



विदेश व्यापार महानिदेशालय  
DIRECTORATE GENERAL OF  
**FOREIGN TRADE**



# Rewa

## Madhya Pradesh

# DISTRICT EXPORT PLAN



**Districts**  
as Export Hubs

75  
आज़ादी का  
अमृत महोत्सव

## Acknowledgement

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

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

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

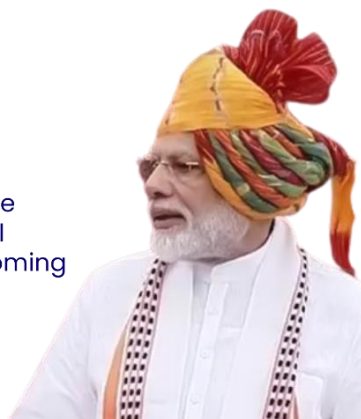
I extend my special thanks to Shri Manish Singh (IAS, Principal Secretary, Industries & Commerce) Government of Madhya Pradesh, Shri Manish Singh (IAS, Managing Director, MP Industrial Development Corporation - MPIDC) and Shri Suvidh Shah, (ITS, Executive Director, MP Industrial Development Corporation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

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Smt. Pratibha Pal(IAS)  
Collector & District Magistrate  
Rewa

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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.

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

The Cell envisages the following activities:

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

### 1.2. Brief description of District as Export Hub

The objective is to enable MSMEs, farmers and small industries to get benefit of export opportunities in the overseas markets and shift focus on District led Export Growth for self-sufficiency and self-reliance. It should attract investment in the district to boost manufacturing and exports and provide ecosystem for Innovation/ use of Technology at District level to make the exporters competitive. It should also help reduce transaction cost for the exporter at various stages of export cycle and generate employment in the district. The focus on the districts should also provide platforms for wider and global reach of products and services from the district through E-commerce and Digital marketing.

### 1.3. Rational for District Export Plan

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

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

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

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



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

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

## 2.2. Methodology for selecting products for exports

### Meetings of DLEPC

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

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

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

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

### Export Data of the State and District

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

### Export Data of India and the World

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

### Experience of Departments and Officers

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

### Swot Analysis of the Product

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

## कार्यालय, कलेक्टर जिला-रीवा (म0प्र0)

क्रमांक /एमएसएम्ई/निर्देश/2020-21/5697

रीवा दिनांक 24.11.2020

### "आदेश"

व्यभिचर अधिनियम, भारत सरकार नई दिल्ली का अद्वैतारक्षणीय पत्र क्रमांक 01/36/218/01/AM-18/TC/Part-1/02 नई दिल्ली दिनांक 29.11.2019 तथा म0प्र0 शासन कृष्ण, जमु और मध्यम उद्यम विभाग मंत्रालय भोपाल का आदेश 10030 एफ5-10/2017/अ-73 भोपाल दिनांक 18.05.2020 के माध्यम से जिला स्तरीय निर्यात संकीर्ण समिति के गठन करने हेतु निर्देशित किया गया है।

तदनुसार के परिपालन में प्राकथानानुसार निम्नानुसार रीवा जिले हेतु - "जिला स्तरीय निर्यात संकीर्ण समिति" का गठन किया जाता है।

|  |            |
|--|------------|
| 1. कलेक्टर, जिला रीवा (म0प्र0)   | अध्यक्ष    |
| 2. क्षेत्रीय अधिकारी, रिजनल एथोटी, विदेश व्यापार महानिर्देशालय (बी.जी.एफ.टी) मुम्बई (भारत) | उपाध्यक्ष  |
| 3. महाप्रबंधक, जिला व्यापार एवं उद्योग केंद्र, रीवा  | सदस्य/सचिव |
| 4. महाप्रबंधक आयुक्त, (स्टेट टैक्स) जमु एवं सेवा कन विभाग, रीवा                            | सदस्य      |
| 5. अग्रणी जिला बैंक प्रबंधक, सुनिश्चन बैंक ऑफ इण्डिया रीवा                                 | सदस्य      |
| 6. महाप्रबंधक निर्देशक, एमएसएम्ई विकास संस्थान, रीवा                                       | सदस्य      |
| 7. क्षेत्रीय अधिकारी, एक्सपोर्ट प्रमोशन कर्पोरेशन भोपाल                                    | सदस्य      |
| 8. क्षेत्रीय अधिकारी, कूट सेन्टी एण्ड स्टोर्ड अथोटी ऑफ इण्डिया                             | सदस्य      |
| 9. अध्यक्ष, राध सेन्टर इन्वर्टीज एसी0, रीवा  | सदस्य      |
| 10. उप संचालक, किसान कल्याण तथा कृषि विभाग रीवा  | सदस्य      |
| 11. उप संचालक, पशुपालन विभाग रीवा  | सदस्य      |
| 12. कार्यपालन बोर्ड, न.प्र.विवि का बुध क्षेत्र रीवा  | सदस्य      |
| 13. सहायक संचालक, हाथ करपा विभाग रीवा  | सदस्य      |
| 14. सहायक संचालक, उद्यमिणी एवं खाद्य प्रसंस्करण विभाग रीवा                                 | सदस्य      |
| 15. सहायक संचालक, मत्स्य पालन विभाग रीवा   | सदस्य      |
| 16. जिला विकास प्रबंधक, नाबाई, जिला रीवा   | सदस्य      |
| 17. क्षेत्रीय अधिकारी, न.प्र.प्रदूषण नियंत्रण बोर्ड, रीवा                                  | सदस्य      |
| 18. जिला परिवोजन अधिकारी, राज्य ग्रामीण आजीविका मिशन रीवा                                  | सदस्य      |
| 19. जिला परिवोजन अधिकारी, राज्य शहरी आजीविका मिशन / शहरी विकास अधिकरण रीवा                 | सदस्य      |

(बी. इतैयाराज टी.)  
कलेक्टर  
जिला-रीवा (म0प्र0)



## 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

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

| Rank      | State                 | Projecte<br>d GSDP<br>(Rs Lakh<br>Crore)<br>(FY<br>2023-24) | Per Capita<br>Net State<br>Domestic<br>Product (Rs<br>Lakh) (FY<br>2022-23) |
|-----------|-----------------------|---|---|
| 1         | Maharashtra           | 38.79   | 2.24  |
| 2         | Tamil Nadu            | 28.3  | 2.73  |
| 3         | Gujarat               | 25.62   | 2.41  |
| 4         | Karnataka             | 25  | 3.01  |
| 5         | Uttar Pradesh         | 24.39   | 0.83  |
| 6         | West Bengal           | 17.19   | 1.41  |
| 7         | Rajasthan             | 15.7  | 1.56  |
| 8         | Andhra Pradesh        | 14.49   | 2.19  |
| 9         | Telangana             | 14  | 3.08  |
| <b>10</b> | <b>Madhya Pradesh</b> | <b>13.87</b>  | <b>1.4</b>  |
| 11        | Kerala                | 11.3  | 2.33  |
| 12        | Haryana               | 11.2  | 2.96  |
| 13        | Delhi                 | 10.4  | 2.72  |
| 14        | Odisha                | 8.65  | 1.5   |
| 15        | Bihar                 | 8.59  | 0.54  |



| Rank | State                                   | Projecte<br>d GSDP<br>(Rs Lakh<br>Crore)<br>(FY<br>2023-24) | Per Capita<br>Net State<br>Domestic<br>Product (Rs<br>Lakh) (FY<br>2022-23) |
|------|---|---|---|
| 16   | Punjab                                  | 6.98  | 1.73  |
| 17   | Assam                                   | 5.67  | 1.18  |
| 18   | Chhattisgarh                            | 5.07  | 1.33  |
| 19   | Jharkhand                               | 4.23  | 0.91  |
| 20   | Uttarakhand                             | 3.33  | 2.33  |
| 21   | Jammu & Kashmir (UT)                    | 2.3   | 1.32  |
| 22   | Himachal Pradesh                        | 2.14  | 2.22  |
| 23   | Goa                                     | 1   | 4.72  |
| 24   | Andaman & Nicobar<br>Islands*           | 0.89  | 2.29  |
| 25   | Chandigarh*                             | 0.49  | 3.33  |
| 26   | Meghalaya                               | 0.46  | 0.98  |
| 27   | Manipur                                 | 0.45  | 0.91  |
| 28   | Sikkim                                  | 0.42  | 5.19  |
| 29   | Pondicherry                             | 0.39  | 2.22  |
| 30   | Nagaland                                | 0.37  | 1.25  |
| 31   | Arunachal Pradesh                       | 0.37  | 2.05  |
| 32   | Mizoram                                 | 0.35  | 1.98  |
| 33   | Tripura                                 | 0.26  | 1.59  |
| 34   | Dadra & Nagar Haveli and<br>Daman & Diu | NA  | NA  |

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

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

| Rank      | State                 | May-21      | May-22      | 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         |
| <b>13</b> | <b>Madhya Pradesh</b> | <b>2966</b> | <b>3325</b> | <b>12</b> |
| 14        | Jharkhand             | 2514        | 2859        | 14        |
| 15        | Chhattisgarh          | 2695        | 2805        | 4         |
| 16        | Kerala                | 2161        | 2381        | 10        |
| 17        | Punjab                | 1733        | 2000        | 15        |
| 18        | Uttarakhand           | 1390        | 1607        | 16        |
| 19        | Bihar                 | 1264        | 1488        | 18        |
| 20        | Assam                 | 1040        | 1183        | 14        |
| 21        | Himachal Pradesh      | 746         | 917         | 23        |
| 22        | Jammu and Kashmir     | 431         | 549         | 27        |
| 23        | Goa                   | 433         | 528         | 22        |
| 24        | Daman and Diu         | 313         | 354         | 13        |
| 25        | Sikkim                | 249         | 314         | 26        |
| 26        | Other Territory       | 216         | 226         | 4         |
| 27        | Chandigarh            | 176         | 217         | 23        |
| 28        | Pondicherry           | 198         | 216         | 9         |
| 29        | Centre Jurisdiction   | 162         | 209         | 29        |
| 30        | Meghalaya             | 138         | 175         | 27        |
| 31        | Tripura               | 63          | 78          | 23        |
| 32        | Arunachal Pradesh     | 65          | 74          | 13        |
| 33        | Nagaland              | 42          | 43          | 3         |
| 34        | Manipur               | 45          | 42          | -7        |
| 35        | Mizoram               | 27          | 39          | 47        |

| Rank | State                       | May-21 | May-22 | Growth |
|------|-----------------------------|--------|--------|--------|
| 36   | Andaman and Nicobar Islands | 23     | 31     | 32     |
| 37   | Ladakh                      | 20     | 23     | 13     |
| 38   | Lakshadweep                 | 2      | 2      | 45     |
| 39   | Dadra and Nagar Haveli      |        |        |        |
|      | Grand Total                 | 106580 | 123026 | 15     |

(Source: Ministry of Finance)

### 3.3 Export basket of Madhya Pradesh

Table: Top 10 products, exported from Madhya Pradesh in 2022-23

#### 2-digit HS Code

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

Table: Top 10 products, exported from Madhya Pradesh in 2022-23

#### 4-digit HS Code

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

Table: Top 10 products, exported from Madhya Pradesh in 2022-23

#### 6-digit HS Code

| Sr No | Hs Code | Commodity Description                 | FY 22-23 In Rs Cr |
|-------|---------|---------------------------------------|-------------------|
| 1     | 300490  | Other medicine put up for retail sale | 8780              |
| 2     | 760110  | Aluminium-not alloyed                 | 4038              |
| 3     | 520100  | Cotton, not carded or combed          | 2734              |
| 4     | 230400  | Oil-cake and solid residue            | 2603              |

|    |        |   |      |
|----|--------|---|------|
| 5  | 630532 | Flexible intermediate bulk containers of man made textile m | 1829 |
| 6  | 100630 | Semi/wholly miled rice w/n polished/glazed                  | 1606 |
| 7  | 520524 | Sngl yrn of cmbd fbrs measurng<192.31 but >=125 dctx(>52    | 1519 |
| 8  | 520523 | Sngl yrn of cmbd fbrs measurng< 232.56 but >=192.31 dctx(   | 1444 |
| 9  | 854511 | Electrodes of a kind used for furnaces                      | 1371 |
| 10 | 630260 | Toilet linen and kitchen linen,of terry towelling/similar   | 1346 |

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

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

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

| <b>State Wise Export Data for the FY 2022-23 (In Descending Order)</b> |                       |              |                     |
|--|-----------------------|--------------|---------------------|
| Rank No.   | State                 | Value In Cr  | Value( In mn US \$) |
| 1  | Gujarat               | 1200002      | 149400              |
| 2  | Maharashtra           | 581439       | 72438               |
| 3  | Tamil Nadu            | 326711       | 40655               |
| 4  | Karnataka             | 223895       | 27938               |
| 5  | Uttar Pradesh         | 174037       | 21687               |
| 6  | Andhra Pradesh        | 159368       | 19861               |
| 7  | Haryana               | 127373       | 15859               |
| 8  | West Bengal           | 102196       | 12749               |
| 9  | Unspecified           | 93399        | 11608               |
| 10   | Telangana             | 91767        | 11412               |
| 11   | Odisha                | 89774        | 11223               |
| 12   | Rajasthan             | 77771        | 9687                |
| 13   | <b>Madhya Pradesh</b> | <b>65878</b> | <b>8218</b>         |
| 14   | Delhi                 | 65558        | 8147                |
| 15   | Punjab                | 52853        | 6582                |

| <b>State Wise Export Data for the FY 2022-23 (In Descending Order)</b> |                      |                    |                            |
|--|----------------------|--------------------|----------------------------|
| <b>Rank No.</b>  | <b>State</b>         | <b>Value In Cr</b> | <b>Value( In mn US \$)</b> |
| 16   | Kerala               | 35117              | 4374                       |
| 17   | Dadra & Nagar Haveli | 31364              | 3902                       |
| 18   | Chhattisgarh         | 21415              | 2675                       |
| 19   | Bihar                | 20895              | 2610                       |
| 20   | Goa                  | 19720              | 2453                       |
| 21   | Himachal Pradesh     | 17543              | 2183                       |
| 22   | Uttarakhand          | 14311              | 1778                       |
| 23   | Jharkhand            | 11175              | 1398                       |
| 24   | Daman & Diu          | 5215               | 650                        |
| 25   | Pondicherry          | 4160               | 518                        |
| 26   | Assam                | 4004               | 497                        |
| 27   | Jammu & Kashmir      | 1707               | 213                        |
| 28   | Chandigarh           | 1089               | 136                        |
| 29   | Andaman & Nicobar    | 486                | 59                         |
| 30   | Sikkim               | 153                | 19                         |
| 31   | Tripura              | 120                | 15                         |
| 32   | Meghalaya            | 82                 | 10                         |
| 33   | Arunachal Pradesh    | 36                 | 5                          |
| 34   | Nagaland             | 11                 | 1                          |
| 35   | Manipur              | 6                  | 1                          |
| 36   | Mizoram              | 0                  | 0                          |
| 37   | Ladakh               | 0                  | 0                          |
| 38   | Lakshadweep          | 0                  | 0                          |
|  | <b>Total</b>         | <b>3620631</b>     | <b>450958</b>              |



#### 4. About the District

##### 4.1. General Characteristic of the District

The Huzur, Sirmour and Mauganj tahsils lie between the Kaimur on the south, and the Binjh pahar on the north, and form what is known as Rewa plateau or uprihar. To the north lies the Teonthar tahsils which is quite different with regard to its physical and other features from the plateau tahsils. Rewa is basically a plateau which decreases in height from the south to the north. In the south, the height of Kaimur Range is more than 450 meters, whereas the height of alluvial plain of Teonthor is just 100 meters. In the district, dissected hills, ravines, plain, plateau, scarp, water-fall and alluvial plain can be seen. The rain-water of the district flows out using the two assisting rivers of the Ganges, the Tons or Tamsa and the Son. Bichiya River flows through the heart of Rewa city. Significant waterfalls on the Tamsa or Tons and its tributaries, as they come down from the Rewa Plateau, are: Chachai Falls (127m) on the Bihad River, a tributary of the Tamsa, the Keoti Falls (98m) on the Mahana River, a tributary of the Tamsa, Odda Falls (145m) on the Odda River, a tributary of the Belah River, which is itself a tributary of the Tamsa, and Purwa Falls (70m) on the Tamsa or Tons.

Rewa lies between 24° 18' and 25° 12' north latitudes and 81° 02' and 82° 18'. The district is bounded on the north by Uttar Pradesh, on the east and southeast by Sidhi, on the south by Shahdol, and on the west by Satna. It is part of Rewa Division. It has an area of 6,240 km<sup>2</sup>.

Rewa district is divided in to 9 tehsils named Mangava, Naigarhi, Sirmaur, Jawa, Teonthar, Hanumana, Hujur, Raipur Karchulian and Mauganj, whereas Rewa city lies in Hujurs Tehsil.

and Gold mines worth 2500 Hectares are found in Singrauli, activities related to land acquisition is undergoing in Singrauli.

#### District at a glance

- Area: 6240 Sq. Km.
- Language Spoken: Hindi, English, Gondi
- **Nearby Ports including ICDs:**
  1. ICD Mandideep 34-A1 Nia Dist: Raisen MP 462046
  2. ICD Powarkheda
  3. ICD Malanpur Concors Container Corporation Of India

#### Accessibility to Exporters:

**By Rail:** Rewa comes in West-Central Railway Zone. Rewa railway station is connected to Satna through the 50 km Satna - Rewa branch line. The DRM of this zone sits in Jabalpur. The Railway Code of Rewa is REWA.

**By Road:** Rewa is well connected with the Roads. State Highway and National Highway passes from the city. Buses from other cities come to Rewa city. The highways that cross through the city are NH 7, NH 27, NH 35 and NH 75.

**By Air:** The nearest airport is at Khajuraho and nearby airports are Allahabad Airport, Jabalpur and Varanasi.

#### Existing Status of Industrial Areas in the District Rewa

| S. No. | Name of Ind. Area                | Land acquired (In hectare) | Land developed (In hectare) | Prevailing Rate Per Sqm (In Rs.) | No of Plots | No of allotted Plots | No of Vacant Plots | No. of Units in Production |
|--------|----------------------------------|----------------------------|-----------------------------|----------------------------------|-------------|----------------------|--------------------|----------------------------|
| 1      | Udyog Vihar Chorhatta, Rewa      | 133.60                     | 133.60                      | 70                               | 233         | 229                  | 04                 | 47                         |
| 2      | Industrial Estate, Bichiya, Rewa | 08.09                      | 08.09                       | 20                               | 27          | 26                   | 01                 | 08                         |
|        | <b>Total</b>                     | <b>141.69</b>              | <b>141.69</b>               | <b>90</b>                        | <b>260</b>  | <b>255</b>           | <b>05</b>          | <b>55</b>                  |

Source:- DTIC, Rewa

## Industrial Scenario of Rewa

### Industry at a Glance

| Sr No | Head  | Unit    | Particulars |
|-------|---|---------|-------------|
| 1.    | Registered Industrial Unit  | No.     | 8530        |
| 2.    | Total Industrial Unit   | No.     | 12696       |
| 3.    | Registered Medium & Large Unit  | No.     | 07          |
| 4.    | Estimated Avg. No. Of Daily Worker Employed In Small Scale Industries | No.     | 22166       |
| 5.    | Employment In Large And Medium Industries                             | No.     | 7360        |
| 6.    | No. Of Industrial Area  | No.     | 02          |
| 7.    | Turnover Of Small Scale Ind.  | In Lacs | 8608.81     |
| 8.    | Turnover Of Medium & Large Scale Industries                           | In Lacs | 108949.99   |

### Existing Micro & Small Enterprises and Artisan Units in the District

| NIC Code No. | Type of Industry                                | Number of Units | Investment (Lakh Rs.) | Employment |
|--------------|---|-----------------|-----------------------|------------|
| 20           | Agro based                                      | 100             | 147.11                | 320        |
| 22           | Soda water                                      | --              | --                    | --         |
| 23           | Cotton textile                                  | ---             | --                    | --         |
| 24.          | Woolen, silk & artificial Thread Based clothes. | --              | --                    | --         |
| 25.          | Jute & jute based                               | --              | --                    | --         |
| 26.          | Ready-made garments & embroidery                | 250             | 142.98                | 1040       |
| 27.          | Wood/wooden based furniture                     | 350             | 230.16                | 1100       |
| 28.          | Paper & Paper products                          | 50              | 77.01                 | 175        |
| 29.          | Leather based                                   | 400             | 306.24                | 1260       |
| 31.          | Chemical/Chemical based                         | 50              | 89.04                 | 130        |
| 30.          | Rubber, Plastic & petro based                   | 10              | 20.25                 | 35         |
| 32.          | Mineral based                                   | 60              | 75.10                 | 95         |
| 33.          | Metal based (Steel Fab.)                        | 500             | 322.83                | 2030       |
| 35.          | Engineering units                               | 300             | 130.99                | 630        |
| 36.          | Electrical machinery and transport equipment    | 100             | 170.03                | 250        |



|     |                       |      |         |       |
|-----|-----------------------|------|---------|-------|
| 97. | Repairing & servicing | 1000 | 832.04  | 3045  |
| 01. | Others                | 5360 | 2573.78 | 12126 |
| 12. | Rice Mill             | 38   | 13296   | --    |

#### 4.1.1. District Domestic Product:

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

| <b>Gross District Domestic Product at constant (2011-12) prices (Rs Lakhs)</b> |         |         |         |         |         |         |
|--|---------|---------|---------|---------|---------|---------|
| 2014-15  | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 | 2020-21 |
| 855299   | 885351  | 1132844 | 1175587 | 1320538 | 1479330 | 1474861 |

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

#### 4.1.2. Per Capita Income:

Table: Per Capita Income

| <b>Per Capita Income of District at constant (2011-12) prices (Rs Lakhs)</b> |         |         |         |         |         |
|--|---------|---------|---------|---------|---------|
| 2014-15  | 2015-16 | 2016-17 | 2017-18 | 2018-19 | 2019-20 |
| 30069  | 30646   | 39174   | 39975   | 41236   | 48319   |

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

Table: Sector wise contribution in Gross District Domestic Product

| S.N.                              | Sector    | <b>Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)</b> |         |         |         |        |         |          |
|-----------------------------------|-----------|---|---------|---------|---------|--------|---------|----------|
|                                   |           | 2012-13   | 2013-14 | 2014-15 | 2015-16 | 2016-  | 2017-18 | 2018-19  |
| 1                                 | Primary   | 195477  | 299320  | 2699    | 227858  | 416000 | 406701  | 408919   |
| 2                                 | Secondary | 164661  | 164351  | 1664    | 196022  | 205834 | 222148  | 241471   |
| 3                                 | Tertiary  | 338957  | 355592  | 373650  | 400499  | 431121 | 460116  | 433558   |
| <b>Total GDVA at basic prices</b> |           |   | 699095  | 819263  | 810067  | 824379 | 1052954 | 10083948 |

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

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

| S.N.                       | Sector  | Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh) |         |         |         |         |         |         |
|----------------------------|---|--|---------|---------|---------|---------|---------|---------|
|                            |   | 2011-12  | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 | 2017-18 |
| 1                          | Crops   | 99930  | 138025  | 233478  | 190632  | 143516  | 321897  | 305062  |
| 2                          | Livestock   | 28810  | 33702   | 39520   | 47333   | 54602   | 63102   | 71145   |
| 3                          | Forestry & logging                                      | 17018  | 17202   | 16624   | 22626   | 23037   | 22692   | 22606   |
| 4                          | Fishing & aquaculture                                   | 2858   | 2737    | 2759    | 2946    | 2433    | 3435    | 3422    |
| 5                          | Mining & quarrying                                      | 6843   | 3811    | 6938    | 6399    | 4270    | 4874    | 4467    |
| 7                          | Manufacturing   | 85367  | 86186   | 79451   | 80946   | 104544  | 110561  | 116499  |
| 8                          | Electricity, gas, water supply & other utility services | 15793  | 19538   | 21059   | 20718   | 26104   | 27407   | 32562   |
| 9                          | Construction  | 63405  | 58936   | 63841   | 64818   | 65374   | 67866   | 73087   |
| 11                         | Trade, repair, hotels and restaurants                   | 78284  | 86914   | 90248   | 94329   | 99482   | 111778  | 122737  |
| 12                         | Transport by other means and Storage                    | 19588  | 21348   | 21972   | 24244   | 25787   | 26900   | 29884   |
| 13                         | Railways  | 572  | 749     | 767     | 781     | 906     | 914     | 976     |
| 14                         | Communication & services related to broadcasting        | 11679  | 13009   | 15445   | 17863   | 21352   | 19490   | 18711   |
| 15                         | Financial services                                      | 34363  | 36860   | 39933   | 40842   | 46625   | 44703   | 45172   |
| 16                         | Real estate, ownership of dwelling                      | 56015  | 60257   | 65040   | 69590   | 73239   | 78229   | 83803   |
| 17                         | Public administration                                   | 54195  | 58468   | 65040   | 62337   | 65511   | 74494   | 80651   |
| 18                         | Other services  | 56167  | 61352   | 60822   | 63664   | 67597   | 74612   | 78182   |
| Total GDVA at basic prices |   | 630885   | 699095  | 819263  | 810067  | 824379  | 1052954 | 1088965 |

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

#### 4.2. Export from the District

Total exports from the district – INR 397.16 Crore (FY 22-23) (Ministry of Commerce)

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

| SN<br>o | ITCHS<br>Code | Item_Desc  | Sum of Value<br>(INR) |
|---------|---------------|--|-----------------------|
| 1       | 90011000      | OPTICAL FIBERS,  | 3305272047            |
| 2       | 26011142      | IRON ORE   | 336201138             |
| 3       | 85444999      | OTHER ELECTRIC CONDUCTORS  | 86315191              |
| 4       | 85447090      | OPTICAL FIBER CABLES OTHER THAN LEAD ALLOY SHEATHEDCABLES                                | 71752458              |
| 5       | 39232990      | WOVEN BAG  | 54354942              |
| 6       | 10063010      | RICE   | 45444476              |
| 7       | 85446090      | OTHER ELECTRIC CONDUCTORS FR A VLTG EXCDG 1000 V EXCELPAPER PLASTIC AND RUBBER INSULATED | 34410115              |
| 8       | 10064000      | BROKEN RICE  | 30484036              |
| 9       | 84483990      | MACHINERY  | 2740919               |
| 1       | 85044090      | MACHINERY  | 2689720               |

(Source: Ministry of Commerce)

#### 4.3. Departments/Agencies for Industries and Export Promotion

| S.No. | Departments/Agencies                           | Address  | Contact          |
|-------|--|--|------------------|
| 1.    | Directorate General of Foreign Trade RA Indore | Office of, Jt. DGFT, BSNL, Old CTO Rd, Compound, Residency Area, Indore, Madhya Pradesh 452001<br>Email ID: dgft@nic.in                      | 0731-2498382     |
| 2.    | Directorate General of Foreign Trade RA Bhopal | 3rd Floor, Nirman Sadan, 52-A, Arera Hills (Behind Govt. Press) Bhopal<br>Email ID: bhopal-dgft@nic.in                                       | 0755-2553323     |
| 3.    | MSME-DFO                                       | 10, Industrial Estate, Polo Ground, Indore<br>Email ID: dcdi-indore@dcmsme.gov.in  | 0731-2420723     |
| 4.    | Export Inspection Council of India             | 303, C.S Naydu Arcade, 10/2, Greater Kailash Road, Opp. Grotto, Opposite Grotto, New Palasia, Indore<br>Email ID: eia-indore@eicindia.gov.in | 0731-2566057     |
| 5.    | ECGC Limited, Indore                           | 408, 4th Floor, City Center, 570, M G Road, Opp High Court, Indore<br>Email ID: indore@ecgc.in   | 0731-2544215     |
| 6.    | APEDA Regional office, Bhopal                  | Kisan Bhawan, 26, Arera Hills, Bhopal, Madhya Pradesh<br>Email ID: apedabho@apeda.gov.in   | 0755-4700764     |
| 7.    | FIEO, Indore                                   | 03, Gold Arcade, 3/1, New Palasia, Near Janjirwala Square, Indore  | 0731-4282335/336 |

|     |  |  |               |
|-----|--|--|---------------|
|     |  | Email ID: indore@fieo.org  |               |
| 8.  | EEPC India                                     | B-202 & 220, Aarus Chambers Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli Mumbai<br>Email ID: eepcromum@eepcindia.net | 022-42125555  |
| 9.  | MP Industrial Development Corporation RO- Rewa | Mr. U.K. Tiwari, MP Industrial Development Corporation RO- Rewa<br>Email ID: uktiwari77@gmail.com  | 9165010327    |
| 10. | District Trade & Industries Centre, Rewa       | Collector Parisar, Allahabad Road, HPCL, Jay stambh Chauraha, Rewa(M.P.)<br>Email ID: gmirew@mp.nic.in   | 07662- 258840 |

#### 4.4. SWOT Analysis of the district

##### Strengths:

1. **Agriculture Dominance:** Paddy cultivation is the primary agricultural activity, contributing significantly to the district's economy. Notably, copper and manganese deposits enhance the region's mineral wealth.
2. **Rich Forest Resources:** Abundance of valuable forest resources including Bamboo, Teak, Harra, Salbeej, and Tendu Patta, contributing to environmental and economic sustainability.
3. **Resource Availability:** Diverse resources are accessible through various programs, fostering economic development.
4. **Artisanal Expertise:** Rivan city in Rewa district is renowned for its unique betel nut toys, skillfully crafted by the Kunder family. This traditional craftsmanship holds cultural significance and contributes to the local economy.
5. **Strategic Location:** Rewa district benefits from the proximity and support of major cities like Indore, Bhopal, and Jabalpur, providing skilled manpower, engineering expertise, and a trained workforce.
6. **Industrial Presence:** Several industrial units, including M/s Quality Woven Socks Pvt. Ltd., are established in the vicinity, enhancing economic prospects.
7. **Airport Presence:** The nearest airport is at Khajuraho and nearby airports are Allahabad Airport, Jabalpur and Varanasi.

##### Weaknesses:

1. **Operational Challenges:** The district faces logistical hurdles, labor constraints, and skilling requirements. Regulatory challenges, compliance capacities, and trade-related issues need attention.
2. **Limited R&D Facilities:** Inadequate research and development facilities hinder innovation and technological advancement.
3. **Insufficient Testing Infrastructure:** Lack of testing facilities for products poses a barrier to quality assurance.
4. **Export Awareness:** Limited awareness about the export potential of various district products poses a challenge.
5. **Marketing Deficiency:** Inadequate marketing efforts and the absence of a comprehensive marketing plan hamper product promotion.

6. Skills Training Gap: Inadequate professional training facilities hinder human resource development and service quality.

**Opportunities:**

1. Diversification Potential: Food processing, flour mills, dal mills, beekeeping, leather industry, leather toys, and wooden furniture showcase significant export potential.
2. Educational and Skill Development Opportunities: The region holds promising prospects for youth-oriented education and skill development initiatives.
3. Cost Advantage: The availability of cheap land and labor provides a competitive edge for businesses considering investment.
4. Tourism Potential: The White Tiger Safari in Mukundpur offers a unique tourist attraction, contributing to the local economy.

**Threats:**

1. Investment Preferences: Investors show a preference for regions like Indore over Rewa, posing a challenge to attracting investments.
2. Image Management: Strategic efforts are required to address the current adverse image and position the district positively.
3. Financial Risks: Currency exchange rate fluctuations pose financial risks to businesses engaged in international trade.
4. Global Supply Chain Uncertainty: The unpredictable nature of the global supply chain presents challenges for local businesses.



# Bamboo



## Bamboo

Rewa, a district rich in bamboo resources, boasts an extensive bamboo ecosystem pivotal for economic and environmental sustainability. The district harnesses Bamboo's versatility, contributing to traditional craftsmanship and modern industries. Bamboo stands out as a major forest wealth, aligning with sustainable practices and supporting local livelihoods. Rewa's bamboo resources present diverse opportunities, from artisanal creations to industrial applications, enhancing economic prospects. This eco-friendly and renewable resource not only encapsulates the district's natural abundance but also positions Rewa as a hub for bamboo-centric endeavours, showcasing a harmonious blend of tradition, innovation, and environment

### Bamboo Baskets and Wickers HS code: 46021100

Exports in Rs Cr in FY

| India   |         |
|---------|---------|
| 2021-22 | 2022-23 |
| 6.11    | 9.98    |

### Export from India - Top Countries

| S. N. | Country          | Values in Rs. Cr. |           |
|-------|------------------|-------------------|-----------|
|       |                  | 2021-22           | 2022-2023 |
| 1.    | BHUTAN           | 4.43              | 8.97      |
| 2.    | SRI LANKA<br>DSR | 1.22              | .36       |
| 3.    | TURKEY           | .01               | .17       |

### Top Importers of the world

| Rank | Country     | In 2022 (In mn USD) |
|------|-------------|---------------------|
|      | World       | 370                 |
| 1.   | India       | 71.23               |
| 2.   | Netherlands | 52.38               |
| 3.   | USA         | 29.21               |
| 4.   | Spain       | 21.66               |
| 5.   | Italy       | 20.11               |
| 6.   | China       | 19.78               |
| 7.   | Germany     | 19.75               |

| Rank | Country | In 2022 (In mn USD) |
|------|---------|---------------------|
|      | World   | 370                 |
| 8.   | UK      | 16.51               |
| 9.   | France  | 14.14               |
| 10   | Poland  | 8.98                |

#### Top Exporters of the world

| Rank | Country     | In 2022 mn USD |
|------|-------------|----------------|
|      | World       | 238            |
| 1.   | China       | 110            |
| 2.   | Vietnam     | 24             |
| 3.   | Indonesia   | 16             |
| 4.   | Netherlands | 12             |
| 5.   | Poland      | 7              |
| 6.   | Germany     | 6              |
| 7.   | Bangladesh  | 5              |
| 8.   | Canada      | 5              |
| 9.   | Spain       | 4              |
| 10   | Philippines | 4              |

Spools, cops, bobbins, sewing thread reels made from Bamboo **HS code: 46021100**

#### Exports in Rs Cr in FY

| India   |         |
|---------|---------|
| 2021-22 | 2022-23 |
| 2.73    | 2.29    |

#### Export from India - Top Countries

| S.No. | Country/<br>Region | Values in Rs. Cr. |           |
|-------|--------------------|-------------------|-----------|
|       |                    | 2021-22           | 2022-2023 |
| 1.    | USA                | 0.92              | 0.65      |
| 2.    | Germany            | 0.22              | 0.28      |
| 3.    | France             | 0.5               | 0.19      |

#### Top Importers of the world

| Rank | Country     | In 2022 mn USD |
|------|-------------|----------------|
|      | World       | 2,372          |
| 1.   | USA         | 837            |
| 2.   | Germany     | 196            |
| 3.   | UK          | 146            |
| 4.   | Netherlands | 142            |
| 5.   | France      | 109            |
| 6.   | Japan       | 101            |
| 7.   | Spain       | 88             |

|      | Country      | In 2022<br>mn USD |
|------|--------------|-------------------|
| Rank | World        | 2,372             |
| 8.   | Saudi Arabia | 63                |
| 9.   | Poland       | 57                |
| 10   | Australia    | 48                |

#### Top Exporters of the world

|      | Country     | In 2022<br>mn USD |
|------|-------------|-------------------|
| Rank | World       | 2,800             |
| 1.   | China       | 1,511             |
| 2.   | Vietnam     | 448               |
| 3.   | Indonesia   | 112               |
| 4.   | Netherlands | 86                |
| 5.   | Poland      | 61                |
| 6.   | Germany     | 60                |
| 7.   | Bangladesh  | 57                |
| 8.   | Canada      | 54                |
| 9.   | Spain       | 48                |
| 10   | Philippines | 47                |

Bamboo Yarn HS Code: 55041020

#### Exports in Rs Cr in FY

| India   |         | Madhya Pradesh |           |
|---------|---------|----------------|-----------|
| 2021-22 | 2021-22 | 2022-2023      | 2022-2023 |
| NIL     | 11.07   | NIL            | NIL       |

#### Export from India - Top Countries

| Rank | Country    | Values in Rs. Cr. |           |
|------|------------|-------------------|-----------|
|      |            | 2021-22           | 2022-2023 |
| 1.   | U S A      | NIL               | 2.98      |
| 2.   | CHINA      | NIL               | 2.06      |
| 3.   | NEPAL      | NIL               | 1.71      |
| 4.   | BANGLADESH | NIL               | 1.16      |
| 5.   | GERMANY    | NIL               | .84       |

#### Top Importers of the world

|      | Country  | In 2022<br>mn USD |
|------|----------|-------------------|
| Rank | World    | 3892              |
| 1.   | Türkiye  | 698               |
| 2.   | China    | 523               |
| 3.   | Pakistan | 409               |
| 4.   | India    | 313               |
| 5.   | USA      | 286               |



| Rank | Country    | In 2022<br>mn USD |
|------|------------|-------------------|
|      | World      | 3892              |
| 6.   | Bangladesh | 240               |
| 7.   | Germany    | 128               |
| 8.   | Singapore  | 120               |
| 9.   | Spain      | 116               |
| 10.  | Indonesia  | 88                |

#### Top Exporters of the world

| Rank | Country   | In 2022<br>mn USD |
|------|-----------|-------------------|
|      | World     |                   |
| 1    | Indonesia | 750               |
| 2    | China     | 648               |
| 3    | Thailand  | 296               |
| 4    | Singapore | 244               |
| 5    | Germany   | 169               |
| 6    | India     | 136               |
| 7    | USA       | 75                |
| 8    | Taipei    | 40                |
| 9    | Japan     | 35                |
| 10   | Malaysia  | 29                |

### SWOT Analysis:

#### Strength

Recently growing demand for natural fiber especially bamboo yarn due to its flexibility, easy to wear and skin-friendly material creates a huge scope of industrial demand and Madhya Pradesh can fulfil it.

Madhya Pradesh has already established a textile ecosystem where cotton-based industries flourished in the Bhopal region and man-made fiber industries flourished in the Indore region.

Bamboo based furniture, bags, fashion items, and handicraft exports are negligible, providing huge potential for exports if promotion through marketing and branding is encouraged.

#### Weakness

The ecosystem of bamboo-based industries in yarn, furniture, and other bamboo products is not developed. Players in bamboo products are in a nascent stage.

All players in bamboo products have not enough capacity to promote their products at their own in export market.

#### Opportunities

In the near future, the demand for bamboo yarns will grow multifold, Madhya Pradesh has capacity to tap the demand.

Bamboo furniture is an almost untapped market and huge scope of exports. Bamboo furniture is eco-friendly and having less weight with more durability.

Replacement of plastic in bottles and other food containers made from bamboo is the future.

### **Threats**

Competitors in natural yarn for bamboo are cotton. Cotton yarn has an established market and acceptability and it is cheap to bamboo yarn. Bamboo has a production limit. There is no commercialization of bamboo products on mass scale.

Bamboo even now cannot replace plastic has a liquid career due to its limited capacity to hold all types of liquid.



# Cement



## 11.Cement

Madhya Pradesh, India, stands as the largest cement manufacturer, contributing significantly to the nation's production. Cement is a vital construction material, comprising finely ground clinker, gypsum, and other additives. Upon mixing with water, it forms a paste that gradually solidifies, providing strength and durability. Portland cement, the most common type, is integral to the construction industry, binding aggregates to create concrete for diverse structures like buildings, roads, and bridges. Its versatility allows for customization with admixtures to enhance specific properties. The production of cement involves high-temperature kiln processes, contributing to environmental concerns like carbon emissions. On-going research focuses on developing eco-friendly alternatives and sustainable practices to address the environmental impact of cement production.

### SWOT Analysis

#### Strengths:

**Global Demand:** The construction industry's steady growth ensures a constant demand for cement globally.

**Essential Infrastructure Component:** Cement is a fundamental element in the construction of infrastructure projects, ensuring its continuous demand.

**Established Players:** Large, well-established companies dominate the industry, benefiting from economies of scale.

#### Weaknesses:

**Environmental Impact:** Cement production is energy-intensive and contributes to carbon emissions, posing environmental challenges.

**High Initial Capital:** Establishing cement plants requires significant upfront investment, posing a barrier to entry for new competitors.

Technological Obsolescence: The industry may face challenges if slow to adopt new, more sustainable production technologies.

### Opportunities:

**Innovation and Sustainability:** Developing eco-friendly cement alternatives and adopting sustainable practices can open new markets and address environmental concerns.

**Infrastructure Development:** Increasing infrastructure projects globally, especially in emerging economies, offers growth opportunities.

**Rural Market Expansion:** Penetrating untapped rural markets for housing and small-scale construction projects can drive growth.

### Threats:

**Regulatory Changes:** Stringent environmental regulations may impact production processes and increase costs.

**Fluctuating Raw Material Prices:** Price volatility of key raw materials like limestone and energy sources can affect profit margins.

**Competition from Alternatives:** Emerging construction materials and technologies may pose a threat to traditional cement usage.

### Export Data

Table: Export from India

HS CODE 2523 : Portland Cement Alumnus Cement (Cement Fondu) Slag Cement  
 Values in Rs. Cr.

| S. No.               | HS Code | Commodity  | 2021-2022           | %Share | 2021-2022           | %Share |
|----------------------|---------|--|---------------------|--------|---------------------|--------|
| 1                    | 5201    | Portland cement alumnus cement (cement fondu) slag cement etc and smlrhydrlic cements w/n clrd/in the fo | 61878.54            | 0.0197 | 32811.05            | 0.0091 |
| India's Total Export |         |  | <b>314702149.28</b> |        | <b>362154987.57</b> |        |

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise

HS CODE 2523: Portland Cement Alumnus Cement (Cement Fondu) Slag Cement

| S.No. | Country       | Values in Rs. Lacs | Quantity in thousands |
|-------|---------------|--------------------|-----------------------|
|       |               | 2021-2022          | 2022-2023             |
| 1     | SRI LANKA DSR | 49,009.14          | 21,766.48             |
| 2     | NEPAL         | 5,207.96           | 2,016.69              |

|   |               |          |          |
|---|---------------|----------|----------|
| 3 | BANGLADESH PR | 2,505.66 | 139.42   |
| 4 | MALDIVES      | 1,787.35 | 5,931.70 |
| 5 | U ARAB EMTS   | 676.95   | 283.26   |
| 6 | MAURITIUS     | 654.13   | 407.58   |

(Source: Ministry of Commerce, India)

Table: World's Top Importers 2022

HS CODE 2523 : Portland Cement Almnous Cement (Cement Fondu) Slag Cement

| Rank | World's Top Importers    | Value exported in 2022 (USD Thousand) |
|------|--------------------------|---------------------------------------|
|      |                          | World                                 |
| 1    | United States of America | 2690037                               |
| 2    | Bangladesh               | 729187                                |
| 3    | Philippines              | 638089                                |
| 4    | China                    | 600910                                |
| 5    | United Kingdom           | 577935                                |
| 6    | France                   | 571466                                |

(Source: Trade Map)

Table: World's Top Exporters 2022

HS CODE 2523: Portland Cement Almnous Cement (Cement Fondu) Slag Cement

| Rank | World's Top Exporters | Value exported in 2022 (USD Thousand) |
|------|-----------------------|---------------------------------------|
|      |                       | World                                 |
| 1    | Türkiye               | 1663042                               |
| 2    | Viet Nam              | 1281105                               |
| 3    | Germany               | 588601                                |
| 4    | United Arab Emirates  | 585677                                |
| 5    | Egypt                 | 570212                                |
| 6    | Canada                | 513041                                |

(Source: Trade Map)



## Gooseberry/Amla



### 5. Amla

In Rewa district, the cultivation of gooseberry, also known as Amla, thrives as a significant agricultural practice. The region's conducive climate and fertile soil contribute to the successful growth of this nutritious fruit. Farmers in Rewa employ traditional and sustainable farming methods to cultivate gooseberry, recognizing its economic importance. Amla, rich in Vitamin C and antioxidants, not only enhances local livelihoods but also supports the region's economy through commercial production. The cultivation of gooseberry in Rewa District serves as a testament to the agricultural prowess of the area, offering both nutritional benefits and economic opportunities for the local community

#### Export Data

#### Gooseberry/Amla HS Code: 081120

Exports in Rs Cr in FY

| India   |           | Madhya Pradesh |         |
|---------|-----------|----------------|---------|
| 2021-22 | 2022-2023 | 2021-22        | 2022-23 |
| 4.20    | 4.08      | Nil            | 0.117   |

#### Export from India - Top Countries

| Rank | Country     | Values in Rs Cr |         |
|------|-------------|-----------------|---------|
|      |             | 2021-22         | 2022-23 |
| 1.   | U S A       | 2.16            | 2.18    |
| 2.   | Canada      | 0.86            | 0.68    |
| 3.   | Australia   | 0.39            | 0.45    |
| 4.   | Uae         | 0.12            | 0.21    |
| 5.   | U K         | 0.13            | 0.15    |
| 6.   | Qatar       | 0.07            | 0.08    |
| 7.   | Russia      | 0.03            | 0.07    |
| 8.   | Nepal       | 0.19            | 0.07    |
| 9.   | Mauritius   | 0.04            | 0.05    |
| 10   | New Zealand | 0.03            | 0.04    |

#### Top Importers of the world

| Rank | Country | In 2022 |
|------|---------|---------|
|------|---------|---------|

|    |             | mn USD |
|----|-------------|--------|
|    | World       | 8054   |
| 1. | U S A       | 1611   |
| 2. | China       | 987    |
| 3. | Germany     | 791    |
| 4. | France      | 507    |
| 5. | Canada      | 390    |
| 6. | Belgium     | 335    |
| 7. | Poland      | 326    |
| 8. | Netherlands | 316    |
| 9. | Japan       | 291    |
| 10 | U K         | 238    |

#### Top Exporters of the world

|      | Country  | In 2022<br>mn USD |
|------|----------|-------------------|
| Rank | World    | 7565              |
| 1.   | Poland   | 737               |
| 2.   | Chile    | 645               |
| 3.   | Serbia   | 613               |
| 4.   | Canada   | 534               |
| 5.   | Thailand | 504               |
| 6.   | Mexico   | 415               |
| 7.   | Peru     | 316               |
| 8.   | Egypt    | 289               |
| 9.   | Vietnam  | 288               |
| 10   | U S A    | 283               |

### SWOT Analysis

#### Strengths

1. Madhya Pradesh accounts 33% production of Amla in India, and it is only state that has enough surplus for mass export.
2. Panna District where most of the cultivation of Amla is now well-connected through road, rail and airport for exports.

#### Weakness:

1. There is no ecosystem is developed for Amla processing and exports. Amla juice, paste, candy has huge untapped market, but our producers are not successful to export enough.
2. Agro products are highly quality-sensitive, perishable, and have cultural aspects. Indian agro-processed products are facing problems in getting international food standardization like USFDA, Halal, EU MRL etc.

#### Opportunities:

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, especially for food processing.

#### Threats:

Exports of Amla products are negligible from India. If new innovation, market research or new entrepreneurs are not coming in the field, our export of amla products will be in danger.



## 7. Optical Fibre

Rewa district embraces the transformative technology of optical fibers, serving as a crucial communication infrastructure. These fibers, composed of thin strands of glass or plastic, enable high-speed data transmission through pulses of light. The district leverages optical fibers to enhance telecommunications, internet connectivity, and digital services. This technological backbone facilitates efficient data transfer, supports businesses, and contributes to the overall development of the region. The deployment of optical fibers in Rewa signifies a commitment to advancing communication networks, fostering connectivity, and integrating the district into the broader digital landscape for economic growth and societal progress.

| S.No | HS Code | Commodity   | 2022-2023              | %Share | 2023-2024(Apr-Oct)     | %Share | %Growth | HS Code digit level option |
|------|---------|---|------------------------|--------|------------------------|--------|---------|----------------------------|
| 1    | 90      | OPTICAL, PHOTOGRAPHIC CINEMATOGRAPHIC MEASURING, CHECKING PRECISION, MEDICAL OR SURGICAL INST. AND APPARATUS PARTS AND ACCESSORIES THEREOF; | 5,66,411.79            | 0.1564 | 2,15,857.30            | 0.1068 |         | 468                        |
|      |         | <b>India's Total Export</b>   | <b>36,21,54,987.57</b> |        | <b>20,21,31,712.13</b> |        |         |                            |

| Sr No | Exporters                | Value exported in 2022 (USD thousand) |
|-------|--------------------------|---------------------------------------|
|       | <b>World</b>             | <b>3187330</b>                        |
| 1.    | China                    | 747132                                |
| 2.    | India                    | 660061                                |
| 3.    | United States of America | 458327                                |
| 4.    | Japan                    | 277152                                |
| 5.    | Germany                  | 152775                                |
| 6.    | Netherlands              | 131000                                |
| 7.    | Italy                    | 83101                                 |
| 8.    | Denmark                  | 70594                                 |
| 9.    | Korea, Republic of       | 58489                                 |

| Sr No | Importers    | Value imported in 2022 (USD thousand) |
|-------|--------------|---------------------------------------|
| 1.    | <b>World</b> | <b>2700088</b>                        |
| 2.    | China        | 332057                                |

| Sr No | Importers                | Value imported in 2022 (USD thousand) |
|-------|--------------------------|---------------------------------------|
| 1.    | World                    | 2700088                               |
| 3.    | United States of America | 303588                                |
| 4.    | Romania                  | 153787                                |
| 5.    | France                   | 133462                                |
| 6.    | India                    | 126710                                |
| 7.    | Germany                  | 121014                                |
| 8.    | United Kingdom           | 112611                                |
| 9.    | Italy                    | 75701                                 |
| 10.   | Netherlands              | 75089                                 |

## SWOT Analysis of Optical Fibers:

### Strengths:

**High Data Transmission Capacity:** Optical fibers offer unparalleled data transmission capabilities, enabling the swift and efficient transfer of large volumes of information.

**Low Signal Loss:** Minimal signal loss over long distances distinguishes optical fibers, ensuring reliable and high-quality communication.

**Immunity to Electromagnetic Interference:** Optical fibers are impervious to electromagnetic interference, providing a stable and secure communication environment.

**Broadband Internet Backbone:** The backbone of broadband internet networks, optical fibers support the growing demand for high-speed internet services.

### Weaknesses:

**Initial Installation Costs:** The upfront costs of laying optical fiber infrastructure can be high, posing a financial challenge for some regions or organizations.

**Fragility:** Optical fibers can be fragile and require careful handling, making them susceptible to damage during installation or maintenance activities.

**Limited Flexibility:** Once installed, optical fibers are less flexible in terms of re-routing or adapting to changing network configurations.

### Opportunities:

**Expansion of Telecommunication Networks:** Optical fibers present opportunities for expanding telecommunication networks, especially in underserved or developing regions.

**Technological Advancements:** Ongoing advancements in optical fiber technology, such as the development of hollow-core fibers, open up possibilities for even higher data transmission speeds.

**Integration with Emerging Technologies:** Optical fibers can be integrated with emerging technologies like 5G and the Internet of Things (IoT) to enhance connectivity and support future innovations.

### Threats:

**Competition from Wireless Technologies:** The rise of wireless communication technologies poses a threat to the dominance of optical fibers in certain applications.

**Natural Disasters:** Events like earthquakes or severe weather conditions can potentially damage underground optical fiber cables, disrupting communication networks.

**Regulatory Challenges:** Regulatory hurdles and compliance issues may impact the deployment and maintenance of optical fiber infrastructure.



# Tomato



## 8. Tomato

Madhya Pradesh is one of the largest tomato-growing states of India. Tomato remains one of the main ingredients of an Indian kitchen. After increasing hotel-based eateries, pizza, sandwiches, and fast food, the demand for tomatoes and its products i.e. puree and ketchup is increasing day by day as its processing industries. The export of tomato-based products will be the new future for food processing industries.

(Data source: Ministry of Commerce and WTO)

### Fresh Tomato HS Code: 0702000

Exports in Rs Cr in FY

| India   |           | Madhya Pradesh |         |
|---------|-----------|----------------|---------|
| 2021-22 | 2022-2023 | 2021-22        | 2022-23 |
| 213     | 164       | 1.21           | 0.22    |

Export from India - Top Countries

| Rank | Country    | Values in Rs Cr in FY |           |
|------|------------|-----------------------|-----------|
|      |            | 2021-22               | 2022-2023 |
| 1    | Bangladesh | 128                   | 86        |
| 2    | Nepal      | 38                    | 30        |
| 3    | UAE        | 14                    | 11        |
| 4    | Bhutan     | 10                    | 13        |
| 5    | Qatar      | 10                    | 7         |

Top Importers of the world

| Rank | Country | In 2022<br>mn USD |
|------|---------|-------------------|
|      | World   | 10,267            |
| 11   | USA     | 2,999             |
| 12   | Germany | 1,553             |
| 13   | France  | 946               |
| 14   | UK      | 704               |

| Rank | Country     | In 2022<br>mn USD |
|------|-------------|-------------------|
|      | World       | 10,267            |
| 15   | Netherlands | 412               |
| 16   | Russian     | 345               |
| 17   | Poland      | 337               |
| 18   | Canada      | 327               |
| 19   | Italy       | 215               |
| 20   | Spain       | 204               |

Top Exporters of the world

| Rank | Country     | In 2022<br>mn USD |
|------|-------------|-------------------|
|      | World       | 10,407            |
| 11   | Mexico      | 2,673             |
| 12   | Netherlands | 1,808             |
| 13   | Spain       | 1,127             |
| 14   | Morocco     | 1,028             |
| 15   | France      | 621               |
| 16   | Canada      | 470               |
| 17   | Türkiye     | 374               |
| 18   | China       | 328               |
| 19   | Belgium     | 319               |
| 20   | USA         | 312               |

**Tomato Ketchup and Sauce HS Code: 21032000**

Exports in Rs Cr in FY

| India   |         | Madhya Pradesh |         |
|---------|---------|----------------|---------|
| 2021-22 | 2022-23 | 2021-22        | 2022-23 |
| 54      | 67      | 0.153          | 0.106   |

Export from India - Top Countries

| Rank | Country     | Values in Rs. Cr. |           |
|------|-------------|-------------------|-----------|
|      |             | 2021-22           | 2022-2023 |
| 1    | USA         | 10                | 12        |
| 2    | Nepal       | 13                | 10        |
| 3    | Philippines | 4                 | 7         |
| 4    | Malaysia    | 4                 | 5         |
| 5    | UK          | 4                 | 5         |

Top Importers of the world

| Rank | Country | In 2022<br>mn<br>USD |
|------|---------|----------------------|
|      | World   | 17,203               |
|      | USA     | 2,188                |
|      | UK      | 1,159                |
|      | France  | 936                  |

| Rank | Country     | In 2022<br>mn<br>USD |
|------|-------------|----------------------|
|      | World       | 17,203               |
|      | Canada      | 921                  |
|      | Germany     | 890                  |
|      | Netherlands | 622                  |
|      | Hong Kong   | 522                  |
|      | Australia   | 465                  |
|      | Mexico      | 444                  |
|      | Japan       | 379                  |

#### Top Exporters of the world

| Rank | Country     | In 2022<br>mn USD |
|------|-------------|-------------------|
|      | World       | 18,063            |
| 1    | China       | 2,287             |
| 2    | USA         | 2,094             |
| 3    | Italy       | 1,538             |
| 4    | Netherlands | 1,346             |
| 5    | Germany     | 1,053             |
| 6    | Thailand    | 906               |
| 7    | Belgium     | 766               |
| 8    | Canada      | 564               |
| 9    | Mexico      | 535               |
| 10   | Poland      | 522               |

#### Tomato Puree HS Code 20029000

Exports in Rs Cr in FY

| India   |         | Madhya Pradesh |         |
|---------|---------|----------------|---------|
| 2021-22 | 2022-23 | 2021-22        | 2022-23 |
| 9.53    | 37.43   | 0.25           | 0.37    |

#### Export from India - Top Countries

| Rank | Country     | Values in Rs. Cr. |           |
|------|-------------|-------------------|-----------|
|      |             | 2021-22           | 2022-2023 |
| 1    | Portugal    | NIL               | 7.75      |
| 2    | Philippines | 0.28              | 5.28      |
| 3    | Nepal       | 2.31              | 5.01      |
| 4    | UAE         | 0.32              | 3.92      |
| 5    | Italy       | 0.31              | 3.03      |

#### Top Importers of the World

| Rank | Country | In 2022<br>mn USD |
|------|---------|-------------------|
|------|---------|-------------------|

|     |             |       |
|-----|-------------|-------|
|     | World       | 6,037 |
| 1.  | Germany     | 681   |
| 2.  | UK          | 666   |
| 3.  | Iraq        | 383   |
| 4.  | Japan       | 309   |
| 5.  | France      | 304   |
| 6.  | Netherlands | 252   |
| 7.  | Italy       | 222   |
| 8.  | Poland      | 176   |
| 9.  | Canada      | 149   |
| 10. | Belgium     | 140   |

#### Top Exporters of the World

| Rank | Country     | In 2022<br>mn USD |
|------|-------------|-------------------|
|      |             | World             |
| 1.   | Mexico      | 2,588             |
| 2.   | Netherlands | 919               |
| 3.   | Spain       | 588               |
| 4.   | Morocco     | 522               |
| 5.   | France      | 361               |
| 6.   | Canada      | 347               |
| 7.   | Türkiye     | 200               |
| 8.   | China       | 98                |
| 9.   | Belgium     | 81                |
| 10.  | USA         | 61                |

## SWOT Analysis

### Strengths

- India is 2nd largest producer of tomatoes in the world after China contributing around 11% of total Tomato production. Madhya Pradesh is one of the largest producers of Tomato in India contributing around 15% in total tomato production. The surplus of Agro products in MP is the main strength for the exports.
- There is increasing movement to develop food processing industries in MP including cold storage. Units for Agro products are equipped with cheap electricity and state-of-the-art machinery and enjoy fruits of infrastructure like four-lane roads and port connectivity through rail. It will create the biggest infrastructure in Agro-based exports.

### Weakness:

- Agro products are highly quality-sensitive, perishable, and have cultural aspects. Indian Agro-processed products are facing problems in getting international food standardization like USFDA, Halal, EU MRL etc.
- Logistic constraints like timing to reach in international market, refrigerated cargo cost and comparative price are main weaknesses of Agro and food processing industries.

### 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. Indian exporters are reaching new markets for food products, especially Africa and ASEAN. It will increase export in future.

**Threats:**

1. Exports of Agro and food products are mainly limited to neighbouring countries as well as the same cultural countries. Intra-trade among European Countries and ASEAN is high compared in SAARC countries.
2. Similarly for Agro and food products, Pakistan, China and other ASEAN countries always remain main competitor for India.





# Potatoes



## 11. Potato

The potato is a starchy tuber of the plant *Solanum tuberosum* and is a root vegetable and a fruit native to the Americas. The plant is a perennial in the nightshade family Solanaceae. The potato was originally believed to have been domesticated by Native Americans independently in multiple locations,[4] but later genetic studies traced a single origin, in the area of present-day southern Peru and extreme north-western Bolivia. Potatoes were domesticated there approximately 7,000–10,000 years ago, from a species in the *Solanum Brevicaule* complex.

Potatoes, Fresh or Chilled **HS Code: 0701**

### Exports in Rs Cr in FY

| India   |           | Madhya Pradesh |         |
|---------|-----------|----------------|---------|
| 2021-22 | 2022-2023 | 2021-22        | 2022-23 |
| 759     | 798       | 15             | 38      |

### Export from India - Top Countries

| Rank | Country    | Values in Rs Cr in FY |           |
|------|------------|-----------------------|-----------|
|      |            | 2021-22               | 2022-2023 |
| 1    | Nepal      | 427                   | 355       |
| 2    | Oman       | 58                    | 93        |
| 3    | Saudi Arab | 28                    | 87        |
| 4    | Indonesia  | 64                    | 68        |
| 5    | Malaysia   | 38                    | 47        |

### Top Importers of the World

| Rank | Country     | In 2022<br>mn USD |
|------|-------------|-------------------|
|      |             | World             |
| 21   | Belgium     | 765               |
| 22   | U S A       | 413               |
| 23   | Spain       | 380               |
| 24   | Netherlands | 341               |
| 25   | Germany     | 227               |
| 26   | Italy       | 224               |
| 27   | Russia      | 195               |
| 28   | Egypt       | 146               |
| 29   | France      | 138               |
| 30   | Viet Nam    | 129               |

### Top Exporters of the World

|      | Country     | In 2022<br>mn USD |
|------|-------------|-------------------|
| Rank | World       | 5136              |
| 22.  | Netherlands | 964               |
| 23.  | France      | 849               |
| 24.  | Germany     | 461               |
| 26.  | Egypt       | 316               |
| 27.  | USA         | 304               |
| 28.  | China       | 249               |
| 29.  | Pakistan    | 217               |
| 30.  | Belgium     | 216               |
| 31.  | UK          | 171               |
| 25.  | Canada      | 428               |

Flour, Meal, Powder, Flakes, Granules and Pellets of Potatoes

**HS Code:** 1105 Exports in Rs Cr in FY

| India   |           |
|---------|-----------|
| 2021-22 | 2022-2023 |
| 88      | 265       |

### Export from India - Top Countries

| Rank | Country     | Values in Rs Cr in FY |           |
|------|-------------|-----------------------|-----------|
|      |             | 2021-22               | 2022-2023 |
| 1    | Malaysia    | 38                    | 75        |
| 2    | Japan       | 12                    | 35        |
| 3    | Philippines | 8                     | 28        |
| 4    | Indonesia   | 5                     | 25        |
| 5    | U S A       | 2                     | 24        |

### Top Importers of the World

|      | Country  | In 2022<br>mn USD |
|------|----------|-------------------|
| Rank | World    | 1023              |
| 1.   | USA      | 95                |
| 2.   | Italy    | 77                |
| 3.   | UK       | 72                |
| 4.   | Malaysia | 62                |
| 5.   | France   | 58                |
| 6.   | Nigeria  | 55                |
| 7.   | Japan    | 50                |
| 8.   | Belgium  | 43                |
| 9.   | Poland   | 41                |
| 10.  | Germany  | 41                |

### Top Exporters of the World

| Rank | Country     | In 2022<br>mn USD |
|------|-------------|-------------------|
|      | World       | 896               |
| 1.   | Germany     | 261               |
| 2.   | Netherlands | 212               |
| 3.   | Belgium     | 138               |
| 4.   | USA         | 107               |
| 5.   | Denmark     | 37                |
| 6.   | Poland      | 34                |
| 7.   | India       | 24                |
| 8.   | Canada      | 21                |
| 9.   | France      | 13                |
| 10.  | UK          | 10                |

## SWOT Analysis

### Strength:

1. India is one of the largest producers in the world contributing around 11.62% of total green Potato production
2. Madhya Pradesh is 5th largest producer of Potato in India contributing 6.68% of total Potato production.
3. Large domestic market and fast-expanding potato processing industry
4. Varieties-Kufri-Chipsona, Kufri-Chipsona-2, Kufri-Chipsona-3, Kufri Chandramukhi, Kufri Jyoti, KufriJawahar, Kufri Sultej.
5. Plenty of availability of processing grade Potato and already established industry for aggregation.
6. Infrastructure, policy support, and Labour availability.

### Weakness:

1. The shelf life of potatoes is short.
2. Lack of Infrastructure for cold chains like Cold Store, Packhouse and Reefer Vans, test laboratories.
3. Farm Aggregation: The majority of the plantations including Potato Plantation in Madhya Pradesh are small land holdings. Investment into the aggregator segment for the crop can be a huge business opportunity for the private sector.
4. Poor Market Linkage and packaging Techniques for fresh produce.
5. Farmers are Not Aware of the Standard Quality Norms Acceptable in International Markets.
6. Lack of Documentation and certification like Certification Authority.

### Opportunities:

1. Processing of Potato: Potato flour, Potato chips, Frozen Potato products, Potato starch, and tapioca of potato.
2. Rapidly growing market for savory snacks; major sales are from potato-based snacks;
3. Growing export markets in Nepal, Indonesia, Oman, Malaysia, and Saudi Arabia.
4. Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of Potato exports as it is available around the year.
5. Supportive Government backing the investors which can help in taking large-scale commercial farming to major Potato clusters.
6. 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. India is a major producer of potatoes in the world but it does not belong under the top 10 Potato exporting countries of the world.
2. Major Competitors Netherland, France, Germany, Canada, USA.
3. Importing regulation of Agri & Food products are different in different countries.



# Coriander



## 12. Coriander

India is the biggest producer and consumer of coriander in the world. Madhya Pradesh is the number the biggest producer state in India. Western parts of Madhya Pradesh, the adjoining parts of Rajasthan is traditionally the Coriander producer region in India. The ecosystem of processing units, storage capacity, and proximity to the port will create a huge opportunity for exports in the future.

### Seeds Of Coriander, neither crushed or ground: HS CODE 090921

#### Exports in Rs Cr in FY

| India   |           | Madhya Pradesh |         |
|---------|-----------|----------------|---------|
| 2021-22 | 2022-2023 | 2021-22        | 2022-23 |
| 346     | 495       | 25.82          | 39.83   |

#### Export from India - Top Countries

| Rank | Country    | Values in RsCr |         |
|------|------------|----------------|---------|
|      |            | 2021-22        | 2022-23 |
| 1    | Malaysia   | 110            | 162     |
| 2    | China      | 20             | 76      |
| 3    | Uae        | 33             | 50      |
| 4    | Saudi Arab | 22             | 38      |
| 5    | Nepal      | 43             | 33      |

#### Imports in Rs Cr in FY

| India   |           |
|---------|-----------|
| 2021-22 | 2022-2023 |
| 134     | 204       |

#### Imports in India - Top Countries

| Rank | Country  | Values in RsCr |         |
|------|----------|----------------|---------|
|      |          | 2021-22        | 2022-23 |
| 1    | Russia   | 42             | 171     |
| 2    | Bulgaria | 22             | 10      |
| 3    | Italy    | 59             | 8       |
| 4    | U A E    | Nil            | 4       |
| 5    | Turkey   | Nil            | 2       |

#### Top Importers of the world

| Rank | Country      | In 2022 mn USD |
|------|--------------|----------------|
|      | <b>World</b> | <b>1,263</b>   |

|   |            |     |
|---|------------|-----|
| 1 | China      | 121 |
| 2 | India      | 118 |
| 3 | USA        | 108 |
| 4 | Bangladesh | 77  |
| 5 | Germany    | 55  |
| 6 | UK         | 50  |

|             | Country      | In 2022<br>mn USD |
|-------------|--------------|-------------------|
| <b>Rank</b> | <b>World</b> | <b>1,263</b>      |
| 7           | Malaysia     | 48                |
| 8           | UAE          | 41                |
| 9           | Viet Nam     | 39                |
| 10          | Türkiye      | 33                |

#### Top Exporters of the world

|             | Country      | In 2022<br>mn USD |
|-------------|--------------|-------------------|
| <b>Rank</b> | <b>World</b> | <b>1255</b>       |
| 1           | India        | 610               |
| 2           | China        | 90                |
| 3           | Viet Nam     | 87                |
| 4           | Türkiye      | 57                |
| 5           | Syria        | 43                |
| 6           | Afghanistan  | 38                |
| 7           | Russian      | 32                |
| 8           | Germany      | 31                |
| 9           | Egypt        | 26                |
| 10          | Italy        | 26                |

#### Coriander, Crushed or Ground: HS CODE 09092200

##### Exports in Rs Cr in FY

| India   |           | Madhya Pradesh |         |
|---------|-----------|----------------|---------|
| 2021-22 | 2022-2023 | 2021-22        | 2022-23 |
| 135     | 169       | 5              | 7       |

##### Export from India - Top Countries

| Rank | Country      | Values in RsCr |         |
|------|--------------|----------------|---------|
|      |              | 2021-22        | 2022-23 |
| 1    | South Africa | 24             | 31      |
| 2    | U S A        | 18             | 23      |
| 3    | U A E        | 7              | 18      |
| 4    | U K          | 17             | 16      |
| 5    | Qatar        | 8              | 11      |

#### SWOT Analysis Strengths

- India is the largest producer, consumer, importer and exporter of spices in the world. Madhya Pradesh is one of the largest producer of spices especially coriander in India. So the ecosystem of production, processing, packaging and marketing of spices and coriander is being developed in Madhya Pradesh.

#### Weakness:

- Even though Madhya Pradesh is the second largest producer of spices, its strength in exports in coriander is not exploited to the fullest extent.

2. Agro products are highly quality-sensitive, perishable, and have cultural aspects. Indian agro-processed products are facing problems in getting international food standardization like USFDA, Halal, EU MRL etc.

**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. District Neemuch established several farmers units, Brands, processing, and packaging units for coriander which will create large opportunities in import substitution and export generation.

**Threats:**

1. The growing domestic price of spices always creates suspicion in the export market of pulses.
2. Farmers in the region due to local conditions sometimes divert towards other products in place of spices.



## 13. Sunderja Mango

On 26 March 2023, Union Minister Piyush Goyal shared information on social media that Sunderja mangoes of Rewa district of Madhya Pradesh. Significantly, the Sunderja mango is found in abundance in Govindgarh town of Rewa district of Madhya Pradesh. This is a special species of mango, the king of fruits. Sunderja is not only the choice of the people of India but it is also discussed in foreign countries. The specialty of Sunderja mango is that it is fiber-free and the type of sugar found in it is such that it can be consumed even by sugar patients. Sunderja mango, considered the pride of Vindhya region, was earlier produced in the gardens of Govindgarh fort in Rewa district, but later it is cultivated in abundance in Govindgarh area as well as Kuthulia fruit research center adjacent to Rewa city.

However, the Sunderja mango grown in the Govindgarh orchards is light white in color while the Sunderja mango produced in the Kuthulia Fruit Research Center in Rewa is light green.

The popularity of Sunderja mango can also be gauged from the fact that in the year 1968 a postal stamp was issued in the name of this mango.

### **Strengths:**

1. **Unique Flavor:** Rewa Sunderja Mango is known for its unique and delicious flavor, which sets it apart from other mango varieties.
2. **High Quality:** These mangoes are often grown using high-quality agricultural practices, ensuring they are free from pesticides and other harmful chemicals.
3. **Geographical Advantage:** The mangoes are primarily grown in the Rewa region of Madhya Pradesh, which has a favorable climate for mango cultivation, enhancing their quality and taste.
4. **Cultural Significance:** Rewa Sunderja Mango holds cultural significance in the region and is often associated with traditions and festivals, making it a sought-after fruit.
5. **Export Potential:** Due to its quality and flavor, there is potential to export Rewa Sunderja Mangoes to international markets, increasing revenue opportunities.

### **Weaknesses:**

1. **Limited Availability:** The mangoes are typically available for a short season, limiting their availability in the market.
2. **Price Fluctuations:** Prices of these mangoes can fluctuate significantly due to factors like weather conditions and market demand, making them less affordable at times.

### **Opportunities:**

1. **Market Expansion:** There is an opportunity to expand the market for Rewa Sunderja Mangoes beyond the local region, targeting larger consumer bases in other parts of India and abroad.
2. **Value-added Products:** Mango-based products such as jams, pickles, and beverages could be produced to capitalize on the popularity of Rewa Sunderja Mango.
3. **Eco-Friendly Practices:** Embracing sustainable and eco-friendly farming practices can enhance the brand's appeal in an increasingly environmentally conscious market.

### **Threats:**

1. **Competition:** There is competition from other mango varieties in the market, both within India and from other mango-producing countries.

2. **Weather Risks:** Natural disasters, extreme weather events, or unfavorable climate conditions can adversely affect mango production and quality.
3. **Disease and Pest Outbreaks:** Mango trees are susceptible to diseases and pests, which can harm the crop and impact its quality.
4. **Market Price Volatility:** Fluctuations in mango prices and market demand can pose a threat to the profitability of Rewa Sunderja Mango growers.
5. **Regulatory Challenges:** Compliance with food safety and export regulations can be a challenge when targeting international markets.



# Rice



## 14. Rice

Rice as the name indicates is rice grains or fractured during the milling process. The broken grains are deemed inferior, and so, are separated from the whole grains and sold as “Rice”. There's absolutely nothing wrong with this rice other than the grains are fragmented rather than whole. Rice is fragments of rice grains, broken in the field, during drying, during transport, or during milling. Mechanical separators are used to separate the broken grains from the whole grains and sort them by size. It is as nutritious as the equivalent quantity of rice.

Rice is consumed as part of local cuisine in West Africa (where the traditional African rice is easier to break), Thailand, Bangladesh, and elsewhere in Southeast Asia. In Vietnam, it is a popular rice dish with pork. Basmati Rice is an ODOP product of the Raisen district of MP.

Basmati Rice **HS Code:** 10063020

### Exports in Rs Cr in FY

| India   |           | Madhya Pradesh |         |
|---------|-----------|----------------|---------|
| 2021-22 | 2022-2023 | 2021-22        | 2022-23 |
| 26390   | 38524     |                |         |

### Export from India - Top Countries

| Rank | Country    | Values in Rs Cr in FY |           |
|------|------------|-----------------------|-----------|
|      |            | 2021-22               | 2022-2023 |
| 1.   | Saudi Arab | 4823                  | 8362      |
| 2.   | Iran       | 6111                  | 7838      |
| 3.   | Iraq       | 2986                  | 3032      |
| 4.   | U A E      | 1647                  | 2689      |
| 5.   | Yemen      | 1373                  | 2473      |
| 6.   | U S A      | 1371                  | 1920      |
| 7.   | Kuwait     | 961                   | 1276      |
| 8.   | U K        | 870                   | 1109      |
| 9.   | Oman       | 547                   | 1013      |
| 10.  | Jordan     | 427                   | 934       |

Top Importers of the World of Rice HS Code: 1006

| Rank | Country       | In 2022<br>mn USD |
|------|---------------|-------------------|
|      | World         | 30994             |
| 1.   | China         | 2623              |
| 2.   | USA           | 1406              |
| 3.   | Philippines   | 1273              |
| 4.   | Saudi Arabia  | 1202              |
| 5.   | Iran          | 1161              |
| 6.   | Iraq          | 1107              |
| 7.   | Côte d'Ivoire | 810               |

|    |        |     |
|----|--------|-----|
| 8. | UAE    | 723 |
| 9. | Japan  | 670 |
| 10 | France | 656 |

### Top Exporters of the World of Rice HS Code: 1006

| Rank | Country  | In 2022<br>mn USD |
|------|----------|-------------------|
|      |          | World             |
| 1.   | India    | 10767             |
| 2.   | Thailand | 3959              |
| 3.   | Viet Nam | 2522              |
| 4.   | Pakistan | 2353              |
| 5.   | USA      | 1704              |
| 6.   | China    | 1034              |
| 7.   | Italy    | 805               |
| 8.   | Myanmar  | 787               |
| 9.   | Brazil   | 657               |
| 10   | Belgium  | 516               |

### SWOT Analysis

#### Strength-

1. High productivity and low-cost production technology.
2. Production inputs are cheaply available.
3. A wide variety of seeds suitable for different climates and land are available
4. It can be produced with indigenous technology.
5. No market advertising is required. Top exporter of Rice.

#### Weakness:

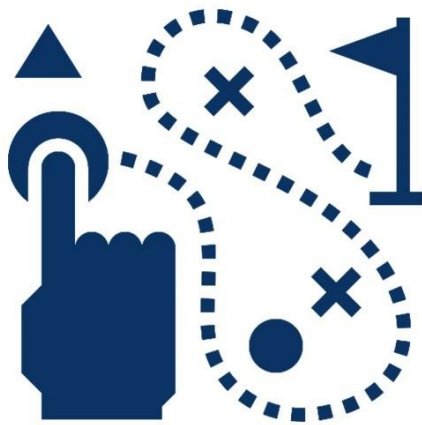
1. Lack of Documentation and certification like Certification Authority.
2. Production requires a large area to be profitable.
3. Increase in disease pest resurgence.
4. Production requires huge amounts of water.
5. Large labour force is required for production.
6. Disease and pest attack.

#### Opportunities:

1. Good export facilities are available due to the government's liberal policy.
2. Many scented and aromatic rice varieties are available having a great demand in developed countries.
3. Various high-end technologies are made available to make production less drudgery, high water efficient, and more productive.
4. Growing population and hence, growing demand.

#### Threats:

1. Incoherent Government policies.
2. Erratic and uneven monsoon rainfall has a great effect on production.



# Action Plan



## 15. District Export Action Plan

Table: Export Issue-Intervention Matrix for the District

| S.No | Problems               | Details  | Proposed Intervention   | Level of Intervention (Centre, State, District, DGFT RA) | Concerned Ministry & Department  |
|------|------------------------|--|---|--|--|
| 1.   | Administrative Support | <p>To promote setting up industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Rewa</p> <p>DIC-Rewa will facilitate the units in getting important registration in GST process and Import-Export Code</p> | <p>Panja Durries is unique product of Rewa, DIC-Rewa has already taken initiative to get the GI tag of the product. If it is required 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 capacity building workshops on branding strategy will be conducted with the units.  | An agency may be appointed at district level which can extend support and provide ideas for the designing of the product as per global demand. Agency will also support in the preparation of       | Centre and State   | <p>Ministry of Commerce and Industries, GoI</p> <p>Above mentioned nodal officers of the</p> |



|    |                            |   |   |                  |                             |
|----|----------------------------|---|---|------------------|-----------------------------|
|    |                            | <p>shipment credit.</p> <ul style="list-style-type: none"> <li>• ECGC department to provide more support</li> <li>• Preparing project for future funding demand from state and central Govt.</li> </ul>         | <p>Support smaller units in establishing their business through financial assistance of different schemes</p>   |                  | <p>Undertaking</p>          |
| 6. | Common Facilitation Centre | <p>1) Common Facilitation is not available in Rewa. Need assessment of cluster development in the district.</p> <p>2) Information sharing system (including exporters) should be developed in the district.</p> | <p>Common Facility Centre should be created for exports. Need to strengthen the existing cluster.</p> <p>DTIC and DGFT RA can be the nodal department for this initiative.</p>  | State and Centre | Ministry of MSME            |
| 7. | Logistics                  | <p>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>           | <ul style="list-style-type: none"> <li>• We will partner with logistics and supply chain partners. Currently, MPIDC has an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively.</li> <li>• Train Service to Mundra Port is required since fuel is very expensive. To initiate train service from ICD Raipur to Mundra Port (CONCOR) Part load not accepted at ICD Raipur. Weekly loading can be</li> </ul> | Centre           | Railway Department (CONCOR) |



|     |                   |   |   |                                     |  |
|-----|-------------------|---|---|-------------------------------------|--|
|     |                   |   | planned at ICD Raipur   |                                     |  |
| 8.  | Marketing support | <p>Support can be provided by MSME for participation in international trade fairs and exhibition/Custom er visit.</p> <p>To analyse the distribution channels associated to the product categories and</p> <p>Identification of new markets for the selected products</p> | <p>Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products.</p> <p>Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product.</p>  | State/Centre                        | Ministry of MSME of Commerce and Industries, GoI |
| 9.  | Regulatory        | <p>Efforts are being made to ensure that units can get all the clearances on time.</p> <p>DEPC will create Single window system at the district level</p>   | <p>Will make aware of all units about rules and regulations related to exports. An assistance will be provided to units to get the required clearances and permissions.</p>   | Centre and State                    |  |
| 10. | Training          | <p>Export workshops programs will be designed to help export ready companies seize opportunities, navigate the complex landscape of international business, and jump start their export sales</p>   | <p>Government can organize the district training camps to generate skilled manpower. Training on:</p> <ul style="list-style-type: none"> <li>• Export tariffs, taxes, and customs procedures;</li> <li>• Commercial standards, regulations and practices;</li> <li>• Distribution channels, business travel, and other market information;</li> </ul> | DGFT RA and District Administration |  |

|     |              |  |  |  |  |
|-----|--------------|--|--|--|--|
|     |              |  | 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 |  |  |

**Governmental organizations providing infrastructural and intellectual support in increment of export**

1. Post Office

Recently published Foreign Trade Policy 2023, it is proposed to use Post offices as Dak Ghar Niryat Kendras. They will work with Foreign Post Offices (FPOs) to facilitate Cross border e-commerce and to enable artisans, weavers, craftsman, MSMEs to reach the international markets.

2. Role of Banks in Export Import

Every banks provide Pre and Post Shipment Credit facilities to the exporters. For loan related to exporting the product, banks can be approached. They can guide exporters via a seminar to discuss about the facilities.

3. Small Industries Development Bank of India (SIDBI)

SIDBI is the apex regulatory body for overall licensing and regulation of micro, small and medium enterprise finance companies in India. It is under the jurisdiction of Ministry of Finance, Government of India headquartered at Lucknow and having its offices all over the country.

List of Supply Chain, Logistics companies and Custom House Agent (CHA) is as below



# Target



## 12. 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.

### 12.1. Reasons for doubling the export figures as a target

#### 12.1.1. 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.

#### 12.1.2. 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.

### 12.1.3. Price rise in commodities

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

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

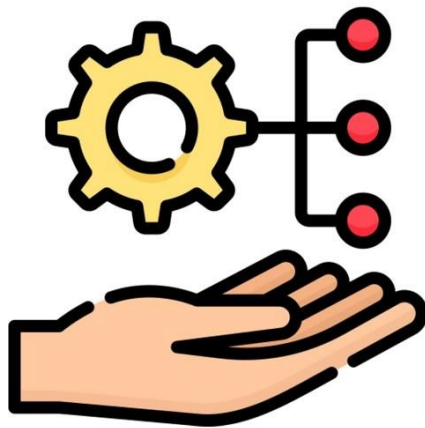
### 12.1.4. Negative impact on Chinese products

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.

## 12.2. Whether we can achieve target!

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



## Proposed Schemes



### 13. 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.

#### 13.1. Proposed scheme – 1: Export oriented infrastructure development scheme

##### Objective-

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

##### Nature of rewards-

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

The fund shall be spent on following infrastructure projects:

| Sr No | Type                                     |
|-------|--|
| 1     | Road                                     |
| 2     | Rail and related facilities              |
| 3     | Seaport and related facilities           |
| 4     | Airport and related facilities           |
| 5     | Pipeline (Water, Gas, Liquid, Chemical)  |
| 6     | Pollution Control Plants                 |
| 7     | Electricity Production and Distribution  |
| 8     | Development of industrial Parks          |
| 9     | Water treatment plants                   |
| 10    | Warehouse, Logistic Park, Selling Centre |
| 11    | Inland Container Depot – ICD             |
| 12    | Processing Units                         |
| 13    | Exhibition Centre                        |
| 14    | Training Facility                        |
| 15    | Testing Labs                             |

|    |   |
|----|---|
| 16 | R&D Centre                                |
| 17 | Small Housing Facilities for Labors       |
| 18 | Geographical Indication (GI) Registration |
| 19 | Marketing Product                         |
| 20 | Common Facility Centre                    |

Who can apply? -

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

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

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

(4) State Government Department, PSU, Board, Corporation, Directorate

Title and ownership-

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

Land purchase-

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

Fund allocation-

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

Procedure-

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

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

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

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

Fund estimate-

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

#### Benefits-

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

### 13.2. 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 leading export related district, with significant growth in exports of identified products/services from each district.
- (v) To achieve synergy by integrating flagship programmes and activities of the line departments of Government of Madhya Pradesh (GoMP) & Government of India (GoI).

#### Nature of rewards:

MP Export Facilitation Fund (MPEFF)

International Market Development Assistance (IMDA)

MP Freight Subsidy (MPFS)

MP Export Skill Development Support (MPESDS)

MP E-Commerce Subsidy (E-COMS)

### 13.3. 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.

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

Objective-

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

Nature of rewards-

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

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

Procedure-



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



## Conclusion



### 14. 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.

#### 14.1. 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.

#### 14.2. 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.

#### 14.3. 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.

#### 14.4. 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.

#### 14.5. 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.