted in a Financial Year with a <b>focus on international marketing events</b> . Further, DGFT and FIEO can finalize a target to participate in <b>at least 3 international events in a year per product category/industry</b> (food, engineering & auto components, handicrafts, textile& apparel etc.) by <b>utilizing schemes like IC and MAS</b>	ODOP cell, DIEPC UPEPB	Continuous initiative
<b>Sensitization of cluster actors:</b> <ol style="list-style-type: none"> <li>The individuals of a cluster should be <b>sensitized on the plethora of schemes<sup>27</sup></b> available for them for maximizing the potential of exports. <b>Merchandise Exports from India Scheme, Service Export from India Scheme</b> etc. provides various exemptions for facilitating exports. Further, schemes like <b>Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme)</b> ensure procurement of imported duty-free raw materials</li> <li>Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be <b>sensitized on target countries identified through export analysis mentioned in DAPs and EAP</b></li> </ol>	ODOP cell, DIEPC UPEPB	Continuous initiative
DIC and FIEO can play a pro-active role in this regard. <b>10% increase</b> in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment	DIC, UPEBP and FIEO	Intermediate

<sup>26</sup> Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

<sup>27</sup> List of available schemes facilitating exports: <https://cdn.s3waas.gov.in/s3555d6702c950ecb729a966504af0a635/uploads/2020/12/2020120965.pdf> and [https://www.ibef.org/blogs/indian-export-incentive-schemes:](https://www.ibef.org/blogs/indian-export-incentive-schemes)

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 <b>Make in India initiative and PLI</b> for leveraging the assistance provided to the sector to enhance productivity and expand exports	DIEPC UPEPB	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/UPEPB	Long term
<b>Cost Structure:</b>		
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.	DIEPC/UPEPB	Long term
b. The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website.	DIEPC/UPEPB	Long term
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/FIEO	Short term
Product 1: Banana Fiber Products		
<b>Technology Upgradation:</b> Establishment of Common Facility Centre leveraging ODOP CFC Scheme	DIEPC and ODOP Cell	Long Term
<b>Raw material bank</b> should be established in the cluster within Common Facility Centre for easy availability of all types of quality checked items at discounted rates. <b>Establishment of tissue culture facility would insure the high yielding varieties of Banana in the cluster.</b> <b>Availing benefits from PM Formalization of Micro Food Processing Enterprises for the high</b>	DIEPC	Long term

<b>yielding seeds of Banana</b>		
<b>Skill Upgradation</b> Conduct trainings/ workshops leveraging 'ODOP Skill Development and Tool Kit Distribution Scheme' for below: 1) Entrepreneurship development 2) Product diversification 3) Design Innovation Conducting training and skill development session leveraging the <b>PMFME</b>	DIEPC, Udyamita Vikas Sansthan	Ongoing
<b>Tourism:</b> Kushinagar has world renowned historic places in its neighbor such as Gorakhnath Temple, Kushinagar, Pawa nagar etc. As a pilot project any of these historical places can have a specific area where tourist can see history of banana fiber products, what makes it unique, process of producing a banana fiber products and outlet from where the international and domestic tourist can buy the authentic banana fiber products. <b>Banana Festival/Mela should be organized on regular basis to promote the export from the district.</b>	UPEPB/ EPC, ODOP Cell & UP Tourism	Long term
Application to Directorate General of Foreign trade for a <b>unique HSN Code</b>	UPEPB/ODOP Cell / DGFT	Intermediate 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 farmers to provide information about their products for easy understanding of exporters.	UPEPB/ODOP Cell	Short term
Application for district specific GI tag	DIEPC/UPEPB/ODOP Cell	Intermediate term
Awareness on schemes and policies for financial assistance such as ODOP Margin Money Scheme Creation of online ecosystem wherein working capital as well as capital loans can be disbursed with same ease as personal loans. Creating of a pool to take the financial benefit like credit linked subsidy scheme form <b>PMFME</b> .	DIEPC,	Ongoing Completed
<b>Product 2: Tourism</b>		
Campaigning about the places of Heritage and GIs found in the region <ul style="list-style-type: none"> <li>▶ Outdoor interactive sessions like heritage walk and cultural trail assisted by volunteer's group can be organized to attract tourist</li> <li>▶ A single window clearance system preferably placed at trade facilitation centre can serve the purpose.</li> </ul>	Tourism Department	Immediate
Transformation of Trade Facilitation Centre into a Fund-raising model Trade Facilitation Centre can make efforts to exhibit the contacts of the dealers of the respective products in display	DCH and Tourism Department	Intermediate

<p>The geo-tagging of the places digitally can be done through the support of Department of Remote Sensing.</p> <ul style="list-style-type: none"><li>▶ Identification of the tour operators rendering inferior services</li><li>▶ Acquainting tourists about the timings and route to avoid congestion:</li></ul>	Tourism Department	Immediate
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## Abbreviations

<b>CAD</b>	Computer-Aided Design
<b>CAM</b>	Computer Aided Manufacturing
<b>CFC</b>	Common Facility Center
<b>CONCOR</b>	Container Corporation of India
<b>CPC</b>	Common Production Center
<b>DGFT</b>	Director General of Foreign Trade
<b>DHO</b>	District Horticulture Officer
<b>DIC</b>	District Industries Center
<b>DIEPC</b>	District Industry and Enterprise Promotion Center
<b>DPR</b>	Detailed Project Report
<b>EPC</b>	Export Promotion Council
<b>FIEO</b>	Federation of India Export Organization
<b>FPO</b>	Farmer Producer Organizations
<b>FTA</b>	Free Trade Agreement
<b>GCC</b>	Gulf Cooperation Council
<b>GI</b>	Geographical Indication
<b>HS</b>	Harmonized System
<b>IC</b>	International Cooperation
<b>IEC</b>	Import Export Code
<b>IIP</b>	Indian Institute of Packaging
<b>ITI</b>	Industrial Training Institute
<b>KVK</b>	Krishi Vigyan Kendra
<b>MAS</b>	Market Assistance Scheme
<b>MSE CDP</b>	Micro & Small Enterprises - Cluster Development Programme
<b>MSME</b>	Micro, Small and Medium Enterprises
<b>NHB</b>	National Horticulture Board
<b>NIC Code</b>	National Industrial Classification Code
<b>NIC</b>	National Informatics Center
<b>NID</b>	National Institute of Design
<b>NSDC</b>	National Skill Development Cooperation
<b>ODOP</b>	One District One Product
<b>PMU</b>	Project Monitoring Unit
<b>QCI</b>	Quality Council of India
<b>R&amp;D</b>	Research & Development
<b>RMB</b>	Raw Material Bank

<b>SIDBI</b>	Small Industries Development Bank of India
<b>SPV</b>	Special Purpose Vehicle
<b>SWOT</b>	Strength, Weakness, Opportunities, Threats
<b>UAE</b>	United Arab Emirates
<b>UK</b>	United Kingdom
<b>UP</b>	Uttar Pradesh
<b>UPEPB</b>	Uttar Pradesh Export Promotion Bureau
<b>UPICO</b>	UP Industrial Consultancy Organisation
<b>USA</b>	United States of America
<b>PMFME</b>	Pradhan Mantri Formalization of Micro Food Processing Enterprises



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