



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

District Export Action Plan, Sultanpur, Uttar Pradesh

Knowledge Partner



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF

Districts

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Preface

This district export plan for Sultanpur 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 Sultanpur 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 Sultanpur district's geographic, demographic, and administrative profile, along with key statistics of prominent exporting products of district, gaps identified basis diagnostic survey, recommendations proposed to mitigate the gaps and action plans required to implement those recommendations.

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

For this desired purpose, an extensive primary and secondary research was conducted. The report has been prepared in coordination with the Office of DGFT, Kanpur and Uttar Pradesh Export promotion Bureau (UPEPB). The data has been sourced from multiple avenues, including but not limited to data provided by office of DGFT, Kanpur, UAM data (2019), DICs, 2011 Census of India, Diagnostic Study Reports, stakeholder consultation and several other secondary resources.

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1. Vision of Districts as Export Hubs

“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world.. why should each district not think of becoming an export hub? . . Each of our districts has a diverse identity and potential for global market”

- Honourable Prime Minister of India, Shri Narendra Modi

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

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

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

2. District Profile

Sultanpur is a city in Uttar Pradesh located on the banks of the River Gomati. It is said to have been founded by Kush, son of Rama, and to have been named after him Kusapura or Kusabhavanpur. This ancient city has been identified by General Cunnigham as Sultanpur mentioned by Hiuen tsang, the Chinese traveller. About 750 years ago Ala-ud-Din Khilji raided Kusabhavanpur and reduced it to ashes and the town of Sultanpur, so called from the rank of the victor, rose upon its ruins. This town was finally raised to the ground during the military operations connected with the reoccupation of the province in consequence of the inhabitants having been concerned in the

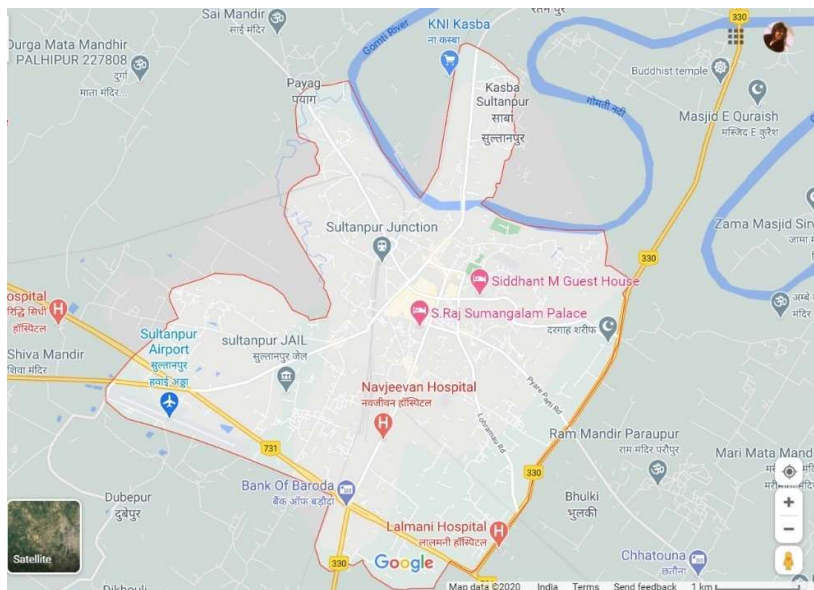


Figure 1: Map Image of Sultanpur District

murder of British officers at the outbreak of the freedom struggle of 1857. Before annexation a military station and cantonment were established on the right bank of the river in a village then known as Girhit but more commonly called by officials Sultanpur or Chhaoni Sarkar and by the rustic population Kampu or the Cam. The present town of Sultanpur has been developed at this site.



2.1 Geographical Area and Location

On the north side of the district is bounded by Ayodhya district; the south side by Pratapgarh district; the west side by Barabanki and Raebareli districts; and the east side by Azamgarh, Ambedkarnagar, and Jaunpur districts.

Sultanpur has an average elevation of 95 metres (312 ft). The geography of Sultanpur comprises plain lands, except for some regions around the Gomti River, which drains almost the whole city and district. The southern part of city drains towards the Sai River flowing through Pratapgarh district. The only significant minerals found in the region are in Kanker district. The climate of Sultanpur is semi-arid with very hot summer and equally cold winter season.

2.2 Topography & Connectivity



Air: The nearest airport to Sultanpur is Allahabad Airport which is 99 kilometres away. Lucknow Airport is 140 km from Sultanpur and is connected by 4-lane NH 56.



Rail: Sultanpur Railway Station (station code: SLN) connects Sultanpur to major cities in India.



Road: Sultanpur is connected to nearby cities through the 4-lane Lucknow to Varanasi NH 56 and the 2-lane Allahabad to Ayodhya road. UPSRTC is the major public transport apart from other commercial modes run by private agencies.

2.3 Administrative Setup

Sultanpur is the administrative headquarters of Sultanpur District and is a part of Faizabad Division. Sultanpur has now five tehsils of Sultanpur Sadar, Kadipur, Lambhua and Jaisinghpur, baldirai. District has one municipality, five town areas and fourteen development blocks. Important towns are Chanda, Dostpur, Kadipur, Koeripur, Lambhua. Sultanpur is divided into seventeen police stations for the maintenance of law and order.

3. Industrial profile of the district

3.1 MSME Landscape

The industrial Landscape of the district is as follows: ¹

S. No	Type of Industry	Number of Units	Employment	Investment (Lakhs ₹)
1	Micro & Small	9723	27000	NA
2	Medium & Large	1	350	NA

Sultanpur is primarily an Agro based region just like any other city in India with primarily focused on Agriculture, Readymade garments & embroidery. The following are the prominent type of industries in the district -

According to the above table, the maximum number of units are involved in the repairing and service sector followed by units in Readymade garments and Embroidery.

¹ DIC, Sultanpur



Sr. No.	Type of Industry	Number of Units	Investment (Lakh Rs.)	Employment
1	Agro Based	1244	2170	98.55
2	Cotton Textile	18	72.44	170
3	Readymade Garments & Embroidery	1417	2834	3810
4	Wood/ Wooden Based furniture	411	767	1820
5	Paper & Paper products	30	102.9	268
6	Leather based	14	40.74	140
7	Chemical/ Chemical based	240	482.9	1280
8	Metal Based (Steel Fab)	527	624.1	2590
9	Engineering Units	504	740.2	2770
10	Electrical Machinery & Transport Equipment	710	1902	3670-
11	Repairing Services	1680	1840	3400
12	Others	2929	1725	8926

3.2 Industrial Infrastructure

Moonj is currently a household level craft, that has the potential to turn into a flourishing cottage industry and eventually light manufacturing industry. Being traditional and an age-old industry it has been taken under the wing of the ODOP initiative.

In terms of industrial set-up, there are three industrial areas having establishment of MSME Industries.

Sr.No.	Name of Industry	Land acquired (In Acre)	Land Development (in Acre)	No of Plots/ Sheds
1.	R.I, E Sultanpur	6.67	12	17 plots, 05 sheds
2.	Mini Industrial Estate, Kureshav	3.36	03	74 plots
3.	Mini Industrial Estate, kadipur	2.67	Nil	45 plots
	Total	12.70	15	136 plots, 05 sheds

3.3 Major Exportable Product from Sultanpur

The chapter focusses on the export scenario of India and Uttar Pradesh and then deep dives into the export statistics of Moonj products code 460219, Basketwork, wickerwork, and other articles, made directly to shape from vegetable plaiting materials stating the target countries for market expansion for both the products. Annual Exports of basketwork from Uttar Pradesh is around INR 42 Lakhs approx.

The total export from Sultanpur is approximately IN 590.25 Crore for the period September 2020 to November 2021. Moonj does not fall under the category of exported products in Sultanpur.

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

Table 1: Major exportable product

S. No	Product	Export value (in INR) ² from September 2020 to November, 2021
1	Non-Basmati rice - 10063010 - RICE PARBOILED 10063090 - RICE EXCPTG PARBOILED (EXCL BASMATI RICE)	17.15 Cr.
2	10063010 WHEAT	170 Cr
3	88033000 OTHR PRTS OF AEROPLANES/ HELICOPTERS	389 Cr
Total Export from Sultanpur*		590.25 Cr²

* *Total Exports besides the major 3 categories listed above includes various other product categories also as per the data shared by DGFT.

4. Product 1: Moonj Craft

4.1 Cluster Overview

Around 1.5 lakh people are engaged in working with material made of moonj in the district. It is used for making a variety of products including ropes, weaved cots, etc. Rope Weaved cots are ready to use and give remarkable traditional and ethnic look also. These cots are easily portable, storable, and durable. This is a domestic cottage industry. Moonj products are made without using any advanced equipment or technical knowledge. Around 2 to 3 kilograms of badh is made by each worker every day. On an average, 3 to 3.5 lakh quintal badh is produced per month.

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 roadsides and agriculture fields. This is also the raw material used in making of Moonj products.

Nearly 500 artisans are practicing the Moonj craft. All most all the women artisans are practicing this craft "Moonj". Normally Family member except young men and boys are practicing the craft. Muslim artisans in majority are practicing the craft.

4.1.1 Product profile

Moonj products were more attached in the families of Sultanpur district. But mainly a major number of artisans primarily women artisans practice this craft up to the processed raw material available. This craft was practicing nearly 80 years. Many women are practicing this craft for their skills increase and better livelihood.

4.1.2 Product Portfolio

The motifs of basketry are created by adding coloured 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.

²DGFT- District wise report for the period September 2020 to November 2021

4.2 Cluster Stakeholders

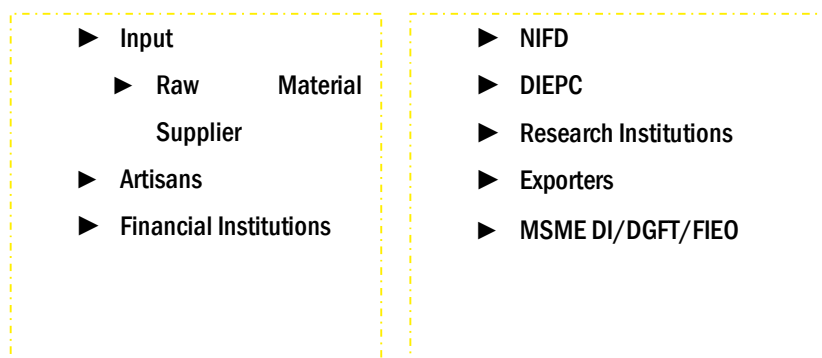


Figure 2: Cluster Stakeholders

4.2.1 Industry Associations

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

4.3 Export Scenario

The export of Moonj product from District Sultanpur 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.

4.3.1 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 2: 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 facts³ pertaining to the analysed product codes.

Key Fact of Export

1250260 (USD Thousand)

Value of world exports in 2020

15,748 (USD Thousand)

Total Exports from India in 2020

1020 (USD Thousand)

Total export from UP in 2020

~6.48%

Share of UP in India's exports

³ <https://www.trademap.org/>

4.4 Export Potential

- ▶ The total export of this product from Sultanpur district was negligible in year 2019-20.⁴
- ▶ 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.

Product 460219: Basketwork wickerwork and other articles, made directly to shape from vegetable plaiting materials

India's exports represent 1.7 % of world exports for this product, ranking it number 7. The value of India's exports has gradually increased since 2015-2019, There has been an increase by CAGR 44% in the past 5 years, and as per data FY 2015-19 for exports from India. India exported USD 19,889 Thousand values of Basket work products in 2019. In 2019 the top exporters of Basketwork were China (\$743Mn), Vietnam (\$132Mn), Netherlands (\$40Mn), Poland (\$23Mn), Germany (\$22Mn), Indonesia (\$20Mn) and India (\$19 Mn). Being in the same region, India is primarily in competition with China who clearly dominates the world market including 63.9% of world exports.

Uttar Pradesh exports this product to USA, France, Canada, Sweden, Denmark, and Netherland.⁵

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

S. No	Importers	Value Imported in 2020 (USD Thousand)	Average Growth between 2015-2019
1	USA	2,34,611	1%
2	Germany	69,508	3%
3	Japan	55,354	-3%
4	France	53,750	15%
5	United Kingdom	46,797	5%
6	Netherlands	41,128	8%
7	Spain	28,442	7%
8	Australia	22,929	21%
9	Poland	19,209	9%

⁴ DGFT

⁵ www.dgcisanalytics.in

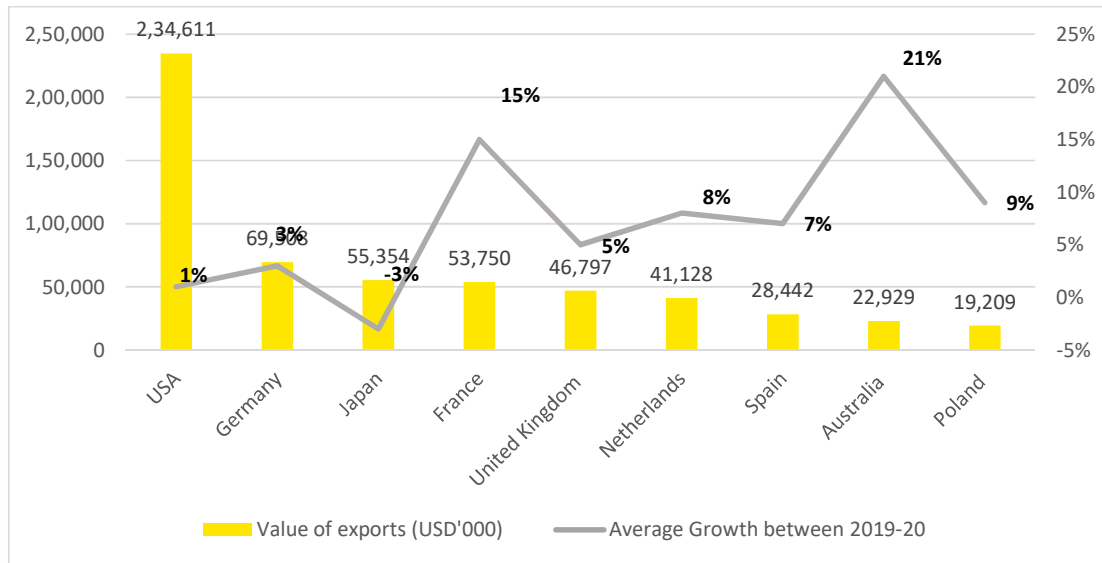


Figure 3: Top importers for this product (460219) in the world

Markets for export potential⁶

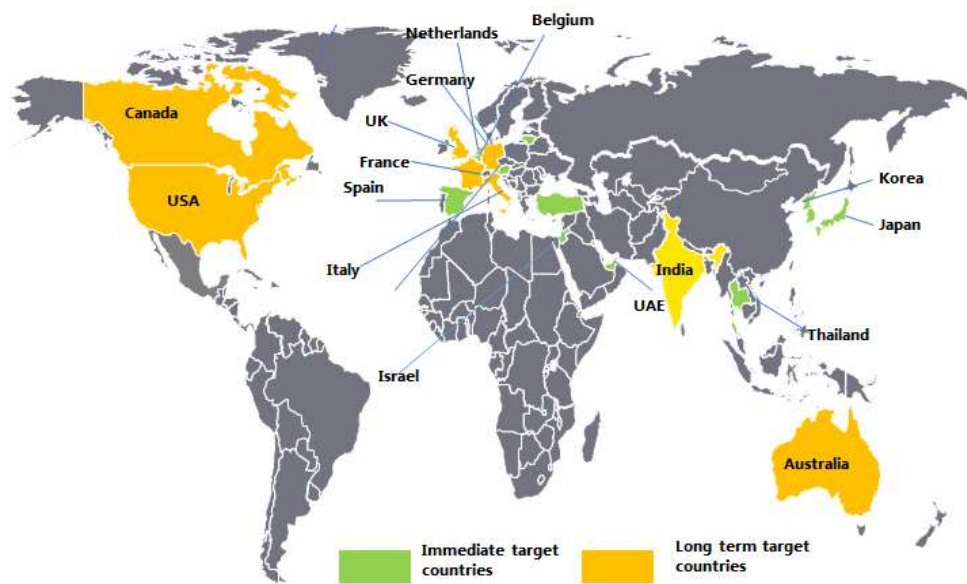


Figure 4: Markets for export potential

Targeted Markets

⁶ www.trademap.org



For boosting exports, there needs to be two-pronged strategy for targeting markets:

Immediate Priority Markets

These are those countries where proper marketing efforts will unlock the potential of that country in very short period.

- ▶ **FTA markets:** India enjoys **FTA agreement with Republic of Korea and Japan**. FTA markets are very lucrative as in these markets our exporters pay reduce tariff rate as oppose to other nations, Exporters should be made aware of the product type in this segment which are in great demand in these markets. Additionally, exporters need to be made aware about quality requirement, labelling and packaging standards of these countries to boost exports. The Japanese culture also puts great value into the packaging of a product as much as the quality of the product and Moonj can be developed as a high-quality packaging material. Similarly, India should also target **Singapore** as India has an FTA with ASEAN of whom Singapore is a member.
- ▶ **High Growth Markets:** Indian exporters should target high growth market such as **UAE (40%)**, and **Oman (73%)** where demand of this product category is increasing, and the quality requirements are also less.

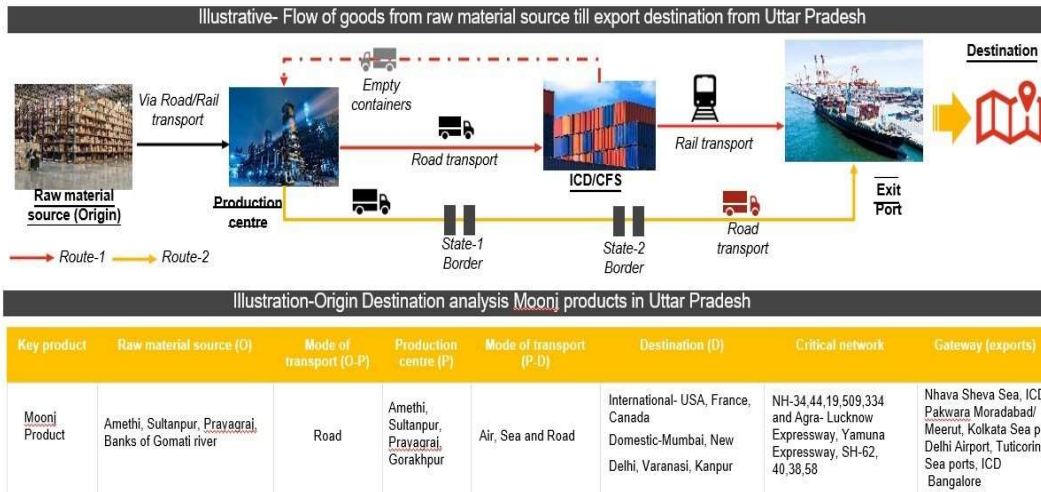
Long-Term Priority Markets

The following countries come under Long-term priority market as these are those markets where the untapped market potential can only be fulfilled if Indian exporters comply and raise the quality of the product to the highest standards and major efforts is required in marketing which will require time to accommodate the same.

- ▶ **Increase its market share in existing market:** **France** is one of the major importing countries (4th Largest) of the world in this segment. UP exporters should target this market more as it is one of the highest growing markets (16%) in acceptance of this product. Although, since France is a part of EU, exporters need to be made aware about quality requirement, labelling and packaging standards.
- ▶ **Australia:** Australia is a long-term priority market. Major issue to cater this market is high quality requirements and freight rates. Additionally, presence of Indian diaspora makes Australia a highly lucrative country for export.
- ▶ **Countries in European Union:** As mentioned earlier, France is a long -term priority market as it is a major importing country of this product in the world. Additionally, Netherlands, Italy and UK are other lucrative markets as the people here are willing to pay extra money for handmade and sustainable products.

4.5 Markets Origin Destination Analysis

Origin Destination (O-D) analysis would help identify the critical infrastructure gaps that impact the flow of key products within and from the state...



The above figure displays the flowchart of movement of goods from raw material to destination, it can be also be inferred that majority of transport distance is covered by road. Hence, road freight rates incentives are critical for export boost from UP.

Top Ports used by Uttar Pradesh for the selected product's transport

Nhava Sheva, Pakwara, Moradabad, Meerut, Delhi, Kolkata, Tuticorin, Bangalore

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 3: 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 ▶ Availability of various government interventions for fostering the cluster ▶ Support from DC Handicrafts Department for identification and sales of products. 	<ul style="list-style-type: none"> ▶ Raw material is available for short time ▶ Lack of adequate financial support to purchase sufficient raw material, which is available for use throughout the year. ▶ Banks are not supporting in production of Moonj products and activities. ▶ Artisans using traditional methods for processing Bhalla, dyeing and production, by using traditional methods and producing traditional designs ▶ Lack of Space and Dyeing equipment for dyeing in large quantity. ▶ Artisans are getting nominal wages. They are not getting adequately paid.
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 ▶ Good demand for grass based eco-friendly products which are produced by Grass ▶ Scope for sales of products all over India and international markets. ▶ If the artisans trained in new techniques, new designs artisans will get handsome wages/earnings. 	<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 setup which makes them prone to exploitation by middlemen.

4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw Material	Raw Material Bank: <ul style="list-style-type: none"> ▶ Sourcing of Raw Material ▶ Lack of storage facility in the 	<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.

	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 support 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"> ▶ Establishment of a Marketing centre within the CFC in Sultanpur 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 to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase ▶ Suggesting measures to the UPEPB for State Export Promotion Policy towards enhancing export of craft products.
Quality Improvement	<ul style="list-style-type: none"> ▶ Undefined quality standards of the products. 	<ul style="list-style-type: none"> ▶ MoU with QCI for defining quality standards of the products so that their quality can be maintained/improved, and they can be exported across the globe with brand logo which ensures its authenticity.
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 updating 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.
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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).

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

5.1 Cluster Overview

The state is a leading producer in agriculture products like rice, wheat, sugarcane etc. The economy of the cluster is heavily dependent on agriculture products. Approximate Export turnover of the Rice is INR 17.15Cr.⁷

5.2 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.

5.2.1 Product Portfolio

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

⁷DGFT, Kanpur

5.3 Cluster Stakeholders (Rice)



Figure 9: Cluster Stakeholders

5.3.1 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)
- ▶ International Rice Research Institute (IRRI) - world's premier research organization dedicated to reducing poverty and hunger through rice science; improving the health and welfare of rice farmers and consumers; and protecting the rice-growing environment for future generations
- ▶ National Rice Research Institute, Cuttack (NRI) - The National Rice Research Institute is 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)

5.4 Export Scenario

5.4.1 HS Code

HS code under which the product is exported from the district.⁸

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

5.4.2 Rice

Current Scenario

⁸DGFT, Kanpur

Key Fact of Export⁹

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

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 Sultanpur district. Alongside are the key facts pertaining to the analysed product code. India's export compared to world is very low (approximately 29.76%).⁹

5.5 Export Potential

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

- ▶ The total exports of product from Sultanpur district as per HS code 100630 are around INR 17.15 crores in the period September 2020 to November 2021.¹⁰
- ▶ 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:

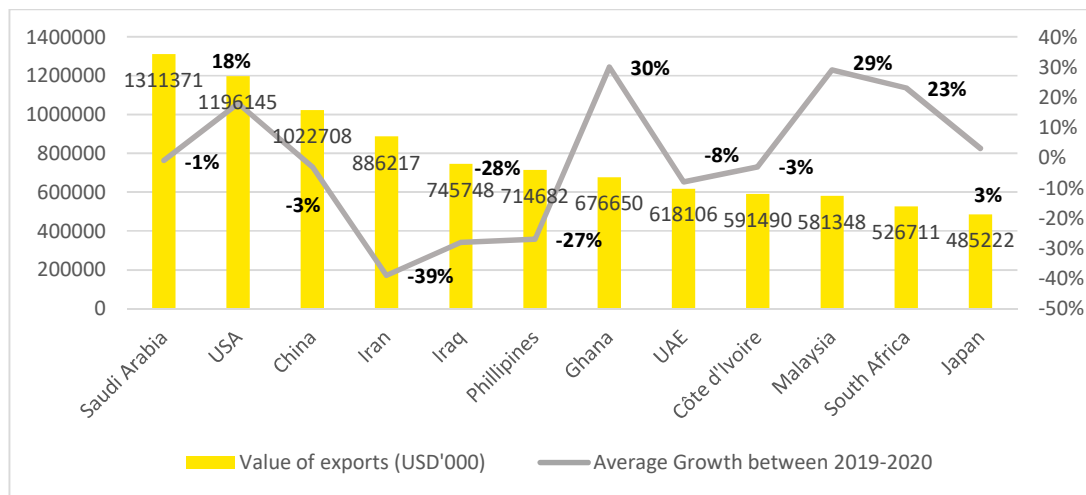


Figure10: Top importers for this product (100630) in the world

⁹ www.trademap.org

¹⁰ DGFT, Kanpur





Figure11: Markets for export potential

5.6 Potential Areas for Value Added Product

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

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

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

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

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

5.7 SWOT Analysis

Table6: SWOT Analysis

Strengths	Weaknesses
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<ul style="list-style-type: none"> ▶ Improving and enhancing rural economy ▶ Sultanpur, lying in the Gangetic plains provides fertile land suitable for farming ▶ Availability of cheap and skilled labour 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 up-gradation 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

5.8 Challenges and interventions

Parameter	Challenges	Intervention
Focus on high Yielding Export Quality Rice	<ul style="list-style-type: none"> ▶ Challenges in developing high yielding export quality rice (Non-Basmati, Long grain rice) 	<ul style="list-style-type: none"> ▶ Breeding programme may be initiated to develop high yielding export quality rice (Non-Basmati, Long Grain Rice, etc.) to enable the exporters to sustain their exports in future. Proper arrangements may be made for production of pure quality seeds and making them available to the farmers at subsidized rates/ reasonable rates.
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) in the district and submit the same to the state level Export Monitoring Committee.

Parameter	Challenges	Intervention
Promotion of export of organic produce	<ul style="list-style-type: none"> ▶ Unawareness about promoting organic products 	<ul style="list-style-type: none"> ▶ It is suggested that special efforts should be made to promote the export of organic product such as Rice from this district.
Training programme to educate the cultivators	<ul style="list-style-type: none"> ▶ Unawareness about technical standards in international market 	<ul style="list-style-type: none"> ▶ Training programme to educate the cultivators about various SPS/ Technical standards in international markets ▶ The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.
Distribution of Certified seeds	<ul style="list-style-type: none"> ▶ Challenges in distribution of certified seeds 	<ul style="list-style-type: none"> ▶ Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Sultanpur 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 & of products	<ul style="list-style-type: none"> ▶ Offline marketing is broadly used over online marketing. ▶ Increasing the participation in International Trade fairs ▶ Limited Market diversification ▶ Lack of knowledge of existing schemes and govt. initiatives ▶ Lack of participation in national and international events related to the sector 	<ul style="list-style-type: none"> ▶ Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc. ▶ DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organised by FIEO and other organizations may be proposed as a target under this segment ▶ Conduct awareness workshops at block level to create awareness about schemes like International Cooperation (IC), Market Assistance Scheme (MAS) etc. which provides assistance to individuals/ associations wishing to participate in marketing events ▶ The DGFT/FIEO can set targets for participating in events per year. Example: Participation in at least 3 international events for this sector every year to create foreign linkages and increase

Parameter	Challenges	Intervention
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.

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 2025 (over a span of 5 years) as per State Agriculture Export Policy, 2019

6. Key Schemes

6.1 Key schemes of Government of India (GoI)

6.1.1 Merchandise Exports from India Scheme (MEIS) ¹¹

This scheme is designed to provide rewards to exporters to offset infrastructural inefficiencies and associated costs. The Duty Credit Scrips and goods imported/ domestically procured against them shall be freely transferable. The Duty Credit Scrips can be used for:

- ▶ Payment of Basic Customs Duty and Additional Customs Duty specified under sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 for import of inputs or goods, including capital goods, as per DoR Notification, except items listed in Appendix 3A.
- ▶ Payment of Central excise duties on domestic procurement of inputs or goods,
- ▶ Payment of Basic Customs Duty and Additional Customs Duty specified under Sections 3(1), 3(3) and 3(5) of the Customs Tariff Act, 1975 and fee as per paragraph 3.18 of this Policy.

Objective of the Merchandise Exports from India Scheme (MEIS) is to promote the manufacture and export of notified goods/ products.

6.1.2 Service Exports from India Scheme (SEIS) ¹²

Under the Service Exports from India Scheme (SEIS), the Duty Credit Scrips are accorded as rewards. The goods imported against the Duty Credit Scrips, or the goods nationally acquired against the Duty Credit Scrips will be transferable freely. Given below is a list of requirements which can be fulfilled using the Duty Credit Scrips:

- ▶ Customs Duty payment and fee as per paragraph 3.18 of the policy.
- ▶ Customs Duties payment for importing goods or inputs, other than the items mentioned in Appendix 3A.
- ▶ Excise duties payment on the acquisition of goods or inputs, this includes capital goods according to the DoR notification.
- ▶ Service Tax payment upon acquisition of services according to the DoR notification.

6.1.3 Rebate of State and Central Levies and Taxes (RoSCTL) Scheme¹³

It is an export incentive in the form of transferable and sellable duty credit scrips offered on the basis of the Free On Board (FOB) value of the export.

The benefits of Rebate of State Levies RoSCTL are available to exporters of readymade garments and made-ups for now. The scheme aims to help them cut high logistics and other costs and enable them to compete globally. An exporter can benefit from this scheme for all exports done after 1st April 2019. For exports made prior to this date, the eligibility criteria of the RoSCTL scheme would be applicable. The rebate for such exports was allotted out of the RoSCTL scheme fund, on exhaustion of which DGFT would issue scrips, but at RoSCTL rates.¹⁴

6.1.4 Advance Authorisation Scheme¹⁵

Advance Authorization Scheme allows duty free import of inputs, which are physically incorporated in an export product. In addition to any inputs, packaging material, fuel, oil, catalyst which is consumed / utilized in the process of production of export product, is also allowed.

The quantity of inputs allowed for a given product is based on specific norms defined for that export product, which considers the wastage generated in the manufacturing process. DGFT provides a sector-wise list of

¹¹ <https://www.dgft.gov.in/CP/?opt=meis>

¹² <https://www.bankbazaar.com/tax/service-exports-from-india-scheme-seis.html>

¹³ <https://www.dgft.gov.in/CP/?opt=rosctl>

¹⁴ <https://www.dripcapital.com/resources/blog/rosctl-scheme>

¹⁵ [dgft.gov.in/CP/?opt=advnace-authorisation](https://www.dgft.gov.in/CP/?opt=advnace-authorisation)

Standard Input-Output Norms (SION) under which the exporters may choose to apply. Alternatively, exporters may apply for their own ad-hoc norms in cases where the SION does not suit the exporter.

Advance Authorization covers manufacturer exporters or merchant exporters tied to supporting manufacturer(s).

6.1.5 Duty Free Import Authorization (DFIA) Scheme¹⁶

DFIA is a variant to Advance Authorization scheme. It is different from Advance Authorization as a higher minimum value addition of 20% is required, as compared to only 15% in Advance Authorization. It has enabling provision for transferability of authorization or materials imported against it. DFIA can be applied and obtained on post export basis as well. It is popular with exporters who export first and then obtain the Authorization, which can be sold freely.

6.1.6 Rebate of Duties & Taxes on Exported Products (RoDTEP Scheme)

The RoDTEP scheme will replace the old MEIS in a phased manner from December 2020. The RoDTEP scheme aims to refund all hidden taxes, which were earlier not refunded under any export incentive scheme, such as the central and state taxes on the fuel used for transportation of export products, duties levied on electricity used for manufacturing, *mandi* tax levied by APMCs, toll tax & stamp duty on the import-export documentation and others.

7. Schemes under Uttar Pradesh Export Promotion Bureau

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

A. Marketing Development Scheme (MDA)

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

¹⁶ <https://www.eepcindia.org/page.aspx?id=P160411110629&page=Export-Promotion-Schemes>

B. Gateway Port Scheme

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

C. Air Freight Rationalization Scheme

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

8. Action Plan

Quantifiable activity/ intervention	Responsible authority	Timeline for implementation ¹⁷
Increasing the overall exports from the state		
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	ODOP cell, DIEPC, UPEPB and DGFT	Continuous initiative
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	ODOP cell, DIEPC, UPEPB and DGFT	Continuous initiative
Sensitization of cluster actors: a. The individuals of a cluster should be sensitized on the plethora of schemes¹⁸ available for them for maximizing the potential of exports. Merchandise Exports from India Scheme, Service Export from India Scheme etc. provides various exemptions for facilitating exports. Further, schemes like Advance Authorization Scheme (AAS), Duty Free Import Authorization (DFIA Scheme) ensure procurement of imported duty-free raw materials b. Currently, majority of the exporters and traders focus on selling their goods to USA, UK, and European countries without correctly analyzing the demand market. Thus, these cluster actors should be sensitized on target countries identified through export analysis mentioned in DAPs and EAP	ODOP cell, DIEPC, UPEPB and DGFT	Continuous initiative
DIC and FIEO can play a pro-active role in this regard. Incremental 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	UPEPB/ODOP	Continuous initiative

¹⁷ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

¹⁸ List of available schemes facilitating exports:

<https://cdn.s3waas.gov.in/s3555d6702c950ecb729a966504af0a635/uploads/2020/12/2020120965.pdf> and

<https://www.ibef.org/blogs/indian-export-incentive-schemes>:

Program, TIES and NAVY scheme) to increase export	Cell/DIEPC	
Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, eBay, Flipkart etc.	UPEPB/DIEPC/ODO P cell	Short term
MoU with QCI for defining quality standards of the products	UPEPB/DIEPC/ODO P Cell	Short term
Collaboration with IIP to define cluster-wise packing standards	UPEPB/DIEPC/ODO P 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/ODO P 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/ODO P Cell and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & center and the procedure to apply to avail financial assistance	UPEPB/DIEPC	Intermediate
Sensitization of cluster actors from this sector on Make in India initiative and PLI for leveraging the assistance provided to the sector to enhance productivity and expand exports	DIEPC / UPEPB	Short term
DIEPC to act as a focal point for all exporters issues. Deputy Commissioner Industries may be given this responsibility to monitor the cell in consultation with DGFT.	DIEPC/DGFT/UPEPB	Long term
Cost Structure:		
a. The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme.	DIEPC/UPEPB	Long term
b. The CONCOR rates are to be made available at regular intervals to the DIC office for updating of the same at the district website.	DIEPC/UPEPB	Long term
c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of this portal.	DIEPC/UPEPB/FIEO	Short term

Product 1: Moonj craft		
Establishment of Common Facility Centre with: <ol style="list-style-type: none"> Raw Material Bank Common Production Center Design and display center with CAD/CAM facilities and space to showcase products to undertake sale Marketing center for undertaking marketing events 	DIEPC, DGFT and ODOP Cell	Long term
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
Formation of industry specific association for Moonj Product to promote the interests of stakeholders.	DIEPC/ODOP Cell	Intermediate term
Product 2: 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 from this district.	DIEPC/APEDA/UPEPB	Short term
Distribution of Certified seeds to farmers partially through Krishi Vigyan Kendra (KVK) of Sultanpur and Farmer Producers Organization	KVK/ DIEPC/ FPO	Ongoing as per Implementation schedule
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	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

Abbreviations

AA	Advance Authorization
BoB	Bank of Baroda
CAD	Computer-Aided Design
CAM	Computer Aided Manufacturing
CFC	Common Facility Centre
CONCOR	Container Corporation of India
CPC	Common Production Centre
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 Centre
DSR	Diagnostic Study Report
EO	Export Obligation
EPB	Export Promotion Bureau
EPCG	Export Promotion Capital Goods
EY	Ernst and Young
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
IIP	Indian Institute of Packaging
MAI	Market Assistant Initiative
MDA	Market development Assistant
MEIS	Merchandise Export from India Scheme
MoU	Memorandum of Understanding
MSME	Micro Small and Medium Enterprises
MYSY	Mukhyamantri Yuva Swarojgar Yojana
NGO	Non-Government Organization
NID	National Institute of Design
NIFT	National Institute of Fashion Technology
NPOP	National Programme for Organic Production
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
ToR	Term of Reference
UAE	United Arab Emirates
UK	United Kingdom

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

