



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPIDC
MP Industrial Development
Corporation Limited

Narsinghpur

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 & Commerce and its officers and MSME department of Govt. of Madhya Pradesh, who played a pivot role of building a coordination among all stakeholders.

I would like to thank Chambers of Commerce & Export Promotion Councils (EPCs). The profound expertise of the resourceful office bearers within the Export Promotion Councils (EPCs) and their strong ties with the exporter community granted us effortless access to an accurate depiction of the region's export landscape. I would also like to thank Federation of Indian Export Organizations (FIEO), Engineering Export Promotional Council (EEPC), Agricultural and Processed Food Products Export Promotion Council (APEDA) and Pharmaceutical Export Promotional Council (PHARMEXIL), Confederation of Indian Industries (CII), The Federation of Indian Chambers of Commerce & Industry (FICCI), Engineering Export Promotional Council (EEPC).

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Sheetla Patle (IAS)
Collector & District Magistrate
Narsinghpur

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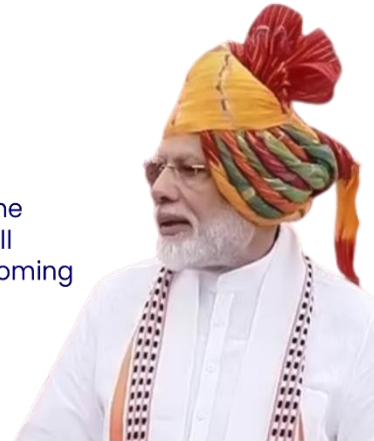
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse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

Hon'ble Prime Minister

on Independence Day Speech 15.08.2019



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.

An 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 in achieving 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 & 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 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 Plan will lead to improvement in trade logistics & infrastructure, information dissemination among local business to scale up and start exporting. The quantifiable targets identified in the DEAP will guide the various government agencies at both the Central & the State/UT level 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 from 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



2. Constitution of District Export Promotion Committee (DEPC)

2.1. Role of DEPC

District Export Promotion Committees (DEPCs) to be constituted in each District which 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-chaired with DGFT Officers, General Manager of DIC as convener with other members.
- Representatives of Industrial Associations in the districts, Export Promotion Council, 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 present 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 for 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 the repository of data for 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.

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क्रमांक- जिव्याउके-न/एमएसएमई /20/ 1896- 1907

नरसिंहपुर, दिनांक 11/11/2020

प्रति,

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11. श्री हरीश चंद्र अग्रवाल, अध्यक्ष, नरसिंहपुर महाकौशल व्यापारी कल्याण परिषद, नरसिंहपुर

विषय:- जिला स्तरीय निर्यात संवर्धन समिति(डी0एल0ई0पी0 समिति) की बैठक के संबंध में ।

संदर्भ:- भारत सरकार वाणिज्य एवं उद्योग मंत्रालय अंतर्गत अतिरिक्त महानिदेशक विदेश व्यापार भोपाल का पत्र एवं कार्या पत्र क्र 1811-1821 दिनांक 04.11.2020

उपरोक्त विषयान्तर्गत संदर्भित पत्र द्वारा जिला स्तरीय निर्यात संवर्धन समिति (डी0एल0ई0पी0समिति) की बैठक दिनांक 20/11/2020 को समय अपराह्न 12.00 बजे स्थान कलेक्टर कार्यालय के सभा कक्ष में आयोजित होने की सूचना ज्ञापित की गई थी । उल्लेखनीय है कि उपरोक्त बैठक अब Webex के माध्यम से दिनांक 20/11/2020 को समय अपराह्न 12.00 बजे कलेक्टर महोदय की अध्यक्षता में DGFT के मोडल अधिकारी श्री दीपक झालानी के समन्वय में आयोजित की जावेगी ।

अतः उपरोक्त बैठक में निम्नांकित मीटिंग नम्बर एवं पासवर्ड के द्वारा कृपया शामिल होने का कष्ट करें।

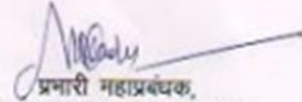
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<https://thezonaljointdirectorgeneralofforeigntrade.my.webex.com/thezonaljointdirectorgeneralofforeigntrade.my/j.php?MTID=mb7c58dab053bb2defc27ccaeb4620883>

Friday, Nov 20, 2020, 11:45am

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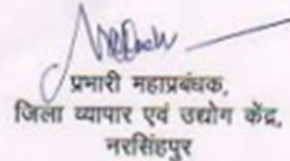
प्रभारी महाप्रबंधक,
जिला व्यापार एवं उद्योग केंद्र,
नरसिंहपुर

प.पू क्रमांक- जिव्याउके-न/एमएसएमई /2020/ 1307- 1908

नरसिंहपुर, दिनांक 11/11/2020

प्रतिलिपि:-

1. उप सचिव, औद्योगिक नीती एवं निवेश प्रोत्साहन विभाग, वल्लभ भवन भोपाल कृपया उपरोक्त बैठक हेतु सदस्य नामांकित करने हेतु अनुरोध है।
2. कलेक्टर (निजी कक्ष) जिला नरसिंहपुर की ओर सादर सूचनार्थ।



प्रभारी महाप्रबंधक,
जिला व्यापार एवं उद्योग केंद्र,
नरसिंहपुर



Economic and Export Data of Madhya Pradesh



3. Economic and Export data of Madhya Pradesh

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

Following is the lists of Indian states and union territories by their nominal gross state domestic product (GSDP). GSDP is the sum of all value added by industries within each state or union territory and serves as a counterpart to the national gross domestic product (GDP). In India, the Government accounts for around 21% of the GDP, agriculture accounts for 21%, the corporate sector accounts for 12% and the balance 48% of the GDP is sourced from small proprietorship and partnership companies, unorganized sector and households. The following list gives the latest available gross state domestic product (GSDP) figures for all Indian States and Union Territories at current prices in lakh crores of Indian rupees. No data is available for the union territories of Dadra and Nagar Haveli and Daman and Diu, Ladakh and Lakshadweep.

% Contribution of States in Indian GDP

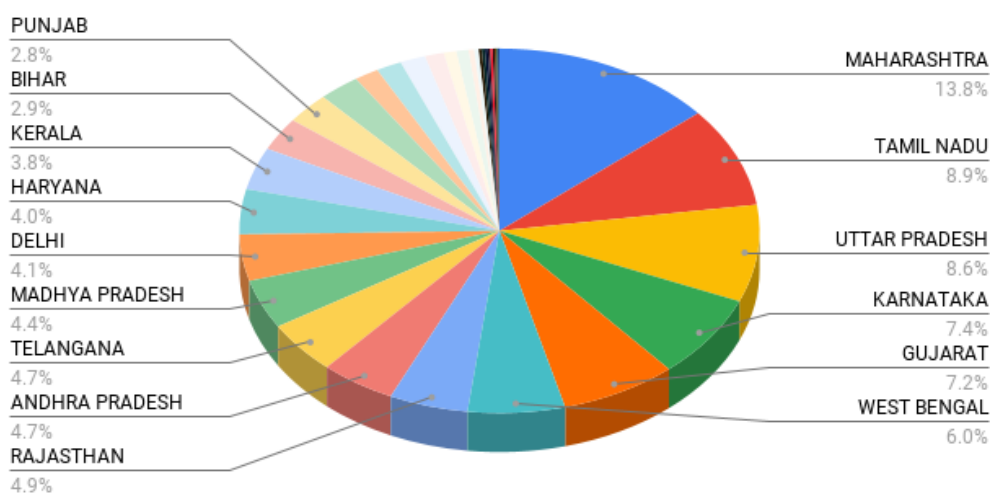


Figure 1 : % contribution of States in Indian GDP

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

Table 1 : Rank of all states/UTs as per their GDP of 2022-23 (Wikipedia, 2023)

3.2 Rank of States/UTs contributing to GST collection of India(in Rs Cr)

The Goods and Services Tax (GST) landscape in India witnessed a noteworthy growth of 15% from July 2022 to July 2023, totaling Rs 123,026 Cr. The gross GST revenue collected in the month of March 2023 is ₹1,60,122 crore of which CGST is ₹29,546 crore, SGST is ₹37,314 crore, IGST is ₹82,907 crore (including ₹42,503 crore collected on import of goods) and cess is ₹10,355 crore (including ₹960 crore collected on import of goods). It is for the fourth time, in the current financial year that the gross GST collection has crossed ₹1.5 lakh crore mark registering second highest collection since implementation of GST. This month witnessed the highest IGST collection ever. The government has settled ₹33,408 crore to CGST and ₹28,187 crore to SGST from IGST as regular settlement. The total revenue of Centre and the States in the month of March 2023 after IGST settlement is ₹62,954 crore for CGST and ₹65,501 crore for the SGST. The revenues for the month of March 2023 are 13% higher than the GST revenues in the same month last year. During the month, revenues from import of goods was 8% higher and the revenues from domestic transaction (including import of services) are 14% higher than the revenues from these sources during the same month last year.

The data unveils diverse state contributions and fluctuations. Maharashtra led with a significant 18% increase, followed closely by Tamil Nadu and Uttar Pradesh, showcasing growth rates of 19% and 24%, respectively. While some states like Manipur faced a decrease (-7%), Mizoram surged remarkably by 47%. Notably, the Centre Jurisdiction exhibited an impressive 29% boost. These fluctuations underline varied economic trends among states, suggesting potential focal areas for policy interventions to bolster GST contributions nationwide.

% contribution of States in country's GST collection

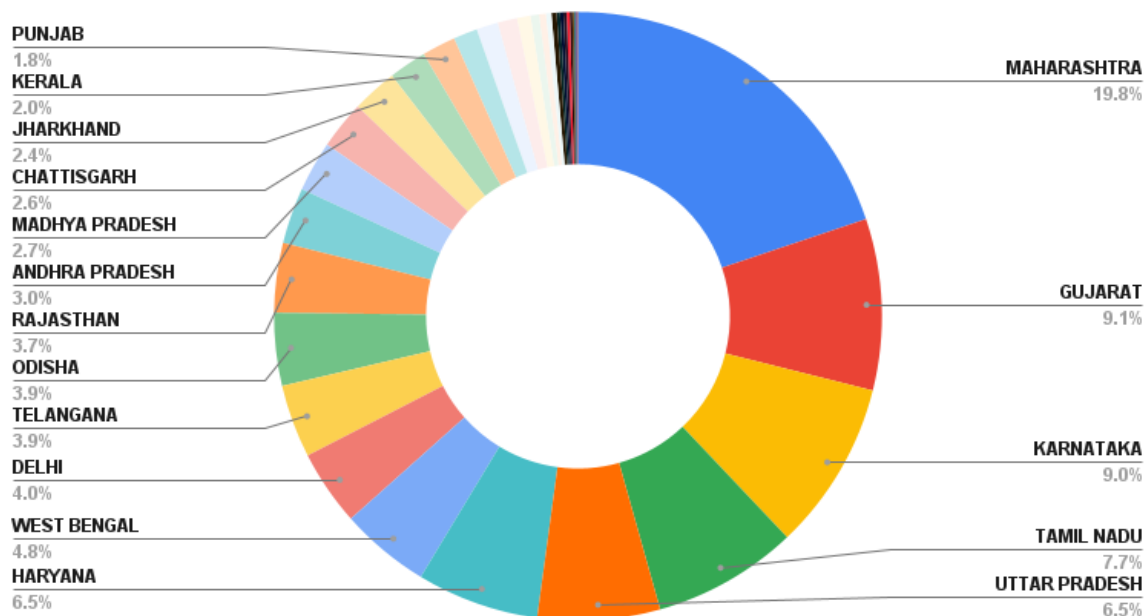


Figure 2 : % contribution of States in Country's GST collection

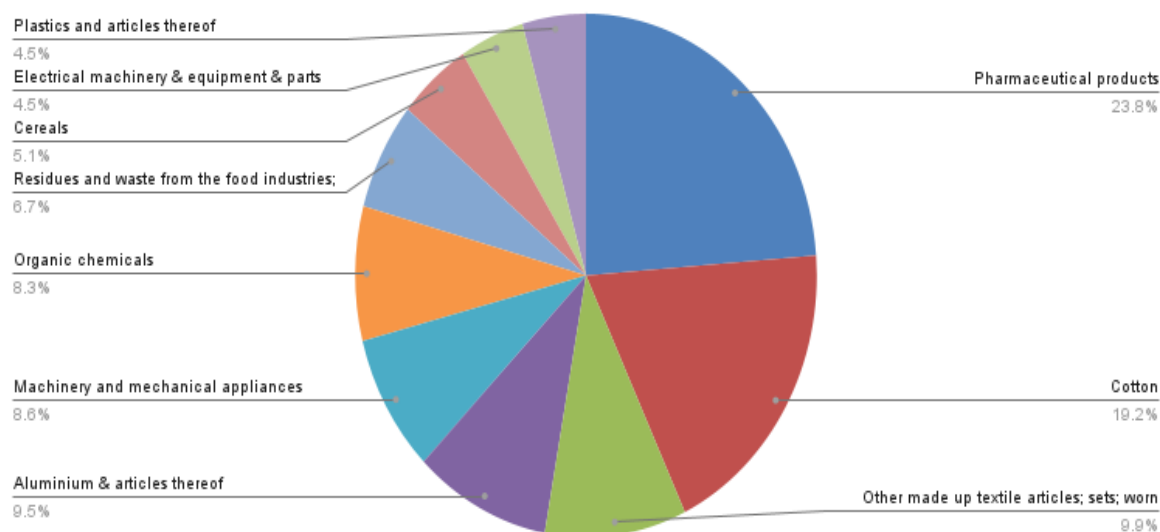
Rank	State/UT	July 22 (Rs Cr)	July 23 (Rs Cr)	Growth %
1	Maharashtra	22129	26064	18
2	Karnataka	9795	11505	17
3	Tamil Nadu	8449	10022	19
4	Gujarat	9183	9787	7
5	Uttar Pradesh	7074	8802	24
6	Haryana	6791	7953	17
7	Delhi	4327	5405	25
8	West Bengal	4441	5128	15
9	Telangana	4547	4849	7
10	Odisha	3652	4245	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
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

Table 2 Rank of all states/UTs as per their GST collection in July-22 vis-à-vis July-23

(Ministry of Finance, 2023)

3.3 Export basket of Madhya Pradesh

% Contribution of Commodities in Madhya Pradesh FY 21-22



Madhya Pradesh's top exports span a diverse range of industries, including pharmaceuticals, textiles, aluminium, machinery, chemicals, agriculture, and more. The state exhibits a robust manufacturing sector, contributing significantly to India's overall export landscape. The presence of both raw materials (cotton, cereals) and processed goods (pharmaceuticals, machinery, textiles) indicates a well-rounded and dynamic economy. To further enhance the state's export potential, a focus on these key sectors, infrastructure development, and market diversification could be considered.

Table 3 : Top 10 products exported (2-digit HS Code wise) from Madhya Pradesh in 2021-22

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 4 : Top 10 products exported (4-digit HS Code wise) from Madhya Pradesh in 2021-22

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
1	3004	Medicaments	10511
2	5205	Cotton Yarn	4521

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
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 5 : Top 10 products exported (6-digit HS Code wise) from Madhya Pradesh in 2021-22

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 milled rice w/n polished/glazed	1606
7	520524	Single yarn of combed fibers measuring<192.31 but >=125 dctx(>52	1519
8	520523	Single yarn of combed fibers measuring< 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 toweling/similar	1346

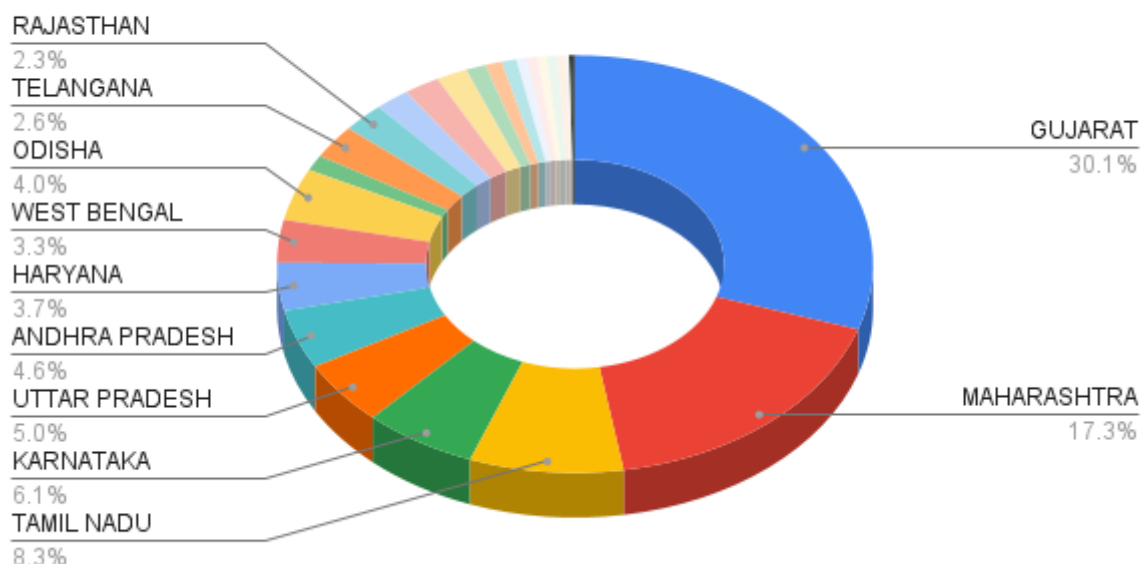
Table 6 : Top 10 products exported (8-digit HS Code wise) from Madhya Pradesh in 2021-22

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 manmade 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 2022-23 vis-à-vis 2021-22 in Rs Cr

Figure 3 : % Contribution of States in Country's Export

% Contribution of States in Country's Export



Key Observations:

- Top Exporting States: Gujarat, Maharashtra, and Tamil Nadu are the top three states with the highest export values.
- Growth Rates: States like Chhattisgarh, Bihar, and Jharkhand have experienced high growth rates in exports.
- Madhya Pradesh Stands at 13th position with an increase of 21.78% in exports in FY 21-22

Table 7 : Export from India state wise 2021-22 vis-a-vis 2020-21 in Rs Cr

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

Sr No	States	FY 22-23 in Rs Cr	% Share FY 22-23	FY 21-22 in Rs Cr	% Share FY 21- 22
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	



4. District Narsinghpur



4.1. General Characteristic of the District

Narsinghpur district is situated in the eastern division of Madhya Pradesh. It is 107km from the nearest major town of Jabalpur on SH22. The district attracts special attention because of its natural richness. On the Northern end it has Vindhyaachal & on the southern end it has Satpura Mountain Ranges. River Narmada, which is as sacred as holy river Ganga, enters the district from the Northern

Figure 4: Map of Narsinghpur

end & flows from East to West. Narsinghpur district has a nutrient rich fertile soil whose main factor is the Narmada Flood Plains. In the ancient period, this area was ruled by many Rajvansh including great historical warrior Rani Durgawati which was referred by various names in that period

At the beginning of the 19th century, Narsinghpur District was in the domain of the Maratha Bhonsle Maharajas of Nagpur, and was known as "Gadaria Kheda". Soon, a Jat leader occupied the place and built a large temple of Lord Narsingh on it. This led the city to be named Narsinghpur. Later this district was ceded to the British Raj in 1818. Narsinghpur District was part of the Nerbudda (Narmada) Division of the Central Provinces and Berar, which became the state of Madhya Bharat (later Madhya Pradesh) after India's independence in 1947.

The district has mineral richness in the form of soapstone, dolomite, fireclay, and limestone. Apart from this, building construction stones are also found near the village Gontitoriya. Fireclay is found mainly in Kanharpani, Bachai, Hing Pani and Hiranpur hills. Also, from multiple hilly areas of the district there are murrum, crushed stones along with sand from the river which is used for construction purposes. In the village Chichali, utensils are prepared from a metal called "peetal", a combination of copper and zinc. Chichali is quite famous for these items.

District at a glance

- Area: 5126 Sq. Km
- Language Spoken: Hindi & English
- Villages: 1076

Accessibility to Exporters:

By Air: The nearest airport is Jabalpur Airport (IATA: JLR, ICAO: VAJB), also known as Dumna Airport. It is around 120 KM from Narsinghpur.

By Rail: Narsinghpur railway station is in the Western Central Railway zone. Its Railway code is NU. It is 161 KM from Itarsi junction (DN side) and 84 KM from Jabalpur junction (UP side).

By Road:

- Narsinghpur is situated at a distance of 225 KM (Via M.P. S.H. 22) from Bhopal, the state capital.
- Narsinghpur is situated at a distance of 90 KM (Via M.P. S.H. 22) from Jabalpur.
- State Highway at Narsinghpur – MP SH 22 (Sandalpur – Nasrullanganj – Hoshangabad – Pipariya – Gadarwara – Narsinghpur – Jabalpur – Shahpura – Dindori – Kabir Chabuthra (Chhattisgarh))
- National Highway at Narsinghpur – National Highway 26 (NH 26) (Jhansi – Babina – Talbahat – Bansi – Lalitpur – Birdha – Gona – Barodiya – Banari – Sagar – Gourjhamar – Deori – Maharajpur – Suatala – Kareli – Narasimhapur – Mungwani – Lakhnadon)

Nearest Port including ICDs

- ICD, Malanpur, Bhind M.P.
- ICD Mandideep, Raisen, M.P.
- ICD Nagpur MH

4.1.1. District Domestic Product:

Table 8 : District Domestic Product

Gross District Domestic Product at constant 2011-18 prices (Rs Lakhs)						
2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
421599	535751	497293	537296	615845	711010	705518

(<http://des.mp.gov.in/Portals/0/Estimates, 2018>)

4.1.2. Per Capita Income:

Table 9 : 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
34533	42638	39103	41675	47290	54122	52663

(Department of Planning, Economics & Statistics, 2018)

➤ Sector wise contribution in Gross District Domestic Product

1. Sectors:

- Primary Sector: In 2011-12, the GVA (Gross Value Added) was Rs 151,235 lakh, and it increased consistently over the years, reaching Rs 290,125 lakh in 2017-18. The primary sector includes activities related to agriculture, forestry, fishing, mining, etc.

- Secondary Sector: The GVA for the secondary sector started at Rs 83,639 lakh in 2011-12 and experienced fluctuations but showed an overall increasing trend, reaching Rs 105,941 lakh in 2017-18. The secondary sector includes manufacturing, construction, and utilities.

- Tertiary Sector: The GVA for the tertiary sector started at Rs 170,863 lakh in 2011-12 and consistently increased to Rs 257,467 lakh in 2017-18. The tertiary sector encompasses services like retail, education, healthcare, finance, etc.

2. Total Gross Domestic Value Added (GDVA) at Basic Prices:

- The total GDVA at basic prices represents the sum of the GVA from all three sectors. It increased from Rs 405,736 lakh in 2011-12 to Rs 653,533 lakh in 2017-18.

- This overall growth indicates an expansion in the economy and suggests positive economic development during the specified period.

3. Key Observations:

- Contribution of Sectors: The tertiary sector appears to have the highest GVA, followed by the primary and secondary sectors.

- Economic Growth: The consistent increase in GVA across all sectors and the total GDVA suggests overall economic growth during the specified period.

- Sectoral Trends: Monitoring sector-wise trends is crucial for understanding the dynamics of the economy and identifying areas of strength or potential challenges.

Table 10 : 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	151235	243881	189855	212673	255180	320094	290125
2	Secondary	83639	84026	83738	88744	94726	97780	105941
3	Tertiary	170863	187300	196724	207465	223528	242995	257467
Total GDVA at basic prices		405736	515208	470317	508882	573434	660868	653533

(Department of Planning, Economics & Statistics, 2018)

➤ Sub Sector wise contribution in gross District Domestic Product

The provided data represents the Sector-Wise Gross Value Added (GVA) at constant (2011-12) prices for various sectors over the years. Let's interpret the information:

1. Crops:

- The GVA for the crops sector started at Rs 122,142 lakh in 2011-12 and increased by 97.68% over the years, reaching Rs 241,713 lakh in 2017-18 by .
- This positive trend suggests growth in the agricultural sector, indicating increased productivity or value addition in crop-related activities.

2. Livestock:

- The GVA for the livestock sector increased by 239.05% from Rs 8,699 lakh in 2011-12 to Rs 29,542 lakh in 2017-18.
- This growth may be attributed to increased demand for livestock products or improved efficiency in the livestock sector.

3. Forestry & Logging:

- GVA for forestry and logging remained relatively stable, with a slight increase by 37.33% from Rs 12,566 lakh in 2011-12 to Rs 17,250 lakh in 2017-18.

4. Fishing & Aquaculture:

- The GVA for fishing and aquaculture showed some fluctuations but experienced an overall increase by 38.11% from Rs 412 lakh in 2011-12 to Rs 569 lakh in 2017-18.

5. Mining & Quarrying:

- The mining and quarrying sector had significant fluctuations, with a peak in 2012-13. However, by 2017-18, with a decrease of -85.85%, the GVA had decreased to Rs 1,050 lakh.
- This sector's performance could be influenced by factors such as resource availability, market demand, and regulatory changes.

6. Manufacturing:

- The manufacturing sector showed steady growth, with GVA increasing by 16.87% from Rs 29,692 lakh in 2011-12 to Rs 34,716 lakh in 2017-18.

- This growth indicates increased industrial production and manufacturing activities.

7. Electricity, Gas, Water Supply & Other Utility Services:

- The GVA for utility services increased by 85.59% from Rs 12,209 lakh in 2011-12 to Rs 23,115 lakh in 2017-18.

- This growth can be associated with increased demand for utility services, infrastructure development and rise in the standard of living.

8. Construction:

- The GVA for the construction sector showed an upward trend, increasing by 15.30% from Rs 41,738 lakh in 2011-12 to Rs 48,110 lakh in 2017-18.

- This growth indicates increased construction activities, potentially driven by infrastructure development projects.

9. Trade, Repair, Hotels, and Restaurants:

- The GVA for trade and related services increased by 56.68% from Rs 52,424 lakh in 2011-12 to Rs 81,818 lakh in 2017-18.

- This significant growth indicates a robust performance in the trade and hospitality sectors.

10. Financial Services:

- The financial services sector demonstrated consistent growth, with GVA increasing by 31.51% from Rs 19,597 lakh in 2011-12 to Rs 25,762 lakh in 2017-18.

11. Real Estate, Ownership of Dwelling:

- The GVA for real estate and ownership of dwellings increased steadily by 48.55% from Rs 25,441 lakh in 2011-12 to Rs 37,857 lakh in 2017-18.

- This growth is indicative of expansion in the real estate sector.

12. Other Services:

- The GVA for other services increased from Rs 29,441 lakh in 2011-12 to Rs 43,177 lakh in 2017-18, reflecting growth in diverse service-oriented activities.

Key Observations:

- The agriculture and allied sectors (crops, livestock) have shown positive growth trends.
- The manufacturing and construction sectors have experienced steady growth.
- Trade, hospitality, and financial services have demonstrated substantial growth.
- The mining and fishing sectors have faced challenges with fluctuations and declines.

Table 11 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	122142	154234	157362	174172	213106	272339	241713
2	Livestock	8699	12902	15288	18740	22027	25977	29542
3	Forestry & logging	12566	12938	12689	17489	17508	17382	17250
4	Fishing & aquaculture	412	546	549	657	627	685	569
5	Mining &	7416	63262	3966	1615	1912	3711	1050

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
	quarrying							
7	Manufacturing	29692	27873	22186	23924	31606	32795	34716
8	Electricity, gas, water supply & other utility services	12209	17357	19527	22152	20086	20311	23115
9	Construction	41738	38796	42024	42668	43033	44674	48110
11	Trade, repair, hotels and restaurants	52424	58101	60311	62955	66455	75005	81818
12	Transport by other means and Storage	11718	12689	13029	14251	15148	18728	18986
13	Railways	5316	6961	7132	7256	8426	8499	9075
14	Communication & services related to broadcasting	6929	7719	9164	10599	12669	11564	11102
15	Financial services	19597	21021	22773	23292	26590	25494	25762
16	Real estate, ownership of dwelling	25441	27361	29510	31551	33180	35363	37857
17	Public administration	19997	21527	22547	22939	24075	27440	29691
18	Other services	29441	31921	32258	34623	36985	40902	43177
Total GDVA		405736	515208	470317	508882	573434	660868	653533

(Department of Planning, Economics & Statistics, 2018)

4.2. Industrial Scenario of the District

Table 12 : Industrial Scenario of District, Narsinghpur (Madhya Pradesh)

Sr No.	Name of Ind. Area	Land acquired (In Hect)	Land developed (In Hect)	Prevailing Rate Per Sqm (In Rs.)	No of Plots/ Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Semi urban industrial estate Narsinghpur	3.246	2.076	14470	35/3	35/3	Nil	22

Sr No.	Name of Ind. Area	Land acquired (In Hect)	Land developed (In Hect)	Prevailing Rate Per Sqm (In Rs.)	No of Plots/ Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production
2	Industrial area Bagaspur	10.903	Nil	Nil	Nil	NA	NA	NA

(DIC, Narsinghpur (MP), 2023)

Table 13 : Industry at a Glance

Sr no	Head	Unit	Particulars
1.	Registered industrial MSME unit	NO.	5874
2.	Registered medium & large unit	NO.	13
3.	Employment in micro and small industries	NO.	29531
4.	Employment in large and medium industries	NO.	526
5.	No. Of industrial area	NO.	2
6.	Turnover of small scale ind.	IN LACS	NA
7.	Turnover of medium & large-scale industries	IN LACS	NA

(DIC, Narsinghpur (MP), 2023)

Table 14 : Data of Small Enterprises as on 31.03.2022

Sr No	District	No. of Unit	Employment	Fixed Investment
				(in Lakhs)
1	Narsinghpur	2848	8810	3620

(DIC, Narsinghpur (MP), 2023)

Table 15 : 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	NARSINGHPUR	27	8181	NA	1334	NA

(DIC, Narsinghpur (MP), 2023)

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

Narsinghpur represents a cross-section of industries, and the analysis is summarized below.

The manufacturing sector dominates the data, with notable observations in specific industries:

1. Diversity in Manufacturing:

- Industries such as Manufacturing of Tobacco Products (NIC 16) and Manufacturing of Rubber & Plastic Goods (NIC 25) have a substantial number of units (39 and 66, respectively) and a significant workforce (320 and 233 employees, respectively).

3. Low Employment in Some Sectors:

- Certain industries, such as Manufacturing of Motor Vehicles (NIC 34) and Electricity, Gas, Steam & Hot water (NIC 40), show no reported employment. This might indicate either a lack of activity or really low representation of the sector.

4. Service Sector Impact:

- Service-oriented industries like Collection of Information & Distribution of Water (NIC 41) and Maintenance & Repair of Motor Cycle (NIC 50) demonstrate substantial employment, suggesting the growing importance of these sectors in the economy.

5. Specialized Industries:

- Manufacturing of Radio TV Equipments (NIC 32) and Manufacturing of Medical Precision Watches & Clocks (NIC 33) stand out as highly specialized industries, each with a significant number of units and employees.

6. High Employment in Land Transport:

- Land Transport (NIC 60) emerges as a crucial sector with 114 units and 549 employees, reflecting the importance of transportation infrastructure.

7. Significant Employment in Health & Social Work:

- Health & Social Work (NIC 85) indicates a sizable workforce (148 units, 522 employees), emphasizing the importance of the healthcare sector.

In conclusion, Narsinghpur highlights the diverse landscape of industries and employment patterns providing valuable insights for business expansion and policymakers to address potential challenges and opportunities in specific sectors. Understanding these trends can inform targeted interventions and regulatory measures to ensure fair business practices and industry growth.

Table 16 : Details of existing micro & small enterprises and artisan units in the district

NIC CODE NO.	TYPE OF INDUSTRY	No. of UNITS	EMP Nos
15	Manufacturing of Food Products & Beverages	27	72
16	Manufacturing of Tobacco Products	39	320
17	Manufacturing of Textile	25	129
18	Manufacturing of weaving apparel Dressing & Dyeing of Fur	12	32
19	Manufacturing of tanning Dressing of Leather	6	26
20	Manufacturing of Wood Products	36	147
21	Manufacturing of Paper & Paper Products	5	26
22	Publishing Printing	12	56
23	Manufacturing of Coke, Refueled Petroleum Products & Nuclear	53	457

NIC CODE NO.	TYPE OF INDUSTRY	No. of UNITS	EMP Nos
	Fuel		
24	Manufacturing of Chemical Products	43	200
25	Manufacturing of Rubber & plastic Goods	66	233
26	Manufacturing of other Non Metallic Mineral Products	28	131
27	Manufacturing of Basic Metal	46	133
28	Manufacturing of Fabricated Metal Products Except M/C Equipments	29	241
29	Manufacturing of Machinery & Equipments	10	42
30	Manufacturing of Office, Accounting & Computer	10	64
31	Manufacturing of Electrical M/c	26	101
32	Manufacturing of Radio TV equipments	213	998
33	Manufacturing of Medical Precision watches & Clocks	213	998
34	Manufacturing of Motor vehicles	0	0
35	Manufacturing of other Transport Equipments	6	34
36	Manufacturing of Furniture	5	17
37	Recycling	1	2
40	Electricity, Gas, Steam & Hot water -	0	0
41	Collection of Information & Distribution Of Water	83	
50	Maintenance & Repair of Motor Cycle		679
52	Maintenance & Repair of Personal House hold Goods	7	15
60	Land Transport	114	549
63	Supporting & Auxiliary Activities	2	16
64	Post & Telecommunication	97	417
71	Tenting & Transport Equipments	20	84
72	Computer Related Activities	21	101
74	Other Business	0	0
85	Health & Social Work	148	522
92	Recreation, Cultural & Sporting Activities	62	889
93	Other Service Activities	0	0
	TOTAL	1465	7731

(DIC, Narsingpur (MP), 2023)

4.3. Export from the District

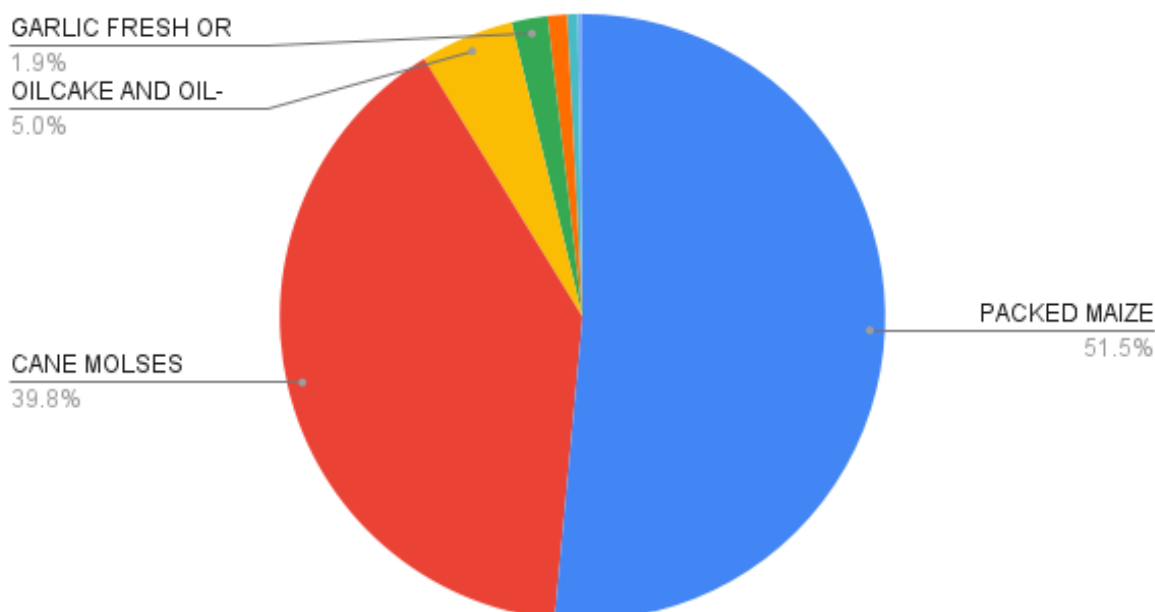
Narsingpur's exports are diverse, spanning across agricultural products (maize corn, cotton, broken rice), processed goods (molasses, wheat flour), and industrial materials (wood, refractory materials). The data reflects a robust agricultural sector, with a focus on sugarcane, maize, and cotton. The presence of wood and refractory material exports signifies the capabilities of the local timber and construction industry.

Table 17: Top 10 exported commodities from the district in FY 22-23

SNo	ITCHS Code	Item Description	Value (INR) (Cr.)
1.	10059011	PACKED MAIZE	10.90000
2.	17031000	CANE MOLSES RSLTD FRM EXTRCTN/RFNG OF SUGR	8.42093

SNo	ITCHS Code	Item Description	Value (INR) (Cr.)
3.	23062010	OILCAKE AND OIL-CAKE MEAL OF LINSEED EXPELLER VARIETY	1.05847
4.	7032000	GARLIC FRESH OR CHILLED	0.40620
5.	17039010	MOLASSES (EXCLUDING CANE) EDIBLE	0.21923
6.	10059090	OTHER	0.11788
7.	63024030	TABLE LINEN OF COTN, HND KNTD/CROCHETED	0.05475
8.	63024090	TBLE LINN OF ALL OTHR FBRS, KNITD/CROCHTD	0.03607
9.	63049120	WOOLLEN CUSHION COVER	0.00163
10.	63031900	CURTAN ETC HND KNTD/CRCHTD OF COTTON	0.00059
11.	94049000	OTHER	0.00002
12.	57050049	OTHR THAN KNITTED CARPETS ETC	0.00002
			21.21581

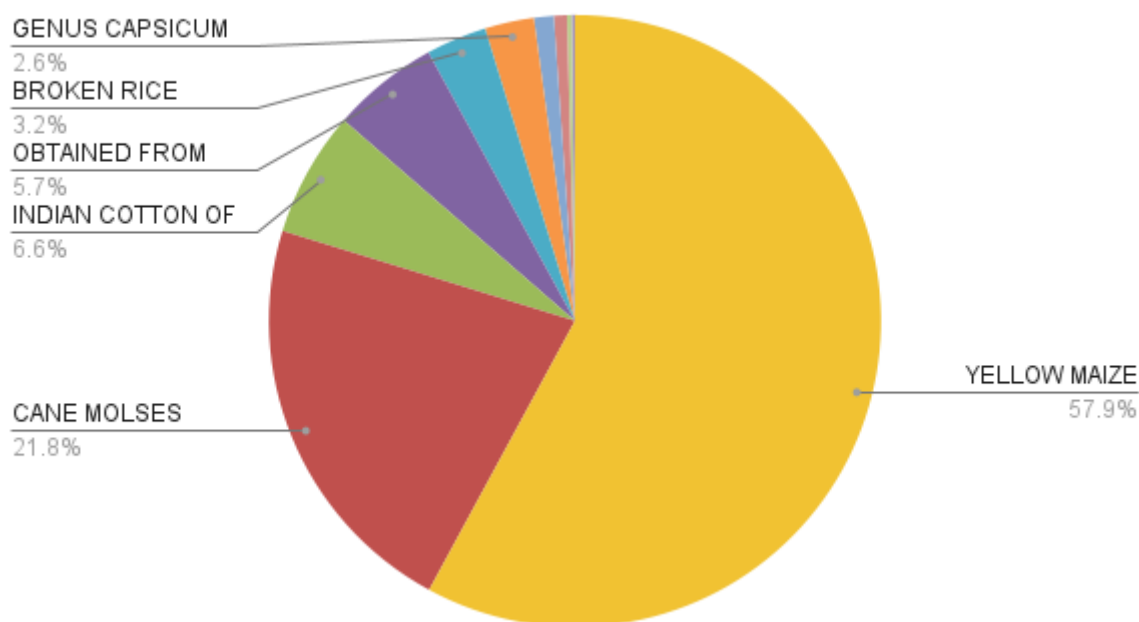
% contribution of commodities from Narsinghpur (2022-23)



SNo	ITCHS Code	Item Description	Value (INR) (Cr.)
1.	10059011	YELLOW MAIZE CORN	10.0052572
2.	17031000	CANE MOLSES RSLTD FRM EXTRCTN/RFNG OF SUGR	3.7750982
3.	52010015	INDIAN COTTON OF STAPLE LENGTH 28.5MM (1.4/32) AND ABOVE	1.1447256
4.	55041010	OBTAINED FROM WOOD OTHER THAN BAMBOO	0.979541
5.	10064000	BROKEN RICE	0.553436
6.	09042110	GENUS CAPSICUM	0.4493048
7.	11010000	WHEAT OR MESLIN FLOUR	0.1798545
8.	17019990	OTHR REFND SUGAR INCLUDNG CENTRIFUGAL SUGR	0.1188785

SNo	ITCHS Code	Item Description	Value (INR) (Cr.)
9.	60062400	OTHR KNITED OR CROCHETD FBRCs OF COTTON, PRINTD	0.043013
10.	38160000	REFRACTORY CEMENT-CORTARS-CONCRETES AND SMLRCMPSTNS OTHR	0.0298
TOTAL			17.2789088

% Contribution of Commodities in Narsinghpur Export, 21 To March, 22 Value(INR)



Total exports from the district – INR 17.27 Crore (FY 21-22) (Ministry of Commerce)

Table 18 : Top 10 exported commodities from the district in FY 21-22

**Corrected data. Earlier the committee members observed that there is data mismatch concerning the export of commodities from the district and data retrieved from Ministry of Commerce

4.4. Departments/Agencies for Industries and Export Promotion

Table 19 : Departments 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: dc-di-indore@dcmsme.gov.in	0731-2420723
4.	Export Inspection Council	303, C.S Naydu Arcade, 10/2, Greater Kailash	0731-

S.No.	Departments/Agencies	Address	Contact
	of India	Road, Opposite Grotto, New Palasia, Indore Email ID: eia-indore@eicindia.gov.in	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@eepcindia.net	022-42125555
9.	MP Industrial Development Corporation RO-Rewa	Mr. U.K. Tiwari, MP Industrial Development Corporation RO- Rewa Email ID: uktiware77@gmail.com	9165010327
10.	District Trade & Industries Centre, Narsinghpur	Industry & Trade Department Collector Office District Narsinghpur Email ID: gminar@mp.nic.in	07792-230356

4.5. SWOT Analysis of the district

- **Strengths**

1. Narsinghpur's fertile lands support diverse agricultural produce, including soybean, pulses, and wheat, providing a robust base for agricultural exports.
2. In the district, 26.55% of the area is covered by the forests which are a mixture of herbs, shrubs and scrubs. In the hilly area of Satpura and Vindhyaachal, there are trees of teak, sal, bamboo and saj. In the plains, there are mahuwa, mangoes, khairi, achar, karonda, harr and baheda.
3. Situated near major transportation routes, Narsinghpur's location facilitates easy access to national highways and railway networks, easing export logistics.
4. Gur/sugar from sugarcane: In many places, gur has been prepared from sugarcane all over the district. Kareli is very famous for Gur Mandi. In Narsinghpur, Kareli, Tendukheda and Gadarwara there are sugar mills.
5. District receives profound support from Indore, Bhopal, Jabalpur for skilled manpower, engineering pool and trained workers.
6. Availability of Human resources has increased under Pradhan Mantri Employment generation Program.

- **Weakness**

1. Challenges like logistical, labor constraints, skilling requirement, Trade finance other regulatory challenges, compliance capacities e.g., certification, testing, inspection, IPRs, awareness, and training about Trade documentation and requirements of important trade issues like tariff and non-tariff barriers.
2. R & D facilities are not adequate.

3. Lack of testing facilities required.
4. Insufficient cold storage facilities or modernized processing units may hinder the maintenance of product quality and value addition for exports.
5. Overreliance on specific agricultural products might limit export portfolio diversification, potentially impacting market resilience. This is due to Lack of awareness about export potential of various products from the district.
6. Inadequate marketing of product and lack of a comprehensive marketing plan.
7. Absence of cooperation from concerning development departments of government for provision of basic infrastructure.
8. Lack of adequate professional training facilities for human resource development and quality of service.

- **Opportunities**

1. One of the major agricultural productions is of Sugarcane. The rise in the government supported Fuel - Ethanol blending will turn sugarcane into a high demand commodity.
2. Tremendous potential for enhanced opportunities in youth-oriented education, skill development.
3. Oil Mills: There are many oil mills in the district where Mustard, Soyabean, Groundnut and Tilli oil are extracted.
4. Exploring processed or value-added agricultural products can enhance export potential and market competitiveness.
5. Identifying and tapping into new export markets, especially in neighboring states or through international trade agreements, can significantly augment Narsinghpur's export reach.

- **Threats**

1. Investors who are looking forward to Madhya Pradesh for investment, their first preference is in the Indore region then Bhopal region.
2. Competing with established agricultural exporters might pose challenges in penetrating international markets.
3. Uncertainty regarding Global supply chain.
4. Fluctuations in weather patterns impacting crop yields or market price fluctuations could affect export profitability.

Narsinghpur's exports, predominantly agricultural, play a pivotal role in the district's economy, contributing significantly to Madhya Pradesh's agricultural export profile. Enhancing value addition, diversifying export products, and addressing weaknesses in infrastructure can augment Narsinghpur's export potential, positively impacting the local economy and Madhya Pradesh's overall export portfolio.



Toor Dal



6. Toor Dal

Renowned for its superior quality and distinct taste, Gadarwara's Toor Dal stands out among pulses. Cultivated in the fertile lands of Madhya Pradesh, this dal boasts a rich aroma and exceptional nutritional value. Its versatility in Indian cuisine, from delectable dals to savory snacks, makes it a kitchen staple. Gadarwara's Toor Dal, cherished for its protein content and delightful flavor, continues to be a favored choice, embodying the essence of local culinary excellence.

In General, Toor dal is a perennial legume that belongs to the Fabaceae family, which is also known as pigeon pea or split pigeon pea, arhar dal or red gram dal. Tracing its root to the Indian subcontinent at least 3500 years ago, this lentil had been the main food in Asia, Africa and Latin America. Toor dal is widely grown in tropical and semitropical regions across the world. India accounts for 72% of major production of pigeon pea in an area covering 3.9 million hectares and contributes to 0.016% of Indian Exports. It is a drought-resistant plant and can be cultivated in regions with minimal rainfall. Toor Dal crop can last three to five years (although the seed yield drops considerably after the first two years), or an annual variety more suitable for seed production. Toor dal is a rich source of proteins and fibres while low in calories.

Table 20 : Export from India HS CODE 07139010: Toor Dal

S.No.	HS Code	Commodity	2021-2022 (Cr Rs.)	%Share	2022-2023 (Cr Rs.)	%Share
1	07139010	Toor Dal	173.39	0.008	517.74	0.016
India's Total Export			21,59,043.22		31,47,021.49	

(Ministry of Commerce, 2023)

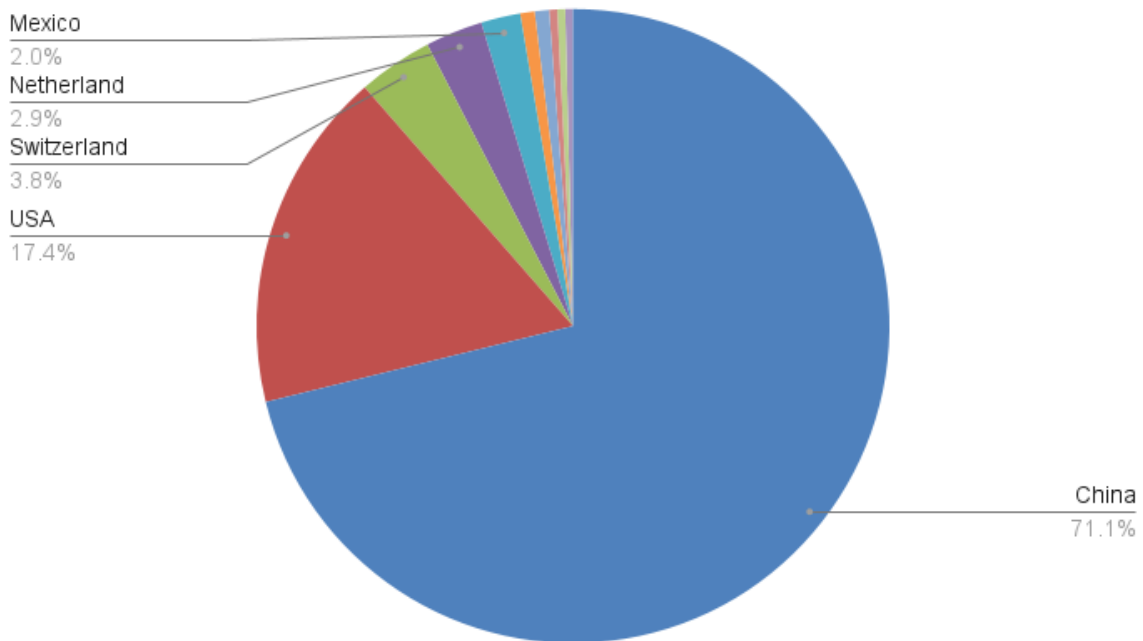
Table 21 : Export from India – Top Country Wise HS CODE 07139010: Toor Dal

S.No.	Country / Region	Values in Rs. Lacs		
		2021-2022	2022-2023	%Growth
1.	China	10305	36214	251
2.	USA	4092	8865	116

S.No.	Country / Region	Values in Rs. Lacs		
		2021-2022	2022-2023	%Growth
3.	Switzerland	797	1943	144
4.	Netherland	964	1492	55
5.	Mexico		1023	
6.	Canada	126	375	198
7.	U K	146	373	155
8.	Nepal	224	210	-6
9.	Singapore	27	204	644
10.	UAE	298	200	-32

(Ministry of Commerce, 2023)

% contribution of countries Importing Toor Dal from India 2021-22



Increase in Toor Dal Export from Madhya Pradesh (21-23)

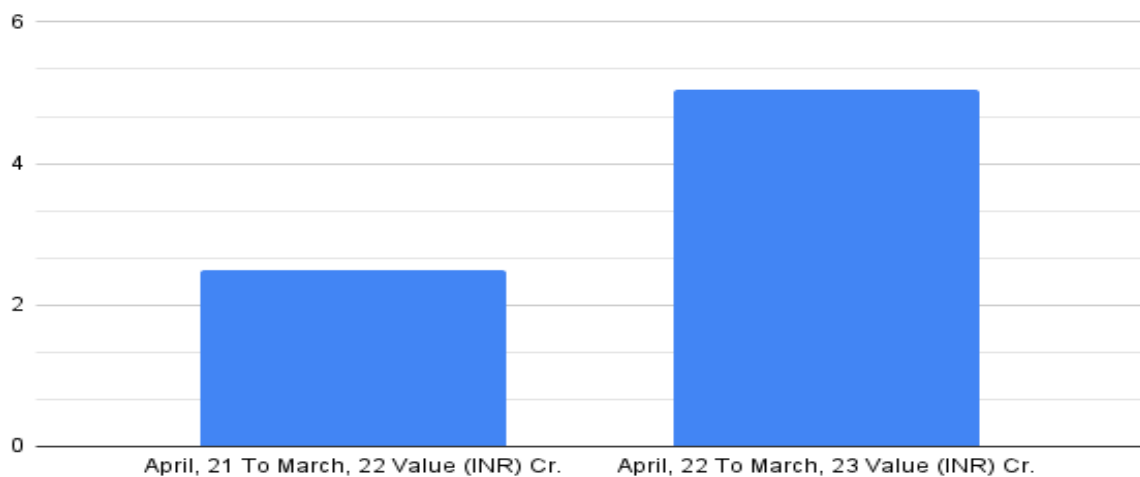


Table 22 : Table: Export from Madhya Pradesh HS CODE 07139010: Toor Dal

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 22 To March, 23 Value (INR) Cr.	% Change
07139010	Toor Dal	2.49	5.04	102%

(DGCIS, 2022)

% Contribution of Countries importing Toor Dal

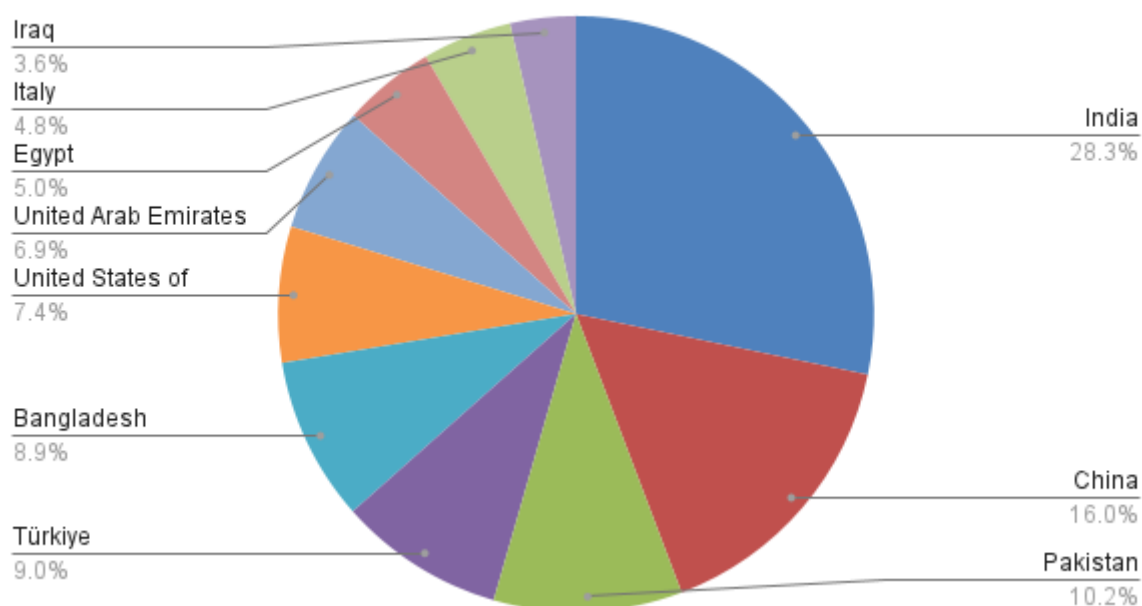


Table 23 : Import – Top 10 Country Wise Product: 07139010: Toor Dal

Rank	World's Top Importers	Value imported in 2022 (USD thousand)
	World	13,291,857
1.	India	2,102,260
2.	China	1,187,612
3.	Pakistan	760,302
4.	Türkiye	670,372
5.	Bangladesh	661,390
6.	United States of America	548,600
7.	United Arab Emirates	509,545
8.	Egypt	372,163
9.	Italy	360,247
10.	Iraq	264,922

(Map, 2022)

Table 24 : Export from India – Top Country Wise Product: 07139010: Toor Dal

Rank	World's Top Exporters	Value exported in 2022 (USD thousand)
	World	12967
1.	Canada	2947
2.	Australia	1441
3.	Myanmar	1385
4.	United States of America	875
5.	Turkey	690
6.	Russia	639
7.	Argentina	458
8.	China	364
9.	India	322
10.	United Arab Emirates	290

(Map, 2022)

SWOT Analysis

Strength-

1. India is the 1st largest Pulses producing country in the world contributing 21.66% of the world total pulses production.
2. Madhya Pradesh is 2nd largest producer of Pulses in India after Rajasthan.
3. Total Production of Pulses in Madhya Pradesh is 4,497.13 Tones contributing 17.84% of total pulses production in India.
4. Focused state policy framework towards enhancing crop productivity and providing incentives to investors for agricultural infrastructural growth and conducive environment for industry.
5. The ecosystem of production, processing, packaging and marketing of pulses and toor dal is being developed in Madhya Pradesh.

Weakness:

1. India being the largest producer of pulses in world is still a pulses deficit country due to its huge population and hence rendering into the largest importer in the world.
2. Exports of the pulses are always on the watchlist as it is subjected to supply and demand in the local market
3. Lack of Infrastructure for cold Chain like Cold Store, Pack house and Reefer Vans, test laboratories.
4. Farm Aggregation: Majority of the plantations including Toor Dal Plantation in Madhya Pradesh are small land holding. Investment into the aggregator segment for the crop can be huge business opportunity for the private sector.
5. Even though Madhya Pradesh is the second largest producer of pulses, its strength in exports in Toor Dal is not yet utilised to the fullest.
6. Poor Market Linkage & Packaging Techniques for fresh produce.
7. Farmers are Not Aware of the Standard Quality Norms Acceptable in International Markets.
8. Lack of Documentation and certification like Certification Authority.

Opportunities:

1. Large-scale investment in food processing industries, increasing production through planned irrigation, entry of new entrepreneurs, and awareness about exports are creating new opportunities for exports
2. Fulfilling the Indian requirement of Toor dal and reducing the import of Toor Dal from other countries to India
3. Toor Dal being ODOP of Narsinghpur will have additional marketing advantage over other Toor Dal exporting districts.
4. District Narsinghpur established several FPO, Brands, processing, and packaging units for toor dal which will create large opportunities in import substitution and export generation.
5. Increasing trend in exports of Toor Dal from MP to Algeria, Sri Lanka, Algeria & Togo.
6. Growing export markets in China, USA, Switzerland, Netherlands, Nepal, Canada.
7. Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of Toor Dal exports as it is available round the year.
8. Supportive Government backing the investors which can help in taking large scale commercial farming to major Pulses clusters.
9. Farmer Education: Significant investment is required in education and relevant support services to give small & marginal farmers the necessary skills and knowledge to increase productivity, improve the quality of the produce and reduce waste.

Threats:

1. The growing domestic price of pulses usually creates concern and suspicion on the export market of pulses.
2. Farmers in the region, due to local conditions, usually incline towards rice and paddy in comparison to pulses
3. Major Competitors Mozambique, Myanmar, Ethiopia, UK, China
4. Importing regulation of Agri & Food products are different in different countries.



Jaggery



7. Jaggery

Tehsil Kareli in Narsinghpur District yields exceptional jaggery, a sweet delight deeply ingrained in Indian traditions. Crafted from sugarcane juice using age-old techniques, this jaggery embodies purity and natural sweetness. The distinct earthy flavor and rich color make it a cherished ingredient in desserts and traditional remedies. Hailing from this region's fertile lands, Kareli's jaggery stands tall as a symbol of authentic, unrefined sweetness, honoring centuries-old practices.

In General, Jaggery is unrefined natural sugar that is produced without adding any chemicals. More than 70% of the total world jaggery production is done in India. Jaggery is popularly known as the “medicinal sugar” and is nutritionally comparable with honey. It has been used as a sweetener in Ayurvedic Medicine for 3000 years. Indian Ayurvedic medicine considers jaggery to be beneficial in treating throat and lung infections. While refined sugar mainly consists of glucose and fructose, jaggery contains glucose and sucrose. But jaggery also has minerals and vitamins which are unavailable in the refined sugar. The mineral content of jaggery includes calcium, phosphorus, magnesium, potassium and iron and traces of zinc and copper. The vitamin content includes folic acid and B-complex vitamins. Thus, other than being a good source of energy, it also prevents rheumatic afflictions; prevents disorders of bile; helps in relieving fatigue, relaxation of muscles, nerves, and blood vessels; maintains blood pressure and reduces water retention; increases haemoglobin level and prevents anaemia.

***Values in Rs. Lakhs*

Table 25 : Export from India HS CODE 17011310: Cane Jaggery

S.No.	HS Code	Commodity	2021-2022	%Share	2022-2023	%Share
1	17011310	Cane jaggery	11,744	0.0054	11,313	0.0036
		India's Total Export	21,59,04,322		31,47,02,149	

(Ministry of Commerce, 2023)

Table 26 : Export from India – Top Country Wise HS CODE 17011310: Cane Jaggery

S.No.	Country / Region	Values in Rs. Lacs		
		2021-2022	2022-2023	%Growth
1	Malaysia	3779	3521	-6
2	USA	2450	1945	-20
3	Nepal	901	842	-6
4	Canada	639	765	19
5	UAE	667	752	12
6	Australia	468	458	-2
7	Saudi Arab	343	433	25
8	Oman	284	404	42
9	Afghanistan	174	323	85
10	Singapore	349	296	-14

(Source: Ministry of Commerce, India)

Table 27 : Export – Madhya Pradesh Export: 170113: Cane Jaggery

HSCode	Commodity	April 21 To March 22 Value (INR) Cr.	April 22 To March 23 Value (INR) Cr.	% change
17011310	Cane Jaggery	0.005	0.02	300%

(DGCIS, 2022)

% Contribution of countries importing Sugarcane Jaggery

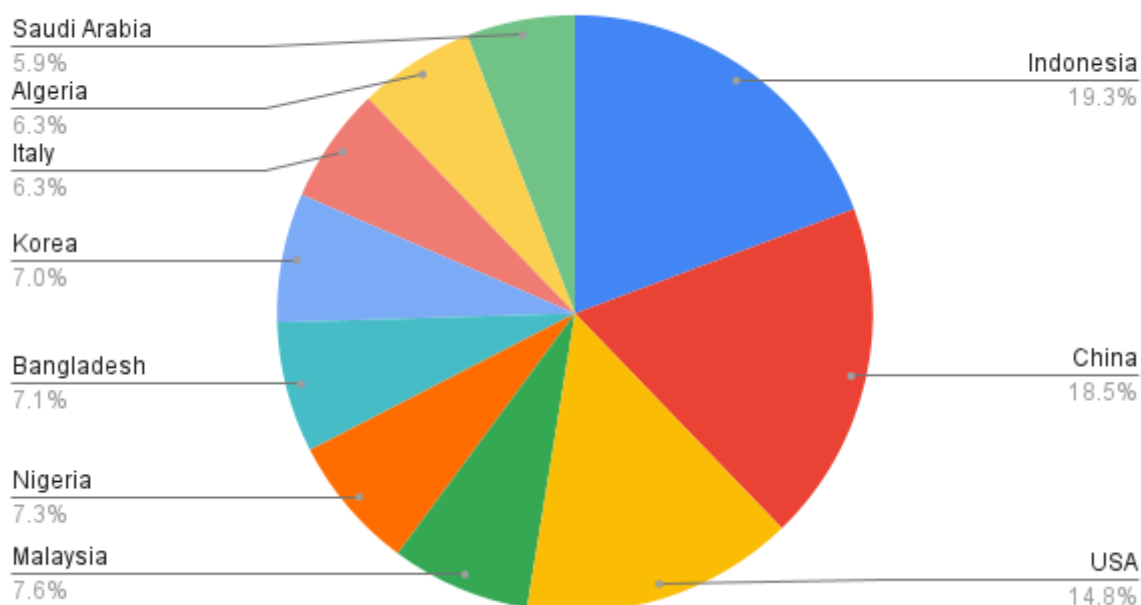


Table 28 : Top Importing countries 2022

Rank	World's Top Importers	Value imported in 2022 (USD thousand)
		World
1.	Indonesia	2382

Rank	World's Top Importers		Value imported in 2022 (USD thousand)
	World		29245
2.	China		2282
3.	USA		1825
4.	Malaysia		933
5.	Nigeria		901
6.	Bangladesh		875
7.	Korea		863
8.	Italy		777
9.	Algeria		777
10.	Saudi Arabia		727

(Source: Trade Map)

Table 29 : World Top Exporters – Top Country Wise

Rank	World's Top Exporters		Value exported in 2022 (USD thousand)
	World		25392
1.	Brazil		9186
2.	India		3813
3.	Thailand		1515
4.	Germany		907
5.	France		848
6.	Mexico		611
7.	UAE		566
8.	Guatemala		507
9.	Eswatini		403
10.	Belgium		356

(Source: Trade Map)

SWOT Analysis-

Strength-

- Jaggery is unrefined sugar having health benefits and is free of chemical, which leads to higher demand in the world market looking at the health scenario in the present times. Narsinghpur having the largest agro infrastructure in the Madhya Pradesh has very good opportunity to develop jaggery market in the world.
- India holds third rank in the top world exporters of the product and has a huge potential of reaching the top slot. Biggers's competitors are Brazil and India presently holding the top two ranks, respectively.
- Narsinghpur is known for its high-quality Jaggery, sourced from superior sugarcane varieties and traditional production methods.
- The region boasts ample sugarcane cultivation, ensuring a consistent supply for Jaggery production.

- It has an existing market presence and demand for its Jaggery in both domestic and international markets.

Weakness:

- Numerous small-scale units, which are unorganized, prepare jaggery in Narsinghpur. Promoting mechanized preparation along with improving quality and branding can capture wider and emerging market globally.
- Quality control measures may vary, affecting uniformity and reliability of the product.

Opportunities:

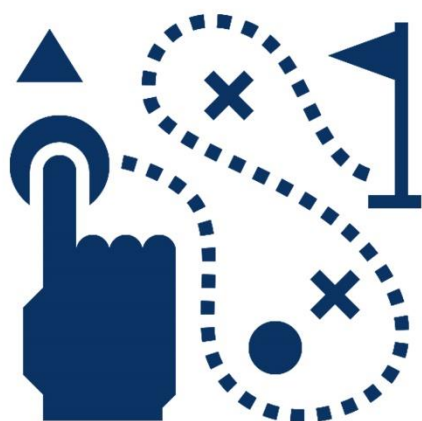
- Increasing trend in exports of Sugarcane jaggery from Madhya Pradesh (2021-23).
- Exploring untapped international markets like Europe and North America where demand for organic and natural sweeteners is rising.
- Recognition of Sugarcane as a primary source for ethanol production which is going to be blended in motor vehicle fuel to curb pollution.
- Creating value-added Jaggery products (powdered, flavoured variants) to cater to evolving consumer preferences.
- Supportive Government backing the investors which can help in taking large scale commercial farming to major ginger clusters.
- Farmer Education: Significant investment is required in education and relevant support services to give small & marginal farmers the necessary skills and knowledge to increase productivity, improve the quality of the produce and reduce waste.

Threats:

- Jaggery's market relative to sugar is quite low as the awareness regarding its health benefits needs to increase.
- Other Jaggery-producing regions with better infrastructure and marketing strategies usually overshadow Narsinghpur's exports.
- We need to grab market from world major exporters through quality improvement and cutting down the cost of transportation.

Conclusion:

Narsinghpur's Jaggery export possesses strong potential due to its quality and available resources. To capitalize on this, the region needs to modernize production methods, ensure consistent quality, and diversify its product range. Exploring newer markets and adapting to changing consumer preferences will be critical for sustained growth in the global Jaggery export market.



Action Plan



8. District Export Action Plan

- Basic Steps to Start Export



- **Product Identification and value addition:**

To initiate the export of pigeon pea, jaggery, and yellow maize corn from India, the first step involves thorough product identification, assessing market demand, and identifying potential buyers. Value addition through packaging, branding, and marketing strategies tailored to the target markets enhances competitiveness. Conducting market research, obtaining necessary certifications, and complying with international trade regulations are vital. Establishing reliable supply chains and logistics networks ensures smooth export operations, facilitating entry into global markets. The production of Pigeon Pea, Jaggery and Yellow corn is done in abundance and after fulfilling the local needs, these agro products can be exported as well.

- **Company Setup for Export:**

Setting up a company for export involves registering your business entity and obtaining necessary licenses and permits. In India, you may opt for a variety of business structures such as a Private Limited Company, Limited Liability Partnership (LLP), or sole proprietorship. Register your company with relevant authorities and obtain an Import Export Code (IEC) from the Directorate General of Foreign Trade (DGFT).

- **Documents Required to Start Exports:**

Basic Documents Required for starting exports of Pigeon Pea, Jaggery, Yellow Maize corn or any other agro product from Narsinghpur are :

- Import Export Code
- APEDA Registration Cum Membership Certificate
- GST of the Enterprises
- FSSAI : A central level FSSAI is required for exports.

- Manufacturer FSSAI
- Merchant FSSAI
- ISO Certificate
 - For Manufacturers : ISO 22000 food Safety Management System
 - For Merchants : ISO 9001:2015 Quality Management System
- Testing Report of the product from Lab
- Health certificate from Lab
- Phytosanitary from Lab
- Invoice
- Packing List
- Bill of Lading/Air/LR
- Food License of importing country
 - For China - Registration of Overseas Manufacturer (ROM) issued by the General Administration of Customs of China (GACC)
 - For USA - Exporting food products from India to the USA requires compliance with US food safety regulations enforced by the Food and Drug Administration (FDA). Here are the key ones additional to the basic documents:
 - FDA Registration of Food Facilities:
 - FDA Prior Notice
 - Food Safety Modernization Act (FSMA) Compliance
 - For EU - Exporting food products from India to EU would require Good Manufacturing (GMP) practices certificate along with basic export documents.
 - For Mexico - Exporting food products from India to Mexico would require Commission for Protection against Sanitary Risks (COFEPRIS) certificate along with basic export documents.

Agricultural and Processed Food Products Export Development Authority (APEDA) provides all the guidance regarding what documents are required to export agricultural products to the specific country. It can be checked via visiting their website : <https://apeda.gov.in/apedawebsite/>

- **Market Research**

Conduct thorough market research to identify potential markets for pigeon pea and jaggery. Consider factors such as demand trends, consumer preferences, competition, and regulatory requirements in target countries. For example, countries with large South Asian diasporas like the United States, Canada, the United Kingdom, and the Gulf Cooperation Council (GCC) countries are potential markets for these products due to their familiarity with Indian cuisine.

- Websites aiding in market research and exports (Finding buyer or seller, duties in other countries, commercial intelligence, etc)
 - dgft.gov.in
 - [commerce.gov.in/trade- statistics](http://commerce.gov.in/trade-statistics)
 - icegate.gov.in
 - indiantradeportal.in
 - trademap.org
 - mptradeportal.org
 - Invest.mp.gov.in

Following is the table representing top importing countries of Pigeon Pea and Jaggery from India.

S.No.	Pigeon Pea Importing Countries	Values in Rs. Lacs		
		2021-2022	2022-2023	%Growth
1.	China	10305	36214	251
2.	USA	4092	8865	116

S.No.	Pigeon Pea Importing Countries	Values in Rs. Lacs		
		2021-2022	2022-2023	%Growth
3.	Switzerland	797	1943	144
4.	Netherland	964	1492	55
5.	Mexico		1023	
6.	Canada	126	375	198
7.	U K	146	373	155
8.	Nepal	224	210	-6
9.	Singapore	27	204	644
10.	UAE	298	200	-32

S.No.	Jaggery Importing Countries	Values in Rs. Lacs		
		2021-2022	2022-2023	%Growth
1	Malaysia	3779	3521	-6
2	USA	2450	1945	-20
3	Nepal	901	842	-6
4	Canada	639	765	19
5	UAE	667	752	12
6	Australia	468	458	-2
7	Saudi Arab	343	433	25
8	Oman	284	404	42
9	Afghanistan	174	323	85
10	Singapore	349	296	-14

Top Pigeon Pea (HS code 7139010) importing Countries from Madhya Pradesh FY 2022

District	Country	April, 22 To March, 23 Value(INR) Cr	April, 22 To March, 23 Qty KG	Per KG Price (INR)
INDORE	QATAR	2.8424932	336945	84.3607473
INDORE	SRI LANKA DSR	1.9014385	220825	86.10612476
NEEMUCH	QATAR	0.1280785	15000	85.38566667
RATLAM	QATAR	0.0958769	12000	79.89741667
INDORE	ALGERIA	0.0553863	5000	110.7726
INDORE	TOGO	0.199695	1600	124.809375

Top Cane Molases (HS code 17031000) importing Countries from Madhya Pradesh FY 2022

District	Country	April, 21 To March, 22 Value(INR)	April, 21 To March, 22 Qty KG	Per KG Price (INR)
BETUL	U K	47449920	4200000	11
BHOPAL	KOREA RP	47130217	3790690	12
INDORE	KOREA RP	45806727	3920290	12
BHOPAL	BELGIUM	34270500	3000000	11
AGAR MALWA	KOREA RP	30961214	2776168	11
NARSINGHPUR	BANGLADESH PR	26602950	2909320	9
BETUL	THAILAND	14648518	1206235	12
NARSINGHPUR	ITALY	9418500	1000000	9
NARSINGHPUR	KOREA RP	1729532	179020	10

Top Corn (HS code 10059011) importing Countries from Madhya Pradesh FY 2022

District	Country	April, 22 To March, 23 Value(INR) Cr	April, 22 To March, 23 Qty KG	Per KG Price (INR)
JABALPUR	BANGLADESH PR	55.8924270	24761000	23
BETUL	BANGLADESH PR	22.4102311	10038112	22
CHHINDWARA	BANGLADESH PR	17.1747070	7733100	22
GUNA	VIETNAM SOC REP	11.6688194	4781000	24
NARSINGHPUR	BANGLADESH PR	10.8724593	4896000	22
MANDLA	BANGLADESH PR	6.0084784	2453400	24
SEONI	BANGLADESH PR	5.6041707	2471500	23
BALAGHAT	BANGLADESH PR	5.4181489	2474000	22
INDORE	SRI LANKA DSR	4.0940955	1500000	27
DHAR	KOREA RP	3.5899322	900000	40
BARWANI	VIETNAM SOC REP	1.1841896	482950	25
KHARGONE	OMAN	1.0334870	400000	26
INDORE	OMAN	0.6392541	250000	26
CHHINDWARA	NEPAL	0.3601750	144070	25
NEEMUCH	QATAR	0.0685683	24000	29
INDORE	THAILAND	0.0015439	300	51

- **Buyer, Pricing to be Provided:**

Identify potential buyers such as importers, wholesalers, and retailers in target markets. Establish relationships with them through trade fairs, online platforms, or by engaging the services of trade agents. Pricing should be competitive yet profitable, taking into account production costs, market demand, and prevailing prices in the target market. To be Price Competitive, Narsinghpur Exporters can avail following remission using following DGFT schemes:

- Remission of Duties and Taxes on Exported Products
 - Remission of VAT on Fuel, Electricity Duty, Stamp Duty.
 - Tax refund between 0.5 to 4.5%
 - More information on : dgft.gov.in > Regulatory Updates > RODTEP
 - Apply on : icegate.gov.in
- Rebate of State and Central Taxes and Levies (only for textile exporters)
 - Only applicable for textile products under HS chapter 61,62,63.
 - Remission of VAT on Fuel, Electricity Duty, Stamp Duty.
 - Apply on : icegate.gov.in
- Advance Authorization
 - GST and Custom duty on Raw material for exported products gets remission.
 - It is based on Standard Input Output Norms (SION)
 - Apply on : dgft.gov.in
- Export Promotion Capital Goods
 - Exemption of GST and Custom Duty on assets necessary for Export goods.
 - For Ex : A machinery imported for production of goods which will be exported, can have its custom duty exempted. To be eligible for exemption, they would have to export equal to the value of 6 times the exempted custom duty withing 6 years.
- Duty Drawback Scheme (DBK)
 - Remission of custom duty on exported products.
 - Remission of Fuel Tax, Electricity Tax, Vat on price, Vat on Stamp Duty
 - This remission can be availed while paying the shipping bill on customs website.
 - More information on : dgft.gov.in > Regulatory Updates > RODTEP

- Apply on : icegate.gov.in

Using these Schemes, Narsinghpur Exporters can offer competitive prices to the buyers.

- **Transport Using ICD and Custom House Agents:**

Once an order is secured, arrange for transportation in the following manner :

(here Container is assumed of load 15 tonnes and 20 ft and the prices are average prices collected from various freight forwarder)

- **Transporter :** From Narsinghpur factory/city to Nagpur ICD
This mode of transportation has to be done via Road through trucks or loading mini trucks, depending on the size of the shipment.
Tentative Cost : \$270/Container
- **ICD :** From ICD to Mundra Port
Inland Container Depots (ICDs) for inland clearance and Custom House Agents (CHAs) for customs clearance at ports. For Narsinghpur, preferred ICD is ICD Nagpur. Here the custom house agents charge around Rs. 2000 to Rs.10000 for getting certifications/documents that might be missing to fulfill export regulations. The CHA's need to be informed in advance to book the container and arrange for necessary documentation. This can be done via performa invoice provided by the importer.
Tentative Cost : \$200/Container
- **Freight forwarder :** From Mundra to UAE/USA/Europe/China
Freight forwarder then takes the container to the destination country
Tentative Cost : \$300/Container (UAE Cost)

Select suitable modes of transport based on factors such as cost, transit time, and the nature of the goods. In the above scenario, an additional cost of Rs. 4.2 to 5 per KG gets added to the selling price of the product. For instance, sea freight may be preferred for bulk shipments of pigeon pea and jaggery, while air freight could be chosen for expedited deliveries.

- **Some Basic Information to start Exports**

Following are some basic information which would help a novice trader in starting exports. The following information discusses various remission tools, insurance tools, banking tools and most important, how to generate Import Export Code.

- Some general points
 - 96% export items require no license.
 - There are no taxes like Custom duty, VAT, Electricity Duty, stamp duty on exported items.
 - To price of the exported item is decided by the product exporter/producer.
 - To find buyer or seller is totally dependent on the exporter/producer.
- Import Export Code (IEC)
 - Mandatory for Import and Export
 - To be applied on dgft.gov.in.
 - A fee of Rs.500 will be levied.
 - Documents required will be :
 - Pan Card
 - Aadhar Card
 - Bank Account Details
- Agencies helpful for exports
 - DGFT, Customs, GST, MSME Export Promotion council like FIEO, EEPC, APEDA, Exports Inspection Agency Banks etc.

- Export Credit Guarantee Corporation – Insurance on Payment
- Banks SBI, HDFC, BOB, PNB, ICICI etc.
- State Government Agencies – District Industries Centre, MSME, MPIDC, MPSIDC

• **Intervention Areas Identified based on above process**

Table 30 :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 industrial units for promote manufacturing under PMEGP and other state level schemes with guidance from DIC-Narsinghpur</p> <p>- DIC-Narsinghpur will facilitate the units in getting important registration in GST process and Import-Export Code</p>	<p>- To initiate Fast track of setting up of Agroprocessing unit.</p> <p>- Narsinghpur's Toor Dal is unique product of Narsinghpur, DIC-Narsinghpur has already taken initiative to get the GI tag of the product.</p> <p>- If it is required, DIC will assist in aggregation of commodities for bulk orders</p>	- 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 conduct capacity building workshops on branding strategy for the manufacturing 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	<p>- Ministry of Commerce and Industries, GoI</p> <p>Above mentioned nodal officers of the selected products</p>

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
3.	Awareness	<ul style="list-style-type: none"> - Export Incentive Policies and Documentation - Customs procedures 	<ul style="list-style-type: none"> - Online workshops 	<ul style="list-style-type: none"> - Centre and State 	<ul style="list-style-type: none"> - DGFT RA and Customs 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 and consultants. 	<ul style="list-style-type: none"> - 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. 	<ul style="list-style-type: none"> - State and Centre 	<ul style="list-style-type: none"> - 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 to upgrade export production capability. - Assist exporters with pre-shipment and post-shipment credit. - ECGC department to provide more support - Preparing project 	<ul style="list-style-type: none"> - 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 & this would lead to export promotion. - Support smaller 	<ul style="list-style-type: none"> - Centre, State and DGFT RA Centre - DGFT RA and ECGC 	<ul style="list-style-type: none"> - Ministry of MSME, GoI and Department of MSME, GoMP - ECGC Government of India Undertaking

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
		(business) for future funding demand from state and central Govt.	units in establishing their business through financial assistance of different schemes		
6.	Common Facilitation Centre	<p>- Common Facilitation is not available in Narsinghpur. Need assessment of cluster development in the district.</p> <p>- Information sharing system (including exporters) should be developed in the district.</p>	- Common Facility Centre should be created for exports. Need to strengthen the existing cluster.	- State and Centre - DTIC and DGFT RA can be the nodal department for this initiative.	- 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.	<p>- Partnership with logistics and supply chain partners will be established.</p> <p>- Currently, MPIDC has an MoU with eBay India and Flipkart Group to market the product across international and domestic markets respectively.</p> <p>- Train Service to Mundra Port is required since road transport will be increasingly expensive due to rising fuel prices.</p> <p>- To initiate train service from ICD</p>	- Centre	- Railway Department (CONCOR)

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
			Nagpur to Mundra Port (CONCOR), Weekly loading can be planned at ICD Nagpur.		
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 	<ul style="list-style-type: none"> - Awareness about rules and regulations related to exports will be made aware among all units - An assistance will be provided to units to get the required clearances and permissions. 	- Centre and State	
10.	Training	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - Government can organize the district training camps to generate skilled manpower. - Training on: ~Export tariffs, taxes, and customs procedures. 	- DGFT RA and District Administration	

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
		sales	~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.	- 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.		



Target



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. According to recent studies, The pandemic had potential effect on commodity demand and supply for an extended period.

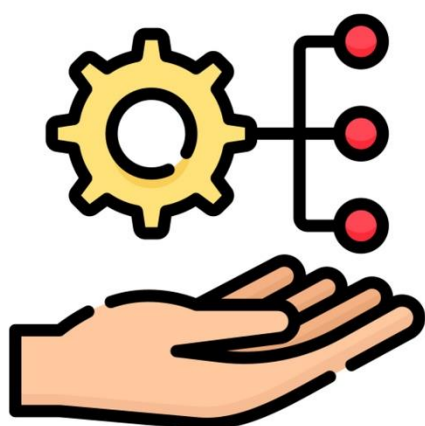
9.1.4. Negative impact on Chinese products

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 proposed interventions & implementation of proposed schemes along with joint efforts of entrepreneurs, exporters, governments and their departments and other bodies and associations, we can achieve the target.



Proposed Schemes



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 the 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 for infrastructure development which can visibly and directly boost exports for the district.

The fund shall be spent on following infrastructure projects:

Table 31 :Sectors for Fund Distribution

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

Sr No	Type
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 for infrastructure development projects ? -

- (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 decided by 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 INR 5 Cr/Annum for improvement of export infrastructure in the district.

Benefits-

It'll slowly, but with a solid foundation, can create export infrastructure in all parts of Madhya Pradesh. Fund is small but it'll be gradually iterated.

10.2. Proposed scheme – 2: Madhya Pradesh Trade Policy

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 top 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).

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)

10.3. 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.

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.

10.4. Proposed scheme –4: 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.



Conclusion



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.