



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPIDC
MP Industrial Development
Corporation Limited

Anuppur

Madhya Pradesh

DISTRICT EXPORT PLAN



Districts
as Export Hubs

75
आज़ादी का
अमृत महोत्सव

Acknowledgement

This is the first mammoth exercise of its kind which sought the involvement of all export related trade bodies, departments of state and central governments.

I extend my sincere thanks to the MP Industrial Development Corporation for their extensive support in convening the meetings of District Export Promotion Committee (DEPC). I would also like to thank all members of DEPC committee who participated enthusiastically in the meetings and provided critical inputs for the report. I extend my sincere thanks to Department of Industries and Commerce and its officers and MSME department of Govt of Madhya Pradesh played pivot role of coordination among all stakeholders.

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Ashish Vashisht
Collector & District Magistrate
Anuppur

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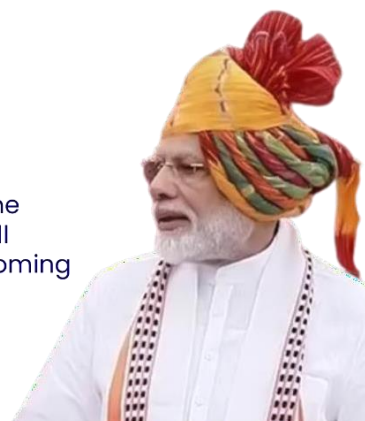
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse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

Hon'ble Prime Minister

on Independence Day Speech 15.08.2019



I. Background

A. About MP Industrial Development Corporation (MPIDC)

Madhya Pradesh is one of the fastest growing States of India. Since its formation in 1956, Madhya Pradesh has grown from being an agriculture and mining-based economy to an industry/ services-based economy. The state has a well-built infrastructure that has attracted investments in various sectors. The emergence of industrial goods among the top export items is an indication of rise in the industrial sector of Madhya Pradesh.

MP Industrial Development Corporation (MPIDC) is Madhya Pradesh Government's trade promotion and investment attraction Nodal Agency. In order to implement the vision of the Prime Minister of India, a State Level Export Promotion Committee (SLEPC) headed by the Chief Secretary has been constituted and Export Commissioner of Madhya Pradesh has been appointed as the convener of SLEPC to draw appropriate export action plan for the State.

Thus, Export Facilitation Cell has been constituted in MPIDC by deploying trade advisors and analysts to assist department in conceptualization, implementation and monitoring of export promotion program in the state. To take this initiative forward MP Trade Portal and Export Helpline has been launched by Hon'ble Chief Minister of the state.

The Cell envisages the following activities:

- Export Facilitation cell will conduct virtual outreach programs with all the districts of Madhya Pradesh and will provide necessary support to the stakeholders.
- Plan export boot camps in the select districts to create awareness and to assist district authorities to achieve their export related objectives
- To develop and manage Trade Intelligence Platform - MPTradePortal.org for providing guidance and support to new and existing exporters in context of information about export opportunities, procedure for setting up an industry & approvals required.
- Interaction with global and domestic stakeholders, international trade agencies and international communities to prepare roadmap for export promotion

B. Brief description of District as Export Hub

The objective is to enable MSMEs, farmers and small industries to get benefit of export opportunities in the overseas markets and shift focus on District led Export Growth for self- sufficiency and self-

reliance. It should attract investment in the district to boost manufacturing and exports and provide ecosystem for Innovation/ use of Technology at District level to make the exporters competitive. It should also help reduce transaction cost for the exporter at various stages of export cycle and generate employment in the district. The focus on the districts should also provide platforms for wider and global reach of products and services from the district through E-commerce and Digital marketing.

C. Rational for District Export Plan

District Export Plan is a comprehensive plan for the district, which aims to realize the vision of creating export centric economic development through limited but sustainable & interventions, targets specifically at the district level.

The creation of institutional framework in the form of SEPC and DEPC will further consolidate the efforts for export promotion and trade facilitation through single window to provide accessible information and support to exporters. The implementation of District Export Action Plans will lead to improvement in trade logistics and infrastructure, information dissemination among local business to scale up and start exporting. The quantifiable targets identified in the DEAPs will guide the various government agencies both at the Central and the State/UT to work collectively at resolving issues faced by exporters of the district.

The District Export Action Plan will include clear identification of products (goods and services) with export potential in the district. The plan may include institutional/other responsibilities, specifics of policy, regulatory and operational reform and infrastructure/utilities/logistics interventions required across the entire chain from producer/farm to the export destination also to cover aspects like production, productivity/competitiveness, improvements required in design, tie up of producers with exporters, aggregation, sorting, testing, certification, packaging, transportation through cold chain or otherwise, import export formalities, fulfilment of destination countries standards etc. It will also include identifying bottlenecks/Issues in GI production, registration, marketing and its exports.

The plan may also include the support required by the local industry in boosting their manufacturing and exports with impetus on supporting the industry from the production stage to the exporting stage informative material on various incentives provided by the Government of India and the respective State Government may disseminate to the industry and other potential exporters.



District Export Promotion Committee



II. Constitution of District Export Promotion Committee (DEPC)

A. Role of DEPC

District Export Promotion Committees (DEPCs) to be constituted in each District. DEPCs may be headed by DM/Collector/DC/District Development Officer of the District and co-chaired by designated DGFT Regional Authority. All key officers related to agriculture, horticulture, livestock, fisheries, handicrafts, handlooms and industry in the district and the Lead Bank Manager along with key Export Promotion Councils, Quality and Technical Standards Bodies, Government of India departments like MSME, Heavy Industry, Revenue and Textiles will be part of the DEPC.

DEPC will focus on the specific actions required to support local exporters / manufacturers in producing exportable products in adequate quantity with the requisite quality reaching potential buyers outside India. The primary function of the DEPC is to prepare and act on District Specific Export Action Plans in collaboration with all the relevant stakeholders.

B. Methodology for selecting products for exports

1. Meetings of DLEPC

DLEPC meeting is being regularly held in the district under chairmanship of Deputy Commissioner (District Collector), Co-chair with DGFT Officers, General Manager of DIC as convener with other members.

Representatives of Industrial Associations in the districts, Export Promotion Council is Federation of Indian Exports (FIEO), Engineering Export Promotion Council (EEPC), major industrial groups, leaders of industrial clusters, officials related to banks and industrial departments were presented in the meeting.

Long discussion was held on topic of Central and State government policies, problems in the state and districts related to industries and exports.

After deliberations, the committee identified various sector/products as focus products for exports from the district which is discussed in the next section.

2. Export Data of the State and District

Directorate General of Commercial Intelligence and Statistics is the repository of trade data of India. We have analyzed last 10 years' data of exports from the state. We have compared the export potential with district infrastructure.

3. Export Data of India and the World

Directorate General of Commercial Intelligence and Statistics is the repository of trade data of India. WTO through Trade map is repository of data of world trade. We have analyzed both in terms of growth of export products.

4. Experience of Departments and Officers

DGFT from Central Government and District Industries Centre from State Government are the bodies working at the ground level for industries and exports. Officers of the departments have wide experience of the market, products along with their strengths and weaknesses.

5. Swot Analysis of the Product

DGFT has done SWOT (Strength, Weakness, Opportunities and Threats) analysis of every product produced in the region with comparative studies. By calculating, analyzing, taking inputs from all stake holders. DLEPC sorted out products for exports from the districts. Detailed analysis of the products has been described in next chapters.

जिला व्यापार एवं उद्योग केन्द्र, अनूपपुर (म0प्र0)

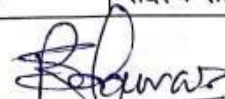
नोट-शीट

विषय:- जिले को निर्यात हब के रूप में विकसित करने के लिए जिला स्तरीय निर्यात प्रोत्साहन समिति का गठन।

भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, महानिदेशक, विदेश व्यापार द्वारा जारी जाप क्रमांक f no 01/36/218/01/AM-18TC/part-1/01 दिनांक 26-12-2019 में दिये दिशा निर्देशों के पालन में सूक्ष्म, लघु, और मध्यम उद्यम विभाग, म.प्र.शासन द्वारा जारी आदेश क्रमांक एफ 5-10/2017/अ-73 दिनांक 18-05-2020 से जिला स्तरीय निर्यात प्रोत्साहन समिति को जिला स्तरीय उद्योग संवर्धन बोर्ड के साथ जोड़ा गया है। निर्देशानुसार सभी जिलों में भारत सरकार के द्वारा जारी जिला स्तरीय निर्यात प्रोत्साहन समिति का गठन किया जाना है। तदनुसार अनूपपुर जिले के लिए निम्नानुसार समिति गठित किया जाना प्रस्तावित है-

क्रं.	अधिकारी का पद	नामित पद
1	कलेक्टर	अध्यक्ष
2	क्षेत्रीय अधिकारी, कार्या. महानिदेशक विदेश व्यापार, भोपाल	सह-अध्यक्ष
3	कार्यकारी संचालक, एम.पी.आई.डी.सी. रीवा	सदस्य
4	वनमण्डलाधिकारी/लघु वनोपज संघ के प्रतिनिधि	सदस्य
5	एमएसएमई-डीआई इंदौर के प्रतिनिधि	सदस्य
6	उपसंचालक, किसान कल्याण तथा कृषि विकास अनूपपुर	सदस्य
7	उपसंचालक, पशु पालन विभाग अनूपपुर	सदस्य
8	जिला अग्रणी प्रबंधक, सेन्ट्रल बैंक ऑफ इन्डिया अनूपपुर	सदस्य
9	सहायक संचालक, जिला हाथकरघा कार्यालय अनूपपुर	सदस्य
10	सहायक संचालक, उद्यानिकी विभाग अनूपपुर	सदस्य
11	सहायक संचालक, मत्स्य विभाग अनूपपुर	सदस्य
12	जिला परियोजना अधिकारी, राष्ट्रीय ग्रामीण आजीविका मिशन/ राष्ट्रीय शहरी आजीविका मिशन अनूपपुर	सदस्य
13	फेडरेशन ऑफ इन्डियन एक्सपोर्ट आर्गेनाइजेशन(FIEO) के प्रतिनिधि/एक्सपोर्ट प्रमोशन काउन्सिल (EPC) प्रतिनिधि	सदस्य
14	नाबार्ड के प्रतिनिधि	सदस्य
15	जिले में गुणवत्ता नियंत्रण हेतु सक्षम संस्था के प्रतिनिधि	सदस्य
16	महाप्रबंधक, जिला व्यापार एवं उद्योग केन्द्र, अनूपपुर	सदस्य सचिव

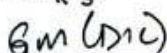
समिति के गठन हेतु आदेशार्थ प्रस्तुत।


(आर.एस.डाबर)

महाप्रबंधक

जिला व्यापार एवं उद्योग केन्द्र अनूपपुर

कलेक्टर
जिला अनूपपुर




6/12/20

चन्द्रमोहन ठाकुर
कलेक्टर
जिला-अनूपपुर (म.प्र.)



Economic and Export Data of Madhya Pradesh



III. Economic and export data of Madhya Pradesh

A. Rank of States/UTs contribution to GDP of India

The released data reflects a promising outlook for India's economic landscape, showcasing significant strides in various states. Madhya Pradesh stands out with a growth inclination being ranked 10th in GSDP, demonstrating resilience and potential for growth with a GSDP of 13.87 Lakh Crore. The state exhibits determination toward economic development, striving to enhance prosperity despite challenges. Moreover, it's heartening to witness several states making substantial progress. For instance, Tamil Nadu and Karnataka display robust economic performances with GSDPs of 28.3 Lakh Crore and 25 Lakh Crore, respectively, contributing significantly to the country's economic growth. Sikkim, Goa, and Chandigarh exhibit commendable per capita incomes, reflecting pockets of exceptional prosperity and effective utilization of resources. These positive indicators across states underscore India's diverse economic strengths and the collective efforts toward bolstering economic stability and advancement.

1. Top 5 States/UTs by Projected GSDP (FY 2023-24):

- Maharashtra: Rs 38.79 Lakh Crore
- Tamil Nadu: Rs 28.3 Lakh Crore
- Gujarat: Rs 25.62 Lakh Crore
- Karnataka: Rs 25 Lakh Crore
- Uttar Pradesh: Rs 24.39 Lakh Crore

2. Top 5 States/UTs by Per Capita Net State Domestic Product (FY 2022-23):

- Sikkim: Rs 5.19 Lakh
- Telangana: Rs 3.08 Lakh
- Chandigarh: Rs 3.33 Lakh
- Goa: Rs 4.72 Lakh
- Karnataka: Rs 3.01 Lakh

3. Variation in Per Capita Net State Domestic Product (FY 2022-23):

- Lowest: Bihar at Rs 0.54 Lakh
- Highest: Sikkim at Rs 5.19 Lakh

Table: Rank of all states/UTs as per their GDP of 2022-23

Rank	State	Projected GSDP (Rs Lakh Crore) (FY 2023-24)	Per Capita Net State Domestic Product (Rs Lakh) (FY 2022-23)
1	Maharashtra	38.8	2.2
2	Tamil Nadu	28.3	2.7
3	Gujarat	25.6	2.4
4	Karnataka	25.0	3.0
5	Uttar Pradesh	24.4	0.8
6	West Bengal	17.2	1.4
7	Rajasthan	15.7	1.6
8	Andhra Pradesh	14.5	2.2
9	Telangana	14.0	3.1
10	Madhya Pradesh	13.9	1.4
11	Kerala	11.3	2.3
12	Haryana	11.2	3.0
13	Delhi	10.4	2.7
14	Odisha	8.7	1.5
15	Bihar	8.6	0.5
16	Punjab	7.0	1.7
17	Assam	5.7	1.2
18	Chhattisgarh	5.1	1.3
19	Jharkhand	4.2	0.9
20	Uttarakhand	3.3	2.3
21	Jammu & Kashmir (UT)	2.3	1.3
22	Himachal Pradesh	2.1	2.2
23	Goa	1.0	4.7
24	Andaman & Nicobar Islands*	0.9	2.3
25	Chandigarh*	0.5	3.3
26	Meghalaya	0.5	1.0
27	Manipur	0.5	0.9
28	Sikkim	0.4	5.2
29	Pondicherry	0.4	2.2
30	Nagaland	0.4	1.3
31	Arunachal Pradesh	0.4	2.1
32	Mizoram	0.4	2.0
33	Tripura	0.3	1.6
34	Dadra & Nagar Haveli and Daman & Diu	NA	NA

(Source: Wikipedia)

B. Rank of States/UTs in contribution To GST In India in Rs Cr

The data released by Ministry of Finance from July 2022 to July 2023 unveils an overall positive trajectory in economic activity across Indian states and territories. Notably, Madhya Pradesh has showcased commendable growth, marking a significant 12% increase from 2966 Cr to 3325 Cr in this period. This growth indicates a promising economic upswing within the state. Moreover, several

regions have seen remarkable progress, with states like Delhi and Uttar Pradesh displaying impressive jumps of 25% and 24%, respectively, in economic indices. The consistent double-digit growth rates in various states like Himachal Pradesh, Sikkim, and Jammu and Kashmir, with increases of 23%, 26%, and 27% respectively, are encouraging signs of economic resilience and development. Even regions with smaller economies, such as Mizoram, Daman and Diu, and Chandigarh, demonstrate substantial growth rates, highlighting the nationwide effort toward economic advancement. This collective growth, illustrated by a 15% overall increase in economic indicators across the country, reflects positive momentum and the potential for sustained economic progress in diverse regions of India.

Table: Rank of all states/UT's as per their GST collection in July-2022 vis-à-vis July-2023

Rank	State/UT	July 22 (Rs Cr)	July 23 (Rs Cr)	Growth %
1	Maharashtra	22129	26064	18
2	Karnataka	9795	11505	17
3	Tamil Nadu	8449	10022	19
4	Gujarat	9183	9787	7
5	Uttar Pradesh	7074	8802	24
6	Haryana	6791	7953	17
7	Delhi	4327	5405	25
8	West Bengal	4441	5128	15
9	Telangana	4547	4849	7
10	Odisha	3652	4245	16
11	Rajasthan	3671	3988	9
12	Andhra Pradesh	3409	3593	5
13	Madhya Pradesh	2966	3325	12
14	Jharkhand	2514	2859	14
15	Chhattisgarh	2695	2805	4
16	Kerala	2161	2381	10
17	Punjab	1733	2000	15
18	Uttarakhand	1390	1607	16
19	Bihar	1264	1488	18
20	Assam	1040	1183	14
21	Himachal Pradesh	746	917	23
22	Jammu and Kashmir	431	549	27
23	Goa	433	528	22
24	Daman and Diu	313	354	13
25	Sikkim	249	314	26
26	Other Territory	216	226	4
27	Chandigarh	176	217	23
28	Pondicherry	198	216	9
29	Centre Jurisdiction	162	209	29
30	Meghalaya	138	175	27
31	Tripura	63	78	23
32	Arunachal Pradesh	65	74	13
33	Nagaland	42	43	3
34	Manipur	45	42	-7
35	Mizoram	27	39	47

Rank	State/UT	July 22 (Rs Cr)	July 23 (Rs Cr)	Growth %
36	Andaman and Nicobar Islands	23	31	32
37	Ladakh	20	23	13
38	Lakshadweep	2	2	45
39	Dadra and Nagar Haveli			
	Grand Total	106580	123026	15

(Source: Ministry of Finance)

C. Export basket of Madhya Pradesh

Table: Top 10 products, exported from Madhya Pradesh in 2022-23
2-digit HS Code

Sr No	Hs Code	Commodity Description	FY 22-23 In Rs Cr
1	30	Pharmaceutical products	10782
2	52	Cotton	8693
3	63	Other made-up textile articles; sets; worn textile articles	4495
4	76	Aluminum & articles thereof	4330
5	84	Machinery and mechanical appliances	3877
6	29	Organic chemicals	3763
7	23	Residues and waste from the food industries	3024
8	10	Cereals	2317
9	85	Electrical machinery & equipment & parts thereof; sound &	2040
10	39	Plastics and articles	2020

Table: Top 10 products, exported from Madhya Pradesh in 2022-23
4-digit HS Code

Sr No	Hs Code	Commodity Description	FY 22-23 In Rs Cr
1	3004	Medicaments	10511
2	5205	Cotton Yarn	4521
3	7601	Unwrought aluminum	4125
4	5201	Cotton, not carded or combed	2734
5	2304	Oil-cake and other solid residues	2603
6	6302	Bed linen, table linen, toilet linen and kitchen linen	2415
7	6305	Sacks and bags used for packaging of goods	1858
8	1006	Rice	1664
9	8545	Carbon electrodes, Carbon brushes, lamp carbons etc	1371
10	3920	Other plates, sheets, film, foil and strip, of plastics	1268

D. Export from India state wise 2022-23 vis-a-vis 2021-22 in Rs Cr

Table : Exports from State (FY 22 & FY 23)

Sr No	States	FY 22-23 in Rs Cr	% Share FY 22-23	FY 21-22 in Rs Cr	% Share FY 21-22
1.	Gujarat	1200002	34	945796	30.4
2.	Maharashtra	581439	16.5	545084	17.5
3.	Tamil Nadu	326711	9.3	262323	8.4
4.	Karnataka	223895	6.3	193064	6.2
5.	Uttar Pradesh	174037	4.9	156897	5
6.	Andhra Pradesh	159368	4.5	143843	4.6
7.	Haryana	127373	3.6	115973	3.7
8.	West Bengal	102196	2.9	103600	3.3
9.	Odisha	93399	2.6	127232	4.1
10.	Telangana	91767	2.6	81971	2.6
11.	Rajasthan	77771	2.2	72000	2.3
12.	Madhya Pradesh	65878	1.9	58407	1.9
13.	Delhi	65558	1.9	61612	2
14.	Punjab	52853	1.5	52903	1.7
15.	Kerala	35117	1	34158	1.1
16.	Dadra & Nagar Haveli	31364	0.9	28595	0.9
17.	Chattisgarh	21415	0.6	25241	0.8
18.	Bihar	20895	0.6	17220	0.6
19.	Goa	19720	0.6	18130	0.6
20.	Himachal Pradesh	17543	0.5	16009	0.5
21.	Uttarakhand	14311	0.4	14414	0.5
22.	Jharkhand	11175	0.3	18247	0.6
23.	Daman & Diu	5215	0.1	5487	0.2
24.	Pondicherry	4160	0.1	3667	0.1
25.	Assam	4004	0.1	3358	0.1
26.	Jammu & Kashmir	1707	0	1835	0.1
27.	Chandigarh	1089	0	737	0
28.	Andaman & Nicobar	486	0	9	0
29.	Sikkim	153	0	141	0
30.	Tripura	120	0	90	0
31.	Meghalaya	82	0	64	0
32.	Arunachal Pradesh	36	0	13	0
33.	Nagaland	11	0	8	0
34.	Manipur	6	0	7	0
35.	Ladakh	0	0	0	0
36.	Lakshadweep	0	0	1	0
37.	Mizoram	0	0	29	0
	India's Export	3530856		3108165	

Source: Ministry of Finance



IV. About the District

A. General Characteristic of the District

Anuppur is a district in the Eastern part of M.P. Anuppur is 285km from the nearest big city of Jabalpur on NH43 and NH30. Anuppur consists of a series of mountain ranges and rivers. Son, Johila, Narmada, Tipan, Bakan, Chandas and Kewai are important rivers in the district, Maikal mountain range is extended from southern part of the district to the eastern part. Minerals like Coal, Bauxite and Fire Stone are significant, of which Coal is found in abundance and production soars as high as 68 lacs MT.

District's economy relies on the forest resources of the district such as timber, as the forests are available in abundance. The district is backward in terms of agriculture as the tribal population still relies on traditional methods. In Anuppur, Coal mining industries employ most of the industrial workers. Power plants are also coming up, which are providing a source for employment. The Mining & Quarrying industry is the highest contributor to the GDDP.

Anuppur's farming practices are often characterized by traditional methods, with a significant portion of agricultural activities being rain-fed. Farmers rely on monsoon rains to irrigate their fields, enhancing the cultivation of crops like rice, which require substantial water resources. However, efforts to introduce modern irrigation techniques and promote water conservation practices are ongoing to improve agricultural productivity and sustainability. Paddy, Kodo, Kutki and Maize are the crops of the district. Til, Mustard and Groundnut are the main oil seeds produced here. The production of Sunflowers and Soybean has also been commenced. In the central and southern part of the district, paddy is the main crop grown during Kharif season and in the north-west, wheat is the main crop grown during Rabi season.

The power plants in Anuppur are Amarkantak Thermal Power Plant and Chachai Power House has total generating capacity of 290 MW. 94 percent villages of Anuppur District have been electrified.

Transport accessibility for exporters to Anuppur, Madhya Pradesh, includes various modes of transportation facilitating the movement of goods in and out of the district:

1. National Highways: Anuppur is well-connected via National Highways:
 - NH 43: This highway connects Anuppur to other major cities and states, facilitating the transportation of goods and enabling trade links with neighboring regions.
2. State Highways: The district is accessible via State Highways as well:
 - SH 22: An important state highway connecting Anuppur to nearby towns and districts, aiding in the transportation of goods within the state.
3. Railway Connectivity: Anuppur has a significant railway presence:
 - Anuppur Railway Station is part of the South East Central Railway Zone and lies on the Bilaspur-Katni rail route, providing crucial connectivity for freight movement and facilitating the transportation of goods to various parts of the country.
4. Air Connectivity: While Anuppur doesn't have its own airport, the region can be accessed through nearby airstrips:
 - The nearest airports include Bilaspur Airport (approximately 130 kilometers away) and Jabalpur Airport (around 230 kilometers away) & Umaria Airstrip (around 65 kilometers away) providing air connectivity for cargo transportation and facilitating trade links.
5. Inland Depots: Specific inland depots or logistics hubs within Anuppur district are not present yet, but if present, would serve as storage and distribution centers for goods before being transported further. These depots play a pivotal role in the logistics chain for exporters, aiding in efficient cargo handling and storage. The closest Multi Modal Logistic Hub is coming up in Katni which is around 215km can be advantageous to the export ecosystem of Anuppur.

Overall, Anuppur enjoys decent connectivity through roadways, railways, and nearby air access points, enabling exporters to efficiently transport goods in and out of the district, connecting them to both domestic and international markets.

1. District Domestic Product:

Table: District Domestic Product (DDP): The DDP has increased on y-o-y basis

Gross District Domestic Product at constant 2011-12 prices (Rs Lakhs)						
2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
267901	302617	318558	365723	398446	450091	521442

Source: Reports published by Department of Planning, Economics & Statistic

2. Per Capita Income:

Table: Per Capita Income

Per Capita Income of District at constant (2011-12) prices (Rs Lakhs)						
2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
31492	34472	35759	40658	43100	48404	54952

Source: Reports published by Department of Planning, Economics & Statistic

Table: Sector wise contribution in Gross District Domestic Product

Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)								
S.N.	Sector	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
1	Primary	100723	124800	127565	167202	58090	196021	246426
2	Secondary	63466	63084	65919	65666	11041	90907	96375
3	Tertiary	93633	103129	107795	113514	122201	131422	140220
Total GDVA at basic prices		257821	291013	301278	346382	371006	418350	483021

Source: Reports published by Department of Planning, Economics & Statistics

Table: Sub-Sector wise contribution in Gross District Domestic Product

Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)								
Sr No	Sector	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
1.	Crops	19410	39948	41915	75732	58090	94267	89932
2.	Livestock	5624	6501	7612	9311	11041	12916	14766
3.	Forestry & logging	8974	8973	8835	12123	12580	12347	12341
4.	Fishing & aquaculture	1657	2134	2619	1791	2229	2484	2317
5.	Mining & quarrying	65059	67244	66583	68246	79181	74007	127069
6.	Manufacturing	21654	22900	22172	21803	36338	40934	42799
7.	Electricity, gas, water supply & other utility services	5742	6657	7429	6990	12156	11365	11998
8.	Construction	36070	33528	36318	36874	37190	38607	41577
9.	Trade, repair, hotels and restaurants	24739	27393	28430	29655	31319	35432	38518
10.	Transport by other means and Storage	7296	7987	8216	9051	9769	10342	11839
11.	Railways	4852	6354	6510	6623	7691	7758	8283
12.	Communication & services related to broadcasting	3032	3377	4010	4638	5543	5060	4857
13.	Financial services	8789	9428	10214	4638	11926	11434	11554
14.	Real estate, ownership of dwelling	17503	18830	20319	21738	22877	24419	26155
15.	Public administration	10748	11555	12088	12309	12909	14734	15937
16.	Other services	16674	18204	18008	19053	20167	22244	23077
Total GDVA at basic Prices		257821	291013	301278	346382	371006	418350	483021

Source: Reports published by Department of Planning, Economics & Statistics

B. Industrial Characteristic of the District

Table: Industrial Scenario of District, Annupur (Madhya Pradesh)

Existing Status of Industrial Areas in the District

S.No.	Name of Industrial Area	Land acquired (In Acres)	Land developed (In Acres)	Prevailing Rate Per Sqm (In Rs.)	No of Plots/ Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Industrial area Annupur (Kadamtola)	22.796	22.796	250	89	52	37	6

Source: DIC, Annupur (MP)

Table: Industry at a Glance

Sr no	Head	Unit	Particulars
1.	Registered industrial MSME unit	No.	863
2.	Employment in micro and small industries	No.	1892
3.	Registered medium & large unit	No.	03
4.	Employment in large and medium industries	No.	1200
5.	No. Of industrial area	No.	1
6.	Turnover of small scale ind.	In Lacs	426.90 Lacs
7.	Turnover of medium & large scale industries	In Lacs	993.00 Lacs

Source: DIC Annupur, (MP)

Table: Data of Small Enterprises as on 31.03.2022

SrNo	District	No. of Unit	Employment	Fixed Investment
1	ANUPPUR	863	1892	1495.28

Source: DIC Annupur, (MP)

Table: District wise status of large medium industry as on 31.03.2019

S.no.	District	Units	Fixed capital investment (Rs. in lacs)	Working capital (Rs. in lacs)	Employment
1	Anuppur	3	-	-	1200

Source: DIC Annupur, (MP)

Table: Details of existing micro & small enterprises and artisan units in the district

NIC CODE NO	TYPE OF INDUSTRY	No. of UNITS	EMP Nos	INVESTMENT (Rs Lakh.)	Production in Lakh
20	Agro based	79	209.17	230	79
22	Soda water	Nil	Nil	Nil	Nil
23	Cotton textile	Nil	Nil	Nil	Nil

NIC CODE NO	TYPE OF INDUSTRY	No. of UNITS	EMP Nos	INVESTMENT (Rs Lakh.)	Production in Lakh
24	Woolen, silk & artificial Thread	Nil	Nil	Nil	Nil
25	Jute & jute based Clothes	Nil	Nil	Nil	Nil
26	Ready-made garments and embroidery	54	4.55	59	54
27	Wood/wooden based furniture	298	9.9	355	298
28	Paper & Paper products	7	43.8	27	7
29	Leather based	15	1.56	15	15
31	Chemical/Chemical based	2	99	15	2
30	Rubber, Plastic & petro based	Nil	Nil	Nil	Nil
32	Mineral based	58	285.96	605	58
33	Metal based (Steel Fab.)	Nil	Nil	Nil	Nil
35	Engineering units	72	61.26	162	72
36	Electrical machinery and transport equipment	22	22.55	48	22
97	Repairing & servicing	68	9.55	76	68
1	Others	188	437.98	310	188

Source: DIC Anuppur, MP

C. Exports of the District

Total exports from the district – INR 2.13 Crore (FY 22-23) (Ministry of Commerce)

Table: Top 5 exportable commodities from the district in FY 22-23

S No	Principal Commodity Code	Principal Commodity Description	Exporters	Country	Unit	Quantity	Value (INR) (Cr.)
1	A4	Rice (Other Than Basmati)	Exported by traders outside Anuppur*	Algeria	Ton	265	1.04
2	I2	Inorganic Chemicals (Commercial Calcium Hypochloride)	- Orient paper mill	Bangladesh Pr	Kgs	279000	0.55
3	F3	Granite, Natural Stone And Product	- Granite Fields LLP, Chhatuwa	China P Rp	Kgs	81100	0.14
4	H4	Ayush And Herbal Products (Leaves, Flowers, Pods dried and powdered & Protein Concentrates)	- Sanjeevni Amarkantak	Oman	Kgs	12500	0.11
5	H5	Bulk Drugs, Drug Intermediates (D-Glucitol/Sorbitol{Sweetners})	Exported by traders outside Anuppur*	Nepal	Kgs	19800	0.08

(Source: Ministry of Commerce{DGCIS})

*The traders have GST registered in Anuppur. They purchase material from nearby districts and export that material. Hence the Export Value gets assigned to Anuppur.

D. Departments/Agencies for Industries and Export Promotion

S.No.	Departments/Agencies	Address	Contact
1.	Directorate General of Foreign Trade RA Indore	Ground Floor, A-Wing, CGO Building, Residency Area, Indore Email ID: mishra.gk@nic.in	0731-2498382
2.	Directorate General of Foreign Trade RA Bhopal	3rd Floor, Nirman Sadan, 52-A, Arera Hills (Behind Govt. Press) Bhopal Email ID: bhopal-dgft@nic.in	0755-2553323
3.	MSME-DFO	10, Industrial Estate, Polo Ground, Indore Email ID: dcdi-indore@dcmsme.gov.in	0731-2420723
4.	Export Inspection Council of India	303, C.S Naydu Arcade, 10/2, Greater Kailash Road, Opposite Grotto, New Palasia, Indore Email ID: eia-indore@eicindia.gov.in	0731-2566057
5.	ECGC Limited, Indore	408, 4th Floor, City Center, 570, M G Road, Opp High Court, Indore Email ID: indore@ecgc.in	0731-2544215
6.	APEDA Regional Office, Bhopal	Kisan Bhawan, 26, Arera Hills, Bhopal, M.P. Email ID: apedabho@apeda.gov.in	0755-4700764
7.	FIEO, Indore	03, Gold Arcade, 3/1, New Palasia, Near Janjirwala Square, Indore Email ID: indore@fieo.org	0731-4282335/336
8.	EEPC India	B-202 & 220, Aurus Chambers Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli, Mumbai Email id: eepcromum@eepecindia.net	022-42125555
9.	MP Industrial Development Corporation RO-Rewa	Mr. U.K. Tiwari, MP Industrial Development Corporation RO- Rewa Email ID: uktiwari77@gmail.com	9165010327
10.	District Trade & Industries Centre, Anuppur	Industry & Trade Department Collector Office District Anuppur Email ID: gmianuppur@mp.gov.in	07659-222911

E. Stakeholders Consultation Summary

This Summary aims to provide insights and recommendations based on consultations with various stakeholders in the industry, including the Mining Department, Granite Field LLP & Nirupam Granite, Heera Moti Rice Mill, MP Civil Supplies Department Anuppur, and the Forest Department. The Summary highlights key issues, challenges, and potential opportunities for improvement in the respective sectors.

1. District Export Promotion Meeting chaired by Former Anuppur Collector Ms. Sonia Meena, IAS :

In a pivotal meeting attended by the district Collector and departmental heads, strategic interventions were outlined to transform our district into an export hub and foster the One District One Product (ODOP) initiative. Key areas of focus include bolstering administrative support, enhancing branding and awareness, ensuring quality assurance, facilitating credit support, establishing a Common

Facilitation Centre, optimizing logistics, providing marketing support, navigating regulatory processes, investing in training programs, and fortifying the supply chain. This comprehensive approach aims to propel local businesses, encourage innovation, and position the district as a thriving hub for exports and ODOP products, fostering sustainable economic growth.

2. Mining Department - Granite Mining in Chhatua Village, Anuppur (By - Ms Ashalata Vaidhya (Mining Officer), Mining Department, Anuppur):

The Mining Department's input reveals the significance of granite mining in Chhatua Village, Anuppur. The sustainable extraction and utilization of granite resources are crucial for the economic development of the region. It is recommended that stakeholders collaborate to establish responsible mining practices, ensuring environmental conservation and community welfare.

3. Granite Field LLP & Nirupam Granite - Export Challenges and Industry Set-Up (By - Mr. R.K. Singh Granite Field LLP, Anuppur):

- Export Challenges: Granite Field LLP & Nirupam Granite face challenges in identifying buyers and navigating subsidies for setting up an industry that adds value to raw materials. Recommendations include forming industry alliances, leveraging government support programs, and engaging in targeted market research to identify potential buyers.

- Subsidies: Collaboration with relevant government bodies and trade associations is advised to obtain information on available subsidies for industry setup. Engaging with export promotion councils can aid in navigating export-related challenges.

4. Heera Moti Rice Mill - Export Knowledge Gap :

Heera Moti Rice Mill expresses interest in exports but faces a knowledge gap hindering the process. It is suggested that the company participates in export training programs and seeks guidance from export promotion agencies. Building partnerships with experienced exporters may also facilitate knowledge transfer.

5. MP Civil Supplies Department Anuppur - Rice Procurement and Potential Expansion:

The MP Civil Supplies Department reports rice procurement in Anuppur at 90455.55 metric tons. Opportunities for collaboration with rice mills, farmers, and exporters can be explored to enhance the value chain. The department is encouraged to conduct market studies for potential export destinations, contributing to increased revenue for local stakeholders.

6. Forest Department - Value Addition from Raw Material:

The Forest Department highlights the buyers who purchase raw material from Minor Forest Produce (MFP) collectors, add value to it, and sell the final products in the market. Encouraging similar practices and promoting sustainable sourcing can benefit both the forest ecosystem and local economies.

7. MPSRLM :

Madhya Pradesh State Rural Livelihood Mission - Access to Buyers for SHGs: The Madhya Pradesh State Rural Livelihood Mission shared insights into the challenges faced by SHG producing Amarkantak Kodo and cookies. Facilitating access to new buyers and marketing platforms can help these SHGs increase their sales and contribute to the local economy.

Conclusion and Recommendations:

This report underscores the need for collaboration among stakeholders, leveraging government

support programs, and enhancing knowledge transfer to address challenges and unlock opportunities in the mining, granite, rice, and forest sectors in Anuppur. By implementing the suggested recommendations, the region can achieve sustainable economic growth and foster a conducive environment for business development.

Name of Stakeholder who've given their inputs

- Suggestions from District level Export promotion Committee meeting in 09/09/2021 under Chairmanship of former Anuppur Collector Ms. Soniya Meena, IAS.
 - Asst Director Horticulture, Anuppur
 - Deputy Director Farmer Welfare and Agriculture Development Department, Anuppur
 - Forest Division officer, Forest Department Anuppur
 - GMDIC, Anuppur
- Heera Moti Rice Mill, Anuppur
- Ms Ashalata Vaidhya (Mining Officer), Mining Department, Anuppur
- Mr. R.K. Singh Granite Field LLP, Anuppur
- Nirupam granite LLP, Anuppur
- Mr. Bhupendra Rawat Amarkantak Mines, Anuppur
- Revenue Department, Forest Department Anuppur
- Mr. Madhur Khard, MP Civil Supplies Department, Anuppur
- MPSRLM, Anuppur

F. SWOT Analysis of the district

1. Strengths

- Natural Resources: Abundance of coal reserves and potential in power generation industries.
- Agricultural Potential: Fertile lands supporting rice cultivation and other agricultural produce.
- Indigenous Crafts: Unique handicrafts and handloom products with cultural significance (WeavedBaskets, Wooden items , etc).
- Strategic Connectivity: Reasonable Road, rail connectivity, and proximity to airports.
- Government Support: Policies and incentives promoting exports and economic development.

Anuppur district has industrial base of agro-procesing and mineral based industrial units. The power plants in Anuppur are Amarkantak Thermal Power Plant. This Chachai Power House has total generating capacity of 290 MW. Moser Baer Power and Infrastructure Limited isdeveloping a 2520 MW coal based Thermal Power project in the district Anuppur. The projectis planned to be executed in two phases as follows: Phase1: 1200 MW Phase 2: 1320 MW.

Paddy, Kodo, Kutki and Maize are the crops of the district. Til, Mustard and Groundnut are the main oil seeds produced here. The production of Sunflowers and Soybean has also beencommenced. In the central and southern part of the district, paddy is the main crop grown during Kharif season and in the north-west, wheat is the main crop grown during Rabi season.

2. Weakness

- Limited Industrial Diversification: Over-reliance on power generation and coal mining.
- Infrastructure Constraints: Inadequate warehousing, cold storage, and transportation facilities.

- Dependency on Specific Industries: Vulnerability to downturns in power or coal sectors.
- Regulatory Challenges: Complex trade regulations and bureaucratic hurdles.
- Limited Market Exposure: Insufficient awareness and exposure in global export markets.

Anuppur is very backward in the field of agriculture. The size of the fields is very small and the tribals are mainly marginal farmers. The yearly yield of the products from the fields is not enough for their home use. Ecosystem of entrepreneurs and labour is less developed in the region. District has a limited industrial base but the existing areas and clusters have limited scope of exporting their products due to consumption of the products domestically or less awareness on exporting procedures. Port connectivity to and from region is relatively costly in comparison with other western parts of the state.

3. Opportunities

- Coal Exports: Utilizing rich coal reserves for export to various industries.
- Logistical Advantage – Multi Modal Logistic Hub is proposed in Katni's Rithi district which is around 200km.
- Electricity Exports: Leveraging surplus power generation for export to regions with power deficits.
- Agricultural Exports: Exporting surplus rice and agricultural produce to other regions.
- Handicraft Exports: Promoting indigenous crafts in national and global markets.
- Value Addition: Exploring processing industries to add value to raw materials. Ex – The harvest of rice brings in rice husk as a waste product. This husk can be used in making straw boards which would be a good alternative for plastic packaging. Also, Oil from the outer layer of rice also known as BRAN is another industry opportunity present with the Rice production.

District's economy relies on the forest resources of the district such as timber, as the forests are available in abundance. The district is backward in terms of agriculture as the tribal population still relies on traditional methods. In Anuppur, Coal mining industries employ most of the industrial workers. Power plants are also coming up, which are providing a source for employment. The Mining & Quarrying industry is the highest contributor to the GDDP.

Maikal mountain range is extended from southern part of the district to the eastern part. Minerals like Coal, Bauxite and Fire Stone are significant, of which Coal is found in abundance and production soars as high as 68 lacs MT.

4. Threats

- Competitive Pressure: Facing competition from established players in global export markets not only in terms of Pricing but also in quality of value added products. For Ex – A Granite exporter from Anuppur Chhatuwa has to pay Rs 4000/ton for sending Granite Slabs to the Sea Ports via truck. If this can be done through railways via adding additional 2-3 Rake for granite in a coal carrying train, the cost would come down to Rs 2000/Ton.
- Market Fluctuations: Vulnerability to global market shifts affecting coal and power industries.
- Regulatory Barriers: Complex trade regulations impacting smooth export operations.
- Dependency Risks: Over-reliance on specific industries prone to industry-specific challenges.
- Infrastructure Limitations: Inadequate infrastructure hampering export logistics. For Ex : if a concor port gets setup in the district nearby railway station, it would help exporters in transporting their

material easily to the port and would reduce the cost of shipment and hence of the overall product, making Products from Anuppur more price competitive.

The nearby industrial area in Chhattisgarh is developing at much faster pace than the region which will affect it in long run. Investors who are looking forward to Madhya Pradesh for investment, their first preference is in the Indore and Bhopal region. For industrial establishment, the requirements of gas, heavy electricity, accessibility to port, availability of natural resources are not available in the region. Skilled manpower usually relocated to Indore, Bhopal & NCR due to better opportunity.



Kodu Kutki



V. Kodo Kutki

Kodu and Kutki are the grains of millet species. Their botanical name is *Paspalum Scrobiculatum* and *Panicum Sumatrance*, respectively. The grains of Kodu and Kutki can be eaten like rice. Their grain contains 8.3 and 7.7 grams of protein respectively. In Anuppur district, they are cultivated by Baiga and Gond community in most area in the slopes of the hills. Under the NRLM, in various Development block of the district, organicfarming of Kodu-Kutki is being widely used by women self-help groups.

Table : Top Millet Exporting Indian States (FY 23)

Rank	Hs Code	State	Commodity Description	April, 22 To March, 23 Value(INR)
1.	1008	GUJARAT	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	1903678983
2.	1008	MAHARASHTRA	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	739040246
3.	1008	RAJASTHAN	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	495491594
4.	1008	KARNATAKA	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	279327283
5.	1008	JHARKHAND	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	272421838
6.	1008	MADHYA PRADESH	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	210183432
7.	1008	TELANGANA	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	126356483
8.	1008	TAMIL NADU	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	123294988
9.	1008	WEST BENGAL	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	92782519
10.	1008	BIHAR	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	88175823

Source: DGCIS

Top 10 Millet Importing Countries from India

Rank	Hs Code	Country	Commodity Description	April, 22 To March, 23 Value(INR)
1.	1008	U ARAB EMTS	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	614,666,680.00
2.	1008	SAUDI ARAB	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	587,070,378.00
3.	1008	NEPAL	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	450,820,441.00
4.	1008	U S A	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	251,868,902.00
5.	1008	GERMANY	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	229,266,927.00
6.	1008	LIBYA	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	220,632,339.00
7.	1008	JAPAN	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	211,238,747.00
8.	1008	MOROCCO	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	148,103,795.00
9.	1008	OMAN	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	144,646,080.00
10.	1008	BANGLADESH PR	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	124,943,471.00

Source : DGCIS

Top 10 Countries Importing from Madhya Pradesh

Rank	Hs Code	Country	Commodity Description	April, 22 To March, 23 Value(INR)
1.	1008	BANGLADESH PR	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	107,000,000.00
2.	1008	MOROCCO	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	26,739,806.00
3.	1008	U ARAB EMTS	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	26,038,977.00
4.	1008	NETHERLAND	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	17,850,368.00
5.	1008	U S A	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	12,028,427.00
6.	1008	ITALY	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	6,274,673.00
7.	1008	GERMANY	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	3,397,724.00
8.	1008	POLAND	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	3,243,484.00
9.	1008	SLOVENIA	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	2,053,444.00
10.	1008	OMAN	BUCKWHEAT, MILLET AND CANARY SEED;	1,867,556.00

Rank	Hs Code	Country	Commodity Description	April, 22 To March, 23 Value(INR)
			OTHER CEREALS	

Source : DGCIS

Top 10 Districts Exporting from Madhya Pradesh

Rank	Hs Code	Country	Commodity Description	April, 22 To March, 23 Value(INR)
1.	1008	MORENA	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	107,000,000
2.	1008	MANDSAUR	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	43,787,794
3.	1008	RAISEN	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	21,374,223
4.	1008	INDORE	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	18,265,733
5.	1008	GWALIOR	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	12,419,663
6.	1008	RATLAM	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	4,509,416
7.	1008	NEEMUCH	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	1,849,967
8.	1008	BALAGHAT	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	939,234
9.	1008	BHOPAL	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	19,232
10.	1008	VIDISHA	BUCKWHEAT, MILLET AND CANARY SEED; OTHER CEREALS	18,170

Source : DGCIS

A. SWOT Analysis

1. Strength -

- Nutritional Powerhouse: Kodo and Kutki millets boast high nutritional value, rich in fiber, protein, and essential minerals.
- Adaptability to Harsh Environments: These millets thrive in arid and semi-arid regions with low water requirements, contributing to their resilience.
- Cultural Significance: They hold cultural significance in certain regions and have a heritage value in traditional Indian diets.
- Culinary Versatility: These millets offer diverse culinary applications, suitable for various recipes and cuisines.
- Sustainable Crop: They are eco-friendly, requiring fewer inputs compared to other crops.

2. Weakness -

- Limited Global Awareness: Low international recognition and awareness compared to other grains hinder their marketability.
- Quality Control Challenges: Inconsistent quality standards and lack of standardized grading may impede export competitiveness.
- Processing Constraints: Limited value addition and processing capabilities limit their attractiveness in global markets.

- Supply Chain Limitations: Challenges in storage facilities and transportation affect reliability and consistency of supply.
- Pricing Competition: The pricing of Kodo and Kutki millets in comparison to other grains might pose a challenge in competitive markets.

3. Opportunities -

- Health-Focused Markets: Rising health consciousness globally creates an opportunity for these gluten-free and nutrient-rich millets.
- Ancient Grain Trend: As ancient grains gain popularity, Kodo and Kutki can tap into this trend as sought-after ancient grains.
- Culinary Versatility: Their adaptability in diverse cuisines positions them as versatile ingredients, appealing to chefs and food innovators.
- Sustainable Agriculture Demand: With increased emphasis on sustainability, these millets can cater to environmentally conscious consumers.
- Niche Market Penetration: Targeting niche markets such as health stores and ethnic food markets presents opportunities.

4. Threats -

- Market Fluctuations: Volatile market demands and fluctuations in global markets can impact export volumes and prices.
- Competitive Pressure: Competing with established global grains and alternative millets poses a threat to market penetration.
- Regulatory Hurdles: Complex trade regulations and compliance requirements can hinder smooth export operations.
- Dependency on Specific Industries: Over-reliance on sectors like agriculture and limited diversification can make the exports vulnerable to industry-specific challenges.
- Infrastructure and Logistics Issues: Inadequate transportation infrastructure and storage facilities can hamper export logistics.



RICE STRAW BOARD



VI. Rice Straw Board

Rice straw boards, crafted from the agricultural residue of rice crops, offer a sustainable alternative for interior design and packaging. These boards boast natural textures, durability, and eco-friendliness, making them ideal for various applications. Launching a rice straw board industry in Anuppur, Madhya Pradesh, aligns with the region's abundant rice cultivation, promoting local employment and contributing to environmental conservation. Harnessing this agricultural byproduct for manufacturing fosters a circular economy, minimizing waste and maximizing resource utilization.

Table: Top 10 states exporting Strawboards (2022-23)

RANK	Hs Code	State	Commodity Description	April, 22 To March, Value (INR)
1.	48070010	GUJARAT	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	3682680
2.	48070010	MAHARASHTRA	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	3557292
3.	48070010	DELHI	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	1444306
4.	48070010	HARYANA	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	1265295
5.	48070010	UTTAR PRADESH	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	702107
6.	48070010	GOA	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	658880
7.	48070010	WEST BENGAL	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	428267
8.	48070010	TAMIL NADU	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	306311
9.	48070010	KERALA	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	38974
10	48070010	DAMAN & DIU	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	17308

Source: DGCIS

Table : Top 10 Countries Importing Stawboard from India

RANK	Hs Code	Country	Commodity Description	April, 22 To March, Value (INR)
1.	48070010	U ARAB EMTS	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	6570472
2.	48070010	MALDIVES	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	1606613
3.	48070010	NIGERIA	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	1180499
4.	48070010	RWANDA	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	669027
5.	48070010	NEPAL	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	661986
6.	48070010	BHUTAN	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	521465
7.	48070010	U S A	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	316951
8.	48070010	U K	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	293764
9.	48070010	QATAR	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	137401
10	48070010	SOLOMON IS	STRAW PAPER AND OTHER STRAW BOARD,WON COVERED WITH PAPER	40524

Source: DGCIS

A. SWOT ANALYSIS

1. Strengths -

- Eco-Friendly Product: Rice Straw Board is an eco-friendly alternative to traditional wood-based boards, contributing to sustainability efforts.
- Abundant Raw Material: Rice straw, a byproduct of rice cultivation, is abundantly available, providing a consistent source for production.
- Renewable Resource: Being made from agricultural waste, it aligns with the circular economy and renewable resource utilization.
- Low Production Costs: Lower production costs in comparison to some other eco-friendly alternatives can enhance its competitiveness.
- Versatile Usage: Rice Straw Board has various applications in furniture, construction, packaging, and more.

2. Opportunities -

- Growing Demand for Eco-Friendly Products: Increasing environmental concerns globally create opportunities for sustainable products like Rice Straw Board.
- Regulatory Support: Supportive policies promoting eco-friendly materials and reducing deforestation can drive demand.
- Innovative Applications: Research and development for new applications can expand its market reach.
- Export Market Expansion: Tapping into international markets seeking sustainable alternatives offers growth prospects.

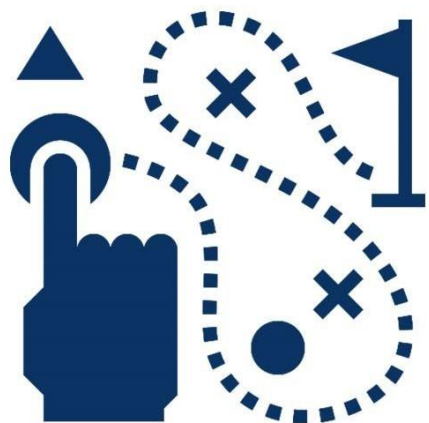
- Rising Construction Industry: The construction sector's shift towards eco-friendly materials presents export potential.

3. Weaknesses -

- Limited Awareness: Low global awareness and market penetration hinder widespread adoption.
- Quality Standards: Inconsistent quality standards and limited adherence to international norms may impede exports.
- Competitive Alternatives: Competition from established wood-based products and other eco-friendly alternatives.
- Supply Chain Challenges: Issues in the supply chain affecting consistent supply and cost-effectiveness.
- Perception Challenges: Perception issues regarding durability and performance compared to conventional materials.

4. Threats:

- Market Competition: Competing with well-established wood-based products and other eco-friendly materials.
- Regulatory Changes: Changes in environmental regulations or lack of support can affect market viability.
- Technological Advancements: Emergence of superior alternatives or technologies could reduce demand.
- Price Fluctuations: Volatility in raw material prices or production costs impacting pricing and competitiveness.
- Global Economic Conditions: Economic fluctuations affecting construction and furniture industries, key markets for Rice Straw Board.



Action Plan



VII. District Export Action Plan

Table: Export Issue-Intervention Matrix for the District

S No	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
1	Administrative Support	<p>To promote setting up food processing and industrial units to promote manufacturing through PMEGP and other state level schemes with DIC- Anuppur</p> <p>DIC-Anuppur will facilitate the units in getting important registration in GST process and Import-Export Code</p>	<ul style="list-style-type: none"> - Kodo Kutki is unique product of Anuppur DIC - Anuppur will take initiative to get the GI tag of the product. - If it is required will assist in aggregation of commodities for bulk orders 	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME, GoMP
2	Branding	To create partnership with Indian Institute of packaging and capacity building workshops on branding strategy will be conducted with the units.	<ul style="list-style-type: none"> - An agency may be appointed at district level which can extend support and provide ideas for the designing of the product as per global demand. - Agency will also support in the preparation of attractive marketing content and 	Centre and State	Ministry of Commerce and Industries, GoI Above mentioned Nodal officers of the selected product

S No	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
			logo etc.		
3	Awareness	<ul style="list-style-type: none"> - Incentive Policies and Documentation - Customs procedures - Creation of more FPOs 	Online workshops	Centre and State	DGFT RA, Customs Department and Agriculture Department
4	Quality assurance & Certification	<ul style="list-style-type: none"> - As per the product demand in international and domestic markets, need of quality certification will be analysed - Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units. - All necessary help will be provided to units to get the ISO and other certification with the help of experts. 	After achieving the targets of midterm strategy and assessment of quality parameters, it will be ensured to set up a testing facility and provide certification to the units.	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP
5	Credit Support	<ul style="list-style-type: none"> - Convergence of existing schemes to support financially. - Provide term loans to small and medium enterprises to enable them 	<ul style="list-style-type: none"> - Preparing project for future funding demand from state and central Govt. - Information Dissemination about existing financial 	Centre, State, DGFT RO, ECGC	<ul style="list-style-type: none"> - Ministry of MSME, GoI and Department of MSME, GoMP - ECGC (Government of

S No	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
		<p>to upgrade export production capability.</p> <ul style="list-style-type: none"> - Assist exporters with pre-shipment and post-shipment credit. - ECGC department to provide more support - Preparing project for future funding demand from state and central Govt. 	<p>schemes which the MSMEs, exporters and other relevant stakeholders can avail which would facilitate</p>		India Undertaking)
6	Common Facilitation Centre	<ul style="list-style-type: none"> - Common Facilitation is not available in Anuppur. Need assessment of cluster development in the district. - Information sharing system (including exporters) should be developed in the district. 	<ul style="list-style-type: none"> - Common Facility Centre should be created for exports. - Need to strengthen the existing cluster. - DTIC and DGFT RO can be the nodal department for this initiative. 	State and Centre	Ministry of MSME
7	Logistics	<ul style="list-style-type: none"> - The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation 	<ul style="list-style-type: none"> - We will partner with logistics and supply chain partners. Currently, MPIDC has an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively. 	Centre	Railway Department (CONCOR)

S No	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
		agriculture produce marketing board etc.	- Train Service to Mundra Port is required since fuel is very expensive. To initiate train service from ICD Raipur to Mundra Port (CONCOR).		
8	Marketing support	<ul style="list-style-type: none"> - Support can be provided by MSME for participation in international trade fairs and exhibition/Customer visit. - To analyse the distribution channels associated to the product categories and identification of new markets for the selected products 	<ul style="list-style-type: none"> - Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products. - Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product. 	State/Centre	Ministry of MSME of Commerce and Industries, GoI
9	Regulatory	<ul style="list-style-type: none"> - Efforts are being made to ensure that units can get all the clearances on time. - DEPC will create Single window system at the district level 	Will make aware of all units about rules and regulations related to exports. An assistance will be provided to units to get the required clearances and permissions.	Centre and State	
10	Training	- Export workshops programs will be designed to help export ready companies	- Government can organize the district training camps to generate skilled manpower. Training on:	DGFT RO and District Administration	

S No	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
		seize opportunities, navigate the complex landscape of international business, and jump start their export sales	<ul style="list-style-type: none"> · Export tariffs, taxes, and customs procedures; · Commercial standards, regulations and practices; · Distribution channels, business travel, and other market information; Identification of opportunities and best prospects 		
11	Supply Chain	- The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.	<ul style="list-style-type: none"> - We will partner with logistics and supply chain partners. - Currently, we have an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively 		



VIII. Target Till 2026

Without target, policy, projection and data analysis would be futile. This report envisages allround development of Exports from the district and targeting doubling of exports till 2026.

A. Reasons for doubling the export figures as a target

1. Government Policies

There has been a paradigm shift in the government policies in relation to exports. Earlier, the focus was sector wise or region wise. However, deepening of the focus and the new vision to prepare districts as export hubs would lead to double the exports and achieving the said target.

Ministry of Commerce through DGFT is engaging with State and Central government agencies to promote the initiative of Districts as Export Hubs. The objective is to convert each District of the country into an Export Hub by identifying products with export potential in the district, addressing bottlenecks for exporting these products, supporting local exporters/manufacturers to scale up manufacturing and find potential buyers outside India with the aim of promoting exports, promoting manufacturing & services industry in the district and generate employment in the District.

2. Market improvement after corona period

One thing is evident that markets have recovered well after the onslaught observed in the months of February and March of 2020. As markets fell following the global lockdown, equities indices experienced historic drops around the world.

Soon, the flattening of the curve and hopes of vaccine development gave a glimmer of hope of improvement in the overall economic activity at the global level. Gradual upliftment of lockdown restrictions further provided the scope of the revival of business activities.

Based on COVID-19 trajectory and geography specific characteristics, various recovery scenarios can be projected. We are seeing some signs of recovery with global market indices clawing back close to pre-crisis levels, positive net fund flows, and improved transactional market-making activities in Q2'20.

a) Price rise in commodities

As the economic activities all over the world are gearing up, the production and demand for such commodities have risen. As the Indian economy started its unlocking phase, it saw a pent-up demand for commodities, driving prices further.

The pandemic has the potential to affect commodity demand and supply for an extended period, the analysis finds.

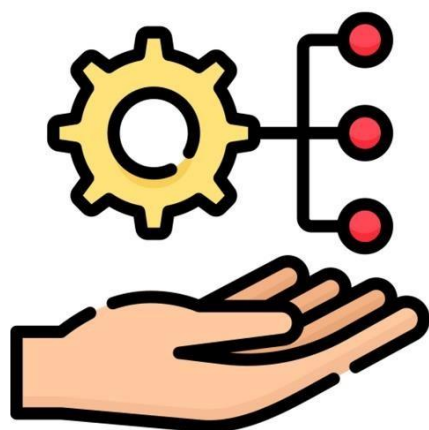
b) Negative impact on Chinese products

Unlike the financial crisis which stifled global demand for traded products, the pandemic triggers a 'triple effect' on trade through the following three channels: Disruption of domestic supply, Reduction in global demand and Contagion effect spread through disrupted global value chains (GVCs).

Traditional manufacturers of hosiery, auto parts, hand tools and machine makers see huge demand from USA and Western Countries who want to see alternatives of Chinese supply.

B. Whether we can achieve target!

Yes, with the joint efforts of entrepreneurs, exporters, governments and their departments and other bodies and associations, we can achieve the target.



Proposed Schemes



IX. Proposed Schemes to achieve Action Plan

This chapter contains proposed schemes for Madhya Pradesh for promotion of exports in the region. These proposed schemes are suggested after analysing export data, export scenario, consultations with all stakeholders and understanding of WTO guidelines.

A. Proposed scheme – 1: Export oriented infrastructure development scheme

1. Objective-

To develop infrastructure in a district which can visibly and directly boost export of that region.

2. Nature of rewards-

To fund Rs 5 Cr in a year may be spent in each district of India on infrastructure which can visibly and directly boost exports of that district.

The fund shall be spent on following infrastructure projects:

Sr No	Type
1	Road
2	Rail and related facilities
3	Seaport and related facilities
4	Airport and related facilities
5	Pipeline (Water, Gas, Liquid, Chemical)
6	Pollution Control Plants
7	Electricity Production and Distribution
8	Development of industrial Parks
9	Water treatment plants
10	Warehouse, Logistic Park, Selling Centre
11	Inland Container Depot – ICD
12	Processing Units
13	Exhibition Centre
14	Training Facility
15	Testing Labs
16	R&D Centre
17	Small Housing Facilities for Labors
18	Geographical Indication (GI) Registration

Sr No	Type
19	Marketing Product
20	Common Facility Centre

3. Who can apply? -

(1) SPV (Special Purpose Vehicle) created by group of exporters having minimum 20 exporters of the region. SPV shall be registered under Section 8 of Company Act as Non-Profit Organization, members of SPV shall have continuous export performance in last three years or

(2) Chamber of Commerce having at least 500 members from Madhya Pradesh before three financial years or

(3) Centre Government Department, PSU, Board, Corporation, Directorate or

(4) State Government Department, PSU, Board, Corporation, Directorate Title and ownership-

Title and Ownership will be in the hand of the applicant.

4. Land purchase-

Land may be purchased or taken on long lease for not less than 30 years in the name of the applicant. Expenses related to Land and Lease shall be borne by the applicant.

5. Fund allocation-

The Government grant will be restricted to 80% of the cost of Project of maximum Rs.5 cr crore. The government grant will be 90% for CFCs for the applicant with more than 50% (a) micro/ village or (b) women owned or (c) SC/ST units. The cost of Project includes cost of building, pre-operative expenses, preliminary expenses, machinery & equipment, miscellaneous fixed assets, support infrastructure such as water supply, electricity and margin money for working capital.

a) Procedure-

The application shall be made to Regional Office of Directorate General of Foreign Trade, Ministry of Commerce as co-chair District Level Export Promotion Committee (DEPC) of the concerned district. Regional Office of DGFT may scrutinize the applications, verify the claims, identify requirements, study Project Report, and calculate viability of the project and projection thereof. This regional office then recommends DEC about the project.

District Level Export Promotion Committee headed by District Collector has power to decide on which mode, which type, in which place and on which price the above infrastructure can be developed on the recommendation of Regional Office of Directorate General of Foreign Trade, Ministry of Commerce.

DEPC then puts the project before **State Level Export Promotion Committee (SEPC) headed by Chief Secretary**. SEPC may study and scrutinize the project and may approve the project.

Chairman (Deputy Commissioner) and Co-Chair (Regional office of DGFT) shall strictly vigil on expense of funds and relation with exports. The committee shall monitor infrastructure progress development under this scheme on periodical basis. Export shall be boosted with infrastructure improvement under this scheme and direct relationship with exports must be established.

b) Fund estimate-

There is a requirement of INR 5 Cr/Annum for improvement of export infrastructure in the district.

c) Benefits-

It slowly, but in solid way, can create export infrastructure in all parts of Madhya Pradesh. Fund is small but it impacts.

B. Proposed scheme – 2: Madhya Pradesh Trade Policy

1. Objective-

To promote export ecosystem in the State, Government has introduced a comprehensive Trade Policy with the following objectives:

- (i) To quadruple the export from the state within next five years;
- (ii) To double the number of exporters from the state within next five years;
- (iii) To develop and maintain access to strategic foreign markets for goods and services from Madhya Pradesh and manage key trading relationships while diversifying new and existing opportunities.
- (iv) To achieve export growth in leading export related district, with significant growth in exports of identified products/services from each district.
- (v) To achieve synergy by integrating flagship programmes and activities of the line departments of Government of Madhya Pradesh (GoMP) & Government of India (GoI).

2. Nature of rewards:

MP Export Facilitation Fund (MPEFF)

International Market Development Assistance (IMDA)

MP Export Skill Development Support (MPESDS)

MP E-Commerce Subsidy (E-COMS)

C. Proposed scheme –3: Madhya Pradesh Trade Promotion Council

The Madhya Pradesh Trade Promotion Council will work for the overall development of all manufacturing, service and business sectors right from entrepreneurship development, export infrastructure development and export ecosystem development in the state and outside. The MPTPC shall coordinate with all the stakeholders in the value chain and whole process of exports to establish and enhance contacts within and outside India for better business growth.

1. Governance Structure

The Council will comprise of a Governing Body, Executive Committee, Panel Committees which would comprise of Registered Members. The functionaries of the Governing Body will work towards strategizing and executing the agenda of the Council.

a) Governing Body:

- I. **Chairman** – Honourable Chief Minister, Government of Madhya Pradesh
- II. **Members of Governing Body:** As mentioned in the Order No.: F 19-20/2022/1/4 dated 03/03/2022
- III. **Elected Conveners** of below mentioned panel committees:
 - A) Agriculture & Food Processing
 - B) Pharmaceutical
 - C) Textile & Garments
 - D) Automobile & Engineering
 - E) IT and other sector
- IV. **Member Secretary:** Principal Secretary, Department of Industrial Policy and Investment Promotion, Government of Madhya Pradesh

b) Executive Committee:

- I. **Chairman** – Chief Secretary, Government of Madhya Pradesh
- II. **Members of Executive Committee:** As mentioned in the Order No.: F19-20/2022/1/4 dated 24/03/2022
- III. **Member Secretary:** State Export Commissioner (Managing Director, M.P. Industrial Development Corporation Limited), Government of Madhya Pradesh
- IV. **Establishment of Directorate of Trade**

Sectoral Panel Committees: The Panel Committees will be the forum for member exporters to provide expert views on specific sectors to the Governing Body for consideration and prioritization. The Panel Committee will comprise of a Convener (Representative of the committee in Governing Board) and 6 sectoral industrial representatives in the respective committees.

D. Proposed scheme –4: Export Promotion and State Duties & Taxes Remission

1. Objective –

Objective of the scheme is to remit taxes and duties paid to the state which are not remitted in any other scheme i.e., stamp duty.

2. Nature of rewards-

Exporters shall have fulfilled ten times of exports against stamp duty paid at the time of sale deed registration or lease deed registration within six years of stamp duty paid date.

Monetary benefits shall be directly transferred to the account of the exporters in cash.

3. Procedure-

The applicant shall submit forms with copy of Shipping Bills, electronic Bank Realization Certificates

(eBRCs) and Export Invoices with GST details to Regional Office of Directorate General of Foreign Trade, Ministry of Commerce as the member of District and State Level Export Promotion Committee. Exporter name mentioned in Shipping Bill is entitled for application. The office may scrutinize the applications, verify the claims, identify requirements, study the product and calculate viability of the product and projection thereof. The regional office then recommends Directorate of Industries, Government of Madhya Pradesh whether the application is fit for acceptance. Directorate would then accept the request and disburse the fund.



Conclusion



X. Salient Features and Conclusion

This is the first ever mammoth exercises done by Government of Madhya Pradesh with Office of the Joint Director General of Foreign Trade Bhopal where all Exporters, Entrepreneurs, Chambers of Commerce, Export Promotion Councils come together for export promotion.

A. Vision of Hon'ble Prime Minister

In order to implement the vision of Shri Narendra Modi, the Prime Minister of India, to convert each district into an export hub, the Finance Minister in her Budget 2020-21 speech, said that each district should develop as an export hub. She further said that efforts of the Centre and State Governments are being synergized and institutional mechanisms are being created.

The Ministry of Commerce and Industry through Directorate General of Foreign Trade (DGFT) has been engaging with States/ UTs to initiate preparation and implementation of a District Export Plan (DEP) specific to each district in every State/ UT through an institutional structure at the district level. The institutional structure set up at the district level for implementation of the District Export Plan will be headed by the Chief/ District Development Officer with other relevant District Level Officers as members.

B. Changing priority of central government

Even before the pandemic, the economy was already slowing down, with deficiencies evident in both consumption and investment demand. Unlike some other countries, consumption and investment have been the main drivers of growth in India in recent times. Though export contributed to earlier versions of India's growth story, in the immediate aftermath of the pandemic, its efficacy to boost growth needs to be closely observed.

Despite repeated attempts to bolster manufacturing, the sector failed to grow, leaving services to step up. Eventually, lack of demand hit all segments irrespective of their economic nature. The pandemic, as an external shock, has finally contracted the economy.

It is a widely held view that every crisis also presents an opportunity. Given the prevalence of inequality in Indian economy, the implementation of a fiscal stimulus across sectors will not only lift the economy out of the woods but also address some of the existing distortions in income and wealth distribution.

Sector and area wise approaches and incentivization was the earlier focus of the government and the focus has been shifted to the grass root level to the districts in the states to promote them as export drivers.

C. Changing priority of the state government

No priority on exports was given in the previous era and export as a driver of growth of the economy has been highlighted and utilized at present.

DEPC and SEPC are example of co-operative federalism.

D. Target: 5 trillion-dollar economy

The government is sticking to the target of becoming a USD 5 trillion economy by 2024-25 and emphasis on infrastructure sector and other initiatives taken in Budget 2021-22 are aimed at achieving the goal.

Presently, India is the fifth largest economy in the world with GDP of around US\$ 3 trillion in 2019-20. If the US\$ 5 trillion target is translated into reality, the country will leave behind Germany to become world's fourth largest economy in 2024-25, only behind US, China and Japan.

E. Future: every district will be an export hub

Department of Industries & Commerce, through DGFT is engaging with State and Central government agencies to promote the initiative of Districts as Export Hubs. The objective is to convert each District of the country into an Export Hub by identifying products with export potential in the District, addressing bottlenecks for exporting these products, supporting local exporters/manufacturers to scale up manufacturing and finding potential buyers outside India with the aim of promoting exports, manufacturing & services industry in the district and generate employment in the district.