विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

सत्यमेव जयते

MP Industrial Development Corporation limited

Dhar

Madhya Pradesh

DISTRICT EXPORT PLAN



Districts as Export Hubs

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.

I would like to thank Chambers of Commerce and Export Promotion Councils (EPCs). The in-depth knowledge of resourceful office bearers of EPCs on exports and their hold on exporter's community made us easy access to true picture of exports of the region. I thank Federation of Indian Export Organizations (FIEO), Engineering Export Promotional Council (EEPC), Agricultural and Processed Food Products Export Promotion Council (APEDA), Pharmaceutical Export Promotional Council (PHARMEXIL), Confederation of Indian Industries (CII), The Federation of Indian Chambers of Commerce & Industry (FICCI) and Engineering Export Promotional Council (EEPC).

I extend my special thanks to Shri Sanjay Shukla (IAS, Principal Secretary, Industries & Commerce) Government of Madhya Pradesh, Shri John Kingsly (IAS, Managing Director, MP Industrial Development Corporation - MPIDC) and Shri Suvidh Shah, (ITS, Executive Director, MP Industrial Development Corporation – MPIDC). They mobilized their subordinates and colleagues to support the project with whole heart. Their constant follow-ups made us motivated to complete the work in time. Their knowledge, experience and hold of industries are extensive and their views are progressive towards industries.

Acknowledgements of this report can only be completed by extending special thanks to Shri Shivam Tripathi (Manager-MPIDC), Shri Opinder Singh,, Ms Priyanka Saxena, Ms Palak Nigam, and Shri Tanmay Nigam (Export Cell MPIDC) (Export Cell MPIDC).These professionals have done a wonderful job in export data mining and exploring, primary and secondary data analysis, report writing, designing, and formatting of this report.

Dr. Pankaj Jain (IAS)
Collector & District Magistrate
Dhar

Table of Contents

Acknowledgement 2
1. 4
1.1. 4
1.2. 4
1.3. 5
2. 6
2.1. 6
2.2. 6
3. 9
3.1. 9
3.2 Rank of States/UTs in contribution To GST In India in Rs Cr 10
3.3 Export basket of Madhya Pradesh 11
3.4 Export from India state wise 2021-22 vis-a-vis 2020-21 in Rs Cr 12
4. 14
4.1. 14
4.2. 17
4.3. 20
4.4. 20
4.5. 21
5. 22
6. 26
7. 30
8. 32
9. 37
9.1. 37
9.2. 38
10. 39
10.1. 39
10.2. 41
10.3. 42
10.4. 42
10.5. 43
11. 44
11.1. 44
11.2. 44
11.3. 45
11.4. 45
11.5. 45



1. Background

1.1. 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 programmes 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

1.2. 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.

1.3. 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.



2. Constitution of District Export Promotion Committee (DEPC)

2.1. 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.

2.2. Methodology for selecting products for exports

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.

Export Data of the State and District

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

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 analysed both in terms of growth of export products.

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.

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, analysing, 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.धार

(सूक्ष्म,लघु एवं मध्यम उद्यम विभाग)

Offic Phone no.07292-222713 Email- gmidha@nic.in

क्र0/जिव्याउके–धार/एमएसएमई/2020–21/1240 धार दिनांक: 24/11/2020

–आदेश–

भारत सरकार, वाणिज्य एवं उद्योग, मंत्रालय के कार्यालय The Additionl Director General of Foreign Trade, भोपाल के जिलों को निर्यात "हब"विकसित करने विषयक दिनांक 11.09.2020 में दिये गये निर्देश अनुपालन में जिला स्तरीय निर्यात प्रोत्साहन समिति के कियान्वयन हेतु जिला स्तर पर निम्नानुसार समिति गठित की जाती है।

क्रमांक	अधिकारी का पद	नामित पद
1	कलेक्टर	अध्यक्ष
2	क्षेत्रीय अधिकारी, Directorate General of Foreign Trade	सह –अध्यक्ष
3	कार्यकारी संचालक/प्रतिनिधि, एम.पी.आई.डी.सी.इंदौर	सदस्य
4	वन मण्डाधिकारी, वन विभाग	सदस्य
5	मुख्य कार्यपालन अधिकारी, जिला पंचायत,धार	सदस्य
6	महाप्रबंधक,जिला व्यापार एवं उद्योग केन्द्र धार/पीथमपुर	संयोजक
7	क्षेत्रीय अधिकारी FSSAI इंदौर	सदस्य
8	अग्रणी जिला प्रबंधक, बैक आफ इंडिया जिला धार	सदस्य
9	नामांकित सदस्य वाणिज्य एवं उद्योग विभाग मध्यप्रदेश	सदस्य
10	प्रतिनिधि सूक्ष्म,लघु एवं मध्यम उद्यम विभाग भारत सरकार	सदस्य
11	प्रतिनिधि, क्षेत्र विशेष Export Promotoin Council भारत सरकार	सदस्य
12	प्रतिनिधि, गुणवत्ता एवं मानक कार्यान्वयन निकाय, भारत सरकार	सदस्य
13	प्रतिनिधि, जिला व्यापार/वाणिज्य संघ एमपीआईडीसी इंदौर	सदस्य
14	प्रतिनिधि क्षेत्र विशेष भारत सरकार (उत्पाद संबंधी)	सदस्य
15	सेक्टर विशेष हेतु संस्था, चयनित उत्पाद के लिये (नाबार्ड)	सदस्य
16	जिला परियोजना अधिकारी राष्टीय ग्रामीण आजीविका मिशन	सदस्य
17	उप संचालक, किसान कल्याण एवं कृषि विकास विभाग	सदस्य
18	उप संचालक, उद्यानिकी विभाग	सदस्य
19	जिला परियोजना अधिकारी राष्टीय शहरी आजीविका मिशन	सदस्य
20	संचालक/प्रबंधक, हाथकरघा कार्यालय धार	सदस्य
21	संचालक/प्रबंधक हस्तशिल्प विकास निगम इंदौर	सदस्य
22	जिला प्रबंधक,एम.पी.एग्रो धार	सदस्य
23	वरिष्ठ वैज्ञानिक एवं प्रमुख कृषि विज्ञान केन्द्र, धार	सदस्य
24	विकास आयुक्त (हस्त शिल्प) शाखा मध्यप्रदेश, भारत सरकार	सदस्य



3. Economic and export data of Madhya Pradesh

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

Table: Rank of all states/UTs as per their GDP of 2019-20

Rank	State/UT	Nominal GDP (trillion INR, lakh crore ₹)
1	Maharashtra	₹28.78 lakh crore (US$400 billion)
2	Tamil Nadu	₹18.45 lakh crore (US$260 billion)
3	Uttar Pradesh	₹17.94 lakh crore (US$250 billion)
4	Karnataka	₹15.35 lakh crore (US$220 billion)
5	Gujarat	₹15.05 lakh crore (US$210 billion)
6	West Bengal	₹12.54 lakh crore (US$180 billion)
7	Rajasthan	₹10.20 lakh crore (US$140 billion)
8	Andhra Pradesh	₹9.73 lakh crore (US$140 billion)
9	Telangana	₹9.69 lakh crore (US$140 billion)
10	Madhya Pradesh	₹9.07 lakh crore (US$130 billion)
11	Delhi	₹8.56 lakh crore (US$120 billion)
12	Haryana	₹8.31 lakh crore (US$120 billion)
13	Kerala	₹7.81 lakh crore (US$110 billion)
14	Bihar	₹6.12 lakh crore (US$86 billion)
15	Punjab	₹5.75 lakh crore (US$81 billion)
16	Odisha	₹5.31 lakh crore (US$74 billion)
17	Assam	₹3.16 lakh crore (US$44 billion)
18	Chhattisgarh	₹3.29 lakh crore (US$46 billion)
19	Jharkhand	₹3.28 lakh crore (US$46 billion)
20	Uttarakhand	₹2.46 lakh crore (US$34 billion)

21	Himachal Pradesh	₹1.65 lakh crore (US$23 billion)
22	Jammu and Kashmir	₹1.56 lakh crore (US$22 billion)
23	Goa	₹0.731 lakh crore (US$10 billion)
24	Tripura	₹0.553 lakh crore (US$7.8 billion)
25	Chandigarh	₹0.421 lakh crore (US$5.9 billion)
26	Puducherry	₹0.408 lakh crore (US$5.7 billion)
27	Meghalaya	₹0.366 lakh crore (US$5.1 billion)
28	Sikkim	₹0.287 lakh crore (US$4.0 billion)
29	Manipur	₹0.325 lakh crore (US$4.6 billion)
30	Nagaland	₹0.272 lakh crore (US$3.8 billion)
31	Arunanchal Pradesh	₹0.246 lakh crore (US$3.4 billion)
32	Mizoram	₹0.195 lakh crore (US$2.7 billion)
33	Andaman and Nicobar	₹0.079 lakh crore (US$1.1 billion)

(Source: Wikipedia)

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

Table: Rank of all states/UTs as per their GST collection in May-21 vis-à-vis May-20

Rank	State	May-21	May-22	Growth
1	Maharashtra	13565	20313	50%
2	Gujarat	6382	9321	46%
3	Karnataka	5754	9232	60%
4	Tamil Nadu	5592	7910	41%
5	Uttar Pradesh	4710	6670	42%
6	Haryana	4663	6663	43%
7	West Bengal	3590	4896	36%
8	Delhi	2771	4113	48%
9	Telangana	2984	3982	33%
10	Odisha	3197	3956	24%
11	Rajasthan	2464	3789	54%
12	Andhra Pradesh	2074	3047	47%
13	Madhya Pradesh	1928	2746	42%
14	Chattisgarh	2026	2627	30%
15	Jharkhand	2013	2468	23%
16	Kerala	1147	2064	80%
17	Punjab	1266	1833	45%
18	Uttarakhand	893	1309	46%
19	Bihar	849	1178	39%
20	Assam	770	1062	38%
21	Himachal Pradesh	540	741	37%
22	Goa	229	461	101%
23	Jammu and Kashmir	232	372	60%

24	Dadra and Nagar Haveli	228	300	31%
25	Sikkim	250	279	12%
26	Other Territory	121	185	52%
27	Puducherry	123	181	47%
28	Meghalaya	124	174	40%
29	Chandigarh	130	167	29%
30	Center Jurisdiction	141	140	0%
31	Arunachal Pradesh	36	82	124%
32	Tripura	39	65	67%
33	Nagaland	29	49	67%
34	Manipur	22	47	120%
35	Mizoram	15	25	70%
36	Andaman and Nicobar Islands	48	24	-50%
37	Ladakh	5	12	134%
38	Lakshadweep	0	1	148%
39	Daman and Diu	0	1	153%
	Grand Total	70951	102485	44%

(Source: Ministry of Finance)

3.3 Export basket of Madhya Pradesh

Table: Top 10 products, exported from Madhya Pradesh in 2021-22

2-digit HS Code

Sr No	Hs Code	Commodity Description	FY 21-22 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	Aluminium & articles thereof	4330
5	84	Machinery and mechanical appliances	3877
6	29	Organic chemicals	3763
7	23	Residues and waste from the food industries; prepared anima	3024
8	10	Cereals	2317
9	85	Electrical machinery & equipment & parts thereof; sound &	2040
10	39	Plastics and articles thereof	2020

Table: Top 10 products, exported from Madhya Pradesh in 2021-22

4-digit HS Code

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
1	3004	Medicaments	10511
2	5205	Cotton Yarn	4521
3	7601	Unwrought aluminium	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, of a kind used for the packing 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

Table: Top 10 products, exported from Madhya Pradesh in 2021-22

6-digit HS Code

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
1	300490	Other medicine put up for retail sale	8780
2	760110	Aluminium-not alloyed	4038
3	520100	Cotton, not carded or combed	2734
4	230400	Oil-cake and solid residue	2603
5	630532	Flexible intermediate bulk containers of man made textile m	1829
6	100630	Semi/wholly miled rice w/n polished/glazed	1606
7	520524	Sngl yrn of cmbd fbrs measurng<192.31 but >=125 dctx(>52	1519
8	520523	Sngl yrn of cmbd fbrs measurng< 232.56 but >=192.31 dctx(	1444
9	854511	Electrodes of a kind used for furnaces	1371
10	630260	Toilet linen and kitchen linen,of terry towelling/similar	1346

Table: Top 10 products, exported from Madhya Pradesh in 2021-22

8-digit HS Code

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
1	30049099	Other medicine put up for retail sale n.e.s	6018
2	76011010	Aluminium ingots-not alloyed	4035
3	52010015	Indian cotton of staple length 28.5mm (1.4/32) and above	2531
4	63053200	Flexible intermediate bulk containers of man made textile	1829
5	52052410	Grey Cloth 2401	1516
6	52052310	Grey Cloth	1427
7	23040030	Meal of soyabean, solvent extracted (defatted) variety	1382
8	85451100	Electrodes of a kind used for furnaces	1371
9	63026090	Toilet linen and kitchen linen, of terry towelling or similar	1346
10	10063020	Basmati rice	1002

3.4 Export from India state wise 2021-22 vis-a-vis 2020-21 in Rs Cr

Sr No	States	FY 21-22 in Rs Cr	% Share FY 21-22	FY 20-21 in Rs Cr	% Share FY 20-21	Change from FY 20-21 to FY 20-21 in %
1	Gujarat	945796	30.06	448300	20.76	110.97

2	Maharashtra	545084	17.33	431533	19.99	26.31
3	Tamil Nadu	262323	8.34	193295	8.95	35.71
4	Karnataka	193064	6.14	112076	5.19	72.26
5	Uttar Pradesh	156897	4.99	121140	5.61	29.52
6	Andhra Pradesh	143843	4.57	124744	5.78	15.31
7	Haryana	115973	3.69	85731	3.97	35.27
8	West Bengal	103600	3.29	66248	3.07	56.38
9	Odisha	127232	4.04	75718	3.51	68.03
10	Unspecified	38022	1.21	95795	4.44	-60.31
11	Telangana	81971	2.61	64539	2.99	27.01
12	Rajasthan	72000	2.29	49231	2.28	46.25
13	Madhya Pradesh	58407	1.86	47959	2.22	21.78
14	Delhi	61612	1.96	56184	2.60	9.66
15	Punjab	52903	1.68	39231	1.82	34.85
16	Kerala	34158	1.09	29152	1.35	17.17
17	Dadra & Nagar Haveli	28595	0.91	19547	0.91	46.29
18	Chattisgarh	25241	0.80	17200	0.80	46.75
19	Bihar	17220	0.55	11191	0.52	53.87
20	Goa	18130	0.58	17094	0.79	6.06
21	Himachal Pradesh	16009	0.51	12314	0.57	30.02
22	Jharkhand	18247	0.58	12068	0.56	51.21
23	Uttaranchal	14414	0.46	15915	0.74	-9.43
24	Daman & Diu	5487	0.17	4600	0.21	19.26
25	Pondicherry	3667	0.12	3118	0.14	17.61
26	Assam	3358	0.11	3076	0.14	9.17
27	Jammu & Kashmir	1835	0.06	1180	0.05	55.52
28	Chandigarh	737	0.02	559	0.03	31.85
29	Sikkim	141	0.00	70	0.00	102.56
30	Arunachal Pradesh	13	0.00	4	0.00	242.74
31	Meghalaya	64	0.00	80	0.00	-19.26
32	Tripura	90	0.00	83	0.00	8.19
33	Andaman & Nicobar	9	0.00	14	0.00	-38.94
34	Nagaland	8	0.00	45	0.00	-81.06
35	Manipur	7	0.00	7	0.00	-0.82
36	Ladakh	0	0.00	0	0.00	0.00
37	Lakshadweep	1	0.00	1	0.00	0.57
38	Mizoram	29	0.00	5	0.00	467.30
39	India's Export	3146186	100.00	2159043	100.00	45.72



4. About the District

4.1. General Characteristic of the District

Dhar District is situated in the south – western part of Madhya Pradesh. It lies between the parallels of North latitude 22º01'14" and 23º08'49" and East longitude 74º28'15" and 75º42'43"E. The district is bounded by Ratlam in the north, Ujjain in the north-east, West Nimar (Khargone) in the south and Jhabua in the west. The name, Dhar is derived from Dhara Nagri, the city of sword blades. It is part of the Indore and division of Madhya Pradesh. Pithampur is a large industrial area under the Dhar District.

Pithampur auto cluster is one of the main cluster of Dhar district. Pithampur auto Cluster has been established by Ministry of Commerce and Industry, GoI. Muram, Dhoka stone, Stone Gitti, Sand are the major minerals available in Dhar district. District majorly have repairing and service industry, metal based (steel Fab) industy, Chemical and chemical based industry, Rubber Plastic and Petro based industry and engineering unit based industry. Dhar district has huge potential in food processing, Agro based units, Ginning units, Bagh Print and Steel rolling industry.

Dhar district is divided into 5 sub-divisions: Dhar, Sardarpur, Badnawar, Manawar and Kukshi. These sub-divisions are further divided in to 7 tehsils: Dhar, Badnawar, Dharampuri, Sardarpur, Manawar, Kukshi and Gandhwani. District is having 669 Gram Panchayats & 1479 Villages.

District at a glance

- Area: 8153 Sq. Km.
- Language: Hindi, English
- Villages: 1548

- **Nearby Ports including ICDs:**

1. Icd 113 Concor Complex Sector Iii Pithampur Dhar
2. M/S Pegasus Icd, Vill-Dhannad, Indore, Mp 453001
3. Acc, Devi Ahilyabai Holkar Airport Indore Mp

Accessibility to Exporters:

By Rail: Dhar railway station lies on Chhota Udaipur- Dhar line which comes under the Ratlam railway division of western railways. It has connectivity of Indore Dahod line as well. Chhota Udaipur – Dhar line corridor passes through the ranges of Chhota Udaipur Hills in Gujarat and Sondwara Plateau in Madhya Pradesh. This line is connecting Vadodara and Indore and also it's a joint project of Indore–Dahod line. It will put Dhar first time on the railway line.

By Road: Dhar is well connected to major cities in state and Central India through extensive network of national and state highways. National Highway 52 (NH 52) contains parts of the erstwhile NH3 (AB Rd stands for Agra Bombay Road) and it originates at Sangrur, Punjab and runs through Jaipur, Rajasthan, Indore, Dhule and terminates at Ankola in Karnataka. National Highway 47 starts from Bamanbore, Gujarat and reaches Indore via Ahmedabad and further connects Betul to terminate at Nagpur. MP State Highway 27 runs from Jhalawar in Rajasthan, through Ujjain, Indore, Barwaha, Burhanpur in Madhya Pradesh and terminates at Malkapur, Buldhana in Maharashtra

By Air: Indore airport is the nearest airport which has regular flights to cities like Delhi, Mumbai, and to other major cities in India. It is a world-class airport that has daily flights to and from various cities in India such as Mumbai, Jaipur, Chandigarh, Kolkata, Ahmedabad and Kochi. Domestic airlines operate here. Some of these airlines are Air India, IndiGo, Jet Airways.

4.1.1. 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
876046	1182700	1305089	1540134	1468303	1779701	2233682

Source: http://des.mp.gov.in/Portals/0/Estimates

4.1.2. 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**
34885	44614	50340	58962	55506	66800	83421

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

Table: Sector wise contribution in Gross District Domestic Product

S. N.	**Sector**	**Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)**						
		2011-12	**2012-13**	**2013-14**	**2014-15**	**2015-16**	**2016-17**	**2017-18**
1	Primary	299882	514790	556992	734097	574429	738523	1042299
2	Secondary	288952	322671	340351	352340	385938	454614	535617
3	Tertiary	254251	300201	340414	377519	418675	470972	523891
Total GDVA at basic prices		843084	1137662	1237757	1463956	1379042	1664109	2101807

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

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

S. N.	**Sector**	**Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)**						
		2011-12	**2012-13**	**2013-14**	**2014-15**	**2015-16**	**2016-17**	**2017-18**
1	Crops	240023	445413	480176	626250	448317	578460	844797
2	Livestock	27308	34480	41684	58379	79308	107064	145619
3	Forestry & logging	19241	20569	21696	32329	34735	36537	37211
4	Fishing & aquaculture	4422	5532	8815	8947	10052	12364	12451
5	Mining & quarrying	8887	8797	4621	8192	2017	4098	2222
	Primary Sector	299882	514790	556992	734097	574429	738523	1042299
7	Manufacturing	210738	242913	243421	250912	276937	293736	348475
8	Electricity, gas, water supply & other utility services	24646	26131	34398	36789	41994	85871	103273
9	Construction	53567	53628	62532	64639	67008	75007	83868
	Secondary Sector	288952	322671	340351	352340	385938	454614	535617

11	Trade, repair, hotels and restaurants	73679	89861	102587	112911	124606	146169	162885
12	Transport by other means and Storage	19957	23010	25462	28757	30524	34045	41126
13	Railways	68	93	97	106	126	141	153
14	Communication & services related to broadcasting	8313	9803	12495	14866	17789	16757	16435
15	Financial services	29279	31823	35286	36694	42885	41056	44540
16	Real estate, ownership of dwelling	44431	52725	61650	70442	77466	86235	97275
17	Public administration	33659	39144	44145	47328	51262	60567	67575
18	Other services	44866	53742	58691	66414	74016	86002	93901
	Tertiary Sector	254251	300201	340414	377519	418675	470972	523891
Total GDVA at basic prices		843084	1137662	1237757	1463956	1379042	1664109	2101807

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

4.2. Industrial Scenario of the District

Table: Industrial scenario of District, (MP)
Existing Status of Industrial Areas in the District

S. No.	Name of Ind. Area	Land acquired (InAcres)	Land developed (InAcres)	Prevailing Rate Per Sqm (In Rs.)	No of Plots/Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Same Urban Industrial Estate Magazpura Dhar	-	14.19	1200	74	74	-	62

Source: DIC, Dhar(MP)

Sr. No.	Name of Ind. Area	Land acquired (hectare)	Land developed (hectare)	Plots	No. of unit in prod.
1	Semi Urban Ind. Area	5.763	5.128	73	71
2	Pithampur1	2126.7	1446.1	419	414
3	Pithampur2			692	628
4	Pithampur3			15	13
5	Pithampur5	22.7	22.7	21	3
6	Pithampur6	78	40.4	31	18
7	Smart industrial park pithampur	478.3	262	114	79

8	Ujjaini industrial area	58.4	41.8	231	14
9	Jetapura indusrial area	207.8	-	118	7
10	hatod industrial area	152.4	88.3	259	18
11	SEZ-1	81.84	-	137	38
12	SEZ-2	51.10	-	112	52
13	Kheda	194.63	-	27	23
14	Pithampur msme cluster	3.55	-	53	20
	Integrated I/A pithampur 5	66.48	36	21	8
	Total	3527.663	1942.428	2323	1406

Table: Industry at a glance

Sr no	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL MSME UNIT	NO.	7292
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	116
4.	EMPLOYMENT IN MICRO AND SMALL INDUSTRIES	NO.	62036
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	39472
6.	NO. OF INDUSTRIAL AREA	NO.	14
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	24354
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	37400

Source: DIC, UAM/Udhyam registration/DIC/Export council

Table: Data of Small Enterprises as on 31.03.2022

Sr No	District	No. of Unit	Employment	Fixed Investment	Production
				(in Lakhs)	(in Lakhs)
1	Dhar	310	2605	16500	--

Source: DIC, UAM/Udhyam registration/DIC/Export council

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	Production (Rs. In lacs)
1	Dhar/Pithampur	63	75100	102400	18203	--

Source: DIC, Dhar/Pithapur/Uam/Udhyam Registration/DIC/Export Council/MPIDC Indore

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

NIC Code No.	Type of industry	No. Of Units	Employment Nos.	Investment (Rs lakh.)	Production (Rs lakh.)
1	Manufacturing of Food Products & Beverages	318	--	--	--
2	Manufacturing of Tobacco Products	8	--	--	--
3	Manufacturing of Textile	86	--	--	--
4	Manufacturing of weaving apparel Dressing & Dyeing of Fur	21	--	--	--
5	Manufacturing of tanning Dressing of Leather	2	--	--	--
6	Manufacturing of Wood Products	156	--	--	--
7	Manufacturing of Paper & Paper Products	38	--	--	--
8	Publishing Printing	62	--	--	--
9	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel	0	--	--	--
10	Manufacturing of Chemical Products	32	--	--	--
11	Manufacturing of Rubber & plastic Goods	106	--	--	--
12	Manufacturing of other Non Metallic Mineral Products	31	--	--	--
13	Manufacturing of Basic Metal	0	--	--	--
14	Manufacturing of Fabricated Metal Products Except M/C Equipments	162	--	--	--
15	Manufacturing of Machinery & Equipments	228	--	--	--
16	Manufacturing of Office, Accounting & Computer	20	--	--	--
17	Manufacturing of Electrical M/c	28	--	--	--
18	Manufacturing of Radio TV equipments	2	--	--	--
19	Manufacturing of Medical Precision watches & Clocks	0	--	--	--
20	Manufacturing of Motor vehicles	20	--	--	--
21	Manufacturing of other Transport Equipments	218	--	--	--
22	Manufacturing of Furniture	73	--	--	--
23	Recycling	4	--	--	--
24	Electricity, Gas, Steam & Hot water	102	--	--	--
25	Collection of Information & Distribution Of Water	141	--	--	--
26	Maintenance & Repair of Motor Cycle	310	--	--	--
27	Maintenance & Repair of Personal House hold Goods	151	--	--	--
28	Land Transport	0	--	--	--
29	Supporting & Auxiliary Activities	120	--	--	--
30	Post & Telecommunication	15	--	--	--
31	Tenting & Transport Equipments	422	--	--	--
32	Computer Related Activities	780	--	--	--
33	Other Business	1585	--	--	--
34	Health & Social Work	56	--	--	--
35	Recreation, Cultural & Sporting Activities	8	--	--	--
36	Other Service Activities	2050	--	--	--
	TOTAL	**7355**	101508	125480	--

Source: DIC Dhar/Pithapur/Uam/Udhyam Registration/DIC/Export Council/MPIDC Indore

4.3. Export from the District

Total exports from the district – Rs 1021.2 Cr (FY 21-22) (Ministry of Commerce)

Table: Top 10 exportable commodities from the district in FY 21-22

SNo	ITCHS Code	Item Description	In Rs. Cr
1	63053200	FLEXIBLE INTERMEDIATE BULK CONTAINERS OF MAN MADE TEXTILE MATERIALS	10066310187
2	30049099	OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	10029431425
3	84295900	OTHER MCHNCL SHOVLS,EXCVTRS AND SHOVL LOADRS	6155387509
4	84099941	COMPONENT PARTS FOR DIESEL ENGINES FOR MOTOR VEHICLES,N.E.S.	5220382433
5	30049091	SALBUTAMOL, TERBUTALINE, EPHEDRINE, SALMETEROL AND METHYL XANTHIMES	4998377746
6	87042290	OTHER GOODS VHCLS,WTH CMPRSN IGNTN INTRNL CMBSTN PSTN ENGN WTH G.V.W.>5 TONS BT <=20 TONS: OTHER VE	4471448648
7	30043200	MEDICAMENTS CONTAINING CORTICOSTEROID HORMONES, THEIR DERVATIVEANDSTRUCTURAL ANALG	3102522215
8	74031300	BILLETS OF REFINED COPPER	2356900291
9	84082020	ENGINES OF CYLNDR CPCTY>250 CC	2264945371
10	72107000	PRDCTS PAINTD,VRNSHD/COATD WTH PLSTCS	2206410250

(Source: Ministry of Commerce)

4.4. 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, Opp. Grotlo, 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, Madhya Pradesh 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@eepcindia.net	022-42125555
9.	MP Industrial Development Corporation RO- Indore	1st Floor, Atulya IT Park, Khandwa Road, Indore Email ID: ed.roind@mpidc.co.in	0731-2972623
10.	District Trade & Industries Centre, Dhar	1st Floor, Vikas Bhawan, Sector 2, Pithampur (M.P) Email ID: gmidha@mp.nic.in	07292-222713

4.5. SWOT Analysis of the district

Strengths

1. Dhar is the neighboring district of Indore, the economic Capital of India. Indore represents the largest economy in Central India with GDP standing at $14 billion. It is a Commercial and Trading capital of the state with its history spanning over five centuries and significant footprints in commerce, finance, media, art, fashion, research, technology, education and entertainment.
2. Dhar benefits from being a neighbour of the Indore district. Indore has a diversified economy based on a well-established and successful network of mixed businesses around cotton textiles, Iron and steel, chemicals, pharmaceuticals, readymade garments, solvent plants and machinery.
3. The greatest asset is the proximity of Pithampur SEZ to Dhar.
4. Excellent overall quality of life and moderate cost of living in Indore (which is about 15-20% lower as compared to metros) has ensured availability of senior professionals and skilled workforce at competitive rates.

Weakness

Poor urban spatial planning is evident in the city with residential and industrial areas developed without adequate supporting infrastructure such as public open spaces, education, healthcare and adequate road network etc. Proliferation of the informal sector-both residential/commercial, large numbers of slums with every third resident in city is a slum dweller.

Lack of awareness about the export potential of various products from the district.

Opportunities

1. Tremendous potential for enhanced opportunities in youth-oriented education, skill development and commercial avenues.
2. Being a neighbouring district to the prosperous city of Indore, which has a culture centred on work and business, it has a diverse and cosmopolitan population.
3. Development/Investments under Super Corridor, IT Park, Medcity, nearby Industrial areas are expected to provide employment to 1,00,000 people in next five years.

Threats

1. Delhi-Mumbai freight corridor and Ludhiana Dankuni freight corridor are not passing through this region of Madhya Pradesh

2. Nasik region in Maharashtra and Vadodara region of Gujarat impose serious competition in all fields to Indore region.

3. Financial Risk in Currency Exchange Rates.

4. Lack of policy or funding support from the State and District Administration.

5. Uncertainty regarding Global supply chain.



5. Automobile Component

Automobile, byname auto, also called motor car or car, a usually four-wheeled vehicle designed primarily for passenger transportation and commonly propelled by an internal-combustion engine using a volatile fuel. Parts of the Automobile is called automobile components. The average automobile has roughly 30,000 parts if you count all parts down to the nuts and bolts but there are four essential components of automobile the Chassis, the Engine, the Transmission System, the Body. If you consider large parts such as the engine as one part, you can say that a car has about 1,800 separate parts. The engine alone has thousands of individual parts inside it. Steel, rubber, plastics and aluminium are four commonly utilized commodities found in cars. In addition, the auto industry relies on oil and petroleum products, not just for gasoline, but for the synthesis of plastics and other synthetic materials

Export Data

Table: Export from India

HS CODE 87: Vehicles other than railway or tramway rolling stock, and parts and accessories thereof

Values in Rs. Cr.

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	10,069	0.0084	10,069	0.0188
		India's Total Export	215,904,322		314,702,149	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
HS CODE 87: Vehicles other than railway or tramway rolling stock, and parts and accessories thereof

S. No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1.	USA	15371	21568	40
2.	Mexico	8934	11325	26
3.	South Africa	4850	9829	102
4.	Bangladesh	5104	6833	33
5.	Nepal	3998	5793	44
6.	Nigeria	3695	4960	34
7.	Saudi Arab	3877	4419	13
8.	UAE	2455	3769	53
9.	Turkey	2608	3752	43
10.	Germany	2726	3748	37

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
HS CODE 87: Vehicles other than railway or tramway rolling stock, and parts and accessories there of

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR)	April, 21 To March, 22 Value (Million USD)
87	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	1,840	24.6

(Source: DGCIS)

Table: World's Top Importers
HS CODE 87: Vehicles other than railway or tramway rolling stock, and parts and accessories there of

Rank	World's Top Importers	Value exported in 2021 (Million USD)
	World	1494909
1.	USA	283108
2.	Germany	128515
3.	China	86386
4.	France	75975
5.	Canada	67409
6.	UK	62357
7.	Belgium	51696
8.	Italy	44583

9.	Mexico	39136
10.	Spain	38841

(Source: Trade Map)

Table: World's Top Exporters
HS CODE 87: Vehicles other than railway or tramway rolling stock, and parts and accessories there of

Rank	World's Top Exporters	Value imported in 2021 (Million USD)
	World	1488567
1.	Germany	242290
2.	Japan	137909
3.	USA	122202
4.	China	115018
5.	Mexico	67015
6.	Korea	54144
7.	Spain	51734
8.	Belgium	50825
9.	France	45274
10.	Canada	40850

(Source: Trade Map)

SWOT Analysis

Strength:

1. Large domestic market & Sustainable labour cost.
2. Strong engineering skills in design & Competitive auto component vendor base.
3. Government incentives to Auto sector manufacturing plants.
4. Low cost with good technology base.
5. Ability to cater to low volume.
6. Proficiency in understanding of all technical drawings and well conversant with allglobal automotive standards: Japanese, Korean, and European etc.
7. Growing IT capability in design, development and simulation.
8. Adoption of high quality and productive initiatives (TQM, TPM, Six sigma etc.)

Weakness:

1. Low labour productivity.
2. High interests and high over headds make the production uncompetitive.
3. Inadequate and low investment in R&D.
4. Supply chain infrastructural bottlenecks.
5. Multiple tax components in the cost of the vehicle.
6. Lack of economies of scale.

Opportunity:

1. Supreme court ban on overloading leads to high demand of commercial vehicle in the Indian market
2. Heavy thrust on mining and construction activity.
3. Increase in income level.
4. Cut in excise duties.
5. MNC focusing on low cost outsourcing opportunities.
6. Viewed as global hub for manufacturing of small cars.
7. National Automotive Testing and R&D Infrastructure Projects (NATRIP), a US$ 400million initiative, aims to create the state-of-art dedicated testing, validation and R&D infrastructure across the country.

Threats:
1. Competition from other low cost countries like China, Taiwan, Thailand etc.
2. Expansion of the European Union inclusion of Hungary, Czech Republic Poland etc. which are major exporting countries to western Europe.
3. Developments of new technologies like fuel cell, hydrogen powered vehicles, which may affect the auto component industry.
4. Rising input cost of raw material and interest rate create cut throat competition.



6. Pharma Products

Pharmaceutical products means all biological and drug candidates, compounds or products. The global pharmaceutical market is undergoing rapid transformation. There has been a dramatic shift towards emerging markets as western markets slow down. Global Pharma multinational corporations are looking at new growth drivers such as the Indian domestic market to capitalise on the growing opportunity. The huge potential of the Indian pharmaceutical industry is impossible for global Pharma companies to ignore, given that India will be one of the top 10 sales markets in the world by 2020. Some of the largest Pharma companies in the world have been in the Indian market since the 1970s, and 5 out of the top 10 domestic Pharma companies are already foreign owned, with a consolidated share of 22 – 23%.

The Indian economy is growing strongly and healthcare is expanding to meet the needs of a growing population with a changing disease profile. Increase in insurance coverage, aggressive market creation, growth in the income of the Indian population and steady government investment into medical infrastructure has further propelled the growth of the industry, such that it is on the threshold of becoming a competitor of global Pharma companies in some key areas, and a potential partner in others.

Export Data

Table: Export from India

HS CODE 3004: Pharma Products

Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	3004	Mdcmnts (excl itms of 3002,3005 / 3006) fr thrputc/prphylct c uses in measurd dosesor in pckngs fr rtl sale	10,358	4.66	12,919	5.98
		India's total Export	221,985,418		215,904,322	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise

HS CODE 3004: Pharma Products

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	USA	43121	51207	18
2	South Africa	3900	5429	39
3	UK	3092	4304	39
4	Russia	3048	3395	11
5	Nigeria	2130	3213	50
6	Canada	1678	2429	44
7	Australia	1696	2248	32
8	France	1553	2185	40
9	Germany	1858	2174	16
10	Brazil	1435	1435	28

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh

HS CODE 3004: Pharma Products

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million USD)
8708	Mdcmnts (Excl ITMS of 3002,3005/3006) Fr Thrputc/Prphylc.	503	6.75

(Source: DGCIS)

Table: World's Top Importers
HS CODE 3004: Pharma Products

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
	World	448683
1	USA	84496
2	Germany	33739
3	Switzerland	27027
4	Belgium	25288
5	China	23503
6	Japan	18139
7	France	17979
8	Italy	17327
9	UK	15033
10	Netherlands	13388

(Source: Trade Map)

Table: World's Top Exporters
HS CODE 3004: Pharma Products

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
	World	419790
1	Germany	64146
2	Switzerland	49745
3	Belgium	33117
4	USA	29020
5	France	27091
6	Italy	25745
7	Ireland	22565
8	Netherlands	19235
9	UK	19053
10	India	17122

(Source: Trade Map)

SWOT Analysis

Strength:

The Indian pharmaceutical industry ranks among the top five countries by volume (production) and accounts for about 10% of global production. The industry's turnover has grown from a mere US$ 0.3 BN in 1980 to about US$ 21.73 BN in 2009-10. Low cost of skilled work force and innovation are some of the main factors supporting this growth. According to the Department of Pharmaceuticals, the Indian pharmaceutical industry employs about 340,000 people, an estimated 400,000 doctors, and 300,000 chemists. The Indian pharmaceutical industry enjoys certain advantages, which attracts FDI in the country:

1) Low cost of innovation and capital expenditure (to operate good manufacturing practices compliant facilities) which provides advantage in price of drugs.
2) Transparency in the regulatory framework.
3) Proven track record in bulk drug and formulation patents.
4) Strong domestic support in production, from raw material requirements to finished goods.
5) India emerging as a hub for contract research, biotechnology, clinical research and clinical data management.

Weakness:

The industry faces several challenges in the form of pricing of pharmaceutical products and impact of some agreements.
The General Agreement on Tariffs and Trade1 (GATT) and Trade Related aspects of Intellectual Property Rights (TRIPS) have an adverse impact on pricing of pharmaceutical products.
Pharmaceutical companies are not allowed to re-generate existing drugs and formulations and change the existing process and manufacture the same.

Opportunities:

1. Global demand for generics is rising.
2. Rapid OTC and generic market growth.
3. Large demand for quality diagnostic services.
3. Significant investment from MNCs and Public-Private Partnerships for strengthening Infrastructure.
4. Opening of the health insurance sector and increase in per capita income - the growth drivers for the pharmaceutical industry.
5. India, a potentially preferred global outsourcing hub for pharmaceutical products due to low cost of skilled labour.

Threads:
1. Government expanding the umbrella of the Drugs Price Control Order (DPCO).
2. Other low-cost countries such as China and Israel affecting outsourcing demand for Indian pharmaceutical products.
3. Entry of foreign players (well-equipped technology-based products) into the Indian market.



7. Bagh Print

Bagh print is a traditional Indian handicraft originating in Bagh, Dhar District of Madhya Pradesh, India, originally practiced across the regions in the Indus. Valley. The process is characterised by hand printed woodblock relief prints with naturally sourced pigments and dyes. Bagh print motifs are typically geometric, paisley or floral compositions, dyed with vegetable colours of red and black over a white background, and is a popular textile-printing product. Its name is derived from the village Bagh located on the banks of the Bagh River.

SWOT Analysis:

Strengths:

1. Traditional printing technique
2. Explorations in the designs is always done according to the need
3. The traditional block printing craft has flourished over the past three decades, with increasing demand from both export and domestic markets
4. India is one of the largest manufacturers and exporters of block printed fabric in the world. Block printing craftsmen use wooden or metal blocks to create beautiful designs. It has a very small carbon footprint.
5. The printing and colouring process is labour intensive and uses no electricity. The process uses vegetable dyes, which are chemical free. Hence saving electricity cost.
6. The material used for block printing is usually handloom or khadi, using no power .

Weaknesses:

1. The lack of communication among the artisans.
2. The absence of an active association.
3. Inadequate quality control capacity of the entrepreneurs.
4. Lack of design and marketing skills as the tie & dye artisans had grown accustomed to working as sub-contractors for exporters.
5. Inadequate access to credit.
6. Poor market linkages and knowledge of printers
7. Labor intensive and time consuming

Opportunities:

1. One of the oldest known printing technique.
2. Many Indian designers are working on block printing.

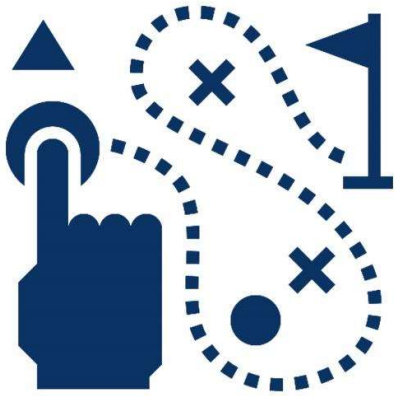
3. It is cheap and easy to start a block printing unit.
4. India is having a very large no. of block printing units.
5. In recent times the export of block printed garments have seen a steep increase as its demand has increased especially in western countries because of its durability and distinctive patterns and designs.

Threats

1. Block printing faces an increasing threat from the mushrooming of screen-printing units that are selling their products – often, designs copied from block prints – as genuine block printed products.

2. Modern techniques of fabric printing are cheaper and less time consuming, so they are also gaining popularity affecting the market of block printing

3. Tough competition from China.





8. 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	To promote setting up industrial units of Pharma products, Bagh print and Automobile components manufacturing through PMEGP and other state level schemes with DIC-Dhar DIC-Dhar will facilitate the units in getting important registration in GST process and Import-Export Code	Bagh Prints are unique product of Dhar, DIC-Dhar will take initiative to get the GI tag of Bagh Print If it is required will assist in aggregation of commodities for bulk orders DIC- Dhar and DGFT RA to facilitate the units in getting benefits of the schemes and also in registration under GST and Import-Export Code	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.	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 logo etc.	Centre and State	Ministry of Commerce and Industries, GoI Above mentioned nodal officers of the selected products
3.	Awareness	1.Incentive Policies and Documentation 2.Customs procedures	Online workshops	Centre	DGFT RA and Customs Department
4.	Quality assurance & Certification	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	● Convergence of existing schemes to support financially. ● Provide term loans to small and medium enterprises to enable them to upgrade export production capability. ● 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.	● Preparing project for future funding demand from state and central Govt. ● Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail which would facilitate in export promotion. ● Support smaller units in establishing their business through financial assistance of different schemes	Centre, State and DGFT RA Centre DGFT RA and ECGC	Ministry of MSME, GoI and Department of MSME, GoMP ECGC Government of India Undertaking
6.	Common Facilitation Centre	1) Common Facilitation is not available in Dhar. Need assessment of cluster development in the district. 2) Information sharing system (including exporters) should be developed in the district.	Common Facility Centre should be created for exports. Need to strengthen the existing cluster. DIC & DGFT RA can be the nodal department for this initiative.	State and Centre	Ministry of MSME

7.	Logistics	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.	● 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.	Centre	Railway Department (CONCOR)
8.	Marketing support	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	Organising more buyer-seller meets will be easiest two-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	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 seize opportunities, navigate the complex landscape of international business, and jump start their export sales	Government can organize the district training camps to generate skilled manpower. Training on: ● 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	DGFT RA and District Administration	
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.	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		



9. Target Till 2026

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

9.1. Reasons for doubling the export figures as a target

9.1.1. 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.

9.1.2. 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.

9.1.3. 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.

9.1.4. 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.

9.2. 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.



10. 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.

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

Objective-

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

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
19	Marketing Product
20	Common Facility Centre

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.

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.

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.

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.

Fund estimate-

There is a requirement of 5 cr fund per annum for improvement of export infrastructure in the district.

Benefits-

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

10.2. Proposed scheme – 2: Export marketing and branding (EMB)

Objective-

Objective of this scheme is to promote products and service produced in Madhya Pradesh as brand in international market. Some of the products of Madhya Pradesh are known for their unique manufacturing capacity and unique quality. However, majority of MSMEs are involved in manufacturing in town of export excellence, however their capacity to spend in branding is low. So, government of Madhya Pradesh may promote branding of these products as per place specification.

Nature of rewards-

Sum of Rs 10 cr may be spent to each product in specified international market every year. Mode of promotion is advertisement in TV, newspapers, Internet and through organizing exhibitions, seminars, workshop, product display, and spreading awareness about product.

Research process of the applications of Geographical Indication may also be eligible for the scheme.

Procedure-

Regional Office of Directorate General of Foreign Trade, Ministry of Commerce as the member of Sate Level Export Committee (SEC) may scrutinize the applications, verify the claims, identify requirements, study product, calculate viability of the product and projection thereof. This regional office then recommends SEC about the project about when, where and how marketing of the product will take place. This regional office may also identify the product of Geographical Indication and apply monitor and take follow up about GI.

The regional office of DGFT shall put the project before **State Level Export Committee (SEC) headed by Respected Chief Secretary**. SEC may study and scrutinize the project and may approve the project.

Fund estimate-

Each product needs a fund of Rs 10 cr; it is estimated Rs. 100 cr for 10 products in each year.

Benefits-

Without branding, no product can be exported. Our MSMEs and farmers have few financial avenues to promote their brand in international market. Rs. 10 cr is reasonably a good sum of money by which effective branding can be done, our products can be recognized.

10.3. Proposed scheme –3: Changing administrative structure within state

Exports excellence awards-

Exporters from state/UT Government need recognition for their contribution towards export and economy. New exporters having good contribution as well as increment in export is needed to be recognized. So far, the regional government has not awarded its entrepreneurs on the basis of export promotion. Therefore, to recognize their contribution, to encourage their performance and to commit the service towards economy, the regional government may start award ceremony for exporters. Exports Awards can be given to the highest performing exporters in the segments i.e. Agro products, engineering goods, Drug Pharma sector, tourism sector, handloom sector and handicraft sector. New exporters' new entrepreneur export awards should also be given.

Structure-

The export awards may be administered by Madhya Pradesh Trade Promotion Council. The committee may be formed at the head of Export Commissioner to be assisted by DGFT official of the region. The exporter shall be recognized by the export house DGFT. It must not be under defaulter list (DEL) of DGFT.

10.4. Proposed scheme –4: Exports from Madhya Pradesh Scheme (EMPS)

Objective-

Objective of the scheme is to compensate the high transportation cost from Madhya Pradesh to seaports of India by virtue of being a landlocked state and offset other disadvantages to promote exports from Madhya Pradesh.

Nature of rewards-

Exports of notified goods/products with ITC [HS] code to notified markets as listed in Appendix (this appendix is yet to be decided), shall be rewarded under the scheme. Appendix also lists the rate(s) of rewards on various notified products [ITC (HS) code wise]. The basis of calculation of reward would be on realized FOB value of exports in free foreign exchange or on FOB value of exports as given in the Shipping Bills in free foreign exchange, whichever is less, unless otherwise specified.

Shipping Bill shall specify state of origin as Madhya Pradesh. Export invoices must be generated from Madhya Pradesh.

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

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.

APPENDIX, for example

S.No	HS Code	ITC(HS) Code	Description of goods	Rate of Reward
1	21		Food Supplements	0.5%
2	30		Pharma	0.5%

10.5. Proposed scheme –5: Export Promotion and State Duties & Taxes Remission

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.

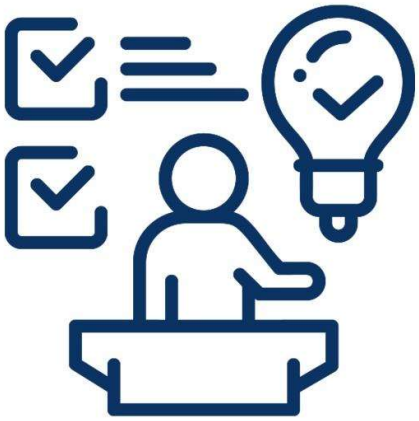
Nature of rewards-

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.

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.





11. 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.

11.1. 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.

11.2. 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.

11.3. 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.

11.4. 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.

11.5. 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.