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FOREIGN TRADE

सत्यमेव जयते

Districts
as Export Hubs



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Building a better

Preface

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

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

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

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

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

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

2. District Profile

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

The Lalitpur District² is one of the districts of Uttar Pradesh state of India. Lalitpur district is a part of Jhansi Division. Lalitpur is the main town and administrative headquarters. Lalitpur finally carved out as a district in the year 1974 which is not only the heartland but also heart-shaped district of Bundelkhand Region. This district has a number of historical and cultural places like Devgarh, Seeronji, Pavagiri, Devamata, Neelkantheshwar at Pali, Chawan near Bant (Pali), Machkund ki Gufa.



Lalitpur District was formerly part of the state of Chanderi, founded in the 17th century by a Bundela Rajput who was descended from Rudra Pratap of Orchha. Chanderi, along with most of Bundelkhand, came under Maratha hegemony in the 18th century. Daulat Rao Sindhia of neighbouring Gwalior annexed Chanderi state in 1811. In 1844, the former state of Chanderi was ceded to the British, and became the Chanderi District of British India, with Lalitpur town as the district headquarters. The British lost the district in the Indian Rebellion of 1857, and it was not reconquered until late 1858. In 1861, the portion of the district west of the Betwa, including Chanderi, was returned to Gwalior, and the remainder was renamed Lalitpur District. Lalitpur District was made part of Jhansi District from 1891 to 1974.

2.1 Geography

The Lalitpur district³ is lying between 78.41' longitude East and 24.69' latitude North. It covers an area of 5000 sq.km. It is joined to Jhansi District of Uttar Pradesh by a narrow corridor to the northeast but is otherwise almost surrounded by Madhya Pradesh state; to the east lies Tikamgarh District, to the south Sagar District, and to the west Ashok nagar and Shivpuri districts. It is well connected by Railways & Roadways.

2.2 Topography & Agriculture

Lalitpur⁴ district is generally a rocky area which has the highest ground in the extreme south with scraps of the Vindhyan plateau, running from the Betwa in south-easterly direction and gradually breaking up into a confined mass of hills, parts of which approach a height of 650 m above mean sea level. The north of the scrap, undulating plain of black soil interrupted with scattered hills and scoured by numerous drainage channels, stretches north beyond the town of Lalitpur and gradually becomes rocky. Low red hills of granitoid rock then appear with long ridges running from south- west to north- west.

A major part of the district is drained by river Jamni and its tributaries which form the eastern boundary that separates it from Tikamgarh district. River Betwa forms the western and northern boundary and drains the western part of the district while the south-eastern part of the district is partly drained by Dhasan River and the slope lies towards the north.

3. Industrial profile of the district

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

Three (3) types of industries namely, manufacture of food products, Crop and animal production, hunting and related service activities and manufacturing of Textiles contribute most **cumulatively 45.82% in terms of**

² <https://lalitpur.nic.in/en/history/>

³ <https://lalitpur.nic.in/en/geographical-status/>

⁴ <https://lalitpur.nic.in/en/geographical-status/#:~:text=Lalitpur%20district%20is%20generally%20a,m%20above%20mean%20sea%20level.>

employment and revenue, which is approximately 19.60%, 14.09% and 12.13% respectively. Manufacture of other non-metallic mineral products, Manufacture of wearing apparel, cork, except furniture; manufacture of articles & other manufacturing contributes ~25.7% to the numbers of units.

Table 1: Industries details⁵

Sl. No.	Manufacturing Industry	Total Units
1	Crop and animal production, hunting and related service activities	202
2	Forestry and logging	1
3	Fishing and aquaculture	1
4	Mining and quarrying	4
5	Mining of metal ores	6
6	Other mining and quarrying	22
7	Mining support service activities	1
8	Manufacture of food products	281
9	Manufacture of beverages	9
10	Manufacture of tobacco products	5
11	Manufacture of textiles	174
12	Manufacture of wearing apparel	104
13	Manufacture of leather and related products	37
14	Manufacture of wood and products of wood and	0
15	Cork, except furniture; manufacture of articles of	62
16	straw and plaiting materials	
17	Manufacture of paper and paper products	22
18	Printing and reproduction of recorded media	9
19	Manufacture of coke and refined petroleum products	4
20	Manufacture of chemicals and chemical products	16
21	Manufacture of pharmaceuticals, medicinal chemical and botanical products	3
22	Manufacture of rubber and plastics products	3
23	Manufacture of other non-metallic mineral products	82
24	Manufacture of basic metals	28
25	Manufacture of fabricated metal products, except machinery and equipment	48
26	Manufacture of computer, electronic and optical products	16
27	Manufacture of electrical equipment	18
28	Manufacture of machinery and equipment n.e.c.	10
29	Manufacture of motor vehicles, trailers and semi-trailers	2
30	Manufacture of other transport equipment	15
31	Manufacture of furniture	41
32	Other manufacturing	123
33	Repair and installation of machinery and equipment	49
34	Electricity, gas, steam and air conditioning supply	4
35	Water collection, treatment and supply	2
36	Construction of building	13
		1434

⁵ <http://msmedikanpur.gov.in/cmdatahien/dip/DIP%20Lalitpur.pdf>

Manufacture of textiles, Crop and animal production, hunting and related service activities and manufacturing of food industry in the district is the most prominent sector of the district contributing most to the economy by being the largest employer and being at the top in terms of investments as well. It is followed by Agro-based industry, Chemicals and Readymade Garments respectively.

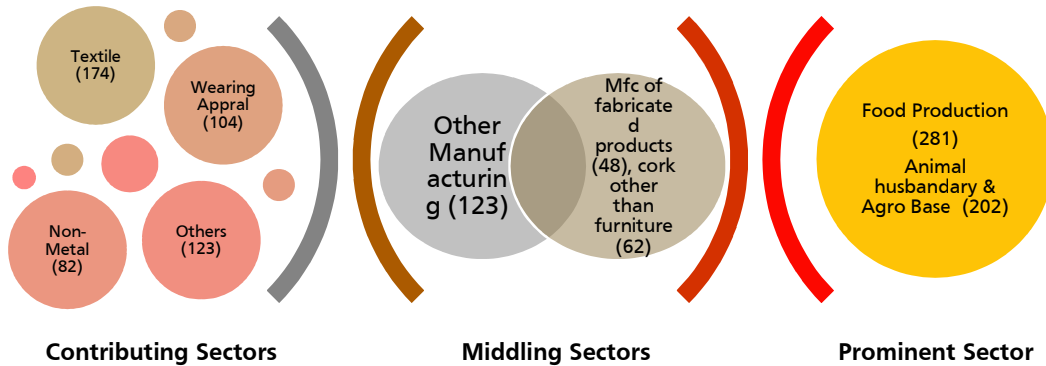


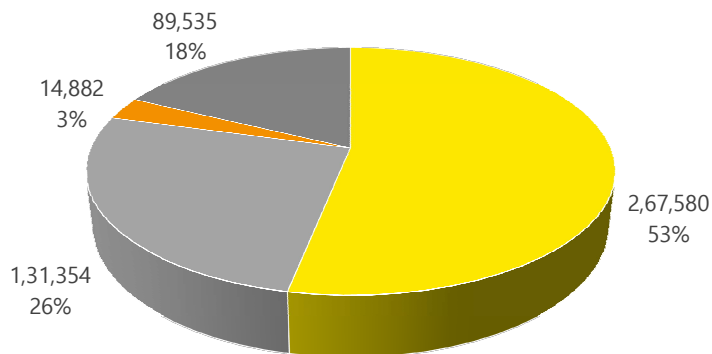
Figure 2: MSME landscape of the district

According to 2011 census⁶, out of total population of 1,221,592 (Male - 641,011 & Female - 580,581), 5,03,351 are main working population. Out of total working population, 29.10% are the marginal workers, 53.20% are cultivators and 26.10% are the agricultural labourers. This indicates that agriculture is the main source of income in the district.

Table 2: Occupational Distribution of Main Workers⁷

Sl. No.	Particulars	Lalitpur	Percentage (%)
1	Cultivators	2,67,580	53.20%
2	Agriculture Labourers	1,31,354	26.10%
3	Household Industry Workers	14,882	3.00%
4	Others	89,535	17.08%

Glimpses of Occupational Distribution for Lalitpur



⁶ https://censusindia.gov.in/2011census/dchb/0936_PART_B_DCHB_LALITPUR.pdf
⁷ District census handbook 2011 - Lalitpur

Figure 3: Occupational distribution of Lalitpur

3.1 Major Exportable Product from Lalitpur

The total export from Lalitpur is approximately INR 239.77 Crore within 15 months i.e., for the period September 2020 to November 2021.

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

Table 3: Major exportable products

Sl. No	Product	Export value (in INR) ⁸ Sep' 2020 to Nov, 2021
1	Granite Crude or Roughly Trimmed	63.24 Cr
2	Granite Merely Cut into Block/Slabs of Rectangular (Incl Sqr) Shape	49.24 Cr
3	Wheat	123.28 Cr
4	Others	3.91 Cr
Total Exports from Lalitpur		239.77 Cr⁸

Below is the current status of export of products selected by UPEPB, GoUP and DGFT- central government.

Table 4: Status of selected products by UPEPB, GoUP & DGFT

Sl. No	Product	Export value (in INR) ⁹ Sep' 2020 to Nov, 2021
1	Zari Silk Saree	-
2	Granite Slabs	
A.	Granite Crude or Roughly Trimmed	63.24 Cr
B.	Granite Merely Cut into Block/Slabs of Rectangular (Incl Sqr) Shape	49.24 Cr
Total Exports from Lalitpur		112.48 Cr⁹

4. Product 1: Zari-Silk Sari

4.1 Cluster Overview

Zari silk saree¹⁰ has been identified as ODOP product for the Lalitpur district. There are approx. ~250 handlooms and approx. ~400 handloom weavers (~60% pit handlooms & 40% frame handlooms)¹¹ in the district engaged in the manufacturing of zari silk sarees. In addition to that, weavers manufacture other silk products i.e. dupatta and dress

Key Facts



8,59,212 USD Thousand Value of World export in 2019



1,41,072 ~USD Thousand India's Export 2019



Figure 4: Intriguing work of Zari Silk Saree

materials made of silk in comparatively smaller quantity. Zari silk saree has regular demands from the buyers based in Chanderi.

Stakeholder consultations revealed that the weavers in the district receive orders of Zari silk sarees from the agents/traders based in Chanderi. Silk dupatta and dress materials are manufactured. Pirm winding and weaving activities (along with pre-weaving activities) are conducted in Lalitpur whereas other activities are conducted in Chanderi. The designs provided by traders/wholesalers are imparted on zari silk sarees manufactured in the district.

4.2 Product profile

Chanderi silk sarees are one of the finest and luxurious silk sarees hailing from Lalitpur and Chanderi of Madhya Pradesh, India. These Sarees borrow their name from the town of Chanderi in which they were earlier traditionally produced. The town is especially famous for their special kind of weaving which explains that for Chanderi Silk Sarees Weavers, this weaving is a primary occupation for their handloom weavers.

Zari (or jari) is an even thread traditionally made of fine gold or silver used in traditional Indian, Bangladeshi and Pakistani garments, especially as brocade in saris etc. It is believed this tradition started during the Mughal era. These elegant Sarees are known all over the world for their transparency, exquisite designs and engraved buti work. Zari Silk Saree is characterized by its lightweight, sheer texture and fine luxurious feel. Chanderi fabric is produced by weaving in silk and golden Zari in the traditional cotton yarn.

Listed below are different kinds of zari work in the region:

- | | |
|----------------|-------------------------|
| 1. Zari work | 5. Makaish |
| 2. Kamdani | 6. Tilla or Marori Work |
| 3. Mina Work | 7. Gota Work |
| 4. Kataoki Bel | 8. Kinari Work |

4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

Zari works

Zari works is a heavy and elaborate embroidery work which uses a variety of gold threads, beads, seed pearls and gota. Zardozi work is mainly done on fabrics like heavy silk, velvet and satin. It is used to embellish wedding outfits, heavy coats, and other products. Zardozi embroidery is a beautiful metal embroidery, which was once used to embellish the attire of the Kings and the royals in India. It was also used to adorn walls of the royal tents, scabbards, wall hangings and the paraphernalia of regal elephants and horses.

Kamdani

Kamdani is light needle work, which is done on lighter materials like scarves, caps etc. using flattened wire. Ordinary thread is used, and the wire is pressed down to produce satin stitch effect. This effect produced is glittering and it is called hazara butti. In Kamdani, the wire is attached to a small length of thread is pulled through the fabric with a needle, beautifully working into motifs. This is also referred to as 'fancy kaam'. Kamdani is becoming a rarity and most of the craftsmen are elderly men

Gota Work

Traditionally, gota ribbons were woven with a warp of flattened gold and silver wire and a weft of silk/ cotton threads and used as a functional trim on garments and textiles. While most believe that gota patti is the forte of Rajasthan alone, some also claim that it is, in fact, a form of Pakistani embroidery that originated in Punjab before spreading in popularity to neighbouring states. The handcraft is centuries-old and was traditionally the domain of the royal family & members of the court. Today, it's a must-have in festive and bridal wardrobes

Kataoki Bel

This is a border pattern made of stiff canvas and the whole surface is filled with sequins edging. A variation of this border technique is lace made on net and filled with zari stitches & spangles. Zari or Jari, is an even thread made of fine gold or silver, used to make traditional Indian or Pakistani embroidered fabrics, through an intricate art of

weaving threads. Started during the Mughal era, Zari was associated with the grand attires of Gods, Kings and literary figures in literary sources.

Mukaish

This is one of the oldest styles and is done with silver wire or badla. The wire itself serves as a needle, piercing the material to complete the stitches. A variety of designs are produced in this manner. The craft of mukaish is easily identified as a dotted pattern in silver or gold metal, embedded in the body of lightweight fabric. Today, contemporary modifications of the traditional metal work can be seen both on fashion week runways and in sought-after ethnic ensembles.

Tilla or Marori Work

Also known as Abha work and Kashmiri Tilla work. Made with golden/ silver/ antique zari thread (Kasab/ Tilla). This is the kind of embroidery where gold thread is stitched on to the surface with a needle.

Kinari Work

Also known as Gota Patti Work, Gota-Kinari work or Lappe ka Kaam. It is a type of metal embroidery that originated in Rajasthan, India. The cities of Jaipur, Bikaner, Ajmer, Udaipur, and Kota are the epicentre of uniquely styled Gota work. Elaborate patterns are created with metals like gold, silver, copper etc. A small variation is kinari work where the embellishments are done only at the edges in the form of tassels. This is done mainly by men and women of the muslim community. It is applied on to the edges of a fabric to create fancy patterns and is popularly used in edging bridal sarees and lehengas. In Rajasthan, gota work is extensively done on Dupattas and Ghagras. Outfits adorned with gota work are popularly worn at auspicious functions.

Mina Work

Mina work resembles enamel work and makes use of gold threads.

4.2.2 Status of GI Tag

The Geographical Indication Registry (GIR)¹² has accorded the Geographical Indication (GI) registration to the intricate needle handicraft- Zari Silk Saree and it was registered under the brand of 'Chanderi Saree' in the year 2006. The registration has been secured by Chanderi Development Foundation, Chanderi. Chanderi District of Madhya Pradesh comes under geographical Identified area, but no significant progress is seen in Post G.I. Initiative in Lalitpur.¹³

4.3 Cluster Stakeholders

The stakeholders include raw materials (Silk threads) supplier and other secondary materials namely dyed silk yarns, dyed cotton yarn, zari threads and Needles. These primary and secondary materials sourced from Local retailers and traders based in far off commercial cities like Delhi, Agra and Kanpur. Financial institutions (Banks and Fintech) support through providing loans to the enterprise.

¹² https://ipindia.gov.in/writereaddata/Portal/Images/pdf/GI_Application_Register_16-11-2021.pdf

¹³ DGFT



Figure 5: Mapping Stakeholders and support institutions for Zari Silk Saree

4.3.1 Industry Associations

Following are principal Manufacturers, Industry Associations/SPVs that are working for the development of Zari-Silk Saree in Lalitpur:

- ▶ Indian Industry Association (IIA)
- ▶ Provincial Industries Association (PIA)
- ▶ Pant Handloom Weavers Society
- ▶ Koshit Reinvented Society

4.4 Export Scenario

4.4.1 HS codes

There are 4 HS codes under which deals in the HS Codes the product is exported from the district:

Table 5: HS codes for Zari-Silk Saree

HS codes	Description
500790	(Woven Fabrics Containing Predominantly, but <85% Silk or Silk Waste by Weight),
500720	(Woven Fabrics Containing >= 85% Silk or Schappe By Weight),
500710	(Woven Fabrics of Noel Silk),
621410	(Shawls, Scarves, Mufflers, Mantillas, Veils and Similar Articles of Silk or Silk Waste)

Current Scenario

The chapter focuses on the export scenario of India and Uttar Pradesh and then deep dives into the export statistics of the following HS codes considered for silk products.

Category A: 500790 (Woven Fabrics Containing Predominantly, but <85% Silk or Silk Waste by Weight),

Category B: 500720 (Woven Fabrics Containing >= 85% Silk or Schappe by Weight),

Category C: 500710 (Woven Fabrics of Noel Silk), **Category D:** 621410 (Shawls, Scarves, Mufflers, Mantillas, Veils and Similar Articles of Silk or Silk Waste).

Key Fact of Export Error! Bookmark not defined.

185,9212 (USD Thousand)
Value of world exports in 2020

1,41,072 (USD Thousand)
Total Exports from India in 2020

10,486 (USD Thousand)
Total export from UP in 2018-19

~7.4%
Share of UP in India's exports

4.5 Export Potential

- ▶ In 2019, India exported Silk to various countries worth USD 14,151 thousand (for silk products covered under above mentioned 04 HSN codes), decrease of 30% as compared to previous year.
- ▶ The total exports of Zari-Silk Saree products from Lalitpur district were NIL in year 2020-21.¹⁴
- ▶ Other prominent products exported from Lalitpur District are Granite (Roughly trimmed Slabs (26% of value) and Slabs of rectangular processed Slabs (20.55%), Wheat, Parts of aeroplane, Generator of output>2000.
- ▶ There are more than 4 HSN Codes which may be used for Exports of Zari-Silk Saree but here analysis of one prominent HSN code has been done.
- ▶ The cluster has tremendous export potential, but owing to lack of proper market assessment mechanism, changing design patterns, specific demand preferences the export is very less.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be an integration between the exporters and importers, thereby making the export ecosystem robust and effective.
- ▶ Zari Silk Saree products do not have specific HSN codes. Based on stakeholder consultations, following HSN codes were mentioned for the product.

Product 500790: India's exports represent 11.6% of world exports for this product, its ranking in world exports is 4. India exports this product to USA, UK, Hongkong, Germany, Netherlands, UAE, Qatar, Italy and Belgium. Below figure shows the top importers for this product (500790) from India:

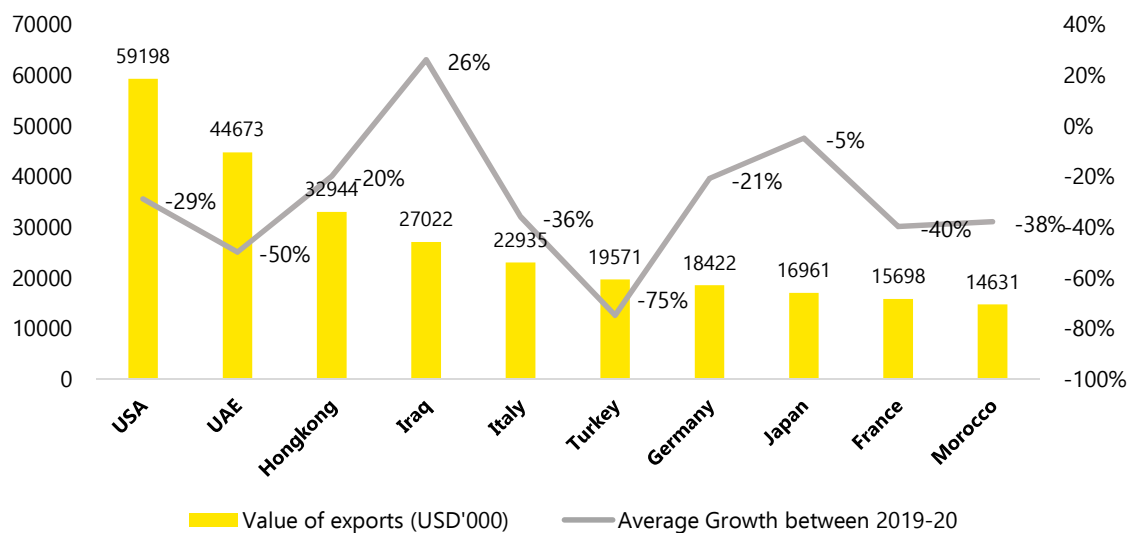


Figure 6: Top importers for this product (581092) in the world

¹⁴ DGFT

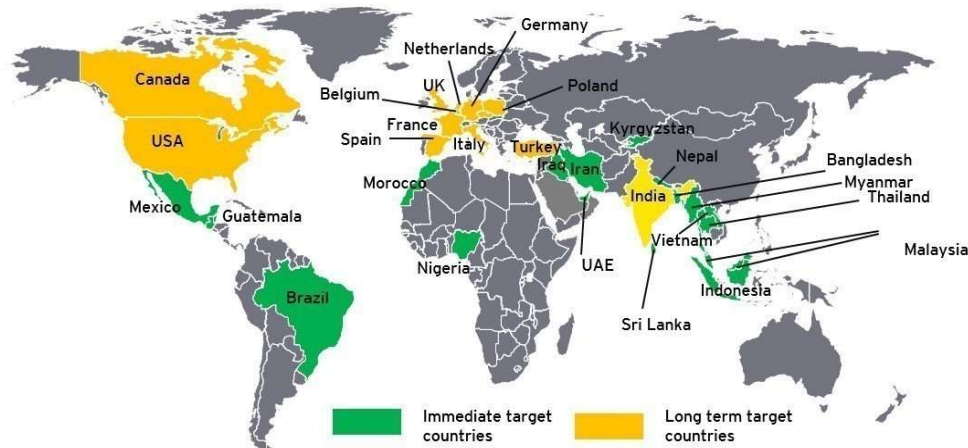


Figure 7: Markets for export potential

4.6 Potential Areas for Value Added Product

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

1. Development of a new products:

During the product diversification new product line like Purses, Langar/Ghagra, Churidar, Punjabi, Curtains, Other dress materials like Scarf etc needs to be promoted. Additionally creation of a new product range like *zari-work* that can be laminated and attached to wooden doors, frames, wall paintings etc. They can also create gift bags, curtains with intricate *zari work*.

2. Modifications of Existing Products

It has also been found that most of the artisans use no strategy for making modifications to the existing products in the light of design and fusion. The handloom weavers and can make fusion products by blending *zari work* with *madhubani*. They can also expand in terms of the materials they use for making the products by introducing cotton and jute into their product range.

4.7 SWOT analysis

Table 6: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce particularly artisans ▶ Large potential for diversifying on variety of apparels ▶ Easy availability of raw material for mass production ▶ Availability of various government interventions for fostering the cluster 	<ul style="list-style-type: none"> ▶ Minimal technological upgradation and long production time ▶ Existence of large number of intermediaries between artisans and entrepreneurs ▶ Limited design innovation ▶ In light of competition the focus has shift from quality to quantity ▶ Lack of individuals with technical qualifications ▶ Lack of focus on increasing export
Opportunities	Threats

<ul style="list-style-type: none">▶ Huge scope of market expansion- domestic and foreign▶ Scope for development of new products and modifying existing range▶ Potential collaborations with renowned designers and design institutes for improving existing designs▶ Increase participation in marketing events- International and domestic	<ul style="list-style-type: none">▶ Tough competition with cheaper, printed & machine embroidered items▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs
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4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Raw Material Bank: <ul style="list-style-type: none"> ○ Sourcing of Raw Material ○ Lack of storage facility in the cluster leading to spoilage of fabrics 	<ul style="list-style-type: none"> ▶ Establishment of a Raw Material Bank within the CFC (CFC Scheme of ODOP program) ensuring easy availability of all types of quality checked fabrics at discounted rates.
Technological upgradation	<ul style="list-style-type: none"> ▶ Lack of ancillary machineries for artisans which limits their potential and hinders the productivity and potential of the cluster 	<ul style="list-style-type: none"> ▶ Establishment of Common Production Center (CFC Scheme of ODOP program) with modern machines including fabric checking and measuring machine, packaging, and tagging machine, Sewing (Juki) machine etc.
Design	<ul style="list-style-type: none"> ▶ Traditional designs are still being followed by artisans they are not focusing on design innovation 	<ul style="list-style-type: none"> ▶ Establishment of Product Design Center with CAD/CAM facility along with a display center under CFC Scheme of ODOP program. ▶ Collaboration with renowned designers to conduct workshops for artisans pertaining to design forecasting, upcoming trends, market assessment etc.
Marketing & branding	<ul style="list-style-type: none"> ▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets ▶ Offline marketing is broadly used over online marketing ▶ No exclusive HSN code for Zari-Silk Saree. Which could have supported in facilitation of sales in the international market. ▶ Creation of brand name for the Zari work on Silk Sari products. ▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration for maximizing sale ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Establishment of a Marketing centre within the CFC (CFC Scheme of ODOP program) in Lalitpur to facilitate marketing events. ▶ Collaboration with E-commerce companies like Flipkart, Amazon, Ebay for maximizing sales. ▶ Applying to Directorate General of Foreign trade for a unique HSN Code. ▶ Collaboration with NIFT, to support artisans in establishing the brand name of the 'Zari-Silk Saree' products in the national and international market ▶ Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters. ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of

		handicraft 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.
Post GI Initiative	<ul style="list-style-type: none"> ▶ Lack of promotion of products highlighting their GI tag 	<ul style="list-style-type: none"> ▶ Target to make 100 authorised Users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorised users. (This can be done by DGFT /FIEO/ MSME with the help of DIC)
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the 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 updation of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

4.9 Future Outcomes

Annual Turnover
Increase in annual turnover from existing INR 3 Cr. to 6 Cr. by 2025 ¹⁵

Cluster exports
Substantial targeted growth in cluster exports expected to be approx. INR 1 cr. by 2025 (over a span of 5 years) . ¹⁵

¹⁵ Basis stakeholder consultation

5. Product 2: Granite Stones (Red)

5.1 Cluster Overview

Granite is declared as a “Minor Mineral,” under the MMDR Act, 1957 and, therefore, falls under the purview of the State Governments. Granite¹⁶ technically refers to a light coloured granulose plutonic rock composed of feldspars, plagioclase quartz (35% approx.) and minor amounts (45% approx.) of mafic minerals such as biotite, hornblende, pyroxene, iron oxides, etc. It is also defined as coarse-grained (Phaneritic) intrusive igneous rock composed mostly of quartz alkali feldspar and plagioclase. It forms from magma with a high content of silica and alkali metal oxides that slowly cools and solidifies underground.

Amongst hard stones, the red granite is one of the most widely traded commodities in the world. The granite stone industry holds a prominent place in the Indian economy. This sector is known for its consistency in high export earnings, and it is among the major foreign exchange earners for the country.

Indian red granite stone is one of the most sought-after and saleable colours for kitchen tops, headstones, wall stones, and vanity tops.

Lalitpur is one of the districts of Uttar Pradesh that is well known for its red granite production and quarries. Red granite slabs, tiles, and blocks are common types of granite products sold and supplied by granite suppliers and exporters. With red granite suppliers, buyers can have the right response on all queries such as red granite texture, tile, headstone, kitchen tops, and windowsills.

Operations involved in the processing of red granite stone are: Dressing of granite stones; cutting and sawing of granite stones; grinding and polishing of granite stone surfaces and trimming and cutting of granite stone edges.

Being adjacent to granites mining hub of districts Sagar, Tikamgarh & Guna of Madhya Pradesh, which is famous for granite stones quarry industries, there are many granites quarrying and stones processing units in Lalitpur. Most popular granite types available for commercial purposes in a red hue and tone. There are some major quarrying and mining units and granite processing units including Pitambara Granites, Shri Balaji granites, Shyam granites, M/s Deepak Marbles and Granites, Chaudhary Granites, Vikas Granites.




The cluster’s annual turnover in 2020-21 was around INR 500 Cr¹⁷. The export turnover from September 2020 to November 2021 was INR 112.48 Cr¹⁸. The total employment in the cluster is around 10000.¹⁷

5.2 Product Profile

This sector comprises of quarry and mines owners (where bulk red granites are excavated and reshape into square slab of granite) and processing unit engaged transforming granites into a variety of consumer products such as slabs of various sizes, and forms namely Tiles, Big slabs, counter slabs, small slabs, steps, risers, pavers and cobbles. On the other hand, at the finishing basis, it has polished, flamed, honed, brushed, sandblasted, leather and bush hammered.

The granite stones have its wide and varied applications like, Flooring, kitchen countertops, staircases, steps, treads and vases etc. Apart from the quality of raw material, the process of its conversion into leather and, later, of the design, product development and process of product’s manufacturing play a key role in value addition.

Key Facts

-  **INR 500.00 Cr.~** approximate turnover of the cluster¹⁷
-  **INR 112.48 Cr ~** Export value of cluster¹⁸
-  **50,000~** Workers directly or indirectly associated¹⁷

¹⁶ Indian mineral yearbook.

¹⁷ DIEPC Lalitpur

¹⁸ DGFT Kanpur



Plate 'A'

Plate 'B'

Plate 'C'

Figure 8: Granite plates: Exported Quality of Red Granite (Plate A), Domestic Red granite (Plates B & C)

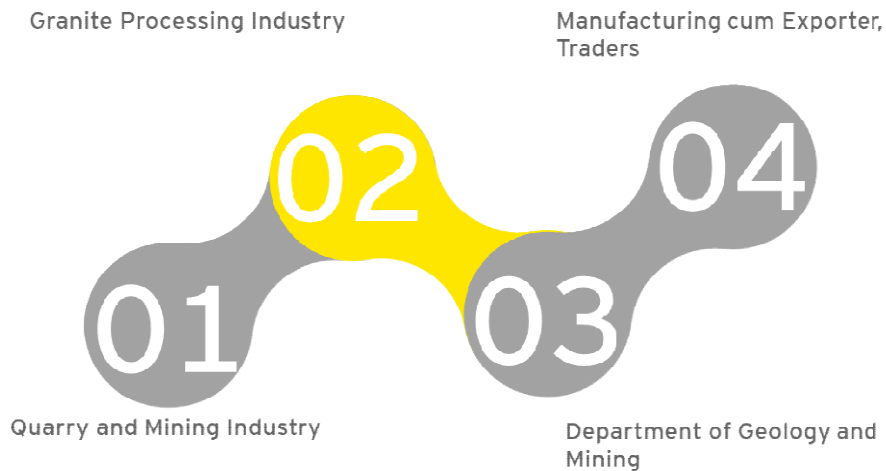


Figure 9: Stakeholders of granite industry

5.3 Cluster Stakeholders

Mine owner/ Lessee

The primary raw materials required in the Cluster are Chemicals, Raw Hides, Pasting Gum, Adhesives, sewing thread, etc. which are essentially procured from within and outside the Cluster. Majority of raw hides are procured from outside of the cluster mainly from Delhi, Maharashtra, West Bengal, and Tamil Nadu. As per stakeholder discussion, some of the units are importing raw materials from other countries due to cheaper rates.

Processing unit owners & Workers

There are more 15 mining and quarrying units and approx. 12 processing cum trading units involved in processing of granite products. Majority of the units located in Lalitpur Tehsil where 26 lease mines¹⁹ are approved for mining and quarrying works. cluster have their corporate office in Kanpur or Delhi. More than 10000 workers working in these units and are residing in Lalitpur and nearby adjoining blocks of granites.

¹⁹ <https://cdn.s3waas.gov.in/s3f0935e4cd5920aa6c7c996a5ee53a70f/uploads/2019/03/2019030132.pdf>

Machinery Supplier

The entire Leather product sector is de-licensed, facilitating expansion on modern lines with state-of-the-art machinery and equipment. Most of the machineries required in the tanning industry are imported from Italy, Germany, and other countries. Mainly, the drums required in the tanning industry are imported from other countries because of the specification and finishing. Few units involved in manufacturing of footwear got their machinery assembled from the local machinery suppliers. The servicing of the machineries is done locally, and the engineers/mechanics are available for servicing of these machines.

5.3.1 Industry Associations

Following are principal industry associations that are working for the development of leather products:

- ▶ **Federation of Indian granite & Stone Industry:** The Federation of Indian Granite & Stone Industry (FIGSI) is an ISO 9001:2008 certified organization and has been working since 1983 for the progress and scientific development of the industry. The association endeavours to act as a bridge between the industry, the government & all stakeholders, and bring constant improvement in mineral regulation, policies, processes, systems & procedures. It is a member-based organization, and its mandate is to provide support to its members for increasing export. The membership fee is being charged based on export turnover. Major services provided by them are:
 - i. Granite Development Council (GDC)
 - ii. Group of Marble Development
 - iii. Sustainable Mining Initiative (SMI)
 - iv. Advocacy support
- ▶ **All India Granite and Stone Association:** All India Granite and Stone Association (AIGSA) was established in 1983 for the progress and scientific
- ▶ **Indian Institute of Technology, Kanpur:** It has a separate consultancy department catering to needs of SMEs created for providing services in Energy conservation methods, Market & Finance, Innovative Product Design, Packaging, IT applications, Application of Multimedia
- ▶ **MSME- Development Institute (MSME- DI), Kanpur:** MSME-DIs are the subordinate offices of Development Commissioner, MSME. These offices are responsible for assisting MSMEs financially through schemes and improving their technical skills through skill upgradation / training programmes.
- ▶ **Small Industries Association, Lalitpur (SIA)**
- ▶ **Provincial Industries Association (PIA)**
- ▶ **Centre for development of stones**
- ▶ **MSDC (Multi Skill Development Center)**

5.4 Export Scenario

5.4.1 HS Code

Below is the HS code under which the product red granite has been exported from the district to various countries of the world.

Table 7: HS Code with description

HS Code	Description	Value of exports (in INR)
25161100	Granite Crude or Roughly Trimmed	63.24 Cr
25161200	Granite Merely Cut Into Block/Slabs Of Rectangular (Incl Sqr) Shape	49.24 Cr
	Total	112.48

Current Scenario

In the world, there are nearly 300 varieties of granites of which India supplies about 200 varieties. In the red granite category, Karnatka specializes in production of Ruby Red, Chilly Red, Cera grey and kanakpura multicolour varieties of granites²⁰. currently

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes 25161100 & 25161200. Alongside are the key facts pertaining to the analysed product code.²¹

Key Fact of Export²¹

10,68,370 (USD Thousand)

Value of world exports in 2020

5,63,556 (USD Thousand)

Total Exports from India in 2020

63.10%~

32.10%~

respectively share of India Exports in 2020 (~HSN codes 25161100 and 25161200)

5.5 Export Potential

- ▶ India's exports under HSN code ~25161100 represent 63.10% of world exports for this product, its ranking in world exports is 1st later followed by South Africa, Angola, and Spain, Zimbabwe, and China.
- ▶ And under HSN Code ~25161200, India represents 32.10%, it ranks in world exports is 2nd after Brazil. India export followed by countries Spain, Angola, Portugal, Italy and Turkey, China and USA.
- ▶ Other prominent products exported from District are Parts of Helicopter/Aeroplanes, Ac Generators (Alternators) of an Output >2000 KVA but <=5000 KVA.

Product (Red Granite) HSN Code 25161100 & 25161200:

India²² exported this product to China (64.4%), Taiwan (2.1%), USA (0.3), Poland (3.2%), Italy (9.3%), Belgium (1.0%), Vietnam (0.02%) etc. India's exports represent 52.7% of world exports for this product, its ranking in world exports is 1.

Below figure shows the top importers for this product (25161100) in the world:

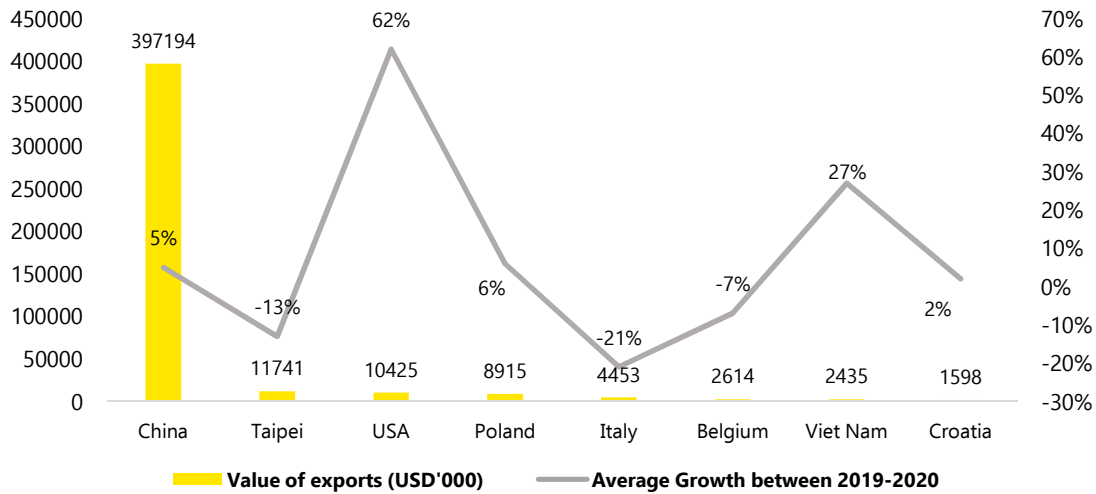


Figure 10: Top importers for this product (25161100) in the world²¹

²⁰ Indian Mineral Yearbook.

²¹ <https://www.trademap.org/>

²² https://www.trademap.org/Country_SelProductCountry.aspx?nvpm=1%7c699%7c%7c%7c%7c2516%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c2%7c1%7c1%7c1

Product (Red Granite) HSN Code 25161200

India²³ exported this product (Share in India's exports) to top 10 countries namely, China (53.6%), Algeria (15.3%), USA (4.8%), Vietnam (4.7%), Poland (2.7%), Germany (2.0%), Thailand (2.0%), Norway (1.6%) and Italy (1.1%) etc. India's exports represent 32.1% of world exports for this product, its ranking in world exports is 2.

Below figure shows the top importers for this product (**25161200**) in the world:

²³https://www.trademapp.org/Country_SelProductCountry.aspx?nvpm=1%7c699%7c%7c%7c%7c2516%7c%7c%7c4%7c1%7c1%7c2%7c1%7c1%7c2%7c1%7c1%7c1

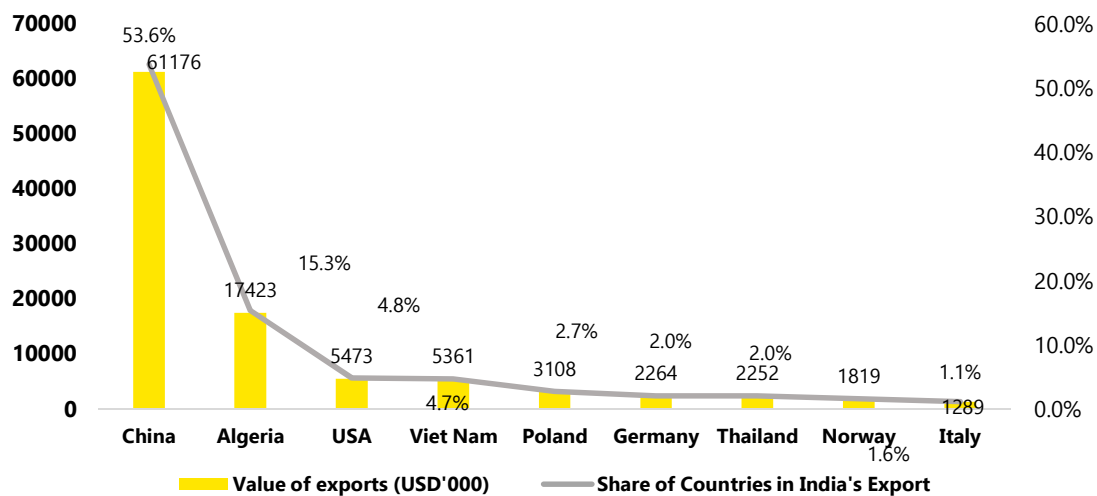


Figure 11: Top importers for this product (25161200) in the world²¹

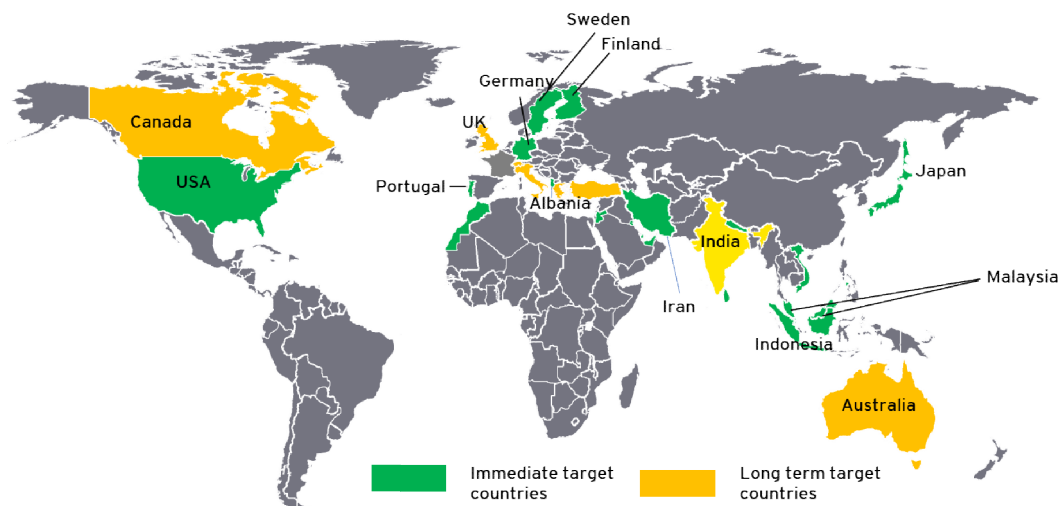


Figure 12: Markets for export potential (25161100)

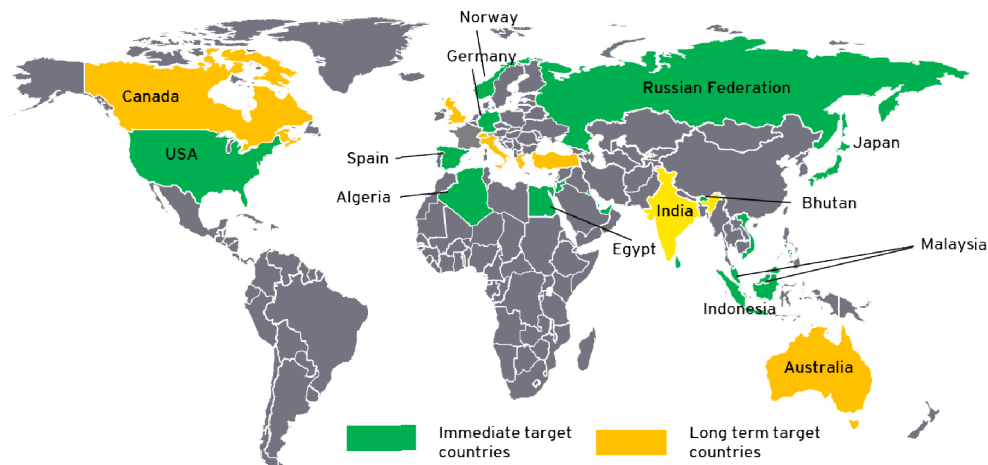


Figure 13: Markets for export potential (25161200)

5.6 Potential Areas for Value Added Product

Product Diversification– The Industry may focus on export of value-added items like designer granites, architectural granites i.e., to develop granite stones without using polishing and raw formats. Granite stones industries need model such as waste to wealth, below table shows the waste to wealth model:

Table 8: Waste to Wealth model

Type of Waste	Value Addition
Trimmings/ Edges stones	Decorations
Bulky Slabs	Housing
Shaving dust	Various utilizations
Trimmed Stones	High compressive bricks

5.7 SWOT Analysis

Table 9: SWOT Analysis for Red Granite Stones

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Rich experience in mining and quarrying & processing ▶ Institutional Support ▶ Availability of cheap manpower ▶ Presence of Council for Stone development and Exports 	<ul style="list-style-type: none"> ▶ Inadequate Environmental compliance ▶ Suboptimal backward integration of supply chain ▶ Lack of drilling and quality testing facility to rocks samples ▶ Cost of running mining and government royalty is very high ▶ Lack of awareness of govt. schemes
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Development of scientifically mining cluster ▶ Opulence of artistic and architectural synthetic 	<ul style="list-style-type: none"> ▶ Strict environment compliance laws ▶ Polluting Industry

<p>support material</p> <ul style="list-style-type: none"> ▶ National & International Exhibition ▶ Demand for granite outpacing supply ▶ Growing usage and vast markets ▶ Exposure to new markets through fairs ▶ Increasing demand of Make in India products 	<ul style="list-style-type: none"> ▶ International Competition ▶ Supply of raw materials shrinking ▶ Temporary or permanent closure ▶ Entry of multinational companies in domestic market ▶ Lack of technical knowledge among miners and workers ▶ Fast changing trends
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5.8 Challenges and interventions

Parameter	Challenges	Intervention
Warehouse for storage	<ul style="list-style-type: none"> ▶ It is estimated that demand from product industries will double over the next five years while the supply of raw hides from indigenous sources will not be in the same proportion. There is a need to improve the supply position of raw hides for the cluster. ▶ Constant fluctuation of raw material prices. 	<p>Hard Interventions:</p> <ul style="list-style-type: none"> ▶ Warehouse for import, storage, and sale of raw hides through large trading houses could augment raw material supply. ▶ A provision of trade centres may be considered in identified clusters and industrial area for setting up dealers' outlets for easy availability of the raw materials. It will reduce the wastage of time, costing, and concentration of traders as well.
Technological Upgradation	<ul style="list-style-type: none"> ▶ In Lalitpur, mining, small processing units employ traditional skilled workers who are mostly illiterate but follow the process after learning from the seniors in their units. They are not aware of the technological advancements taking place in the international industry. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Establishment of fleshing machine and lime splitting machine in CFC will resolve the issue of solid waste management and this will reduce the operating cost and ensure working capital for the unit. The solid waste can be used as by-product for other use.
Environmental Issues	<ul style="list-style-type: none"> ▶ Challenges faced by smaller tanneries / industries in complying pollution control norms regarding treatment of effluents and TDS levels of discharge. ▶ There is lack of awareness of global environmental and social norms. ▶ Smaller units find it difficult to bear the operational cost of CETP. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Setting up modern technology based CETPs would ensure in reduction of effluents in TDS levels of liquid discharge. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Awareness and outreach program for raising consciousness about environment issues due to the pollutants. ▶ Use of codes of conduct (COC) for assessment of suppliers on social and environmental compliance.
Marketing & Branding	<ul style="list-style-type: none"> ▶ Absence of usage of information and communication facilities ▶ Lack of common marketing and sales platform ▶ Micro enterprises are mostly run by semi-literate individuals who are 	<ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies. ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organised by FIEO and other organizations may be proposed as a target under this

Parameter	Challenges	Intervention
	<p>severely hampered by lack of knowledge of new age marketing tools</p> <ul style="list-style-type: none"> ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<p>segment</p> <ul style="list-style-type: none"> ▶ 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 ▶ Exposure visits to Chennai and Kolkata clusters to study the best practises and understand their modus operandi and value chain.
Packaging	<ul style="list-style-type: none"> ▶ Lack of innovative packaging- The manufacturers use traditional way for packaging of products, wrapping in polybags and cardboard boxes etc. It leads to poor presentation of items. Suitable new packaging methods need to be developed. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Common Packaging Center can be established for better and innovative packaging. ▶ Packaging materials like paperboard boxes, Poly bags, corrugated boxes should be used for improved packaging. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Workshops/seminars or training program for leather footwear manufacturers can be organized using the MoU signed between ODOP and Indian Institute of Packaging (IIP), to upgrade their packaging techniques.
Testing and Quality Certification	<ul style="list-style-type: none"> ▶ Unaware of global standards and quality ratings. ▶ Only exporters of the cluster try to maintain the quality standard of global market. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ Testing laboratory can be established in CFC for ensuring production of certified quality products. <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Collaboration with National institutes to support artisans in improving quality of footwear by maintaining the standards. ▶ Setting the quality standard of these footwears using the MoU between ODOP and Quality Council of India (QCI), to increase the sales in international markets.
Designing of Products	<ul style="list-style-type: none"> ▶ Lack of innovative design inputs/design centre, leads to imitation of designs from large showroom and repetitive manufacturing of same design products. 	<p>Hard Intervention:</p> <ul style="list-style-type: none"> ▶ It is proposed that a Design and Innovation center be set up in the cluster. The centre will include following components: <ul style="list-style-type: none"> ○ Design Lab: It would undertake research and development on Design, Product and Technology

Parameter	Challenges	Intervention
		<p>keeping in view the current and future trends. These designs would originate by matching the skill base of manufactures with market demand, based on which prototypes will be developed.</p> <ul style="list-style-type: none"> ○ Sample Development: The Centre would manufacture samples for the benefit of all cluster participants. The challenges in developing a sample design would enable the center to come up with innovative solutions and improvisations for the introduction of new materials, techniques, tools etc. ○ Training Centre ○ IT Lab and Resource Centre <p>Soft Intervention:</p> <ul style="list-style-type: none"> ▶ Design training and certificate courses to local aspirants who have inclination towards designing of leather products via Design and Innovation center or collaboration with institutes like IIT Kanpur & Footwear Design and Development Institute (FDDI).
Exporter's Issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

5.9 Future Outcomes

Annual Turnover

Increase in annual turnover from INR 500 Crore in 2020-21 to 1000 Crore by 2025.

Cluster exports

The increase in export of the product from INR 112 Crore during the September 2020 to November 2021 to 224 Crore by 2025.

6. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ²⁴
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>	<p>ODOP cell, DIEPC, UPEPB and DGFT</p>	<p>Continuous initiative</p>
<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>	<p>ODOP cell, DIEPC, UPEPB and DGFT</p>	<p>Continuous initiative</p>

²⁴ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

<p>Sensitization of cluster actors:</p> <p>a. The individuals of a cluster should be sensitized on the plethora of schemes²⁵ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials</p> <p>b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP</p>	<p>ODOP cell, DIEPC, UPEPB and DGFT</p>	<p>Continuous initiative</p>
<p>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</p>	<p>DIC, UPEBP and FIEO</p>	<p>Intermediate</p>
<p>Common Facility centers (under CFC scheme of ODOP Program, TIES and NAVY scheme) to increase export</p>	<p>UPEPB/ODOP Cell/DIEPC</p>	<p>Continuous initiative</p>
<p>Common interventions across sectors/ clusters</p>		
<p>Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.</p>	<p>UPEPB/DIEPC/ODOP cell</p>	<p>Short term</p>
<p>MoU with QCI for defining quality standards of the products</p>	<p>UPEPB/DIEPC/ODOP Cell</p>	<p>Short term</p>
<p>Collaboration with IIP to define cluster-wise packing standards</p>	<p>UPEPB/DIEPC/ODOP cell</p>	<p>Short term</p>
<p>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</p>	<p>UPEPB/DIEPC/ODOP Cell and banks</p>	<p>Short term</p>

²⁵ 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>:

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/ODOP Cell 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 updation 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 DIEPC/UPEPB DIEPC/UPEPB/FIEO	Long term Long term Short term
Product 1: Zari-Silk Saree		
Establishment of Common Facility Centre with: a. Raw Material Bank b. Common Production Center c. Design and display center with CAD/CAM facilities and space to showcase products to	DIEPC, DGFT and ODOP Cell	Long term

undertake sale d. Marketing & Branding centre for undertaking marketing events		
Collaboration with NIFT and NID for design inputs and support in branding initiatives	UPEPB/ODOP Cell	Long term
Promotion of post GI initiative: e. DIC to identify 100 authorized users to become IEC holder in a year f. Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users	DIEPC/UPEPB/ODOP Cell	Intermediate term
Product 2: Granites (Red)		
Exploration of new granite blocks, drilling and allocation of lease to the new potential partner organisations. A systematic development and scientific exploitation of granite resources required. Levy of competitive royalty fee (~currently 5 times more) required in compared to neighbor states.	DIEPC/ODOP Cell	Long term
Development of dumping sites (Lease area eventually doesn't have enough space simultaneously for quarrying, mining, and dumping)	UPEPB/DIEPC/District Administration	Long term
Collaboration with E-commerce companies	UPEPB/ODOP Cell/ DIEPC	Short term
Establishment of Stone and mineral testing & certification laboratory	DIEPC/ODOP Cell/UPEPB	Long Term
Establishment of Design, architectural designs and innovation center	DIEPC/ODOP Cell/UPEPB	Long Term
Skill development Training for the various stakeholders, - Manager, Supervisors, mining apprentice.	DIEPC/ODOP Cell/UPEPB	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
LMA	Lalitpur Mining Area
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	Mukhyamantri Yuva Swarojgar Yojana
NGO	Non-Government Organization
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
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



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

सत्यमेव जयते

Districts
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