



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPDC
MP Industrial Development Corporation Limited

Alirajpur

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

Acknowledgements of this report can only be completed by extending special thanks to Shri Shivam Tripathi (Manager-MPIDC), Shri Kumar Vibhanshu, Ms Sadhana Choudhary, Ms Priyanka Saxena and Shri Shubham Gupta (Export Cell MPIDC) These professionals who have done a wonderful job in export data mining and exploring, primary and secondary data analysis, report writing, designing, and formatting of this report

Raghuvendra Singh (IAS)
Collector & District Magistrate
Alirajpur

Table of Contents

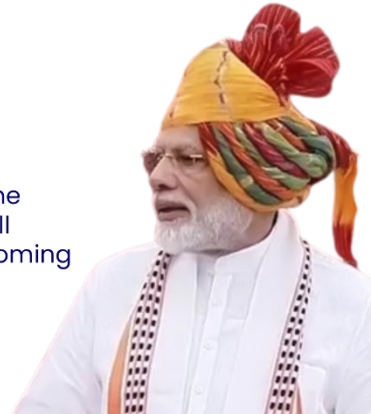
1. Background.....	4
1.1. About MP Industrial Development Corporation (MPIDC).....	4
1.2. Brief description of District as Export Hub.....	4
1.3. Rational for District Export Plan.....	5
2. Constitution of District Export Promotion Committee (DEPC).....	5
2.1. Role of DEPC.....	5
2.2. Methodology for selecting products for exports.....	6
3. Economic and export data of Madhya Pradesh.....	8
3.1. Rank of States/UTs contribution to GDP of India.....	8
3.2 Rank of States/UTs in contribution To GST In India in Rs Cr.....	9
3.3 Export basket of Madhya Pradesh.....	10
3.4 Export from India state wise 2021-22 vis-a-vis 2020-21 in Rs Cr.....	11
4. About the District.....	13
4.1. General Characteristic of the District.....	13
4.2. Industrial Scenario of the District.....	15
4.3. Export from the District.....	18
4.4. Departments/Agencies for Industries and Export Promotion.....	18
4.5. SWOT Analysis of the district.....	19
6. Cotton.....	20
7. Cotton Yarn.....	23
6. Kadaknath Chicken.....	26
12. District Export Action Plan.....	27
13. Target Till 2026.....	32
13.1. Reasons for doubling the export figures as a target.....	32
13.2. Whether we can achieve target!.....	33
14. Proposed Schemes to achieve Action Plan.....	34
14.1. Proposed scheme – 1: Export oriented infrastructure development scheme.....	34
14.2. Proposed scheme – 2: Madhya Pradesh Trade Policy.....	36
14.3. Proposed scheme –3: Madhya Pradesh Trade Promotion Council.....	36
14.4. Proposed scheme –5: Export Promotion and State Duties & Taxes Remission.....	37
15. Salient Features and Conclusion.....	38
15.1. Vision of Hon'ble Prime Minister.....	38
15.2. Changing priority of central government.....	39
15.3. Changing priority of the state government.....	39
15.4. Target: 5 trillion-dollar economy.....	39
15.5. Future: every district will be an export hub.....	39



“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.

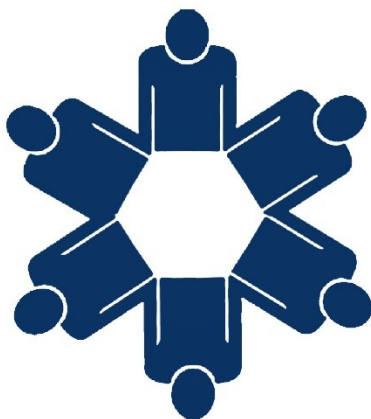
1.3. Rational for District Export Plan

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.

मध्यप्रदेश शासन

जिला व्यापार एवं उद्योग केन्द्र अलीराजपुर

दूरभाष क्रमांक- 07394-233152

An ISO 9001:2015 Certified Office

Email- gmdticali@gmail.com

क्रमांक/जिव्याउके/अली/एमएसएमई/2020-21/ 1129

अलीराजपुर, दिनांक- 19/11/2020

//आदेश//

उद्योग संचालनालय, मध्यप्रदेश सूक्ष्म, लघु एवं मध्यम उद्यम विभाग (एमएसएमई कक्ष) भोपाल का पत्र क्रमांक 149/एमएसएमई/(2)/19/5052-5105 भोपाल, दिनांक 24.10.2019 एवं भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, विदेश व्यापार महानिदेशालय का कार्यालयीन ज्ञापन क्रमांक- F.No.01/36/218/01/AM-18/TC/Part-1/01 Dated 26th December 2019 अनुसार "जिला स्तरीय निर्यात संवर्धन समिति" का गठन निम्नानुसार किया जाता है :-

क्र.	पदाधिकारी	पदनाम
1	कलेक्टर जिला अलीराजपुर	अध्यक्ष
2	क्षेत्रीय अधिकारी, रीजनल अथोरिटी डी.जी.एफ.टी. मुम्बई	सह अध्यक्ष
3	मुख्य कार्यपालन अधिकारी, जिला पंचायत अलीराजपुर	सदस्य
4	निदेशक, एमएसएमई विकास संस्थान इन्दौर	सदस्य
5	प्रबंधक संचालक/प्रतिनिधि- महाप्रबंधक आई.आई.डी.सी. इन्दौर	सदस्य
6	महाप्रबंधक, जिला व्यापार एवं उद्योग केन्द्र अलीराजपुर	संयोजक
7	क्षेत्रीय अधिकारी, Food Safety and standards Authority of India (FSSAI) Indore	सदस्य
8	क्षेत्रीय अधिकारी, Export Promotion Council, Indore/Bhopal	सदस्य
9	जिला विकास प्रबंधक, नाबार्ड, जिला अलीराजपुर/झाबुआ	सदस्य
10	उप संचालक, किसान कल्याण तथा कृषि विकास विभाग अलीराजपुर	सदस्य
11	उप संचालक, पशु पालन विभाग अलीराजपुर	सदस्य
12	जिला अग्रणी प्रबंधक, जिला अलीराजपुर	सदस्य
13	कार्यपालन यंत्री, म0प्र0प0क्षे0वि0वि0कं0लि0 जिला अलीराजपुर	सदस्य
14	जिला खनिज अधिकारी, जिला अलीराजपुर	सदस्य
15	सहायक संचालक, हस्तशिल्प विकास निगम इन्दौर	सदस्य
16	सहायक संचालक, उद्यानिकी एवं खाद्य प्रसंस्करण विभाग अलीराजपुर	सदस्य
17	सहायक संचालक, मत्स्य विभाग अलीराजपुर	सदस्य
18	सहायक संचालक, हाथकरघा कार्यालय अलीराजपुर	सदस्य
19	जिला परियोजना अधिकारी, राष्ट्रीय ग्रामीण आजीविका मिशन अलीराजपुर	सदस्य
20	जिला परियोजना अधिकारी, राष्ट्रीय शहरी आजीविका मिशन अलीराजपुर	सदस्य
21	अध्यक्ष, जिला उद्योग संघ जिला अलीराजपुर	सदस्य

उक्त समिति आवश्यकतानुसार अन्य शासकीय विभागों/कंपनियों के अधिकारियों को भी बैठक में आमंत्रित कर सकेगी तथा आवश्यकता होने पर स्वैच्छिक संगठनों के प्रतिनिधि/विषय विशेषज्ञों को भी बैठक में आमंत्रित किया जा सकेगा। जिला स्तरीय निर्यात संवर्धन समिति द्वारा जिले के विशिष्ट उत्पादों/सेवाओं को वैश्विक स्तर पर निर्यात करने हेतु चिन्हित किया जावेगा।

(सुरभि गुप्ता)
कलेक्टर
जिला- अलीराजपुर



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 2019-20

Rank	State/UT	Nominal GDP (trillion INR, lakh crore ₹)
1	Maharashtra	₹28.78 lakh crore (US\$400 billion)
2	Tamil Nadu	₹18.45 lakh crore (US\$260 billion)
3	Uttar Pradesh	₹17.94 lakh crore (US\$250 billion)
4	Karnataka	₹15.35 lakh crore (US\$220 billion)
5	Gujarat	₹15.05 lakh crore (US\$210 billion)
6	West Bengal	₹12.54 lakh crore (US\$180 billion)
7	Rajasthan	₹10.20 lakh crore (US\$140 billion)
8	Andhra Pradesh	₹9.73 lakh crore (US\$140 billion)
9	Telangana	₹9.69 lakh crore (US\$140 billion)
10	Madhya Pradesh	₹9.07 lakh crore (US\$130 billion)
11	Delhi	₹8.56 lakh crore (US\$120 billion)
12	Haryana	₹8.31 lakh crore (US\$120 billion)
13	Kerala	₹7.81 lakh crore (US\$110 billion)
14	Bihar	₹6.12 lakh crore (US\$86 billion)
15	Punjab	₹5.75 lakh crore (US\$81 billion)
16	Odisha	₹5.31 lakh crore (US\$74 billion)
17	Assam	₹3.16 lakh crore (US\$44 billion)
18	Chhattisgarh	₹3.29 lakh crore (US\$46 billion)
19	Jharkhand	₹3.28 lakh crore (US\$46 billion)
20	Uttarakhand	₹2.46 lakh crore (US\$34 billion)
21	Himachal Pradesh	₹1.65 lakh crore (US\$23 billion)

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

(Source: Wikipedia)

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

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

Rank	State	May-21	May-22	Growth
1	Maharashtra	13565	20313	50%
2	Gujarat	6382	9321	46%
3	Karnataka	5754	9232	60%
4	Tamil Nadu	5592	7910	41%
5	Uttar Pradesh	4710	6670	42%
6	Haryana	4663	6663	43%
7	West Bengal	3590	4896	36%
8	Delhi	2771	4113	48%
9	Telangana	2984	3982	33%
10	Odisha	3197	3956	24%
11	Rajasthan	2464	3789	54%
12	Andhra Pradesh	2074	3047	47%
13	Madhya Pradesh	1928	2746	42%
14	Chattisgarh	2026	2627	30%
15	Jharkhand	2013	2468	23%
16	Kerala	1147	2064	80%
17	Punjab	1266	1833	45%
18	Uttarakhand	893	1309	46%
19	Bihar	849	1178	39%
20	Assam	770	1062	38%
21	Himachal Pradesh	540	741	37%
22	Goa	229	461	101%
23	Jammu and Kashmir	232	372	60%
24	Dadra and Nagar Haveli	228	300	31%
25	Sikkim	250	279	12%

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

(Source: Ministry of Finance)

3.3 Export basket of Madhya Pradesh

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

2-digit HS Code

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
1	30	Pharmaceutical products	10782
2	52	Cotton	8693
3	63	Other made up textile articles; sets; worn textile articles	4495
4	76	Aluminium & articles thereof	4330
5	84	Machinery and mechanical appliances	3877
6	29	Organic chemicals	3763
7	23	Residues and waste from the food industries; prepared anima	3024
8	10	Cereals	2317
9	85	Electrical machinery & equipment & parts thereof; sound &	2040
10	39	Plastics and articles thereof	2020

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

4-digit HS Code

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
1	3004	Medicaments	10511
2	5205	Cotton Yarn	4521
3	7601	Unwrought aluminium	4125
4	5201	Cotton, not carded or combed	2734
5	2304	Oil-cake and other solid residues	2603
6	6302	Bed linen, table linen, toilet linen and kitchen linen	2415
7	6305	Sacks and bags, of a kind used for the packing of goods	1858
8	1006	Rice	1664
9	8545	Carbon electrodes, Carbon brushes, lamp carbons etc	1371
10	3920	Other plates, sheets, film, foil and strip, of plastics	1268

Table: Top 10 products, exported from Madhya Pradesh in 2021-22
6-digit HS Code

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

Table: Top 10 products, exported from Madhya Pradesh in 2021-22
8-digit HS Code

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

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

Sr No	States	FY 21-22 in Rs Cr	% Share FY 21-22	FY 20-21 in Rs Cr	% Share FY 20-21	Change from FY 20-21 to FY 20-21 in %
1	Gujarat	945796	30.06	448300	20.76	110.97
2	Maharashtra	545084	17.33	431533	19.99	26.31
3	Tamil Nadu	262323	8.34	193295	8.95	35.71
4	Karnataka	193064	6.14	112076	5.19	72.26
5	Uttar Pradesh	156897	4.99	121140	5.61	29.52
6	Andhra Pradesh	143843	4.57	124744	5.78	15.31
7	Haryana	115973	3.69	85731	3.97	35.27
8	West Bengal	103600	3.29	66248	3.07	56.38
9	Odisha	127232	4.04	75718	3.51	68.03

10	Unspecified	38022	1.21	95795	4.44	-60.31
11	Telangana	81971	2.61	64539	2.99	27.01
12	Rajasthan	72000	2.29	49231	2.28	46.25
13	Madhya Pradesh	58407	1.86	47959	2.22	21.78
14	Delhi	61612	1.96	56184	2.60	9.66
15	Punjab	52903	1.68	39231	1.82	34.85
16	Kerala	34158	1.09	29152	1.35	17.17
17	Dadra & Nagar Haveli	28595	0.91	19547	0.91	46.29
18	Chattisgarh	25241	0.80	17200	0.80	46.75
19	Bihar	17220	0.55	11191	0.52	53.87
20	Goa	18130	0.58	17094	0.79	6.06
21	Himachal Pradesh	16009	0.51	12314	0.57	30.02
22	Jharkhand	18247	0.58	12068	0.56	51.21
23	Uttaranchal	14414	0.46	15915	0.74	-9.43
24	Daman & Diu	5487	0.17	4600	0.21	19.26
25	Pondicherry	3667	0.12	3118	0.14	17.61
26	Assam	3358	0.11	3076	0.14	9.17
27	Jammu & Kashmir	1835	0.06	1180	0.05	55.52
28	Chandigarh	737	0.02	559	0.03	31.85
29	Sikkim	141	0.00	70	0.00	102.56
30	Arunachal Pradesh	13	0.00	4	0.00	242.74
31	Meghalaya	64	0.00	80	0.00	-19.26
32	Tripura	90	0.00	83	0.00	8.19
33	Andaman & Nicobar	9	0.00	14	0.00	-38.94
34	Nagaland	8	0.00	45	0.00	-81.06
35	Manipur	7	0.00	7	0.00	-0.82
36	Ladakh	0	0.00	0	0.00	0.00
37	Lakshadweep	1	0.00	1	0.00	0.57
38	Mizoram	29	0.00	5	0.00	467.30
39	India's Export	3146186	100.00	2159043	100.00	45.72



4. About the District

4.1. General Characteristic of the District

Alirajpur is a district in the western part of the M.P. Alirajpur is 203.5 km from Indore on NH47.

The District is named after its headquarter Alirajpur which was capital of the former princely state of Alirajpur. The territory is hilly and many of the inhabitants are Bhil's. Being a tribal dominated community, Alirajpur area was being ruled by tribal kings in the 15th century.

After the freedom in 1947, Alirajpur territory was absorbed into Indian Union. After that this area became a part of Madhya Bharat Administrative. After the constitution of Madhya Pradesh on 1st November, 1956 Alirajpur came into Jhabua district. Although demand for a separate district for Alirajpur was raised but Jhabua was in between Petlawad and Thandla Tahsils on one side and between Jobat and Alirajpur on the other side.

The villages Vakhatgarh, Mathwar Kakrana etc. were connected with Narmada river in the interior. Public representatives, public and political parties were also demanding separate districts for Alirajpur from time to time. During Assembly elections 2003, Uma Bharti promised to make Alirajpur as a separate district. Since then the demand of the district for Alirajpur was raised strongly. Due to the pressure of regional public organizations, Chief Minister Shri Shivraj Singh Chauhan declared Alirajpur a separate district on 17th May, 2008 and thus a new administrative unit, Alirajpur was formed.

Alirajpur lies in the Malwa region of Madhya Pradesh, near the border with Gujarat and Maharashtra

There is no major mineral available in the district. Muram, Sand Gitti and Sand are the minor minerals available in Alirajpur district. Alirajpur agriculture produces corn, wheat, soya bean, groundnut of which the first two are staple crops and used for food and the latter two are rich oil sources. Alirajpur is famous for the production of Mangoes. It produces a popular variety of Nurjahan mangoes that are popular far and wide. It has the largest mango trading hub in the state. Mango is a speciality of our country in fruits and is already in large demand in foreign countries.

Dal mill also has the opportunity to process the pulses produced from in and around the district.

No Significant Small and Medium Scale Industries are present in Alirajpur district of Madhya Pradesh.

District at a glance

- Area: 3182 Sq. Km.
- Language Spoken: Hindi, English, Bhil, Urdu, Gujrati & Marathi.
- Villages: 339

• Nearby Ports including ICDs:

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

Accessibility to Exporters:

By Rail: Alirajpur has a good connectivity via railways the nearest railway station to reach the town is Dahod (Gujarat) railway station at a distance of 75 km. A new railway route is under process through Dahod to Alirajpur which will be started soon.

By Road: There are several routes to reach Alirajpur by road. There are several direct bus services from Indore (200 km) to Alirajpur, you can also reach Alirajpur by road through taxi. Alirajpur district is surrounded by Dhar and Barwani districts in the east, Gujarat in the west, Jhabua district in the north and Maharashtra state in the south, all these places can be reached by road.

By Air: Nearest airport is Vadodara (Gujarat) airport (170 km from Alirajpur) and Devi Ahilya Bai Holkar airport Indore (202 km from Alirajpur).

4.1.1. District Domestic Product:

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

Per Capita Income of District at constant (2011-12) prices (Rs Lakhs)						
2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
168945	196849	322585	186020	232249	244141	254236

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

4.1.2. Per Capita Income:

Table: Per Capita Income

Per Capita Income of District at constant (2011-12) prices (Rs Lakhs)						
2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
20890	23915	39146	21772	26998	28011	28702

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

Table: Sector wise contribution in Gross District Domestic Product

S.N.	Sector	Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)						
		2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
1	Primary	84587	106824	218724	85964	120429	123906	124294
2	Secondary	21520	21074	22410	22877	24223	25349	28149
3	Tertiary	56481	61403	63953	67342	71602	77668	83060

Total GDVA at basic prices		162588	189301	305086	176183	216254	226923
-----------------------------------	--	--------	--------	--------	--------	--------	--------

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	61592	84683	193741	55038	86554	84434	82142
2	Livestock	10667	12453	14613	18289	21645	25788	29958
3	Forestry & logging	8099	8095	7803	11347	11519	11427	11442
4	Fishing & aquaculture	407	624	487	494	504	526	593
5	Mining & quarrying	3822	969	2080	796	207	1731	158
7	Manufacturing	7202	7195	6787	6840	8328	8351	9396
8	Electricity, gas, water supply & other utility services	3787	4090	5019	5271	5037	5726	6614
9	Construction	10531	9789	10604	10766	10858	11272	12139
11	Trade, repair, hotels and restaurants	14168	15703	16300	17015	17961	20271	22113
12	Transport by other means and Storage	3011	3284	3382	3743	3997	4312	5376
13	Railways	0	0	0	0	0	0	0
14	Communication & services related to broadcasting	1447	1612	1914	2214	2646	2415	2319
15	Financial services	4224	4531	4909	5020	5731	5495	5553
16	Real estate, ownership of dwelling	12336	13205	14211	15105	15772	16683	17778
17	Public administration	8069	8645	9014	9201	9629	11031	11921
18	Other services	13225	14424	14224	15044	15867	17461	18001
Total GDVA at basic prices		162588	189301	305086	176183	216254	226923	235503

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

4.2. Industrial Scenario of the District

Table: Industrial Scenario of District, Indore (Madhya Pradesh)
Existing Status of Industrial Areas in the District

S. No.	Name of Ind. Area	Land acquired (In Acres)	Land developed (In Acres)	Prevailing Rate Per Sqm (In Rs.)	No of Plots/ Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production

Source: DIC, Alirajpur (MP)

Table: Industry at a Glance

Sr no	Head	Unit	Particulars
1.	Registered industrial MSME unit	YTR from DIC	YTR from DIC
2.	Registered medium & large unit	YTR from DIC	YTR from DIC
3.	Employment in micro and small industries	YTR from DIC	YTR from DIC
4.	Employment in large and medium industries	YTR from DIC	YTR from DIC
5.	No. Of industrial area	YTR from DIC	YTR from DIC
6.	Turnover of small scale ind.	YTR from DIC	YTR from DIC
7.	Turnover of medium & large scale industries	YTR from DIC	YTR from DIC

Source: DIC, Alirajpur (MP)

Table: Data of Small Enterprises as on 31.03.2022

Sr No	District	No. of Unit	Employment	Fixed Investment	Production
				(in Lakhs)	(in Lakhs)

Source: DIC, Jhabua (MP)

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

S.no.	District	Units	Fixed capital investment (Rs. in lacs)	Working capital (Rs. in lacs)	Employment	Production (Rs. In lacs)

Source: DIC, Alirajpur (MP)

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

NIC CODE NO.	TYPE OF INDUSTRY	No. of UNITS	EMP Nos	INVESTMENT (Rs Lakh.)	Productions Lakh.)
15	Manufacturing of Food Products & Beverages				
16	Manufacturing of Tobacco Products				
17	Manufacturing of Textile				

18	Manufacturing of weaving apparel Dressing & Dyeing of Fur				
19	Manufacturing of tanning Dressing of Leather				
20	Manufacturing of Wood Products				
21	Manufacturing of Paper & Paper Products				
22	Publishing Printing				
23	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel				
24	Manufacturing of Chemical Products				
25	Manufacturing of Rubber & plastic Goods				
26	Manufacturing of other Non Metallic Mineral Products				
27	Manufacturing of Basic Metal				
28	Manufacturing of Fabricated Metal Products Except M/C Equipments				
29	Manufacturing of Machinery & Equipments				
30	Manufacturing of Office, Accounting & Computer				
31	Manufacturing of Electrical M/c				
32	Manufacturing of Radio TV equipments				
33	Manufacturing of Medical Precision watches & Clocks				
34	Manufacturing of Motor vehicles				
35	Manufacturing of other Transport Equipments				
36	Manufacturing of Furniture				
37	Recycling				
40	Electricity, Gas, Steam & Hot water -				
41	Collection of Information & Distribution Of Water				
50	Maintenance & Repair of Motor Cycle				
52	Maintenance & Repair of Personal House hold Goods				
60	Land Transport				
63	Supporting & Auxiliary Activities				
64	Post & Telecommunication				
71	Tenting & Transport Equipments				
72	Computer Related Activities				
74	Other Business				
85	Health & Social Work				
92	Recreation, Cultural & Sporting Activities				
93	Other Service Activities				
	TOTAL				

Source: DIC, Alirajpur (MP)

4.3. Export from the District

Total exports from the district – INR 15.52 Lakh (FY 21-22) (Ministry of Commerce)

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

SNo	ITCHS Code	Item Description	Value (INR) (Cr.)
1	48026990	Other	2275525
2	40092100	Tubes,Pipes And Hoses Of Vulcnstd Rubr Reinforced/Othrw	150000
3	20081100	Ground Nuts , Prpd/Prsvd	77017
4	71179090	Other Imitation Jewellery For Personal Adornment(Other Th	33821
5	17011410	Cane Jaggery	16543

(Source: Ministry of Commerce)

4.4. Departments/Agencies for Industries and Export Promotion

S.No	Departments/Agencies	Address	Contact
1.	Directorate General of Foreign Trade RA Indore	Ground Floor, A-Wing, CGO Building, Residency Area, Indore Email ID: mishra.gk@nic.in	0731-2498382
2.	Directorate General of Foreign Trade RA Bhopal	3rd Floor, Nirman Sadan, 52-A, Arera Hills (Behind Govt. Press) Bhopal Email ID: bhopal-dgft@nic.in	0755-2553323
3.	MSME-DFO	10, Industrial Estate, Polo Ground, Indore Email ID: dcidi-indore@dcmsme.gov.in	0731-2420723
4.	Export Inspection Council of India	303, C.S Naydu Arcade, 10/2, Greater Kailash Road, Opp. Grotlo, Opposite Grotto, New Palasia, Indore Email ID: eia-indore@eicindia.gov.in	0731-2566057
5.	ECGC Limited, Indore	408, 4th Floor, City Center, 570, M G Road, Opp High Court, Indore Email ID: indore@ecgc.in	0731-2544215
6.	APEDA Regional office, Bhopal	Kisan Bhawan, 26, Arera Hills, Bhopal, Madhya Pradesh Email ID: apedabho@apeda.gov.in	0755-4700764
7.	FIEO, Indore	03, Gold Arcade, 3/1, New Palasia, Near Janjirwala Square, Indore Email ID: indore@fieo.org	0731-4282335 /336
8.	EEPC India	B-202 & 220, Aurus Chambers Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli Mumbai Email ID: eepcromum@eepcindia.net	022-42125555
9.	MP Industrial Development Corporation RO- Indore	1st Floor, Atulya IT Park, Khandwa Road, Indore Email ID: ed.roind@mpidc.co.in	0731-2972623
10.	District Trade & Industries Centre, Dewas	Collector Parisar, A.B Road, Dewas (M.P.) Email ID: gmidew@mp.nic.in	07272-254903

4.5. SWOT Analysis of the district

Strengths

- (1) Since Alirajpur is 203 km from Indore and Indore represents largest economy in Central India with GDP standing at \$14 billion. It is a Commercial and Trading capital of the state with its history spanning over five centuries and significant footprints in commerce, finance, media, art, fashion, research, technology, education and entertainment.
- (2) As Alirajpur is very near of the Indore district and Indore has a diversified economy bases on well-established and successful network of mixed businesses around cotton textiles, Iron and steel, chemicals, pharmaceuticals, readymade garments, solvent plants and machinery.
- (3) Quality forest based products are available in Alirajpur district.

Weakness

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

Opportunities

- (1) Tremendous potential for enhanced opportunities in youth-oriented education, skill development and commercial avenues.
- (2) Beadwork is handicraft that is made by the Bhil and Bhilal tribes of people in the district of Alirajpur.

Threats

- (1) Delhi-Mumbai freight corridor and Ludhiana Dankuni freight corridor are not passing through this region of Madhya Pradesh
- (2) Nasik region in Maharashtra and Vadodara region of Gujarat impose serious competition in all fields to Indore region.
- (3) Financial Risk in Currency Exchange Rates.
- (4) Lack of policy or funding support from the State and District Administration.
- (5) Uncertainty regarding Global supply chain.



Mahua (Flower)



6. Mahua

Tribal district Alirajpur's renowned Mahua liquor will soon be sold as "heritage liquor" in the country and abroad. Recently, a manufacturing plant has been set up to produce this liquor with the necessary quality. The nectar-rich flower is typically sun-dried and stored for use by tribals, and its liquor has unique delicate floral sensory characteristics and makes it a great base for the beverage. In order to open new paths of revenue and employment generation for the tribals, a plant has been established with grants provided by the state government.

Rajesh Henry, Additional Commissioner of Excise Department told that in view of the branding of Mahua liquor, it will be placed at permit clubs, hotels, airports and restaurants including those of MP Tourism.

The administration has completed the preparations regarding the opening of the manufacturing plant, which is expected to be functional within a period of two months.

Export Data
Table: Export from India
HS CODE 512129920: Mohua Flowers
Values in Rs. Lakhs

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	12129920	Mohua flowers	6.18	0.00	10.10	0.00
India's Total Export			21,59,04,322		31,47,02,149	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
HS CODE 12129920: Mohua Flowers

S.No	Country/ Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	France	5	7	36
2	Uk	1	3	192

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
Product: 5201: Cotton Not Carded or Combed

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
5201	Cotton,not carded or combed	2,734	36.7

(Source: DGCIS)

Table: World's Top Importers 2021
HS CODE 12129920: Mohua Flowers

Rank	World's Top Importers	Value imported in 2021 (Million USD)
	World	4826

1	Belgium	653
2	Netherlands	375
3	USA	280
4	Spain	278
5	Germany	229
6	Russian Federation	222
7	Italy	190
8	Viet Nam	134
9	France	117
10	Canada	103

(Source: Trade Map)

Table: World's Top Exporters 2021
HS CODE 5201: Cotton Not Carded or Combed

Rank	World's Top Importers	Value exported in 2021 (Million USD)
	World	18129
1	USA	5713
2	Brazil	3405
3	India	2682
4	Australia	1500
5	Greece	804
6	Benin	625
7	Burkina	454
8	Turkiye	332
9	Cote D'voire	263
10	Egypt	219

(Source: Trade Map)

SWOT Analysis

Strength-

1. Unique wine and winemaker story.
2. Traditional wine with modern technology.
3. New fresh outlook on wine making and marketing.
4. Easy raw material availability.

Weakness:

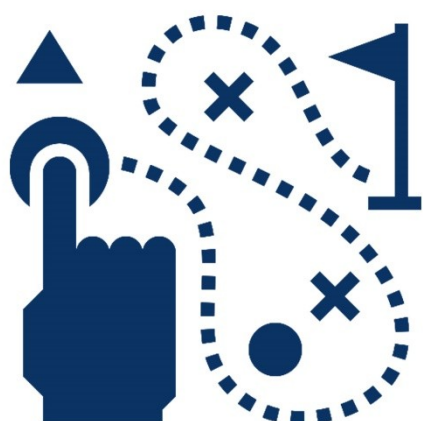
1. Competing against established wineries.
2. Lack of established reputation.
3. Did not inherit the winery from generations before.
4. Consumer choice and awareness is lacking.

Opportunities:

1. Satisfy new customer's needs.
2. Passion and desire to succeed.
3. Increased health consciousness.
4. Fresh marketing ideas competing with traditional.
5. Using social media to create demand for fruit wine.

Threats:

1. Other new wineries and start-ups.
2. Cost of equipment for winery.
3. Established reputable wineries
4. Change in consumer choices and loyalty to other brands.
5. Economic recession.



Action Plan



12. District Export Action Plan

Table: Export Issue-Intervention Matrix for the District

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
1.	Administrative Support	To promote setting up industrial units of products selected under DEH through PMEGP and other	DIC- Alirajpur and DGFT RA to facilitate the units in getting benefits of the	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME,

		<p>state level schemes.</p> <p>To promote setting up food processing and industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Indore</p> <p>DIC-Alirajpur will facilitate the units in getting important registration in GST process and Import-Export Code</p>	<p>schemes and also in registration under GST and Import-Export Code</p>		GoMP
2.	Branding	<p>To create partnership with Indian Institute of packaging and capacity building workshops on branding strategy will be conducted with the units.</p>	<p>An agency may be appointed at district level which can extend support and provide ideas for the designing of the product as per global demand. Agency will also support in the preparation of attractive marketing content and logo etc.</p>	Centre and State	<p>Ministry of Commerce and Industries, GoI</p> <p>Above mentioned nodal officers of the selected products</p>
3.	Awareness	<p>1. Incentive Policies and Documentation</p> <p>2. Customs procedures</p>	<p>Online workshops</p>	Centre	<p>DGFT RA and Customs Department</p>
4.	Quality assurance & Certification	<p>1. As per the product demand in international and domestic markets, need of quality certification will be analysed</p> <p>2. Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units</p>	<p>1. Department of MSME, GoMP can establish as per the need of stakeholders associated with the commodities.</p> <p>2. After achieving the targets of midterm strategy and assessment of quality parameters, it will</p>	State and Centre	<p>Ministry of MSME, GoI and Department of MSME, GoMP</p>

		3. All necessary help will be provided to units to get the ISO and other certification with the help of experts.	be ensured to set up a testing facility and provide certification to the units.		
5.	Credit Support	<p>1. Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail.</p> <p>Support smaller units in establishing their business through financial assistance of different schemes</p> <p>2. ECGC department to provide support to existing exporters and should create awareness about their credit linkage initiatives.</p>	<p>DIC-Alirajpur and DGFT RA to facilitate the units in getting benefits of the schemes and also in registration under GST and Import-Export Code</p> <p>DGFT RA along with ECGC should organise export awareness workshop on quarterly basis.</p>	<p>Centre, State and DGFT RA</p> <p>Centre</p> <p>DGFT RA and ECGC</p>	<p>Ministry of MSME, GoI and Department of MSME, GoMP</p> <p>ECGC Government of India Undertaking</p>
6.	Common Facilitation Centre	<p>1) Common Facilitation is not available in Indore. 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	1. There is a logistic issue of delayed consignment as part load consignments are not accepted by	<ul style="list-style-type: none"> We will partner with logistics and supply chain partners. 	Centre	Railway Department (CONCOR)

		<p>CONCOR. The exporters have to wait much for full container load at ICD Pitampura. There is a Request for having ICD at Sehore.</p>	<p>Currently, MPIDC has an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively.</p> <ul style="list-style-type: none"> • Train Service to Mundra Port is required since fuel is very expensive. To initiate train service from ICD Dhannad to Mundra Port (CONCOR) Part load not accepted at ICD Dhannad. Weekly loading can be planned at ICD Dhanna 		
8.	Marketing support	<p>Support can be provided by MSME for participation in international trade fairs and exhibition/Customer 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</p>	Centre and State	

			required clearances and permissions.		
10.	Training	Export workshops programs will be designed to help export ready companies seize opportunities, navigate the complex landscape of international business, and jump start their export sales	Government can organize the district training camps to generate skilled manpower. Training on: <ul style="list-style-type: none"> • Export tariffs, taxes, and customs procedures; • Commercial standards, regulations and practices; • Distribution channels, business travel, and other market information; • Identification of opportunities and best prospects 	DGFT RA and District Administration	
11.	Supply Chain	The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.	We will partner with logistics and supply chain partners. Currently, we have an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively		



Target



13. 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.

13.1. Reasons for doubling the export figures as a target

13.1.1. 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.

13.1.2. 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.

13.1.3. 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.

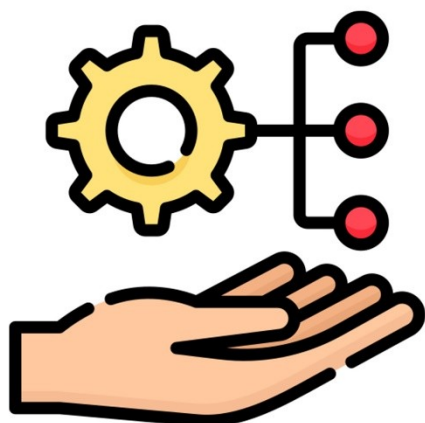
13.1.4. Negative impact on Chinese products

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.

13.2. 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



14. 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.

14.1. 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.

14.2. 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)

14.3. 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.

14.4. 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



15. 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.

15.1. 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.

15.2. 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.

15.3. 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.

15.4. 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.

15.5. 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.