



Department of MSME & Export Promotion, Uttar Pradesh

Draft District Export Action Plan, Pilibhit, Uttar Pradesh

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as Export Hubs



Building a better

Preface

This district export plan for Pilibhit 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 Pilibhit district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Pilibhit 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, 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 (2019), DICs, 2011 Census of India, Diagnostic Study Reports, stakeholder consultation and several other secondary resources.

Abbreviations

AA	Advance Authorization
BoB	Bank of Baroda
CAD	Computer-Aided Design
CAM	Computer Aided Manufacturing
CETP	Common Effluent Treatment Plant
CFC	Common Facility Center
CLE	Council for Leather Exports
CONCOR	Container Corporation of India
CPC	Common Production Center
DEH	District as Export Hub
DEPC	District Export Promotion Committee
DFIA	Duty Free Import Authorization
DGFT	Directorate General of Foreign Trade
DIEPC	District Industry and Enterprise Promotion Center
DSR	Diagnostic Study Report
EO	Export Obligation
EPB	Export Promotion Bureau
EPCG	Export Promotion Capital Goods
EY	Ernst and Young
FDDI	Footwear Design and Development Institute
FIEO	The Federation of India Export Organization
FOB	Free on Board
FTA	Free Trade Agreement
FTP	Free Trade Partners
GI	Geographical Indication

GIR	Geographical Indication Registry
Goi	Government of India
GoUP	Government of Uttar Pradesh
HS Code	Harmonized System Code
IC	International Cooperation
ICD	Inland Container Depot
IEC	Import Export Code
IFCOMA	Indian Footwear Components Manufacturing Association
IIP	Indian Institute of Packaging
IISTEM	International Institute of Saddlery Technology & Export Management
IIT	Indian Institute of Technology
ISW	Industrial Solid Waste
MAI	Market Assistant Initiative
MDA	Market development Assistant
MEIS	Merchandise Export from India Scheme
MoU	Memorandum of Understanding
MSME	Micro Small and Medium Enterprises
MYSY	Mukhyamantri Yuva Swaroggar 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

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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

The district of Pilibhit also known as the old Hafizabad is the north-eastern most district of Rohilkhand division which is situated in the sub Himalayan belt on the boundary of Nepal covering 3,504 sq. km. On the north are the districts of Udham Singh Nagar and the territory of Nepal, on the south lies the Shahjahanpur district, on the east the district is flanked for a short distance by district Kheri and for the remaining distance by the Shahjahanpur district and on the west the district of Bareilly. The district is also home to various places of worship, including temples, mosques, Gurudwaras etc. With majority of the area being covered by forest, Pilibhit also has a **Tiger Reserve**. It is one of India's 51 Project Tiger reserves. Pilibhit was also known as Bansuri Nagari - the land of flutes, for making and exporting roughly 95 per cent of India's flutes.

2.1 Geography

The district of Pilibhit is the north-eastern most district of Rohilkhand division which is situated in the sub Himalayan belt on the boundary of Nepal. It lies between the parallels of 28° 6' and 28° 53' north latitude and the meridians of 79° 57' and 80° 27' east longitude. On the north are the district Udham Singh Nagar and the territory of Nepal, on the south lies the Shahjahanpur district, on the east the district is flanked for a short distance by district Kheri and for the remaining distance by the Shahjahanpur district and on the west the district of Bareilly.

2.2 Topography & Agriculture

District comes under Tarai & Bhawar as well as mid-western plain agro climatic zone of Uttar Pradesh. The soil of district mainly made up of transported and deposited material of aluminium dominated rocks of Tarai region having pH 7.0 to 8.1. The total Geographical area of the district is 377775 ha and net cultivated area is 235092 ha. Total irrigated area is 2.25 lac. ha. Which show that 96% area is irrigated. 2.19, 1.90 & 0.19850 lac ha area is under Kharif, Rabi & Zaid crop, respectively. Cropping intensity of the district is 182%, therefore, there is a great scope to increase the cropping intensity in the district. Wheat , Rice & sugar cane are the major crop of the district

3. Industrial profile of the district

Though Pilibhit is a bit backward in the area of industries, it has four sugar factories at Majhola, Puranpur, Bisalpur and Pilibhit. Other major units include three solvent plants, one flour mill, one steel plant and one alcohol distillery.

The district also has multiple small-scale industries like Rice mills, engineering units, wooden furniture and mainly bansuri (flute) manufacturing. Cumulatively, the district has around 2431 MSME units that employs around 8497 individuals. The key SMEs of the district include Wood/wooden based furniture, Flute, Agro based industries etc.

The following table depicts the MSME units with their turnover and employment:

Table 1: Industries details¹

Industry	No. of functional units	Employment (No.)	Investment (INR Cr.)
Readymade garments & embroidery	898	3095	1021.17
Agro based	625	2555	875.15
Wood/wooden based furniture	491	1492	540.13
Engineering units	417	1355	524.19
Total	2431	8497	2960.64

In order to boost the industries within the district, the district administration has established industrial areas to facilitate the production process by providing facilities like well-developed land, electricity, connectivity, sewage system, water pipeline and required approvals for industry set up etc.²

¹District Industrial Profile(FY 2011-2012) – MSME-DI Institute, Agra; DIC, Pilibhit

² DIEPC

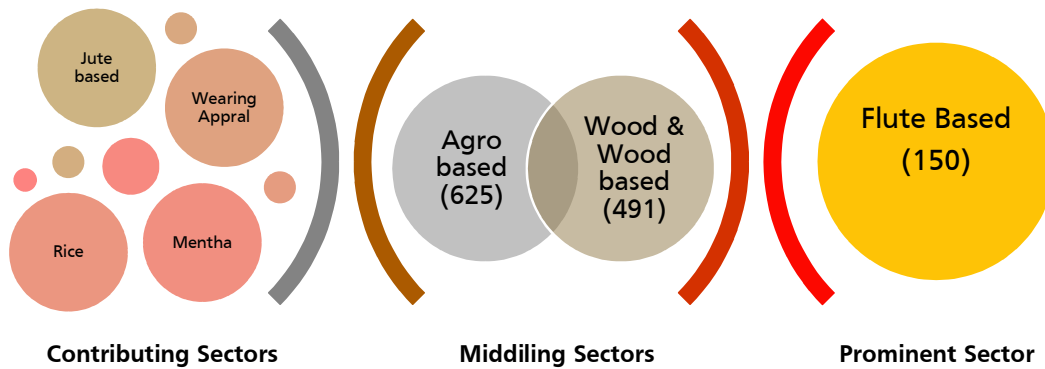


Figure 1: MSME landscape of the district

Out of total population of 4448359 (2011 census), 1401971 are working population. Out of total working population, ~50% are cultivators and agricultural labourers. This indicates that agriculture is the main source of income in the district.

Table 2: Occupational Distribution of Main Workers³

S. No.	Particulars	Pilibhit	%
1	Cultivators	209839	45.48%
2	Agriculture Laborer's	117248	55.62%
3	Household Industry Workers	6853	6.78%
4	Others	24943	24.69%

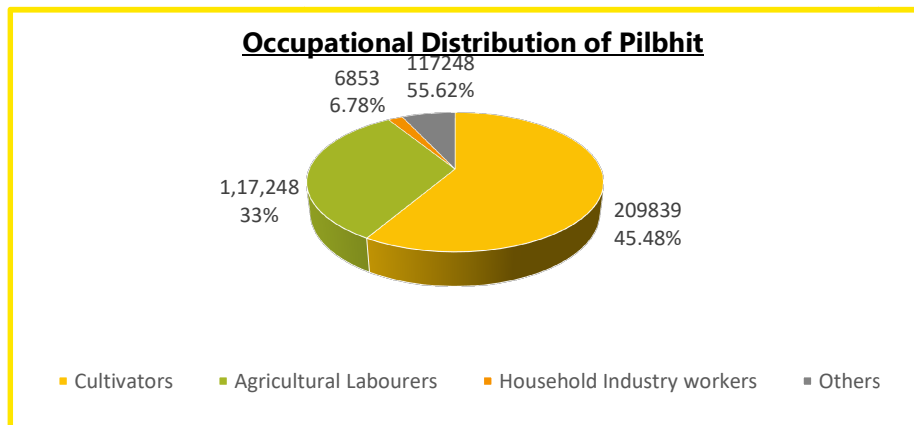


Figure 2: Occupational distribution of Pilibhit

³ District census handbook 2011– Pilibhit

3.1 Major Exportable Product from Pilibhit

The total export from Pilibhit is approximately INR 83.58 Crore for the period September 2020 to November 2021.

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

Table 3: Major exportable product

S. No	Product	Export value (in INR) ⁴ from September 2020 to November, 2021
1	Wood Furniture	Indirect export from district
2	Flute	Indirect export from district
3	Rice	83.58
Total Export from Pilibhit		177.18 Cr ⁴

4. Product 1: Wood Furniture

4.1 Cluster Overview

The wooden craft cluster of Pilibhit is spread across the district; **Puranpur, Bisalpur, Barkhera, Amariya, Jahanabad, Majhola, Lal road and Lakdi mandi** are the key pockets of the cluster having majority of the units and craftsmen.

There are **around 490 operational units employing 2,000** craftsmen in the cluster. Among the key pockets, **Puranpur** is considered as the hub of the cluster as it has the maximum number of units and craftsmen in comparison to other pockets of the cluster.

The cluster is **largely informal** having around **175 registered units**. The unregistered units are known as the household units which are run by the craftsmen with his family in their respective households. Majority of these units are set up by individuals with limited financial capabilities, and thus, most of the units are set up with poor infrastructure and are devoid of basic amenities like water, electricity, stable rooftops etc. These units are not based on any industry standards and fail to provide good working conditions to the craftsmen.

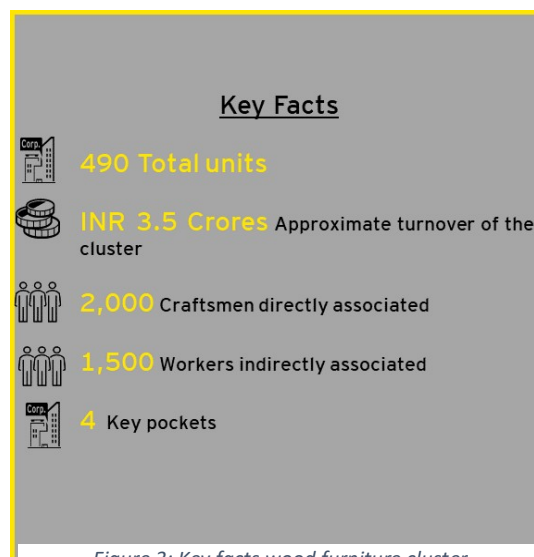


Figure 3; Key facts wood furniture cluster

4.2 Product profile

The major products of the cluster can be categorized under two segments that is furniture and craft. In furniture segment the cluster produce sofa set, dining set, chair, table, bed and in craft segment the products are showpieces, jewellery box etc. The major market of the cluster is local Pilibhit

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

market and nearby districts. Around **80% of the products** produced in the cluster goes to local market while the remaining is sold in nearby districts like **Bareilly, Lakhimpur and Shahjahanpur.**

4.2.1 Product Portfolio

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

- | | |
|----------------|-------------------|
| 1. Sofa | 5. Bed |
| 2. Dinning set | 6. Dressing table |
| 3. Almirah | 7. Stool |
| 4. Chair | 8. Dewan |



Figure 4: Key products of the cluster

4.2.2 Status of GI Tag

The wood furniture of Pilibhit has no GI tag accorded.

4.3 Cluster Stakeholders



Figure 5: Cluster Stakeholders

4.3.1 Industry Associations

There is no Industry Associations/SPVs that are working for the development of Wood furniture in Pilibhit:

4.3.2 HS code

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

Table 4: HS codes for Wood Furniture

HS codes	Description
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940350	Wooden furniture for bedrooms (excluding seats)
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Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes mentioned above under which black pottery products are exported. Alongside are the key facts⁵ pertaining to the analysed product codes.

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

Key Fact of Export Error! Bookmark not defined.

1,07,89,544 (USD Thousand)

Value of world exports in 2020

15,215 (USD Thousand)

Total Exports from India in 2020

50 (USD Thousand)

Total export from UP in 2020

~0.33%

Share of UP in India's exports

Figure 6: Key fact of export for wood furniture

4.4 Export Potential

- ▶ As per trade indicators, India's exports **represent 0.1%** for this product code **ranking in 39th** 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%.
- ▶ 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.

Product 940350: Uttar Pradesh exports this product to **USA, UK, Russia, Nepal, Canada, Saudi Arabia, Japan, UAE, China, Australia, Denmark, Spain, Tanzania, Colombia and Ethiopia**. Below figure shows the top importers for this product (940350) in the world:

⁵ <https://www.trademap.org/>

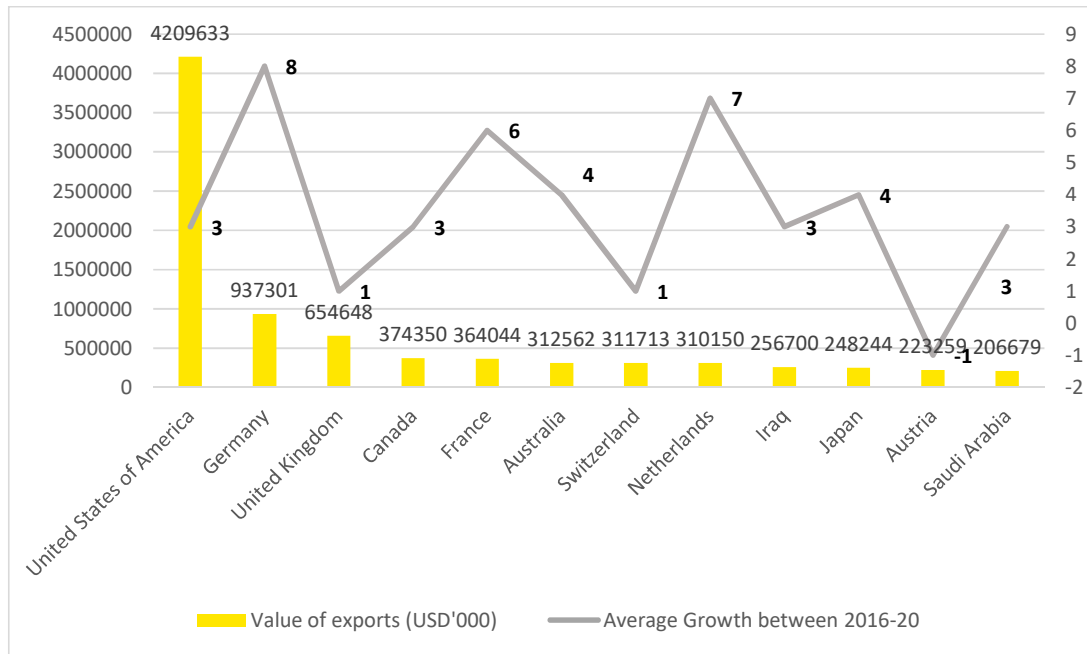


Figure 7: Top importers for this product (940350) in the world

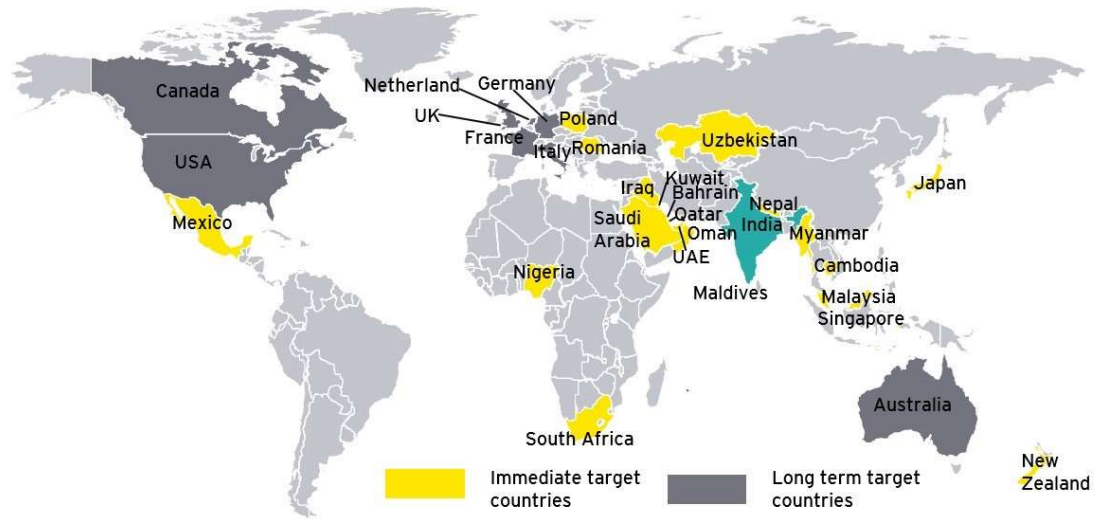


Figure 8: Markets for export potential

4.5 Potential Areas for Value Added Product

Uniform branding: One of the major setbacks for cluster product is the lack of uniform branding. Hence, the cluster has to create a logo and a tag line. This will prevent any duplicity and unauthorized use of a registered product by others.

Further sustainable packaging highlighting the satisfied test parameters will ensure increase exports from the cluster

Workshop on export compliance:

In order to increase direct exports from the cluster, an active participation of MSMEs and Craftsmen will be required. Thus, it is crucial to increase the knowledgebase of these cluster actors about exports, its procedures, required compliances. Hence, the DIEPC with EPCH, CII etc. should undertake workshops to ensure the same.

4.6 SWOT analysis

Table 5: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Availability of 80% of wood locally used in the cluster ▶ There are around 10-12 sawmills operational in the district for primary processing of wood ▶ The price of wood is relatively low in the cluster comparison to another leading cluster in UP ▶ Existing designs are well accepted in the local market ▶ The craftsmen working in the cluster are experienced and equally skilled to understand and adopt new designs with minimum handholding ▶ The cluster have efficient and skilled workforce to run the entire production process. ▶ The entire production process is done locally in the cluster ▶ The cluster lacks facilities for scientific treatment and preservation of ▶ Creates employment opportunities in the district 	<ul style="list-style-type: none"> ▶ The cluster don't have any facility for treatment of wood used in the cluster ▶ Lack of seasoning facility to enhance the life cycle of the wood used in production ▶ Lack of knowledge on scientific processing and preservation of raw material ▶ Majority of the units are unaware about the above issues ▶ No use of alternative material to reduce the use of wood ▶ The existing design of the products are traditional and complicated ▶ Its takes longer time to carve and create products with existing design ▶ The current designs are more labour intensive and have less scope for technological intervention ▶ Majority of the products are of fixed structure which creates transportation problem
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Pilibhit is one a district rich in forest resources like wood ▶ Huge scope for furniture industry in both commercial and residential use ▶ There is huge scope for automation in the cluster ▶ Growing demand of wooden furniture in Asian countries due to rapid urbanization ▶ Huge scope of mechanization in design and product development. 	<ul style="list-style-type: none"> ▶ Growing restriction on cutting of trees and environmental concerns ▶ Leading cluster like Saharanpur, Bijnor etc. are adopting technological advancement in value chain activities. ▶ Leading clusters are rapidly adopting mechanization in designing process ▶ Availability of cheap plastic and steel furniture in market ▶ Rapid mechanization is taking place around the leading furniture producing

<ul style="list-style-type: none"> ▶ The cluster has skilled and experienced workforce to adopt new product line with less handholding support ▶ Huge scope of automation in the cluster to strengthen the production process 	<p>clusters around the globe</p> <ul style="list-style-type: none"> ▶ Motivation / Interest on acquiring new knowledge and skills among the craftsmen are very low. ▶ Challenges from big companies like Godrej, IKEA, Neelkamal
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4.7 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ The cluster uses around 1,40,000-1,50,000 CFT local wood such as Teak, Saal, Acacia, Mango, etc. per year which goes directly for production without any treatment and seasoning ▶ The cluster lacks a scientific treatment facility at the cluster/district which directly affects the quality of the products 	<ul style="list-style-type: none"> ▶ Establishment of an Integrated Common Facility Centre with a treatment and seasoning plant to process at least 3,000- 4,000 cubic feet of wood every year ▶ Collaboration with Institute like Indian Plywood Industries Research and Training Institute (IPRITI), Institute of Wood Science and Technology (IWST) and Forest Research Institute (FRI) for training/ handholding the craftsmen and unitholders on the requirement and importance of scientific treatment and preservation of wood
Design	<ul style="list-style-type: none"> ▶ The designs and product range of the cluster have not changed over the years to meet the market requirements ▶ The existing product structure is fixed in nature which makes it bulky, heavy and less transport friendly ▶ Design and motifs used in the cluster are made manually using traditional tools which often makes it time-consuming and less precise ▶ Traditional machinery and methods are prevalent in the cluster. This hampers productivity and results in the wastage of the raw material. Due to this the cluster actors often incur heavy losses ▶ The cluster has only 4 types of advanced machinery Cutting Machine, Randa Machine, 	<ul style="list-style-type: none"> ▶ Establishment of a Common Processing Centre (CPC) in the Puranpur pocket with advanced machinery like Wood Turning Lathe Machine, Wood Processing Machine, Combination Woodworking Machine, 3D Wood Carving Machine etc. to ease the production process, enhance the quality of products and reduce the production time. ▶ Collaboration with National Institute of Design (NID) and Indian Institute of Crafts and Design (IICD) for design inputs ▶ Frequent training by skilling institutes for skill up-gradation and enhancing the production process ▶ Exposure visits to leading clusters like Saharanpur, Salem, Thrissur etc. for learning best practices on the production process, designing, tools etc.

	Drilling Machine Colouring Machine	<ul style="list-style-type: none"> ▶ Collaboration with Indian Institute of packaging for undertaking workshops on sustainable packing techniques
Marketing & Sales	<ul style="list-style-type: none"> ▶ Currently the cluster actors only cater to local markets i.e., Pilibhit, Lakhimpur, Bareilly etc. ▶ Though the district has high tourist footfall no additional initiatives have been taken for promoting the products of the district ▶ Most of the unitholders and craftsmen do not undertake any marketing strategy, as most of them are unaware of the marketing techniques and principles which are to be implemented for increasing sales and undertaking direct orders ▶ Limited interest and knowledge about sales through e-commerce platforms and online marketing ▶ Negligible knowledge of marketing events and their importance 	<ul style="list-style-type: none"> ▶ Establishment of a basic product gallery integrated with proposed CPC to showcase the products of the cluster ▶ Handholding support to onboard more craftsmen and units onto various e-commerce platforms like Amazon, Flipkart, India mart ▶ Collaboration with retail giants like pepper-fry, Home centre etc.
Export	<ul style="list-style-type: none"> ▶ Lack of direct exports from the cluster due to the following reasons: <ul style="list-style-type: none"> ○ Distance for the seaports from the cluster increases the production cost significantly ○ Majority of the cluster's individuals are unaware of the required export compliances ○ Negligible awareness of marketing schemes and events ○ Financial limitations 	<ul style="list-style-type: none"> ▶ Increasing the participation in marketing events by sensitizing the cluster actors on events and of various schemes that can be leveraged to minimize the financial burden ▶ Frequent workshops on export compliances ▶ Hand holding support to initiate exports from the cluster ▶ Product diversification for catering to a wider range of audience
Skill Development	<ul style="list-style-type: none"> ▶ Entrepreneurial aptitude among the unitholder and craftsmen is very low which is not favourable for business operation ▶ None of the craftsmen are formally trained, they learn their skills from their family or on the job by the MCM ▶ Lack of encouragement and knowledge to setup expand their 	<ul style="list-style-type: none"> ▶ Establishment of a Training Hall with required machines and equipment's under the guidance of UPSSDM/ NSDC to address the skilling gaps in the cluster ▶ Collaboration with NSDC/ UPSSDM for undertaking skilling and upskilling of craftsmen and unitholders under various parameters like design, marketing,

	<p>business</p> <ul style="list-style-type: none"> ▶ Declining interest of youth 	<p>accounting, production process etc.</p>
Access to finance	<ul style="list-style-type: none"> ▶ Insufficient working capital for the Unitholders and craftsmen ▶ Rigid and complex lending procedure forces commoners to opt for informal financing sources ▶ Lack of awareness on schemes, policies, and financial products ▶ FIs fear NPA and fail to understand the MSME's business set-up 	<ul style="list-style-type: none"> ▶ Collaborations with Fintech and MFIs to leverage the benefits of Govt. Schemes ▶ Awareness and outreach on schemes, policies like SIDBI-SMILE, ODOP, Margin Money etc. and financial products ▶ Access to revolving working capital loans ▶ Promote digital lending
Quality Control	<ul style="list-style-type: none"> ▶ No testing or certification is presently undertaken in the cluster. The cluster actors manually undertake quality checking of the end-product. They are unaware of any testing requirements and certification required for products of this sector. 	<ul style="list-style-type: none"> ▶ MoU signing with QCI for defining quality standards of wood furniture products so that their quality can be maintained/improved, and export quality products can be manufactured

4.8 Future Outcomes

Annual Turnover
Cluster turnover shall increase from INR 3.5 Cr. to INR 5 Cr over the span of 5 years

Cluster exports
Direct Exports from cluster shall increase up to INR 2 Cr. over the span of 5 years

5. Product 2: 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.

The cluster's annual turnover in 2020-21 was around INR 300 Cr. Total employment in the cluster is around 7000. The export turnover from September 2020 to November 2021 was INR 83.58 Cr⁶.

Key Facts

INR 300 Crores Approximate turnover of the cluster

8000 Workers directly or indirectly associated

5.2 Product Profile

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

5.2.1 Product Portfolio

- ▶ BASMATI RICE
- ▶ Parboiled rice
- ▶ Broken Rice

5.3 Cluster Stakeholders



5.3.1 Industry Associations

Following are principal industry associations that are working for the development Rice:

- ▶ Agriculture and Processed Food Products Export Development Authority (APEDA)
- ▶ Indian Industries Association (IIA)
- ▶ Rice Export Promotion Forum (REPF)
- ▶ Participatory Rural Development Foundation (PRDF) - PRDF is a Gorakhpur based philanthropic organisation founded Dr. Ram Chet Chaudhary, a leading Agri-scientist working for the benefit of farming community of North India
- ▶ 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

⁶ Stakeholder Consultation

rice farmers and consumers; and protecting the rice-growing environment for future generations

- ▶ National Rice Research Institute, Cuttack (NRI) - 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
- ▶ 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.
- ▶ National Bank for Agriculture and Rural Development (NABARD)- It came into existence on 12 July 1982 by transferring the agricultural credit functions of RBI and refinance functions of the then Agricultural Refinance and Development Corporation (ARDC). The importance of institutional credit in boosting rural economy has been clear to the Government of India right from its early stages of planning.
- ▶ Department of Agriculture & Farmers Welfare - The DA&FW is organized into 28 Divisions and has five attached offices and twenty-one subordinate offices which are spread across the country for coordination with state level agencies and implementation of Central Sector Schemes in their respective fields.
- ▶ Krishi Vigyan Kendra (KVK)- The KVK works for Pilibhit District of Uttar Pradesh State and hosted by Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut. The KVK is situated in Tanda Vijaisi, Nyoria on Pilibhit Tanakpur Highway. The objective of the KVK is to work on assessment, refinement and transfer of agricultural and allied technologies and transfer of skill through training in agriculture and allied sectors for the farmers/farmwomen of the district.

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 codes 100630 under which rice is exported. Alongside are the key facts pertaining to the analysed product code.⁷

Key Fact of Export

20,631,291 (USD Thousand)

Value of world exports in 2020

7,484,136 (USD Thousand)

Total Exports from India in 2020

412,280 (USD Thousand)

Total export from UP in 2020

5.51%

Share of UP in India's exports

5.5 Export Potential

- ▶ The total exports of product from Pilibhit district as per HS code 100630 are around INR 27 crores and if added other Hs code it is around 29 crores in the period September 20 to November 2021.⁸
- ▶ India's exports represent 36.28% 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.
- ▶ There is no direct export in cluster based on the stakeholder consultation indirect
- ▶ India's exports represent 36.3% of world exports for this product, its ranking in world exports is 1 under HS code 100630.⁹

Product 100630: India exported this product to Saudi Arabia, Iran, Iraq, UAE, Benin, Yemen, Togo, USA, Nepal, Guinea etc. Below figure shows the top importers for this product are:

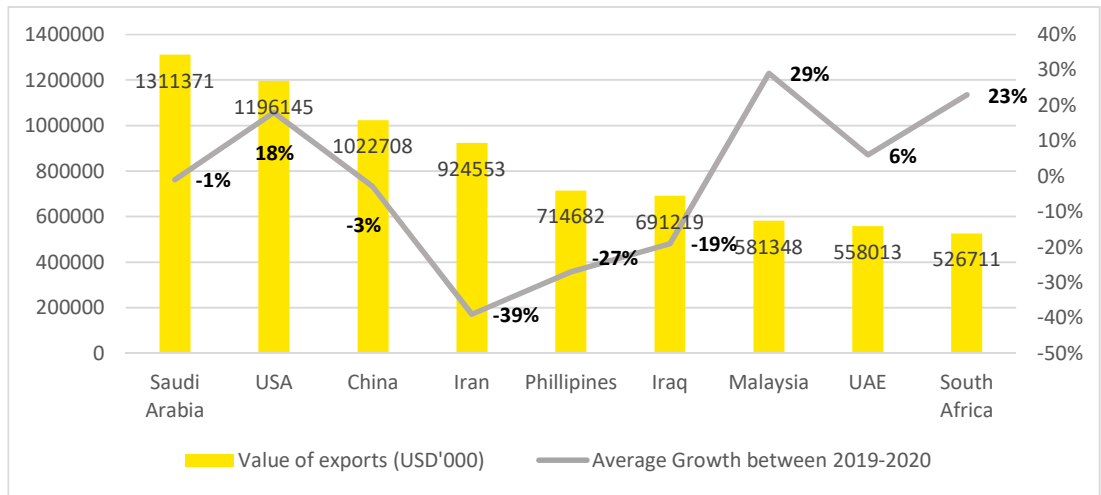


Figure 9: Top importers for this product (100630) in the world Error! Bookmark not defined.

⁷ www.trademap.org

⁸ DGFT, Kanpur

⁹ www.trademap.org



Figure 10: Markets for export potential

5.6 Potential Areas for Value Added Product

Rice: 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:

- Rice Husk Use**
- ▶ Fuel
 - ▶ Gaseous Fuel
 - ▶ Husk Briquette
 - ▶ Husk Board
 - ▶ Furfural

- Rice Bran Use**
- ▶ Edible grade oil
 - ▶ Industrial grade crude oil
 - ▶ Free fatty acid manufacture
 - ▶ Plasticizers
 - ▶ Tocopherol
 - ▶ Rice bran wax

5.7 SWOT Analysis

Table 6: SWOT Analysis for Rice

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Units of the cluster are in the business for many decades ▶ Availability of skilled and cheap workforce ▶ Potential nationwide as well as globally huge market ▶ Easy availability of raw material ▶ Financial capability of the owners is sound to invest more in case of new units ▶ Increasing domestic market having demand for both low-end and high-end 	<ul style="list-style-type: none"> ▶ Lack of modern technology for processing ▶ Workers are not getting scope to upgrade their skill ▶ Lack of direct marketing channel ▶ Units have to incur the infrastructural cost i.e. cost of transformation, poll etc for electric connection ▶ 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
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Increased demand for the product with growing population ▶ Scope of introducing advance technology ▶ Scope of manufacturing fortified rice for new sectors by value addition to the product to go for high end market 	<ul style="list-style-type: none"> ▶ Active Involvement of middlemen ▶ Lack of vision among the unitholders ▶ Cost of production in exporting countries like Thailand, Vietnam and Pakistan is low as compared to India ▶ Fear of damage from calamities and insect attack as it is perishable item

5.8 Challenges and interventions

Parameter	Challenges	Intervention
Focus on high Yielding Export Quality Rice	<ul style="list-style-type: none"> ▶ Challenges in developing high yielding export quality rice (Non-Basmati, Long grain rice) 	<p>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. Proper arrangements may be made for production of pure quality seeds and making them available to the farmers at subsidized rates/ reasonable rates.</p>
Cluster based approach	<ul style="list-style-type: none"> ▶ Challenges in Setting up of export quality belts/zones 	<ul style="list-style-type: none"> ▶ To identify export quality belts/zones for production of rice to meet the requirement of exports. As per Agriculture Export Policy of Uttar Pradesh, 2019, the cluster facilitation cell under the chairmanship of District Magistrate is responsible for defining the area of Cluster and number of

Parameter	Challenges	Intervention
		<p>Farmers/FPOs/FPCs in the cluster as per suitability and goals of export promotion.</p> <ul style="list-style-type: none"> ▶ 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. <p>Deputy Commissioner Industries and representative of State Agricultural Department may examine the proposal for setting up at least one clusters for Rice (Non-Basmati), sugar and wheat in the district and submit the same to the state level Export Monitoring Committee.</p>
Promotion of export of organic produce	<ul style="list-style-type: none"> ▶ Unawareness about promoting organic products 	<ul style="list-style-type: none"> ▶ It is suggested that special efforts should be made to promote the export of organic product such as Rice and sugar from this district.
Training programme to educate the cultivators	<ul style="list-style-type: none"> ▶ Unawareness about technical standards in international market 	<ul style="list-style-type: none"> ▶ Training programme to educate the cultivators about various SPS/ Technical standards in international markets ▶ The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.
Distribution of Certified seeds	<ul style="list-style-type: none"> ▶ Challenges in distribution of certified seeds 	<ul style="list-style-type: none"> ▶ Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Moradabad and Farmer Producers Organisation
Use of Modern technologies	<ul style="list-style-type: none"> ▶ Unawareness about use of modern technology to reduce costs and increase production 	<ul style="list-style-type: none"> ▶ Low-cost production technology may be developed (use best practices) to bring down the cost of production to enable the exporters to compete with competing countries in the international markets. State Agriculture department may take the help of State Agriculture Universities / other technical institutes of repute.
Use of	<ul style="list-style-type: none"> ▶ Many rice mill owners are not using modernized rice mills for 	<ul style="list-style-type: none"> ▶ Rice mills have not been fully modernized to ensure high milling

Parameter	Challenges	Intervention
Modernized Rice Mills	better recovery and reducing the percentage of broken rice.	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.
Marketing & Promotion of products	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc. ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organised by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase
Access Finance to	<ul style="list-style-type: none"> ▶ Shortage of working capital to farmers given long cultivation cycle of Agri products ▶ The linkages with banks and financial institution in the cluster are not well established ▶ High quality, genetically modified seeds are often expensive, and farmers do not 	<ul style="list-style-type: none"> ▶ Tie up with the banks/financial institutions for better interest rates, enhanced working capital limits etc. ▶ Introducing the Kisan credit card scheme in the cluster ▶ Handholding of units in the cluster to create awareness about financing schemes viz. ODOP Margin Money scheme ▶ Introduction of revolving working

Parameter	Challenges	Intervention
	have enough capital/ credit to purchase those directly	capital within the cluster to help farmers procure high quality seeds and fertilizers and undertake production without hinderances
Exporter's issue	▶ No focal point to address exporters issues.	▶ DIEPC to act as a focal point for all exporter's issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.

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 by 2024 as per State Agriculture Export Policy, 2019

6. Product 3: Flute

6.1 Cluster Overview

The Flute industry in Pilibhit is more than 150 years old, and the district is famous for manufacturing the best bamboo flutes. According to 1991 estimate, Pilibhit contributed 95% of flutes manufactured in India and this musical instrument was in high demand abroad including US and European countries.

There were about 250 families making flutes in Pilibhit about 10 year ago. Now only 96 families are making the flutes, these families have about 288 artisans. Annual production of these families is at best Rs. 3 lacs per annum per family. Total turnover of the cluster is about Rs 3 crores¹⁰.m

Key Facts

INR 3.5 Crores Approximate turnover of the cluster

INR 1 Cr ~ Export Turnover

300 Workers / Artisans directly or indirectly associated

Figure 11: Key facts of flute

6.2 Product Profile

Pilibhit has been a traditional manufacturing centre and is known for bamboo flute making. Various types of flutes are made like ordinary straight flute, side flute and musical or classical flutes. Musical flute is used by professional artists.

¹⁰ DSR Pilibhit Flute Stakeholder Consultation

6.2.1 Product Portfolio

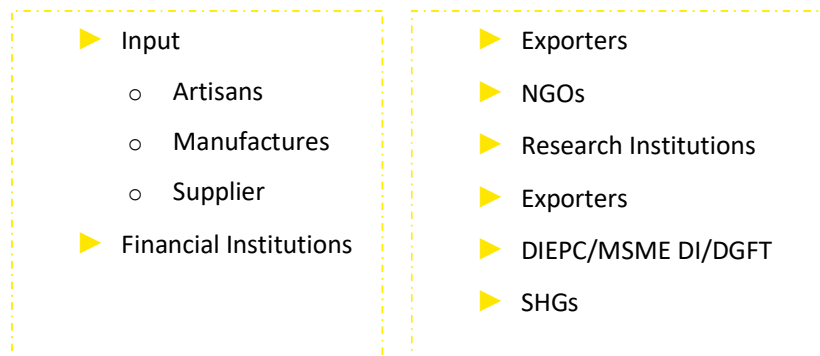
Flutes come in many sizes and range between 10 inches to almost 1 meter. Smaller the flute higher the pitch of sound and as the length increases the sound becomes deeper and richer.

There are basically two varieties of flutes

Transverse: the transverse variety is preferred in Indian classical music. Traditionally flutes came with six holes, however seventh hole is being added to improve flexibility.

Fipple: The fipple flute is usually played in folk music and is held at the lips like a whistle. Because it enables superior control, variations and embellishments.

6.3 Cluster Stakeholders



6.3.1 Industry Associations

Following are principal industry associations that are working for the development Flute:

Pilibhit Bansuri Kala Samvardhan Evam Shilpi Kalyan Samiti (PBKSSKS)- The Society registered in January 2022 and the major objectives of the society are listed below:

- ▶ Development of flute industry in the cluster
- ▶ Technology up gradation in the flute making process as well as value chain
- ▶ Quality enhancement and export promotion
- ▶ Development of marketing strategy and online selling
- ▶ Training for artisans as well as new entrants
- ▶ Providing a geographical indication (GI) TAG for cluster product (Flute)

6.4 Export Scenario

6.4.1 HS Code

HS codes under which the product is exported from the district

HS Code	Description
920590	Wind musical instrument (excluding brass-wind instrument)

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS codes mentioned above under which black pottery products are exported. Alongside are the key facts¹¹ pertaining to the analysed product codes. Based on our analysis, we have identified key synergies that should be developed to expand our current reach and potential; These synergies are divided into immediate and long term. The immediate synergies include countries with Signed FTA's, high growth potential, and one is catered by India and not UP. Whereas the long-term synergies include countries with untapped market potential which can only be fulfilled if UP's exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.



Figure 12: Key facts of export for flute

6.5 Export Potential

- ▶ Popular in Musician: Approximately 95% of the flutes standalone produce in Pilibhit only. All the famous music maestros have been buying their musical flutes from Pilibhit. So, it gets an additional advantage in the name of Pilibhit's Flute only.¹²
- ▶ India's exports represent 0.2% of world exports for this product, its ranking in world exports is 26¹³ under HD code 920590.
- ▶ India's growth in exported value between 2019-2020 is 11%
- ▶ India exported this product to USA, Germany, Canada, Australia, France, UK, Sri-Lanka, Sri Lanka, Switzerland, Israel etc.
- ▶ Cluster has skilled manpower and can prepare flutes of any quality for export
- ▶ There is no direct export in cluster based on the stakeholder consultation

Product 920590: India exported this product to USA, Germany, Canada, Australia, France, UK, Sri-Lanka, Sri Lanka, Switzerland, Israel etc. Below figure shows the top importers for this product are:

¹¹ <https://www.trademap.org/>

¹² DSR Pilibhit flute

¹³ www.trademap.org

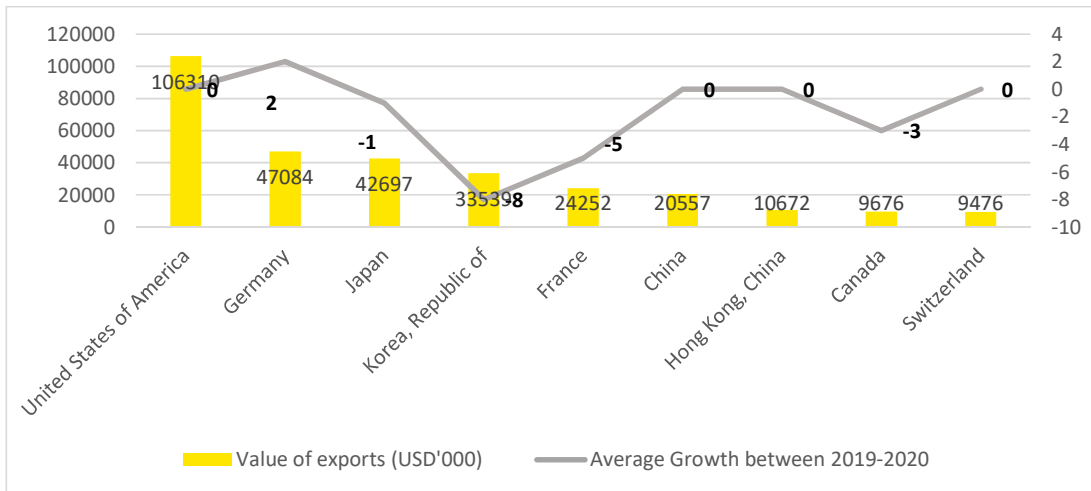


Figure 13: Top importers for this product (920590) in the world Error! Bookmark not defined.



Figure 14: Markets for export potential

6.6 Potential Areas for Value Added Product

Product Diversification: Product Diversification is one of the most crucial product uplifting strategies which in turn is an important part of a product's export. As of now the cluster is dealing majorly in bamboo flutes which need high quality bamboo generally procured from Assam.

With adequate upgradation of technology in the cluster the artisans can manufacture flute made of bamboo and metal combined. Since flute is the oldest instrument and used worldwide in various types for various programmes therefore it is important to upgrade the product as per need of the flute market.

6.7 SWOT Analysis

Table 7: SWOT Analysis for Rice

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Traditional Skill & Design: Traditional designs are never an old fashion for musical instrument such as flute. It's a one of the Major strengths of the Cluster. ▶ Popular in Musician: Approximately 95% of the flutes standalone produce in Pilibhit only. All the famous music maestros have been buying their musical flutes from Pilibhit. So, it gets an additional advantage in the name of Pilibhit's Flute only. ▶ Skilled manpower: Most of the flutes are crafted by skilled artisans at their home workshop. They learn the flute manufacturing skill on job basis from their guardians. They can make flute accurately without any machinery. It is one of the Major strengths of this cluster. 	<ul style="list-style-type: none"> ▶ Costly Raw Material: Raw material has become expensive because narrow gauge railway line was changed to broad gage needed several transhipments on the way from Assam. Currently, only major players associated with this business, brings one full truck of Bamboo from Assam., which costs around Rs. 4-5 lakhs. Small artisans can't afford this big amount to order in Trucks of raw materials. Currently, there is no specific Depo available for Raw materials at Pilibhit. ▶ Health issues: Artisans polish the flutes by hand without any protection. This affects their hands and creates health problems over time including Asthma. ▶ There is shortage of trained manpower in new generation. Long term (6 months) Training facilities needs to be provided for better results and motivated towards this business.
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Traditional Skill & Design: Traditional designs are never an old fashion for musical instrument such as flute. It's a one of the Major strengths of the Cluster. ▶ Growth Potential: Around 95 % of flute exports from India are from Pilibhit only. There is tremendous opportunity for quality product is domestic market as well in International Market. Currently, it has been observed that, in new trend youths are motivated towards Guitar and Flute. So, there is scope to grab this market. ▶ Potential Market: With the intervention of KVIC and NGOs, market has potential to increase sales across the world. ▶ Value addition from Waste: The waste part or damaged part of the Bamboo can be used for Agarbattis sticks. 	<ul style="list-style-type: none"> ▶ Lack of Technology upgradation: Lack of technology upgradation is a threat as new designs keep on upgrading with the changing technology in the International Market. ▶ Competition from International Market: Plastic toy flutes from China are giving tough competition to this handmade bamboo flute. In addition to musical flutes, artisans also make toy flutes which sell for Rs. 3-4 at village fairs.

6.8 Challenges and interventions

Parameter	Challenges	Intervention

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ High cost and broken raw material due to multiple transfer from Silchar, Jiribum, Bareilly and Pilibhit 	Establishment of a raw material bank with tress warehouse for storing the bamboo, office and sales counter and a cutting machine
Technology	<ul style="list-style-type: none"> ▶ Holes are made by burning with red hot metal pokers and all markings are done with special scales and tools. ▶ The professional flutes are made from seasoned bamboo which are carefully selected and stored before conversion 	<ul style="list-style-type: none"> ▶ Availability of better tools other than cutting machines ▶ Exposure visits to other flute countries and artists.
Marketing & Promotion of products	<ul style="list-style-type: none"> ▶ There are 5 to 6 main wholesalers of flute in Pilibhit. These include Nabi & sons, Wahidullah Bansuri Maker, Bharat Flute, Prince flute industries, Sweety Musical flute maker and Unique Gold flutes. Nabi & sons are the biggest among them and they have corporate structure. ▶ Most of the musical professional flutes are made against the orders from the exporters and wholesalers. They are largely used for events like Spic Macay1. ▶ Offline marketing is broadly used over online marketing. ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Handholding support to onboard more craftsmen and units onto various e-commerce platforms like Amazon, Flipkart, India mart ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organised by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase
Access to Finance	<ul style="list-style-type: none"> ▶ Limited bank proposals for funding purpose from DIEPC and few gets sanctioned for bank loan after appraising the proposals. ▶ Low sanctioned rate is due to improper project proposal, inadequate information, 	<ul style="list-style-type: none"> ▶ Collaborations with Fintech and MFIs to leverage the benefits of Govt. Schemes ▶ Awareness and outreach on schemes, policies like SIDBI-SMILE, ODOP, Margin Money etc. and financial products

Parameter	Challenges	Intervention
	insufficient source of revenue.	<ul style="list-style-type: none"> ▶ Access to revolving working capital loans ▶ Promote digital lending programme
Skill development	<ul style="list-style-type: none"> ▶ Most of the flutes are crafted by skilled artisans at their home workshop. ▶ Only a few master craftsmen know the closely guarded secret of indexing the musical notes precisely, which is done by piercing the bamboo to make holes for placement of fingers. 	<ul style="list-style-type: none"> ▶ Training courses for new generations artist under the guidance of UPSSDM/ NSDC to address the skilling gaps in the cluster ▶ Collaboration with NSDC/ UPSSDM for undertaking skilling and upskilling of craftsmen and unitholders under various parameters like design, marketing, accounting, production process etc.
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 exporter's issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.

6.9 Future Outcomes

Annual Turnover
Cluster turnover shall increase from INR 3 Cr. to INR 5 Cr over the span of 5 years

Cluster exports
Direct Exports from cluster shall increase up to INR 2 Cr. over the span of 5 years

7. Scheme under Uttar Pradesh Export Promotion Bureau

Many export-oriented schemes run by Gol have been mentioned under sensitization of cluster actors. A brief detail of these schemes would benefit the entrepreneurs /exporters to a great extent.

Similarly, a brief detail of various schemes being run by Export Promotion Bureau should also be included under common interventions to apprise the exporters about various incentives being offered by the state govt in a nutshell like

A. Marketing Development Scheme (MDA)

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

B. Gateway Port Scheme

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

C. Air Freight Rationalization Scheme

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

8. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁴
Increasing the overall exports from the state		

¹⁴ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

<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>
<p>Sensitization of cluster actors:</p> <ol style="list-style-type: none"> a. The individuals of a cluster should be sensitized on the plethora of schemes¹⁵ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP 	<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</p>	<p>UPEPB/ODOP</p>	<p>Continuous</p>

¹⁵ 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>:

Program, TIES and NAVY scheme) to increase export	Cell/DIEPC	initiative
Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	UPEPB/DIEPC/OD OP cell	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC/OD OP Cell	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC/OD OP cell	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/OD OP Cell 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/OD OP 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 exporter's issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/UPEP B	Long term
Cost Structure:	DIEPC/UPEPB	Long term
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 updating of the same at the district website.		
c. The formation of the Sub-committee comprising the representative of CONCOR and		

Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/UPEPB/FIEO	Short term
Product 1: Wood Furniture		
Establishment of Common Facility Centre with: <ol style="list-style-type: none"> Treatment and seasoning plant Establishment of a Common Processing Centre (CPC) with advanced machinery like Wood Turning Lathe Machine, Wood Processing Machine, Combination Woodworking Machine, 3D Wood Carving Machine etc. Establishment of a basic product gallery integrated with proposed CPC to showcase the products of the cluster Establishment of a Training Hall with required machines and equipment's under the guidance of UPSSDM/ NSDC to address the skilling gaps in the cluster 	DIEPC, DGFT and ODOP Cell	Long term
Application for district specific GI tag	DIEPC/UPEPB/OD OP Cell	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 weavers and artisans to provide information about their handloom products for easy understanding of exporters. (http://www.indiahandmadebazaar.com/index.php .)	UPEPB/ODOP Cell	Short term
Collaboration with Home Centre, Fabindia, The Art Age. The collaboration is foresighted to be based on: The company's design experts will provide design inputs to the artisans and the artisans will inculcate those patterns into the products and then these products can be sold as the joint venture of ODOP and the company	UPEPB/ODOP Cell	Long term
Aware & Training/workshop Drive <ol style="list-style-type: none"> Workshop of artisans with to get onboard with e-commerce platform Training on Design development, product development, market development and technical training on modern technology Workshop on export compliances Participation in marketing events 	DIEPC/UPEPB/OD OP Cell	Ongoing

Product 2: Rice		
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 Rice from this district.	DIEPC/APEDA/UPEPB	Short term
Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Moradabad and Farmer Producers Organization	KVK/ DIEPC/ FPO	Ongoing as per Implementation schedule
a. Modernized Rice and sugar 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
<p>Training programme to educate the cultivators:</p> <p>a. Training programme to educate the cultivators about various SPS/ Technical standards in international markets</p> <p>The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.</p>	DIEPC/DGFT/APEDA/DGFT	Ongoing
Focus on upgradation of technology used in production by establishing a CPC utilizing PM FME scheme	UPEPB, DIEPC/ DHOs and Dept of Food Processing & Horticulture	Long term
Introducing the Kisan credit card in the cluster	DIEPC and banks	Short term
Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc.	Big Basket/Natures Basket and UPEPB and DIEPC	Short term
Product 3: Flute		
Establishment of Common Facility Centre with:	DIEPC, DGFT and	Long term

<ul style="list-style-type: none"> e. Treatment and seasoning plant f. Establishment raw material bank with cutting machine 	ODOP Cell	
Application for district specific GI tag	DIEPC/UPEPB/OD OP Cell	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 weavers and artisans to provide information about their handloom products for easy understanding of exporters. (http://www.indiahandmadebazaar.com/index.php .)	UPEPB/ODOP Cell	Short term
Promotion Campaign: an extensive advertising strategy must be followed to increase awareness. This will include print promotions and advertorials in trade journals, newspapers, magazines, and websites. Such promotions will help increase exposure and visibility.	DIEPC/UPEPB/OD OP Cell	Continuous initiative
<p>Aware & Training/workshop Drive</p> <ul style="list-style-type: none"> e. Workshop of artisans with to get onboard with e-commerce platform f. Training on Design development, product development, market development and technical training on modern technology g. Workshop on export compliances h. Participation in marketing events 	DIEPC/UPEPB/OD OP Cell	Ongoing



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