



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



**MPDC**  
MP Industrial Development Corporation Limited

# Gwalior

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).

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Shri Kaushlendra Vikram Singh (IAS)  
Collector & District Magistrate  
Gwalior District

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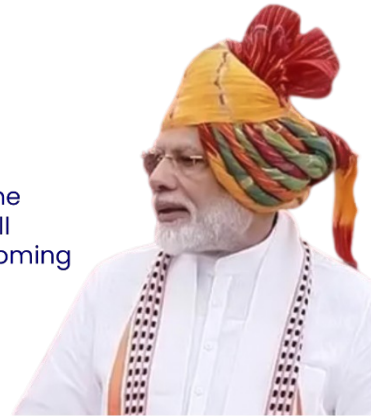
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse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

**Hon'ble Prime Minister**

**on Independence Day Speech 15.08.2019**



## 1. Background

### 1.1. About MP Industrial Development Corporation (MPIDC)

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

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

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 ग्वालियर (मो प्र०)

क्रमांक/जिब्याउके-ग्वा०/एम०एस०एम०ई०/२०२०/ १९५

ग्वालियर, दिनांक : ०६-१२-२०२०.

//आदेश//

भारत सरकार, वाणिज्य एवं उद्योग, मंत्रालय के कार्यालय Director General of Foreign Trade, Department of Commerce, Ministry of Commerce and Industry, Govt. of India द्वारा जारी पत्र दिनांक २६-१२-२०१९ के माध्यम से दिये गये निर्देशों के अनुपालन में ग्वालियर जिले में निर्यात हब विकसित करने हेतु निम्नानुसार जिला स्तरीय निर्यात प्रोत्साहन समिति गठित की जाती है :-

क्रमांक	अधिकारी का पद	नामित पद
1.	जिला कलेक्टर, जिला ग्वालियर	अध्यक्ष
2.	क्षेत्रीय अधिकारी, Director General of Foreign Trade, भोपाल	सह अध्यक्ष
3.	प्रबंध संचालक, आई०आई०डी०सी०, ग्वालियर	सदस्य
4.	वन मण्डल अधिकारी, वन विभाग, ग्वालियर	सदस्य
5.	क्षेत्रीय अधिकारी, Export Promotion Council, भोपाल	सदस्य
6.	मुख्य कार्यपालन अधिकारी, जिला पंचायत, ग्वालियर	सदस्य
7.	क्षेत्रीय अधिकारी, खाद्य विभाग, ग्वालियर	सदस्य
8.	महाप्रबंधक, जिला व्यापार एवं उद्योग केंद्र, ग्वालियर	सदस्य सचिव
9.	उप संचालक, किसान कल्याण तथा कृषि विभाग, ग्वालियर	सदस्य
10.	उप संचालक, पशु पालन विभाग, ग्वालियर	सदस्य
11.	जिला अग्रणी बैंक प्रबंधक, सेंट्रल बैंक ऑफ इंडिया, ग्वालियर	सदस्य
12.	उप संचालक, पशु पालन विभाग, ग्वालियर	सदस्य
13.	सहायक संचालक, उद्यानिकी एवं खाद्य प्रसंस्करण विभाग, ग्वालियर	सदस्य
14.	जिला खनिज अधिकारी, जिला ग्वालियर	सदस्य
15.	जिला संयोजक, आदिम जाति कल्याण विभाग	सदस्य
16.	सहायक संचालक, हथकरघा, ग्वालियर	सदस्य
17.	सहायक संचालक, हस्तशिल्प, ग्वालियर	सदस्य
18.	सहायक संचालक, मत्स्य विभाग, ग्वालियर	सदस्य
19.	सहायक संचालक, पिछड़ा वर्ग तथा अल्पसंख्यक कल्याण, ग्वालियर	सदस्य
20.	जिला परियोजना अधिकारी, राष्ट्रीय ग्रामीण आजीविका मिशन, ग्वालियर	सदस्य
21.	जिला परियोजना अधिकारी, राष्ट्रीय शहरी आजीविका मिशन, ग्वालियर	सदस्य

समिति आवश्यकतानुसार अन्य शासकीय विभागों के अधिकारियों को भी बैठक में आमंत्रित कर सकेगी तथा स्वैच्छिक संगठनों के प्रतिनिधि/विषय विशेषज्ञों को आमंत्रित कर सकेगी। उपरोक्तानुसार गठित समिति द्वारा जिले के विशिष्ट उत्पादों/सेवाओं को वैश्विक स्तर पर निर्यात हेतु चिन्हित किया जाना है।

  
कलेक्टर,  
जिला ग्वालियर (मो प्र०)





## *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	<b>Madhya Pradesh</b>	<b>₹9.07 lakh crore (US\$130 billion)</b>
11	Delhi	₹8.56 lakh crore (US\$120 billion)
12	Haryana	₹8.31 lakh crore (US\$120 billion)
13	Kerala	₹7.81 lakh crore (US\$110 billion)
14	Bihar	₹6.12 lakh crore (US\$86 billion)
15	Punjab	₹5.75 lakh crore (US\$81 billion)
16	Odisha	₹5.31 lakh crore (US\$74 billion)
17	Assam	₹3.16 lakh crore (US\$44 billion)
18	Chhattisgarh	₹3.29 lakh crore (US\$46 billion)
19	Jharkhand	₹3.28 lakh crore (US\$46 billion)
20	Uttarakhand	₹2.46 lakh crore (US\$34 billion)
21	Himachal Pradesh	₹1.65 lakh crore (US\$23 billion)

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

(Source: Wikipedia)

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

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

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

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

(Source: Ministry of Finance)

### 3.3 Export basket of Madhya Pradesh

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

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

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

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

10	3920	Other plates, sheets, film, foil and strip, of plastics	1268
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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 milled 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





Our Export Products

## 4. About the District

### 4.1. General Characteristic of the District

Sehore district is located around 39 KMs from the state capital Bhopal and 140 KMs from Indore. NH-12 and NH-69 passes through the district. It is surrounded by Shajapur, Dewas, Hoshangabad, Raisen and Bhopal. It is a part of Bhopal division. It covers an area of 6,578 square km. Sehore is the administrative headquarter of the district. It has a population of 13.11 lakhs, as of 2011. Sehore is a sparsely populated rural district with population density of 199.30 per square km, which is lower than the state's average of 235.52 persons per square km. The district witnessed a growth of 21.51% in the population over the last decade. Dewas has many industrial units providing employment to thousands of industrial workers.

Sehore is predominantly an agricultural economy. Out of the total 6,57,800 hectares of land, between 2005-06 and 2008-09, net sown area remained almost constant at 3,86,000 hectares. Total forest cover is around 26 % of the total geographical area of the district.

Soyabean, Wheat, Chana and Maize are the main crops of the district. Taking into account multi crop area, 73.5 percent of the net sown area is under soyabean and 52.8 percent under wheat along with 30.57% in Channa. Some of these areas are double cropped areas. In 2009-10 the produce of crops was high, with an increased production of Maize. Other popularly grown crops in the district include Gram and Mustard.

Sehore district is also known for dairy and dairy products. Madhya Pradesh State Cooperative Federation Limited, with the brand name Sanchi, is working around the district. It covers the whole district via 26 routes connecting different parts of Sehore to other districts. Chilling centers are located at various locations like Ichchhawar, Ashta, Sehore, Budhni and Shyampur.

Accessibility to Exporters:

By Rail

Sehore railway station is the main railway station in Sehore district under the Western Railway zone. Its code is SEH. It is on Ujjain – Bhopal branch line. The station consists of two platforms and Trains are available for many big cities.

#### By Road

Sehore is located on Indore – Bhopal state highway (SH-18). It is 35 Kms from Bhopal and 140 Kms from Indore and Ujjain. Jabalpur-Jaipur National Highway (NH-12) and Bhopal-Nagpur National Highway (NH-69) passes through district Sehore

#### By Air

Sehore is not well connected to other major cities of the country via regular flights. The nearest airport is Bhopal Airport. It is 35 Kms from Raja Bhoj Airport, Bhopal and 140 Kms from Devi Ahilya Airport, Indore.

#### 4.1.1. District Domestic Product:

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

Gross District Domestic Product at constant 2011-12 prices (Rs Lakhs)						
2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
867208	898792	972766	1089676	1275521	1388648	1584785

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
48453	46731	51052	54844	62176	68832	77374

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	336827	346426	364635	337896	323703	525213	608101
2	Secondary	286259	287393	312965	438363	588881	469857	542933
3	Tertiary	211493	230509	242399	255791	275096	295649	316978
Total GDVA at basic prices		834579	864328	919999	1032050	1187679	1290719	1468013

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	285844	289177	302650	263131	229361	327308	354965
2	Livestock	26733	31226	36083	44622	54707	64269	72844
3	Forestry & logging	19190	18030	18214	24856	24517	24546	23989
4	Fishing & aquaculture	1319	1499	1335	844	926	1723	1351
5	Mining & quarrying	3740	6494	6352	4442	14192	107366	154952
6	Manufacturing	182341	181961	163396	155699	177512	194383	218252
7	Electricity, gas, water	45468	51101	90716	222912	351103	212912	257306

	supply & other utility services							
8	Construction	58451	54331	58852	59753	60265	62563	67375
11	Trade, repair, hotels and restaurants	60548	67124	69681	72751	76785	86600	94569
12	Transport by other means and Storage	20866	22740	23343	25465	26944	28788	33542
13	Railways	630	825	845	860	999	1007	1075
14	Communication & services related to broadcasting	7906	8807	10456	12093	14455	13195	12667
15	Financial services	29805	31970	34635	35424	40440	38773	39180
16	Real estate, ownership of dwelling	32842	35375	38276	41069	43352	46617	50058
17	Public administration	24785	26681	27946	28431	29841	34010	36800
18	Other services	34112	36986	37215	39696	42280	46658	49086
Total GDVA at basic prices		834579	864328	919999	1032050	1187679	1290719	1468013

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

#### 4.2. Industrial Scenario of the District

Table: INDUSTRIAL SCENARIO OF DISTRICT, SEHORE(MP)  
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
					Plots	Sheds	Plots	Sheds		
1	Industrial Area Mandi, Sehore	13.255	13.255	2200	17	19	17	19	-	40
2	Semi urban Industrial Area (Closed Lohari Training Centre) Sehore	1.165	1.165	2667	10	1	10	1	-	6
3	Industrial Area Abdullahu( Pachama) Sehore	4.237	4.237	467	20	0	20	0	-	13
4	Rural	2.429	2.429	1687	21	3	21	3	-	27

	workshop Ashta										
5	New Industrial Area Mana (Budni)	20.242	20.242	467	53	0	51	0	2		19
6	New Industrial Area Ichawar	1	1	843	6	0	6	0	-		9

Source: DIC, SEHORE(MP)

Table: Industry at a glance

Sr No	Head	Unit	Particulars
1.	Registered industrial msme unit	5556	Data as per udyam portal year 2021n.a.22
2.	Employment in msme industries	23049	Data as per udyam portal year 2021n.a.22
3.	No. Of industrial area	06	N.a.
4.	Turnover of msme ind. (industrial area)	13220 (in lakhs)	N.a.

Source: DIC, Sehore (MP)

Table: data of small enterprises as on 31.03.2022

Sr No	District	No. of Unit	Employment	Fixed Investment	Production
1	Sehore	32	290	103.50 (in Lakhs)	N.A.

Source: DIC, sehore(MP)

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

NIC CODE	TYPE OF INDUSTRY	No. of UNITS	EMPLOYMENT Nos.
1	Manufacturing of Food Products & Beverages	1450	7250
2	Manufacturing of Tobacco Products	N.A.	N.A.
3	Manufacturing of Textile	N.A.	N.A.
4	Manufacturing of weaving apparel Dressing & Dyeing of Fur	N.A.	N.A.
5	Manufacturing of tanning Dressing of Leather	N.A.	N.A.
6	Manufacturing of Wood Products	525	2625
7	Manufacturing of Paper & Paper Products	16	80
8	Publishing Printing	N.A.	N.A.
9	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel	N.A.	N.A.
10	Manufacturing of Chemical Products	5	30
11	Manufacturing of Rubber & plastic Goods	12	72
12	Manufacturing of other Non Metallic Mineral Products	N.A.	N.A.
13	Manufacturing of Basic Metal	N.A.	N.A.
14	Manufacturing of Fabricated Metal Products Except M/C Equipments (Fabrication work)	1150	4600
15	Manufacturing of Machinery & Equipments	35	105
16	Manufacturing of Office, Accounting & Computer	N.A.	N.A.
17	Manufacturing of Electrical M/c	N.A.	N.A.
18	Manufacturing of Radio TV equipments	N.A.	N.A.
19	Manufacturing of Medical Precision watches & Clocks	N.A.	
20	Manufacturing of Motor vehicles	N.A.	N.A.
21	Manufacturing of other Transport Equipments	N.A.	N.A.
22	Manufacturing of Furniture (steel)	26	78
23	Recycling	N.A.	N.A.
24	Electricity, Gas, Steam & Hot water N.A.	N.A.	N.A.
25	Collection of Information & Distribution Of Water	N.A.	N.A.
26	Maintenance & Repair of Motor Cycle	240	720
27	Maintenance & Repair of Personal House hold Goods	350	1354
28	Land Transport	N.A.	N.A.
29	Supporting & Auxiliary Activities	N.A.	N.A.
30	Post & Telecommunication	N.A.	N.A.
31	Tenting & Transport Equipments	N.A.	N.A.
32	Computer Related Activities	200	600
33	Other Business	425	1200
34	Health & Social Work	100	375
35	Recreation, Cultural & Sporting Activities	N.A.	N.A.
36	Other Service Activities	990	3960
	TOTAL	5524	23049

Table: potential areas for service industry

1. Two/Four Wheeler Service Center
2. Computer Repairing
3. Mobile Repairing

Table: services sector

1. Tailoring
2. Dry cleaning
3. Beauty Parlor
4. Hair Cutting Saloon



### 4.3. Export from the District

Total exports from the district – Rs 4040 Cr (FY 21-22) (Ministry of Commerce)

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

SNo	ITCHS Code	Item Description	In Rs. Cr
1	63026090	Toilet kitchen linen, of terry towelling	1345
2	63023100	Bed linen of cotton	636
3	52052410	Cotton yarn	353
4	52093290	Woven fabric of cotton	272
5	63022190	Bed linen, printed: of cotton, other than handloom	208
6	52052310	Cotton yarn	205
7	63041910	Bedsheets and bed covers of cotton	119
8	52051210	Cotton yarn	96
9	52092290	Woven fabric of cotton	78
10	52052210	Cotton yarn	72

(Source: Min. of Commerce)

### 4.4. SWOT Analysis of the district

#### Strengths

The district of Sehore is located at the centre part of Madhya Pradesh as well as of India. Its biggest strength is its geographical adjournment with Bhopal which is the capital of Madhya Pradesh. Sehore and Ashta are the important industrial areas in Sehore district. The region is harbour some of the largest industrial units of Madhya Pradesh, specially of textile sector. Some of the large-scale industries in the district include:

- M/S M.P. State Cooperative Oilseed Grovers Fed. Ltd. (Agro-based)
- M/S Trident Pvt. Ltd. (Textile)
- M/S Central Silver Plant Ckvi. (Textile)
- M/S Milk Chilling Centre (Forest based)
- M/S Bhopal Sahkari Dugdh Sangh (Dairy)
- M/S Vardhaman Fabrics (Textiles)
- M/S Abhishek Industries Budhani (Textile)
- M/S S.E.L. Manufacturing Company Ltd. (Textile)

District has good base of agro and textile industries.

#### Weakness

Port connectivity to and from region is relatively costly in comparison with other western parts of the state. Ecosystem of entrepreneurs and labour is less developed in the region. For those who want to invest in Madhya Pradesh have better interest in the region of Indore as majority of export related units are located in the region of Indore. Sehore has a good industrial base but the existing areas and clusters have limited scope of exporting their products due to consumption of the products domestically or less awareness on exporting procedures. Emerging sectors like electronics, chemical and engineering have less existence of industries in Bhopal region. Like Delhi-Mumbai and Ludhiana-Kolkata industrial

and rail freight corridor, there is need of East-West industrial and rail corridor to developed Eastern and the central India equally with western region.

### **Opportunities**

District offers profound support from Bhopal especially for skilled manpower, engineering pool and trained workers. The region has the optimum numbers of engineers and professionals in Madya Pradesh and availability of their expertise at low rate compared to other regions of the Western India. The region is recently preferred as investment destination for textile, food processing and warehousing industries.

### **Threats**

Investors who are looking forward to Madhya Pradesh for investment, their first preference is in the Indore region. For industrial establishment, the requirements of gas, heavy electricity, accessibility to port, availability of natural resources are not available in Bhopal region.



## Sesame Seeds



### 5. Sesame Seeds

Sesame seeds are very small, even oval seeds and these seeds come in different colours depending upon the variety including white, yellow, black and red. It is one of the oldest oil seed crops known, domesticated well over 3,000 years ago. They are a good source of healthy fats, protein, B vitamins, minerals, fiber, antioxidants, and other beneficial plant compounds. By regularly, eating substantial portions of these seeds (not just an occasional sprinkling on a burger bun) may aid blood sugar control, combat arthritis pain, and lower cholesterol.

Export Data  
 Table: Export from India  
 HS CODE 12074090: Sesame Seeds  
 Values in Rs. Cr.

S.No	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	12074090	Other sesamum seeds w/n broken	3,117	0.14	2,983	0.09
		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 12074090: Sesame Seeds

S. No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1.	Korea rp	40704	42344	4.03
2.	USA	30135	26,878	-10
3.	China	10405	25,655	146
4.	Russia	15733	18,102	15
5.	Indonesia	10039	12566	25
6.	Taiwan	13989	11982	-14

7.	Vietnam	10671	11812	10
8.	Israel	10755	11549	7
9.	Iraq	8120	8684	6
10.	Canada	8590	8282	-3

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
 HS CODE 12074090: Sesame Seeds

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
12074090	Other sesamum seeds w/n broken.	182	2.44

(Source: DGCIS)

Table: World's Top Importers  
 HS CODE 12074090: Sesame Seeds

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
		World
1.	China	1659
2.	USA	351
3.	Turkey	323
4.	Germany	278
5.	Korea	269
6.	Japan	265
7.	Netherlands	182
8.	France	127
9.	Viet Nam	121
10.	Saudi Arabia	115

(Source: Trade Map)

Table: World's Top Importers  
 HS CODE 12074090: Sesame Seeds

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
		World
1.	India	481
2.	Sudan	365
3.	Myanmar	360
4.	Ethiopia	325
5.	Nigeria	303
6.	China	257
7.	Netherlands	223
8.	Pakistan	219

9.	USA	197
10.	Canada	155

(Source: Trade Map)

#### SWOT Analysis:

##### **Strength:**

Sesames one of the most valued oilseed crops, occupying the seventh position in the edible oil industry. It is popularly known as the 'queen of oilseeds' because of its high oil content.

Sesame oil has been documented to have a variety of health-promoting effects, such as lowering human cholesterol and hypertension levels, providing neuroprotective effects against hypoxia or brain injury, and reducing the occurrence of certain cancers. Sesame is ideally suited for substituting low-yield crops due to its lower requirements for irrigation and labour and being a highly biotic stress-resistant, and remunerative crop. As such, sesame production is becoming popular as an alternative cash crop for small-scale farmers.

##### **Weakness:**

Capsule shattering at harvest is one of the most important problems affecting sesame production, with seed losses of up to 50%, making the crop unsuitable for mechanized harvesting.

Climate change is shifting agricultural production, which could impact the economic and cultural contexts of the oilseed industry, including sesame. Environmental threats (biotic and abiotic stresses) affect sesame production and thus yield (especially oil content).

##### **Opportunity:**

Seed of sesame is widely used for edible products like edible oil, paste, cakes, flour, and confectioneries due to its high nutrients, unique taste and flavour. Sesame oil also can be used for pharmaceutical or industrial uses such as raw material of cosmetics, soap, and lubricants. With the improvement of consumers' health awareness and the deepening understanding of the benefits of sesame, the global demand for sesame is growing. Sesame oil also can be used for pharmaceutical or industrial uses such as raw material of cosmetics, soap, and lubricants.

##### **Threats:**

The abiotic stresses such as waterlogging and drought caused by climate anomalies seriously affect the yield and quality of sesame around the world. Both waterlogging and drought stress occurred in the whole growth stage of sesame, and the frequency of waterlogging and drought stress occurred in different growth stage. Excessive rainfall was the main cause of reduced dryland sesame production. Likewise, a short monsoon season resulting in drought stress also reduces the sesame yield.





# Footwear



## 6. Foot Wear

Footwear refers to garments worn on the feet, which typically serves the purpose of protection against adversities of the environment. Footwear in the manner of shoes therefore primarily serves the purpose to ease locomotion and prevent injuries. Footwear can also be used for fashion and adornment as well as to indicate the status or rank of the person within a social structure.

Modern footwear is usually made up of leather or plastic and rubber. In fact, leather was one of the original materials used for the first versions of a shoe. The soles can be made of rubber or plastic, sometimes having a sheet of metal inside. Nowadays many companies have begun to source environmentally friendly materials.

Changing lifestyles, growing economies and heightened focus on health globally especially in the wake of the pandemic, have boosted the demand for footwear globally. There has also been a massive shift in consumer perspectives regarding footwear. Consumers no longer look at shoes and footwear to serve just function but are now gradually moving towards footwear for fashion and hence increasing the scope of production and export.

Export Data  
 Table: Export from India  
 HS CODE 64034000: Footwear  
 Values in Rs. Cr.

S.No	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	64034000	Other footwear incorporating protective metal toe-cap	642	0.02	803	0.02
		India's Total Export	2,15,904,322		31,47,02,149	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise  
 HS CODE 64034000: Footwear

S. No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1.	France	166	172	3

2.	UAE	66	103	54
3.	Germany	62	73	17
4.	Netherland	58	47	-19
5.	USA	19	36	87
6.	UK	22	33	48
7.	Saudi Arab	28	31	11
8.	Israel	26	24	-4
9.	Malaysia	12	22	76
10.	Slovenia	280	20	648

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
HS CODE 64034000: Footwear

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million USD)
12074090	Other sesamum seeds w/n broken.	802	1.07

(Source: DGCIS)

Table: world's Top Importers  
HS CODE 64034000: Footwear

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
	World	55414
1.	China	9720
2.	Viet Nam	7646
3.	Italy	7527
4.	Germany	3666
5.	Indonesia	2912
6.	Belgium	2708
7.	Netherlands	2227
8.	France	2214
9.	Portugal	1686
10.	India	1681

(Source: Trade Map)

Table: world's Top Importers  
HS CODE 64034000: Footwear

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
	World	53290
1.	USA	10931
2.	Germany	5176
3.	France	3747
4.	Italy	2878
5.	China	2810
6.	Netherlands	2578

7.	UK	2102
8.	Belgium	2080
9.	Russian Federation	1567
10.	Poland	1453

(Source: Trade Map)

## SWOT Analysis:

### Strength:

Rising disposable income is allowing individuals to move up the value chain, demanding products for different use occasions, leading to emergence of new product segments in footwear in aesthetics, performance and price. This in turn is fuelling growth in individual categories, be it slippers, sandals or shoes, driving industry leaders to continually innovate their offerings.

**Footwear Industry in India** Unlike most global markets, the Indian footwear market is skewed towards men with the segment commanding nearly 60% share vis-a-vis a global average of 40%. However, improved education and employment opportunities and the resultant economic empowerment for women has substantially augmented demand of trendy and stylish footwear among women of all age groups and likely will lead to disproportionately higher growth in the women's footwear market.

Increased internet access and evolving digital technologies have created a whole new marketing ecosystem. A new class of consumers has sprung up being more aware, ambitious and willing to adopt the change early.

The companies too, are quick to spot this emerging segment and have adapted their strategies and earmarked significant investments to tap this market. A perfect interface has been enabled with the emergence of online market places and support infrastructure for logistics and billing

### Weakness:

**Budget 2020:** Government has hiked import duty on footwear from 25 per cent to 35 per cent and on footwear component from 15 per cent to 20 per cent.

Abundant raw material and cost efficient skilled labour, provide a distinct competitive advantage to Indian footwear manufacturers over their international peers, enabling them to tap the huge domestic market

The Indian footwear market is under penetrated with per capita consumption of only 1.7 pairs per annum against a global average of 3 pairs, while the developed countries average around 6-7 pairs.

Abundant raw material and cost efficient skilled labour, provide a distinct competitive advantage to Indian footwear manufacturers over their international peers, enabling them to tap the huge domestic market.

### Opportunity:

India is the second largest footwear manufacturer in the world with 9% of the annual global production of 22 billion pairs.

Footwear Industry in India Presently about 90% of the footwear produced in India is consumed by the domestic market and the rest is exported. India's consumption stands at 2.1 billion pairs and is third largest globally after China and USA.

Rising disposable income is allowing individuals to move up the value chain, demanding products for different use occasions, leading to emergence of new product segments in footwear in aesthetics, performance and price. This in turn is fuelling growth in individual categories, be it slippers, sandals or shoes, driving industry leaders to continually innovate their offerings

**Threats:**

Economic and political factors, both national and global, that are beyond control, and factors force majeure' may directly affect performance of the Company as well as the footwear industry.

These factors include interest rates and its impact on availability of retail space, rate of economic growth, fiscal and monetary policies of governments, inflation, deflation consumer credit availability, consumer debt levels, tax rates and policy, unemployment trends, terrorist threats and activities, worldwide military and domestic disturbances and conflicts, pandemics, and other matters that influence consumer confidence and spending.



## *Sandstone Tiles*



### 7. Sandstone Tiles

Sandstone is a clastic sedimentary rock composed mainly of silicate grains and Tiles are usually thin, square or rectangular coverings manufactured from hard-wearing material such as ceramic, stone, metal, baked clay, or even glass. Sandstone tile is one of the most durable natural stone options, which provides a timeless and beautiful classic look.

Sandstone tile is an excellent tile flooring choice, mostly used in outdoor applications as it is very durable and has a high capacity to withstand extreme weather conditions. Madhya Pradesh has a rich tradition of stone craft. Not just sandstone tiles but different types of stones like, marble, soapstone, sand stone etc are used by craftsmen in India. Large blocks of stone are quarried and then taken to various craft centers. The basic design & shape is given to the stone and the final carving is then carried out and the items are polished.

#### SWOT Analysis

##### **Strength:**

Gwalior Sand stone has traditionally been linked with solidity and dependability, as well as a refined sense of interior design. Stones, overall, have always been a symbol of long-lasting beauty, and with the knowledge of the right type of stone, you can easily transform your home or building into an iconic and eye-catching piece of art. Nevertheless, masonry is more expensive, yet it lasts longer than any other man-made material utilised in buildings and other architects.

Likewise, is the **Gwalior sandstone!** This stone is in high demand for exterior furnishing of homes and recreational properties since it gives them a more premium feel and appearance. What's more, water and sun damage is prevented by the elevation stonework, which also acts as a barrier.

##### **Weakness:**

In the stone quarries of Madhya Pradesh, lakhs are putting their lungs, limbs and lives at risk. A lack of opportunities is compelling villagers in the district to take up jobs in mines, many of which are unregulated. In villages where livelihood options are limited, people are pressed to take up hazardous and unregulated jobs. Lakhs of people spend their entire lives breaking stones in quarries located in remote rural areas. What they get in return is not just a pittance but also many occupational hazards with the worst of health outcomes. It is high time to address these problems, understand their needs and start looking for the solutions.



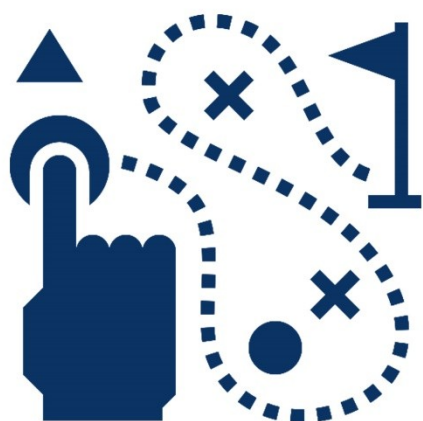
When we imagine a village, we typically think of green farms and communities with lifestyles woven around agrarian livelihood. This red rock can easily be thrashed to sheets with considerable strength. To make this into a profitable production model, abundant human resource is readily available, which can be transformed into unorganized workforce for illegal mines and these areas are too remote to get caught by law implementing agencies. Workers bring their own chisels and hammers at a very young age and start a lifelong tussle with stones in dust-smearred body. There has been hardly any change in the working methods and conditions over thousands of years, despite a growing understanding of occupational hazards and well-meaning laws. Locally influential people choose remote plots and start open mining, without taking required permissions or inspection, and use local people as labour without any training or protection gears

**Opportunity:**

The Real Estate Sector both in India and overseas countries expanding vastly. Many countries in the world in particular European countries and USA are constructing their warehouses, factories and buildings and posh houses with tradition of historical designs. Gwalior Sandstones are attractive one for these kind of buildings. Real Estate Sector in these countries are showing very much interest to construct their requirements with these kind of stones.

**Threat:**

The charges of transporting from the manufacturing places to Ports are exorbitant. Similarly, the shipments charges are very high comparing any other items, when we ship. Many of the items are being shipped by Air, when the buyer is in need of urgently. Whereas, the stones cannot be exported by Air, since the airfreight will be unimaginable. Shipment by Sea is also too much, because of weight and volume and it will be more than the cost of the sand stone.



# Action Plan



## 8. District Export Action Plan

Table: Export Issue-Intervention Matrix for the District

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
1.	Administrative Support	To promote setting up industrial units of products selected under DEH through PMEGP and other state level schemes.	DIC-Sehore and DGFT RA to facilitate the units in getting benefits of the schemes and also in registration under GST and Import-Export Code	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME, GoMP
2.	Branding	To create partnership with Indian Institute of packaging and capacity building workshops on branding strategy will be conducted with the units.	An agency may be appointed at district level which can extend support and provide ideas for the designing of the product as per global demand. Agency will also support in the preparation of attractive marketing content and logo etc.	Centre and State	Ministry of Commerce and Industries, GoI  Above mentioned nodal officers of the selected products

3.	Awareness	1.Incentive Policies and Documentation 2.Customs procedures	Online workshops	Centre	DGFT RA and Customs Department
4.	Quality assurance & Certification	No testing lab and QA is available at Sehore. High and world class testing labs should be created	Department of MSME, GoMP can establish as per the need of stakeholders associated with the commodities.	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP
5.	Credit Support	1. Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail.  Support smaller units in establishing their business through financial assistance of different schemes  2.ECGC department to provide support to existing exporters and should create awareness about their credit linkage initiatives.	DIC-Sehore and DGFT RA to facilitate the units in getting benefits of the schemes and also in registration under GST and Import-Export Code  DGFT RA along with ECGC should organise export awareness workshop on quarterly basis.	Centre, State and DGFT RA  Centre DGFT RA and ECGC	Ministry of MSME, GoI and Department of MSME, GoMP  ECGC Government of India Undertaking
6.	Common Facilitation Centre	1) Common Facilitation is not available in Sehore. Need assessment of cluster development in the district.  2) Information sharing system (including exporters) should be developed in the district.	Common Facility Centre should be created for exports. Need to strengthen the existing cluster.  DTIC and DGFT RA can be the nodal department for this initiative.	State and Centre	Ministry of MSME
7.	Logistics	1.There is a logistic issue of delayed consignment as part load consignments	There is a requirement of ICD at Sehore	Centre	Railway Department (CONCOR)

		are not accepted by CONCOR. The exporters have to wait much for full container load at ICD Pitampura. There is a Request for having ICD at Sehore.			
8.	Marketing support	Support can be provided by MSME for participation in international trade fairs and exhibition/Customer visit.  To analyse the distribution channels associated to the product categories and  Identification of new markets for the selected products	Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products.  Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product.	State/Centre	Ministry of MSME of Commerce and Industries, GoI
9.	Regulatory	Efforts are being made to ensure that units can get all the clearances on time.  DEPC will create Single window system at the district level	Will make aware of all units about rules and regulations related to exports. An assistance will be provided to units to get the required clearances and permissions.	Centre and State	
10.	Training	Export workshops programs will be designed to help export ready companies seize opportunities, navigate the complex landscape of international business, and jump start their export sales	Government can organize the district training camps to generate skilled manpower. Training on: • Export tariffs, taxes, and customs procedures; • Commercial standards, regulations and practices;	DGFT RA and District Administration	

			<ul style="list-style-type: none"><li>• Distribution channels, business travel, and other market information;</li><li>• Identification of opportunities and best prospects</li></ul>		
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# Target



## 9. Target Till 2026

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

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

#### 9.1.1. Government Policies

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

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

#### 9.1.2. Market improvement after corona period

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

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

Based on COVID-19 trajectory and geography specific characteristics, various recovery scenarios can be projected. We are seeing some signs of recovery with global market

indices clawing back close to pre-crisis levels, positive net fund flows, and improved transactional market-making activities in Q2'20.

#### 9.1.3. Price rise in commodities

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

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

#### 9.1.4. Negative impact on Chinese products

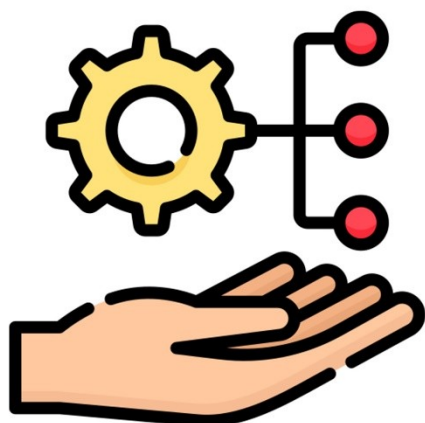
Unlike the financial crisis which stifled global demand for traded products, the pandemic triggers a 'triple effect' on trade through the following three channels: Disruption of domestic supply, Reduction in global demand and Contagion effect spread through disrupted global value chains (GVCs).

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

#### 9.2. Whether we can achieve target!

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





## Proposed Schemes



### 10. Proposed Schemes to achieve Action Plan

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

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

Objective-

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

Nature of rewards-

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

The fund shall be spent on following infrastructure projects:

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

14	Training Facility
15	Testing Labs
16	R&D Centre
17	Small Housing Facilities for Labors
18	Geographical Indication (GI) Registration
19	Marketing Product
20	Common Facility Centre

Who can apply? -

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

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

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

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

Title and ownership-

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

Land purchase-

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

Fund allocation-

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

Procedure-

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

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

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

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

Fund estimate-

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

Benefits-

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

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

Objective-

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

Nature of rewards-

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

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

Procedure-

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

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

#### Fund estimate-

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

#### Benefits-

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

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

#### Exports excellence awards-

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

#### Structure-

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

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

#### Objective-

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

#### Nature of rewards-

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

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

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

**Procedure-**

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

**APPENDIX, for example**

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

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

**Objective-**

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

**Nature of rewards-**

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

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

**Procedure-**

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



## Conclusion



### 11. Salient Features and Conclusion

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

#### 11.1. Vision of Hon'ble Prime Minister

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

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

#### 11.2. Changing priority of central government

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

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

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

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

#### 11.3. Changing priority of the state government

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

DEPC and SEPC are example of co-operative federalism.

#### 11.4. Target: 5 trillion-dollar economy

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

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

#### 11.5. Future: every district will be an export hub

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