



Department of MSME & Export Promotion Government of Uttar Pradesh



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as Export Hubs

Knowledge Partner

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Preface

This district export plan for Varanasi 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 Varanasi district as an export hub. In view of above, a District Level Export Promotion Committee has been formed by the office of DIC, Varanasi under the chairmanship of District Magistrate. With the said objective, 'District Export Action Plan' has been prepared and being presented to concerned stakeholders.

The report encompasses in-depth information on each district's geographic, demographic, and administrative profile, along with key statistics of prominent exporting products of district, gaps identified basis diagnostic survey, recommendations proposed to mitigate the gaps and action plans required to implement those recommendations.

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

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

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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

Varanasi is Located on the banks of river Ganga, Varanasi/ Benares/ Kashi is one of the oldest living cities of the world. The city has been a great centre of learning, spiritualism and mysticism since ages. Varanasi is believed to be 'original ground' created by Shiva and Parvati, upon which they stood at the beginning of time. Further, Buddha is believed to have founded Buddhism with his first sermon in Sarnath (a town around 10 Kms away from Varanasi) at around 528 BCE.

Varanasi district is spread over an area of 1,535 sq. km. divided in three tehsils. The key tehsils of the district are Varanasi with ~27% of the total area followed by Rajatalab (~27%) and Pindra (~46%). The district is divided in eight blocks, i.e. Chirgaon, Chhapra, Kashi Vidhyapeeth, Haraha, Sewapuri, Arjilina, Baragaon and Pindra. As per the 2011 Census, the district had ~5,60,000 households with a population of ~36.76 lakh, contributing ~2% of the state's population. However, it has a density of 2,395 people per sq.km., much higher than the state's average of 829 people per sq. km.¹

2.1 Geography

Varanasi is located at an elevation of 80.71 metres (from sea surface), in the centre of the Ganges valley of North India. The city is the headquarters of Varanasi district and Commissioner. By road, Varanasi is located 797 kilometres south-east of New Delhi, 320 kilometres south-east of Lucknow and 121 kilometres east of Prayagraj.

Varanasi is accessible from every part of India through Air, Rail and Road. It is directly connected with New Delhi, Patna, Kolkata, Mumbai, Lucknow, Bengaluru, Thiruvananthapuram, and other major cities by Babatpur airport. Some Overseas cities are also directly connected from Varanasi by Air.

¹ District Census Handbook, Varanasi, Directorate of Census Operations, Uttar Pradesh

2.2 Topography & Agriculture

The district comprises of two tehsils, Varanasi and Pindara respectively at the time of Census 2011. Total area of the district is 1535.0 sq. km. The rural area covers 1371.2 sq. km and urban recorded 163.8 sq. km. There are eight community development blocks (Vikas Khand) in the district, namely Baragaon, Pindara, Cholapur Harhua, Sevapuri, Arajiline, Kashi Vidyapith and Chiraigaon. There are 702 Gram Sabhas and 1295 villages in the district, out of which 431 in Pindara tehsil and 864 in Varanasi tehsil. Total numbers of inhabited villages are 1258 in the district to say separately 423 in Pindara tehsil and 835 in Varanasi tehsil. In Census 2011 the district covered 5 statutory Towns and 34 census towns. Out of 5 statutory, Maruadih Railway Settlement is notified as Industrial Township. Varanasi Nagar Nigam (Municipal Corporation), is identified as one of the Mahanagars of U.P. Summers are extremely hot with temperatures rising to the 40-to-46-degree Celsius range.²

3. Industrial profile of the district

As Varanasi is primarily known for its fine quality silk and related products including Sarees with Brocades, Lehenga/ Lacha and Stole/ Scarf. Considering their popularity with Indian and global consumers, along with silk products Varanasi is known for Wooden Toys & Laquerware, Glass Beads production, Stone Carving and Gulabi Minakari on Jewellery.

Varanasi contributes ~2% of Uttar Pradesh's GSDP; Manufacturing activity in Varanasi contributes to around 9% of GDDP³

Details of Existing Micro & Small Enterprises and Artisan Units in the District Varanasi, Category wise details online issued Udyog Aadhar Memorandum units from the Udyog Aadhar Portal upto 30, June 2020

Table 1: Categorical representation of Industries in Varanasi

S No	Industry	Total Units	Micro	Small	Medium	Total Employment	Total Investment (INR in Crores)
1	Food/Agriculture Based	237	230	07	Nil	906	22.30
2	Mineral Based	360	Nil	360	Nil	2101	23.20
3	Silk n Silk based Industries	2750	2459	205	86	29802	260.35
4	Leather and related products	55	40	15	Nil	206	15.30
5	Wood and Wooden products of wood	585	580	5	Nil	3526	51.06
6	Paper & paper products	90	90	Nil	Nil	581	29.40
7	Chemical and Chemical Products	580	512	68	Nil	3031	38.31
8	Metal, Fabricated metal products	515	405	110	Nil	2376	33.15
9	Rubber, Plastic and Petro Products	90	90	Nil	Nil	861	28.55
10	Electrical and Other Transport Equipment	140	89	41	Nil	1301	6.20
11	Repair and installation of machinery and Equipment	1098	1088	10	Nil	5999	138.58

² MSME Development Institute, Kanpur

³ Study team analysis, district domestic product report, Department of Economics and Statistics of Uttar Pradesh, 2016-17, at constant prices, base year 2011-12

Ready-made garments and Embroidery sector of MSME with 6403 units in the district is the most prominent and economy contributing sector of the district. It is followed by sectors such as “Repair and installation of machinery and Equipment,” “Misc. Manufacturing” with 4801 and 1117 units, respectively.

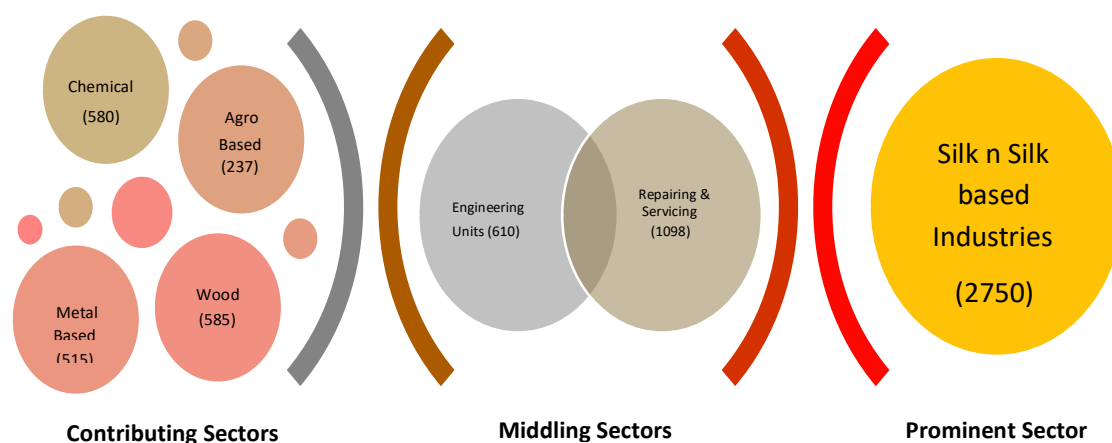


Figure 1: MSME landscape of the district-Varanasi

Out of total population of 4,589,838 (2011 census), 1,542,806 are working population. Out of total working population, 68.99% are working in other industries, 24.54% are cultivators and agricultural labourers and only 6.47% are household industry workers. This indicates that agriculture is the main source of income in the district.

Table 2: Occupational Distribution of Main Workers⁴

S.No.	Particulars	Varanasi	%
1	Cultivators	1,75,578	11.38%
2	Agriculture Labourers	203,029	13.16%
3	Household Industry Workers	99,863	6.47%
4	Others	1,064,336	68.99%

3.1 Major Exportable Product from Varanasi

The total export from Varanasi is approximately INR 656 Crore⁵ for the period of September 2020 to November 2021 based on the data provided by DGFT

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

Table 3: Major exportable product

S. No	Product	Export value (in INR) ⁶ from September 2020 to September, 2021
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⁴ District census handbook 2011- Varanasi

⁵ DGCIS and DGFT





1	BABIES GARMENTS ETC OF SYNTHIC FIBERS	4.31 Cr
2	Carpets, Carpeting and Rugs	40.58 Cr ⁷
3	Engineering Goods-DIESEL-ELECTRIC LOCOMOTIVES	147.02 Cr
4	Woolen Durries	2.59 Cr
5	Green Chilli	2.16 Cr
6	Other Handicraft	60.21 Cr
7	polyester and fabrics	18.80 Cr
Sum of Export from Varanasi		275.67 Cr ⁷

4. Product 1: Banarasi Silk Products

4.1 Cluster Overview

Varanasi is known throughout India for production of very fine quality silk and renowned for its craft of 'Silk Weaving', 'Banarasi Sarees' produced by local craftsman are amongst the most preferred, not only in India but also across the world. Some of the other crafts, the city is famous for, are Banaras Glass Beads (Kanch Ke Moti) and Gulabi Meenakari. Banarasi Glass Beads is pure handicraft, the technique used is called 'lamp winding', which makes it unique. Gulabi Meenakari (Pink Enamelling) of Banaras has the distinction of being GI-tagged (Geographical Indication) and considered as the most alluring and technical of all metal decorations. It is an ancient form of art which is characterised by pink strokes on white enamel. At present, there are **nearly 18000 Hand looms and 7500 power looms** in the district and 80% of the total silk products in Varanasi are manufactured on Hand looms only. "Banarasi silk and products" has been granted the Geographical Indication (GI) Tag on September 4th, 2009 by Government of India. Hence Silk was selected as one product of Varanasi district under ODOP programme.

Key Facts^{Error! Bookmark not defined.}

-  **1800 Handlooms, 7500 Power looms, 10 Manufacturing Clusters**
-  **INR 1,300 Crores** Approximate turnover of the cluster
-  **INR 250-260 Crores** ~ Silk Export Turnover
-  **30000** Artisans directly or indirectly associated

The market size of silk products manufactured in Varanasi district has remained in the range of INR 900 to INR 1,300 crore⁸ during last five years. Banarasi silk saree represent 80% of this market while other silk products like Dress materials, Lacha/ Lehenga, Dupatta, Stole and Scarf contribute 19% to this market. Silk carpets and furnishing fabrics contribute another 1% to this market. **80% of Varanasi silk products are consumed, domestically, while ~ 20% of Varanasi silk products are exported, primarily to countries like US, UK, Italy, UAE, Malaysia, Singapore, Australia, China, Bangladesh and Nepal. While Bangladesh and Nepal primarily imports silk sarees, other countries import silk fabrics and other silk products like readymade garments.** Nearly 70% of the Banarasi silk saree's domestic market is in southern cities especially Hyderabad, Bangalore, Chennai, Coimbatore, etc. Apart from these, Kolkata, Jaipur, Ahmedabad, Lucknow and Mumbai are the other key Indian markets for Banarasi silk saree.

⁶ District wise report for the period September 2020 to September 2021 received from DGFT

⁷ Total export from Varanasi for the period September 2020 to September 2021 as per the data received from office of DGFT, Kanpur

⁸ Analysis under ADB DSR under ODOP, GoUP

10 manufacturing clusters in 8 blocks of Varanasi district are involved in silk product manufacturing. These 10 clusters include Kashi Vidyapith, Bajardeeha, Pindra, Cholapur, Ramnagar, Cheeraigaon, Arajiline, Sevapuri, Kotwa, Lohta and Kuri.

Further, ~10,000 handlooms and ~7,500 power looms wove silk in Varanasi in 2018. Amongst these, 19,1573 workers estimated to be working in the handloom industry while 10,645 workers in the power loom industry across the value chain leading to a total of 29,802 people that are employed in the industry.

Silk product clusters in Varanasi and number of weavers within the clusters and No. of units and people engaged in Silk product manufacturing in Varanasi⁹

Table 4: No of people engaged in manufacturing of Silk products

Sr No	Particulars	Units	Value
Handloom Technology			
1	Handloom Households	No of Households	1500
2	Handloom Weavers	No of People	26,779
3	Silk Handloom Households	No of Households	10,000
4	Weavers Weaving Silk on Handloom	No of People	16,067
5	People Employed in Silk on Handloom(including indirect job)	No of People	19,157
Poweloom Technology			
6	Powerlooms	Number of Looms	75,000
7	Poweloom Weavers	No of People	75,000
8	Poweloom Weaving Silk	Number of Looms	7,500
9	Poweloom Weaving Silk on Powerloom	No of People	7,500
10	People Employed in Silk manufacturing using powerloom (Including Indirect Job)	No of People	10,645
Total number of people engaged in Silk Products Manufacturing (5+10)			29,802

4.2 Product profile

In keeping with the name of the holy city of Varanasi, the elegant Banarsi silk sari is a symbol of grandeur and nobility. The sarees are among the finest sarees in India and are known for their gold and silver brocade or zari, fine silk and opulent embroidery. The sarees are made of finely woven silk and are decorated with intricate design. The special characteristics of these sarees are their Mughal inspired designs such as intricate intertwining floral and foliate motifs. It is also known for its gold work, compact weaving, figures with small details, metallic visual effects, pallus, jal (a net like pattern), and mina work. Varanasi silk is in great demand and is used in home furnishings, silk fabric and other utility products.

Varanasi saris are adorned with intricate designs and zari embellishments making it popular during traditional functions and weddings. Earlier, the embroidery on sarees were often done with threads of pure gold. In 2009, weaver associations and cooperatives together secured Geographical Indication (GI) rights for 'Banaras Brocades and Sarees'. This silk is used in large part for the production of Banarasi saris, which are a regional type of sari made from silk.

⁹ Source: ADB Diagnostic Study Report and Handloom Dept, GoUP

4.2.1 Product Portfolio

The following are the key products manufactured in the cluster:

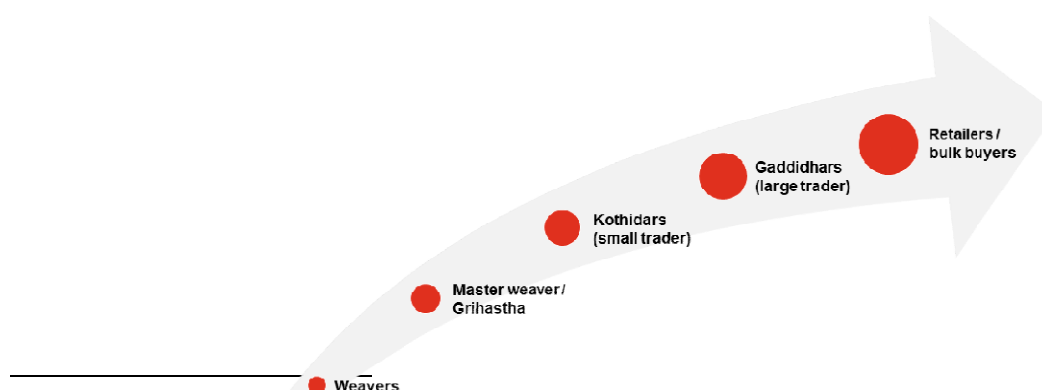
Product Type	Market Share	Description
Silk Saree	80%	The famed Banarasi gold and silver brocade saree is made with fine heavy gauge silk yarn woven as warp and weft along with gold and silver threads (zari yarn) to create brocade designs. It is the most widely manufactured silk product in Varanasi. Some of the most famous silk sarees of Varanasi are the Banarasi jamdani, jangla, jamawar, tanchoi, tissue, and cutwork and butidar sarees.
Lacha	10%	Banarasi silk lacha or lehenga has a high demand, particularly in bridalwear segment.
Dress Material	5%	Banarasi silk salwar-suit are the main constituents of dress material. It engages 3 looms at a time for production, hence weavers prefer Sarees at the place of dress material for economy reason.
Dupatta, Stole & Scarf	4%	These are evergreen items and used by different types of customers at all the places, however is made by weavers on order basis.
Other Silk Products	1%	Silk Carpets are also made with Banarasi Silk, which is made by weavers on order basis.

4.2.2 Status of GI Tag

Varanasi Silk Craft has been awarded Geographical Indication (G.I.) status in 2009 and is valid up to 2028. Total number of authorized users are 88.

In 2009, Banarasi Sarees and Brocades got the GI certification. In the absence of the GI tag, it becomes difficult to authenticate original Banarasi silk saree from other imitation products, i.e., sarees manufactured using Chinese silk. As per GI regulation, any product which is not made on hand loom does not come under the category of Banarasi brocade.¹⁰

4.3 Hierarchy of Cluster Stakeholders



¹⁰ Paper on Recognition and marketing opportunities of a "GI" tag in Handloom Product: A study of Banaras Brocades and Sarees, Journal of Intellectual Property Rights, 2018

Figure 2: Cluster Stakeholders

4.3.1 Industry Associations

Following are 3 principal Industry Associations/SPVs that are working for the development of Silk in Varanasi:

- ▶ Banarasi Vastra Udhdyog Sangh
- ▶ Eastern UP Exporters Association – EUPEA
- ▶ Indian Institute of Handloom Technology, Varanasi

Trade associations like Eastern UP Exporters Association (EUPEA) help the weavers in export-related activities and impart knowledge about export import policies of silk products. Industry associations like Banarasi Vastra Udhdyog Sangh work for artisans' rights and welfare.

4.4 Export Scenario

4.4.1 HS codes Silk Products

HS codes under the category are demonstrated and analysed based on relevancy because major portion of the export from the silk product of Varanasi routed through third parties, who operate from Delhi, Mumbai and other ports of the country. Below is list of prominent HS codes under the category:

Table 5: HS codes for Silk and Similar Products

Sl. No.	Product	HSN Code	Exports from India ('INR USD, 2019) *	Exports from UP ('INR USD, 2019) *
1	Woven Fabrics Containing Predominantly, But < 85% Silk Or Silk Waste By Weight	500790	18435	612
2	Shawls, Scarves, Mufflers, Mantillas, Veils and Similar Articles Of Silk Or Silk Waste	621410	73076	16360
3	Woven Fabrics Containing >= 85% Silk or Schappe By Weight	500720	47215	4272
4	Woven Fabrics of Noel Silk	500710	4775	3969
			143501	25213

* Exports are analysed for silk products covered under these 04 HSN codes only.

Current Scenario

The export scenario of India and Uttar Pradesh have been analysed on the basis of the export statistics of HS codes mentioned above under which Silk Saree and similar products are exported. Alongside are the key facts¹¹ pertaining to the analysed product codes.

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

¹¹ <https://www.trademap.org/>

4.5 Export Potential

In 2019, India exported Silk to various countries worth USD 91940 thousand (for silk products covered under below mentioned 04 HSN codes-500710, 500790, 500720, 621410) decrease of 30% as compared to previous year. For the same year, UP contributed USD 36560 thousand, an increase as compared to previous years. The increasing exports from UP is year on year and if Government Schemes like ODOP, Handicraft Department and EPB provide support to Artisans for quality improvement, packaging and procurement of good quality raw material, **then the uptrend will help in doubling the growth rate of export in next five years.**

This section has been divided into 4 sub-sections, basis the products manufactured and sold under the silk sarees products category of Varanasi. 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 sub-section defined by its exports and imports in comparison to its competitors and potential markets to target in the future. The consolidated list of countries that India can target, with respect to the analysis carried out in each sub-section are USA, France, Italy, Turkey, UAE, Madagascar, Malaysia, Singapore, Viet Nam, South Korea, Japan and Indonesia as mapped below.

Key Fact of Export¹¹

1,990,774 (USD Thousand)

Value of world exports in 2019

91940 (USD Thousand)

Total Exports from India in 2019

36560

(USD Thousand)

Total export from UP in 2019

~39.76%

Share of UP in India's exports

Product: 500790 Woven Fabrics Containing Predominantly, But < 85% Silk Or Silk Waste By Weight

India's exports represent 10.5% of world exports for this product, ranking it at number 4, behind Italy, China and France. While the value of India's exports over the last 5 years depict a fluctuation, they have overall decrease by Cumulative Annual Growth Rate (CAGR) of 8%.¹²



Figure 3: Top importers for this product (500790) in the world

¹² www.trademap.org



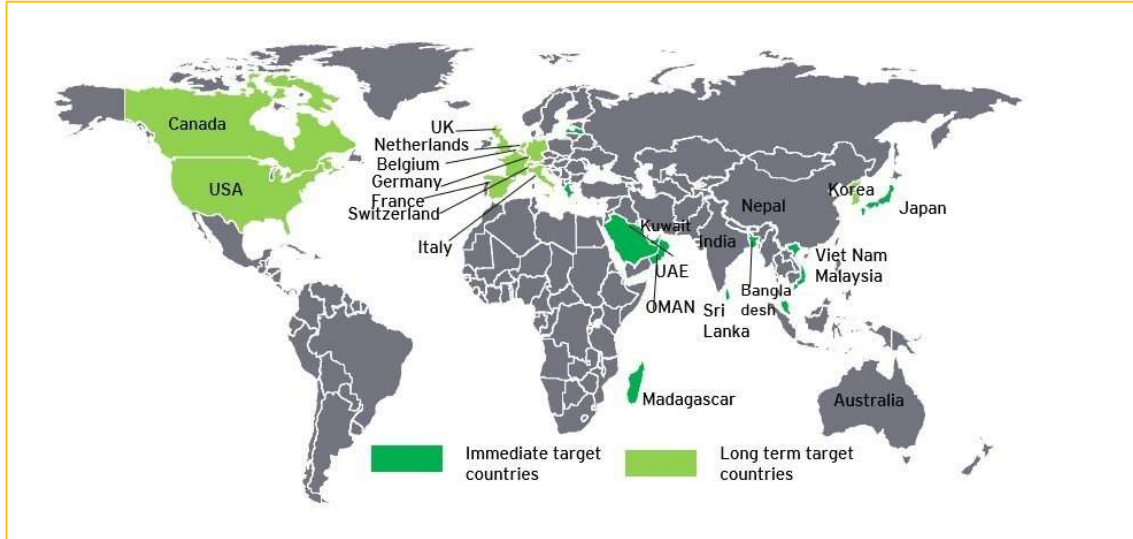


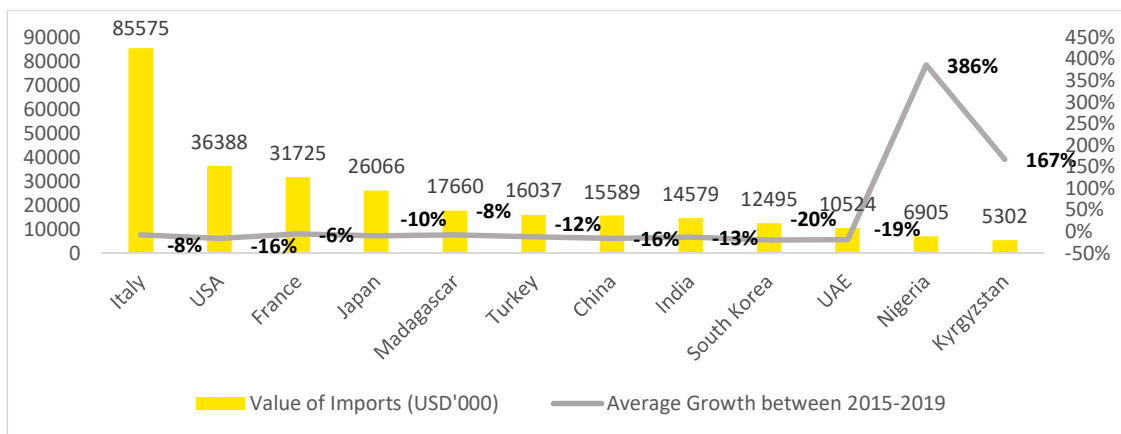
Figure 4: Markets for export potential for (500790)

Product 500720 - Woven Fabrics Containing \geq 85% Silk or Schappe By Weight

Uttar Pradesh exports this product to USA, Oman, Nepal, Singapore, Thailand, Canada, UAE, Lebanon, Italy, Saudi Arabia, Australia, Mauritius, Japan, Germany¹³

India's exports represent 8.3% of world exports for this product, ranking it number 3, behind China and Italy. While the value of India's exports over the last 5 years has decreased by CAGR 1.0%, exports from the state of Uttar Pradesh has increased by CAGR 78.3% (FY F2016-17 to 2018-19), with a sharp hike post 2017-18.

The top 12 importers for this product in the world are given below, alongside the value of the product imported in 2019.



Markets:

¹³ <http://www.dgcisanalytics.in/>



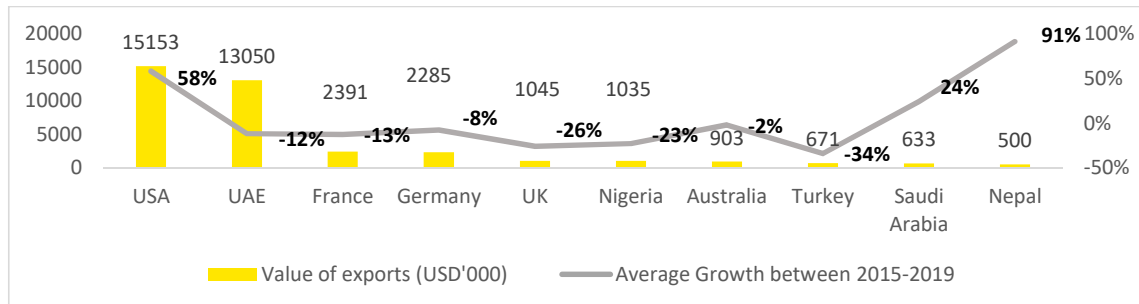
Figure 5: Markets for export potential- 500720

Product 621410: Shawls, Scarves, Mufflers, Mantillas, Veils and Similar Articles of Silk or Silk Waste

India's exports represent 8.8% of world exports for this product, ranking the nation at number 3, after France and Italy. Despite the value of India's exports decreasing by CAGR 9% in the past 5 years.

India is primarily in competition with France and Italy. France and Italy account for 37.8% and 24.9% of world exports for this product i.e. more than triple and double of India's level of exports.

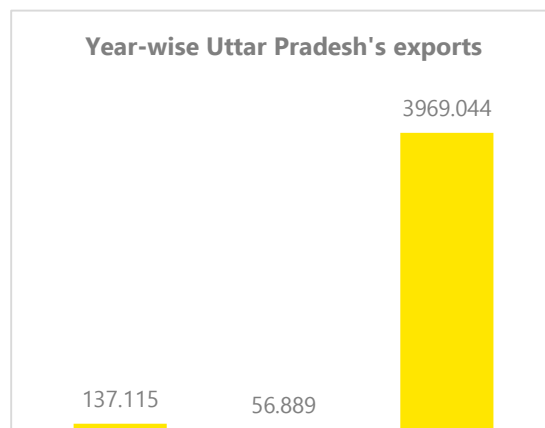
Countries to whom India Export this product are¹⁴:



Countries to whom **Uttar Pradesh Export**¹⁵ this product are USA, France, Germany. South Africa, UAE, UK, Spain, Gambia, Finland, Italy, Canada, Afghanistan, Nepal, Netherlands

Product: 500710- Woven Fabrics Of Noil Silk

India's exports represent 5.2% of world exports for this product, ranking it at number 6, behind Turkey, Italy, UK, China and Singapore. Similarly, exports from the state of Uttar Pradesh has increased by CAGR 207% (FY 2016-17 to 2018-19), with a fall in 2017-18, followed by a steep rise in 2018-19.

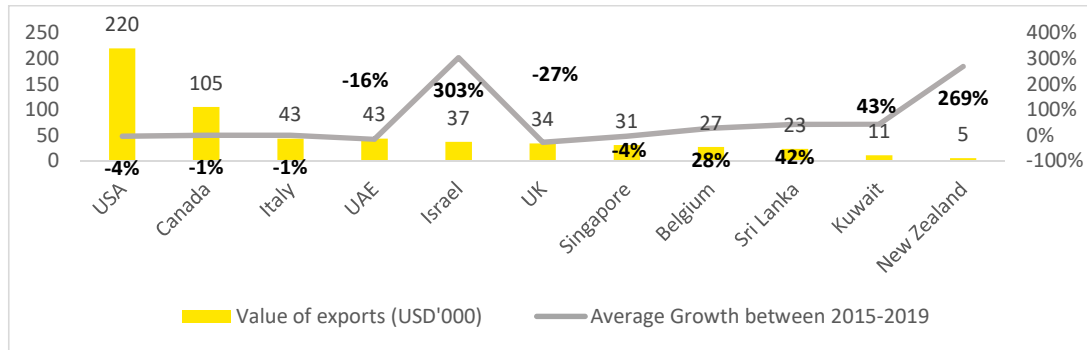


¹⁴ www.trademap.org

¹⁵ http://www.dgcisanalytics.in/

Being in the same region, China is India's foremost competitor. Though, Italy and UK combined account for 57.6% of the world imports for this product, and nearly 4- and 3-times India's exports, respectively.

Countries to whom India Export this product are¹⁶:



Markets:



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.

¹⁶ www.trademap.org



The artisans going forward should focus on creating Sofa covers, dining covers, bedsheets, Sherwani (top looks like men's sherwani). Combination of Chikankari and Zari product on wall hanging is also in high demand.

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 zari & Chikankari work with **madhubani or block prints**. They can also expand in terms of the materials they use for making the products by introducing cotton and jute into their product range.



4.7 SWOT analysis Silk, Scarves, Shawls


Table 6: SWOT Analysis Silk Products

Strengths	Weakness
<ul style="list-style-type: none"> ▶ Easy availability of skilled workforce particularly artisans ▶ Large potential for diversifying on variety of apparels ▶ A brand name in itself due to recognition through GI Tag ▶ Availability of various government interventions for fostering the cluster 	<ul style="list-style-type: none"> ▶ Minimal technological upgradation and long production time ▶ Existence of large number of intermediaries between artisans and entrepreneurs ▶ Limited design innovation ▶ Lack of focus on increasing export ▶ A significant portion of raw silk consumed in Varanasi is imported from China and Vietnam. ▶ The Air Cargo facility at Babatpur is functional but remains under utilised
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 ▶ Potential collaborations with renowned designers and design institutes for improving existing designs. ▶ Increase participation in marketing events- International and domestic 	<ul style="list-style-type: none"> ▶ Tough competition with cheaper, printed & machine embroidered items ▶ Industrialization causing artisans to move to metropolitan cities in search of better paying jobs

4.8 Challenges and interventions

Parameter	Challenges	Intervention
Raw material 	<ul style="list-style-type: none"> ▶ Credit, Quality, cumbersome process to change the defective yarn are major issues faced by weavers during purchase of Yarn from NHDC depots ▶ Subsidized rates for individuals/SHG member and a 	For proposed NHDC depots: <ul style="list-style-type: none"> ▶ Improvement at NHDC depot along with creation of new raw material depots ▶ Over dependence on open market may be avoided through

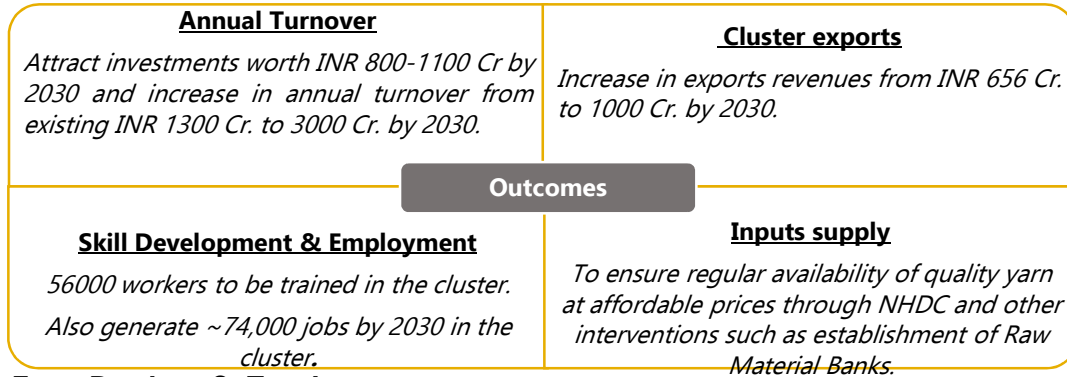
	<p>limited quantity</p> <ul style="list-style-type: none"> ▶ The situation has totally changed during Pandemic as the artisans/manufacturers are mostly importing Malbury Raw Silk (Grade A1, A2) from China and Vietnam. 	<p>provision of an alternative source.</p> <ul style="list-style-type: none"> ▶ Govt. should actively promote sericulture wherever climate is favourable. Also, Testing labs and research institutes also should be established to maintain the quality of world standards.
<p>Marketing</p> 	<p>Marketing remains one of the biggest concerns of the cluster units. Many times, non-demand linked design and production leads to dead stock and blockage of working capital.</p>	<ul style="list-style-type: none"> ▶ There is a need for a centralized design-cum-marketing centre. This organization's role will include forecasting trends related to colour, silk products, design etc., in its key consumer markets (both local and international). Its role will also include design based marketing, getting bulk/wholesale orders from large apparel chains/brands/retail showrooms and accordingly providing business to local weavers for manufacturing silk products. ▶ Branding of Banarasi Silk Products through tie-ups with e-commerce platforms like India Handmade Bazaar, Amazon, Flipkart. ▶ Baranasi silk industry cluster has the potential to diversify in silk products other silk products as Brocades, Scarves, Kurtis etc and for catering to international markets.
<p>Technological upgradation</p> 	<ul style="list-style-type: none"> ▶ Handloom technology is used for manufacturing of ~90% of silk products in Varanasi; there is need for technology upgradation for catering to new international markets and diversifying into new products 	<ul style="list-style-type: none"> ▶ Technical interventions required for improvement in labour productivity by providing pneumatic jacquard system dobby, healds, reeds, bobbins shuttles, harness etc ▶ Subsidy Scheme for enabling Technology Upgradation: The technology upgradation is needed for export growth, expansion of product base and environment

<p>Design</p> 	<ul style="list-style-type: none"> ▶ The local designers are capable to make designs of only traditional handloom products (i.e. saree, dress material, dupatta, etc.) manufactured in Varanasi. They lack experience in designing new silk products i.e. ready-made garments and made ups having export potential. The Banarasi silk saree is limited to key Indian cities and countries where its consumer base is available. 	<p>protection.</p> <ul style="list-style-type: none"> ▶ Establishment of Product Design Center with CAD/ CAM facility along with a display center. ▶ Need a design Centre to research on country-wise latest design patterns across the world and also create best samples for cluster and innovate new designs for better marketing and branding of Varanasi silk products
<p>Quality Improvement</p>	<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.
<p>Post GI Initiative</p>	<ul style="list-style-type: none"> ▶ Lack of promotion of products highlighting their GI tag 	<ul style="list-style-type: none"> ▶ Target to make 88 authorised Users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorised users. (This can be done by DGFT /FIEO/ MSME with the help of DIC)
<p>Exporter's issue</p>	<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.
<p>Cost Structure</p>	<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 DIEPC office at the district level are organizing workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. ▶ The formation of the sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help Industry. Ease of Logistics portal of FIEO has been developed to provide information about container availability and issues relating to it. The industry may be informed of

this portal.

4.9 Future Outcomes

The projection below are on estimation basis¹⁷






5. Product 2: Tourism

5.1 Cluster Overview

The land of Varanasi¹⁸ (Kashi) has been the ultimate pilgrimage spot for Hindus for ages. Hindus believe that one who is graced to die on the land of Varanasi would attain salvation and freedom from the cycle of birth and re-birth. Abode of Lord Shiva and Parvati, the origins of Varanasi are yet unknown. Ganges in Varanasi is believed to have the power to wash away the sins of mortals. The rich culture and heritage of Varanasi attracts tourist not only from India but also from the world. The place is an important part of **Buddhist circuit** and as a result a lot of tourists comes from China and Sri Lanka. **The Varanasi has also been chosen as City of Music by UNESCO under Creative Cities Network.** The variety of handicraft work like black pottery, glass beads, Zari Zardozi etc. attracts tourism from around the globe.

Key Facts Error! Bookmark not defined.

-  **3000+** Hotels
-  **8,00,000~** Foreign tourist average in a year
-  **One Crore** total tourists every year

Since Uttar Pradesh for many years carrying a consistent and uniform image for its Religious Tourism of Kashi-Mathura; Kashi has its own image due to oldest religious significance of the town. Millions of tourists happen here throughout the year due to various festivals as Shravan Maas, Shivratri and Deepotsav. Ganga attracts millions of National Tourists throughout the year.

Varanasi has numerous *ashrams* around the *ghats*. Several hotels are located near the *ghats* and offer a beautiful view of the Ganga. Affordable hotels and lodgings are available in the interior sections of the city. Food in Varanasi is basically traditional, plain and simple. Restaurants located closer to the ghats cater more to foreign tourists. To get the taste of authentic *Banarasi* food, head to the main market area. There are around 3000 hotels¹⁹ in Varanasi and several tour operators. The detail of tourist influx is detailed below:

Tourist Inflow in Lakhs for Varanasi Region²⁰

¹⁷ DSR report from Asian Development Bank-2019 under ODOP

¹⁸ <https://varanasi.nic.in/tourism/>

¹⁹ DGFT action plan of exports for Varanasi

²⁰ District Development Plan – Varanasi, prepared by DIPP, Govt. of India



2018			2019			2020		
Indian	Foreign	Total	Indian	Foreign	Total	Indian	Foreign	Total
192.78	8.054	200.59	200.52	7.08	207.61	87.05	1.86	88.93

As is evident from above table, that there is a continuous growth observed till 2019, (exception for 2020, due to global pandemic of corona virus and worldwide lockdown) the footfall in the tourist influx to Varanasi was near to 2 Crores every year and it is supporting in different allied sectors of Varanasi.

Other than Hotels and Restaurants, the **handicrafts** such as Gulabi Meenakari, Wooden Toys, Soft Stone, Zari Zardozi, Glass beads, Metal Repouzee are also popular amongst the tourists.

Silk Saree and brocades, dress material is contributing 7% of the turnover²¹ from the district.

Varanasi, owing to its rich traditional fabric and ghats, attracts more than 60 lakh domestic and international tourists each year²². The peak season is regarded as October to March with tourist inflow being 60% of the total domestic tourist coming in a year while for a foreign tourist it is 71%. The average stay is 2-3 days for both domestic and foreign tourists²³.

The cluster is not limited to service sector as the same is indirectly supporting marketing of Handicraft products, Textile, Food and Beverages, Beauty and wellness products as well.

Ganges is said to have its origins in the tresses of Lord Shiva and in Varanasi, it expands to the mighty river that we know of. The city is a center of learning and civilization for over 3000 years. With Sarnath, the place where Buddha preached his first sermon after enlightenment, just 10 km away, Varanasi has been a symbol of Hindu renaissance. Knowledge, philosophy, culture, devotion to Gods, Indian arts and crafts have all flourished here for centuries. Also a pilgrimage place for Jains, Varanasi is believed to be the birthplace of Parsvanath, the twenty-third Tirthankar.

The Capital of all knowledge- Discover the most ancient seat of education in India World the famous scholars and their `Shastrarthas`, the great scholars, universities, college, schools, Madaras and Pathshalas and Guru Shishya traditions, the epics, famous literary works, languages and dialects, journalistic traditions- newspapers and magazine, and famous libraries.

Organisation of sacred complex and social spaces, the cultural pluristic, linguistic and ethnic groups. Discover the city of affluence, intellectuals, oral traditions, castes and customs, personalities, professions, communal harmony. Discover the rural Varanasi. And finally (and with deep insight) peep into, the pleasure of Pans, Thandai, Gamcha, Bahri Alang and Mauj Masti.

Banaras has been famous for its Music both vocal instrumental, it has its own dance tradition. Add to this a very rich stock of folk Music and drama (esp. Ramlila), the tradition Musical soirees, fairs and festival the rich tradition of Akharas, games and sports.

Discover the ancient College of Plastic Surgery, Sushruta, Dhanvantri (God of Medicine), Divodas, and practice of all the ancient and modern systems of medicine in action.

Discover the spots around Varanasi, institutions, story of freedom struggle and the martyrs, history of Kashiraj, history of Sarnath, history of Bhadohi (Carpet town), of Mirzapur, of Ghazipur, know about the famous travellers and tourists, of the `Nijam`. And finally having seen the Panorama of Banaras, its continuity of culture, discover the identity of Banaras.

5.1.1 Places to visit in Varanasi

There are several attractions for the tourists in Varanasi, which includes various Ghats around the Ganges, Temples and Forts such as:

- ▶ Sarnath

²¹ DCH and DIEPC Varanasi, Industry profile 2019

²² Uttar Pradesh Govt., Tourism Stats

²³ ICRA Report, 2016-DoT, GoUP

- ▶ Shri Kashi Vishwanath Temple
- ▶ Dhamek Stupa
- ▶ Banaras Hindu University
- ▶ Ramnagar Fort
- ▶ Dashashvamegh, Manikarnika, & Assi Ghat

5.2 Cluster Stakeholders

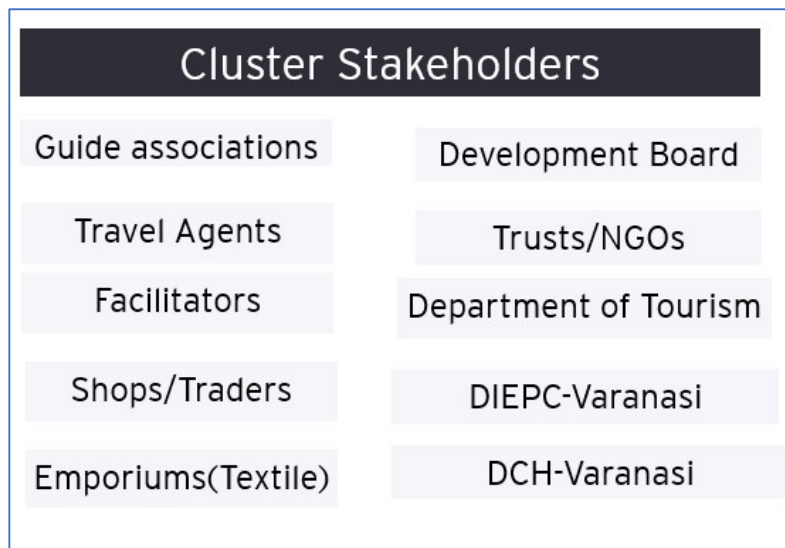


Figure 6: Cluster Stakeholders

5.2.1 Industry Associations

Following are four principal Industry Associations/SPVs that are working for the development and support of Tourism in Varanasi:

- ▶ Shri Kashi Vishwanath Special Area Development Board (SKVSADB)
- ▶ Varanasi Tourism Association (VTA)
- ▶ Travel Trade Association of Varanasi
- ▶ Tourist Guide Association of Uttar Pradesh

5.3 Export Scenario

Varanasi, owing to its rich traditional fabric and ghats, attracts more than 60 lakh domestic and international tourists each year²⁴. Which not only support Hotels and Restaurants but also contributes to allied sectors such as Agriculture, Textile, Handicraft etc. The detailed export analysis for allied sectors/products is done separately into the subsequent sections.

5.4 SWOT Analysis

The peak season is regarded as October to March with tourist inflow being 60% of the total domestic tourist coming in a year while for a foreign tourist it is 71%. The average stay is 2-3 days for both domestic and foreign tourists²⁵.

²⁴ Uttar Pradesh Govt., Tourism Stats

²⁵ ICRA Report, 2016



Table 7: SWOT Analysis for Tourism Sector

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Rich Cultural history ▶ Part of Buddhist Circuit ▶ Religious tourism practices are dominant ▶ Separate passage for pilgrims and buyers at the new Kashi Viswanath Corridor ▶ Babatpur Airport 	<ul style="list-style-type: none"> ▶ Traffic Contestation ▶ Lack of Infrastructure ▶ Un-oriented Tour Operators
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Cultural Trail ▶ Identified Sector under Champion Sector Scheme ▶ Technology assistance as Geo Tagging and IVRS to foreign Tourists ▶ Heritage Sites ▶ Scope in domestic and foreign market for expanding sales network 	<ul style="list-style-type: none"> ▶ Varanasi Tourism is related to religious and cultural history only. It could lose its tourists who wish to explore wildlife, adventure etc.

5.5 Challenges and interventions

Other than cleanliness and semi-skilled staff there is no specific challenge pertaining to the industry. There are several well-known measures already been taken care by the governments such as Smart City project, Namami-Gange and skill trainings into Tourism and Hospitality sector.

5.6 Future Outcomes

Tourists visiting Varanasi every year leads to a total revenue of 300 Crore to the unorganized sector and 1200 Crores²⁶ to the organized sector as Hotels and Restaurants in a year. Post completion of the infrastructure projects as Kashi Vishwanath corridor, Buddha Circuit and Babatpur Air Port. The revenue would increase twice by 2030.

The estimates on the projections of the turnover and exports for the sector may be derived through various association working for Handicraft, Hotels, Restaurants, Ferry Vendors, Sanskrit and Sahitya Associations, Handalooms, Temple Trust etc.



6. Product 3: Other Handicrafts

6.1 Cluster Overview

There are places in Varanasi where ancient arts and crafts are still present in various forms it is preserved by the local artisans, weavers, engravers etc who produce the products as Wooden Toys and Lacquerware, Zari Zardozi work over different fabrics, Gulabi Meenakari on jewellery and artifacts, Metal Repousee Art, soft stone and Jali work, Glass Beads etc.

There are pockets around the district where not only MSMEs, but Households are also involved in making the products for

Key Facts Error! Bookmark not defined.

-  ~ 10,000 Artisans
-  No direct Export
-  8 products Awarded GI status

²⁶ One to One Stakeholder consultation, Department of Tourism

ages. An industrial snapshot for different products is mentioned below:

Table 8: Other handicrafts of Varanasi

Sr No	Other Handicrafts of Varanasi*	Number of Artisans	Number of Small and Medium Units	Major Cluster Pockets
1	Banarasi Gulabi Meenakari	200	3 Medium/Small 40 Micro	Gai-ghat, Kal bhairav Chowk
2	Varanasi Wooden Lacquerware and Toys	2500	3 Medium/Small 400 Micro	Khujua, Kashmiriganj, Harrauha
3	Varanasi Soft Stone Jali Work	1200	2 Small 22 Micro	Ramnagar, Chetganj
4	Banaras Metal Repousee and Craft	300	-	Ramnagar
5	Varanasi Glass Beads	600	1 Medium	Chandpur

Clusters of the mentioned products are operational for more than 100 Years

6.2 Product Profile

Varanasi is one of the oldest cities in the country and famous for its holiness as place of *lord Shiva*. The city is still preserving the arts and handicrafts in the form of Banarasi Silk Saree, Banarasi Pink Meenakari, Glass beads, Wooden Toys, Soft Stone, Zari work and many more are popular at National and International level.





Varanasi today is the “archetype of India”, “perceived as a site of vigour and vividness and multiplicity, diversity and unity are easily envisioned in its religion, culture, society and economy–altogether making a mosaic, called ‘microcosmic India’.

From the mentioned products we have detailed out the major 4 oldest handicrafts are still performing well in the market. Below are few glimpses of Varanasi Silk Saree, Soft Stone, Wooden Toys and Gulabi Meenakari(Pink Enamelling on Jewellery) arts of Varanasi.

Silk Saree	Wooden Lacquerware and Toys	Gulabi Meenakari	Soft Sone (Jali Work)
History & Cultural Significance			
The earliest brocade and Zari textiles of Banaras was found in the 19th century. With the migration of silk weavers from	Lacquer toys are one of the ancient and iconic amongst the carving work range, it's presence in East Asian countries and	Raja Man Singh of Amber brought master enamellers from Lahore to Jaipur, Rajasthan in the 16th century. Jaipur is now the center of traditional Meenakari	Under the Maharajas of Varanasi (who patronized varied art form). stone art moved beyond architectural buildings to a smaller but refined

Silk Saree	Wooden Lacquerware and Toys	Gulabi Meenakari	Soft Sone (Jali Work)
<p>Gujarat during the famine of 1603, it is likely mention that silk brocade weaving started in Banaras in the seventeenth century and developed in excellence during the 18th and 19th century. During the Mughal period. Around 14th century, weaving of brocades with intricate designs using gold and silver threads became the specialty of Banaras.</p>	<p>Europe confirms the roots of the art. Their unique design shows the culture significance of the place and makes this art popular amongst other regions.</p> <p>As per artisans, this cluster was started 1000 years ago in Mirzapur with wooden toys and from their people migrated to Varanasi, the work got documented in 1941, when The craft got admired by the market, Khujua and Kashmiriganj cluster got developed with more than 100 families.</p>	<p>production. Intricate Meenakari executed on a base of gold and kundan has long been practiced at Bikaner and Jaipur. Nathdwara, Bikaner and Udaipur are famous for their silver Meenakari.</p> <p>The art was learnt from Persian craftsmen who visited the court of Avadh at Lucknow in the 17th century. By 20th century Varanasi Meenakari products have established brand image of their own in the country.</p>	<p>version—that of carving miniature forms of animal uses Ivory to carve Migrations largely took place during the Revolt of 1857, when people from Jhansi moved to Varanasi, the hometown of Rani Lakshmibai, to seek refuge. After Varanasi became their permanent homes, many of these communities brought with them soft stone, quarried around parts of Jhansi, to Varanasi and Ramnagar. Thereby, soft stone replaced ivory as being the raw material to be used for the craft.</p>

Product Profile

			
<p>*described in previous sections</p>	<p>Varanasi Wooden Lacquerware & Toys are important component of life at every level, from children's toys to marriages. This craft is much popular from Varanasi to across the world, traditionally made by Kunder Kharadi Samaj and Vishwakarma</p>	<p>The Products under Gulabi Meenakari range from Carved Silver Boxes, postures of Lord Ganesha, pair of Ganesha Laxmi, and jewellery items as earrings, necklace, pendants etc. to many other decorative items</p> <p>Meenakari, also called enameling, is the art of decorating a metal surface by fusing</p>	<p>Jali or fretwork is intricately carved on soft stone and its process requires supreme mastery of masonry and design making. The Varanasi soft stone jali work epitomizes both high skill and: superior quality of craftsmanship. Delicately chiseled and decorated with inlay work these elaborately carved jalis demand time in their making along with the</p>



Silk Saree	Wooden Lacquerware and Toys	Gulabi Meenakari	Soft Sone (Jali Work)
	community and rural area artisans prepare various type of traditional motifs and designs including the wooden mask, figure of God & Goddess, flying style, various type of faces, <i>Sindurdani</i> , different type of Latoo (spinning tops), flowerpot, dolls, decorative items through Lacquerware and painting technique.	colours and mineral substances to it. This art was introduced to the city of Varanasi by Persian enamellists during the Mughal era around the early 17 th century ²⁷ . The word 'mina/meena' is the feminine form of the Persian word 'Minoo' and means 'heaven'. It refers to the azure colour of heaven.	skill and creativity of the masters. In Varanasi the jali craft work can be seen on forts, zamindari homes, places of worship and ancient monuments all of which are a testimony to its antiquity. Statues of religious significance are also made using this technique. To further enhance the beauty of these sculptures they would be embedded with semi-precious stones and shell-work. Today small items of utility and decor are also produced such as table tops, boxes, coasters, trays, etc. Given their small size and the intricate work of jali making the Varanasi soft stone craft remains skill of the masters.

"Banarasi Pink Meenakari Gifts were presented to US Vice President Kamala Harris and Australian Prime Minister Scott Morrison by Prime Minister Narendra Modi during his recent visit (2021) to the United States of America."

An Idol of Lord Ganesha, was included in a gift pack for then Japanese Prime Minister Shinzo Abe during his visit to Varanasi on December 12, 2015.

Prime Minister expressed his gratitude towards the artisan of Gulabi Meenakari in bringing out the theme International Yoga Day through this craft because an idol in yogic posture made of pure silver, 12 inches tall out of vibrant colours attracted the attention of the world towards beautiful masterpiece of local craft.

6.2.1 Status of GI Tag

Varanasi Soft Stone Jali Work has been awarded Geographical Indication (G.I.) status in 2018, Banaras Gulabi Meenakari Craft received GI Tag in 2015, Metal Repoussé Craft, Wooden Toys and Glass Beads in 2016. Zari Zardozi and Wood Carving art of Varanasi received GI Tag in 2020.

²⁷ Varanasi.nic.in; dsource.in

6.3 Cluster Stakeholders

The stakeholders for the Handicraft Cluster are Weavers/Artisans/ Gold Smiths/Workers who mainly connected through the Unit Holders/Traders and Manufacturers. Mentioned bodied received support from different institutions on Training, toolkits, Margin Money, CFC, Loans etc.

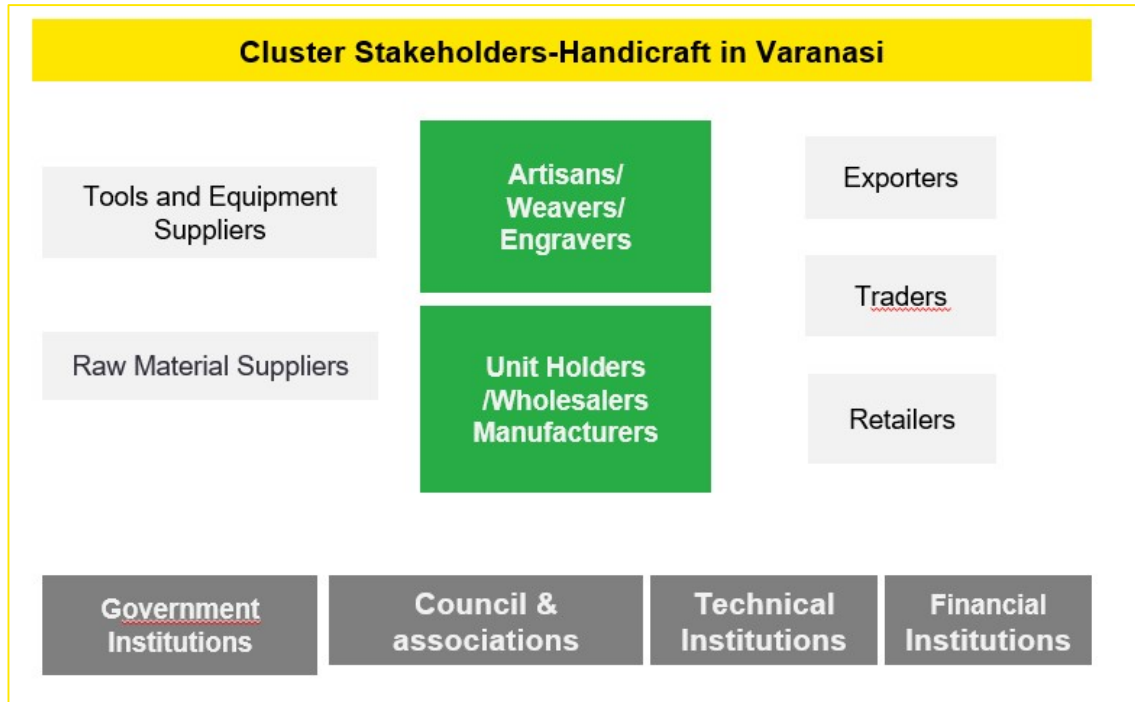


Figure 7: Cluster Stakeholders

6.3.1 Support Institutions

Following are the support Institutions that are working for the development of Handicraft in Varanasi:

- ▶ Office of Development Commissioner (Handicraft)- Ministry of Textiles
- ▶ District Industries and Entrepreneurship Promotion Center (DIEPC), Varanasi
- ▶ Export Promotion Council of Handicraft (EPCH)
- ▶ Handicraft Export Association, Varanasi
- ▶ National Small Industries Corporation (NSIC)
- ▶ IIT-BHU
- ▶ Uttar Pradesh Export Promotion Board
- ▶ Agriculture and Processed Food Products Export Development Authority (APEDA)

6.4 Export Scenario

The handicrafts sector is of importance to the Indian economy as it is one of the largest employment generators and account for a significant share in the country's export. The state and regional clusters contribute significantly to handicrafts export. The Indian handicrafts industry is fragmented with more than seven million regional artisans and over 67,000 exporters/export houses²⁸ promoting regional art and craftsmanship in the domestic and global markets.

²⁸ Ibef.org



6.4.1 HS Code: For Gulabi Meenakari

HS codes under the category are demonstrated and analysed based on relevancy because major portion of the export from the Handicraft product of Varanasi routed through third parties, who operate from Delhi, Mumbai and other ports of the country. Below is list of prominent HS codes under the category:

This chapter covers details analysis of top exporting product for Jewellery products with HSN 711790 and 711311.

Table 9: HS Code with description²⁹

HS Code	Description	World Exports (USD Thousand)	India Exports (USD Thousand)	Top Countries whom India Export
711790	Imitation jewellery (excluding jewellery, of base metal, whether or not clad with silver, gold or platinum)	14,56,535	84,941	USA, UK, Nigeria, Spain, UAE
711311	Articles of jewellery and parts thereof, of silver, whether or not plated or clad with other precious metal (excluding articles > 100 years old)	75,60,517	19,79,404	India is top exporter for China, USA, UK, UAE, Germany, Australia
Imports				
HS Code	Description	World Imports (USD Thousand)	India Imports (USD Thousand)	Top Importers
711790	Imitation jewellery (excluding jewellery, of base metal, whether or not clad with silver, gold or platinum)	13,56,097	14,062	USA, France, UK, China, Germany
711311	Articles of jewellery and parts thereof, of silver, whether or not plated or clad with other precious metal (excluding articles > 100 years old)	65,02,965	43,471	USA, Hong Kong, Germany, UK

Current Scenario

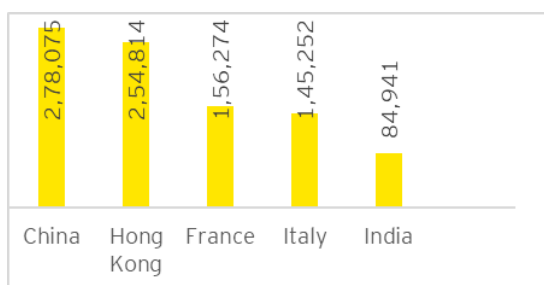
Product: 711790

Type of product: Articles of jewellery and parts thereof, of silver, whether or not plated or clad with other precious metal (excluding articles > 100 years old)

India's exports represent 7% decline for this product code ranking 5th in world export behind Italy. The value exported from world in 2021 is **USD 15,28,894 Thousand**.

China is highest exporter in the world and remain the main competitor of India. China accounts for 18.18% of the world exports for this product, thus ranking it at number 1 worldwide. On the other hand, Italy accounts for 9.05% for world export for this product ranking it at number 4 before India. China exports 3 times India's volume of export.

The value of India's exports over the last 3 years have decreased by CAGR 15%.



20,63,895 USD Thousand
Value of world exports in 2020

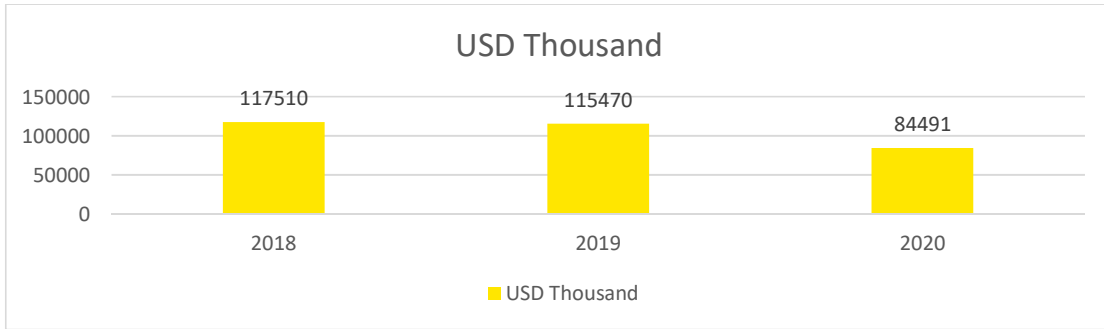
20,63,895 USD Thousand India's exports 2020

33,090 USD Thousand UP's Export (2018-19)

~1.6%
Share of UP in India's Exports

²⁹ www.tradesmap.org

And, as per data FY 2018-19 to 2020-21 for exports from the state of UP, it is observed that there has been decrease in the CAGR by 5.91%.



Importers of the product:

The following figure highlights the top importers of the world along with their value of exports (2020) and annual growth (2016-2020) in percent:

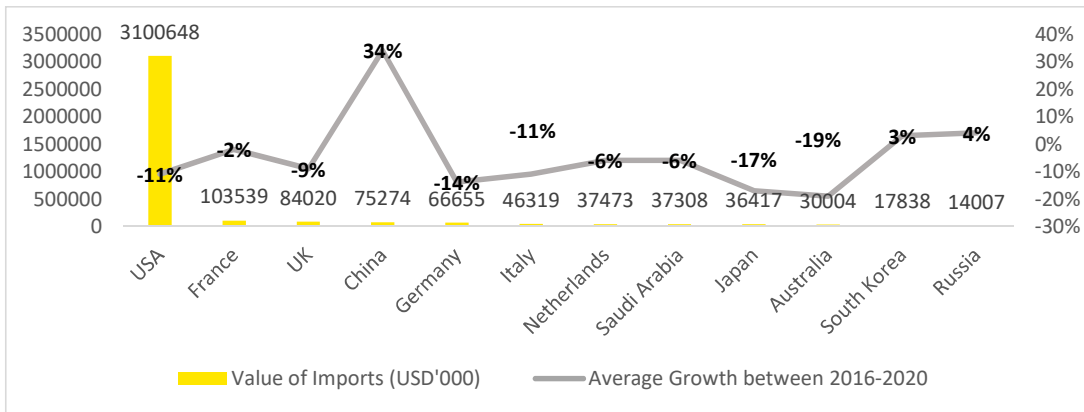


Figure 9: Top importers for this product in the world for HSN-711790

The following figure highlights the top 15 countries importing from India along with their value of export (2020) with their annual growth (2016-2020) in percent.

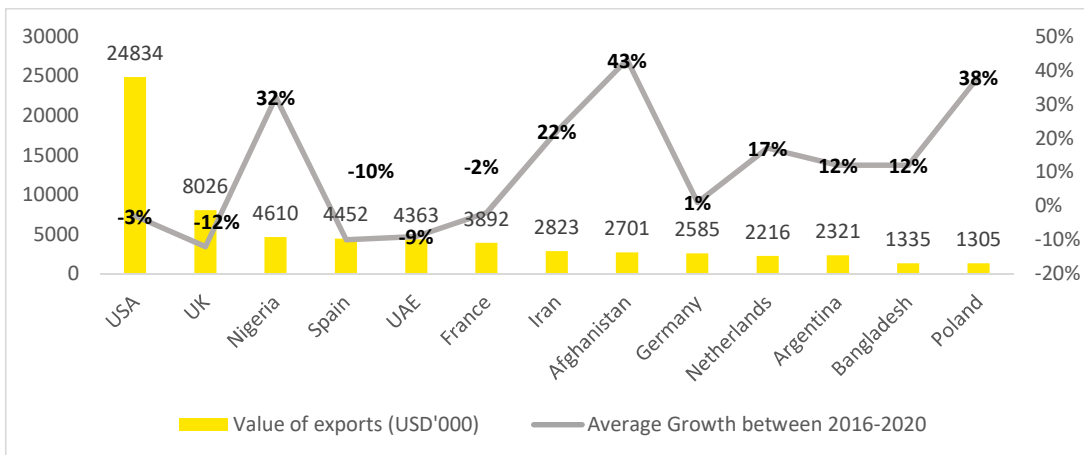


Figure 10: Prominent countries to whom India exports this product HSN- 711790



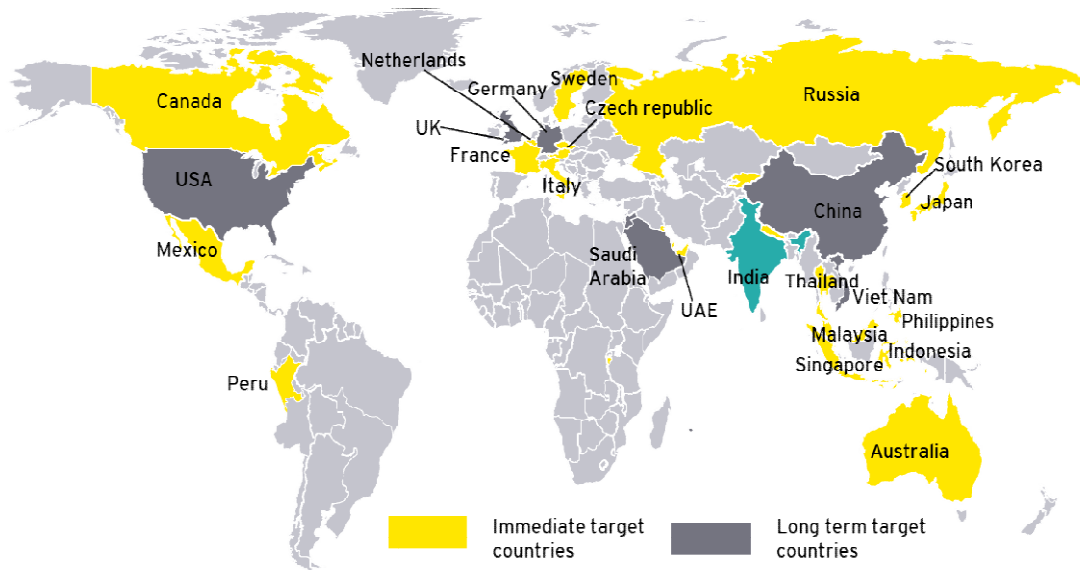


Figure 11: Markets under Handicrafts

6.4.2 HS Codes analysis for Wooden Lacquerware and Toys

The chapter focusses on the export scenario of India and Uttar Pradesh and then deep dives into the export statistics of product code 9503 stating the target countries for market expansion of the products. There are various HS codes through which export happen from Varanasi under Handicraft, we have chosen HSN Code 950300 for the below analysis to showcase India and World scenario under this category.

India exported wooden handicrafts & toys \$75.5 Million during 2018-19. *Wooden toys* is an ancient Indian tradition,

Key Facts of Export

5,18,20,007 USD Thousand
Value of world exports in 2019

125,794 USD Thousand
India's exports 2019

7.92 USD Thousand
UP's Export (2018-19) ~0.03%

Share of UP in India's Exports

“The traditional craft of toy making at Varanasi was one of the major activities in the city by providing livelihood to more than 2500 artisans. With the decreasing demand and tough competition from machine made toys, the craft shrank considerably and at present only around 1500 artisans are actively practicing in the craft. If proper support is not provided the craft may languish from Varanasi. Some major steps are required to be taken up to protect this craft and to create employment to local artisans.”

with the industry flourishing in the country over the ages.

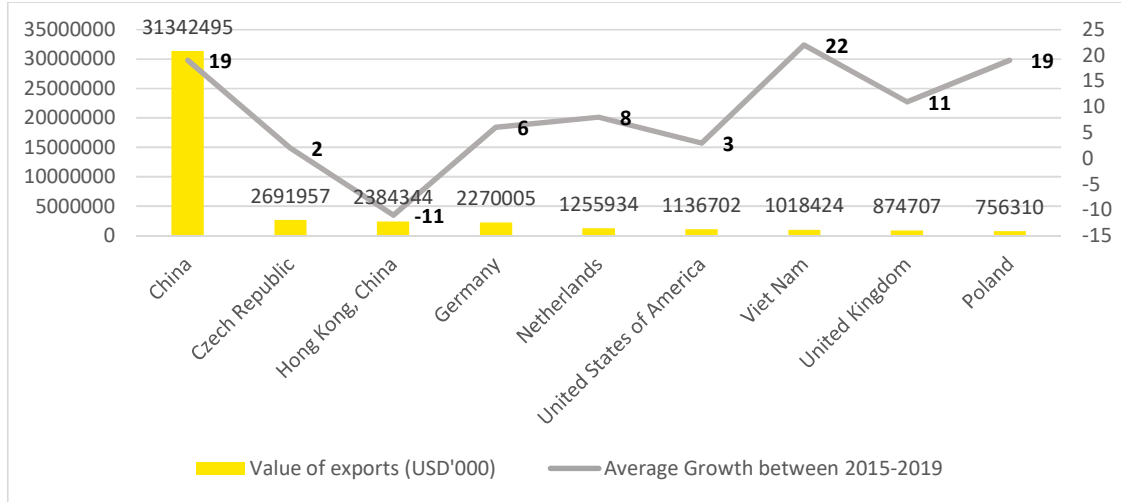
Unlike, most countries, in India skilled/unskilled/semi-skilled is easily available and India's export policies are liberal. India also has various schemes and policies chalked out for its MSMEs and traditional industries to uplift their sales and profits. In recent years, India has made the shift towards contemporary designs, necessitating an upgrade in production and processing techniques. India is seen as a flexible supplier that



can **quickly respond to changes** in consumer preferences. Varanasi district have potential not only for wooden toys but a famous tourist spot & best known for God Shiva's place.

India also has the largest presence of institutions that has the resources and knowledge to handhold the artisans to adopt modern trends and technology.

The top 11 importers for this product in the world are as depicted below;



Countries that import the product from India along with value of imports are as depicted below:

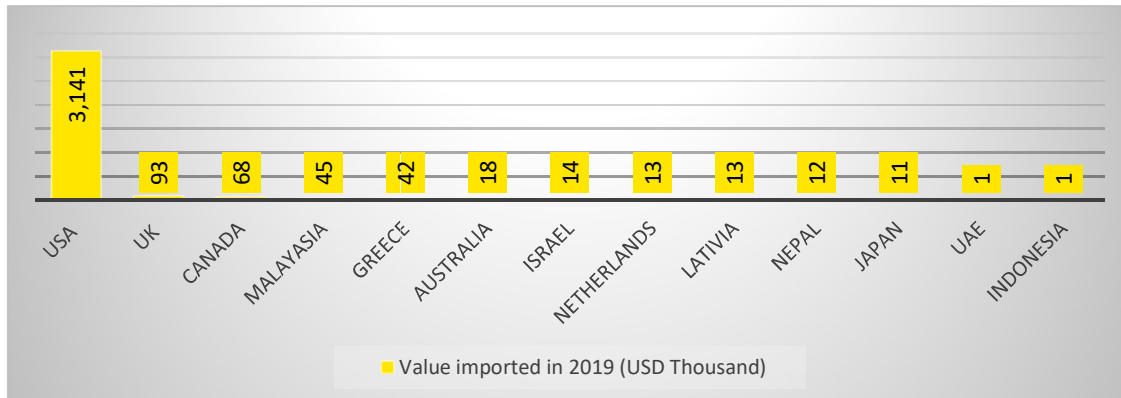
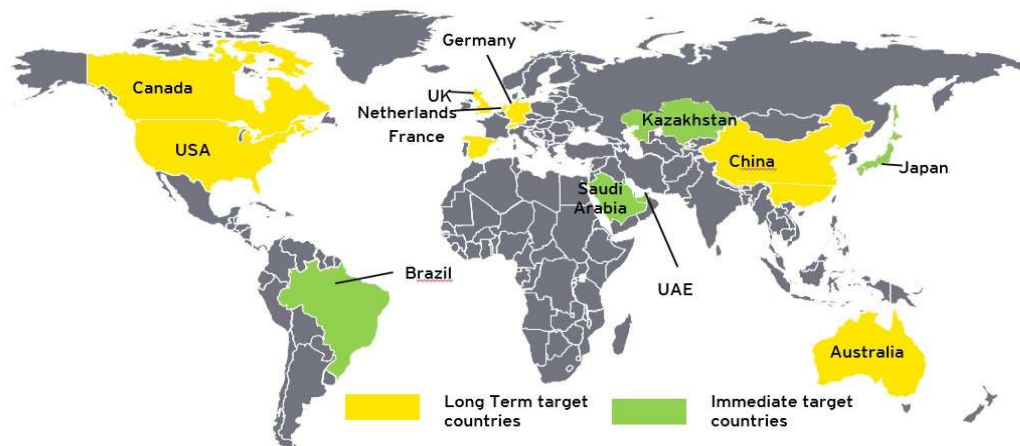


Figure 12: Wooden Toys Markets





6.4.3 Banaras Beads

Glass Beads, Fancy Beads, Hollow Beads etc. are the main products from the cluster there are more than **11000 industrial units** make turnover of **INR 150 Crore** where **~20 Crore³⁰** is export part access to the markets of **European countries, Middle East, USA etc.** The cluster responsible for the employment of more than **20,000 Artisans/workers**. The glass beads sector is led by Banaras Beads Limited³¹, which is an Export house recognized by Government of India, established in the year 1940. The company has approximately 500 employees & it is a Public Limited company having more than 6000 shareholders. It is listed in leading stock exchange of India BSE&NSE

The major recommendation in the glass beads sector is the formulation of strategy to do away with the Chinese dominance as a supplier. The Chinese influence is not only limited to the supply of finished products but also as a service provider of the quality finished products to the former client base of Banaras beads. Although there is an establishment of SPV taking place, which aims at making the glasses as well but its inception to the operation stage is delayed to the considerable extent due to the government process. A single window clearance system can serve the purpose. Besides, a product check of the one delivered by China and a survey of the trend followed in glass beads can assist in leap frog. The proactive support from MSME is the need of the hour.

Banaras Beads Limited

Banaras Beads Limited is an Export house recognized by Government of India, established in the year 1940. The company has approximately 500 employees & it is a Public Limited company having more than 6000 shareholders. It is listed in leading stock exchange of India BSE&NSE.

³⁰ One to One discussion – BBL Ltd

³¹ Stakeholder consultation -BBL Ltd



Banaras Beads is India's largest manufacturer of Glass Beads, Fashion Jewelry & Accessories. It also deal in Beads made from Clay, Brass, Aluminum, Copper, Resin, Ceramics, Horn, Bone, Semiprecious stones, Agate, Lac, Hand Painted Beads, Spray Painted Beads etc. The company also trade in Leather Cords, Cotton Wax cords & Misc. Handicraft Products out of India.

The Glass Beads are Handmade (Lamp Work) as well as Machine made (Pressed Beads and Tube cutting Machine). There are latest machines used for producing beads from India, Japan, China, Israel, and Czech Republic & Germany. In last many decades, the company has grown every year & today it is one of the biggest in the trade.

There are various HS Codes used to perform the export of Banaras Beads and products

- ▶ 70181020- Glass Beads
- ▶ 56022100- Felt Items
- ▶ 74199940- Copper Items
- ▶ 96019030- Bone Items
- ▶ 39261019- Plastic Beads

For the year³² of 2020-21 the exports are INR 19.32 Cr and for FY 2021-22 the exports are INR 18.86 Crore. However, from the ports of Varanasi their was no export recorded in this product.

SWOT Analysis Banaras Beads

Table 10:SWOT Analysis Banaras Beads

Strength	Weakness
<ul style="list-style-type: none"> ▶ Huge production potential ▶ Reputation in the International market for quality products 	<ul style="list-style-type: none"> ▶ Dependence on China for glass ▶ The process of establishing an SPV is time taking.
Opportunities	Threat
<ul style="list-style-type: none"> ▶ All set to establish SPV at Mohansarai, where they will make glass. ▶ The new SPV will give more employment 	<ul style="list-style-type: none"> ▶ China is giving superior quality material at a cheaper price ▶ Some of the old business clients have started importing products from China.

6.5 Export Potential-Handicrafts of Varanasi

- ▶ The total exports of Handicraft from Varanasi district were around INR 600 Lakhs³³ in year 2020-21.
- ▶ India's exports represent 7.1% of world exports for this product, its ranking in world exports is 3.Error! Bookmark not defined.
- ▶ Other prominent products exported from Varanasi District are Engineering goods, Rice, Green Chilli, Wheat etc.

³² Banaras Beads Ltd

³³ Source: DGFT

6.6 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 product's 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:

- ▶ **Development of a new products**
- ▶ **Modifications of Existing Products**

6.7 SWOT Analysis- Handicraft of Varanasi

Table 11: SWOT Analysis for Handicraft of Varanasi

Strengths	Weaknesses
<ul style="list-style-type: none"> ▶ Established Town of Export Excellence provides benefits to producers by ensuring participation in international trade fairs and financial assistance under EPCG scheme ▶ Low-price compared to another cluster ▶ A brand name in itself due to recognition through GI Tag ▶ Improving and enhancing rural economy 	<ul style="list-style-type: none"> ▶ Design Patterns are traditional ▶ Dependency on Middleman/traders ▶ Lack of awareness of Govt Schemes, Exporters Needs,
Opportunities	Threats
<ul style="list-style-type: none"> ▶ Large scope in domestic and foreign market for expanding sales network ▶ Creation of marketing centre with tourist attracting facilities 	<ul style="list-style-type: none"> ▶ Competition with other organized clusters ▶ Lack of awareness of govt schemes ▶ Weak Infrastructure

6.8 Challenges and interventions

There are several interventions required immediately for the growth of the cluster where Awareness workshops on Markets and leading practices, exports and Designing workshops are major areas to work upon. DIEPC and DCH are facilitating the same with the help of experts of technical institutions as IIT-BHU, IIP, NID, UPID etc.

Clusters also require better infrastructure with Latest Technology machinery such as CNC, CAD techniques, 3D printing etc over the usage of Lathe and other hand-tools.

6.9 Future Outcomes

Annual Turnover
The increase in turnover is expected thrice in next 5 years due to several interventions from the Support Functions.

Cluster exports
Substantial growth in cluster exports expected to be more than INR 100 cr. by 2025 (over a span of 5 years).

7. Product 4: Fruits and Vegetables

7.1 Cluster Overview

Varanasi is predominantly an agrarian region of which most of the district's population engaged in agriculture and related activities. Sugarcane, rice and wheat are the main crops of the district accounting for the major portion of the gross area sown. Sorghum and Maize is also grown in the region. The overall agricultural land use in Varanasi (for the year 2014-2015) comprises of the sown area of 95,700 hectare. Out of the sown area 62,123 hectares is sown more than once. In horticulture practices, marigold flower is widely grown in the region, which is used in the religious offerings.

7.2 Product Profile

The product selected under the category is Green Chilli- *Indu Mirch*, which is the ODOP product from Varanasi under MoFPI's ODOP scheme.

Chilli is one of the important crop which is being cultivated in varanasi district. Over the recent years, the farmers interest in producing the Chilli has weaned due to less market price and other factors. Chilli production in the Varanasi district is 1.860 thousand MT. It is one of the most important produce in the district and famous for its spiciness.

- ▶ No. of units: 5-6 chilli processing currently; 2 FPOs are also cultivating the chilli as one of their main produce
- ▶ No. of farmers: about 400- 600
- ▶ Total turnover of the cluster: ~INR 10 Crores
- ▶ Area under Chilli Cultivation: 765 Hectares

7.2.1 Status of GI Tag

Green Chilli has been awarded Geographical Indication (G.I.) status in 2015 and is valid up to 2029.

7.3 Export Scenario

7.3.1 HS codes

The from Varanasi under the Green Chili Category is INR 2.17 Crore³⁴ for the period of Sept 2020 to Sept 2021.

Table 12: HS codes for Green Chilli

Sl. No.	Product	HSN Code	Exports from India ('INR USD, 2020) *	Exports from UP ('INR USD, 2020) *
1	Fresh or chilled fruits of the genus Capsicum or Pimenta	070960	54773	350

³⁴ DGFT Data Sept 20 to Sept 21

Key Facts Error! Bookmark not defined.

95700 Hectares of land under cultivation- 62123 hectares are sown more than once

INR 216 Lakhs ~Export Turnover in 2020-21

Awarded GI status in 2009 and valid upto 2028



Figure 13: Indu Mirch of Varanasi



* Exports are analysed for Green Chilli.

7.4 Cluster Stakeholders



Figure 14: Cluster Stakeholders

7.4.1 Industry Associations

Following are four principal Industry Associations/SPVs that are working for the development of Chillis:

- ▶ Saraswati Pharma
- ▶ National Horticulture Board (NHB)
- ▶ Trisagar Pharma
- ▶ Agriculture and Processed Food Products Export Development Authority (APEDA)

7.5 SWOT Analysis- Green Chilli (Fruits and Vegetables)

Table 13: SWOT Analysis Green Chilli

Strength	Weakness
<ul style="list-style-type: none"> ▶ Varanasi is one of the famous Chilli producers district in Uttar Pradesh ▶ Varanasi Chilli is one of the top qualities grown in UP ▶ Easy Availability of raw material ▶ Large employment potential ▶ Low Initial Investment 	<ul style="list-style-type: none"> ▶ Small size landholding. ▶ Soil Health is neglected which leads in deterioration of productivity ▶ Very few chilli processing units are operational with outdated machines ▶ There is no dedicated market area within the district ▶ Dearth of skill manpower
Opportunities	Threat
<ul style="list-style-type: none"> ▶ Varanasi Chilli can yield high profit margins for the farmers. ▶ Ample Irrigation availability. ▶ Growth in demand in domestic market as well as International market (Asian Markets) ▶ Probability of high production through organic farming 	<ul style="list-style-type: none"> ▶ Land under cultivation has declined ▶ Shortage of Labour ▶ Non-availability of Finance ▶ Lack of timely and adequate credit facility ▶ No proper minimum support price for Chilli discouraging farmers

7.6 Challenges and interventions

Parameter	Challenges	Intervention
Warehouse for storage	<ul style="list-style-type: none"> ▶ Lack of modern storage facilities causes damage of Chillis through natural calamities and insect attacks. This leads to selling of the Chillis at much lower price minimizing the profits for the cluster actors 	<ul style="list-style-type: none"> ▶ Creation of a warehouse with modern storage facilities with controlled atmosphere
Marketing & Branding	<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 	<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
FPO model approach	<ul style="list-style-type: none"> ▶ Challenges in adopting FPO model and cluster-based approach 	<ul style="list-style-type: none"> ▶ It is suggested that on the lines of State Agri Export Policy, FPO model and cluster-based approach be adopted.
Post GI Initiative	<ul style="list-style-type: none"> ▶ Lack of promotion of product after being recognised as a GI product 	<ul style="list-style-type: none"> ▶ Target to make 100 authorised users to become IEC holder in a year. (DIC) to identify such stakeholders. ▶ Organise one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) for increasing authorised users. (This can be done by DGFT /APEDA/FIEO/ MSME with the help of DIC)
Organic Product	<ul style="list-style-type: none"> ▶ Unawareness about Export of Organic Products 	<ul style="list-style-type: none"> ▶ APEDA may be asked to apprise the stakeholders about benefits under NPOP
SPS/TBT Standards	<ul style="list-style-type: none"> ▶ Lack of Knowledge about SPS/TBT standards 	<ul style="list-style-type: none"> ▶ Awareness program by the DGFT/ APEDA
Exporter's issue	<ul style="list-style-type: none"> ▶ No focal point to address exporters issues. 	<ul style="list-style-type: none"> ▶ DIEPC to act as a focal point for all 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. India's cost of logistics is one of the highest in the world. ▶ Since the start of Covid 19 Pandemic, the availability of containers and the Freight Charges by the Shipping lines has been the main concern of the industry 	<ul style="list-style-type: none"> ▶ The DIC office should organize workshops for exporters to apprise them about Foreign Trade Policy benefits viz. Duty Exemption Scheme / Advance Authorization Scheme / Duty Free Import Authorization Scheme. ▶ The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to

Parameter	Challenges	Intervention
		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.
Research and Development	Lack of Research Institutes in preparation of other food processing items of Chilli	▶ Currently only one research institutes (IIVR) are working on development of by-products of vegetable based products however, need of more research institutes are important in the cluster in order to promote commercial production of Chilli which in turn may lead to higher income and employment generation to the farmers.

7.7 Future Outcomes

Cluster exports
Substantial growth in cluster exports expected to be INR 5 crore by 2025 (over a span of 5 years).

8. Scheme under Uttar Pradesh Export Promotion Bureau

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

A. Marketing Development Scheme (MDA)

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

B. Gateway Port Scheme

Brief Description	Assistance is given to all manufacturing exporting units on expenses incurred
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	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

9. Action Plan

Quantifiable activity/ Intervention	Responsible authority	Timeline for implementation ³⁵
Increasing the overall exports from the state		
<p>Sensitization and facilitation in availing Import/ export documents: Majority of the cluster actors though interested and sensitized on exports are unaware of Import-Export Code which is crucial for participating in global trade. While some of them are aware, they face challenges in applying. Thus, at district level, a camp should be set in every three months to help the individuals interested in trade to understand about the requisite documents required for undertaking import/ export and provide support in availing them</p>	DIEPC/ UPEPB	Continuous initiative
<p>Creation of an event calendar comprising of events to be conducted in a Financial Year with a focus on international marketing events. Further, DGFT and FIEO can finalize a target to participate in at least 3 international events in a year per product category/industry (food, engineering & auto components, handicrafts, textile& apparel etc.) by utilizing schemes like IC and MAS</p>	DIEPC/ UPEPB	Continuous initiative
<p>Sensitization of cluster actors:</p> <ol style="list-style-type: none"> a. The individuals of a cluster should be sensitized on the plethora of schemes³⁶ 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 	DIEPC/ UPEPB	Continuous initiative
<p>DIC and FIEO can play a pro-active role in this regard. 10% increase in every year in the number of units taking part in the trade fairs organized by FIEO and other organizations may be proposed as a</p>	DIC, UPEBP and FIEO	Intermediate

³⁵ Short term: Should be initiated within 6 months, Intermediate: to be initiated between 6- 12 months, long terms after 12 months

³⁶ 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>:

target under this segment		
Common interventions across sectors/ clusters		
Collaboration with e-commerce companies like Amazon, ebay, Flipkart etc.	ODOP Cell/UPEPB/DIEPC	Short term
MoU with QCI for defining quality standards of the products	ODOP Cell/UPEPB/DIEPC	Short term
Collaboration with IIP to define cluster-wise packing standards	ODOP Cell/UPEPB/DIEPC	Short term
Sensitization of banks and bankers to help them understand the niche sectors of MSME and their specific requirements which shall help banks evaluate projects better while lending credit	UPEPB/DIEPC and banks	Short term
Introduction of revolving working capital within the cluster to help MSMEs procure raw materials and undertake production without hinderances	UPEPB/DIEPC and banks	Intermediate
Tie up with the banks/financial institutions (SIDBI, BoB etc.) for better interest rates, enhanced working capital limits etc.	UPEPB/DIEPC and banks	Intermediate
Handholding of MSMEs for increasing their awareness on schemes of state & centre and the procedure to apply to avail financial assistance	UPEPB/DIEPC	Intermediate
Sensitization of cluster actors from this sector on 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:	DIEPC/UPEPB	Long term
<ul style="list-style-type: none"> 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. b. The CONCOR rates are to be made available at regular intervals to the DIC office for updation of the same at the district website. c. The formation of the Sub-committee comprising the representative of CONCOR and Deputy Commissioner Industries to understand the issue and suggest ways to help 	DIEPC/UPEPB	Long term

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
Silk Products and Other Handicraft		
<p>Establishment of Common Facility Centre with:</p> <ol style="list-style-type: none"> a. Testing Centers- This will ensure the growth in the export regime b. Raw Material Bank <ul style="list-style-type: none"> ▶ To avoid raw material imports - Silk Products ▶ To ensure more supply through auction of the desired kind of wood, especially “Koraiya” wood.- Wooden Toys c. Common Production Center- d. Design and display center with CAD/CAM facilities and space to showcase products to undertake sale e. Marketing centre for undertaking marketing events- Common requirement for all the products under Handicraft 	DIEPC, Forest Department, DCH, DGFT and ODOP Cell ,	Long Term
Collaboration with NIFT and NID for design inputs and support in branding initiatives	UPEPB/ODOP Cell	Long term
Application to Directorate General of Foreign trade for a unique HSN Code	UPEPB/ DGFT	Intermediate Level
Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters.	UPEPB/DEIPC	Short term
The polyester weaving and readymade garments products common to in the form of supply chain management to prevent loss in transit and business to consumer deal through e-commerce for Silk Products, Shawls and Scarves, Handicrafts etc.	DIEPC	Intermediate Level
<p>Promotion of post GI initiative:</p> <ol style="list-style-type: none"> a. DIC to identify 100 authorized users to become IEC holder in a year b. Organize one seminar within two months to apprise the stakeholders about the 	DIEPC/UPEPB/ODOP Cell	Intermediate term

importance of Geographical Indication (GI) and for increasing the authorized users		
Fruits and Vegetables		
FPO model approach: It is suggested that on the lines of State Agri Export Policy, FPO model and cluster-based approach be adopted.	UPEPB, DIEPC and Dept of Food Processing & Horticulture	Long term
Establishment of a warehouse with modern storage facilities leveraging schemes like MSE-CDP, PM FME etc. Establishment of	UPEPB, DIEPC/ DHOs and Dept of Food Processing & Horticulture	Long term
Promotion of post GI initiative: a. DIC to identify 100 authorized users to become IEC holder in a year b. Organize one seminar within two months to apprise the stakeholders about the importance of Geographical Indication (GI) and for increasing the authorized users	DIEPC/UPEPB	Long term
Collaboration with E-commerce companies focusing on vegetables and fruit sale like Big Basket, Natures Basket etc.	UPEPB / DIEPC	Short term
APEDA may be asked to apprise the stakeholders about benefits under NPOP scheme	APEDA/UPEPB/DIEPC	Ongoing
Introducing the Kisan credit card, Soil Health schemes in the cluster	DIEPC and banks	Short term
Training programme to educate the cultivators: a. Training programme to educate the cultivators about various SPS/ Technical standards in international markets b. The District Industry Centre in consultation with regional DGFT officer & APEDA may chalk out the programme on quarterly basis to train and education cultivators and other stake holders about SPS/ technical standards in international markets.	DIEPC/DGFT/APEDA/DGFT	Ongoing
Shawls and Scarves		
Establishment of a RMB to ensure availability of raw materials at affordable prices and portal for better tracking of raw material purchased. a. Ensuring procurement of quality Yarn for better polyester to make quality fabrics	UPEPB/DIEPC	Long term

<p>Training programme to educate the cultivators:</p> <p>c. Training programme to educate the cultivators about various SPS/ Technical standards in international markets</p> <p>The District Industry Centre in consultation with regional DGFT officer & Uttar Pradesh Handloom Promotion may chalk out the programme on quarterly basis to train and education weavers and other stake holders about designing and technical standards in international markets.</p>	DIEPC/DGFT/APEDA/DGFT	Ongoing
Glass Beads		
Increase the usage of the portal as this portal facilitates the weavers and artisans to provide information about their handloom products for easy understanding of exporters.	UPEPB/DEIPC	Short term
Approval of CFC through MSE CDP, which aims at making the glasses to fulfill the raw material gap under the strategy to do away the Chinese dominance as supplier	DEIPC	Immediate
Tourism		
<p>Campaigning about the places of Heritage and GIs found in the region</p> <ul style="list-style-type: none"> ▶ Outdoor interactive sessions like heritage walk and cultural trail assisted by volunteer's group can be organized to attract tourist ▶ A single window clearance system preferably placed at trade facilitation centre can serve the purpose. 	Tourism Department	Immediate
<p>Transformation of Trade Facilitation Centre into a Fund-raising model</p> <p>Trade Facilitation Centre can make efforts to exhibit the contacts of the dealers of the respective products in display</p>	DCH and Tourism Department	Intermediate
<p>The geo-tagging of the places digitally can be done through the support of Department of Remote Sensing.</p> <ul style="list-style-type: none"> ▶ Identification of the tour operators rendering inferior services ▶ Acquainting tourists about the timings and route so as to avoid congestion: 	Tourism Department	Immediate

Abbreviations

APEDA	The Agricultural and Processed Food Products Export Development Authority
API	Active pharmaceuticals ingredients
CAD	Computer-Aided Design
CAM	Computer Aided Manufacturing
CFC	Common Facility Center
CONCOR	Container Corporation of India
CPC	Common Production Center
DGFT	Director General of Foreign Trade
DHO	District Horticulture Officer
DIC	District Industries Center
DIEPC	District Industry and Enterprise Promotion Center
DPR	Detailed Project Report
EPC	Export Promotion Council
EPCG	Export Promotion Capital Goods
FIEO	Federation of India Export Organization
FPO	Farmer Producer Organizations
FTA	Free Trade Agreement
GCC	Gulf Cooperation Council
GI	Geographical Indication
HS	Harmonized System
IC	International Cooperation
IC Engines	Internal Combustion Engines
IEC	Import Export Code
IIP	Indian Institute of Packaging
ISW	Industrial Solid Waste
ITI	Industrial Training Institute

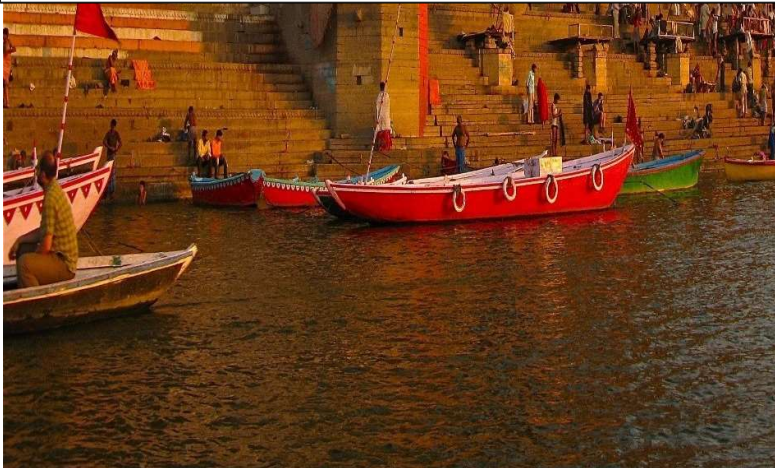
KVK	Krishi Vigyan Kendra
MAS	Market Assistance Scheme
MSE CDP	Micro & Small Enterprises - Cluster Development Programme
MSME	Micro, Small and Medium Enterprises
NHB	National Horticulture Board
NIC Code	National Industrial Classification Code
NIC	National Informatics Center
NID	National Institute of Design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

USA

United States of America



THANK YOU



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