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DIRECTORATE GENERAL OF  
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सत्यमेव जयते

Districts  
as Export Hubs



Building a better  
world

## Preface

This district export plan for Shravasti 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 Shravasti district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Shravasti 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 Shravasti 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.

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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.<sup>1</sup> 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 Uttar Pradesh (UP), where EY has contributed as Knowledge Partner.

## 2. District Profile

According to Buddhist traditions, the city was called Savatthi because the sage Savattha lived there. Not just this, but there are various other historical references found related to the city. It is stated that the ancient text of Ramayana, mentions Shrawasti as the capital city of Kingdom ruled by Lava, the son of Ram of Ikshvaku dynasty. This district was carved out from the Bahraich and Gonda districts in May 1997. The district is abode to many renowned Buddhist temples.

Shravasti is a district in the Devipatan division of Uttar Pradesh and Bhinga town is district headquarter. The district with a population of 1,117,361 constituting to only around 0.56% of the total population of the state making<sup>2</sup> **The GSDP of the district is INR 2871.54 Crores<sup>3</sup>.**

Situated on the banks of river Rapti, the origin of Shravasti can be traced back to the 5th century but it became a district in the beginning of 21st century. The journey for this town is closely associated with the life of Lord Buddha. It is said that the mythological king Sravast founded this town. Shravasti was the capital of Kosala Kingdom during 6th century BC to 6th century AD. This prosperous

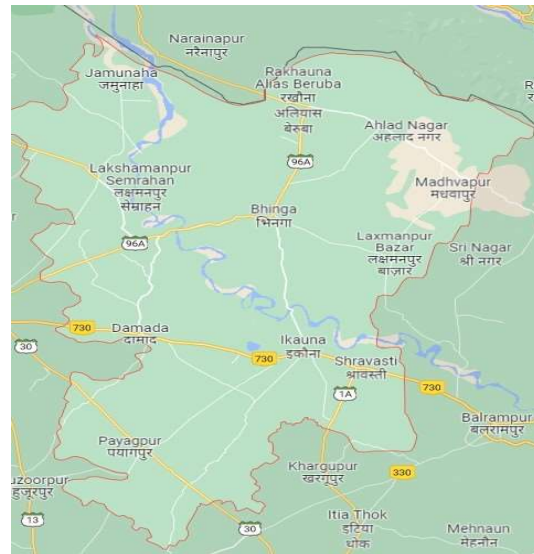


Figure 1: Google Map Image of Shravasti District

<sup>1</sup> <https://commerce.gov.in/wp-content/uploads/2021/03/Devolping-Districts-as-Export-Hubs.pdf>

<sup>2</sup> [https://censusindia.gov.in/2011census/dchb/0917\\_PART\\_B\\_DCHB\\_Shravasti.pdf](https://censusindia.gov.in/2011census/dchb/0917_PART_B_DCHB_Shravasti.pdf)

<sup>3</sup> <http://investup.org.in/economic-snapshot/>



trading center was well known for its religious associations. The 'Sobhanath' temple is believed to be the birthplace of Jain Tirthankar 'Sambhavanath' making Shravasti an important center for the Jainas. <sup>4</sup>

## 2.1 Location and Geography

Shravasti is a newly created district carved out from districts of Gonda and Bahraich. Besides these two districts, Shravasti shares its border with district Balrampur in the east and Nepal in the north. Shrawasti district is a part of Devipatan division of Purvanchal region of Uttar Pradesh. The district lies between 27.04° to 28.24° North latitude and 81.6° to 82.9° East longitude and covers an area of 1,948.20 Sq. Km. . The district is a part of Devipatan Division. Bhinga, the District Headquarter of Shrawasti, is approximately 175 Km away from the State capital, Lucknow.<sup>5</sup>



## 2.2 Connectivity

**Road:** Shravasti has National Highways NH927 which connects the district to capital of state, NH330 which connect the district with the division headquarter.



**Railways:** The District has no railway line.



**Airport:** Currently the city airport is in construction. The nearest airport is Lucknow which is around (about 175 km away), Gorakhpur Airport which about 183 km away and Nearest International airport which is Indira Gandhi International airport which is approximately 695 km from the district.

## 2.3 Topography & Agriculture

Shravasti has a relatively subtropical climate with high variation between summer and winter temperatures. The average temperature is 30°C-43°C in the summer and 6°C-18°C in the winter. The weather is pleasant in rainy season from July to October.

The land surface of the district is covered by moderately deep soil cover. These are well drained clayey soils on very gently sloping land with moderate erosion associated with very shallow somewhat excessively drained loamy soils with severe erosion. The soil cover is very thin to subsequent at places along riverbeds where sands are predominated.<sup>6</sup> The holy rivers Saryu and Ghaghra pass through the district. The soils of the district are composed of the fluvial deposits of these two rivers. The entire district falling in sai sub basin of Ganga basin represents flat topography.

The weather of district hot and moist, area getting sufficient rainwater in season, agricultures farming depends on rainwater. The most of land are fertile, main crop Rice, Maize, Wheat, wheat, rice, Sugarcanes, Pulses like Lentil, Pigeon pea, Pea, Black gram, Gram etc.

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<sup>4</sup> <https://shravasti.nic.in/>

<sup>5</sup> <https://shravasti.nic.in/economy/>

<sup>6</sup> <https://cdn.s3waas.gov.in/s338af86134b65d0f10fe33d30dd76442e/uploads/2018/02/2018021677.pdf>



### 3. Industrial profile of the district

The district has **1,055 industries that employ around 4,253 individuals**<sup>7</sup>. The key industries of the district include Agro based, Wood/wooden based furniture, engineering works, etc.

The **Agro based mills and units comprises of around 754 units** of production in Shravasti. The total turnover of these units is Rs. 1,514 lakhs through domestic sales but does not directly export.

The following table depicts the MSME units with their turnover and employment:<sup>8</sup>

Table 1: Details of key industries

Industry	No. of functional units	Employment (No's)	Turnover (INR. Lakh)
Agro based (Food Product)	754	2,970	1,514
Repairing & servicing	58	205	36
Metal based (Steel Fab)	45	277	50
Ready-made garments & embroidery (Zari-zardozi)	35	180	20
Engineering units	26	75	60
Wood/wooden based furniture	17	55	8
Paper and Paper product	15	48	8
Rubber plastic and petro based	8	35	16
Others	97	408	451
<b>Total</b>	<b>1,055</b>	<b>4,253</b>	<b>2,163</b>

The MSME units in the district mainly represent industries like agro based (Food products), Agro based (Food products) industries contribute most in terms of employments employment and revenue, which is approximately 69.83% and 70% respectively. Repairing & servicing contributes ~4.8% and revenue ~1.66%, Metal based (Steel Fab) ~6.51% and revenue ~2.31%, Ready-made garments & embroidery (Zari-zardozi) ~4.23% and revenue ~0.92%, Engineering units, Wood/wooden based furniture, Paper and Paper product, Rubber plastic and petro based and Others products contributes ~14.60% employment and 25.10% revenue

Out of total population of 1,117,361 (2011 census), 4,03,755 are working population<sup>9</sup>. Out of total working

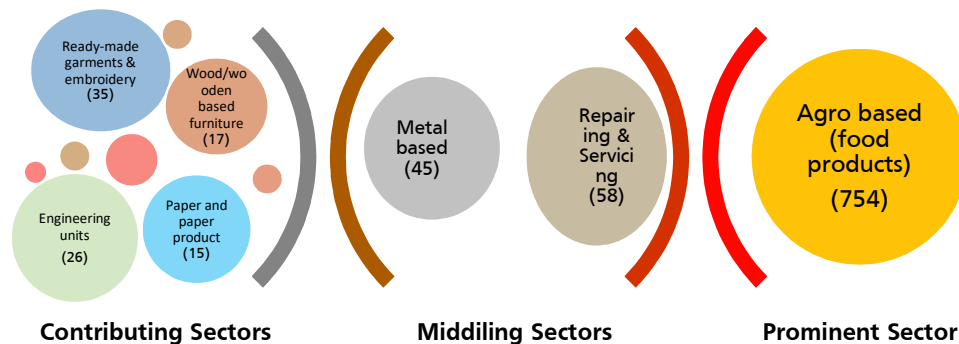


Figure 2: MSME landscape of the district

population, 83% are cultivators and agricultural labourers, 13 working in other industries, 4% are household industry workers. This indicates that agriculture is the main source of income in the district.

<sup>7</sup> DIC, Shravasti

<sup>8</sup> DIC, Shravasti

<sup>9</sup> District census handbook 2011-Shravasti



Table 2: Occupational Distribution of Main Workers<sup>10</sup>

S. No.	Particulars	Shravasti	%
1	Household Industry Workers	8,927	4%
2	Agriculture Labourers	67,766	29%
3	Cultivators	1,26,006	54%
4	Other workers	30,063	13%

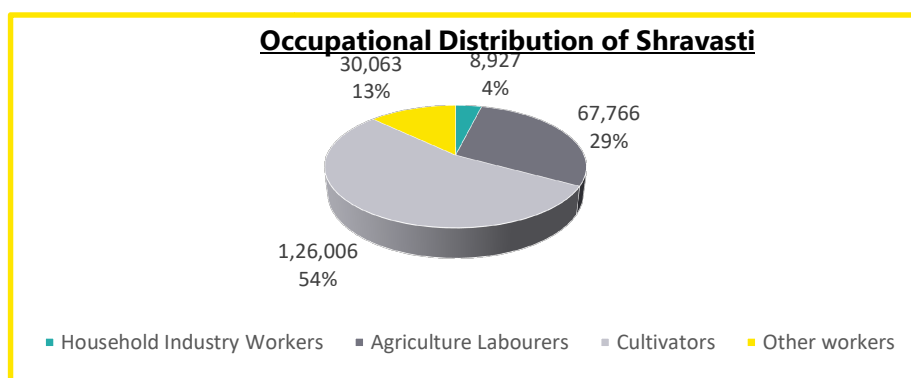


Figure 8: Occupational distribution of Shravasti

### 3.1 Major Exportable Product from Shravasti

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

Table 3: Major exportable product from Shravasti

S. No	Product	Export value (in INR Cr.) <sup>11</sup> from September 2020 to November, 2021
1	Rice	Indirect Exports from cluster
2	Tourism	-

## 4. Product 1: Rice

### 4.1 Cluster Overview

The economy of the cluster is heavily dependent on agriculture products- Rice.

In Shravasti, Rice production is Approximate 2 lakh ton from 75000 ha<sup>12</sup> cultivated land in major area of Block Ikauna, Sirsiya, Jamunaha and Gilaula and productivity – 26.6 Q/ha

There are ~30 operational units<sup>13</sup> in the cluster out of 5 are doing large scale business and employing around 3000

**Key Facts**

- 30 Rice mills**
- INR 50 Crores** Approximate turnover of the cluster
- 3000 employment** directly or indirectly associated

<sup>10</sup> District census handbook 2011–Shravasti

<sup>11</sup> DGFT

<sup>12</sup> DAO Shravasti





individuals and with a turnover of about INR 50 crore.<sup>14</sup> Agro based units are mostly located in Jamunaha and Gilaula.

## 4.2 Product profile

Rice edible starchy cereal grain and the grass plant by which it is produced. Roughly one-half of the world population, including virtually all of East and Southeast Asia, is wholly dependent upon rice as a staple food; 95 percent of the world's rice crop is eaten by humans. Rice is cooked by boiling, or it can be ground into a flour. It is eaten alone and in a great variety of soups, side dishes, and main dishes in Asian, Middle Eastern, and many other cuisines. Other products in which rice is used are breakfast cereals, noodles, and such alcoholic beverages as Japanese sake.

The cultivated rice plant is an annual grass and grows to about 1.2 metres (4 feet) in height. The leaves are long and flattened and are borne on hollow stems. The fibrous root system is often broad and spreading. The panicle, or inflorescence (flower cluster), is made up of spikelets bearing flowers that produce the fruit, or grain. Varieties differ greatly in the length, shape, and weight of the panicle and the overall productivity of a given plant.

Many cultures have evidence of early rice cultivation, including China, India, and the civilizations of Southeast Asia. However, the earliest archaeological evidence comes from central and eastern China and dates to 7000–5000 BCE. More than 90 percent of the world's rice is grown in Asia, principally in China, India, Indonesia, and Bangladesh, with smaller amounts grown in Japan, Pakistan, and various Southeast Asian nations. Rice is also cultivated in parts of Europe, in North and South America, and in Australia.

In the 1960s the so-called Green Revolution, an international scientific effort to diminish the threat of world hunger, produced improved strains of numerous food crops, including that known as miracle rice. Bred for disease resistance and increased productivity, this variety is characterized by a short sturdy stalk that minimizes loss from drooping. Poor soil conditions and other factors, however, inhibited its anticipated widespread success.<sup>15</sup>

In the India it has been reported that there are over 6,000 varieties of rice.<sup>16</sup>

### 4.2.1 Product Portfolio

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

The following are the key varieties of Rice which are produce, processing and sale domestic and indirect export in the cluster:<sup>17</sup>

- ▶ **Hybrid rice:** Sudha (D3100), PHB-71, Arize-6444, Arize-6444 Gold,
- ▶ **Basmati Rice:** Pusa Basmati 1121, Pusa Basmati-1509 (IET 21960), Pusa Basmati- 1718, Sugandha-5, Sugandha-6, Sharbati , Pusa Basmati 1,
- ▶ **Non-Basmati Rice:** NDR 359, Samba Mansuri

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<sup>13</sup> DIC Shravasti

<sup>14</sup> DAO shravasti

<sup>15</sup> <https://www.britannica.com/plant/rice>

<sup>16</sup> <https://www.wellcurve.in/blog/different-types-of-rice>

<sup>17</sup> Consultation with Stakeholder

## 4.2.2 Cluster Stakeholders

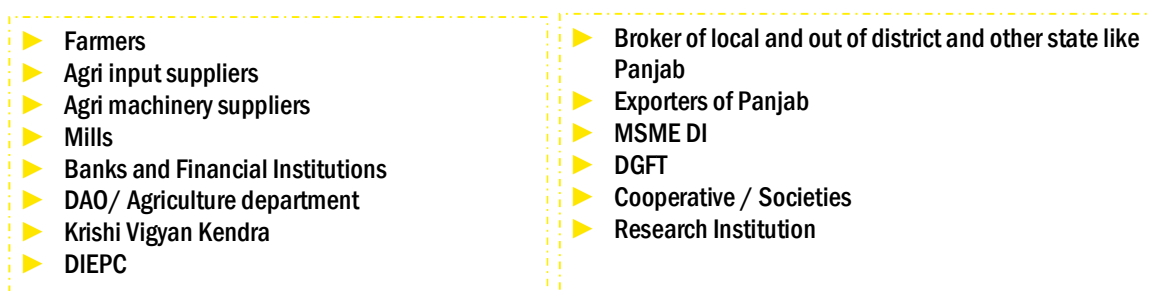


Figure 4: Cluster Stakeholders

## 4.3 Export scenario

### 4.3.1 HS code

The following table lists the HS codes under which the products are indirect exported from the district:<sup>18</sup>

Table 4: HS codes for Rice

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

#### Current Scenario

The export scenario of India and Uttar Pradesh has been analysed basis the export statistics of HS codes mentioned above. Alongside are the key facts <sup>19</sup>pertaining to the analysed product codes.

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

<sup>18</sup> Consultation with Stakeholder

<sup>19</sup> <https://www.trademap.org/>

#### Key Facts of Export

**20,631,291 (USD Thousand)**  
Value of world exports in 2020

**7,484,136 (USD Thousand)**  
Total Exports from India in 2020

**412,380 (USD Thousand)**  
Total Export from UP in 2020-21

**~ 5.51%**  
Share of UP in India's Exports

subsidized and major efforts is required in marketing which will require time to accommodate the same.

#### 4.4 Export Potential

As various products are manufactured and sold under the Agri food related to Rice products like Basmati rice, non-basmati rice of Shrivasti<sup>20</sup>, in order to gauge our understanding of where India stands relative to the world on the trade of these products, each product has been delved into as a separate unit defined by its exports and imports in comparison to its competition and potential markets to target in the future.<sup>21</sup>

The consolidated list of countries that India can target, respective to the analysis carried out in each chapter are Saudi Arabia, Iran, Iraq, UAE, Benin, Yemen, Togo, USA, Nepal, Guinea, Kuwait, Malaysia, UK as mapped below.

##### Product 1: 100630; \_ Semi-milled or wholly milled rice, whether or not polished or glazed

India's exports represent 36.3% of world exports for this product, ranking it number 1. The value of India's exports over the last 5 years have increased by CAGR 8% with a sharp increase in 2018 and then a subsequent dip post that and again increase in 2020. <sup>22</sup>As per data FY 2018-19 to 2020-21 for exports from the state of UP, it is observed that there has been increased by CAGR 40.75%, with a similarly sharp increase from 2018-19.<sup>23</sup>

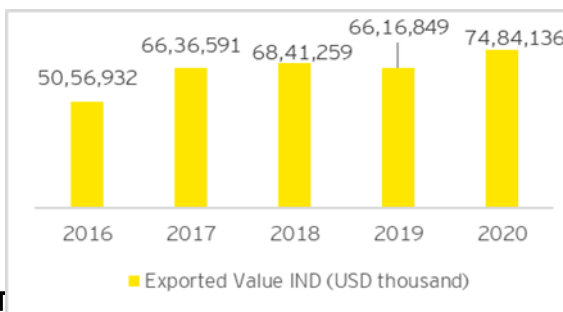


Figure 6: Exported value of India for HSN-100630

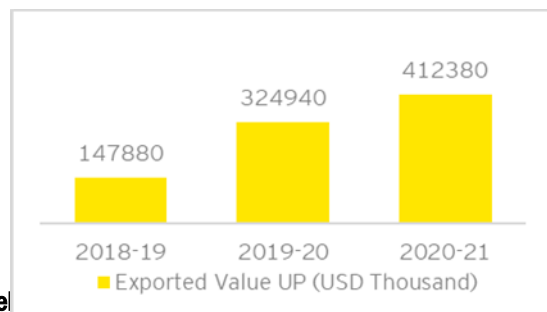


Figure 6: Exported value of UP for HSN-100630

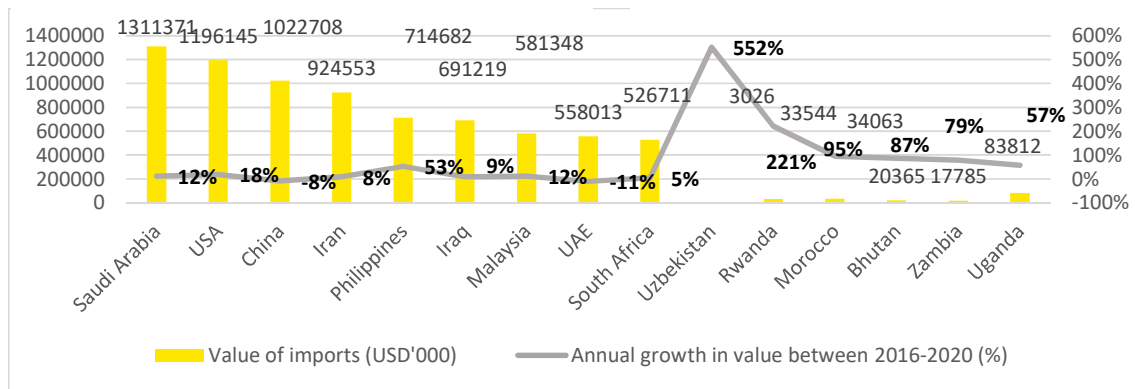
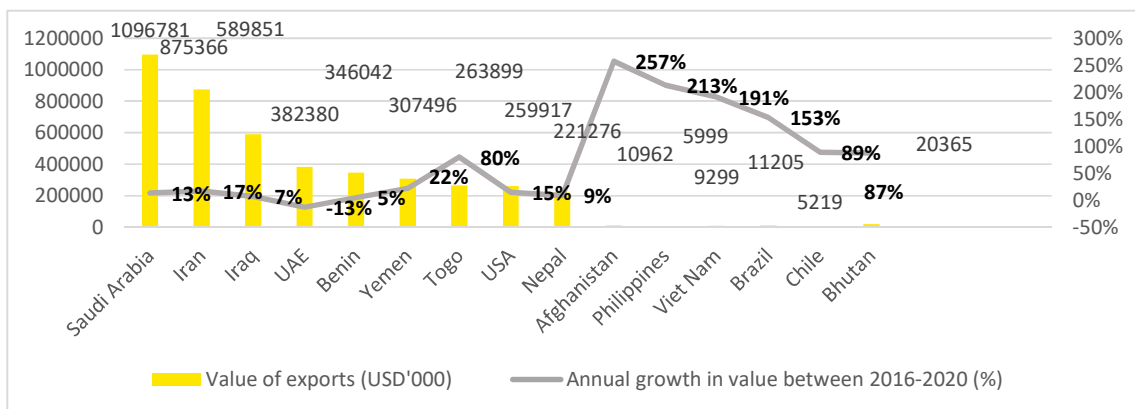


Figure 7: The top importers for this product in the world for HSN--100630

##### Prominent countries that import the product from India:



The following synergies/ markets are identified for UP and India based on the signed FTAs, untapped potential, high growth potential, the ones is catered by India and not UP etc.

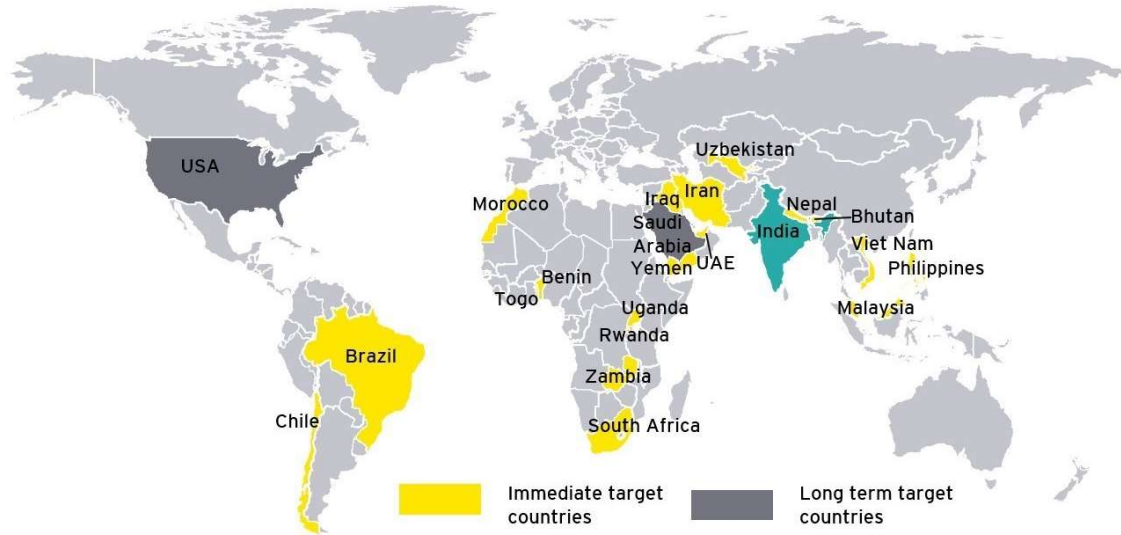


Figure 9: Markets for export potential for HSN-100630

Countries to which UP exports this product under in HSN code -100630 are **Nepal, Somalia, Iran, UK, Djibouti, UAE, Australia, Qatar, Yemen, Benin, USA, Canada, Saudi Arab, South Africa, and Oman.**<sup>24</sup>

#### 4.5 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. 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

<sup>24</sup> <http://www.dgcisanalytics.in/dgcis/EXIM-Analytics>



## 4.6 SWOT analysis

Table 5: SWOT Analysis

Strengths	Weakness
<ul style="list-style-type: none"> <li>▶ The cluster has a well spread-out industry / Mills with basic knowledge of processing and an elaborate market system</li> <li>▶ Experienced farmers</li> <li>▶ Suitable environmental conditions for multiple cropping</li> <li>▶ Average yield</li> <li>▶ Availability of various financial and non-financial assistances from state and central government pertaining to agriculture</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lack of proper infrastructure facilities for storage</li> <li>▶ Rice mills have not been fully modernized</li> <li>▶ Insufficient branding, market development and strategy</li> <li>▶ Small-sized farms</li> <li>▶ No strong linkages in the value chain</li> <li>▶ Inadequate postharvest infrastructure leading to quality and quantity losses.</li> <li>▶ Insufficient investment in agricultural machinery</li> <li>▶ Due to lack of timely upgradation of rice mills, a large percentage of the produce is often discarded as it is termed as broken rice which is not suitable for sale</li> <li>▶ High transportation cost for export of the product</li> <li>▶ Lac of international penetration due to lack of implementation of marketing strategies by majority small and micro units</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Large scope for expanding sales network-globally and locally due to population growth</li> <li>▶ Improving the product quality to tap international markets</li> <li>▶ Product diversification for attracting larger audiences</li> <li>▶ Opportunity in technical up gradation for efficient production</li> <li>▶ Opportunity for increasing sales by participation in various national and international marketing events</li> <li>▶ Branding for market conquering.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Tough competition with cheaper products with a wide offering in price ranges by competing districts / countries</li> <li>▶ Rising input prices.</li> <li>▶ Dependence on supply of raw material.</li> <li>▶ Requirements and demands for food safety</li> <li>▶ National rice self-sufficiency strategies in importing countries</li> </ul>

## 4.7 Challenges and interventions

Parameter	Challenges	Intervention
<b>Technological upgradation</b>	<ul style="list-style-type: none"> <li>▶ Techno awareness and adaptability among the primary stakeholder is very low</li> <li>▶ Lack of proper working space and investment capacity to</li> </ul>	<p><b>Hard Interventions:</b></p> <ul style="list-style-type: none"> <li>▶ Establishment of Common Production Center with modern machines including Silky Polisher, Sortex, Grader, Cyclone Separator, Drum Sieve, Airlock etc.</li> </ul>

	<p>scale up the existing units.</p> <ul style="list-style-type: none"> <li>▶ Unawareness about use of modern technology i.e., Silky Polisher, Cyclone Separator, Temperature control seed bank, Parboiling facility and SILOS, to reduce wastage costs and increase production.</li> <li>▶ Moreover, there is unavailability of technologies to utilize the by-products i.e., husk and bran in the cluster</li> </ul>	<p>for enhancing production.</p> <p><b>Soft Interventions:</b></p> <ul style="list-style-type: none"> <li>▶ Exposure visits to benchmark clusters for cross learning on technologies to be adapted in production process</li> <li>▶ Facilitating technology demonstration at the cluster by the domestic and global machine suppliers</li> <li>▶ Rice mill owners to make use of Government schemes for upgradation of their mills.</li> <li>▶ 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.</li> </ul>
<p><b>Rice Production, Harvest and Postharvest Management</b></p>	<ul style="list-style-type: none"> <li>▶ Injudicious use of chemical inputs</li> <li>▶ Farmers apply traditional practices due to lack of knowledge and Machinery</li> <li>▶ Poor harvesting techniques</li> </ul>	<p><b>Soft Interventions:</b></p> <ul style="list-style-type: none"> <li>▶ Exposure visits to benchmark clusters for cross learning on technologies to be adapted in production process</li> <li>▶ Facilitating technology demonstration at the cluster by the Input and machine suppliers</li> <li>▶ Awareness and training for organic rice production, varieties selection according land type, water availability, market demand, pest &amp; disease resistance etc., Integrated Pest Management (IPM), Integrated nutrient management (INM),</li> <li>▶ Awareness and training for postharvest handling practices and treatments carried out after harvest. Handling practices like harvesting, precooling, cleaning and disinfecting, sorting and grading, packaging, storing, and transportation played an important role in maintaining quality and extending shelf life.</li> <li>▶ Training programme to educate the cultivators about various SPS/ Technical standards in international market</li> <li>▶ Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Shrivasti and Farmer Producers Organization</li> </ul>

<p><b>Marketing, branding, promotion products and of</b></p>	<ul style="list-style-type: none"> <li>▶ Dependency of farmers on the middlemen / commission agent for sale of their paddy.</li> <li>▶ Dependency of mills on the middlemen / commission agent of out of state like Panjab for sale of their Rice products.</li> <li>▶ Need for infrastructure for marketing &amp; promotion the product</li> <li>▶ Lack of knowledge of existing schemes and govt. initiatives</li> <li>▶ Lack of access to real-time market flows and price information: Farmers are mostly dependent on informal sources such as other farmers, traders, commission agents, and input dealers for advice on market and price information.</li> </ul>	<p><b>Soft Intervention:</b></p> <ul style="list-style-type: none"> <li>▶ Awareness and outreach programmes for participating in Domestic / international fairs and exhibitions.</li> <li>▶ Organizing state and national level exhibitions.</li> <li>▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket, Amazon, Flipkart, etc.</li> <li>▶ Training on marketing, branding and packaging by collaborating the SPV/ artisans with Uttar Pradesh Development and Marketing Corporations Ltd Emporium</li> <li>▶ Promotion of Rice products by DIEPC across the State through branding within their premises and through events like Udyam Samagam</li> <li>▶ DIC and FIEO can play a proactive role in this regard. 10% increase 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</li> <li>▶ Creation of video for branding of the Rice products by highlighting its quality benefits and historical background.</li> <li>▶ 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</li> <li>▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in <b>at least 3 international events</b> for this sector every year to create foreign linkages and increase</li> </ul>
<p><b>Quality Improvement</b></p>	<ul style="list-style-type: none"> <li>▶ Unaware of global standards and quality ratings of this sector/ industry.</li> <li>▶ Non-availability of testing centres or machines or tools for quality check purpose.</li> </ul>	<p><b>Soft intervention:</b></p> <ul style="list-style-type: none"> <li>▶ Collaboration with Quality Council of India (QCI) will help in setting the quality standard of Rice products, to increase the sales in international markets.</li> <li>▶ Modernized Rice mills to ensure high milling recovery and reduce the percentage of broken rice. This rice will be suitable for export.</li> </ul>
<p><b>Access to finance</b></p>	<ul style="list-style-type: none"> <li>▶ Lack of awareness about existing Financial institutions and their initiatives</li> <li>▶ Limited knowledge on the</li> </ul>	<p><b>Soft intervention:</b></p> <ul style="list-style-type: none"> <li>▶ Introducing the Kisan credit card in the cluster</li> <li>▶ Awareness and outreach program for raising consciousness about existing central and state</li> </ul>

	<p>schemes and policies of central and state government</p> <ul style="list-style-type: none"> <li>▶ Blockage of working capital owing to extended payment timelines</li> <li>▶ The linkages with banks and financial institution in the cluster are not established properly.</li> <li>▶ Improper documentation leading to loan rejection</li> </ul>	<p>government schemes viz. <b>ODOP Margin Money scheme, PM FME, etc.</b> that can be leveraged</p> <ul style="list-style-type: none"> <li>▶ Collaboration with SIDBI for finance support</li> <li>▶ Collaboration with nationalized banks/ financial institutions for easy lending to manufacturers through digital platforms to ease out paperwork.</li> <li>▶ Sensitization of banks/financial institutions to understand the product value chain while fixing WC/CC limits.</li> <li>▶ Introduction of <b>revolving working capital</b> within the cluster to help farmers procure high quality seeds and fertilizers and undertake production without hinderances</li> </ul>
<b>Transportation and Container Frate subsidy</b>	<ul style="list-style-type: none"> <li>▶ Stakeholders are not taken benefits under the scheme- Assistance against expenses incurred on freight charges for sending goods for exports, through State ICD/CFS upto the gateway port due to no port available in the cluster</li> </ul>	<ul style="list-style-type: none"> <li>▶ Truck container to be allowed from cluster to nearest gateway port in this scheme</li> </ul>
<b>Packaging</b>	<ul style="list-style-type: none"> <li>▶ Majority of the cluster actor lacks awareness and knowledge on packaging requisites and its importance</li> <li>▶ The final product is often not, packed or labelled.</li> <li>▶ Lack of innovative packaging</li> <li>▶ No skilled manpower used for packaging</li> </ul>	<p><b>Hard Intervention</b></p> <ul style="list-style-type: none"> <li>▶ Innovative and modern packaging and Labelling unit is required to overcome this challenge in cluster.</li> </ul> <p><b>Soft Intervention</b></p> <ul style="list-style-type: none"> <li>▶ Collaboration with Indian Institute of Packaging (IIP) for conducting workshops/ seminars or training program for rice products manufacturers to upgrade their packaging techniques.</li> </ul>
<b>Skill Development</b>	<ul style="list-style-type: none"> <li>▶ Majority of the artisans learn their skills from their family or on the job as the cluster</li> <li>▶ Lack of recognition for formally trained artisans</li> <li>▶ Lack of encouragement to setup/ expand their business</li> <li>▶ Limited knowledge of artisans in business operations</li> </ul>	<p><b>Soft Intervention:</b></p> <ul style="list-style-type: none"> <li>▶ ODOP Skill Development Scheme could be leveraged to provide training/skill-upgradation to the artisans and toolkit distribution.</li> <li>▶ Entrepreneurship and Skill Development Programme (ESDP) scheme may be leveraged for undertaking skilling and upskilling workshops/ training programmes for the cluster actors .</li> <li>▶ Collaboration with NID /NSDC/ UPSSDM for undertaking skilling and upskilling under value chain activities and business development parameters- design, marketing, accounting, production process etc.</li> <li>▶ Provision of formal training to the farmers and millers to educate the cultivators about various SPS/ Technical standards in international markets</li> <li>▶ The District Industry Centre in consultation with regional DGFT officer, IIRI &amp; APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.</li> </ul>



<b>Exporter's issue</b>	<ul style="list-style-type: none"> <li>▶ No focal point to address exporters ongoing issues.</li> <li>▶ In the district there is no dedicated board / association responsible for production, pricing, quality standard and export of rice. i.e., All India Rice exporter association, Basmati Rice association of India, Tea and coffee board in south India.</li> </ul>	<ul style="list-style-type: none"> <li>▶ DIEPC to act as a focal point for all export related issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.</li> <li>▶ District Magistrate and Deputy Commissioner Industries along with potential farmers and FPOs may be given this responsibility to form dedicated rice association board for best farming practices to increase the export from the district.</li> </ul>
<b>Cost Structure</b>	<ul style="list-style-type: none"> <li>▶ U.P. is a land-locked state hence this increases the transportation cost which in turn adds to the overall production expenses</li> <li>▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been main concern of the industry</li> </ul>	<ul style="list-style-type: none"> <li>▶ The DIC office should organize workshops for exporters to apprise them about <b>Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme.</b></li> <li>▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website.</li> <li>▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.</li> </ul>

#### 4.8 Future Outcomes

**Annual Turnover<sup>25</sup>**

Increase in annual turnover from existing **INR 50 Cr. to Approx. 80 Cr Over the period of 5 years**

**Cluster exports**

Initiate direct export of **1Cr. over the period of 5 years**

<sup>25</sup> DIC, Shravasti and calculation -10% growth per year

## 5. Product 2: Tourism

### 5.1 Cluster Overview

India possesses a rich and diverse range of unique tangible and intangible cultural, natural, and manmade tourism resources, many of which are world class in quality and most of which are in rural areas. India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. The Tourism Industry plays a major role in the economic development of the country.

During 2019, the contribution of travel & tourism to GDP was 6.8% of the total economy, ~ Rs. 13, 68,100 crores (US\$ 194.30 billion). The segmentation of Domestic Tourism and International tourist is as under; <sup>-26</sup>

SI No.	Subject	Total Tourist visits	Eaming
01	International Tourism	26.92 Million	30.058 Billion USD
02	Domestic Tourism	2321.98 Million	164.24 Billion USD
	<b>Total</b>	<b>2348.9 Million</b>	<b>194.30 Billion USD</b>

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<sup>26</sup> India Tourism Statistics at a Glance-2020 prepared by Ministry of Tourism, Govt of India)

### 5.1.1 International tourism in Uttar Pradesh

Uttar Pradesh is the fourth largest state in India, with an approximate area of 2,40,928 Sq. Km. It is also the most populous state in the country, with a population of 199.5 Million. Uttar Pradesh is one of the most favoured states for tourists in India, with a consistent ranking amongst the top states in terms of tourist arrivals.

Uttar Pradesh is a land of cultural and geographical diversity. It is blessed by tranquil expanses of meadows, perennial rivers, dense forests, and fertile soil. It is the heartland of India and plays a crucial role in the culture, politics, agriculture, education, industry, and tourism of India.

Uttar Pradesh is the largest tourist destination in India and abounds with beautiful spots and pilgrimage centres. Situated in the northern part of India, it shares boundary with Uttaranchal, Bihar, Madhya Pradesh, Rajasthan, Haryana, Delhi, Himachal Pradesh, and an international border with Nepal

Uttar Pradesh has a glorious history. It is the land of Lord Rama, Krishna, Buddha and Mahavir. The epics Ramayana and the Mahabharata were written in Uttar Pradesh. It was here that the Buddha lived and preached to his disciples. The Mughals established their empire here. It is also home to India's most visited site, the Taj Mahal, the oldest living, and holiest city Varanasi. The First War of Indian Independence against British rule in 1857 had its roots in this state. Agra, Varanasi, Fatehpur Sikri, Ayodhya, Prayagaj, Chitrakoot, Jhansi, Shravasti, Kaushambi, Mathura and Lucknow etc. are prominent center of tourism in this state.

In, 2019, Uttar Pradesh was ranked the 1st state in in terms of the domestic tourist arrivals and 3rd in terms of foreign tourist arrivals. The Tourism industry in Uttar Pradesh has a significant contribution to the states' economic growth. The contribution of tourism to the employment generation, both direct and indirect, is of immense importance to the state.

The detail of foreign tourists and domestic tourists visiting Uttar Pradesh is mentioned below<sup>27</sup>-

Table 6: The details of foreign tourists and domestic tourists visiting in Uttar Pradesh

Year	Indian	Foreigner	Total	Percentage increase (+)/ Reduce (-) in comparison to last year		
				Indian	Foreigner	Total
2016	21,35,44,204	31,56,812	21,67,01,016	(+) 3.40%	(+) 1.69%	(+) 3.37%
2017	23,39,77,619	35,56,204	23,75,33,823	(+) 9.56%	(+)12.65%	(+) 9.61%
2018	28,50,79,848	37,80,752	28,88,60,600	(+) 21.84%	(+) 6.31%	(+)21.60%
2019	53,58,55,162	47,45,181	54,06,00,343	(+) 87.96%	(+)25.50%	(+)87.14%
2020	8,61,22,293	8,90,932	8, 70, 13,225	(-) 83.92 %	(-) 81 .22%	(-) 83.90 %

#### U.P. State Tourism Policy, 2018

To establish Uttar Pradesh a preferred tourism destination in India and achieve countries highest tourist arrival and earn tourist receipts, driving employment generation, the Uttar Pradesh Govt has announced its tourism policy, 2018 with following objectives- To become the most preferred tourist destination in the country by 2023.

To achieve an annual increase of 15% domestic tourist arrival and 10% foreign tourist over the next five years.

To attract employment of approximately 500000 per year.

<sup>27</sup> Department of Tourism, U.P.

To attract investments with a target of INR 5000 per year.

To impart training to 10000 tourism service providers over the next five years.

To convert 10 heritage buildings (Buildings with heritage value) to heritage hotels per year.

To improve regional connectivity of all religious and cultural attractions within the state through road, rail, and air

To promote the state as leading MCE destination in the country

To elevate the standards of Public service facilities across the state and provide high quality visitor experience

## 5.2 Shravasti and International tourism

Shravasti has been identified with the remains at Saheth-Maheth, situated on the banks of the river Rapti. It was the capital of ancient Kosala kingdom and is sacred to the Buddhists because it is here that Lord Buddha performed the greatest of his miracles to confound the Tirthika heretics. These miracles include Buddha creating multiple images of himself, which has been a favourite theme of Buddhist art. It is well-connected with good roads constructed under Buddhist-Circuit.

- About 15km from Bahraich lies this sprawling complex of Buddhist stupas and ruins, believed to be founded by the mythological king Sravast, the town played host to Buddha for 27 years and was his annual rainy season retreat.
- It was the capital of the ancient Koshal empire and here the Buddha showed his divine prowess to impress upon the non-believers.
- The excellently-preserved ruins have a meditative air around them and amid them stands an ancient Bodhi Vriksh (tree).
- The huge World Peace Bell in Shravasti established with Japanese help, is said to convey the message of humanity through its toll.

Shravasti is the city of ancient and one of the six largest cities in India during Gautam Buddha lifetime. Shravasti rose to fame due to its association with Buddha and Mahavira and become one of the eight holy places of Buddhist pilgrimage.

A sacred land that holds importance to the Hindus, Jains and Buddhists alike, Sravasti is a cultural paradise, that lies in the heart of Uttar Pradesh. Monasteries from Thailand, Tibet and Korea bring to life every architect's dream. A city that holds the ancient Bodhi Vriksh (tree) is not unfamiliar with the legends and myths of Ramayana. Shravasti is also the birthplace of Tirthankar - the founder of Jainism. Thus, this region holds great importance for the devotees of three religions, who annually visit in huge numbers. Shravasti which comes from the words, "Sabbam atthi", stands for peace and prosperity, which is reinforced by each ring of the Japanese World Peace Bell. Shravasti has seen a diverse history, ranging from the Gupta period to Mohammad Ghaznavi, which now truly reflects in the architectures that stand proudly around the city. The place's history is based on various folklores that drive the culture of the city. The Hindu literature alone sees numerous mentions of Shravasti.

The epic Ramayana, states that it is a city that was created by Lord Ram, when he divided the kingdom of Kosala, into Shravasti and Kushavati. While Shravasti was to be ruled by Lav, Lord Ram's son, Kusha, the other son was made the ruler of Kushavati. Another epic, Mahabharata, traces the history of this city back to King Shravasta. Shravasti also holds great spiritual significance in Buddhism and Jainism. It is believed that the region houses many relics and architectures from the era of Gautam Buddha and Mahaveer.<sup>28</sup>

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<sup>28</sup> <https://www.holidify.com/places/shravasti/>

Shravasti is ranked 9<sup>th</sup> in Foreign Tourist Visit (FTV) and 65<sup>st</sup> rank in Domestic Tourist Visit in year 2020. The five years trends of foreign and domestic tourist arrival in Shravasti are mentioned in below figure.<sup>29</sup>

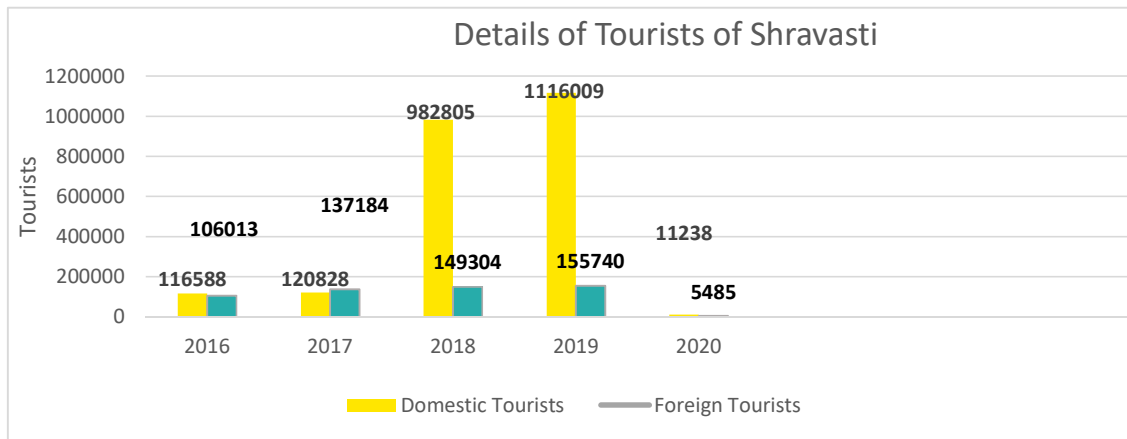


Figure 10: Details of Tourists of Shravasti

### 5.3 Famous Tourism Shravasti<sup>30</sup>

- Angulimala Stupa / Pakki Kuti
- Anathapindika Stupa / Kachchi Kuti
- Shobnath Jain Temple
- Jetavana Monastery
- Daen Mahamongkol Temple
- Orajhar Buddhist Site
- Vibhuti Nath Temple
- Suhelwa / Suhaildev Wildlife Sanctuary



### 5.4 Cluster stakeholders

<sup>29</sup> [https://www.uptourism.gov.in/pdf/Year-wise-Tourist-Statistics/202110051652342671Stat\\_051021.pdf](https://www.uptourism.gov.in/pdf/Year-wise-Tourist-Statistics/202110051652342671Stat_051021.pdf)

<sup>30</sup> <https://shravasti.nic.in/tourist-places/>



## 5.5 Swot Analysis

Figure 11: Cluster stakeholders

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>▶ Rich Cultural history</li> <li>▶ International Border</li> <li>▶ Religious tourism practices are dominant</li> <li>▶ Upcoming airport in District</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lack of professional behaviour of tour and travel operator cause harassment to tourists</li> <li>▶ No public transport links the tourist spots</li> <li>▶ Lack of Infrastructure like visitor centres, bathing facilities, dining cars, parking facilities</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>▶ Cultural Trail</li> <li>▶ Identified Sector under Champion Sector Scheme</li> <li>▶ Technology assistance as Geo Tagging and IVRS to foreign Tourists</li> <li>▶ Heritage Sites</li> <li>▶ Scope in domestic and foreign market for expanding sales network</li> </ul>	<ul style="list-style-type: none"> <li>▶ Shravasti Tourism is related to religious and cultural history only.</li> </ul>

## 6. Various Schemes being run by Export Promotion Bureau, UP

### 6.1 Marketing Development Scheme (MDA)

S.No	Incentives 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 lac / fair) b. 50% (max 0.5lac 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)

### 6.2 Gateway Port Scheme

Particulars	Details
<b>Brief Description</b>	Assistance is given to all manufacturing exporting units on expenses incurred on the rail transport of their goods from ICD/CFS to Gateway ports.
<b>Eligible units</b>	Micro, small & medium enterprises.
<b>Incentives Offered against actual expenditure</b>	25% of the total expenditure or Rs 6000 (20 ft' container) & Rs 12000 (40 ft' container) (whichever is less)
<b>Maximum limit</b>	Rs 12 lacs /unit /year
<b>Empowered committee</b>	District Users Committee under the chairmanship of district magistrate.

### 6.3 Air Freight Rationalization Scheme

Particulars	Details
<b>Incentive offered</b>	20% of the actual expenditure or Rs 50 / kg (whichever is less)
<b>Eligible Units</b>	Manufacturer & merchant exporter
<b>Maximum limit</b>	Rs 2 lacs /unit /year

<b>Recognized Cargo Complexes</b>	Varanasi & Lucknow
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## 7. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation <sup>31</sup>
<b>Increasing the overall exports from the state</b>		
<p><b>Sensitization and facilitation in availing Import/ export documents:</b> Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them</p>	DIEPC/ UPEPB	Continuous initiative
<p><b>Creation of an event calendar</b> comprising of events to be conducted in a Financial Year with a <b>focus on international marketing events</b>. Further, DGFT and FIEO can finalize a target to participate <b>in at least 3 international events in a year per product category/industry</b> of Tar products by <b>utilizing schemes like IC and MAS</b></p>	DIEPC/ UPEPB	Continuous initiative
<p><b>Sensitization of cluster actors:</b></p> <ol style="list-style-type: none"> <li>a. The individuals of a cluster should be <b>sensitized on the plethora of schemes<sup>32</sup></b> available for them for maximizing the potential of exports. <b>Merchandise Exports from India Scheme, Service Export from India Scheme</b> etc. provides <b>various exemptions</b> for facilitating exports. Further, schemes like <b>Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials</b></li> <li>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 <b>sensitized on target countries identified through export analysis mentioned in DAPs and EAP</b></li> </ol>	DIEPC/ UPEPB	Continuous initiative

<sup>31</sup> Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

<sup>32</sup> List of available schemes facilitating exports: <https://cdn.s3waas.gov.in/s3555d6702c950ecb729a966504af0a635/uploads/2020/12/2020120965.pdf> and <https://www.ibef.org/blogs/indian-export-incentive-schemes>:

DIC and FIEO can play a pro-active role in this regard. <b>10% increase</b> in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a target under this segment	DIC, UPEBP and FIEO	Intermediate
<b>Common interventions across sectors/ clusters</b>		
Creation of video for branding of the Rice and tribal craft art products by highlighting its quality benefits and historical background.	UPEPB/DIEPC	Short term
Promotion of Rice and tribal craft products by DIEPC across the State through branding within their premises and through events like Udyam Samagam	DIEPC	Ongoing activity
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC	Short term
Exposure visits to benchmark clusters for cross learning of the exiting units for production process and machines operate.	UPEPB/DIEPC	Short term
Facilitating technology demonstration at cluster level by the domestic and global machine suppliers	UPEPB/DIEPC	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	UPEPB/DIEPC and banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	UPEPB/DIEPC and banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, Bol etc.) for better interest rates, enhanced working capital limits etc.	UPEPB/DIEPC and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance	UPEPB/DIEPC	Intermediate

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
<p><b>Cost Structure:</b></p> <ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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</li> </ul>	<p>DIEPC/UPEPB</p> <p>DIEPC/UPEPB</p> <p>DIEPC/UPEPB/FIEO</p>	<p>Long term</p> <p>Long term</p> <p>Short term</p>
<b>Product 1: Rice products</b>		
<p><b>Establishment of Common Facility Centre with:</b></p> <ul style="list-style-type: none"> <li>a. Common Production Center with modern machines including <b>Rice sortex Machine, Rice Cleaning Machine, Rice polisher machine, Dryer machine etc. for enhancing production.</b></li> <li>b. Innovative and modern packaging and Labelling unit</li> </ul>	DIEPC, DGFT	Long term

Focus on high Yielding Export Quality Rice -Breeding programme may be initiated to develop high yielding export quality rice (Basmati, 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 of rice from this district.	DIEPC/APEDA/UPEPB	Short term
Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Shravasti and Farmer Producers Organization	KVK/ DIEPC/ FPO	Ongoing as per Implementation schedule
<b>Training programme to educate the cultivators:</b> <ol style="list-style-type: none"> <li>a. Training programme to educate the cultivators about various SPS/ Technical standards in international markets</li> <li>b. The District Industry Centre in consultation with regional DGFT officer &amp; APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.</li> </ol>	DIEPC/DGFT/APEDA/DGFT	Ongoing
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. and Onboarding workshops to be conducted for handholding to artisans and entrepreneurs	Big Basket/Natures Basket and UPEPB and DIEPC	Short term

<b>Product 2: Tribal Craft</b>		
<b>Establishment of Common Facility Centre with:</b> ▶ Establishment of a Design Bank with repository of updated innovative designs and CAM/ CAD	DIEPC, DGFT and ODOP Cell	Long term
Collaboration with NSDC/ UPSSDM / Udyamita vikas sansthan, Lucknow /Institute of Entrepreneurship Development, Lucknow for undertaking skilling and upskilling under value chain activities and business development parameters- design, marketing, accounting, production process etc.	DIEPC /ODOP Cell / Udyamita vikas sansthan, Lucknow /Institute of Entrepreneurs Development, Lucknow	Long term
<b>Collaboration with E-commerce companies- Amazon, Flipkart, Kaarigar, eBay, ShopClues, UPHDMC etc. and Onboarding workshops to be conducted for handholding to artisans and entrepreneurs</b>	UPEPB/DIEPC	Short term
<b>Product 3: Tourism</b>		
Strengthening tourism related infrastructure in the district	DIEPC/DGFT/ State Tourism Department	Long term
Marketing of the prominent tourist spots Promotion of Religious, Historical and Weekend Tourism	DIEPC/ State Tourism Department / DIO(NIC)	Intermediate Term
Improvement in Connectivity and Transportation from other states and countries	Northern Central Railways /Airport Authority of India/ State Tourism Department / DIEPC)	Long term


## 8. Annexure 1

### Abbreviations

<b>API</b>	Active pharmaceuticals ingredients
<b>CAD</b>	Computer-Aided Design
<b>CAM</b>	Computer Aided Manufacturing
<b>CFC</b>	Common Facility Center
<b>CONCOR</b>	Container Corporation of India
<b>CPC</b>	Common Production Center
<b>DGFT</b>	Director General of Foreign Trade
<b>DIC</b>	District Industries Center
<b>DIEPC</b>	District Industry and Enterprise Promotion Center
<b>DPR</b>	Detailed Project Report
<b>EPC</b>	Export Promotion Council
<b>EPCG</b>	Export Promotion Capital Goods
<b>FIEO</b>	Federation of India Export Organization
<b>FTA</b>	Free Trade Agreement
<b>GCC</b>	Gulf Cooperation Council
<b>GI</b>	Geographical Indication
<b>HS</b>	Harmonized System
<b>IC</b>	International Cooperation
<b>IC Engines</b>	Internal Combustion Engines
<b>IEC</b>	Import Export Code
<b>IIP</b>	Indian Institute of Packaging
<b>ISW</b>	Industrial Solid Waste
<b>ITI</b>	Industrial Training Institute
<b>KVK</b>	Krishi Vigyan Kendra
<b>MAS</b>	Market Assistance Scheme

<b>MSE CDP</b>	Micro & Small Enterprises - Cluster Development Programme
<b>MSME</b>	Micro, Small and Medium Enterprises
<b>NHB</b>	National Horticulture Board
<b>NIC Code</b>	National Industrial Classification Code
<b>NIC</b>	National Informatics Center
<b>NID</b>	National Institute of Design
<b>NIFT</b>	National Institute of Fashion Technology
<b>NSDC</b>	National Skill Development Cooperation
<b>ODOP</b>	One District One Product
<b>PM FME</b>	Pradhan Mantri Formalisation of Micro food Processing Enterprises
<b>PMU</b>	Project Monitoring Unit
<b>QCI</b>	Quality Council of India
<b>R&amp;D</b>	Research & Development
<b>RMB</b>	Raw Material Bank
<b>SGPGI</b>	Sanjay Gandhi Post Graduate Institute of Medical Science
<b>SIDBI</b>	Small Industries Development Bank of India
<b>SPS</b>	Sanitary & Phytosanitary
<b>SPV</b>	Special Purpose Vehicle
<b>SWOT</b>	Strength, Weakness, Opportunities, Threats
<b>TBT</b>	Technical Barriers to Trade
<b>UAE</b>	United Arab Emirates
<b>UK</b>	United Kingdom
<b>UP</b>	Uttar Pradesh
<b>UPEPB</b>	Uttar Pradesh Export Promotion Bureau
<b>UPICO</b>	UP Industrial Consultancy Organisation
<b>USA</b>	United States of America



  
विदेश व्यापार महानिदेशालय  
DIRECTORATE GENERAL OF  
FOREIGN TRADE  
सत्यमेव जयते

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