



Knowledge Partner



विदेश व्यापार महानिदेशालय  
DIRECTORATE GENERAL OF  
FOREIGN TRADE

सत्यमेव जयते

**Districts**  
as Export Hubs



## Preface

This district export plan for the district of Maharajganj 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 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

This district was carved out from Gorakhpur district on 2 October 1989. The town of Maharajganj is the district headquarters. This district is part of Gorakhpur Division. According to the 2011 census Maharajganj district has a population of 2,685,000 which is roughly equal to the nation of Kuwait or the US state of Nevada. This gives it a ranking of 151st out of a total of 640 districts in the country. The district has a population density of 910/Km<sup>2</sup> and its population growth rate over the decade 2001-2011 was 23.50 %. Maharajganj has a sex ratio of 938 females for every 1000 males, and a literacy rate of 64.30 %. Maharajganj district is one of the country's 250 most backward districts. It is also one of the 34 districts in Uttar Pradesh currently receiving funds from the Backward Regions Grant fund programme<sup>1</sup>.

The district is part of Gorakhpur Division. Maharajganj town is the headquarter of this district. There are four tehsils, 12 development blocks, 103 Nyay Panchyats and 1262 Villages. The district has 4 Assembly constituencies.

Maharajganj District is divided into four tehsils, namely Maharajganj, Pharenda, Nautanwa and Nichlaul. The headquarters is in the town of Maharajganj.

The nearest metropolis city is Gorakhpur, located at 54 km from the district headquarter, and the capital city of Lucknow is 325 km away from the Maharajganj headquarter.

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<sup>1</sup> Dcmsme.gov.in

## 2.1 Geography

The district Maharajganj is located on the north-east corner of Uttar Pradesh and bounded by Nepal on the North, Kushinagar district on the east, Gorakhpur district on the south and Siddharthnagar and Sant Kabir Nagar districts in the West. This district is part of Gorakhpur Division and occupies an area of 2952 Sq. Km. It lies between 25°.50' to 26°.20' N latitude and 83°.25' to 84°.20' E longitude and is about 67 meter above the sea level.



## 2.2 Demography

The district Maharajganj is spread over the area of 2952 Sq.Km. It is the abode of 2685000 (as per the census of 2011) number of people residing in its 1262 villages and urban areas. It has total 1382000 male population and 1303000 total female population. As per the census 2011, female population stands as of 48% of total population and male population stand as 52% of total population. Total 881000 males are literate while total 537000 females are literate. As per the census data available in the year 2002 total 117000 of rural families live below the poverty line<sup>2</sup>.

## 2.3 Topography & Agriculture

The area of the district Maharajganj is a part of the Central Ganga Plain and is underlain by quaternary alluvium of Pleistocene to sub-recent age. The soils of the district are mainly transported i.e. alluvial comprising sand, silt and clay in varying proportions and are rich in humus. The alluvial soils of the district are subdivided into older alluvial soil and younger alluvial soil. The older alluvial soil occupies high land while the younger soils are restricted to marginal tract of the little Gandak River. Both soils are fertile. The drainage system is controlled by Rapti and the Gandak rivers in the district. The main tributaries of Rapti are Ghoghi river, Rohini river and Pharenda Nala. The great Gandak or Naryani river another major river system, takes its rise in the snowy ranges of Nepal and leaves the hills by the gorge near Tirvenighat, about 16 Km. North of the boundary of Maharajganj district. The river is known as Naryani in India and in Nepal as Saligrami. Poh, Piyas, Mahau, Madao, Baua, Chilva Basmans are minor tributaries in the district. Besides, the above major rivers in the district, there are number of perennial lakes. The major lakes of the district are Darhia Tal, Senia Tal, Poh Tal, Sarua Tal etc. These lakes are sources of Fish as well as sources of minor irrigation in the district.<sup>3</sup>

Out of total 199000 hectares of agriculture area (2015-16), gross 179000 hectares area is irrigated whereas the net irrigation area is concerned then total 177000 hectares land is net irrigated which is being used for the crop farming. In the major agriculture crop sugarcane, grains, oil seeds and the potato are grown in the district. As per the survey report of 2015-16 total 914000 hectares sugarcane, 886000 hectares grains, 48000 hectares potato and 2000 hectares oil seeds are grown in the district.

<sup>2</sup> [Maharajganj.nic.in/demography](http://Maharajganj.nic.in/demography)

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

### 3. Industrial profile of the district

There are only three mini-industrial estates/areas in the district as described in the following table-  
Table 1: Industrial areas<sup>4</sup>

Sr. Number	Name of Mini Industrial Estate/Area	Land Acquired (In Hectares)	Land Developed (In Hectares)
1	Maharajganj	3.5	3.5
2	Siswa	3.25	3.25
3	Pharenda	3.27	3.27
4	<b>Total</b>	<b>10.02</b>	<b>10.02</b>

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. There are no large scale and public sector industries in 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.

Table 2: Industries details<sup>5</sup>

NIC Code Number	Type of Industry	Number of Units	Investment (Lakh Rs.)	Employment
20	Agro Based	3000	6000	8750
26	Ready-made garments & embroidery	25	75.00	125
27	Wood/wooden based furniture	800	45.00	8000
31	Chemical/Chemical based	30	90.00	315
33	Metal based (Steel Fab.)	40	180.00	300
35	Machinery & Part Except Electrical	60	300.00	300
36	Electrical machinery and apparatus	11	110.00	55
97	Repairing and Service Industry	1400	1490.00	5000
01	Others	77	100.44	400
	<b>Total</b>	<b>5443</b>	<b>8390.44</b>	<b>23245</b>

Agro based production is ruling the district with 3000 units as per the MSME profile available by DIEPC office. Second industry is repairing services with 1400 units<sup>6</sup>. But the survey report says that the wooden furniture industry has the maximum 800 units<sup>7</sup> which are micro in nature and producing different items made by wood

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

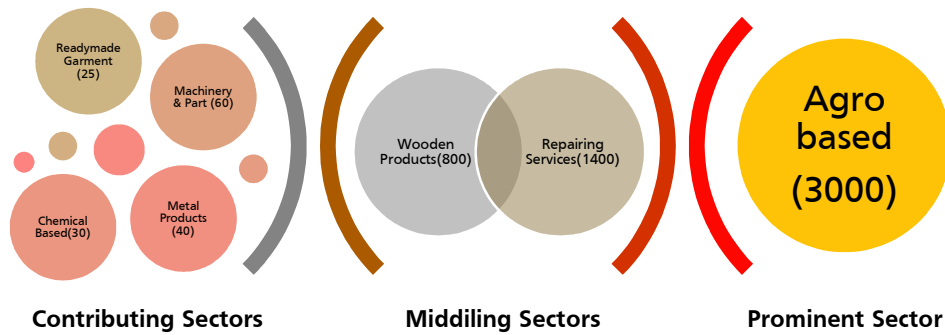
<sup>5</sup> Directorate of Industries, Govt of U.P, Kanpur

<sup>6</sup> Directorate of Industries, Govt of U.P, Kanpur

<sup>7</sup> DSR of Maharajganj

which is abundantly available in the forest of Maharajganj. As per the report of MSME About 342 Sq. Km. area of the district is covered by forest which account for 11.59% of the total land of the district. The sal is the principal tree of the forest. The undergrowth in sal areas is very dense in the strips along the banks of nalas and streams and is of evergreen shrubs and small trees. In the northern portion of Maharajganj there is Domakhand forest tract. This has dense forests of medium to good height. The chief associates of the sal are asna, Bahera, Haldu, phaldu, asidh, tendu, mahua, domsal, Jamun (Syzygium, bhakmal, Shisham, semal, tum, dhak, neem, amaltash, imli, and teak.

Figure 1: MSME landscape of the district



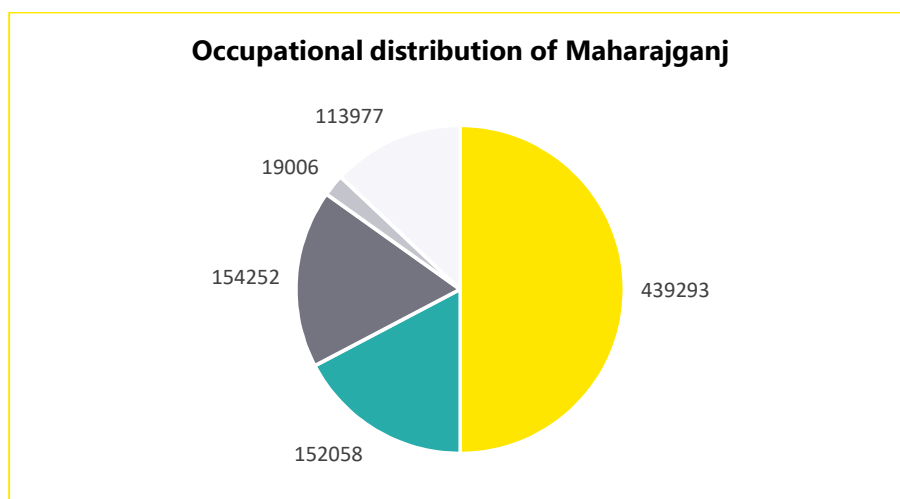
Out of total population of 2,665,292 (2011 census), 878,586 are working population. The below mentioned table depicts the figures of the district-

Table 3: Occupational Distribution of Main Workers<sup>8</sup>

S. No.	Particulars	Numbers	% of working population
1	Main Workers	439293	50%
1	Cultivators	152058	17.31%
2	Agriculture Laborer's	154252	17.56%
3	Household Industry Workers	19006	2.16%
4	Others	113977	12.97%

Figure 2: Occupational distribution of Maharajganj

<sup>8</sup> <https://www.censusindia.co.in/district/maharajganj-district-uttar-pradesh-187>



### 3.1 Potential Areas for industry Development

#### Potential for Development of MSME

Over 11.5 per cent of the total land of the district is covered by forest which offer very good potential for forest-based industries. Maharajganj is a quaint district endowed with serene and tranquil environment and picturesque terrains dotted by meandering streams is a real treat. Lehara Durga Temple is an important sightseeing spot which could be developed as attractive tourist destinations. This district has an agrarian economy. Main source of income of majority of population in the district is agriculture. Major Agricultural produce are wheat, rice, sugarcane, potato, mango, guava, banana, and vegetables. Agro based industries like food processing, animal husbandry, dairy, poultry, piggery, fishery, etc. have very good prospect in the district.

#### Potential for Development of Manufacturing Enterprises

The following industries can be developed in the district 1. Readymade garments 2. Fruit preservation 3. Rice mill 4. Oil mill 5. Masala Udyog 6. Dairy Products 7. Mineral Water 8. Detergent Powder 9. Wooden Furniture 10. Drinking Water 11. Flour mill 12. Plastic container 13. Poultry 14. Fishery 15. Piggery 16. Floriculture 17. Smokeless Briquettes from Biomass 18. Bee keeping.

#### Potential for Development of Service Industry

The district has the potential for the development of following service sector industries 1. DTP, 2. Cyber Cafe 3. Beauty Parlour, 4. Welding & Fabrication works 5. Repair of Automobiles 6. Wiring & Electrical Repairing works 7. Hotels and Restaurants 8. Tent House 9. Tours and Travels services 10. Civil Construction

### 3.2 Major Exportable Product from Maharajganj

The total export from Maharajganj is approximately INR **1101.41 Crore** for the period September 2020 to November 2021.

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

Table 4: Major exportable product in (INR)<sup>9</sup>

Sr.	Products	ITCHS Code	Export Value in INR from
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<sup>9</sup> District wise report for the period September 2020 to November 2021 received from DGFT



Number			September 2020 till November 2021(INR)
1	ONIONS FRESH OR CHILLED	7031010	1234646194
2	OTHER TYRES USED ON MOTOR CARS (INCL STATION WAGONS AND RACING CARS).	40111090	221710850
3	POTATOES FRESH OR CHILLED OTHER THAN SEEDS	07019000	1109481602
4	RICE EXCPTG PARBOILED (EXCL BASMATI RICE)	10063090	2232744366
5	WHEAT	10019910	876529669
<b>Total export from Maharajganj</b>			<b>1101.41 Crore</b>





## 4. Product: Wooden Furniture

### 4.1 Cluster Overview

The furniture industry has bloomed due to easy availability of raw material that is wood as majority of the area of Maharajganj district is covered by forest. There are many small units of furniture working here even since this industry got its identification from the government. They start their daily journey from collecting raw material of wood processing them into final produce manually and with the help of available tradition tools like clamps, claw hammer, chisels, table saw, hand saw etc. The Maharajganj furniture cluster has more than 8000 manpower involved in furniture making profession out of which 3000 skilled and 5000 unskilled workers. This is the family business of

many workers here and every new member of the family inherent this skill from their elders. The major geographical area where these artisans involved are **Pharenda, Nautanwa, Siswa, Ghughali**. **More than 800** micro level units are involved in this signature craft of **Maharajganj**. Government steps like selecting this craft as One District One product, increasing market size of real estate, development of industry in nearby location like Gorakhpur has propelled the demand driven engagement of more artisans to prepare furniture craft. <sup>10</sup> Owing to its rich heritage, size, and contribution to the district's economy, the GoUP has selected this craft under ODOP programme.

**Key Facts**

-  **800 units** Approx
-  **INR 190 Crores** Approximate turnover of the cluster
-  **INR 9.5 Crores ~** Export Turnover
-  **8000** Artisans directly or indirectly associated

### 4.2 Product profile

The products of the cluster include home furniture items such as beds, sofas, dining tables, almirahs, dressing tables (locally called shringardaan), chairs and cupboards. The primary products sold include beds, sofa sets, dining table and dressing table. The products can be categorised into two kinds depending upon their selling price. 90% units sell their products at an average price ranging from INR 0.15 lakh to INR 0.75 lakhs. The other 10% units sell these products at an average selling price ranging from INR 0.50 lakh to INR 2 lakh.

### 4.3 Product portfolio

The following are the key products manufactured in the cluster:

<sup>10</sup> As per stakeholder interaction/DSR

1- Sofa:



2- Bed:



3- Dressing  
Table:

4- Dining  
Table:



Maharajganj Wooden furniture products are mentioned in below table:

Table 5: Maharajganj Wooden Furniture Products

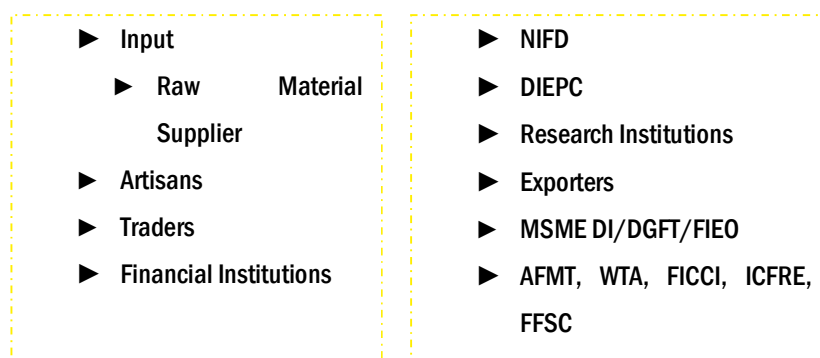
Wooden Furniture Items products
Bed, Sofa, Dining Table, Dressing Table, Chaukhat, Darwaje etc.

### 4.3.1 Status of GI Tag

There is no GI tag is conferred yet to the wooden furniture products of the Maharajganj.<sup>11</sup>

## 4.4 Cluster Stakeholders

Figure 3: Cluster Stakeholders



### 4.4.1 Industry Associations

There are no industry associations to help and to raise the voice of Wooden Furniture item artisans and workers. For the further development the cluster may establish associations with either one or all the institutions like Furniture & Fittings Skill Council (FFSC), Federation of Indian Chambers of Commerce and Industry (FICCI)-Furniture Committee, Wood Technologist Associations (WTA), Institute of Wood Science and Technology (IWST), Indian Council of Forestry Research and Education (ICFRE) etc. The cluster artisans and units can also be member of Association of Furniture Manufacturers & Traders (AFMT).

## 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 6: Wooden Furniture Items

HS codes	Description
940350	Articles of woodcraft, Bed, Sofa, etc

### Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes mentioned above under which Wooden Furniture Items products are exported. Alongside are the key facts<sup>12</sup> pertaining to the analysed product codes.

<sup>11</sup> From the GMDIC office

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

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

Articles of woodcraft or other substances, n.e.s (excluding containing magnesite, dolomite or chromite and articles of graphite or other carbon)

As per trade indicators, India's exports represent .10% for this product code ranking in 39<sup>th</sup> in world exports, behind China, Vietnam, Poland, Malaysia, Turkey, Germany and Italy. The value exported in 2020 is **USD 15,215 Thousand**.

China and Vietnam are the top two exporters of the world making them India's direct competitors. China and Vietnam account for 19.8% and 10.4% of world exports for this product.

Being from the same region, Indonesia's value of exports is also higher in comparison to India. The country's share in exports is around 1.3% whereas as mentioned, India's is only 10%.

The following figure highlights the top importers of the world along with their value of exports (2020) and annual growth in value

Figure 4: Top importers for the product (940350) in the world

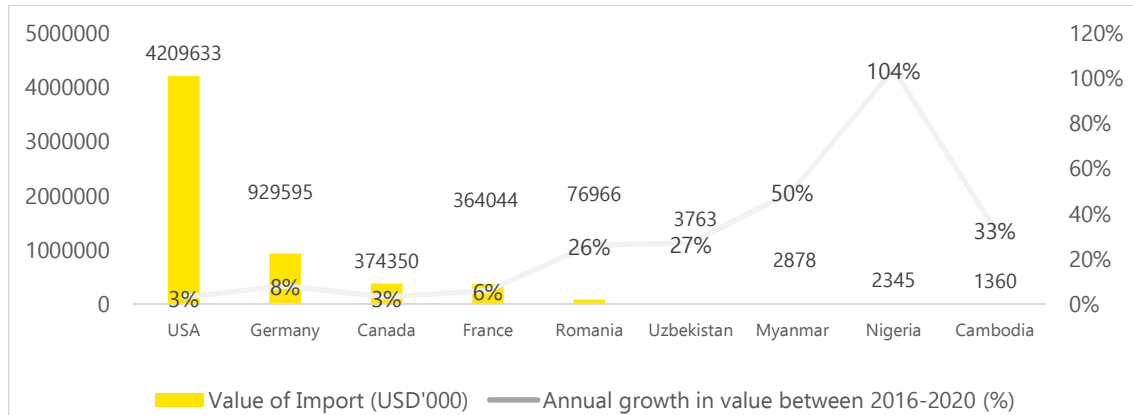
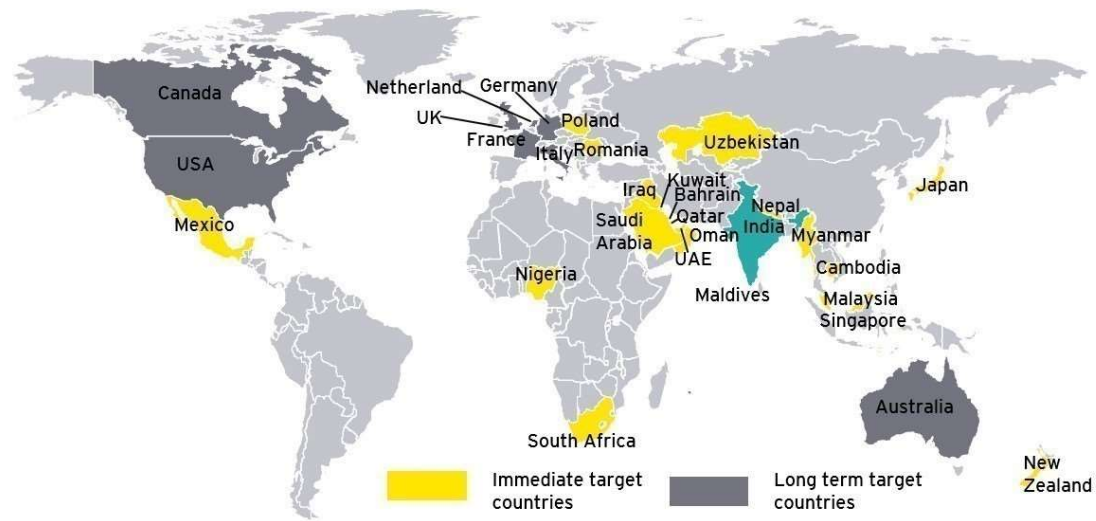


Figure 5: Markets for export potential

**Markets for export potential**



#### 4.7 Potential Areas for Value Added Product

As seen in the above analysis, UP and India both have high potential to reach the top of the charts as the largest exporter of the product. However, the following are the key bottlenecks pertaining to exports:

The district of Maharajganj is the north-eastern most district of Gorakhpur division which is situated in the sub-himalayan belt on the boundary of Nepal, and it is a land-locked district with the closest seaport being more than 1000 Kms away. The transportation cost from Maharajganj to the nearest seaport is very high and increases the production cost significantly which puts the exporters of cluster in a disadvantageous position as compared to their counterparts in the coastal states.

The wooden products may be manufactured which can easily be disassemble and assemble as a value addition of the product it also eases the easy transportation of the heavy products even to the overseas markets.

Low awareness of marketing schemes and events amongst MSMEs and Artisans hinder the potential of market penetration in foreign countries.

Majority of the MSMEs and Artisans belonging to the traditional industries are unaware of the required export compliances.

#### 4.8 SWOT analysis

Table 7: 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 Wooden Furniture items</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 focus on increasing export</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Huge scope of market expansion- domestic and</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tough competition with cheaper, printed &amp;</li> </ul>



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	machine manufactured china Wooden Furniture items products. ▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs
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#### 4.9 Challenges and interventions

Parameter	Challenges	Intervention
<b>Raw Material</b>	▶ Raw Material Bank: Sourcing of Raw Material	▶ Establishment of a Raw Material Bank within the CFC ensuring easy availability
<b>Technological upgradation</b>	▶ Lack of modern machineries for artisans which limits their potential and hinders the productivity and potential of the cluster	▶ Establishment of <b>Common Processing Center</b> with modern machineries.
<b>Design</b>	▶ Traditional designs are still being followed by artisans they are not focusing on design innovation	▶ Establishment of Product Design Center with CAD/ CAM facility along with a display center. ▶ Collaboration with renowned designers to conduct workshops for artisans pertaining to design forecasting, upcoming trends, market assessment etc.
<b>Marketing &amp; branding</b>	<ul style="list-style-type: none"> <li>▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets</li> <li>▶ Offline marketing is broadly used over online marketing</li> <li>▶ No exclusive HSN code for Wooden Furniture Products. Which could have supported in facilitation of sales in the international market.</li> <li>▶ Creation of brand name for the Wooden Furniture 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> - Maharajganj has world renowned places in the city and in nearby such as Maharajganj, Gorakhpur Zoo, Guru Gorakhnath Temple etc. As a piolet project any of these historical places can have a specific area where tourist can see history of Wooden Furniture Craft, what makes it unique, process of producing a Wooden Furniture product and outlet from where the international and domestic tourist can buy the authentic Wooden Furniture Items product.</li> <li>▶ Establishment of a Marketing centre within the CFC in Maharajganj 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 'Wooden Furniture items' 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</li> </ul>

		<p>create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which aids individuals/ associations wishing to participate in marketing events</p> <ul style="list-style-type: none"> <li>▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase</li> <li>▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of 'Wooden Furniture items.</li> </ul>
<b>Quality Improvement</b>	<ul style="list-style-type: none"> <li>▶ Undefined quality standards of the products.</li> </ul>	<ul style="list-style-type: none"> <li>▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity.</li> </ul>
<b>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>

#### 4.10 Future Outcomes

**Annual Turnover**

**Cluster exports**

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

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

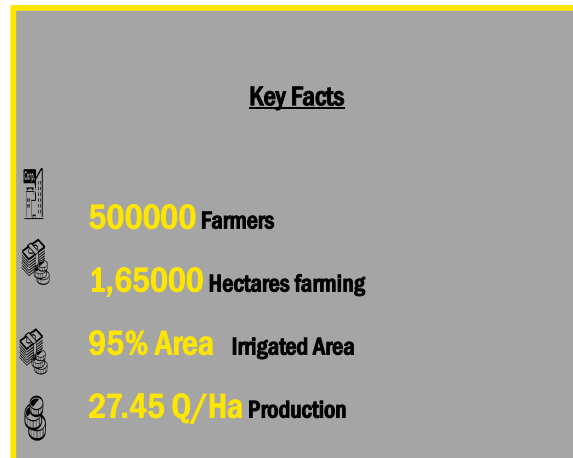
## 5. Product 2: Non-Basmati Rice

### 5.1 Cluster Overview

The state is a leading producer in agriculture products like rice, wheat, sugarcane etc. The economy of the cluster is heavily dependent on agriculture products

### 5.2 Product Profile<sup>13</sup>

Any rice other than Basmati Rice is named as non-Basmati rice. In the world it has been reported that there are over 10,000 varieties of rice and out of which the maximum number are in India. In the Maharajganj district as per the office record of agriculture department in the year 2022-23, total 459.22(000 Metric ton) production of Non-basmati rice is recorded. The production is 27.45 Q/Ha. The total number of 500000 farmers are involved in the rice farming and in record 95% area of rice farming is irrigated whether by canal or by personal tube wells that is why the rice farming happens one months earlier in the district comparative to other adjacent districts.

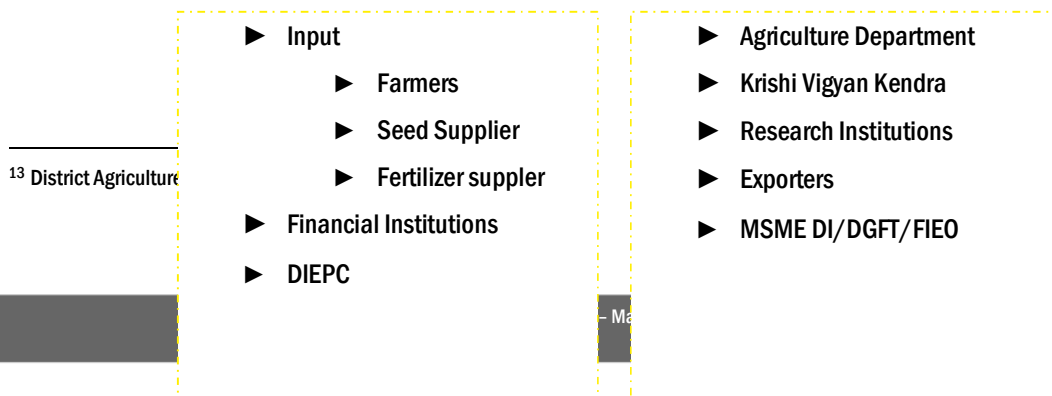


#### 5.2.1 Product Portfolio

Multiple varieties of rice exist including short-grain, medium-grain, and long-grain varieties.

### 5.3 Cluster Stakeholders

Figure6: Cluster Stakeholders



### 5.3.1 Industry Associations

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

- ▶ Agriculture and Processed Food Products Export Development Authority (APEDA)
- ▶ Indian Industries Association (IIA)
- ▶ Rice Export Promotion Forum (REPF)
- ▶ International Rice Research Institute (IRRI) - world's premier research organization dedicated to reducing poverty and hunger through rice science; improving the health and welfare of rice farmers and consumers; and protecting the rice-growing environment for future generations
- ▶ National Rice Research Institute, Cuttack (NRRRI) - The National Rice Research Institute is located in Cuttack in Odisha state. The basic objective of institute is to conduct basic, applied, and adaptive research on crop improvement and resource management for increasing and stabilizing rice productivity in different rice ecosystems with special emphasis on rainfed ecosystems and the related abiotic stresses
- ▶ National Programme for Organic Production (NPOP) scheme
- ▶ U.P. Council of Agricultural Research (UPCAR) - The UPCAR is an autonomous apex state organisation registered as a society, which plans, co-ordinates and promotes research, education, training, and transfer of technology for advancement of agriculture and allied sciences. The UPCAR was established on June 14, 1989, with its headquarters at Lucknow.
- ▶ Agriculture Department
- ▶ Krishi Vigyan Kendra (KVK)

### 5.4 Export Scenario

#### 5.4.1 HS Code

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

HS Code	Description
100630	Semi-milled or wholly milled rice, whether polished or glazed

#### Current Scenario

The export scenario of World and India have been analysed basis the export statistics of HS code 100630 (Semi-milled or wholly milled rice, whether polished or glazed) under which non-Basmati rice is exported from Maharajganj district. Alongside are the key facts pertaining to the analysed product code. India's export compared to world is very low (approximately 29.76%).<sup>14</sup>

#### Key Fact of Export

**25,145,466 (US Thousand)**

Value of world exports in 2020

**7,484,136 (USD Thousand)**

Total Exports from India in 2020

**29.76%**

Share of India in exports

<sup>14</sup> [www.trademap.org](http://www.trademap.org)

## 5.5 Export Potential

### HS Code 100630 (Semi-milled or wholly milled rice, whether polished or glazed)

- ▶ India's exports represent 29.8% of world exports for this product, its ranking in world exports is 1.
- ▶ India exported this product to Iran, Indonesia, Malaysia, Bangladesh, Yemen, China, Saudi Arabia, Sri Lanka, USA, Nepal etc.

Below figure shows the top importers for this product (100630) in the world:

Figure7: Top importers for the product (100630) in the world

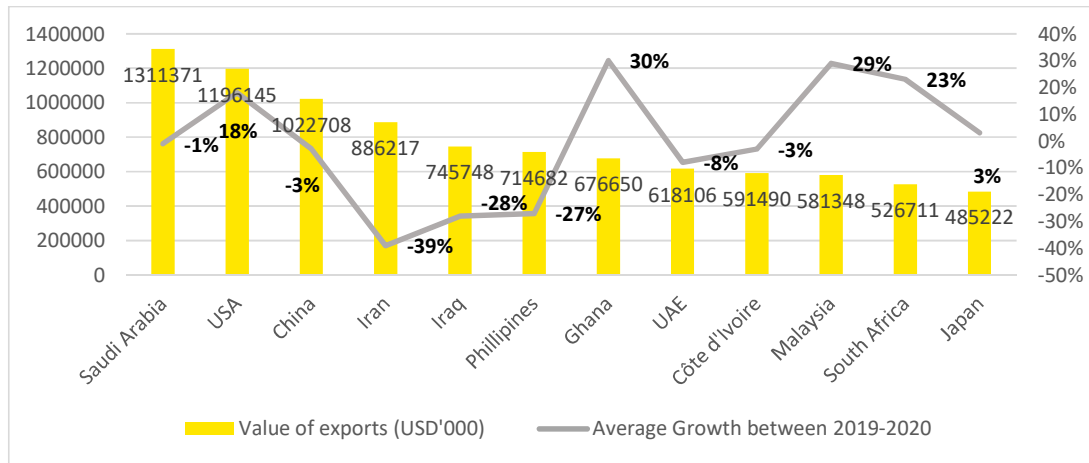


Figure8: Markets for export potential





## 5.6 Potential Areas for Development

Product Diversification is one of the most crucial product uplifting strategies which in turn is an important part of a product's export. Currently, only the grains of rice are being sold directly in the market. Knowing the health benefits of the product an initiative can be made for product diversification to manufacture value added products such as *chiwda, poha, brown rice, rice noodles, idli & dosa batter*.

The broken rice can be used to **create flour**. Rice flour is gluten-free; therefore, it is an alternative for producing gluten-free products. Rice flour is also hypoallergenic. Thus, it can be utilized for producing baby food, puddings, and other food products. Due to the decreased risk for people with sensitivities, food companies prefer rice flour to other varieties of flour. Thus, it is economically justifiable to grind broken rice to produce flour for such applications.

With adequate upgradation of technology in the cluster the farmers/ millers can sell by-products and generate additional income by manufacturing by-products from Rice Husks, Brans and Straws; the following are their uses:

<u>Rice Husk Use</u>	<u>Rice Bran Use</u>
<ul style="list-style-type: none"> <li>▶ Fuel</li> <li>▶ Gaseous Fuel</li> <li>▶ Husk Briquette</li> <li>▶ Husk Board</li> <li>▶ Furfural</li> </ul>	<ul style="list-style-type: none"> <li>▶ Edible grade oil</li> <li>▶ Industrial grade crude oil</li> <li>▶ Free fatty acid manufacture</li> <li>▶ Plasticizers</li> <li>▶ Tocopherol</li> <li>▶ Rice bran wax</li> </ul>

## 5.7 SWOT Analysis

Table8: SWOT Analysis for Rice

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>▶ Improving and enhancing rural economy</li> <li>▶ District provides fertile land suitable for farming</li> <li>▶ Availability of cheap and skilled labor for farming</li> <li>▶ Availability of various financial and non-financial assistances from state and central government pertaining to agriculture</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lack of proper infrastructure facilities for storage and manufacture of additional products</li> <li>▶ Rice mills have not been fully modernized</li> <li>▶ Due to lack of timely upgradation of rice mills, a large percentage of the produce is often discarded as it is termed as broken rice which is not suitable for sale</li> <li>▶ High transportation cost for export of the product</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>▶ Large scope for expanding sales network-globally and locally</li> <li>▶ Scope for product diversification for generating additional revenue</li> </ul>	<ul style="list-style-type: none"> <li>▶ Cost of production in exporting countries like Thailand, Vietnam and Pakistan is low as compared to India</li> <li>▶ Fear of damage from calamities and insect attack as it is perishable item</li> </ul>

## 5.8 Challenges and interventions

Parameter	Challenges	Intervention
Focus on high Yielding Export Quality Rice	<ul style="list-style-type: none"> <li>▶ Challenges in developing high yielding export quality rice (Non-Basmati, Long grain rice)</li> </ul>	<ul style="list-style-type: none"> <li>▶ <b>Breeding programme</b> may be initiated to develop high yielding export quality rice (Non-Basmati, Long Grain Rice, etc.) to enable the exporters to sustain their exports in future. Proper arrangements may be made for production of pure quality seeds and making them available to the farmers at subsidized rates/ reasonable rates.</li> </ul>
Cluster based approach	<ul style="list-style-type: none"> <li>▶ Setting up of export quality belts/zones</li> </ul>	<ul style="list-style-type: none"> <li>▶ To identify export quality belts/zones for production of rice to meet the requirement of exports. As per Agriculture Export Policy of Uttar Pradesh, 2019, the cluster facilitation cell under the chairmanship of District Magistrate is responsible for defining the area of Cluster and number of Farmers/FPOs/FPCs in the cluster as per suitability and goals of export promotion.</li> <li>▶ It will also be responsible for monitoring the cluster development work, promotion to increase the area under cultivation of exportable items and facilitate cluster level coordination among key departments and various stakeholders.</li> <li>▶ Deputy Commissioner Industries and representative of State Agricultural Department may examine the proposal for setting up at least one clusters for Rice (Non-Basmati), in the district and submit the same to the state level Export Monitoring Committee.</li> </ul>
Promotion of export of organic produce	<ul style="list-style-type: none"> <li>▶ Unawareness about promoting organic products</li> </ul>	<ul style="list-style-type: none"> <li>▶ It is suggested that special efforts should be made to promote the export of organic product such as Rice from this district.</li> </ul>
Training programme to educate the cultivators	<ul style="list-style-type: none"> <li>▶ Unawareness about technical standards in international market</li> </ul>	<ul style="list-style-type: none"> <li>▶ Training programme to educate the cultivators about various SPS/ Technical standards in international markets</li> <li>▶ The District Industry Centre in consultation with regional DGFT officer &amp; APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.</li> </ul>
Distribution of Certified seeds	<ul style="list-style-type: none"> <li>▶ Challenges in distribution of certified seeds</li> </ul>	<p>Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) and Farmer Producers Organisation</p>
Use of Modern technologies	<ul style="list-style-type: none"> <li>▶ Unawareness about use of modern technology to reduce costs and increase production</li> </ul>	<ul style="list-style-type: none"> <li>▶ Low-cost production technology may be developed (use best practices) to bring down the cost of production to enable the</li> </ul>

Parameter	Challenges	Intervention
		exporters to compete with competing countries in the international markets. State Agriculture department may take the help of State Agriculture Universities / other technical institutes of repute.
<b>Use of Modernized Rice Mills</b>	<ul style="list-style-type: none"> <li>▶ Many rice mill owners are not using modernized rice mills for better recovery and reducing the percentage of broken rice.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Rice mills have not been fully modernized to ensure high milling recovery and reduce the percentage of broken rice. The conventional rice mills are having Rubber Roll Sheller in which percentage of broken rice is more than the modern rice mills that are having under Runner Sheller. Hence, head rice obtained from milling of conventional mills becomes costly due to recovery of higher percentage of broken rice. Therefore, conventional mills are required to be modernized to get recovery of higher percentage of head rice suitable for export.</li> </ul>
<b>Marketing &amp; Promotion of products</b>	<ul style="list-style-type: none"> <li>▶ Offline marketing is broadly used over online marketing.</li> <li>▶ Increasing the participation in International Trade fairs</li> <li>▶ Limited Market diversification</li> <li>▶ Lack of knowledge of existing schemes and govt. initiatives <ul style="list-style-type: none"> <li>▶ Lack of participation in national and international events related to the sector</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc.</li> <li>▶ 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 organised by FIEO and other organizations may be proposed as a target under this segment</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 <b>at least 3 international events</b> for this sector every year to create foreign linkages and increase in revenue.</li> </ul>
<b>Access to Finance</b>	<ul style="list-style-type: none"> <li>▶ Shortage of working capital to farmers given long cultivation cycle of agro products</li> <li>▶ The linkages with banks and financial institution in the cluster are not well established</li> <li>▶ High quality, genetically modified seeds are often expensive, and farmers do not have enough capital/ credit to purchase those directly</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tie up with the banks/financial institutions for better interest rates, enhanced working capital limits etc.</li> <li>▶ Introducing the Kisan credit card scheme in the cluster</li> <li>▶ Handholding of units in the cluster to create awareness about financing schemes viz. ODOP Margin Money scheme</li> <li>▶ Introduction of revolving working capital within the cluster to help farmers procure</li> </ul>

Parameter	Challenges	Intervention
		high quality seeds and fertilizers and undertake production without hindrances
<b>Exporter's issue</b>	▶ DEPC to act as a focal point for all exporters issue	▶ Deputy Commissioner Industries may be given this responsibility to monitor the cell.

## 5.9 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 Agriculture Export Policy, 2019.

## 6. Key Schemes

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

#### 6.1.1 Merchandise Exports from India Scheme (MEIS) <sup>15</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.**

<sup>15</sup> <https://www.dgft.gov.in/CP/?opt=meis>

### 6.1.2 Service Exports from India Scheme (SEIS) <sup>16</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>17</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. 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>18</sup>

### 6.1.4 Advance Authorisation Scheme<sup>19</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>20</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.

<sup>16</sup> <https://www.bankbazaar.com/tax/service-exports-from-india-scheme-seis.html>

<sup>17</sup> <https://www.dgft.gov.in/CP/?opt=rosctl>

<sup>18</sup> <https://www.dripcapital.com/resources/blog/rosctl-scheme>

<sup>19</sup> [dgft.gov.in/CP/?opt=adnavce-authorisation](https://www.dgft.gov.in/CP/?opt=adnavce-authorisation)

<sup>20</sup> <https://www.eepcindia.org/page.aspx?id=P160411110629&page=Export-Promotion-Schemes>



### 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 Scheme under Uttar Pradesh Export Promotion Bureau

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

### A. Marketing Development Scheme (MDA)

S. No	Incentive Offered	Amount of incentive against total expenditure
1	Participation in foreign fairs/exhibitions (total three fairs / annum) a. Stall charges b. Air fare (economy class)	a. 60% of stall charges (max 01 lakh / fair) b. 60% (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
Maximum limit	Rs 2 lacs /unit /year
Recognized Cargo Complexes	Varanasi & Lucknow

## 7. Action Plan

Quantifiable activity/ Intervention	Responsible authority	Timeline for implementation <sup>21</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 <b>in at least 3 international events in a year per product category/industry</b> (food, engineering & auto components, handicrafts, textile& apparel etc.) by <b>utilizing schemes like IC and MAS</b>	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>22</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>21</sup> Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

<sup>22</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: Wooden Furniture Items		
<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.	DIEPC	Long term
<b>Skill Upgradation</b>		
Conduct trainings/ workshops leveraging 'ODOP Skill Development and Tool Kit Distribution Scheme' for below:	DIEPC, Udyamita Vikas Sansthan	Ongoing

1) Entrepreneurship development 2) Product diversification 3) Design Innovation		
<b>Tourism:</b> Maharajganj has world renowned historic places in its nebbour such as Gorakhnath Temple, Maharajganj, Pawa nagar etc. As a pilot project any of these historical places can have a specific area where tourist can see history of Wooden Furniture items, what makes it unique, process of producing a Wooden Furniture product and outlet from where the international and domestic tourist can buy the authentic Wooden Furniture product.	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 artisans 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.	DIEPC	Ongoing Completed
<b>Product 2: Rice</b>		
Focus on high Yielding Export Quality Rice -Breeding programme may be initiated to develop high yielding export quality rice (Non-Basmati, Long Grain Rice, etc.) to enable the exporters to sustain their exports in future.	Research Institutes/Agriculture Department/DIEPC/ APEDA	Mid term
To identify export quality belts/zones for production of rice to meet the requirement of exports.	Agriculture Department/District Administration/District Level Export Promotion Committee	Long term
It is suggested that special efforts should be made to promote the export of organic product such as Rice from this district.	DIEPC/APEDA/UPEPB	Short term
Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Maharajganj and Farmer Producers Organization	KVK/ DIEPC/ FPO	Ongoing as per Implementation schedule
a. Modernized Rice mills to ensure high milling recovery and reduce the percentage of broken rice. This rice will be suitable for export.	UPEPB/DIEPC/State Agriculture Department	Long term
<b>Training programme to educate the cultivators:</b> a. Training programme to educate the cultivators about various SPS/ Technical standards in international markets	DIEPC/DGFT/APEDA/DGFT	Ongoing

<p><b>1.</b> The District Industry Centre in consultation with regional DGFT officer &amp; APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.</p>		
<p>Focus on upgradation of technology used in production by <b>establishing a CPC utilizing PM FME scheme</b></p>	<p>UPEPB, DIEPC/ DHOs and Dept of Food Processing &amp; Horticulture</p>	<p>Long term</p>

## 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>EPCG</b>	Export Promotion Capital Goods
<b>FIEO</b>	Federation of India Export Organization
<b>FPO</b>	Farmer Producer Organizations
<b>FTA</b>	Free Trade Agreement
<b>GCC</b>	Gulf Cooperation Council
<b>GI</b>	Geographical Indication
<b>HS</b>	Harmonized System
<b>IC</b>	International Cooperation
<b>IEC</b>	Import Export Code
<b>IIP</b>	Indian Institute of Packaging
<b>ISW</b>	Industrial Solid Waste
<b>ITI</b>	Industrial Training Institute
<b>KVK</b>	Krishi Vigyan Kendra
<b>MAS</b>	Market Assistance Scheme
<b>MSE CDP</b>	Micro & Small Enterprises - Cluster Development Programme
<b>MSME</b>	Micro, Small and Medium Enterprises
<b>NHB</b>	National Horticulture Board
<b>NIC Code</b>	National Industrial Classification Code
<b>NIC</b>	National Informatics Center
<b>NID</b>	National Institute of Design
<b>NIFT</b>	National Institute of Fashion Technology
<b>NSDC</b>	National Skill Development Cooperation
<b>ODOP</b>	One District One Product
<b>PM FME</b>	Pradhan Mantri Formalisation of Micro food Processing Enterprises



<b>PMU</b>	Project Monitoring Unit
<b>QCI</b>	Quality Council of India
<b>R&amp;D</b>	Research & Development
<b>RMB</b>	Raw Material Bank
<b>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



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