

Niryat Patrika



A monthly newsletter

June 2022



Uttar Pradesh Export Promotion Council

Set up under Department of MSME & Export Promotion, Government of Uttar Pradesh
Niryat Bhawan, 8, Cantt. Road, Qaiserbagh, Lucknow, Uttar Pradesh 226001

From the Editor-in-chief's desk

Dear Readers,

We are delighted to inform you that, the FY 21-22 has been a year of unprecedented exports growth for Uttar Pradesh. In FY21-22 the exports from Uttar Pradesh crossed the targeted INR 150 Crore mark. Uttar Pradesh maintained approximately 5% share in India's exports.

On 3 June 2022, the hon'ble Prime Minister Shri Narendra Modi inaugurated the groundbreaking ceremony of the 3rd UP Investor Summit, at Indira Gandhi Pratishthan, Lucknow. He laid the foundation stone for 1406 projects which are valued at approx. INR 80,000 Crore.

The groundbreaking ceremony landed projects from several sectors like IT, Electronics, Manufacturing, Agriculture, MSME, Pharmaceuticals, Renewable energy, Defense & Aerospace, Tourism, Handloom and Textile, etc.

This June edition of 'Niryat Patrika' is focused on the Carpet sector, the performance of the sector at a global level, UP's capabilities for manufacturing and exporting carpets and floor covering products, the key clusters and hubs where such products are manufactured. The newsletter also details on Carpets and floor covering products from Bhadohi, Mirzapur and Agra which have been recognized as a GI Product from the state of Uttar Pradesh. In addition to Bhadohi and Mirzapur, the carpets and durries manufactured in the districts of Jaunpur, Sonbhadra and Sitapur are identified as ODOP product from the state which is also discussed.

We look forward to larger engagement from the readers through their feedbacks and inputs. Our telephonic and email helpdesk is available at your disposal for sharing your feedback or any export related queries.



Editor-in-chief
Dr. Navneet Sehgal,
ACS, Deptt. of MSME &
Export Promotion

Feature article

Sector in Focus – Carpets

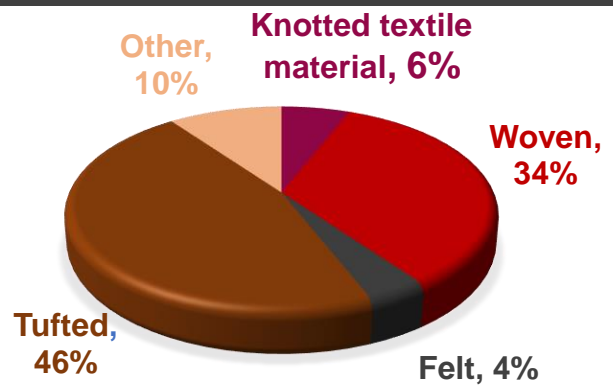
The total market size of the Carpet industry is estimated at USD 39 Billion in 2021. Out of this, approximately 40% of the market is trade driven. The global imports of carpets and textile floor coverings has grown at CAGR 4% from USD 14,184 Mn in 2017 to USD 16,762 Mn in 2021.

Global imports have grown at a CAGR of 4%

The import of Tufted needle punched Carpets and other floor coverings account for 46% of the total imports of the sector. The key importers of Carpet and other floor coverings are USA, Germany, United Kingdom, Canada, Japan, France, Saudi Arabia, Netherlands, Australia and Iraq. These markets accounts for more than 60% of the global import share.

The key exporters accounting for 65% of the

Figure 1. Market segmentation by type

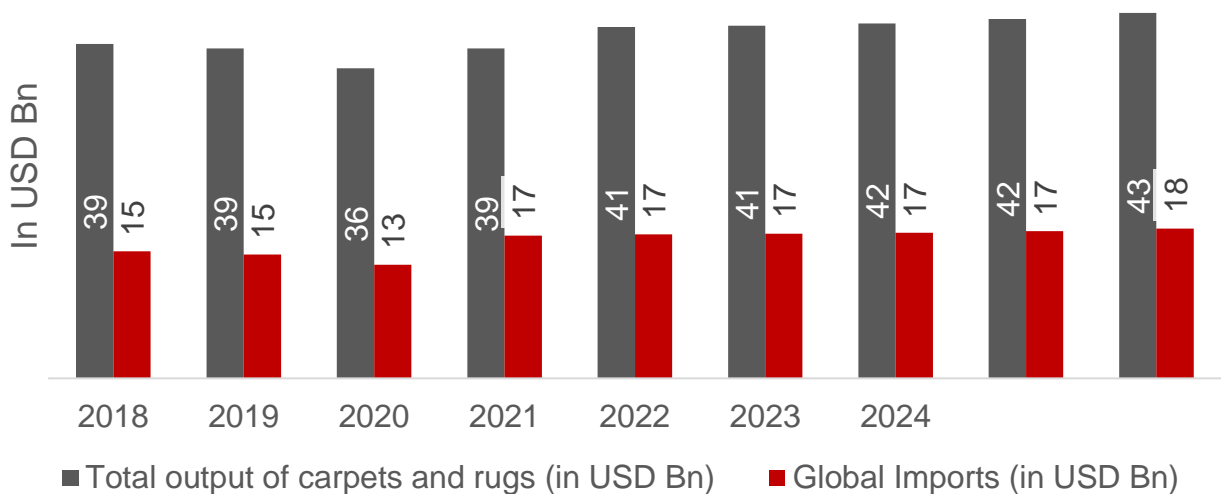


Source; Trademap

global exports are China, Turkey, India, Belgium and Netherlands.

India is the 3rd largest exporter of carpet products globally accounting for 12% of the global exports

Figure 2. Projected market size of Carpet industry



Source: GR&DS global market research report

Trade data analysis for Carpets and Other Floor-coverings

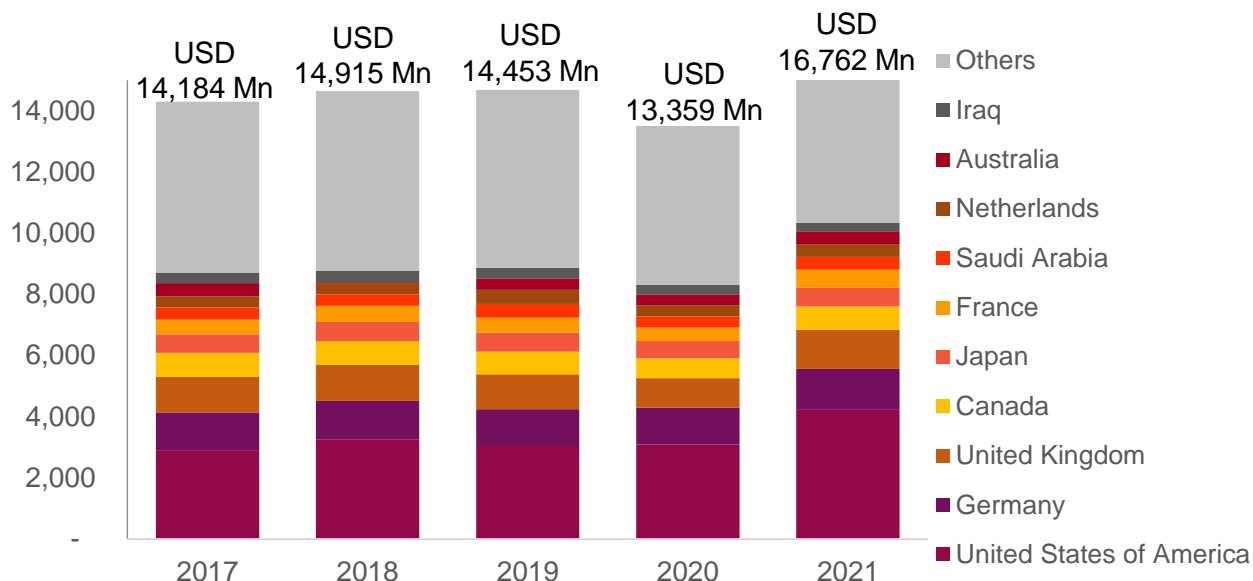
The total value of carpet and other floor covering imported globally in 2021 is ~USD 17 Bn. The global imports grew at a CAGR of 4% during the last 5 years.

USA, Germany, UK, Canada, Japan, France, Saudi Arabia, Netherlands, Australia and Iraq are the leading importers, accounting for more than 60% of global imports.

The global import of Carpets and Other Floor coverings rebounded with a growth of 25% post COVID disruptions in 2020.

China is the largest supplier of carpets globally, contributing to 19% of global exports, followed by Turkey, India, Belgium, Netherlands, etc.

Figure 3. Top importing countries for Carpet



Tufted, Needle-punched carpets and woven carpets are the key products with a share of ~80% in the overall global

imports. Other key products include knotted carpets, tufted or flopped carpets, etc.

Figure 4. Key import segments in carpet sector



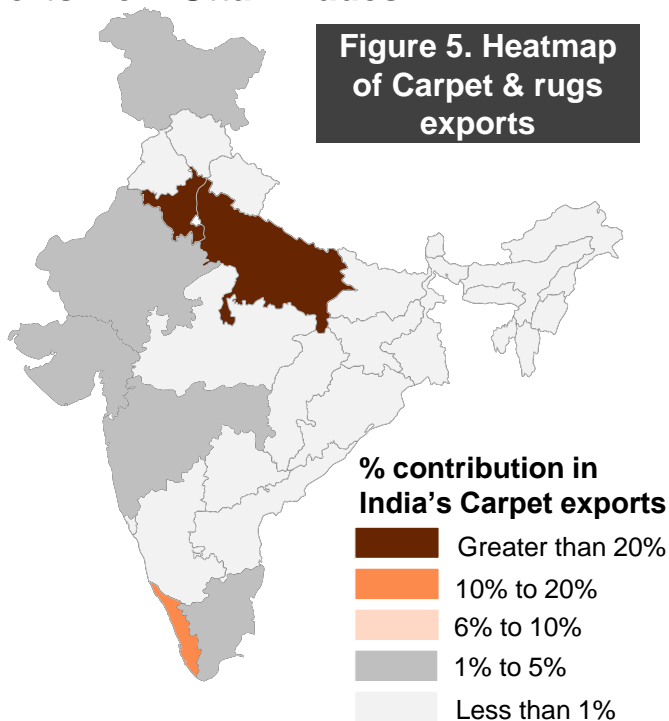
Source: Official website of ITC TradeMap

Carpet & Other Floor coverings exports from Uttar Pradesh

Uttar Pradesh is the second largest state in India in terms of Carpets & rugs exports. On an average, UP contributes to ~33% of India's carpet and rugs exports. Uttar Pradesh's carpet exports have showcased a leapfrog jump in exports of 122% post the pandemic effect from USD 323 Mn in 2020 to USD 718 Mn in 2021.

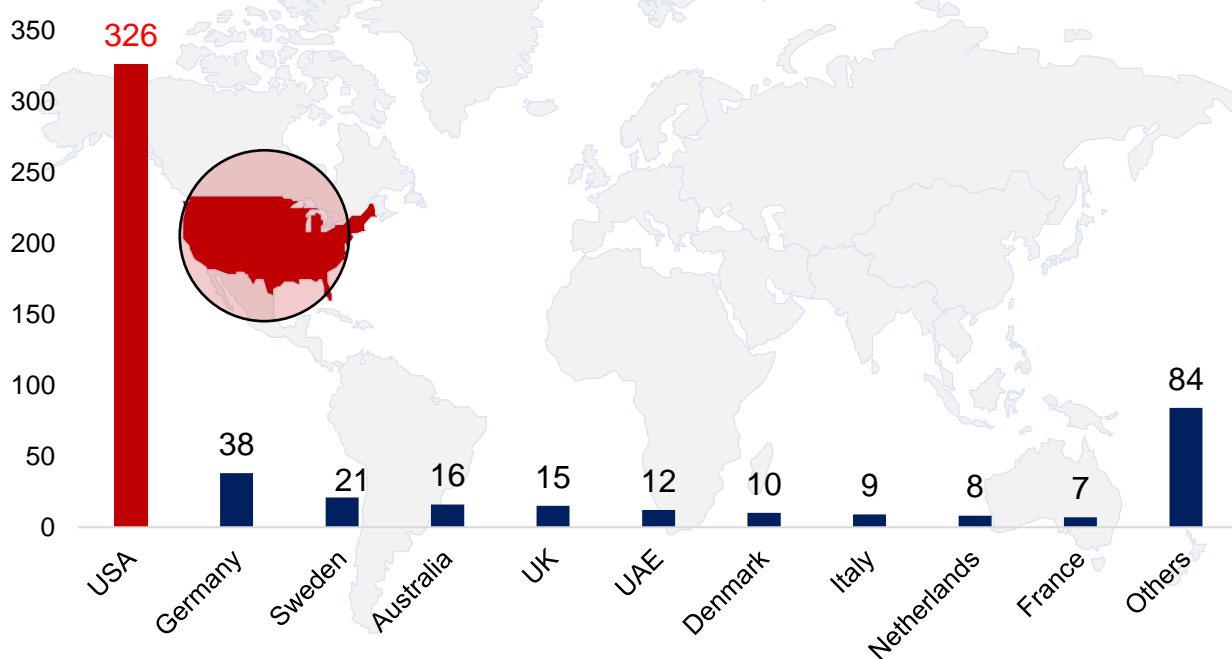
The top 10 destination markets of exports for Uttar Pradesh are USA, Germany, Sweden, Australia, UK, UAE, Denmark, Italy, Netherlands and France. In addition to the existing markets, exporters are also diversifying towards Canada, Spain, Belgium, Saudi Arabia, Japan, etc. as potential markets for upscaling & diversification.

On an average, Uttar Pradesh exported ~USD 547 Mn of carpets and floor covering articles during the last 3 financial years.



Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

Figure 6. Country-wise Carpet exports from Uttar Pradesh



Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

The key commodities being exported from Uttar Pradesh are Carpets and rugs of wool, or fine animal hair - tufted or flocked; carpets and rugs, 'needle punched' and Carpets and other textiles floor coverings of nylon, together accounting for ~60% of total

carpet exports from Uttar Pradesh. The top 10 products at HS 6 level, along with their average value of exports and top 3 markets being served from exporters of Uttar Pradesh have been detailed in Table 1 on page 04.

Table 1. Export data for Carpet & furnishings being exported from Uttar Pradesh

S. N.	HS Code	Description	UP's exports, 3-year av., FY19 – FY 21 (USD Mn)	% Share in total exports	Top 3 markets served by UP
1	570110	Carpets and other textile floor coverings, of wool or fine animal hair, knotted, whether or not made up	120.3	22%	USA, Germany, Australia
2	570310	Carpets and other floor coverings, of wool or fine animal hair, tufted "needle punched", whether or not made up	100.3	18%	USA, UK, Germany
3	570500	Carpets and other floor coverings, of nylon or other polyamides	73.4	13%	USA, Sweden, Germany
4	570231	Carpets and other floor coverings, of wool or fine animal hair, woven, not tufted or flocked, of pile construction	69.5	13%	USA, Germany Sweden
5	570190	Carpets and other textile floor coverings, of textile materials, knotted	44.8	8%	USA, Germany, Italy
6	570232	Carpets and other textile floor coverings, of textile materials, knotted, whether or not made up	35.2	6%	USA, Germany Sweden
7	570210	Kelem, Schumacks, Karamanie and similar hand-woven rugs, whether or not made up	24.2	4%	USA, Sweden, Germany
8	570239	Carpets and other floor coverings, of vegetable textile materials or coarse animal hair, woven,	14.7	3%	USA, UAE, Australia
9	570330	Carpets and other floor coverings, of man-made textile materials, tufted "needle punched	13.1	2%	USA< France, UAE
10	570241	Carpets and other floor coverings, of wool or fine animal hair, woven,	10.6	2%	USA, Japan, Germany
		Others	40.3	7%	
		Total	546.5	100%	

Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

Carpet manufacturing in Uttar Pradesh

The carpets sector in Uttar Pradesh produced a total manufacturing output of INR 7371 Crore from the Carpet sector with a Gross Value added of INR 2091 Crore per ASI 2018-2019.

Carpet weaving and manufacturing is one of the key crafts amongst the various indigenous artisan-based products that are being manufactured in Uttar Pradesh. UP is also one of the key hubs of artisan-based carpets and rugs in India, that are manufactured across various districts of the like, Bhadohi, Mirzapur etc.

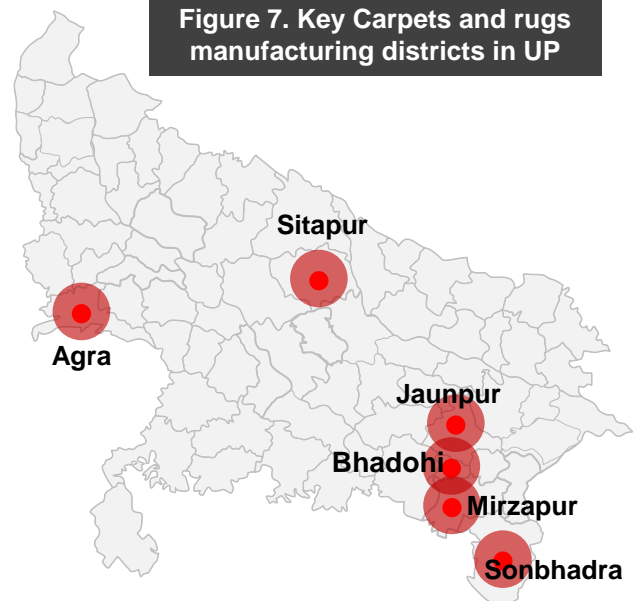
The government of Uttar Pradesh identified Sitapur, Jaunpur, Bhadohi, Mirzapur and Sonbhadra as the key districts for Carpets and rugs under the One District One Product (ODOP) program.

Bhadohi is known as the 'Carpet City' and is the largest hand-knotted carpet industry hub in the South Asia region.

ODOP products – Carpet & Floor coverings



Figure 7. Key Carpets and rugs manufacturing districts in UP



The handmade carpets of Bhadohi, Mirzapur handmade durries and Agra durries have also been awarded the G.I. tags which further supports in marketing and branding of such products.

In addition to the above, there are several other districts where appreciable manufacturing of carpets and rugs is undertaken, like, G.B. Nagar, Baghpat, Ghaziabad, Kanpur, Varanasi, etc.

The Indian Handmade Carpet Industry has developed training centers in Bhadohi, Mirzapur, Jayapur and Agra for skill development of weavers & artisans. Common facilities like, workers' sheds have been developed by the Carpets Export Promotion Council for trained artisans at Jayapur Village, to promote self employment.

The Carpet Export Promotion Council of India (CEPC) assists carpets & rugs exporters to participate in fairs and exhibitions under the Market Access Initiative (MAI) Scheme of Ministry of Commerce. It also facilitates dialogue between central and states government, helps in conducting market surveys and provides skill upgradation trainings.

Woolen and knitted carpets are one of the traditional exports from India. The manufacturers are concentrated in the northern states of India like Jammu & Kashmir, Uttar Pradesh and Punjab. In Uttar Pradesh, Bhadohi is known for the production and exports of handmade

carpets with distinct designs. The clusters of Agra and Mirzapur are recognized by the GI registry of India for their durries. The following section details on the GI products of carpets and durries registered from these districts.

G.I. registration of Handmade Carpet of Bhadohi

Bhadohi is the largest handmade carpet weaving cluster in India. The district is engaging 3.2 million people in various activities related to it. Bhadohi handmade carpets accounts for 75% of the Indian carpet exports. The history of Bhadohi's hand knotted carpet weaving can be found in different eras of Mauryas, Guptas, and Mughals. The craft thrived during Mughal rule. Designs depicting flowers, animals, gardens and trees are illustrated on Bhadohi carpets. Bhadohi carpets are manufactured on vertical wooden looms equipped with a double layer of warp. The artisans use natural colours for dyeing.

The salient features of handmade carpets of Bhadohi are –

The carpets are made with integration of exquisite designs with traditional motifs and

elegant color combination. The process is largely manual hence, excellent hand knotting skills and workmanship are required. Traditional looms and instruments which are being used have survived the challenge of technology, leading to unique weaving styles like, Jufti Knots, Badohi weave, Ghirodes Knots, Sneha Knots, etc.

Gradually new techniques of weaving are being adopted that allows to play with materials, textures, finishes, sizes and shapes.

Details of GI Registration

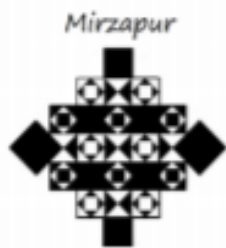
Applicant's Name - All India Carpet Manufacturer Association; The Great Bhadohi Handicraft Society

Certificate Date - 03 September 2010



In picture: Carpets being manufactured in Bhadohi, Uttar Pradesh

Mirzapur Handmade Dari



Handmade Dari

In picture:
Registered logo
for Mirzapur,
Hand Made Dari.

Durries are light woven rugs used as floor coverings. The Mirzapur Hand-made Durries are characterized by Panja weaving, bold colours and patterns and a fully handmade process of manufacturing. Mirzapur Durries are a mix of contemporary and traditional designs.

In appearance, durries look similar to carpets, however, there are appreciable technical differences between the two products.

Agra Durries



In picture: Registered
logo for Agra Durries.

Agra Durries are traditional hand-woven, flat and pileless rug. The craft is recognized for the variety of designs and colours. In its simplest form, the durries are made by plain weaving in stripes of different colours to form multi-colour patterns. This occupation is hereditary and passed on from generation to generation.

While durries are light weight products usually made of cotton, carpets are heavy and are made of wool in general. Durries are generally reversible and have designs on both sides. There is a significant difference in the cost and time taken to manufacture these products wherein durries are less time consuming and are economical.

In Mirzapur, traditional loom and instruments are used for manufacturing. The durries are made in traditional weaving style, Panja weaving, which can be recognized by its texture, strength, traditional motifs and designs

The salient features of these products include large durries of cotton, jute and hemp with natural vegetable dyes for large halls, lobbies, staircases. Chindi durries of agra are characterized by use of cotton as warp and wool as weft. Chindi durries include stripes, recurrent motifs and borders, pictorial representation of flowers, animals, etc. typically used in marriage pavilions, darbars.

Woolen durries from Agra, also known as Rag-rug are manufactured from waste cloth, scrapes from textile industries which are woven into multi-coloured rugs.



Success Story –Surya Carpet



In picture:
Logo of Surya
Carpet

Surya Carpet started as a small supplier of Hand-knotted carpet, in 1976 by Mr. Surya Mani Tiwari, as a result of a chance encounter with a buyer from Federated Group. In 1986, he set up a division in US Surya Carpet Inc. to improve the direct communication with the customers.

Surya carpets is a RESA, SEDEX and ISO, certified company, and is engaged in export of all types of Handmade carpets, Druggets, Pouf, Pillow, Cushion covers, Furniture etc.

With the aim to become a go-to resource for fashion forward home accessories, the company invested in people, products, technology, and infrastructure to address customer pain points and improve customer satisfaction. And as a result, has now a range of styles, price points and categories for rugs, lighting, pillows, throws, wall decor, furniture, decorative accents, and bedding.

Under the leadership of Mr. Surya Tiwari, the company has received numerous awards including the "Certificate Of Excellence" for 2008-2009, has twice received the "Niryat Shree - Gold Trophy" Year for 2005-2006 and 2010-2011 & "Niryat Shree- Silver Trophy" 2011-2012, First Prize at "Janeshwar Mishra Niryat Puraskar" 2012-13, and "Rajya Niryat Puraskar" 2016-17. it has been awarded "Leading Company In SMEs Award" for 2015 and "Export Excellence Award" 2018-2019.



In picture: Product of Surya Carpet

Success Story – Parvez Carpets



In picture: Logo of Parvez Carpet

Started back in 1970, by Mr. Isha Ansari, as a traditional carpet manufacturer with just 2 looms, the company was formally established in 2006. At present, the company is being managed by the third generation and is lead by Mr. Kaleem Ansari.

The key markets catered by the company are USA, UK, Canada, Denmark, Germany and Australia. The product range varies from Hand-tufted



In picture: Product of Parvez Carpet

Rugs/Carpets, Handloom Rugs/Carpets, Indo-Nepali Rugs/Carpets, Hand-knotted Rugs/Carpets, Kilim, Durries, etc.

The company is a key player in manufacturing and exporting of hand-made carpets and Jute-antique rugs in India. The company has tied up with a network of approximately 500 looms of frame handlooms, knotted and hand tufted carpets in Bhadohi for continued supply of products.

The network is a result of the company's aim to modernize and upgrade its infrastructure, that help them to maintain and improve, the quality and standard of their products as well as, ensure timely delivery of products



In picture: Mr. Kaleem Ansari receiving the State Export Award



Success Story – Jaipur Rugs

JAIPUR RUGS

Founded by Mr. Nand Kishore Chaudhary, in 1978, Jaipur Rugs started with just two looms and now has become a network of over 7000 looms which are situated across six different states. A family business with the purpose of protecting ancestral know-how, Jaipur Rugs has the largest network of artisans.

Among the artisans, 85% are women, and with the traditional form of handmade carpets, the company provides livelihood to more than 40,000 rural artisans. Jaipur Rugs works in 600 villages from five states of India.

The company has more than 200 collections across 10,000 rug stores and offers handmade rugs in myriad designs and texture. The product portfolio includes hand-knotted, hand-tufted, and handloom carpets.

Jaipur Rugs believes in slow and sustainable production that produce high quality products. The art of carpet weaving has been passed down from generations and the products as a result carries traditional Indian art.

In order to cater to the international markets the company collaborated with designers like Lorenzo Vitturi, Ashish Shah, and Vinita Chaitanya to expand their market reach.

The company's Manchacha collection is a project in which weavers create their own rugs designs, which can be availed by oversea customers. This initiative of connecting rural artisans directly to the customer has won over 9 Global Awards.

The key markets catered by Jaipur Rugs include, USA, Europe, Russia, Middle East and Australia. The export towards USA account for an appraisable 70% of the total sale. Another achievement for the company is that the exports have increased by 92% over the last decade.



In picture: Mr. N.K. Chaudhary interacting with artisans



In picture: Mr. N.K. Chaudhary receiving State Award for Export Excellence Award from Smt. Vasundhara Raje, Hon'ble Chief Minister of Rajasthan

Export news and events

Discussion with Indian mission in Tokyo

June 2022

GoUP connected with the Indian mission in Tokyo, Japan to identify potential areas of export promotion that can be taken up with Japan as a focus market.

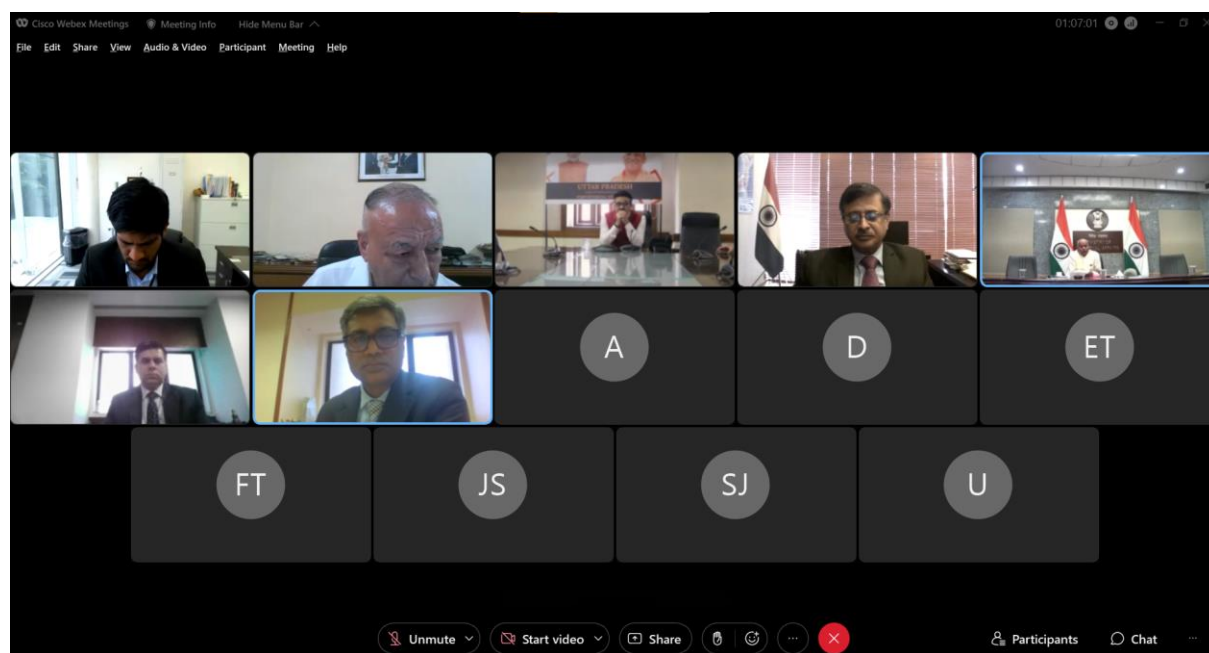
The discussion was jointly led by Shri Navneet Sehgal, ACS, Department of MSME & Export Promotion, GoUP and Shri Sanjay Kumar Verma, Ambassador, Embassy of India, Tokyo. The meeting was also attended by distinguished dignitaries from the Department of Commerce, Ministry of External Affairs, MSME Export Promotion Council etc.

Shri Navneet Sehgal discussed the relevance of select ODO products like, apparels, textiles, ceramics, handicrafts, handlooms, etc. in regard to the Japanese market and stressed upon the need to identify opportunities for B2B

connects between stakeholders of Japan and Uttar Pradesh.

Shri C. Rajsekhar, OSD (States), Ministry of External Affairs, highlighted the importance of quality testing and certification requirements for exports and suggested leveraging the support of export promotion councils in driving this initiative forward.

Shri Verma discussed the broad trade profile of Japanese market, outlining the key products and opportunities which can be potentially tapped on. He also discussed a 3-point plan for upscaling exports from India to Japan that included activities like, organizing state level webinars, virtual Buyer-seller meets, delegation visits, matchmaking, etc.



In picture: Shri Navneet Sehgal, ACS, Department of MSME & Export Promotion, GoUP in discussion with Shri Sanjay Kumar Verma, Ambassador, Embassy of India, Tokyo, Shri C. Rajsekhar, OSD (States), Ministry of External Affairs and other distinguished dignitaries

India – UAE CEPA

India has signed Comprehensive Economic Partnership Agreement (CEPA) with the United Arab Emirates on 18 February 2022, which became operational from 1 May 2022. The agreement improves the competitive advantage of the Indian exporters in terms of trade by

virtue of 7500+ tariff lines that are covered under this CEPA. This is an advantage for the exporters from UP, as tariff rates from various priority sectors of Uttar Pradesh have been waived off as well. Thus, improving the competitiveness of state's exporters in UAE.

S. N.	Sector	Tariff rate for India		Tariff rate for key trade partners		
		before CEPA	after CEPA	China	USA	Germany
1	Gems & Jewellery	3.74%	0%	3.74%	3.74%	3.74%
2	Electricals & electronics	0%	0%	0%	0%	0%
3	Machinery & appliances	4.07%	0%	4.07%	4.07%	4.07%
4	Auto-components	5%	0%	5%	5%	5%
5	Plastics & its articles	5%	0%	5%	5%	5%
6	Iron & steel	5%	0%	5%	5%	5%
7	Apparels	5%	0%	5%	5%	5%
8	Furniture	5%	0%	5%	5%	5%
9	Essential oils, perfumes & cosmetics	5%	0%	5%	5%	5%
10	Organic Chemicals	3.25%	0%	3.25%	3.25%	3.25%
11	Footwear	5%	0%	5%	5%	5%
12	Leather goods	5%	0%	5%	5%	5%
13	Toys & Games	5%	0%	5%	5%	5%
14	Glass & glassware	4.98%	0%	4.98%	4.98%	4.98%
15	Textiles	5%	0%	5%	5%	5%
16	Ceramics	5%	0%	5%	5%	5%
17	Carpets	5%	0%	5%	5%	5%

India – Australia ECTA

India has signed Economic Cooperation and Trade Agreement (ECTA) with Australia on 2 April 2022. This enables free trade for more than 5,200 tariff lines, which is now at par with other competing countries in the Australian market, thus supporting the Indian exporters from a

trade cost competitiveness point of view. The sectors covered under the India-Australia ECTA are in-line with the priority sectors for Uttar Pradesh's exports. Thus, indicating a potential to upscale the merchandise exports from Uttar Pradesh to Australia.

S.N.	Sector	Tariff rate for India		Tariff rate for competitors		
		before ECTA	after ECTA	China	USA	Japan
1	Machinery & appliances	2.26%	0%	0%	0%	0%
2	Auto-components	4.21%	0%	0.22%	0.22%	0.22%
3	Electricals & electronics	0%	0%	0%	0%	0%
4	Gems & Jewellery	0.89%	0%	0%	0%	0%
5	Plastics & its articles	4.71%	0%	0%	0%	0%
6	Iron & steel	4.17%	0%*	0%	0%	0%
7	Furniture	4.69%	0%	0%	0%	0%
8	Apparels	4.82%	0%	0%	0%	0%
9	Toys, games & sports goods	2.64%	0%	0%	0%	0%
10	Organic Chemicals	0.83%	0%	0%	0%	0%
11	Perfumes, essential oils, etc.	4.44%	0%	0%	0%	0%
12	Textiles	4.33%	0%	0%	0%	0%
13	Footwear	3.76%	0%	0%	0%	0%
14	Leather goods	4.3%	0%	0%	0%	0%
15	Ceramics	3.33%	0%	0%	0%	0%
16	Glass & glassware	3.47%	0%	0%	0%	0%
17	Carpets	4.2%	0%	0%	0%	0%

Groundbreaking 3.0

The hon'ble Prime Minister of India attended & inaugurated the Uttar Pradesh Groundbreaking Ceremony 3.0, the 3rd UP Investor Summit in Lucknow, Uttar Pradesh under the presence of hon'ble Chief Minister Yogi Adityanath, Shri. Rajnath Singh, Defence Minister, as well as leading industrialist including K.M. Birla, Gautam Adani and many others.

The hon'ble Prime Minister laid the foundation stone of 1406 projects worth more than INR 80,000 crores. These projects landed from diverse sectors like, Agriculture, IT and Electronics, MSME, Manufacturing, Pharma, Handloom & Textiles, Defense & Aerospace, Renewable energy etc.

The investments will fund IT and electronic projects with INR 7,876 Crore, agriculture and allied industries with INR 11,297 Crore and manufacture with INR 6,227 Crore. It will also fund 13 infrastructure projects worth INR 6,632 Crore, seven data center worth INR 19,928 crore. The event will have six projects from educational sector worth INR 1,183 Crore, six from animal husbandry valued at INR 224 Crore and seven dairy projects at INR 489 Crore.

The investments proposed would also fund approximately 275 projects in agriculture sector, 805 projects in MSME and 65 projects in pharmaceutical and medical supplies.



Picture Source: ANI

Export Promotion incentives, GoUP

GoUP recently revised the export oriented fiscal incentives provided under the Uttar Pradesh Export Promotion Policy. The state increased the ceilings of MDA,

Gateway port subsidy, air freight assistance, etc. The details of the revised incentives are provided in the table below.

S. N.	Area	Revised Incentives	Revised Ceiling	Incentives provided earlier	Old Ceiling
1	Participation in International trade events, B2Bs etc.	60% of Stall charges	Rs. 2 lakhs	60% of Stall charges	Rs. 1 Lakh
		50% of economy class air fare	Rs. 1 Lakh	50% of economy class air fare	Rs. 50,000
2	Participation in virtual trade fairs	60% of expense incurred or Rs.25,000 per event	Rs. 1 Lakh	—	—
3	Participating in Domestic events of international scale	60% of Stall charges	Rs. 50,000	—	—
		50% of economy class air fare, rail or bus fare	Rs. 25,000	—	—
4	Organizing trade fairs, Buyer seller meets in foreign nations	75% of expense incurred by the organizing agency	Rs. 75 Lakhs	—	—
		90% of expense incurred by the organizing agency for markets with high export potential where UP's exports can be potentially scaled up	Rs. 75 Lakhs	—	—
5	Organizing trade fairs in India of international scale	75% of expense incurred by the organizing agency	Rs. 50 Lakhs	—	—

S. N.	Area	Revised Incentives	Revised Ceiling	Incentives provided earlier	Old Ceiling
6	Organizing virtual trade fairs	75% of expense incurred by the organizing agency	Rs. 25 Lakhs	–	–
7	Advertising, website development, catalogue printing	60% of the expense incurred	Rs. 75,000	60% of the expense incurred	Rs. 60,000
8	Cost of sending samples	75% of the expense incurred	Rs. 1 Lakh	75% of the expense incurred	Rs. 50,000
9	Certification and quality testing	50% of the expense incurred	Rs. 2 Lakhs	50% of the expenses incurred	Rs. 75,000
10	Air freight	25% of the air freight charge or Rs. 100 per kg	Rs. 5 Lakhs	20% of the air freight charge or Rs. 50 per kg	Rs. 2 Lakhs
11	Gateway port subsidy	Rs. 10,000 per 20' container & Rs. 20,000 per 40' container or 25% of the total expense on transportation	Rs. 20 Lakhs	Rs. 6,000 per 20' container & Rs. 12,000 per 40' container or 25% of the total expense on transportation	Rs. 12 Lakhs

The state notified the updated incentive structure on 13 June 2022. Significant revisions are proposed in the incentive ceilings of Marketing Development Assistance (MDA) Scheme, Air freight scheme and Gateway port scheme. In addition to revision of ceilings, the state government also included incentives for expenses incurred for participation in virtual trade events.

The revised scheme also incentivizes organizers of virtual/ physical trade events, buyer-seller meets, etc. with a subsidy of 75% - 90% of the expense incurred, with high ceilings of Rs. 25 – 75 Lakhs, depending on the type of event and attendees.

Keeping in view the surge in freight charges globally, the state increased the subsidy rates of air freight subsidy scheme and gateway port subsidy scheme. The rates & ceilings of both the schemes have been almost doubled as compared to the previous rates & ceilings.

To give a thrust to the quality of products and assist exporters and MSMEs in conforming to International quality standards, the ceilings for certification costs is also increased by more than 2 times.

The detailed GOs for all three schemes are attached on the next page for reference.

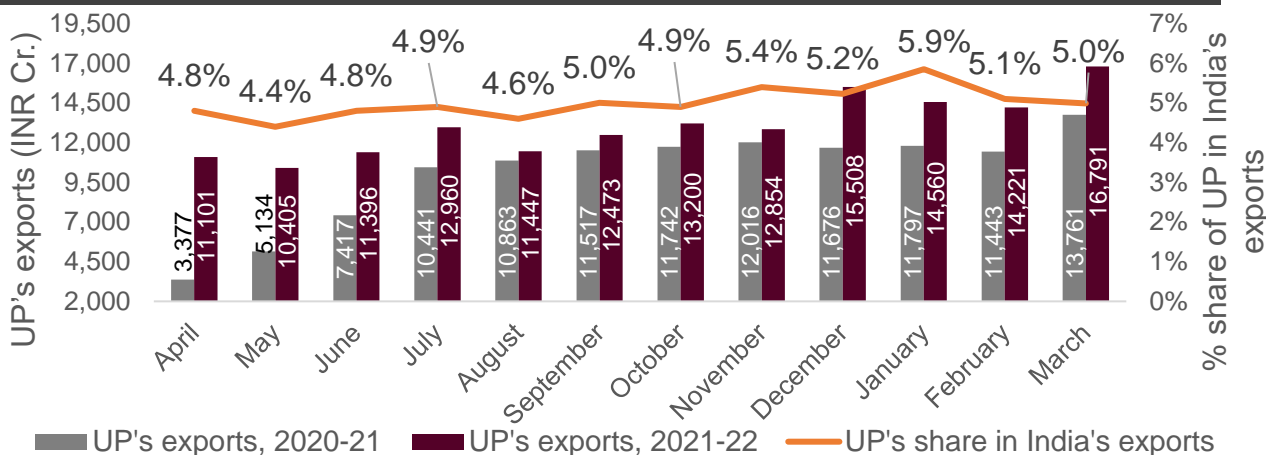
UP's Export Performance

UP's export have increased by 29% from Apr20-Mar21 to Apr21-Mar 22

UP's exports increased from INR 121,140 Crore during April 2020 – March 2021 to INR 156,897 Crore during April 2021 – February 2022, leading to 29% increase from previous year.. The exports from UP had been fluctuation around 5% of total India's exports across all the months in

the last year. It started with 4.8% of India's export in April 2021, dropped to 4.6% of India's export in August 2021. then from November 2021 it remained more than 5% of India's exports, for the rest of the months ending the year at exactly 5% of the country's export for March 2022.

UP's overall export performance

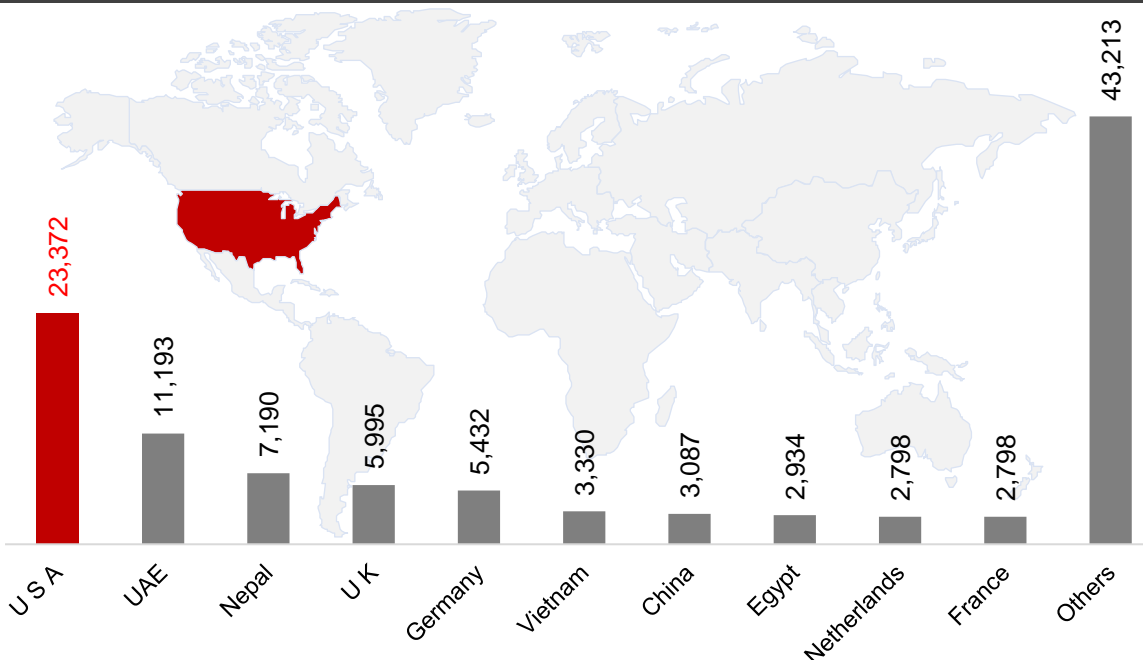


Uttar Pradesh's exports maintained their momentum in the key geographies of USA (21%), UAE (10%), Nepal (6%), UK (5%) and Germany (5%). The state also explored several other geographies with a high potential for scaling up, like,

USA, UAE and Nepal are the top 3 trade partners of Uttar Pradesh, contributing to approximately 40% of the state's exports

Egypt, Netherlands, France, Italy, Spain, Malaysia, Bangladesh, Indonesia, etc.

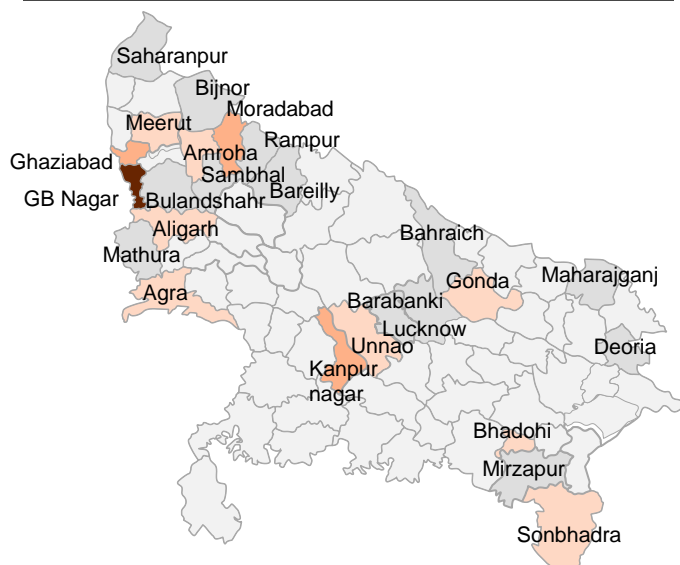
Top 10 markets catered by the state of Uttar Pradesh



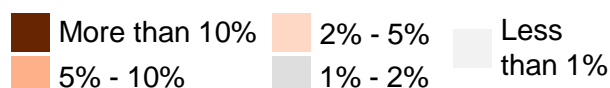
District wise share in UP's exports

S.No.	District	Total exports Apr 21. – Mar. 22(INR Cr)	% share in state's exports
	Uttar Pradesh (All districts)	156,885	100.0%
1	GB Nagar	67,632	43%
2	Ghaziabad	11,759	7%
3	Moradabad	11,337	7%
4	Kanpur nagar	9,510	6%
5	Aligarh	5,609	4%
6	Agra	5,519	4%
7	Bhadohi	4,028	3%
8	Unnao	3,918	2%
9	Sonbhadra	3,739	2%
10	Amroha	2,824	2%
11	Meerut	2,386	2%
12	Gonda	2,385	2%
13	Sambhal	1,820	1%
14	Saharanpur	1,742	1%
15	Rampur	1,694	1%
16	Bulandshahr	1,612	1%
17	Mathura	1,508	1%
18	Lucknow	1,343	1%
19	Barabanki	1,341	1%
20	Kanpur dehat	1,171	1%
21	Hapur	1,063	1%
22	Bareilly	1,015	1%
23	Bahraich	932	1%
24	Maharajganj	917	1%
25	Mirzapur	912	1%
26	Deoria	819	1%
27	Bijnor	816	1%

Heatmap for exports from Uttar Pradesh (FY21-22)



Legend:



S.No.	District	Total exports Apr. 21 – Mar. 22 (INR Cr)	% share in state's exports
28	Firozabad	677	0.4%
29	Baghpat	627	0.4%
30	Muzaffarnagar	603	0.4%
	Other	5,627	3.6%

G.B. Nagar continued to be the largest contributor, with a share of ~43% in the state's exports. The exports from the district increased from 40% to 43% from Apr 21-Feb 22 to Apr 21 – Mar 22 of UP's exports. G.B. Nagar is followed by Ghaziabad and Moradabad each accounting for 7% of exports from the state.

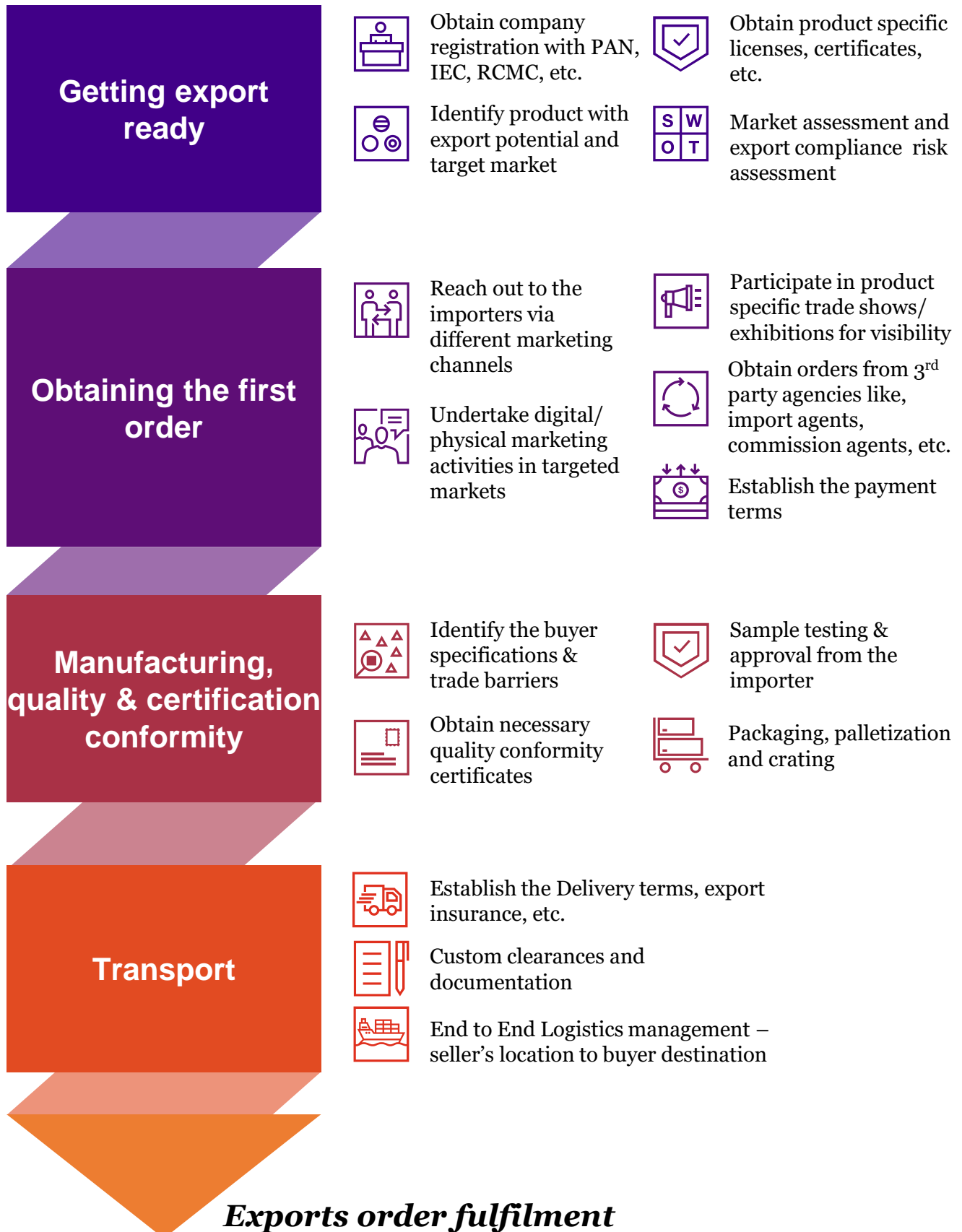
Exports from Gonda district have grown by 20% the highest among the key district from INR 1,992 Crore in Apr 21-Feb 22 to INR 2,385 Crore in Apr 21 – Mar 22, for the same period exports from Kanpur Nagar district has grown by 10% from INR 8,586 Crore to INR 9,510 Crore.

Commodity wise export analysis

Hs Code	Commodity Description	UP's exports, April 20– March 21 (INR Cr.)	UP's exports, April 21- March 22 (INR Cr.)
	Total	121,140	156,897
85	Electricals & electronics	22,114	29,699
02	Meat And Edible Meat Offal	14,015	14,538
62	Apparels, Not Knitted or Crocheted	8,291	11,852
73	Articles Of Iron & Steel	4,634	6,561
84	Machinery & equipment	4,353	6,329
64	Footwear, Gaiters, similar articles & their accessories	4,664	6,043
76	Aluminium & Articles Thereof	4,495	5,685
87	Road Vehicles And their parts	3,662	5,646
57	Carpets And Other Textile Floor Coverings	4,516	5,470
10	Cereals	4,329	5,348
94	Carpet, Bedding, Lighting, Fittings & other articles	2,672	4,710
29	Organic Chemicals	3,950	4,183
42	Articles Of Leather , Saddlery Harness etc.	2,724	3,894
17	Sugars And Sugar Confectionery	3,201	3,519
61	Apparels, Knitted or Crocheted	2,459	3,168
27	Mineral Fuels, Oils & their derivative products	1,860	3,060
44	Wood & Articles Of Woods ; Wood Charcoal	1,620	2,511
83	Miscellaneous articles of Base Metal	1,630	2,295
63	Other made up textile articles	1,714	2,277
39	Plastics And Articles Thereof	1,829	2,103
71	Gems & Jewellery	1,535	1,988
70	Glass & Glassware	1,543	1,952
72	Iron & Steel	955	1,849
33	Essential Oils, perfumes, Cosmetics & similar prep.	2,014	1,695
41	Raw Hides and Skins	1,423	1,685
	Others	14,938	18,836

For budding exporters

Journey map of an exporter



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EPB-UP

Rajkumar Tomar
Assistant Commissioner,
EPB-UP

Contact Us



Uttar Pradesh Export Promotion Council

Niryat Bhawan, 8, Cantt. Road, Qaiserbagh,
Lucknow – 226001

Ph. +91 (522) 2202893

Email: upecplko@gmail.com Website: www.upepc.org

**Exporter
Helpdesk**

Email: helpdesk.upepc.2020@gmail.com
Phone No.: +91 (522) 2971253