





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



MP Industrial Development  
Corporation Limited

# Indore

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.

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Manish Singh (IAS)  
Collector & District Magistrate  
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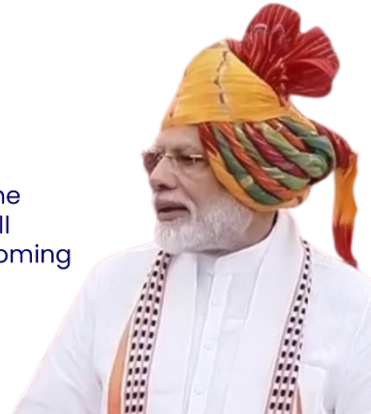




“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse identity and potential for global market”

**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.

**जिला व्यापार एवं उद्योग केंद्र, इन्दौर**  
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इन्दौर दिनांक 17/12/2020


**= आदेश =**

भारत सरकार कृषि एवं उद्योग मंत्रालय के कार्यालय महाविदेशक विदेश व्यापार (DGFT) नई दिल्ली के ड्राफ्ट क्र. F.No.01/36/218/01/AM-18/TC/Part-1/01/ Dated:11/05/2020 निर्देशों के पालन में इन्दौर जिले को निर्यात हब के रूप में विकसित करने के लिए निम्नानुसार जिला अधिकारियों/संस्थाओं के प्रतिनिधियों की (DEPC) समिति गठित की जाती है।

क्र.	अधिकारी का नाम	नामित पद
1.	कलेक्टर	अध्यक्ष
2.	विकास आयुक्त, विशेष आर्थिक क्षेत्र इन्दौर (डीजीएफटी) के प्रतिनिधि	सह-अध्यक्ष
3.	मुख्य कार्यपालन अधिकारी जिला पंचायत इन्दौर	सदस्य
4.	कार्यकारी सचालक एमपीआईटीसी, इन्दौर के प्रतिनिधि	सदस्य
5.	वन मण्डलअधिकारी/तपु वनापज सच के प्रतिनिधि	सदस्य
6.	एमएसएनई-डीआई इन्दौर के प्रतिनिधि	सदस्य
7.	उप सचालक जिरान कल्याण तथा कृषि विकास, इन्दौर	सदस्य
8.	उप सचालक पशुपालन विभाग इन्दौर	सदस्य
9.	जिला अधिनी प्रबंधक बैंक ऑफ इंडिया, इन्दौर	सदस्य
10.	उप सचालक जिला त्वाकरथा कार्यालय इन्दौर	सदस्य
11.	उप सचालक उद्योगिकी विभाग इन्दौर	सदस्य
12.	उप सचालक मत्स्य विभाग इन्दौर	सदस्य
13.	जिला परिवर्तन अधिकारी राष्ट्रीय ग्रामीण आजीविका मिशन/राष्ट्रीय शहरी आजीविका मिशन इन्दौर	सदस्य
14.	फंडरेशन ऑफ इण्डियन एक्सपोर्ट आर्गनाइजेशन (FIEO) के प्रतिनिधि/एक्सपोर्ट प्रमोशन कीर्षिल (EPC) प्रतिनिधि	सदस्य
15.	नार्ड के प्रतिनिधि	सदस्य
16.	जिले में गुणवत्ता नियंत्रण हेतु स्तान संस्था के प्रतिनिधि	सदस्य
17.	महाप्रबंधक, जिला व्यापार एवं उद्योग केंद्र, इन्दौर	सदस्य-सचिव

उपरोक्तानुसार गठित समिति जिले में निर्यात हेतु उत्पाद का चिन्हांकन एवं आवश्यक कार्यवाही करने हेतु उत्तरदायी होगी।

कलेक्टर महो द्वारा अनुमोदित

  
 महाप्रबंधक  
 जिला व्यापार एवं उद्योग केंद्र, इन्दौर



## *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	Chhattisgarh	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

Indore is known as a commercial capital of Madhya Pradesh. Indore is a district in south-eastern part of Madhya Pradesh. Indore is 190 kms from the nearest big city Bhopal in SH 18. The name Indore is due to its deity Indreshwar. Indore is one of the richest cities in central India and also known as "Mini Mumbai" among native people of Indore, due to its lifestyle similarities with Mumbai. It also reflects Mumbai's potpourri of cultures, with significant Marwari, Marathi, North Indians and Sindhi populations. Indore is administered by the Indore Municipal Corporation. Some of the regions surrounding the city are administered by the Indore Development Authority (IDA). The IMC was established in 1956 under the Madhya Pradesh Nagar Palika Nigam Adhiniyam. For administrative purposes, the city is divided into 69 wards. These wards have been further divided into 11 zones. Indore is a Loksabha constituency and has 9 assembly seats. Indore is the administrative centre and chief city of the district. Mhow is an important cantonment town in Indore District, it has three of the Indian Army's premier training institutes. The Border Security Force (BSF) has its Central School of Weapons and Tactics (CSWT) at Indore. Indore is the only city of India with both an Indian Institute of Management (IIM) and an Indian Institute of Technology (IIT). The main institution involved in planning and development in Indore is IDA. The principal responsibility of IDA is to ensure a holistic development of the Indore agglomeration covering an area of 19.718 km<sup>2</sup> as per Master plans.

Indore is located in the western region of Madhya Pradesh, on the southern edge of the Malwa plateau. It lies on the bank of Saraswati and Khan Rivulets, which are tributaries of



the Shipra River and has an average elevation of 553.00 meter above mean sea level. It is located on an elevated plain, with the Vindhyas range to the south.

Indore major industries are automobile, Pharmaceutical, Software, Retail, textile trading and Real estate.

Major minerals available in Indore are Stone/Gitti. Murum, Clay and Sand are minor mineral available in the district.

### **District at a glance**

- Area: 3898 km<sup>2</sup>
  
- Language: Hindi, English

### **Nearby Ports/ ICDs/ air cargo:**

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

Accessibility to Exporters:

**By Rail:** The Indore Junction is an A-1 grade railway station with a revenue of more than Rs. 50 crore (500 million). The station comes under Ratlam Division of the Western Railways. The city of Indore has eight railway stations in addition to the main Indore Junction.

Electrification of the Indore–Dewas–Ujjain was completed in June 2012. Ratlam–Indore broad gauge conversion was completed in September 2014. Indore–Mhow section was upgraded to broad gauge in 2016 and electrified in 2017.

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

Sarvate Bus Stand, Atal Indore City Transport Services Limited (AICTSL), Chartered Bus Service.

**By Air:** Indore is served by Devi Ahilyabai Holkar International Airport, about 8 km from the city. It is the busiest airport in the state of Madhya Pradesh.

#### 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
39462	43759	49194	47764	51883	60383	64638
1	8	1	6	3	2	8

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
66701	65475	67958	71866	77915	83732	89591

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	284471	331009	272285	367220	341144	448725	481644
2	Secondary	1022006	1016543	1005375	1010778	1098307	1149179	1274449
3	Tertiary	1119300	1226688	1296720	1371112	1492631	1584802	1687565
<b>Total GDVA at basic prices</b>		2425777	2574239	2574380	2749110	2932082	3182707	3443658

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	232523	279983	211264	293738	257705	353380	374714
2	Livestock	31778	37316	43000	52996	62839	74487	86552
3	Forestry & logging	11197	11013	10822	14607	14894	14603	14362
4	Fishing & aquaculture	1836	2523	3596	4073	3175	4239	4224
5	Mining & quarrying	7137	173	3603	1806	2532	2016	1793
7	Manufacturing	572463	604646	565065	573754	659992	717153	804540

8	Electricity, gas, water supply & other utility services	126524	111645	115071	106806	105266	86282	97569
9	Construction	323020	300252	325238	330217	333049	345744	372341
11	Trade, repair, hotels and restaurants	360423	400146	415493	434277	458004	514643	565056
12	Transport by other means and Storage	120600	132712	134274	147511	158289	160584	173102
13	Railways	10423	13650	13985	14228	16522	16665	17795
14	Communication & services related to broadcasting	57362	63899	75863	87740	104874	95728	91901
15	Financial services	231522	248345	269047	275176	314137	301188	304350
16	Real estate, ownership of dwelling	103283	112536	124415	136762	148034	167992	183740
17	Public administration	113573	112536	129410	131169	138111	156511	169591
18	Other services	122114	132473	134234	144250	154659	171491	182030
Tertiary Sector		1119300	1226688	1296720	1371112	1492631	1584802	1687565
Total GDVA at basic prices		2425777	2574239	2574380	2749110	2932082	3182707	3443658

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
1	Sector-A	101.31	101.31	10333	149	149	0	184
2	Sector-B	69.18	69.18	10333	57	57	0	119

3	Sector-C	172.97	172.97	10333	206	206	0	253
4	Sector-D	98.84	98.84	10333	155	155	0	153
5	Sector-E	249.57	249.57	10333	354	354	0	385
6	Sector-F	276.75	276.75	10333	381	381	0	380
7	Laxmibai Nagar	51.49	51.49	10667	102	102	0	101
8	Pologround	76.97	76.97	10267	287	287	0	287
9	BhagirathPura	5.21	5.21	12000	18	18	0	11
10	Shivaji Nagar	5.21	5.21	14667	15	15	0	16
11	Hatod	8.77	8.77	9333	33	33	0	20
12	Rau	40.52	40.52	17600	108	108	0	107

Source: DIC, Indore (MP)

Table: Industry at a Glance

Sr no	Head	Unit	Particulars
1.	Registered industrial MSME unit	14310	Nil
2.	Registered medium & large unit	971	Nil
3.	Employment in micro and small industries	98032	Nil
4.	Employment in large and medium industries	4786	Nil
5.	No. Of industrial area	12	Nil
6.	Turnover of small scale ind.	78705	Nil
7.	Turnover of medium & large scale industries	19420	Nil

Source: DIC, Indore (MP)

Table: Data of Small Enterprises as on 31.03.2022

S r N o	District	No. of Un it	Employme nt	Fixed Investment	Production
				(in Lakhs)	(in Lakhs)
1	Indore	14310	102818	15741 (in Lakhs)	78705 (in Lakhs)

Source: DIC, Indore (MP)

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

S. no.	District	Uni ts	Fixed capital investm ent (Rs. in lacs)	Worki ng capit al (Rs. in lacs)	Employme nt	Producti on (Rs. In lacs)
1	Indore	971	3884	5826	4786	19420

Source: DIC, Indore (MP)

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

NIC CODE NO.	TYPE OF INDUSTRY	No. of UNITS	EMP Nos	INVESTMEN (Rs Lakh.)	Production s Lakh.)
15	Manufacturing of Food Products & Beverages	139	834	55.60	278.00
16	Manufacturing of Tobacco Products	0	0	0	0
17	Manufacturing of Textile	0	0	0	0
18	Manufacturing of weaving apparel Dressing & Dyeing of Fur	61	366	24.40	122.00
19	Manufacturing of tanning Dressing of Leather	15	90	6.00	30.00
20	Manufacturing of Wood Products	42	252	16.80	84.00
21	Manufacturing of Paper & Paper Products	119	714	47.60	238.00
22	Publishing Printing	12	72	4.80	24.00
23	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel	0	0	0	0
24	Manufacturing of Chemical Products	109	654	43.60	218.00
25	Manufacturing of Rubber & plastic Goods	222	1332	88.80	444.00
26	Manufacturing of other Non Metallic Mineral Products	0	0	0	
27	Manufacturing of Basic Metal	46	276	18.40	92.00
28	Manufacturing of Fabricated Metal Products Except M/C Equipments	81	486	32.40	162.00
29	Manufacturing of Machinery & Equipments	9	54	3.60	18.00
30	Manufacturing of Office, Accounting & Computer	0	0	0	0
31	Manufacturing of Electrical M/c	0	0	0	0
32	Manufacturing of Radio TV equipments	0	0	0	0
33	Manufacturing of Medical Precision watches & Clocks	0	0	0	0
34	Manufacturing of Motor vehicles	0	0	0	0
35	Manufacturing of other Transport Equipments	22	132	8.80	44.00
36	Manufacturing of Furniture	142	852	56.80	284.00
37	Recycling	0	0	0	0
40	Electricity, Gas, Steam & Hot water -	0	0	0	0
41	Collection of Information & Distribution Of Water	0	0	0	0
50	Maintenance & Repair of Motor Cycle	0	0	0	0
52	Maintenance & Repair of Personal House hold Goods	0	0	0	0
60	Land Transport	0	0	0	0
63	Supporting & Auxiliary Activities	0	0	0	0
64	Post & Telecommunication	0	0	0	0
71	Tenting & Transport Equipments	0	0	0	0
72	Computer Related Activities	0	0	0	0

74	Other Business	0	0	0	0
85	Health & Social Work	0	0	0	0
92	Recreation, Cultural & Sporting Activities	0	0	0	0
93	Other Service Activities	549	3294	219.60	1098.00
	<b>TOTAL</b>				

Source: DIC, Indore (MP)

#### 4.3. Export from the District

Total exports from the district – INR 17933.58 Crore (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	30049099	Other Medcne Put Up For Retail Sale N.E.S	4690.03
2	23040030	Meal Of Soyabean,Solvent Extracted (Defatted) Variety	974.97
3	52010015	Indian Cotton Of Staple Length 28.5Mm (1.4/32) And Above	792.72
4	30049069	Other Nonsteroidal Antiinflammatory, Analgestics And An	728.35
5	39206220	Pltes Shts Etc Of Plyethyln Terephthalte Flexible, Plain	694.88
6	84082020	Engines Of Cylindr Cpcty>250 Cc	694.74
7	63053200	Flexible Intermediate Bulk Containers Of Man Made Textile M	659.38
8	23040010	Oil-Cake And Oil-Cake Meal Of Soya Bean Expeller Variety	599.69
9	84149090	Others	366.95
10	84148030	Turbo Charger	314.94

(Source: Ministry of Commerce)

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

S.No	Departments/Agencies	Address	Contact
1.	Directorate General of Foreign Trade RA Indore	Ground Floor, A-Wing, CGO Building, Residency Area, Indore Email ID: mishra.gk@nic.in	0731-2498382
2.	Directorate General of Foreign Trade RA Bhopal	3rd Floor, Nirman Sadan, 52-A, Arera Hills (Behind Govt. Press) Bhopal Email ID: bhopal-dgft@nic.in	0755-2553323
3.	MSME-DFO	10, Industrial Estate, Polo Ground, Indore Email ID: dcdi-indore@dcmsme.gov.in	0731-2420723
4.	Export Inspection Council of	303, C.S Naydu Arcade, 10/2, Greater	0731-2566057

	India	Kailash Road, Opp. Grotlo, Opposite Grotto, New Palasia, Indore	
		Email ID: eia-indore@eicindia.gov.in	
5.	ECGC Limited, Indore	408, 4th Floor, City Center, 570, M G Road, Opp High Court, Indore	0731-2544215
		Email ID: indore@ecgc.in	
6.	APEDA Regional office, Bhopal	Kisan Bhawan, 26, Arera Hills, Bhopal, Madhya Pradesh	0755-4700764
		Email ID: apedabho@apeda.gov.in	
7.	FIEO, Indore	03, Gold Arcade, 3/1, New Palasia, Near Janjirwala Square, Indore	0731-4282335 /336
		Email ID: indore@fieo.org	
8.	EEPC India	B-202 & 220, Aurus Chambers	022-42125555
		Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli	
		Mumbai	
		Email ID: eepcromum@eepcindia.net	
9.	MP Industrial Development Corporation RO- Indore	1st Floor, Atulya IT Park, Khandwa Road, Indore	0731-2972623
		Email ID: ed.roind@mpidc.co.in	
10.	District Trade & Industries Centre, Dewas	Collector Parisar, A.B Road, Dewas (M.P.)	07272-254903
		Email ID: gmidew@mp.nic.in	

#### 4.5. SWOT Analysis of the district

##### Strengths

- (1) Indore represents largest economy in Central India with GDP standing at \$14 billion. It is a Commercial and Trading capital of the state with it's history spanning over five centuries and significant footprints in commerce, finance, media, art, fashion, research, technology, education and entertainment.
- (2) 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) Indore accounts for 1/3rd of the total namkeen production of India.
- (4) Indore is home to large infrastructure projects including those promoted by GoMP such as Crystal IT Park, Super corridor – a high density corridor being developed on TOD principles, Pithampur SEZ, Pithampur-Dhar-Mhow Investment Region of DMIC, NATRIP – a state of art automotive testing track and R&D facility etc.

- (5) Excellent overall quality of life and moderate cost of living in Indore (which is about 15-20% lower as compared to metros) has ensured availability of senior professionals and skilled workforce at competitive rates.

### **Weakness**

- (1) Poor urban spatial planning is evident in the city with residential and industrial areas developed without adequate supporting infrastructure such as public open spaces, education, healthcare and adequate road network etc. Proliferation of informal sector- both residential/commercial, large number of slums with every third resident in city is a slum dweller.
- (2) R & D facilities are not adequate.
- (3) Lack of testing facilities required.
- (4) Lack of awareness about export potential of various products from the district.
- (5) More than 10% growth in Pvt-owned vehicles has resulted in 60% increase in traffic congestion and deteriorating air quality.

### **Opportunities**

- (1) Tremendous potential for enhanced opportunities in youth-oriented education, skill development and commercial avenues. Entrepreneurial city with a culture focused on work and business; has heterogeneous & cosmopolitan population (52% of the population are migrants).
- (2) with the largest number of internet users in the state (approximately 18 lakh), an IIT and an IIM, Indore is suitably poised to enter a new era of economic and digital vibrancy by specializing in quinary and quaternary sectors.
- (3) Development/Investments under Super Corridor, IT Park, Medcity, nearby Industrial areas are expected to provide employment to 1,00,000 people in next five years.

### **Threats**

- (1) Financial Risk in Currency Exchange Rates.
- (2) Uncertainty regarding Global supply chain.
- (3) Lack of policy or funding support from the State and District Administration.
- (4) Lack of diversity in industry and business.
- (5) Delhi-Mumbai freight corridor and Ludhiana Dankuni freight corridor are not passing through this region of Madhya Pradesh.





## Potatoes



### 5. Potato

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

#### Name of the variety/ Area & its Characteristics

**Kufri Sindhuri:** Maharashtra, Gujarat, Karnataka, Bihar, Punjab, Uttar Pradesh, Jammu & Kashmir, Medium, round red deep eyes. Moderately resistant to early blight and tolerant to Potato Leaf Roll Virus (PLRV). Slow rate of degeneration. Can tolerate temperature and water stress to some extent. Crop matures in 110-120 days. Average yield is 40 t/ha. Tolerant to late blight disease. Suitable for processing.

**Kufri Chandramukhi:** Maharashtra, Bihar, Gujarat, Haryana, Himachal Pradesh, Madhya Pradesh, Orissa, Punjab, Uttar Pradesh and West Bengal. Large, oval, white, slightly flattened, fleet eyes and dull white flesh. Average yield is 25 t/ha. Crop matures in 80-90 days. Suitable for instant flakes and chips.

**Kufri Jyoti:** Maharashtra, Bihar, Gujarat, Haryana, Uttar Pradesh, Punjab, Karnataka & West Bengal. Large, oval, white, fleet eyes and white flesh. Crop matures early in hills, Average yield in hills 20 t/ha. Moderately resistant to early and late blight. Slow rate of degeneration. It is suitable for processing purpose.

**Kufri Lauvkar:** Maharashtra, Madhya Pradesh and Karnataka. Large, round, white, fleet eyes and white flesh. Able to build up yields rapidly under warmer climate. Crop matures in 75-80 days. Average yield is 30 t/ha. Suitable for chip making.

**Kufri Badshah:** Gujarat, Haryana, Madhya Pradesh, Punjab, Uttar Pradesh, Jammu & Kashmir. Large, oval, white, fleet eyes, dull white flesh, and tubers turn purple on exposure to light. Moderately resistant to early and late blight and resistant to Potato Virus X (PVX). Crop matures in 100-110 days. Average yield is 50 t/ha. Suitable for table purpose.

**Kufri Bahar:** Haryana, Uttar Pradesh, Himachal Pradesh, Jammu & Kashmir. Large, round-oval, white, medium deep eyes. Slow rate of degeneration. Crop matures in 100-110 days. Average yield is 45 t/ha. Suitable for table purpose.

**Kufri Lalima:** Bihar and Uttar Pradesh. Large to medium, red, round, medium deep eyes and white flesh. Crop matures in 100-110 days. Average yield 40t/ha. Moderately resistant to early blight. Resistant to Potato Virus Y (PVY). Not suitable for processing

**Kufri Jawahar:** Gujarat, Haryana, Madhya Pradesh, Punjab, Karnataka. Medium, round-oval, creamy white, fleet eyes and pale yellow flesh. Crop matures in 80-90 days. Average yield is 40 t/ha. Moderately resistant to late blight. Suitable in intensive-cropping systems. Suitable for table purpose.

**Kufri Sutlej:** Bihar, Haryana, Punjab, Uttar Pradesh and Madhya Pradesh. Large, oval, white, fleet eyes and white flesh. Crop matures in 90-100 days. Average yield is 40 t/ha. Moderately resistant to late blight. Suitable for table purpose.

**Kufri Ashoka:** Bihar, Haryana, Punjab, Uttar Pradesh and West Bengal Large, oval-long, white, fleet eyes and white flesh. Susceptible to late light. Crop matures in 70-80 days, Average yield is 40 t/ha. Suitable for tablepurpose.

**Kufri Pukhraj:** Maharashtra, Orissa, Uttar Pradesh, Bihar, Gujarat, Haryana, Himachal Pradesh, Punjab, Madhya Pradesh and West Bengal Large, oval, slightly tapered, white, fleet eyes and yellow flesh. Crop matures in 70-90 days. Average yield is 40t/ha. Resistant to early blight and moderately resistant to late blight. Suitable for table purpose.

**Kufri Chipsona-1:** Bihar and Uttar Pradesh. Medium to large, oval, white, fleet eyes and dull white flesh. Crop matures in 90-110 days. Average yield is 40 t/ha. Resistant to late blight and tolerant to frost. Suitable for making chips and French fries.

**Kufri Chipsona-2:** Bihar and Uttar Pradesh. Medium, Round-oval, white, fleet eyes and yellow flesh. Crop matures in 90110 days. Average yield is 35 t/ha. Resistant to late blight and tolerant to frost. Suitable for making chips and French fries.

**Kufri Anand:** Medium oval-long, white, flattened, fleet eyes, smooth skin and white flesh. Resistant to late blight and tolerant to frost. Average yield is 35-40 t/ha. Crop matures in 100-110 days. Suitable for preparing French fries.

Export Data  
 Table: Export from India  
 HS CODE 0701: Potatoes  
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	0701	Potatoes	56,343	0.0261	75,877	0.0241
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 0701: Potatoes

S.No	Country/ Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Nepal	31347	42708	36
2	Indonesia	2844	6399	125
3	Oman	4560	5782	27
4	Malaysia	3188	3767	18
5	Sri Lanka Dsr	1982	3261	65
6	Mauritius	1231	3222	162
7	Saudi Arab	3401	2789	-18
8	U Arab Emts	1492	1946	30
9	Kuwait	1747	1770	1
10	Maldives	1623	1451	-11

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
 Product: 0701 Potatoes

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
0701	Potatoes	58181578	0701

(Source: DGCIS)

Table: World's Top Importers 2021  
 HS CODE 0701 Potatoes

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 0701 Potatoes

Rank	World's Top	Value
------	-------------	-------

	Importers	exported in 2021 (Million USD)
	World	4389
1	Netherlands	822
2	France	666
3	Germany	382
4	Canada	292
5	USA	275
6	China	212
7	Egypt	200
8	Belgium	185
9	United Kingdom	143
10	Spain	132

(Source: Trade Map)

## SWOT Analysis

### Strength-

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

### Weakness:

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

### Opportunities:

1. Processing of Potato: Potato flour, Potato chips, Frozen Potato products, Potato starch and tapioca of potato.
2. Rapidly growing market for savory snack; major sales are from potato based snacks;
3. Growing export markets in Nepal, Indonesia, Oman, Malaysia, Saudi Arabia.

4. Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of Potato exports as it is available round the year.
5. Supportive Government backing the investors which can help in taking large scale commercial farming to major Potato clusters.
6. Farmer Education: Significant investment is required in education and relevant support services to give small & marginal farmers the necessary skills and knowledge to increase productivity, improve the quality of the produce and reduce waste.

**Threats:**

1. India is major producer of Potato in the world but it's not comes under top 10 Potato exporting countries of the world.
2. Major Competitors Netherland, France, Germany, Canada, USA.
3. Importing regulation of Agri & Food products are different in different countries.



## Pharma Product



### 6. Pharma Product

Pharmaceutical products mean all biological and drug candidates, compounds or products. The global pharmaceutical market is undergoing rapid transformation. There has been a dramatic shift towards emerging markets as western markets slow down. Global Pharma multinational corporations are looking at new growth drivers such as the Indian domestic market to capitalize on the growing opportunity. The Indian economy is growing strongly and healthcare is expanding to meet the needs of a growing population with a changing disease profile. Increase in insurance coverage, aggressive market creation, growth in the income of the Indian population and steady government investment into medical infrastructure has further propelled the growth of the industry, such that it is on the threshold of becoming a competitor of global Pharma companies in some key areas, and a potential partner in others.

Export Data  
 Table: Export from India  
 HS CODE 3004: Pharma Products  
 Values in Rs. Cr.

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

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise  
 HS CODE 3004: Pharma Products

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

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
 HS CODE 3004: Pharma Products

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

(Source: DGCIS)

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

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

(Source: Trade Map)

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

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

(Source: Trade Map)

## Swot Analysis

### Strengths:-

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

### Weakness:-

1. The industry faces several challenges in the form of pricing of pharmaceutical products and impact of some agreements.
2. The General Agreement on Tariffs and Trade<sup>1</sup> (GATT) and Trade Related aspects of Intellectual Property Rights (TRIPS) have an adverse impact on pricing of pharmaceutical products.
3. Pharmaceutical companies are not allowed to re-generate existing drugs and formulations and change the existing process and manufacture the same.
4. Lack of Infrastructure like go down, Pack house and Reefer Vans, test laboratories.
5. Poor Market Linkage & Packaging Techniques.

### Opportunity:

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



8. Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of Pharma exports.
9. Supportive Government backing the investors which can help in taking large scale commercial Pharma clusters.
10. Generation of additional employment.

**Threat:**

1. Government expanding the umbrella of the Drugs Price Control Order (DPCO).
2. Other low-cost countries such as China and Israel affecting outsourcing demand for Indian pharmaceutical products.
3. Entry of foreign players (well-equipped technology-based products) into the Indian market.
4. Greater instability in production and productivity.
5. Greater instability in production and productivity.
6. Major Competitors are Germany, Switzerland, Belgium, USA & France.
7. Importing regulations are different in different countries.



## *Auto Engineering Products*



### 7. Auto Engineering Products

Automobile engineering is a branch study of engineering, which teaches manufacturing, designing, mechanical mechanisms as well as operations of automobiles. It is an introduction to vehicle engineering which deals with motorcycles, cars, buses, trucks, etc. It includes branch study of mechanical, electronic, software and safety elements. Some of the engineering attributes and disciplines that are of importance to the automotive engineer include:

**Safety engineering:** Safety engineering is the assessment of various crash scenarios and their impact on the vehicle occupants. These are tested against very stringent governmental regulations. Some of these requirements include: seat belt and air bag functionality testing, front- and side-impact testing, and tests of rollover resistance. Assessments are done with various methods and tools, including computer crash simulation (typically finite element analysis), crash-test dummy, and partial system sled and full vehicle crashes.

**Fuel economy/emissions:** Fuel economy is the measured fuel efficiency of the vehicle in miles per gallon or kilometers per liter. Emissions-testing covers the measurement of vehicle emissions, including hydrocarbons, nitrogen oxides (NOx), carbon monoxide (CO), carbon dioxide (CO<sub>2</sub>), and evaporative emissions.

**NVH engineering (noise, vibration, and harshness):** NVH involves customer feedback (both tactile and audible) concerning a vehicle. While sound can be interpreted as a rattle, squeal, or hum, a tactile response can be seat vibration or a buzz in the steering wheel. This feedback is generated by components either rubbing, vibrating, or rotating. NVH response can be classified in various ways: powertrain NVH, road noise, wind noise, component noise, and squeak and rattle. Note, there are both good and bad NVH qualities. The NVH engineer works to either eliminate bad NVH or change the "bad NVH" to good (i.e., exhaust tones).

**Vehicle electronics:** Automotive electronics is an increasingly important aspect of automotive engineering. Modern vehicles employ dozens of electronic systems.[1] These systems are responsible for operational controls such as the throttle, brake and steering controls; as well as many comfort-and-convenience systems such as the HVAC, infotainment, and lighting systems. It would not be possible for automobiles to meet modern safety and fuel-economy requirements without electronic controls.

**Performance:** Performance is a measurable and testable value of a vehicle's ability to perform in various conditions.

**Shift quality:** Shift quality is the driver's perception of the vehicle to an automatic transmission shift event. This is influenced by the powertrain (engine, transmission), and the vehicle (driveline, suspension, engine and powertrain mounts, etc.) Shift feel is both a tactile (felt) and audible (heard) response of the vehicle.

**Durability / corrosion engineering:** Durability and corrosion engineering is the evaluation testing of a vehicle for its useful life. Tests include mileage accumulation, severe driving conditions, and corrosive salt baths.

**Drivability:** Drivability is the vehicle's response to general driving conditions. Cold starts and stalls, RPM dips, idle response, launch hesitations and stumbles, and performance levels.

**Cost:** The cost of a vehicle program is typically split, into the effect on the variable cost of the vehicle, and the up-front tooling and fixed costs associated with developing the vehicle. There are also costs associated with warranty reductions and marketing.

**Program timing:** To some extent programs are timed with respect to the market, and also to the production-schedules of assembly plants. Any new part in the design must support the development and manufacturing schedule of the model.

**Assembly feasibility:** It is easy to design a module that is hard to assemble, either resulting in damaged units or poor tolerances. The skilled product-development engineer works with the assembly/manufacturing engineers so that the resulting design is easy and cheap to make and assemble, as well as delivering appropriate functionality and appearance.

**Quality management:** Quality control is an important factor within the production process, as high quality is needed to meet customer requirements and to avoid expensive recall campaigns. The complexity of components involved in the production process requires a combination of different tools and techniques for quality control. Therefore, the International Automotive Task Force (IATF), a group of the world's leading manufacturers and trade organizations, developed the standard ISO/TS 16949. This standard defines the design, development, production, and (when relevant) installation and service requirements. Furthermore, it combines the principles of ISO 9001 with aspects of various regional and national automotive standards such as AVSQ (Italy), EAQF (France), VDA6 (Germany) and

QS-9000 (USA). In order to further minimize risks related to product failures and liability claims for automotive electric and electronic systems, the quality discipline functional safety according to ISO/IEC 17025 is applied.

Export Data  
 Table: Export from India  
 HS CODE 84: Auto Engineering Products  
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof.	14,016	6.49	18,949	6.02	35
India's Total Export			21,59,04,32 2		314,702,149		

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise  
 HS CODE 84: Auto Engineering Products

S.No	Country / Region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
1	USA	30042	43251	43
2	Germany	8559	10589	23
3	Thailand	6178	8173	32
4	China	5558	7955	43
5	UK	5486	7890	43
6	Singapore	5341	7391	38
7	UAE	5333	6727	26
8	Bangladesh	4061	5470	34
9	France	3513	5178	47
10	Nepal	3414	4850	42

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
 HS CODE 84: Auto Engineering Products

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
84	Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof.	3,877	52.0

(Source: DGCIS)

Table: World's Top Importers

HS CODE 84: Auto Engineering Products

	World's Top Importers	Value imported in 2021 (Million USD thousand)
Rank	World	2540064
1	USA	428828
2	China	231210
3	Germany	168382
4	France	84358
5	Hong kong	82708
6	Uk	79638
7	Mexico	79134
8	Netherlands	72292
9	Japan	71197
10	Canada	70744

(Source: Trade Map)

Table: World's Top Exporters

HS CODE 84: Auto Engineering Products

	World's Top Importers	Value exported in 2021 (Million USD thousand)
Rank	World	2479490
1	China	547585
2	Germany	264174
3	USA	209284
4	Japan	147382
5	Italy	108057
6	Hong Kong	95090
7	Netherlands	90145
8	Mexico	85268
9	Korea	76018
10	Singapore	69218

(Source: Trade Map)

## SWOT Analysis

### Strength:

1. The automobile industry is a highly growing industry, continuously contributing to growth and development. Automobiles give people the opportunity to live, work and travel in ways that were unimaginable a few decades ago. The ease and quality of life improvements the automotive industry brings will only increase the demand for vehicles in the future.
2. Constant product innovation & technological advancement: With the advent of E-vehicles & alternative fuel such as Shell gas, CNG, and others, automobile

companies are increasing R&D expenditure to drive the next phase of growth through the use of renewable sources of energy which may be solar, wind, etc.

3. Manufacturing facilities in Asian nations to control cost: To monitor cost and to manage shrinking margins, automobile companies like Harley, Volvo, Bharat Benz, etc. are building their manufacturing facilities in developing nations like India. These nations have a cheap workforce, are high in resources, and are nearer to developed economies. These are ideal conditions for an emerging market.

#### **Weakness:**

1. Government regulations: Regulations like excise duty, no entry of outside vehicles in the state, decreasing number of the validity of registration period, and volatility in the fuel prices pose considerable challenges to automobile companies. These factors also affect the growth of the industry.
2. High employee turnover: The employee turnover in the automobile industry is found to be higher when compared to several other sectors. Furthermore, attracting and retaining employees in the automotive industry can be very challenging, especially in the case where competitors are doing what they can to lure the best talent.

#### **Opportunities:**

1. Fuel-efficient vehicles: Optimization of fuel-driven combustion engines and cost efficiency programs are excellent opportunities for the automobile market. Emerging markets will be the primary growth drivers for a long time to come, and hence fuel-efficient cars are the need of the hour.
2. Changing lifestyle & customer groups: The increased availability of data and information, shift in consumer demand, and expanded regulatory requirements for safety and fuel economy will fuel the growth of this industry.
3. Market expansion: Entering new markets like Asian & BRIC nations will skyrocket the demand for vehicles. Furthermore, other markets are also likely to emerge soon.

#### **Threats**

1. Rising competition: Presence of a large number of players in the automobile industry results in intense competition and companies eating into other's share, leaving little scope for new players.
2. Sluggish economy: Macroeconomic uncertainty, recession, unemployment, etc. are the economic factors which will daunt the automobile industry for an extended period.
3. Volatility in fuel prices: For the consumer segment, fluctuations in fuel prices remains the determining factor for growth. Also, government regulations pertaining to the use of alternative fuels like CNG and Shell gas is also affecting the inventories.



# Soya Oil



## 8. Soya Oil

Soyaoils are an important raw material for those seeking vegan, lactose-free products, such as soymilk and tofu. Soybean is the world's most important seed legume, which contributes to 25 % of the global edible oil, about two-thirds of the world's protein concentrate for livestock feeding. Soybean meal is a valuable ingredient in formulated feeds for poultry and fish. In India, Soybean was introduced from China in tenth century AD through the Himalayan routes, and also brought in via Burma (now Myanmar) by traders from Indonesia. As a result, soybean has been traditionally grown on a small scale in Himachal Pradesh, the Kumaon Hills of Uttar Pradesh (now Uttaranchal), eastern Bengal, the Khasi Hills, Manipur, the Naga Hills, and parts of central India covering Madhya Pradesh. It has also been reported that the Indian continent is the secondary center for domestication of the crop after China

Export Data  
 Table: Export from India  
 HS CODE 1507: Soya Oil  
 Values in Rs. Crore

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	1507	Soya bean oil and its fractions w/n Refind but not chemically modified	149	0.0069	156	156
India's Total Export			21,59,04,32 2		31,47,02,14 9	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise  
 HS CODE 1507: Soya oil

S.No.	Country / Region	Values in Rs. Cr		
		2020-2021	2021-2022	%Growth
1.	Bhutan	10168	13764	35
2.	Australia	304	1046	243
3.	Myanmar	243	391	- 18
4.	Saudi arab	132	118	- 10

5.	Canada	2477	96	-96
6.	New Zealand	38	67	72
7.	New Caledonia	-	51	-
8.	USA	886	50	-94
9.	Sri Lanka	3	24	594
10.	Vietnam	19	12	-38

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
HS CODE 1507: Soya oil

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
1507	Soya bean oil and its fractions w/n Refined but not chemically modified	13.1	0.17

(Source: DGCIS)

Table: World's Top Importers 2021  
Product: 1507: Soya Oil

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
		World
1.	India	4750
2.	China	1051
3.	Bangladesh	891
4.	Algeria	817
5.	Peru	728
6.	Iran	704
7.	Morocco	642
8.	Nepal	608
9.	Korea	575
10.	Colombia	394

(Source: Trade Map)

Table: World's Top Exporters in 2021  
Product: 1507: Soya Oil

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
		World
1.	Argentina	6930
2.	Brazil	2016
3.	USA	906
4.	Netherlands	661
5.	Paraguay	621
6.	Spain	610
7.	Nepal	596
8.	Bolivia	571
9.	Russia Federation	532

10.	Turkey	341
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(Source: Trade Map)

## SWOT Analysis

### Strength:

The Indian seed industry has shown impressive growth in serving the oilseed growers and its role is not only to provide adequate quantity of quality seeds but also to achieve varietal diversity. Indian seed program largely adheres to the limited generation of breeder, foundation and certified seeds.

### Weakness:

The annual oilseed production of the country is faced with high degree of variation as nearly 76% of the oilseeds area is under rainfed conditions and therefore subjected to uncertainties of moisture availability. Availability of quality seeds of improved varieties and hybrids is grossly inadequate and is one of the major constraints in enhancing the oilseed production. In oilseeds, the farmers are using predominantly the saved seeds, resulting in about 80% of the areas own with farm saved seeds of old and obsolete varieties.

### Opportunity:

Biotechnology offers an impressive option to supplement the ongoing efforts on developing genetically enhanced germplasm of oilseeds for achieving sustainable food production. The situation is quite encouraging in the germplasm front with high level of resistance available for 19 (29.6%) and partial for 33 (51.5%) diseases that affect oilseed crops. This also highlights the need for concerted efforts in utilizing these germplasm resources for the development of disease resistant varieties. Recent advances in molecular biology have great potential to identify progeny that can be selected for improved resistance and to document pathogen variability. Wherever damage is severe but the resistance is too low or absent, it could be augmented with transgenic sources.

Modern tools like molecular markers could be employed for enhancing the efficiency of resistance breeding to make oilseed production more competitive and sustainable.

### Threats:

The continuous cultivation of oilseed crops without proper crop rotation has led to depletion of soil nutrients as well as increase in pest and disease incidence causing up-to 40% yield loss. The biotic stresses challenge the expectation of high yield in most of the oilseeds crops in spite of high yielding varieties under cultivation. The crop loss under poor soil quality, wherein many of these crops are cultivated in rain fed conditions is immeasurable. The farmers, who chose to apportion their land for oilseed crops, become victims of circumstances and have only to break even at the end of the season.

The technical inefficiencies in oilseed production, on an average have been found to be 25% to 33% and even higher at the farm level or processing unit level along with allocative and scale inefficiencies.





# Soya Seeds



## 9. Soya Seed

Soya Seeds are an important raw material for those seeking vegan, lactose-free products, such as soymilk and tofu. Soybean is the world's most important seed legume, which contributes to 25 % of the global edible oil, about two-thirds of the world's protein concentrate for livestock feeding. Soybean meal is a valuable ingredient in formulated feeds for poultry and fish.

In India, Soybean was introduced from China in tenth century AD through the Himalayan routes, and also brought in via Burma (now Myanmar) by traders from Indonesia. As a result, soybean has been traditionally grown on a small scale in Himachal Pradesh, the Kumaon Hills of Uttar Pradesh (now Uttaranchal), eastern Bengal, the Khasi Hills, Manipur, the Naga Hills, and parts of central India covering Madhya Pradesh. It has also been reported that the Indian continent is the secondary center for domestication of the crop after China.

Export Data  
 Table: Export from India  
 HS CODE 1201: Soya Seeds  
 Values in Rs. Cr.

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	1201	Soya beans, whether or not broken	313	0.01	0.01	0.0099
India's Total Export			21,59,04,32 2		31,47,02,14 9	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise  
 HS CODE 1201: Soya Seeds

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	USA	19530	12334	-36
2	Canada	5848	8735	49
3	Belgium	4182	7324	75
4	Nepal	566	1520	168
5	France	453	437	-3
6	U arab	213	430	101
7	Taiwan	0	263	10541948
8	Japan	157	100	-36
9	Qatar	49	83	67
10	Saudi Arab	21	33	56

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
 HS CODE 1201: Soya Seeds

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (US\$)
1201	Soya beans, whether or Not broken	210	2.80

(Source: DGCIS)

Table: World's Top Importers  
 HS CODE 1201: Soya Seeds

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
	World	91876
1	China	53528
2	Argentina	2623
3	Mexico	2537
4	Thailand	2274
5	Netherland	2194
6	Egypt	2156
7	Japan	2075
8	Spain	2034
9	Germany	1941
10	Taipei	1496

(Source: Trade Map)

Table: World's Top Exporters  
 HS CODE 1201: Soya Seeds

Rank	World's Top Importers	Value exported in 2021 (USD thousand)
		World
1	Brazil	38638
2	USA	27522
3	Paraguay	2975
4	Argentina	2691
5	Canada	2485
6	Uruguay	896
7	Ukraine	621
8	Netherlands	596
9	UAE	563
10	Russian	408

(Source: Trade Map)

## SWOT Analysis

### Strength:

The Indian seed industry has shown impressive growth in serving the oilseed growers and its role is not only to provide adequate quantity of quality seeds but also to achieve Varietal diversity. Indian seed program largely adheres to the limited generation of breeder, foundation and certified seeds.

### Weakness:

The annual oilseed production of the country is faced with high degree of variation as nearly 76% of the oilseeds area is under rainfed conditions and therefore subjected to uncertainties of moisture availability. Availability of quality seeds of improved varieties and hybrids is grossly inadequate and is one of the major constraints in enhancing the oilseed production. In oilseeds, the farmers are using predominantly the saved seeds, resulting in about 80% of the areas own with farm saved seeds of old and obsolete varieties.

### Opportunity:

Biotechnology offers an impressive option to supplement the ongoing efforts on developing genetically enhanced germplasm of oilseeds for achieving sustainable food production. The situation is quite encouraging in the germplasm front with high level of resistance available for 19 (29.6%) and partial for 33 (51.5%) diseases that affect oilseed crops. This also highlights the need for concerted efforts in utilizing these germplasm resources for the development of disease resistant varieties. Recent advances in molecular biology have great potential to identify progeny that can be selected for improved resistance and to document pathogen variability. Wherever damage is severe but the resistance is too low or absent, it could be augmented with transgenic sources.

Modern tools like molecular markers could be employed for enhancing the efficiency of resistance breeding to make oilseed production more competitive and sustainable.

### Threats:

The continuous cultivation of oilseed crops without proper crop rotation has led to depletion of soil nutrients as well as increase in pest and disease incidence causing up-to 40% yield loss. The biotic stresses challenge the expectation of high yield in most of the oilseeds crops in spite of high yielding varieties under cultivation.



## Soya Extracts



### 10. Soya Extract

Soyaoils are an important raw material for those seeking vegan, lactose-free products, such as soymilk and tofu. Soybean is the world's most important seed legume, which contributes to 25 % of the global edible oil, about two-thirds of the world's protein concentrate for livestock feeding. Soybean meal is a valuable ingredient in formulated feeds for poultry and fish. In India, Soybean was introduced from China in tenth century AD through the Himalayan routes, and also brought in via Burma (now Myanmar) by traders from Indonesia. As a result, soybean has been traditionally grown on a small scale in Himachal Pradesh, the Kumaon Hills of Uttar Pradesh (now Uttaranchal), eastern Bengal, the Khasi Hills, Manipur, the Naga Hills, and parts of central India covering Madhya Pradesh. It has also been reported that the Indian continent is the secondary center for domestication of the crop after China.

Export Data  
 Table: Export from India  
 HS CODE 230400: Soya Extracts  
 Values in Rs. Cr.

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	230400	Oil-cake and othr solid residue w/n grnd/in pllts form obtnd frm soya-bean oil extrctn	835	0.38	412	0.13
		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 230400: Soya Extracts**

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	USA	1834	609	-66
2	France	639	568	-11
3	Nepal	691	565	-18
4	Germany	582	377	-35
5	Netherland	459	339	-26
6	Japan	205	280	36
7	Korea rp	242	278	14
8	Canada	239	159	-33
9	UK	274	135	-50
10	Sri lanka	139	125	-9

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
 HS CODE 230400: Soya Extract

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR)Cr.	April, 21 To March, 22 Value (Million US)
230400	Oil-cake and othr solid residue w/n grnd/in pllts form obtnd frm soya-bean oil extrctn	2,784	34.8

(Source: DGCIS)

Table: World's Top Importers 2021  
 Product: 230400: Soya Extracts

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
		World
1.	Indonesia	2679
2.	Viet Nam	2097
3.	France	1405
4.	Philippines	1368
5.	Thailand	1368
6.	Poland	1338
7.	Spain	1325

8.	Iran	1274
9.	Netherlands	1190
10.	UK	1054

(Source: Trade Map)

Table: World's Top Exporters in 2021  
 Product: 230400: Soya Extracts  
 (Source: Trade Map)

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
	World	32228
1.	Argentina	11351
2.	Brazil	73424
3.	USA	4536
4.	Netherlands	1378
5.	India	900
6.	Germany	835
7.	Paraguay	764
8.	Bolivia	707
9.	Russia	488
10.	China	471

(Source: Trade Map)

## SWOT Analysis

### Strength:

The Indian seed industry has shown impressive growth in serving the oilseed growers and its role is not only to provide adequate quantity of quality seeds but also to achieve varietal diversity. Indian seed program largely adheres to the limited generation of breeder, foundation and certified seeds.

### Weakness:

The annual oilseed production of the country is faced with high degree of variation as nearly 76% of the oilseeds area is under rainfed conditions and therefore subjected to uncertainties of moisture availability. Availability of quality seeds of improved varieties and hybrids is grossly inadequate and is one of the major constraints in enhancing the oilseed production. In oilseeds, the farmers are using predominantly the saved seeds, resulting in about 80% of the areas own with farm saved seeds of old and obsolete varieties.

### **Opportunity:**

Biotechnology offers an impressive option to supplement the ongoing efforts on developing genetically enhanced germplasm of oilseeds for achieving sustainable food production. The situation is quite encouraging in the germplasm front with high level of resistance available for 19 (29.6%) and partial for 33 (51.5%) diseases that affect oilseed crops. This also highlights the need for concerted efforts in utilizing these germplasm resources for the development of disease resistant varieties. Recent advances in molecular biology have great potential to identify progeny that can be selected for improved resistance and to document pathogen variability. Wherever damage is severe but the resistance is too low or absent, it could be augmented with transgenic sources.

Modern tools like molecular markers could be employed for enhancing the efficiency of resistance breeding to make oilseed production more competitive and sustainable.

### **Threats:**

The continuous cultivation of oilseed crops without proper crop rotation has led to depletion of soil nutrients as well as increase in pest and disease incidence causing up-to 40% yield loss. The biotic stresses challenge the expectation of high yield in most of the oilseeds crops in spite of high yielding varieties under cultivation. The crop loss under poor soil quality, wherein many of these crops are cultivated in rain fed conditions is immeasurable. The farmers, who chose to apportion their land for oilseed crops, become victims of circumstances and have only to break even at the end of the season.

The technical inefficiencies in oilseed production, on an average have been found to be 25% to 33% and even higher at the farm level or processing unit level along with allocative and scale inefficiencies.

## **11. IT Sector (Information & Technology)**

Information technology is the study, design, development, implementation, support or management of computer-based information systems—particularly software applications and computer hardware. IT workers help ensure that computers work well for people. Information technology (IT) is the use of computers to store, retrieve, transmit, and manipulate data or information. IT is typically used within the context of business operations as opposed to personal or entertainment technologies. IT is considered to be a subset of information and communications technology (ICT). An information technology system (IT system) is generally an information system, a communications system, or, more specifically speaking, a computer system – including all hardware, software, and peripheral equipment – operated by a limited group of users.

### **IT education and job functions**

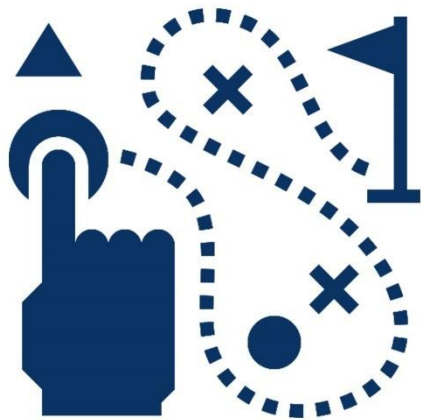
A team of administrators and other technical staffers deploy and manage the company's IT infrastructure and assets. IT teams depend on a wide range of specialized information and technology skills and knowledge to support equipment, applications and activities. Third-party contractors and IT vendor support personnel augment the IT team.

The information technology profession is extremely diverse. IT workers can specialize in fields like software development, application management, hardware components such as desktop support, server or storage administrator and network architecture. Many businesses seek IT professionals with mixed or overlapping skill sets.

### **Common IT careers**

Chief information officer: This person is responsible for IT and computer systems that support the enterprise's goals.

Chief technology officer: This person sets all technology goals and policies within an organization.



## 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	<p>To promote setting up industrial units of products selected under DEH through PMEGP and other 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>	DIC- Indore 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



		DIC-Indore will facilitate the units in getting important registration in GST process and Import-Export Code			
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	1. As per the product demand in international and domestic markets, need of quality certification will be analysed  2. Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units  3. All necessary help will be provided to	1.Department of MSME, GoMP can establish as per the need of stakeholders associated with the commodities.  2. After achieving the targets of midterm strategy and assessment of quality parameters, it will be ensured to set up a testing facility and provide	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP

		units to get the ISO and other certification with the help of experts.	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>	DIC-Indore 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. ECGC department to provide support to existing exporters and should create awareness about their credit linkage initiatives.	DGFT RA along with ECGC should organise export awareness workshop on quarterly basis.	Centre DGFT RA and ECGC	ECGC Government of India Undertaking
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)</p>	Common Facility Centre should be created for exports. Need to strengthen the existing cluster.	State and Centre	Ministry of MSME

		should be developed in the district.	DTIC and DGFT RA can be the nodal department for this initiative.		
7.	Logistics	1. There is a logistic issue of delayed consignment as part load consignments 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.	<ul style="list-style-type: none"> <li>● We will partner with logistics and supply chain partners. Currently, MPIDC has an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively.</li> <li>● Train Service to Mundra Port is required since fuel is very expensive. To initiate train service from ICD Dhannad to Mundra Port (CONCOR)</li> </ul> <p>Part load not accepted at ICD Dhannad. Weekly loading can be planned at ICD Dhanna</p>	Centre	Railway Department (CONCOR)
8.	Marketing support	Support can be provided by MSME for participation in international trade fairs and exhibition/Customer	Organising more buyer-seller meets will be easiest 2-way communication for marketing of	State/Centre	Ministry of MSME of Commerce and Industries, GoI

		visit.	the products.	
		To analyse the distribution channels associated to the product categories and	Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product.	
		Identification of new markets for the selected products		
9.	Regulatory	Efforts are being made to ensure that units can get all the clearances on time.	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
		DEPC will create Single window system at the district level		
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"> <li>● Export tariffs, taxes, and customs procedures;</li> <li>● Commercial standards, regulations and practices;</li> <li>● Distribution channels, business travel, and other market information;</li> </ul>	DGFT RA and District Administration

- Identificat  
ion of  
opportunities and  
best prospects
11. Supply Chain    The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.
- We will partner with logistics and supply chain partners. Currently, we have an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively



*Target*



### 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.

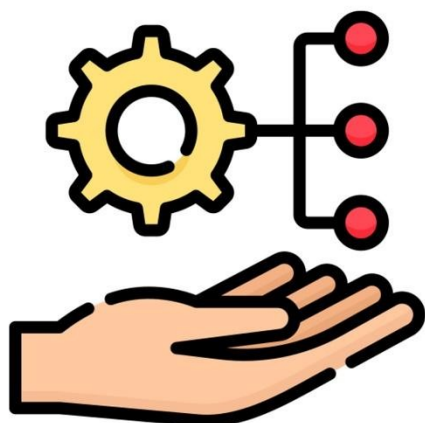
### 13.1.4. Negative impact on Chinese products

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.