



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

District Export Action Plan,
Prayagraj, Uttar Pradesh



सत्यमेव जयते

विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as Export Hubs

EY

Building a better
working world

Preface

This district export plan for 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 Lucknow 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 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.

Contents

1.	Vision of Districts as Export Hubs	5
2.	District Profile	5
2.1	Geography	5
2.2	Topography & Agriculture	6
3.	Industrial profile of the district	6
3.1	Major Exportable Product from Prayagraj	8
4.	Product 1: Moonj Craft	8
4.1	Cluster Overview	8
4.2	Product profile	8
4.2.1	Product Portfolio	9
4.3	Cluster Stakeholders	9
4.3.1	Industry Associations	9
4.4	Export Scenario	9
4.4.1	HS code	9
4.5	Export Potential	10
4.6	Potential Areas for Value Added Product	11
4.7	SWOT analysis	11
4.8	Challenges and interventions	12
4.9	Future Outcomes	14
5.	Product 2: Jam, Jellies, Pickles and Mouth freshener	15
5.1	Cluster Overview	15
5.2	Product profile	15
5.2.1	Product Portfolio	15
5.3	Cluster Stakeholders	16
5.3.1	Industry Associations	16
5.4	Export Scenario	17
5.4.1	HS code	17
5.5	Export Potential	17
5.6	Potential Areas for Value Added Product	18
5.7	SWOT analysis	19
5.8	Challenges and interventions	20
5.9	Future Outcomes	21
6.	Product 3: Agriculture Products (Non-Basmati Rice)	22
6.1	Cluster Overview	22
6.2	Product Profile	22
6.2.1	Product Portfolio	22
6.3	Cluster Stakeholders (Rice)	22
6.3.1	Industry Associations (Rice)	22

6.4	Export Scenario	23
6.4.1	HS Code	23
6.4.2	Rice	23
6.5	Export Potential	23
6.6	Potential Areas for Value Added Product	24
6.7	SWOT Analysis	25
6.8	Challenges and interventions	25
6.9	Future Outcomes	28
7.	Action Plan	29

List of Tables

Table 1: Industries details	6
Table 2: Occupational Distribution of Main Workers	7
Table 3: Major exportable product	8
Table 4: HS codes for Moonj Craft	9
Table 5: SWOT Analysis	11

List of Figures

Figure 1: MSME landscape of the district	7
Figure 2: Occupational distribution of Unnao	7
Figure 3: Cluster Stakeholders	9
Figure 4: Top importers for this product (460219) in the world	11
Figure 5: Markets for export potential	11

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

Allahabad officially known as Prayagraj, also known as Iahabad, is a metropolis in the Indian state of Uttar Pradesh. Prayagraj is one of the oldest cities in India. It is crowned in ancient scriptures as ‘Prayag’ or ‘Teertharaj’ and is considered the holiest of pilgrimage centres of India. It is situated at the confluence of three rivers- Ganga, Yamuna and the invisible Saraswati. The meeting point is known as Triveni and is very sacred to Hindus. The Kumbh held in every six years and Mahakumbh in every 12 years at Prayagraj (Sangam) are the largest gatherings of pilgrims on this earth.

2.1 Geography

Prayagraj is located at 25.45°N 81.84°E in the southern part of the Uttar Pradesh at an elevation of 98 meters (322 ft) and stands at the confluence of two, the Ganges and Yamuna. The region was known in antiquity as the Vats country. To its south and southeast is the Bagelkhand region; to its east is middle Ganges valley of North India, or Purvanchal; to its southwest is the Bundelkhand region; to its north and northeast is the Awadh region and to its west along with Kaushambi it forms the part of Doab i.e the Lower Doab region.

In terms of geography and culture, Prayagraj is located quite strategically. While geographically Prayagraj is at the mouth of Yamuna, a part of Ganga-Yamuna doab culturally it is boundary of Indian West. City has Pratapgarh in its north, Rewa is in south, Kaushambi in its west and Bhadohi in its east.

2.2 Topography & Agriculture

Prayagraj is located at 25.45°N 81.84°E in the southern part of the Uttar Pradesh at an elevation of 98 meters (322 ft) and stands at the confluence of two, the Ganges and Yamuna. The region was known in antiquity as the Vats country. To its south and southeast is the Bagelkhand region; to its east is middle Ganges valley of North India, or Purvanchal; to its southwest is the Bundelkhand region; to its north and northeast is the Awadh region and to its west along with Kaushambi it forms the part of Doab i.e the Lower Doab region. In the north Pratapgarh, in the south Rewa (M.P.), in the east Sant Ravi Das Nagar and in the west Kaushambi districts are located.

In case of Agriculture crops Paddy has the largest share followed by Bajra, Arhar, Urd&Moong in declining order during the Kharif season. In Rabi, Wheat is pre dominant followed by pulses and oilseed. Among oilseed crops, Mustard has very less area under pure farming and is grown mainly as a mixed crop. Linseed dominates the oilseed scenario of the district and is mainly grown in Jamunapar area. In case of pulses gram has largest area followed by Pea and Lentil (Masoor). There is fairly good acreage under Barely.

3. Industrial profile of the district

According to the types of industry, the most prominent ones are Food manufacturing/ processing with 2060 units employing 16307 individuals with 3815.2 Lakhs and Textiles with 1250 unit, employing 5420 and with an investment of INR 5270.24 Lakhs. Moonj Craft and Food processing industry at Prayagraj is age-old industry of the district is upheld by the state by taking it under the wing of the ODOP initiative.

Table 1: Industries details¹

Industry	Functional Units	Employment ² (Nos)	Investment (Rs. Cr)
Agro based	2060	3815.2	16,307
Ready-made garments & embroidery	1250	5270.24	5420
Wood/wooden based furniture	945	3204.55	3224
Engineering units	1147	5035.6	2191
Transport equipment	1848	3796.0	4852

¹ Directorate of Industries, Govt of U.P, Kanpur

² Registered Employees of the cluster

Agro based industry in the district is the most prominent sector of the district contributing most to the economy by being the largest employer and being at the top in terms of investments as well. It is followed by Transport equipments and Readymade Garments respectively.

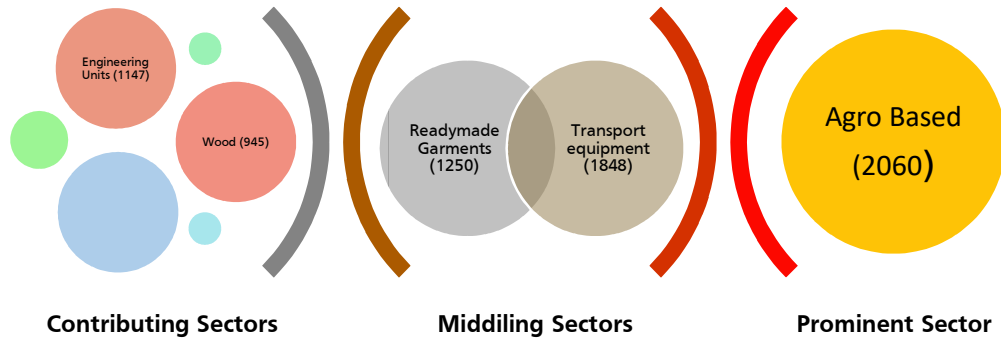


Figure 1: MSME landscape of the district

Out of total population of 59, 54,391 (2011 census), 21, 11,907 are working population. Out of total working population, 47.65% 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	Unnao	%
1	Cultivators	4,74,283	22.05%
2	Agriculture Laborer's	5,41,146	25.60%
3	Household Industry Workers	1,85,877	8.8%
4	Others	9,10,601	43.10%

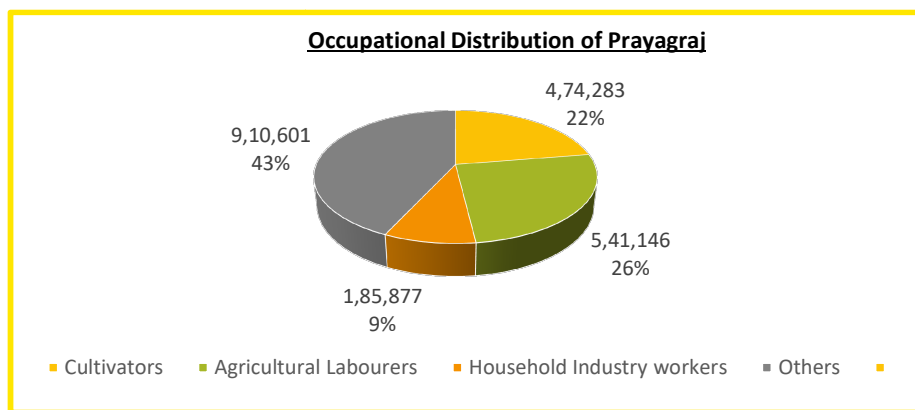


Figure 2: Occupational distribution of Unnao

³ District census handbook 2011- Prayagraj



3.1 Major Exportable Product from Prayagraj

The total export from Prayagraj is approximately INR 153 Crore for the period September 2020 to November 2021.

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

Table 3: Major exportable product

S. No	Product	Export value (in INR) ⁴ from September 2020 to November, 2021
1	Non Basmati rice	26.30 Cr.
2	Others	126.70 Cr.
3	Jam, Jelly, Pickles and Mouth freshner	NA
Total Export from Prayagraj		153 Cr ⁴

4. Product 1: Moonj Craft

4.1 Cluster Overview

Moonj is the out layer of a type of grass called 'Sarpat'. This layer is peeled off and knotted it is easy to dry, dying and store. These knots are locally called "Bhalla". This Sarpat is available for the preparation (process) of raw material from Dussara Festival to Deepavali festival. Kasa Grass collected from the road sides and agriculture fields. This is also the raw material used in making of Moonj products.

Nearly 2000 artisans are practicing the Moonj craft. All most all the women artisans are practicing this craft "Moonj". Normally Family member except men/boys are practicing the craft. Muslims artisans are major number are practicing the craft.

Key Facts

-  **INR 6 Crores** Approximate turnover of the cluster
-  **Direct export is negligible**
-  **2,000** Artisans directly or indirectly associated

4.2 Product profile

Moonj products were more attached in the families of Prayagraj district. But mainly a major number of artisans from Maheba (Naini) women artisans practices this craft up to the processed raw material available. This craft was practicing nearly 80 years. A large number of women are practicing this craft for their skills increase and better livelihood.

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

4.2.1 Product Portfolio

The motifs of basketry are created by adding colored grass in between. The Moonj coiled grass products are ideal to serve daily life purposes. These natural products can be used as containers, food storage devices and wall decorators. The products are very simple, attractive and eco-friendly.

The market is flooded with a variety of products made from moonj like basket (daliya), coaster stand, bags, decorative items and more. Eco-friendly moonj products have the potential to do well in the national as well as international markets.

4.3 Cluster Stakeholders

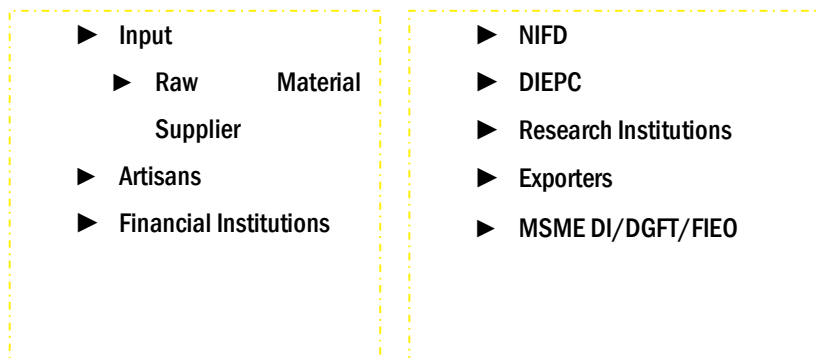


Figure 3: Cluster Stakeholders

4.3.1 Industry Associations

There is no specific industrial association in Prayagraj related with Artisans and Manufacturers of Moonj Products.

4.4 Export Scenario

The export of Moonj product from District Prayagraj is negligible. India is not exporting much amount of product from this category. The Export of this product from the district would start substantially after implementation of intervention over the span of next 5 years.

4.4.1 HS code

There are no specific HSN Codes which may be used for Exports of Moonj products, but here analysis of one prominent HSN code has been done. HS codes under which the product is exported from the district:

Table 4: HS codes for Moonj Craft

HS codes	Description
460219	Basketwork, wickerwork and other articles, made directly to shape from vegetable plaiting materials

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code mentioned above under which Moonj products are exported. There are no specific HSN Codes which may be used for Exports of Moonj products, but here analysis of one prominent HSN code has been done. Alongside are the key facts⁵ pertaining to the analysed product codes.

4.5 Export Potential

- ▶ The total export of this product from Prayagraj district was negligible in year 2018-19.⁶
- ▶ Other prominent products exported from Prayagraj District are Non Basmati rice and Tourism.
- ▶ There are no specific HSN Codes which may be used for Exports of Moonj products, but here analysis of one prominent HSN code has been done.
- ▶ The cluster has tremendous export potential, but owing to lack of proper market assessment mechanism, changing product types, specific demand preferences the export is very less.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be integration between the exporters and importers, thereby making the export ecosystem robust and effective.
- ▶ These products do not have specific HSN codes. Based on stakeholder consultations, following HSN codes were mentioned for the product.

Key Fact of Exports

468,349 (USD Thousand)
Value of world exports in 2020

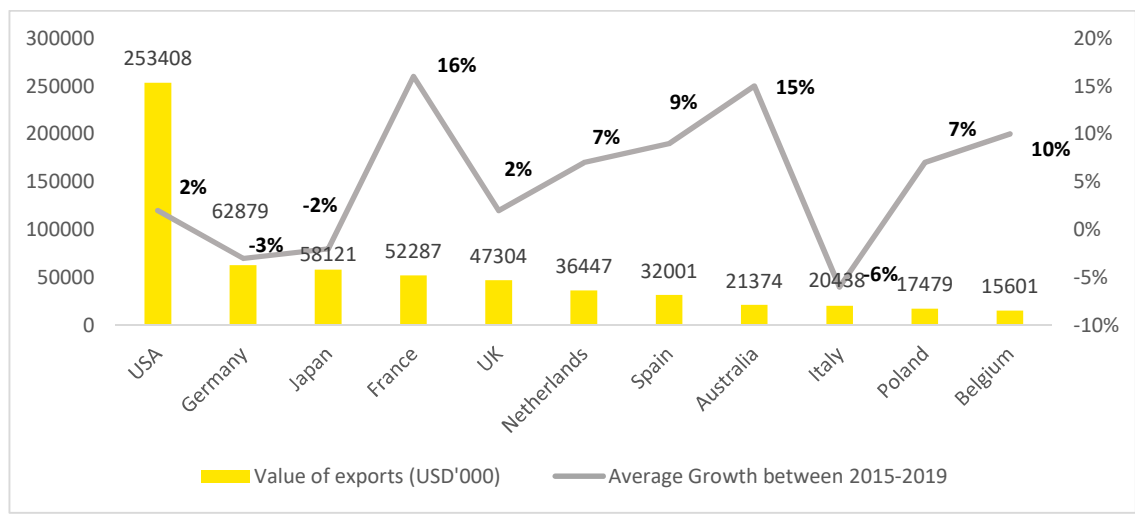
14,369 (USD Thousand)
Total Exports from India in 2020

420 (USD Thousand)
Total export from UP in 2020

~2.92%
Share of UP in India's exports

Product 460219: Uttar Pradesh exports this product to **USA, France, Canada, Sweden, Denmark and Netherland.**⁷

Below figure shows the top importers for this product (460219) in the world:



⁵ <https://www.trademap.org/>

⁶ DGFT

⁷ www.dgcisanalytics.in



Figure 4: Top importers for this product (460219) in the world

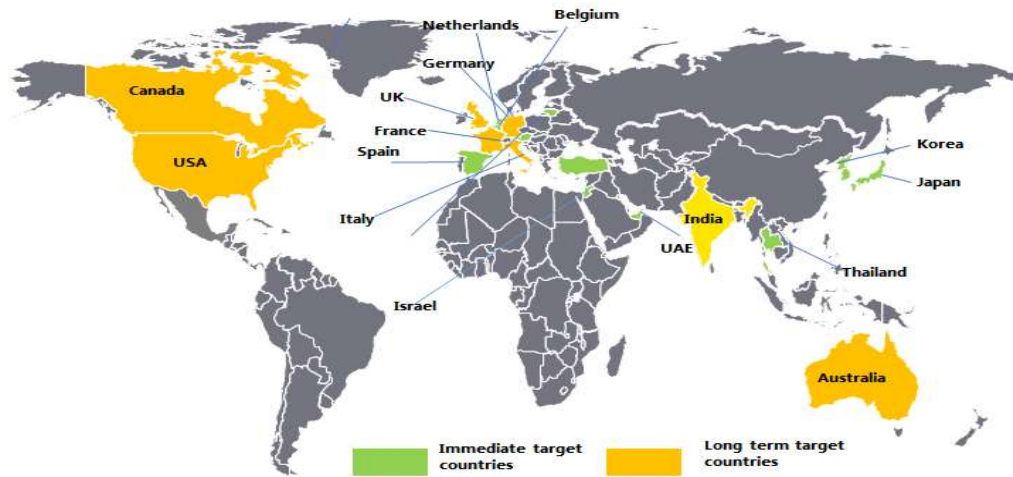


Figure 5: Markets for export potential

4.6 Potential Areas for Value Added Product

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

1. Development of a new products:

The artisans of the district should be encouraged to diversify the product categories and must be provided with enough resources to create innovative products without losing the ancestral essence of the craft.

The cluster requires more focus on new varieties of these products which are in high demand in the global market.

2. Modifications of Existing Products

It has also been found that most of the artisans use no strategy for making modifications to the existing products in the light of design and fusion. The artisans can make fusion products by blending Moonj products with eco-friendly artificial jewelleryes.

4.7 SWOT analysis

Table 5: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce particularly artisans ▶ Large potential for diversifying on variety of products 	<ul style="list-style-type: none"> ▶ Raw material is available for short time ▶ Low financial support to purchase of sufficient of raw material, which is used for the whole year. ▶ No banks are supporting to them in the



<ul style="list-style-type: none"> ▶ Easy availability of raw material for mass production ▶ Availability of various government interventions for fostering the cluster ▶ A little bit was supporting by DC Handicrafts Department for identification and sales of products. 	<p>Moonj production activities.</p> <ul style="list-style-type: none"> ▶ Artisans are selling the products to traders/whole sellers. ▶ Artisans using traditional methods for processing Bhalla, dying and production. ▶ Using traditional methods and producing traditional designs ▶ Short of Space and Dyeing equipment for dying in large quantity. ▶ Artisans are getting nominal wages. They are not getting handsome amount according to their skills.
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Huge scope of market expansion- domestic and foreign ▶ Scope for development of new products and modifying existing range ▶ Large number of skilled persons available ▶ A large numbers of pilgrim visits for a holy dip. ▶ Very good demand for grass based produced products in the markets. ▶ All are loving eco-friendly products which are produced by Grass ▶ Very good scope for sales of products all over India. ▶ Very good scope for international markets. ▶ If the artisans trained in new techniques, new designs artisans will get handsome wages/earnings. ▶ Day by day demand for moonj products are increasing as eco friendly products. 	<ul style="list-style-type: none"> ▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs ▶ Artisans are mostly working in an un-organized set up which makes them prone to exploitation by middlemen.

4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Raw Material Bank: ▶ Sourcing of Raw Material ▶ Lack of storage 	<ul style="list-style-type: none"> ▶ Establishment of a Raw Material Bank within the CFC ensuring easy availability of all types of quality checked fabrics at discounted rates.

	facility in the cluster leading to spoilage of fabrics	
Technological upgradation	<ul style="list-style-type: none"> ▶ Lack of ancillary machineries for artisans which limits their potential and hinders the productivity and potential of the cluster 	<ul style="list-style-type: none"> ▶ Establishment of Common Production Center with modern tools and machines including standard cutter and measuring machine.
Design	<ul style="list-style-type: none"> ▶ Traditional designs are still being followed by artisans they are not focusing on design innovation 	<ul style="list-style-type: none"> ▶ Establishment of Product Design Center with CAD/ CAM facility along with a display center. ▶ Collaboration with renowned designers to conduct workshops for artisans pertaining to design forecasting, upcoming trends, market assessment etc.
Marketing & branding	<ul style="list-style-type: none"> ▶ Lack of infrastructure for marketing and trading of the product in domestic and international markets ▶ Offline marketing is broadly used over online marketing ▶ No exclusive HSN code for Moonj Craft. Which could supported in facilitation of sales in the international market. ▶ Creation of brand name for the Moonj products. ▶ Minimal use of Govt of India's e-commerce portal: India Handmade Bazaar – Seller Registration for maximizing sale ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Craft tourism- Prayagraj has world renowned historic and religious places. As a pilot project any of these historical places can have a specific area where tourist can see history of Moonj Craft, what makes it unique, process of producing a Moonj product and outlet from where the international and domestic tourist can buy the authentic Moonj product. ▶ Establishment of a Marketing centre within the CFC in Prayagraj to facilitate marketing events. ▶ Collaboration with E-commerce companies like Flipkart, Amazon, Ebay for maximizing sales. ▶ Applying to Directorate General of Foreign trade for a unique HSN Code. ▶ Collaboration with renowned craft research institutions , to support artisans in establishing the brand name of the 'Moonj' products in the national and international market ▶ Increase the usage of the portal as this portal facilitates the artisans to provide information about their handicraft products for easy understanding of exporters. (http://www.indiahandmadebazaar.com/index.php.) ▶ 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

		<p>to participate in marketing events</p> <ul style="list-style-type: none"> ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of craft products.
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined standards of the quality of the products. 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity.
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters ongoing issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

4.9 Future Outcomes

Annual Turnover

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

Cluster exports

Export would start substantially after implementation of intervention by **2025 (over a span of 5 years).****Error! Bookmark not defined.**

5. Product 2: Jam, Jellies, Pickles and Mouth freshener

5.1 Cluster Overview

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

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

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

5.2 Product profile

5.2.1 Product Portfolio

Jam

Jam is a product made by boiling fruit pulp with sufficient quantity of sugar to a reasonably thick consistency, firm enough to hold the fruit tissues in position. Apply, sapota, papaya, plums, mango, grapes, jack, pineapple, banana, guava and pears are used for preparation of jam. It can be prepared from one kind of fruit or from two or more kinds. In its preparation about 45% of fruit pulp should be used for every 55% of sugar. The FPO specification of jam is 68.5% TSS, 45% of fruit pulp and 0.5-0.6% of acid (citric acid) per 100 gm of the prepared product

Jelly

A jelly is a semi solid product prepared by boiling a clear, strained solution of pectin containing fruit extract, free from pulp, after the addition of sugar and acid. A perfect jelly should be transparent, well set but not too stiff, and should have the original flavour of the fruit. It should be of attractive colour and keep its shape when removed from the mould. It should be firm enough to retain a sharp edge but tender enough when it is pressed. It should not be gummy, sticky or syrupy or have crystallized sugar. The product should be free from dullness with little (or) no syneresis (weeping) and neither tough nor rubbery.

The FPO specification for jelly is the final product should have 65% solids, 45% fruit extract and 0.5-0.75% acid. Guava, sour apple, plum, karonda, wood apple, papaya and jack fruit are rich in pectin and generally used for preparation of jelly. Pineapple, strawberry grapes etc. can be used but only after addition of pectin powder, because these fruits have low pectin content. Preparation of jelly is similar to that of jam.

Pickles

Pickles are usually made from a mixture of vegetables and fruit. They are eaten as a savoury, spicy accompaniment to a meal. Pickles are preserved by a combination of increased acidity (reduced pH), added salt, reduced moisture and added spices. The pickle is preserved by the high level of acidity. If higher levels of salt are used (up to 16%) the product is preserved by the high salt concentration rather than by fermentation and is known as a salt-stock pickle. Fruit and vegetables can be semi-processed and stored for many months by preserving in a high salt solution.

Mouth Freshener

Mouth Freshener known as Mukhwas is an after-meal snack or digestive aid widely used as a mouth freshener. Unlike the common idea of mouth freshener which is associated with mint or mint sprays, mukhwas generally contain various seeds and nuts, like fennel seeds, anise seeds and sesame seeds to name a few. Mouth fresheners help freshen the breath, cover up bad odor and maintain good oral hygiene.

5.3 Cluster Stakeholders

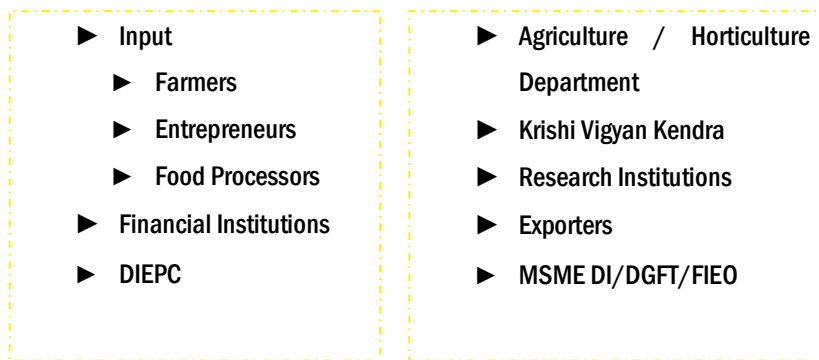


Figure 6: Cluster Stakeholders

5.3.1 Industry Associations

Following are principal Industry Associations/SPVs that are working for the development of Jams, jellies Pickles and other processed food industries in Prayagraj district:

- ▶ Indian Industry Association (IIA)
- ▶ Provincial Industries Association (PIA)

5.4 Export Scenario

5.4.1 HS code

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

Table 6: HS codes for Jam, Jellies and Pickles

HS codes	Description
200799	Jams, jellies, marmalades, purées or pastes of fruit, obtained by cooking, whether or not containing added sugar or other sweetening matter

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed basis the export statistics of HS code mentioned above under which Jams, jellies and Pickles are exported. Alongside are the key facts⁸ pertaining to the analysed product codes.

5.5 Export Potential

- ▶ The total export of this product from Prayagraj district was negligible in year 2018-19.⁹
- ▶ Other prominent products exported from Prayagraj District are Non Basmati rice and Tourism..
- ▶ There are more than 10 HSN Codes which may be used for Exports of Jams, jellies, marmalades, purées or pastes of fruit, but here analysis of one prominent HSN code has been done.
- ▶ The cluster has tremendous export potential, but owing to lack of proper market assessment mechanism, changing product types, specific demand preferences the export is very less.
- ▶ Hence, it was pointed out that the proper study of the foreign market, region specific demand patterns to be ascertained. Along with that, a common platform to be created where there can be integration between the exporters and importers, thereby making the export ecosystem robust and effective.
- ▶ These products do not have specific HSN codes. Based on stakeholder consultations, following HSN codes were mentioned for the product.

Key Fact of Exports

24,99,170 (USD Thousand)

Value of world exports in 2020

136,695 (USD Thousand)

Total Exports from India in 2020

40 (USD Thousand)

Total export from UP in 2020

~.02%

Share of UP in India's exports

Product 200799: Uttar Pradesh exports this product to **Nepal, Canada, USA and Ghana**. Below figure shows the top importers for this product (200799) in the world:

⁸ <https://www.trademap.org/>

⁹ DGFT

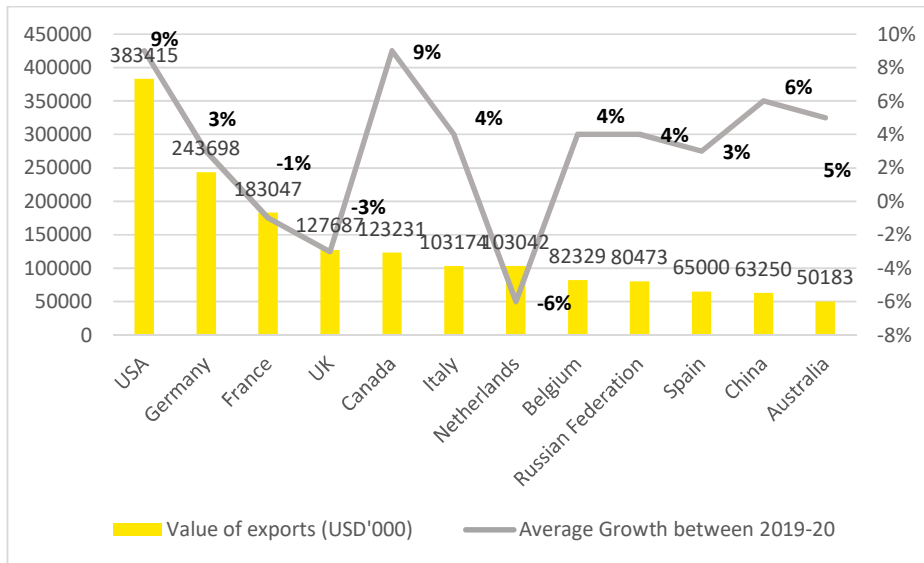


Figure 7: Top importers for this product (200799) in the world

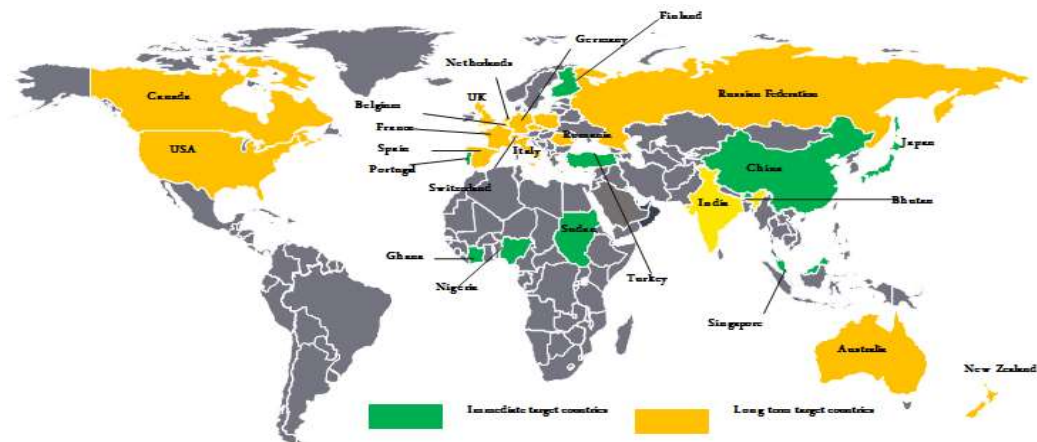


Figure 8: Markets for export potential

5.6 Potential Areas for Value Added Product

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

Development of new products:

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



The cluster requires more focus on new varieties of these products which are in high demand in the global market.

Modifications of Existing Products

It has also been found that most of the artisans use no strategy for making modifications to the existing products in the light of new product demand. It has also been found that most of the processors are using old techniques in food processing. The requirement of advance processing machineries is essential so that the nutritious value of final product should be similar to original product.

5.7 SWOT analysis

Table7: SWOT Analysis

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

5.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	<ul style="list-style-type: none"> ▶ Raw Material Bank: <ul style="list-style-type: none"> ○ Sourcing of Raw Material ○ Lack of storage facility in the cluster leading to spoilage of raw fruits and vegetables 	<ul style="list-style-type: none"> ▶ Establishment of Raw material bank with storage facility for easy access of raw materials to food processing units at reduced prices and creating consciousness about working capital loans within the cluster.
Technological upgradation	<ul style="list-style-type: none"> ▶ Lack of advance processing machineries for which limits the development of advance processed food products and hinders the productivity and potential of the cluster 	<ul style="list-style-type: none"> ▶ Establishment of technology led Common Production centre to ease out the production process. ▶ In consultation with APEDA new technology can be explored
Marketing & branding	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing ▶ Lack of Infrastructure for online marketing: Online marketing require, an infrastructure where entrepreneurs can take photos of the product on high resolution camera and IT system where they can upload the product with clean background regularly ▶ Lack of long-term contracts to sell the product ▶ More awareness programmes and workshops need to conduct which also includes the skill training programmes to make them aware about the standards and requirements for marketing of product. 	<ul style="list-style-type: none"> ▶ Training among the processing units and manufactures on how to brand their products using the Company logo, Company brand et.al and how to get their brand register, cataloguing of products. ▶ The processed products manufactured from the districts of UP should be branded as state brand owing to its fine intricacies. This can be then promoted widely within and outside the country by through marketing centres that can be established in domestic and international airports of India. ▶ Collaboration with E-commerce companies like Flipchart, Amazon, EBay for maximizing sales. ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector

		<p>every year to create foreign linkages and increase</p> <ul style="list-style-type: none"> ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of Banana products.
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined standards of quality of the products. 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/ improved, and they can be exported across the globe with brand logo which ensures its authenticity.
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporter's ongoing issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.
Cost Structure	<ul style="list-style-type: none"> ▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.

5.9 Future Outcomes

Annual Turnover

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

Cluster exports

Export would start substantially after implementation of intervention by **2025 (over a span of 5 years)**.**Error! Bookmark not defined.**

6. Product 3: Agriculture Products (Non-Basmati Rice)

6.1 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. Approximate Export turnover of the Rice is INR 26.30 Cr.¹⁰

6.2 Product Profile

Rice: 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.

6.2.1 Product Portfolio

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

6.3 Cluster Stakeholders (Rice)



Figure 9: Cluster Stakeholders

6.3.1 Industry Associations (Rice)

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

¹⁰DGFT, Kanpur

- ▶ National Rice Research Institute, Cuttack (NRRI) - 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.
- ▶ Agriculture Department
- ▶ Krishi Vigyan Kendra (KVK)

6.4 Export Scenario

6.4.1 HS Code

HS code under which the product is exported from the district.¹¹

HS Code	Description
100630	Semi-milled or wholly milled rice, whether or not polished or glazed

6.4.2 Rice

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 or not polished or glazed) under which non-Basmati rice is exported from Prayagraj district. Alongside are the key facts pertaining to the analysed product code. India's export compared to world is very low (approximately 29.76%).¹²

Key Fact of Export¹²

25,145,466 (USD Thousand)

Value of world exports in 2020

7,484,136 (USD Thousand)

Total Exports from India in 2020

29.76%

Share of India Exports

6.5 Export Potential

Rice: HS Code 100630 (Semi-milled or wholly milled rice, whether or not polished or glazed)

- ▶ The total exports of product from Prayagraj district as per HS code 100630 are around INR 26.30 crores in the period September 20 to September 2021.¹³

¹¹ DGFT, Kanpur

¹² www.trademap.org

¹³ DGFT, Kanpur

- ▶ 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:

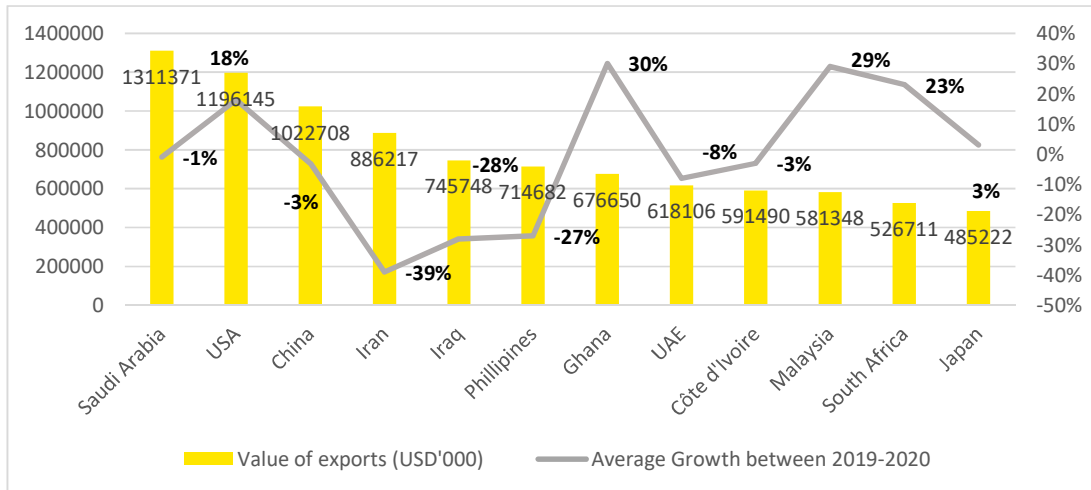


Figure10: Top importers for this product (100630) in the world *Error! Bookmark not defined.*



Figure11: Markets for export potential

6.6 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:

<u>Rice Husk Use</u>
▶ Fuel
▶ Gaseous Fuel
▶ Husk Briquette
▶ Husk Board
▶ Furfural

<u>Rice Bran Use</u>
▶ Edible grade oil
▶ Industrial grade crude oil
▶ Free fatty acid manufacture
▶ Plasticizers
▶ Tocopherol
▶ Rice bran wax

6.7 SWOT Analysis

Table6: SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Improving and enhancing rural economy ▶ Prayagraj, lying in the Gangetic plains provides fertile land suitable for farming ▶ Availability of cheap and skilled labor for farming ▶ Availability of various financial and non-financial assistances from state and central government pertaining to agriculture 	<ul style="list-style-type: none"> ▶ Lack of proper infrastructure facilities for storage and manufacture of additional products ▶ Rice and Sugar mills have not been fully modernized ▶ 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 ▶ High transportation cost for export of the product
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Large scope for expanding sales network-globally and locally ▶ Scope for product diversification for generating additional revenue 	<ul style="list-style-type: none"> ▶ 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

6.8 Challenges and interventions

Parameter	Challenges	Intervention
Focus on high Yielding Export	▶ Challenges in developing high yielding export quality rice (Non-Basmati, Long grain rice)	▶ Breeding programme may be initiated to develop high yielding export quality rice (Non-Basmati, Long Grain Rice,

Parameter	Challenges	Intervention
Quality 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.
Cluster based approach	<ul style="list-style-type: none"> ▶ 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 Farmers/FPOs/FPCs in the cluster as per suitability and goals of export promotion. ▶ 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. ▶ 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.
Promotion of export 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	<ul style="list-style-type: none"> ▶ Challenges in distribution of 	<ul style="list-style-type: none"> ▶ Distribution of Certified seeds to

Parameter	Challenges	Intervention
Certified seeds	certified seeds	farmers partially through Krishi Vigyan Kendra (KVK) of Fatehpur 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 Modernized Rice Mills	<ul style="list-style-type: none"> ▶ Many rice mill owners are not using modernized rice mills for better recovery and reducing the percentage of broken rice. 	<ul style="list-style-type: none"> ▶ 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.
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

Parameter	Challenges	Intervention
		every year to create foreign linkages and increase
Access to Finance	<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 have enough capital/ credit to purchase those directly 	<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 capital within the cluster to help farmers procure high quality seeds and fertilizers and undertake production without hindrances
Exporter's issue	<ul style="list-style-type: none"> ▶ DEPC to act as a focal point for all exporters issue 	<ul style="list-style-type: none"> ▶ Deputy Commissioner Industries may be given this responsibility to monitor the cell.

6.9 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

7. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁴
Increasing the overall exports from the state		
<p>Sensitization and facilitation in availing Import/export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them</p>	ODOP cell, DIEPC, UPEPB and DGFT	Continuous initiative
<p>Creation of an event calendar comprising of events to be conducted in a Financial Year with a focus on international marketing events. Further, DGFT and FIEO can finalize a target to participate in at least 3 international events in a year per product category/industry (food, engineering & auto components, handicrafts, textile& apparel etc.) by utilizing schemes like IC and MAS</p>	ODOP cell, DIEPC, UPEPB and DGFT	Continuous initiative
<p>Sensitization of cluster actors:</p> <ol style="list-style-type: none"> 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 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 	ODOP cell, DIEPC, UPEPB and DGFT	Continuous initiative

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

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>

in DAPs and EAP		
DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment	DIC, UPEBP and FIEO	Intermediate
Common Facility centers (under CFC scheme of ODOP Program, TIES and NAVY scheme) to increase export	UPEPB/ODOP Cell/DIEPC	Continuous initiative
Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	UPEPB/DIEPC/ ODOP cell	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC/ ODOP Cell	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC/ ODOP 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/ ODOP Cell and banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hindrances	UPEPB/DIEPC and banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	UPEPB/DIEPC/ ODOP Cell and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance	UPEPB/DIEPC	Intermediate
Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports	DIEPC / UPEPB	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/ DGFT/ UPEPB	Long term
Cost Structure: a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption	DIEPC/UPEPB	Long term

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.		
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: Moonj craft		
Establishment of Common Facility Centre with:		
a. Raw Material Bank		
b. Common Production Center		
c. Design and display center with CAD/CAM facilities and space to showcase products to undertake sale	DIEPC, DGFT and ODOP Cell	Long term
d. Marketing centre for undertaking marketing events		
Application to Directorate General of Foreign trade for a unique HSN Code for Moonj craft	UPEPB/ODOP Cell / DGFT	Intermediate term
Collaboration with NIFT and NID for design inputs and support in branding initiatives	UPEPB/ODOP Cell	Long term
Product 2: Jams, Jellies, Pickles and Mouth Freshener		
Establishment of Common Facility Centre with:		
e. Raw Material Bank		
f. Common Production Center	DIEPC, DGFT and ODOP Cell	Long term
g. Marketing centre for undertaking marketing events		
FPO model approach: It is suggested that on the lines of State Agri Export Policy, FPO model and cluster-based approach be adopted.	UPEPB, DIEPC and Dept of Food Processing & Horticulture	Long term
Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc.	Big Basket/Natures Basket and UPEPB and DIEPC	Short term
APEDA may be asked to apprise the stakeholders about benefits under NPOP scheme	APEDA/UPEPB/DIEPC	Ongoing

Introducing the Kisan credit card in the cluster	DIEPC and banks	Short term
Training programme to educate the cultivators: <ol 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. 	DIEPC/DGFT/ APEDA/DGFT	Ongoing
Product 3: Non-Basmati 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 product such as Rice and sugar from this district.	DIEPC/APEDA/UPEPB	Short term
Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Prayagraj and Farmer Producers Organization	KVK/ DIEPC/ FPO	Ongoing as per Implementation schedule
<ol style="list-style-type: none"> 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
Training programme to educate the cultivators: <ol 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. 	DIEPC/DGFT/APEDA/ DGFT	Ongoing

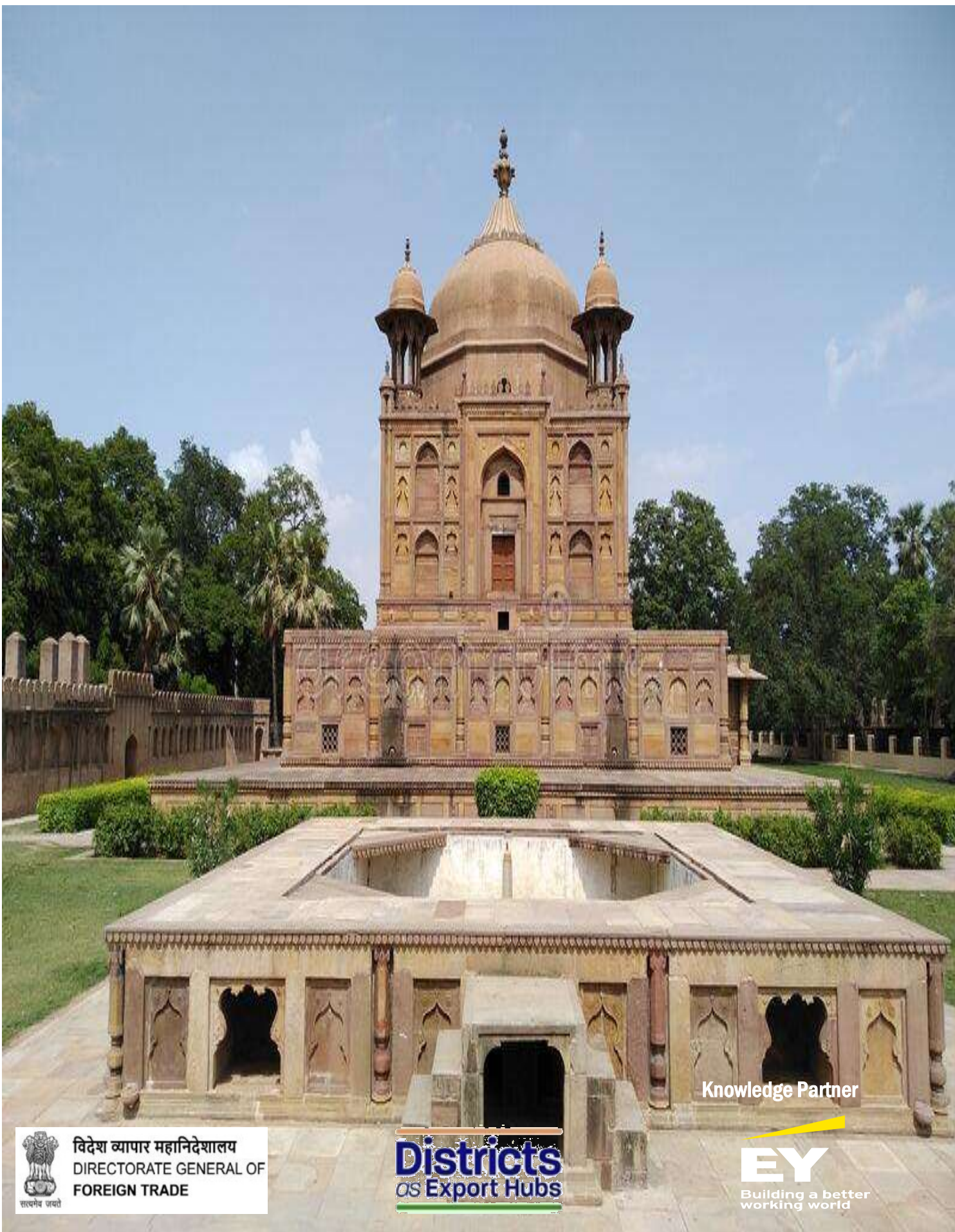
Focus on upgradation of technology used in production by establishing a CPC utilizing PM FME scheme	UPEPB, DIEPC/ DHOs and Dept of Food Processing & Horticulture	Long term
Product 4: Tourism		

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
KLC	Kanpur Unnao Leather Cluster
MAI	Market Assistant Initiative
MDA	Market development Assistant
MEIS	Merchandise Export from India Scheme
MoU	Memorandum of Understanding
MSME	Micro Small and Medium Enterprises
MYSY	MukhyamantriYuvaSwarojgar Yojana
NGO	Non-Government Organization
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
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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Building a better
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