



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



**MPDC**  
MP Industrial Development Corporation Limited

# Jhabua

Madhya Pradesh

## DISTRICT EXPORT PLAN

**Districts**  
as Export Hubs

75  
आज़ादी का  
अमृत महोत्सव

## Acknowledgement

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

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

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

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

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

Rajni Singh (IAS)  
Collector & District Magistrate  
Jhabua

## Table of Contents

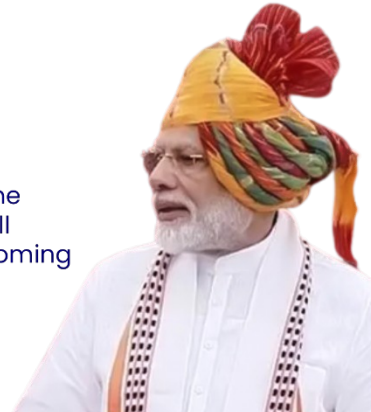
1. Background.....	4
1.1. About MP Industrial Development Corporation (MPIDC).....	4
1.2. Brief description of District as Export Hub.....	4
1.3. Rational for District Export Plan.....	5
2. Constitution of District Export Promotion Committee (DEPC).....	5
2.1. Role of DEPC.....	5
2.2. Methodology for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



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

**Hon'ble Prime Minister**

**on Independence Day Speech 15.08.2019**



## 1. Background

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

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

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

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

The Cell envisages the following activities:

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

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

The objective is to enable MSMEs, farmers and small industries to get benefit of export opportunities in the overseas markets and shift focus on District led Export Growth for self-sufficiency and self-reliance. It should attract investment in the district to boost manufacturing and exports and provide ecosystem for Innovation/ use of Technology at District level to make the exporters competitive. It should also help reduce transaction cost

for the exporter at various stages of export cycle and generate employment in the district. The focus on the districts should also provide platforms for wider and global reach of products and services from the district through E-commerce and Digital marketing.

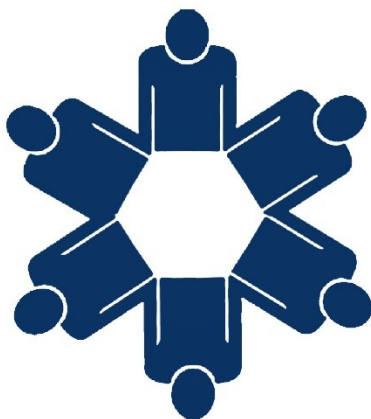
### 1.3. Rational for District Export Plan

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

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

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

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



## *District Export Promotion Committee*



## 2. Constitution of District Export Promotion Committee (DEPC)

## 2.1. Role of DEPC

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

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

## 2.2. Methodology for selecting products for exports

### Meetings of DLEPC

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

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

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

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

### Export Data of the State and District

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

### Export Data of India and the World

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

### Experience of Departments and Officers

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

### Swot Analysis of the Product

DGFT has done SWOT (Strength, Weakness, Opportunities and Threats) analysis of every product produced in the region with comparative studies. By calculating, analysing, taking inputs

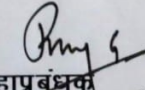
from all stake holders. DLEPC sorted out products for exports from the districts. Detailed analysis of the products has been described in next chapters.

**मध्य प्रदेश शासन**  
**जिला व्यापार एवं उद्योग केन्द्र, झाबुआ**  
**क्रमांक/जिव्याउके/झा/एमएसएमई/2020-21/1348 झाबुआ दिनांक 20/11/2020**

**--: आदेश :-**  
 भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय के कार्यालय महानिदेशक विदेश व्यापार (DGFT) नई दिल्ली के ज्ञापन क्र. **F.No.01/36/218/01/AM-18/TC/Part-1/01/Dated:11/5/2020** निर्देशों के पालन में झाबुआ जिले को निर्यात हब के रूप में विकसित करने के लिये निम्नानुसार जिला अधिकारियों/संस्थाओं के प्रतिनिधियों की (DEPC) समिति गठित की जाती है ।

क.	अधिकारी का पद/विभाग	नामित पद
1	कलेक्टर	अध्यक्ष
2	जिला वन मण्डला अधिकारी झाबुआ	सदस्य
3	नामित अधिकारी (DGFT)	उपाध्यक्ष
4	महाप्रबंधक जिला व्यापार एवं उद्योग केन्द्र, झाबुआ	संयोजक
5	क्षेत्रीय अधिकारी औद्योगिक निति एवं निवेश प्रोत्साहन विभाग, इन्दौर	सदस्य
6	जिला अग्रणी बैंक प्रबंधक, झाबुआ	सदस्य
7	प्रतिनिधि - एमएसएमई (MSIC) 10, पोलोग्राउण्ड इन्दौर	सदस्य
8	प्रतिनिधि - क्षेत्र विशिष्ट निर्यात संवर्धन परिषद	सदस्य
9	प्रतिनिधि - गुणवत्ता और मानक कार्यान्वयन निकाय	सदस्य
10	प्रतिनिधि - उद्योग संघ/व्यापार संघ झाबुआ	सदस्य
11	उपसंचालक - किसान कल्याण तथा कृषि विकास, झाबुआ	सदस्य
12	वाणिज्य कर अधिकारी झाबुआ	सदस्य
13	उपसंचालक - पशु पालन विभाग झाबुआ	सदस्य
14	खनिज अधिकारी खनिज विभाग झाबुआ	सदस्य
15	सहायक संचालक - उद्यानिकी विभाग झाबुआ	सदस्य
16	सहायक संचालक - मत्स्यपालन विभाग झाबुआ	सदस्य
17	जिला ग्रामोद्योग अधिकारी, झाबुआ	सदस्य
18	जिला समन्वयक राष्ट्रीय ग्रामीण आजीविका मिशन (NRLM)	सदस्य
19	प्रतिनिधि - चयनित उत्पाद की विशिष्ट संस्था (KVK) झाबुआ	सदस्य
20	परियोजना संचालक, आत्मा झाबुआ	सदस्य
21	जिला विकास प्रबंधक, नाबार्ड झाबुआ	सदस्य
22	प्रबंधक, पर्यटन विभाग झाबुआ	सदस्य

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 केन्द्र झाबुआ**



## *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

Jhabua is a district in the western part of the M.P. Jhabua is 150km from Indore on NH 79. The princely state of Jhabua was a guaranteed chiefship under the Bhopawar Agency, Central India during the British Raj. It was bounded on the north by Kushalgarh State in the Rajputana Agency, on the south by Jobat State, on the east by Ali-Raipur and Dhar, and on the west by the Panch Mahals District of Bombay. The State lay wholly in the mountainous region of Malwa known as Rath which constituted of the western boundary of the Malwa plateau, and later became a part of the Malwa Agency in 1927. After India's independence in 1947, Jhabua's last ruler signed the accession to the Indian Union on 15 June 1948, and Jhabua became part of the newly created Madhya Bharat state, which in 1956 was merged into Madhya Pradesh.

It is surrounded by Panchmahal and Baroda districts of Gujarat, Banswara district of Rajasthan, and Alirajpur, Dhar and Ratlam districts of Madhya Pradesh.

Jhabua is a predominantly Adivasi district, and suffers from high rates of illiteracy and poverty. Almost half of the population lives below the poverty line. The Bhil and Bhilala peoples inhabit the interior of the district.

##### **District at a glance**

- Area: 3782 Sq. Km.
- Language Spoken: Hindi, Bhil, Urdu & Gujrati.
- Villages: 241

##### **There is no Port/ICDs in Jhabua . Near by ICDs to Jhabua:**

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

Accessibility to Exporters:

**By Rail:** Jhabua does not have railway station. Nearest option is Meghnagar 15k.m. apart from Jhabua

**By Road:** There is regular busses from Indore and Vadodara (Gujarat).

**By Air:** There are no regular flights from other major cities of the country to Jhabua. Nearest airport is Indore Airport 136 km apart from Jhabua.

#### 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
262490	297742	344705	357256	392358	446821	438558

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
22793	25137	28860	29494	31925	36021	34656

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	83196	108580	139524	144005	151676	186686	163941
2	Secondary	65372	64127	67465	68907	79048	84231	88878
3	Tertiary	104045	113618	119017	125451	134615	144393	153425
<b>Total GDVA at basic prices</b>		252614	286325	326007	338363	365338	415310	252614

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	59948	82991	113116	111019	114997	145844	118633
2	Livestock	11300	13188	15461	19174	22692	27054	31383
3	Forestry & logging	8508	8322	8173	11561	11852	11668	11417
4	Fishing & aquaculture	741	1003	890	705	771	928	1082
5	Mining & quarrying	2699	3076	1883	1546	1364	1192	1425
7	Manufacturing	16528	17263	16272	17286	28018	32278	32146
8	Electricity, gas, water supply & other utility services	9743	10519	11824	11649	10716	10101	11661

9	Construction	39100	36345	39369	39972	40314	41851	45071
11	Trade, repair, hotels and restaurants	24286	26878	27893	29083	30724	34805	37761
12	Transport by other means and Storage	7275	7921	8147	8953	9494	10015	11712
13	Railways	2229	2919	2991	3043	3533	3564	3805
14	Communication & services related to broadcasting	4985	5553	6592	7624	9113	8319	7986
15	Financial services	10873	11663	12635	12923	14753	14145	14293
16	Real estate, ownership of dwelling	20291	21766	23454	25002	26196	27828	29722
17	Public administration	15124	16203	16895	17245	18049	20676	22344
18	Other services	18982	20715	20409	21577	22753	25042	25802
Total GDVA at basic prices		252614	286325	326007	338363	365338	415310	406244

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	Industrial area Jhabua	Nil	Nil	Nil	Nil	Nil	Nil	Nil

Source: DIC, Jhabua (MP)

Table: Industry at a Glance

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

Source: DIC, Jhabua (MP)

Table: Data of Small Enterprises as on 31.03.2022

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

Source: DIC, Jhabua (MP)

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

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

Source: DIC, Jhabua(MP)

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

NIC CODE NO.	TYPE OF INDUSTRY	No. of UNITS	EMP Nos	INVESTMEN (Rs Lakh.)	Production s Lakh.)
15	Manufacturing of Food Products & Beverages	13	118	1574.00	Nil
16	Manufacturing of Tobacco Products	Nil	Nil	Nil	Nil
17	Manufacturing of Textile	Nil	Nil	Nil	Nil
18	Manufacturing of weaving apparel Dressing & Dyeing of Fur	Nil	Nil	Nil	Nil
19	Manufacturing of tanning Dressing of Leather	Nil	Nil	Nil	Nil
20	Manufacturing of Wood Products	07	70	231.00	Nil
21	Manufacturing of Paper & Paper Products	Nil	Nil	Nil	Nil
22	Publishing Printing	Nil	Nil	Nil	Nil
23	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel	Nil	Nil	Nil	Nil
24	Manufacturing of Chemical Products	20	429	8500.85	Nil
25	Manufacturing of Rubber & plastic Goods	03	33	75.00	Nil
26	Manufacturing of other Non Metallic Mineral Products	61	1221	5800.11	Nil
27	Manufacturing of Basic Metal	Nil	Nil	Nil	Nil
28	Manufacturing of Fabricated Metal Products Except M/C Equipments	15	126	348.39	Nil
29	Manufacturing of Machinery & Equipments	Nil	Nil	Nil	Nil
30	Manufacturing of Office, Accounting & Computer	Nil	Nil	Nil	Nil
31	Manufacturing of Electrical M/c	Nil	Nil	Nil	Nil
32	Manufacturing of Radio TV equipments	Nil	Nil	Nil	Nil
33	Manufacturing of Medical Precision watches & Clocks	Nil	Nil	Nil	Nil
34	Manufacturing of Motor vehicles	Nil	Nil	Nil	Nil



35	Manufacturing of other Transport Equipments	Nil	Nil	Nil	Nil
36	Manufacturing of Furniture	Nil	Nil	Nil	Nil
37	Recycling	02	36	80.00	Nil
40	Electricity, Gas, Steam & Hot water -	Nil	Nil	Nil	Nil
41	Collection of Information & Distribution Of Water	Nil	Nil	Nil	Nil
50	Maintenance & Repair of Motor Cycle	Nil	Nil	Nil	Nil
52	Maintenance & Repair of Personal House hold Goods	Nil	Nil	Nil	Nil
60	Land Transport	Nil	Nil	Nil	Nil
63	Supporting & Auxiliary Activities	Nil	Nil	Nil	Nil
64	Post & Telecommunication	Nil	Nil	Nil	Nil
71	Tenting & Transport Equipments	Nil	Nil	Nil	Nil
72	Computer Related Activities	Nil	Nil	Nil	Nil
74	Other Business	Nil	Nil	Nil	Nil
85	Health & Social Work	Nil	Nil	Nil	Nil
92	Recreation, Cultural & Sporting Activities	Nil	Nil	Nil	Nil
93	Other Service Activities	23	302	671.77.00	Nil
	<b>TOTAL</b>	144	2335	17281.12	Nil

Source: DIC, Jhabua (MP)

#### 4.3. Export from the District

Total exports from the district – INR 37.86 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	52010015	Indian Cotton Of Staple Length 28.5Mm (1.4/32) And Above	18.49
2	52010019	Indian Cotton Of Staple Length 34.5Mm And Above (1.12/32)	8.14
3	23040010	Oil-Cake And Oil-Cake Meal Of Soya Bean Expeller Variety	7.62
4	12089000	Other Flours And Meals	1.92
5	72023000	Ferro-Silico-Manganese	1.21
6	23064900	Other Residues Of Rape Or Colza Seeds	0.40
7	9109912	Fenugreek Seed	0.02
8	12119099	Other Plants And Parts Of Plants Usd In Prfmry, Pharmcy,	0.01

(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 India	303, C.S Naydu Arcade, 10/2, Greater Kailash Road, Opp. Grotto, Opposite Grotto, New Palasia, Indore Email ID: eia-indore@eicindia.gov.in	0731-2566057
5.	ECGC Limited, Indore	408, 4th Floor, City Center, 570, M G Road, Opp High Court, Indore Email ID: indore@ecgc.in	0731-2544215
6.	APEDA Regional office, Bhopal	Kisan Bhawan, 26, Arera Hills, Bhopal, Madhya Pradesh Email ID: apedabho@apeda.gov.in	0755-4700764
7.	FIEO, Indore	03, Gold Arcade, 3/1, New Palasia, Near Janjirwala Square, Indore Email ID: indore@fieo.org	0731-4282335 /336
8.	EEPC India	B-202 & 220, Aurus Chambers Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli Mumbai Email ID: eepecromum@eepecindia.net	022-42125555
9.	MP Industrial Development Corporation RO- Indore	1st Floor, Atulya IT Park, Khandwa Road, Indore Email ID: ed.roind@mpidc.co.in	0731-2972623
10.	District Trade & Industries Centre, Dewas	Collector Parisar, A.B Road, Dewas (M.P.) Email ID: gmidew@mp.nic.in	07272-254903

#### 4.5. SWOT Analysis of the district

##### Strengths

- (1) Jhabua has proved its strength in production of Forest produce and Agro based produce.
- (2) M.S. Dhoni's purchase and media promotion helped the Jhabua district's Kadaknath Chicken become extremely well-known.
- (3) Since Jhabua is 105 km from Indore and Indore represents largest economy in Central India with GDP standing at \$14 billion. It is a Commercial and Trading capital of the state with its history spanning over five centuries and significant footprints in commerce, finance, media, art, fashion, research, technology, education and entertainment.
- (4) As Jhabua is very near to the Indore district and Indore has a diversified economy bases on well-established and successful network of mixed businesses around cotton textiles, Iron and steel, chemicals, pharmaceuticals, readymade garments, solvent plants and machinery.

##### Weakness

- (1) Ecosystem of entrepreneurs and labour are less developed in the region. Those who want to invest in Madhya Pradesh as well majority of export related units are located in the region of Indore and Ujjain division.
- (2) R & D facilities are not adequate.

- (3) Lack of testing facilities.
- (4) Lack of awareness about export potential of various products from the district.
- (5) Power shortage and frequent electricity cut-offs.
- (6) Marketing problems.

### Opportunities

- (1) Tremendous potential for enhanced opportunities in youth-oriented education, skill development and commercial avenues.
- (2) Beadwork is handicraft that is made by the Bhil and Bhilal tribes of people in the district of Jhabua. These beadwork features intricately crafted designs with plastic and glass beads. Bracelets, Necklaces, Earrings are few crafts that are made with this style.
- (3) Different varieties of herbal plants are grown here like Neem, Safed musli And other types of medicinal plants. Special Handicrafts like baskets made of bamboo are made here.

### Threats

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



## 6. Cotton

Cotton Intro-Cotton is a soft, fluffy staple fiber that grows in a boll, or protective case, around the seeds of the cotton plants of the genus *Gossypium* in the mallow family *Malvaceae*. The fiber is almost pure cellulose. Under natural conditions, the cotton bolls will increase the dispersal of the seeds. The plant is a shrub native to tropical and subtropical regions around the world, including the Americas, Africa, Egypt and India. The greatest diversity of wild cotton species is found in Mexico, followed by Australia and Africa. Cotton was independently domesticated in the Old and New Worlds. The fiber is most often spun into yarn or thread and used to make a soft, breathable textile. The use of cotton for fabric is known to date to prehistoric times; fragments of cotton fabric dated to the fifth millennium BC have been found in the Indus Valley Civilization, as well as fabric remnants dated back to

6000 BC in Peru. Although cultivated since antiquity, it was the invention of the cotton gin that lowered the cost of production that led to its widespread use, and it is the most widely used natural fiber cloth in clothing today.

Export Data  
 Table: Export from India  
 HS CODE 5201: Cotton Not Carded or Combed  
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	5201	Cotton,not carded or combed	13,096	0.60	19,835	0.63
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 5201: Cotton Not Carded or Combed

S.No	Country/ Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Bangladesh	5879	12228	108
2	China	4441	3433	-22
3	Viet Nam	1529	2192	43
4	Indonesia	622	1028	65
5	Oman	94	227	140
6	Thailand	101	191	88
7	UAE	52	162	307
8	Taiwan	23	73	215
9	Italy	58	47	-19
10	Portugal	5879	12228	108

(Source: Ministry of Commerce, India)

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

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

(Source: DGCIS)

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

Rank	World's Top Importers	Value imported in 2021 (Million USD)
	World	4826
1	Belgium	653
2	Netherlands	375
3	USA	280
4	Spain	278
5	Germany	229
6	Russian Federation	222
7	Italy	190
8	Viet Nam	134
9	France	117
10	Canada	103

(Source: Trade Map)

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

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

(Source: Trade Map)

## SWOT Analysis

### Strength-

1. Cotton is a widely grown fibre with numerous uses and qualities which leads to a stable and huge demand in the global market.
2. Weakness:
3. Top exporters being USA and Italy, India has long way to climb the export ladder. The issues of quality, contamination and brand have to be taken care of to achieve in cotton exports.

### Weakness:

1. Top exporters being USA and Italy, India has long way to climb the export ladder. The issues of quality, contamination and brand have to be taken care of to achieve in cotton export

**Opportunities:**

1. India is the top exporter in the world as far as cotton is concerned. While Burhanpur is contributing 4500 cr export for the product. India will remain at the top in next time to come.

**Threats:**

1. However, the progress in Vietnam for textile will create competition for Indian yarns in future. But there is always chance to make Vietnam and Bangladesh for our major buyers for yarns for their textile industry.
- 2.



## Cotton Yarn



### 7. Cotton Yarn

The spinning of cotton yarn is the initial stage of textile product processing. The process of producing yarns from the extracted fibres is called spinning. Process is The strands of cotton fibres are twisted together to form yarn. The yarn is placed on the rings of the spinning frame and is allowed to pass through several sets of rollers, which are rotating at a successively higher speed. The yarn is rolled by the rollers and wound up on the desired bobbins. This is the final stage of spinning the cotton yarn, in which drafting, twisting and winding of the yarn are all completed in one operation. The bobbins filled with yarn are then removed from ring frames and used for processing for bleaching, weaving, etc.

Export Data  
 Table: Export from India  
 HS CODE 5205: Cotton Yarn  
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	5202	Cotton yarn 85% or more by cotton not put up for sale.	20,036	0.9280	38,827	1.2338
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 5205: Cotton Yarn

S.No	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Bangladesh	4805	16186	236
2	China	4930	5762	16
3	Portugal	897	1835	104
4	Egypt	880	1666	89
5	Turkey	431	1438	233
6	Peru	1036	1432	38
7	Vietnam	1169	1388	18
8	Korea	701	1083	54
9	Shri Lanka	505	719	42
10	Colombia	458	670	46

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh  
 HS CODE 5205: Cotton Yarn

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
5202	Cotton yarn(other than swing third) 85% or more by of cotton.	4,521	60.6

(Source: DGCIS)

Table: world's Top Importers  
 HS CODE 5205: Cotton Yarn

Rank	World's Top Importers	Value imported in 2021 (Million USD)
	World	448683
1	China	5633
2	Bangladesh	2197
3	Turkey	773
4	Korea	483
5	Portugal	481
6	Viet Nam	412
7	Russian	369
8	Italy	357
9	Peru	219
10	Guatemala	214

(Source: Trade Map)

Table: world's Top Exporters



### HS CODE 5205: Cotton Yarn

Rank	World's Top Importers	Value exported in 2021 (Million USD)
	World	15588
1	India	4696
2	Viet Nam	2931
3	Uzbekistan	1603
4	Pakistan	1160
5	USA	973
6	China	940
7	Turkey	772
8	Indonesia	558
9	Italy	186
10	Malaysia	178

(Source: Trade Map)

### Swot Analysis

#### Strengths:-

1. Experienced promoters with over 30 years of experience in the industry Products are well accepted in the market both nationally & internationally. Strong Marketing network throughout the country.
2. Abundant Raw Material availability that helps industry to control costs and reduces the lead-time across the operation.
3. Availability of low cost and skilled manpower provides competitive advantage to industry.
4. Availability of large varieties of cotton fibre and has a fast growing synthetic fiber industry.
5. India has great advantage in Spinning Sector and has a presence in all process of operation and value chain.
6. India is one of the largest exporters of Yarn in international market and contributes around 25% share of the global trade in Cotton Yarn.

#### Weakness:-

1. The prices of raw materials and finished goods move in tandem with international prices, which, in turn, have positive correlation with the prices of petrochemical products.
2. Infrastructural Bottlenecks and Efficiency such as, Transaction Time at Ports and transportation Time.
3. Unfavorable labour Laws.
4. Lack of Trade Membership, which restrict to tap other potential market.
5. Lacking to generate Economies of Scale

#### Opportunity:

1. Large, Potential Domestic and International Market.
2. Elimination of Quota Restriction leads to greater Market Development.
3. Product development and Diversification to cater global needs.
4. Greater Investment and FDI opportunities are available.

#### Threat:

1. India has concluded / is in the process of concluding Free Trade Agreements (FTA) with a number of countries like Sri Lanka, Thailand, China, etc. This will lead to lower tariffs all round and may affect Indian textile units, including FIL.
2. Post WTO, when India would be exposed to international competition. FIL's position is expected to be vulnerable vis-à-vis those companies with global size and modern facilities.
3. Elimination of Quota system will lead to fluctuations in Export Demand.



## Kadaknath Chicken



### 6. Kadaknath Chicken

Kadaknath, also called Kali Masi ("fowl having black flesh"), is an Indian breed of chicken. They originated from Dhar and Jhabua, Madhya Pradesh. These birds are mostly bred by the rural and tribals. There are three varieties: jet black, golden and pencilled. The meat from this breed has a geographical indication (GI Tag) tag that was approved by the Indian government on 30 July 2018

The Kadaknath is popular for its adaptability and its grey-black meat, which is believed to infuse vigour. Its colour is caused by melanin. The breed is considered to have originated from the Kathiwar Alirajapur jungles in Jhabua district of Madhya Pradesh.

#### Export Data

Table: Export from India

HS CODE 0105: Live poultry, that is to say, fowls of the species gallus domesticus, ducks, geese, turkeys and guinea fowls

Values in Rs. Lakhs

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	0105	Live poultry, that is to say, fowls of the species gallus domesticus, ducks, geese, turkeys and guinea fowls	329	0.0002	426	0
		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 0105: Live poultry, that is to say, fowls of the species gallus domesticus, ducks, geese, turkeys and guinea fowls

S.No.	Country / Region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
1.	Bhutan	201	297	47
2.	Uganda	3	67	1,936
3.	Kenya	46	31	-32
4.	Tanzania	8	22	153
5.	Afghanistan	-	5	-
6.	Oman	-	1	-
7.	Nepal	69	-	-
8.	UK	0	-	-
9.	USA	0	-	-
10.	Bhutan	201	297	47

(Source: Ministry of Commerce, India)

**Table: world's Top Importers 2021**  
 HS CODE 0105: Live poultry, that is to say, fowls of the species gallus domesticus, ducks, geese, turkeys and guinea fowls

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
		World
1.	Netherlands	748
2.	Germany	347
3.	Belgium	237
4.	Singapore	196
5.	Poland	189
6.	France	84
7.	Hungary	83
8.	Canada	74
9.	Ukraine	69
10.	Romania	65

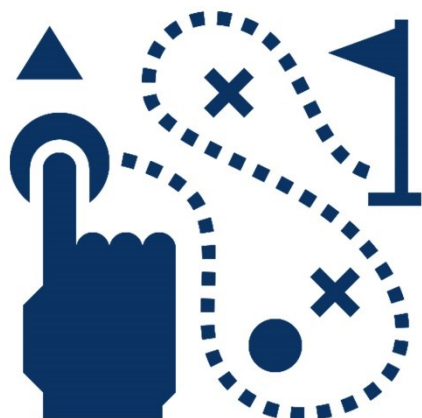
(Source: Trade Map)

**Table: world's Top Exporters 2021**  
 HS CODE 0105: Live poultry, that is to say, fowls of the species gallus domesticus, ducks, geese, turkeys and guinea fowls

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
		World
1.	Germany	558
2.	Netherlands	436
3.	France	280
4.	USA	276
5.	UK	230
6.	Malaysia	203

7.	Belgium	191
8.	Hungary	160
9.	Denmark	116
10.	Spain	92

(Source: Trade Map)



## 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> <p>DIC-Jhabua will facilitate the units in getting important registration in GST</p>	DIC- Jhabua 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

		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 units to get the ISO and other certification with the help of experts.	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 certification to the units.	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP
5.	Credit Support	1. Information Dissemination about existing financial schemes which the MSMEs, exporters	DIC-Jhabua and DGFT RA to facilitate the units in getting benefits of the	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME,

		<p>and other relevant stakeholders can avail.</p> <p>Support smaller units in establishing their business through financial assistance of different schemes</p> <p>2.ECGC department to provide support to existing exporters and should create awareness about their credit linkage initiatives.</p>	<p>schemes and also in registration under GST and Import-Export Code</p> <p>DGFT RA along with ECGC should organise export awareness workshop on quarterly basis.</p>	<p>Centre</p> <p>DGFT RA and ECGC</p>	<p>GoMP</p> <p>ECGC Government of India Undertaking</p>
6.	Common Facilitation Centre	<p>1) Common Facilitation is not available in Indore. Need assessment of cluster development in the district.</p> <p>2) Information sharing system (including exporters) should be developed in the district.</p>	<p>Common Facility Centre should be created for exports. Need to strengthen the existing cluster.</p> <p>DTIC and DGFT RA can be the nodal department for this initiative.</p>	<p>State and Centre</p>	<p>Ministry of MSME</p>
7.	Logistics	<p>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.</p>	<ul style="list-style-type: none"> <li>• We will partner with logistics and supply chain partners. Currently, MPIDC has an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively.</li> <li>• Train Service to Mundra Port is required since fuel is very expensive. To</li> </ul>	<p>Centre</p>	<p>Railway Department (CONCOR)</p>

			<p>initiate train service from ICD Dhannad to Mundra Port (CONCOR) Part load not accepted at ICD Dhannad. Weekly loading can be planned at ICD Dhanna</p>		
8.	Marketing support	<p>Support can be provided by MSME for participation in international trade fairs and exhibition/Customer visit.</p> <p>To analyse the distribution channels associated to the product categories and</p> <p>Identification of new markets for the selected products</p>	<p>Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products.</p> <p>Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product.</p>	State/Centre	Ministry of MSME of Commerce and Industries, Gol
9.	Regulatory	<p>Efforts are being made to ensure that units can get all the clearances on time.</p> <p>DEPC will create Single window system at the district level</p>	<p>Will make aware of all units about rules and regulations related to exports. An assistance will be provided to units to get the required clearances and permissions.</p>	Centre and State	
10.	Training	<p>Export workshops programs will be designed to help export ready companies seize opportunities, navigate the complex landscape of international business, and jump start their export sales</p>	<p>Government can organize the district training camps to generate skilled manpower. Training on:</p> <ul style="list-style-type: none"> <li>• Export tariffs, taxes, and customs procedures;</li> <li>• Commercial</li> </ul>	DGFT RA and District Administration	

			<p>standards, regulations and practices;</p> <ul style="list-style-type: none"> <li>• Distribution channels, business travel, and other market information;</li> <li>• Identification of opportunities and best prospects</li> </ul>		
11.	Supply Chain	<p>The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.</p>	<p>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</p>		





*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.

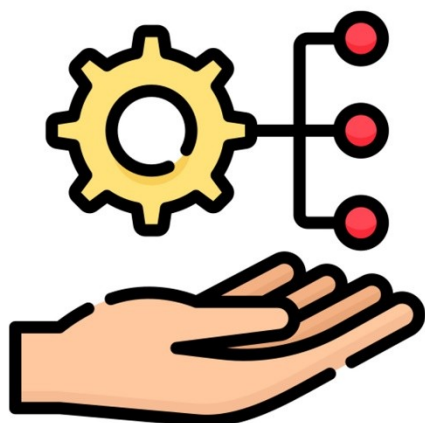
#### 13.1.4. Negative impact on Chinese products

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.