



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



**MPDC**  
MP Industrial Development  
Corporation Limited

# Ratlam

Madhya Pradesh

## DISTRICT EXPORT PLAN

**Districts**  
as Export Hubs

75  
आज़ादी का  
अमृत महोत्सव

## Acknowledgement

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

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

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

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Narendra Kumar Suryavanshi (IAS)  
Collector & District Magistrate  
Ratlam

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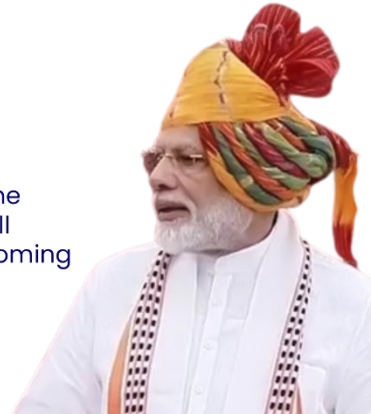
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse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

**Hon'ble Prime Minister**

**on Independence Day Speech 15.08.2019**



## 1. Background

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

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

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

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

The Cell envisages the following activities:

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

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

The objective is to enable MSMEs, farmers and small industries to get benefit of export opportunities in the overseas markets and shift focus on District led Export Growth for self-

sufficiency and self- reliance. It should attract investment in the district to boost manufacturing and exports and provide ecosystem for Innovation/ use of Technology at District level to make the exporters competitive. It should also help reduce transaction cost for the exporter at various stages of export cycle and generate employment in the district. The focus on the districts should also provide platforms for wider and global reach of products and services from the district through E-commerce and Digital marketing.

### 1.3. Rational for District Export Plan

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

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

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

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



### *District Export Promotion Committee*



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

### 2.1. Role of DEPC

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

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

### 2.2. Methodology for selecting products for exports

#### Meetings of DLEPC

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

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

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

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

#### Export Data of the State and District

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

#### Export Data of India and the World

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

#### Experience of Departments and Officers

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

#### Swot Analysis of the Product

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

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

## जिला व्यापार एवं उद्योग केन्द्र, रतलाम

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क्रमांक/जिब्याउके-रत/एमएसएमई/2020-21/1980-98 रतलाम, दिनांक 01-12-2020

- 1-उप महानिदेशक, भारत सरकार, विदेश व्यापार, वाणिज्य एवं उद्योग मंत्रालय भोपाल
- 2-उद्योग आयुक्त, उद्योग संचालनालय, विन्ध्याचल भवन, भोपाल। (प्रतिनिधि)
- 3-अग्नी जिला प्रबंधक, सेंट्रल बैंक ऑफ इण्डिया, रतलाम। (प्रतिनिधि)
- 4-निदेशक, सूक्ष लघु एवं मध्यम उद्यम संस्थान, इंदौर। (प्रतिनिधि)
- 5-कार्यपालन संचालक म.प्र. इण्ड. डेवलपमेंट कॉर्पोरेशन (क्षेत्रीय कार्यालय) इंदौर। (प्रतिनिधि)
- 6-उप निदेशक, सेक्टर स्पेसिफिक एक्सपोर्ट प्रमोशन काउन्सिल भोपाल।
- 7-उप निदेशक, क्वालिटी एंड स्टैण्डर्ड इम्प्लीमेंटेशन बाडी (प्रतिनिधि)
- 8-निदेशक भारत सरकार के सेक्टर स्पेसिफिक (प्रतिनिधि)
- 9-नाबाई, जिला प्रबंधन, रतलाम।
- 10-उप संचालक, कृषि विभाग, रतलाम।
- 11-उप संचालक, उद्यानिकी विभाग, रतलाम।
- 12-श्री वरुण पोरवाल, संस्थापक मालवा चेम्बर्स ऑफ कामर्स इण्डस्ट्रीज, रतलाम संभाग।
- 13-श्री चन्द्रप्रकाश अवतानी, अध्यक्ष लघु उद्योग भारती, रतलाम।
- 14-श्री संदीप व्यास, अध्यक्ष, संभागीय उद्योग संघ, रतलाम।
- 15-संबंधित जिले के औद्योगिक/व्यापार संघों के अध्यक्ष।

लेख- जिला निर्यात संवर्धन समिति की बैठक के संबंध में।

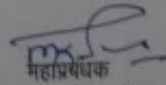
संदर्भ- भारत सरकार वाणिज्य एवं उद्योग विभाग मंत्रालय उद्योग भवन नई दिल्ली का मेमोरेण्डम क्रमांक F.No.01/36/218/01/AM-18/TC/Part-1/01 नई दिल्ली 11-05-2020

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उपरोक्त विषयांकित लेख है कि भारत सरकार, वाणिज्य एवं उद्योग विभाग मंत्रालय उद्योग भवन नई दिल्ली का मेमोरेण्डम क्रमांक F.No.01/36/218/01/AM-18/TC/Part-1/01 नई दिल्ली 11-05-2020 के अंतर्गत जिले में निर्यात संबंधी गतिविधियों के बेहतर क्रियान्वयन हेतु जिला निर्यात संवर्धन समिति का गठन किया गया है।

समिति की बैठक कलेक्टर महोदय जिला रतलाम की अध्यक्षता में दिनांक 03-12-2020 (गुरुवार) को दोपहर 1:00 बजे नवीन कलेक्टोरेट सभा कक्ष में आयोजित की गई है। कृपया बैठक में उपस्थित होने का कष्ट करें।

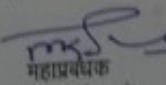
कलेक्टर महोदय द्वारा आदेशित।

  
महाप्रबंधक

जिला व्यापार एवं उद्योग केन्द्र, रतलाम  
रतलाम, दिनांक 01-12-2020

क्रमांक/जिब्याउके-रत/एमएसएमई कक्ष./2020-21/1980-98

1. कलेक्टर महोदय, (स्टेनो शाखा) जिला कलेक्टर की ओर सूचनार्थ।
2. उप महानिदेशक, भारत सरकार, विदेश व्यापार, वाणिज्य एवं उद्योग मंत्रालय भोपाल (सह अध्यक्ष)।
3. \_\_\_\_\_ की ओर सूचनार्थ प्रेषित।

  
महाप्रबंधक  
जिला व्यापार एवं उद्योग केन्द्र, रतलाम





## *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

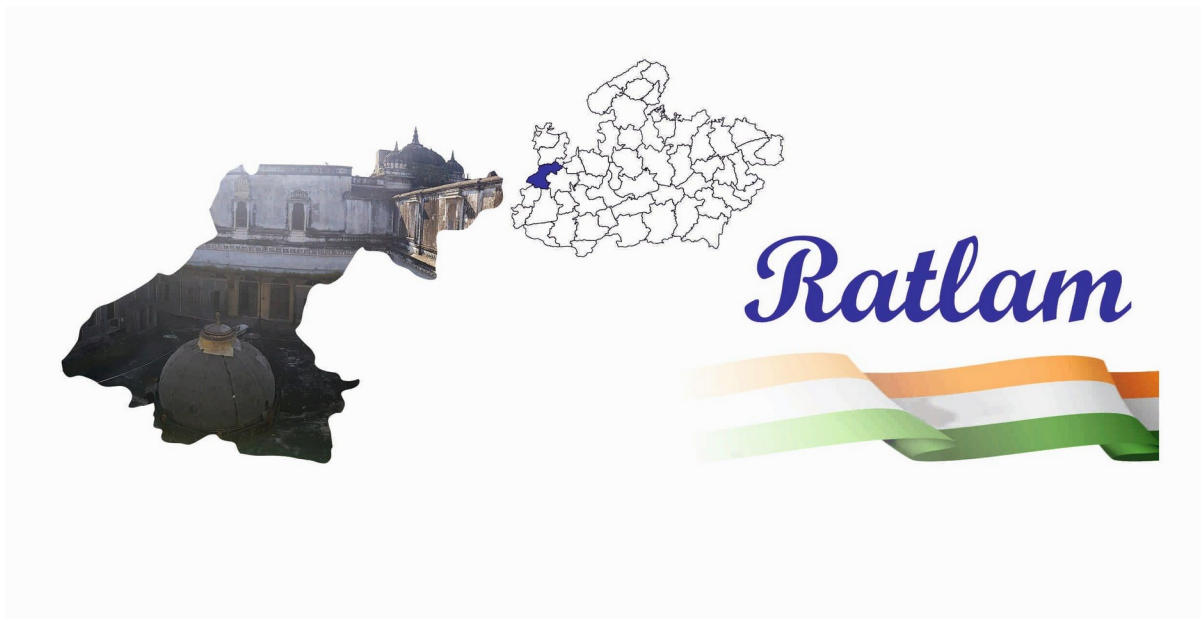
**8-digit HS Code**

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

Ratlam is a district in the western part of Madhya Pradesh. Ratlam is 154km from Indore on the MP SH18. The District of Ratlam was created in June 1948 and was reorganized in January 1949. It covers the area of the former princely State of Ratlam, Jaora, Sailana, Piploda. Ringnod Tehsil of Dewas Senior, Alot Tehsil of Dewas Junior and parts of Mandsaur Tehsil of Gwalior State, a few villages of Dhar State and Chief Commissioners provinces of Pant Piploda.

Ratlam is one of the important Districts of Madhya Pradesh Which is situated in the North West part of the State "The MALWA" Region. The New Town of Ratlam was founded by Captain Borthwick in 1829 with regular and broadened streets and well-built houses. Ratlam was once one of the first Commercial Towns in Central India is the center of an extensive trade in opium, tobacco and salt. It was also famous in Malwa for its bargains called Sattas. Before the opening of the Railway Line to Kahndwa in 1872, there was no better mart than Ratlam.

Ratlam is situated in North-West region of Madhya Pradesh from 23 05' North to 23 52' North Longitude and 74 31' East to 75 41' East Latitude. It is bounded by Mandsaur District in North, Jhabua and Dhar on the South, Ujjain on the East, Chhitorgarh and Banswara District of Rajasthan on the West, Shajapur District of Madhya Pradesh and Jhalawar District of Rajasthan on the North.

There is no as such major mineral available in the district. Gitti, Murum, Sand & Stone are the minor mineral available in the district.

Accessibility to Exporters:

**By Rail :** Ratlam has its own railhead which is well connected to other cities like Delhi (732 Km), Bhopal (280 Km), Indore (120 Km).

**By Road:** Ratlam is well connected to major cities in state and Central India through extensive network of national and state highways. NH- 79 connects Ratlam from Rajasthan and Maharastra. Ratlam is well connected with both cities Bhopal and Indore, political and commercial capital of MP.

Distance from Bhopal: 293 km

Distance from Ujjain: 103 km

Distance from Mumbai: 659 km

Distance from Mhow: 129 km

**By Air:** Airport (Devi Ahilya Bai Holkar Airport) is the nearest airdrome which takes 1 h 30 m drive (138.9 Km) to reach the destination.

#### Nearest available ICDs/Concor

1. Concor Icd,Nr Loco Shed,Jaora Rd.,Ratlam(Mp)457001
2. M/S Pegasus Icd, Vill-Dhannad, Indore, Mp 453001
3. Acc, Devi Ahilyabai Holkar Airport Indore Mp
4. Icd Mandideep 34-A1 Nia Dist:Raisen Mp 462046

#### 4.1.1. District Domestic Product:

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

Gross District Domestic Product at constant 2011-12 prices (Rs Lakhs)						
2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
73633	92030	11503	12581	15132	16250	19161
3	0	34	73	06	16	63

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
44981	49966	54522	56184	63293	63637	69373

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	25800 1	32858 6	3569 42	311742	31790 2	3733 26	41730 3
2	Secondary	16550 4	16826 1	1985 10	294599	39277 5	3090 18	35053 4
3	Tertiary	28512 3	31680 5	3321 81	349026	379435	4045 47	43261 5
<b>Total GDVA at basic prices</b>		708628	81365 2	887633	955367	109011 2	10868 91	120045 1

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	22642 1	2907 88	3166 62	2639 26	266078	3168 09	352813

2	Livestock	178 02	2082 1	2420 8	2937 1	34740	4005 4	45986
3	Forestry & logging	111 17	1094 8	1079 9	1547 2	15773	1551 3	15162
4	Fishing & aquaculture	629	565	745	706	797	865	845
5	Mining & quarrying	203 3	5464	4529	2268	513	85	2497
6	Manufacturing	68200	7085 6	6778 9	6989 4	77577	8618 7	91370
7	Electricity, gas, water supply & other utility services	330 22	3765 3	6599 7	1589 90	248920	1540 26	185065
8	Construction	64282	5975 2	6472 4	6571 5	66278	6880 5	74098
9	Trade, repair, hotels and restaurants	83868	9290 2	9642 7	1006 13	106236	1200 65	130714
10	Transport by other means and Storage	279 27	3051 9	3131 2	3421 1	36835	3900 5	44766
11	Railways	264 72	3466 8	3551 7	3613 6	41961	4232 5	45194
12	Communication & services related to broadcasting	117 51	1309 0	1554 1	1797 4	21484	1961 1	18827
13	Financial services	37285	3999 4	4332 8	4431 5	50590	4850 4	49014
14	Real estate, ownership of dwelling	316 23	3405 9	3687 0	3957 0	41776	4497 6	48308
15	Public administration	29392	3166 7	3319 5	3375 2	35443	4035 9	43679
16	Other services	36806	3990 7	3999 1	4245 6	45109	4970 2	52113
Total GDVA at basic prices		70862 8	81365 2	88763 3	95536 7	1090112	108689 1	1200451

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

#### 4.2. Industrial Scenario of the District

Table: Industrial Scenario of District, Ratlam (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 Bhopal							

Source: DIC, Ratlam (MP)

Table: Industry at a Glance

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

Source: DIC, Ratlam (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)

Source: DIC, Ratlam (MP)

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

S. no.	District	Uni ts	Fixed capital investment (Rs. in lacs)	Worki ng capital (Rs. in lacs)	Employme nt	Producti on (Rs. In lacs)

Source: DIC, Ratlam (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				
16	Manufacturing of Tobacco Products				
17	Manufacturing of Textile				
18	Manufacturing of weaving apparel Dressing & Dyeing of Fur				
19	Manufacturing of tanning Dressing of Leather				

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

Source: DIC, Ratlam (MP)

#### 4.3. Export from the District

Total exports from the district – INR 05.96 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.	29147990	OTHER	811621978
2.	29332990	OTHER COMPNDS CNTNG AN UNFUSED IMIDAZOLE RING (W/N HYDRGNTD ) IN STRUCTURE	625475404
3.	29225021	FRUSEMIDE	513199991
4.	29335990	OTHER CMPNDS CNTNG A PYRIMIDINE RING (W/N HYDRGNTD) OR PIPERAZINE RING IN STRUCTURE	398159621
5.	30046000	OTHER, CONTAINING ANTIMALARIAL ACTIVE PRINCIPLES DESCRIBED IN SUBHEADING NOTE 2 OF CHAPTER 30	265583197
6.	29420027	ATENOLOL, PROPRONALOL	235773791
7.	52010015	INDIAN COTTON OF STAPLE LENGTH 28.5MM (1.4/32) AND ABOVE BUT BELOW 34.5MM	223826779
8.	29242990	OTHER CYCLIC AMIDES AND THR DRVTVS AND SALTS	214965078
9.	30049021	ANTHELMINTICS AND PREPARATIONS THEREOF	201570427
10.	29359090	OTHER	190204021

(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	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  Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli  Mumbai	022-42125555
		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, Ratlam	83G4+FG9, NH927A, Samta Nagar, Ratlam, Madhya Pradesh 457001 gmirat@mp.nic.in	07412- 270435

#### 4.5. SWOT Analysis of the district

##### Strengths

- (1) District offers profound support from Indore & Bhopal especially for skilled manpower, engineering pool and trained workers.
- (2) The region is recently preferred as investment destination for textile, food processing and warehousing industries.
- (3) Ratlam district has the pharmaceutical manufacturing setup in the district. Medicines are one of the most important needs that every human being requires in their lifetime. Ratlam is capable of fulfilling the demand of medicines outside the country. Ipca Laboratories, Ratlam is one such unit.
- (4) A cluster of Leather toys, Bags and footwear already manufactured in the area.
- (5) Ratlami namkeen has huge scope in snacks export.
- (6) List of the units in Ratlam & Near By Area:
  - a. Ipca Laboratories Ltd Sejavata.
  - b. Khaitan Agro Dosigaon.
  - c. Raj Solvex Ltd. Khara Khedi Ratlam.
  - d. Ambika Solvex Ltd. Jaora.
  - e. Vardhman Solvent Ltd. Ratlam.
  - f. Pooja Soya Industry Ratlam.
  - g. Ram Krishna Solvex P Ltd. Chapla Khedi, Ratlam.

##### Weakness

- (1) Challenges like logistical, labor constraints, skilling requirement, Trade finance other regulatory challenges, compliance capacities e.g. certification, testing, inspection,

IPRs, awareness, and training about Trade documentation and requirements of important trade issues like tariff and non-tariff barriers.

- (2) R & D facilities are not adequate.
- (3) Lack of testing facilities required.
- (4) Lack of awareness about export potential of various products from the district.
- (5) Power shortage and frequent electricity cut-offs.
- (6) Inadequate marketing of product and lack of a comprehensive marketing plan.
- (7) Absence of cooperation from concerning development departments of government for provision of basic infrastructure.
- (8) Lack of adequate professional training facilities for human resource development and quality of service.

### Opportunities

- (1) Tremendous potential for enhanced opportunities in youth-oriented education, skill development and commercial avenues.
- (2) This region offers cheap land, labour and connectivity towards ports and the rest of India. New Delhi Mumbai expressway will open new opportunities of connectivity to north India.
- (3) Namkeen cluster has tremendous opportunity in this district.
- (4) Soybean is the main crop of the district, soybean is sown in 210000-hectare area and its annual production is 173000- tons.
- (5) Leather toys, Bags and footwear already manufactured in the area. This if marketed and packaged properly can make its own market abroad.

### Threats

- (1) Investors who are looking forward to Madhya Pradesh for investment, their first preference is in the Indore region. For industrial establishment, the requirements of gas, heavy electricity, accessibility to port, and availability of natural resources are required.
- (2) Planned and careful handling to negotiate the present adverse image and bring it up to a positive positioning.
- (3) Infrastructure, if not improved within a time frame, might create problems in future.
- (4) Financial Risk in Currency Exchange Rates.
- (5) Lack of policy or funding support from the State and District Administration.
- (6) Uncertainty regarding Global supply chain.



*Ratlami Namkeen*



## 6. Ratlami Namkeen

Ratlami sev, one of India's most popular savoury snack, is a popular fried and crisp snack made with gram flour, clove, pepper and other spices. The addition of the special spice blend, makes it spicy and gives a unique taste. Ratlami sev is extremely popular because sev itself was first prepared in this region even if it is now widely manufactured in many parts of the country and can easily be found anywhere. What adds even more to its popularity is the unique blend of ingredients used to spice it up.

Export Data  
 Table: Export from India  
 HS CODE 1905: Ratlami Namkeen  
 Values in Rs. Lakhs

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	1905	Bread, pastry, cakes, biscuits and other bakers, wares, whether or not containing cocoa; communion wafers, empty cache	0.12	3,07,847	0.09	10
India's Total Export			<b>215,904,322</b>		<b>314,702,149</b>	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise  
 HS CODE 1905: Ratlami Namkeen

S.No.	Country / Region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
	USA	61607	63635	3
	UK	19323	20749	7
	UAE	16839	17370	3
	Nepal	16196	15549	-4
	Canada	15781	15101	-4
	Angola	4812	13304	176
	Australia	11261	10040	-10
	South Africa	6423	9124	42
	Congo	3984	6002	50
	Saudi Arab	5981	5926	-0

(Source: Ministry of Commerce, India)

Table: Export From Madhya Pradesh  
 HS CODE: 1905: Ratlami Namkeen

HS Code	Commodity	April, 21 To March 22 Value Rs. Cr.	April, 21 To March 22 Value (Million US)
1905	Bread, pastry, cakes, biscuits	233890896	3131188

and other  
bakers, wares,  
whether or not  
containing  
cocoa;  
communion  
wafers, empty  
cache

(Source:DGCIS)

Table: Import from India – Top Country Wise  
HS CODE:1905: Ratlami Namkeen

Rank	World's Top Importers	Value exported in 2021 (USD thousand)
	World	44016
1.	Italy	1054
2.	Canada	1762
3.	Germany	3019
4.	Mexico	369
5.	Belgium	1497
6.	Poland	640
7.	Turkiye	92
8.	Netherlands	1736
9.	Indonesia	127
10.	Spain	926

(Source: Trade Map)

Table: Export from India – Top Country Wise  
HS CODE:1905: Ratlami Namkeen

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
	World	43837
1.	Italy	3407
2.	Canada	3782
3.	Germany	4614
4.	Mexico	1824
5.	Belgium	2943
6.	Poland	1751
7.	Turkiye	1189
8.	Netherlands	2536
9.	Indonesia	771
10.	Spain	1550

(Source: Trade Map )

SWOT Analysis:

### **Strengths:**

Bakery products are food based processed products with sensitivity of quality, taste, culture and health norms. Adjoining Ratlam, having the largest agro infrastructure in the country, has very good opportunity to develop bakery market in the world while Madhya Pradesh has surplus production of bakery production.

### **Weakness:**

One of the largest groups in bakery, Ratlami Namkeen many more have large presence in Madhya Pradesh. Their quality is approved by world major health indexes. Ratlam can become supportive to supply chain of bakery products of Ratlam.

### **Opportunity:**

Satisfy new customer's needs.  
Passion and desire to succeed.  
Increased health consciousness.  
Fresh marketing ideas competing with traditional.  
Using social media to create demand for other products

### **Threats:**

Other new wineries and startups.  
Cost of equipment for winery.  
Established reputable wineries  
Change in consumer choices and loyalty to other brands.  
Economic recession.



## *Chana Pulses*



## **7. Chana Pulses (Chickpeas)**

Chickpeas (chana) and the split chickpea lentils (chana dal) join the vast list of more than 600 other words and phrases that the authoritative Oxford English Dictionary has deemed popular enough to be included in its quarterly update. Chana” is chickpeas, and “dal” is split lentils, peas, or chickpeas. Therefore, chana dal is split chickpeas in soup or curry form! For this dish, chickpeas are split and polished, resulting in a different texture and feel than whole chickpeas (while maintaining the same health benefits).

Export Data  
Table: Export from India



**HS CODE 071320: Chana Pulse (chickpeas)**

Values in Rs. Lakhs

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1.	071320	Chickpeas (garbanzos) dried and shld.	1,01,888	0.0472	81,304	0.0258

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 071320: Chana Pulse (chickpeas)**

S.No.	Country / Region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
1.	UAE	11163	27741	148
2.	Iran	5605	6361	13
3.	Saudi Arab	5286	6210	17
4.	Sri Lanka	8186	5525	-32
5.	China	1845	3856	108
6.	USA	5076	3465	-31
7.	Algeria	15821	2984	-81
8.	Nepal	9044	2858	-68
9.	Qatar	2894	2789	-3
10.	Bangladesh	906	2339	158

(Source: Ministry of Commerce, India)

**Table: Export from Madhya Pradesh**
**HS CODE 071320: Chana Pulse (chickpeas)**

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (US Million)
071320	Chickpeas (garbanzos) dried and shld.	308	4.12

(Source: DGCIS)

**Table: Import from India – Top Country Wise**
**Product: 071320: Chana Pulse (chickpeas)**

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
	World	13291
1.	India	2102
2.	China	1187
3.	Pakistan	760
4.	Turkiye	670
5.	Bangladesh	661
6.	USA	548
7.	UAE	509
8.	Egypt	372
9.	Italy	360
10.	Iraq	264

(Source: Trade Map)

Table: Export from India – Top Country Wise  
 HS CODE 071320: Chana Pulse (chickpeas)

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
	World	12967
1.	Canada	2947
2.	Australia	1441
3.	Myanmar	1385
4.	USA	875
5.	Turkiye	690
6.	Russian Federation	639
7.	Argentina	458
8.	China	364
9.	India	322
10.	UAE	290

(Source: Trade Map)

### Strength:

India is the 1st largest Pulses producing country in the world contributing 21.66% of the world total pulses production.

Madhya Pradesh is 2nd largest producer of Pulses in India after Rajasthan.

Total Production of Pulses in Madhya Pradesh is 4,497.13 Tones contributing 17.84% of total pulses production in India.

Focused state policy framework towards enhancing crop productivity and providing incentives to investors for agricultural infrastructural growth and conducive environment for industry.

### Weakness:

Lack of Infrastructure for cold Chain like Cold Store, Pack house and Reefer Vans, test laboratories.

Farm Aggregation: Majority of the plantations including Chana Dal 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.

Poor Market Linkage & Packaging Techniques for fresh produce.

Farmers are Not Aware of the Standard Quality Norms Acceptable in International Markets.

Lack of Documentation and certification like Certification Authority.

### Opportunities:

Growing export markets in China, USA, Switzerland, Netherlands, Nepal, Canada.

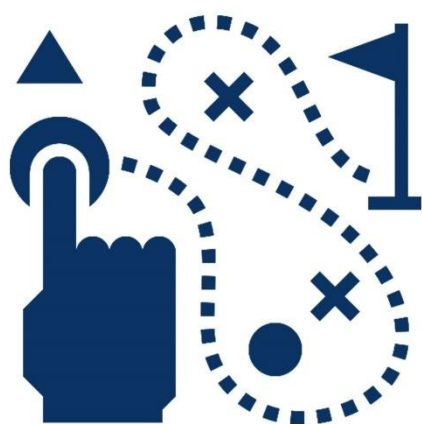
Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of Chana Dal exports as it is available round the year.

Supportive Government backing the investors which can help in taking large scale commercial farming to major Pulses clusters.

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:**

Major Competitors Mozambique, Myanmar, Ethiopia, UK, China  
Importing regulation of Agri & Food products are different in different countries.



# Action Plan



## 12. District Export Action Plan

Table: Export Issue-Intervention Matrix for the District

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
1.	Administrative Support	To promote setting up industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Ratlam  DIC-Ratlam will facilitate the units in getting important registration in GST process and Import-	Ratlami Namkeen is unique product of Ratlam, DIC-Ratlam has already taken initiative to get the GI tag of the product.  If it is required will assist in aggregation of commodities for	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME, GoMP

		Export Code	bulk orders		
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 and State	DGFT RA and Customs Department
4.	Quality assurance & Certification	As per the product demand in international and domestic markets, need of quality certification will be analysed  Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units  All necessary help will be provided to units to get the ISO and other certification with the help of experts.	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	<ul style="list-style-type: none"> <li>● Convergence of existing schemes to support financially.</li> <li>● Provide term loans to small and medium enterprises to enable them to upgrade export production capability.</li> <li>● Assist exporters with pre-shipment and post-shipment credit.</li> <li>● ECGC department to provide more support</li> <li>● Preparing project for future funding demand from state and central Govt.</li> </ul>	<ul style="list-style-type: none"> <li>● Preparing project for future funding demand from state and central Govt.</li> <li>● Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail which would facilitate in export promotion.</li> <li>Support smaller units in establishing their business through financial assistance of different schemes</li> </ul>	<p>Centre, State and DGFT RA</p> <p>Centre</p> <p>DGFT RA and ECGC</p>	<p>Ministry of MSME, GoI and Department of MSME, GoMP</p> <p>ECGC Government of India Undertaking</p>
6.	Common Facilitation Centre	<p>1) Common Facilitation is not available in Ratlam. 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</p>	<p>State and Centre</p>	<p>Ministry of MSME</p>

7.	Logistics	<p>The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.</p>	<p>this initiative.</p> <ul style="list-style-type: none"> <li>● We will partner with logistics and supply chain partners. Currently, MPIDC has an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively.</li> <li>● Train Service to Mundra Port is required since fuel is very expensive. To initiate train service from ICD Ratlam to Mundra Port (CONCOR)</li> </ul> <p>Part load not accepted at ICD Ratlam. Weekly loading can be planned at ICD Ratlam</p>	Centre	Railway Department (CONCOR)
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</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-</p>	State/Centre	Ministry of MSME of Commerce and Industries, GoI

		and	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; Identification of opportunities and best prospects</li> </ul>	DGFT RA and District Administration
11.	Supply Chain	The available local transporters will be the logistics partner with the charges	We will partner with logistics and supply chain partners.	

fixed by companies  
and Govt. officials  
viz are ware house  
corporation  
agriculture produce  
marketing board etc.

Currently, we  
have an MoU  
with eBay India  
and Flipkart  
Group to market  
the product  
international and  
domestic  
markets  
respectively



### 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.

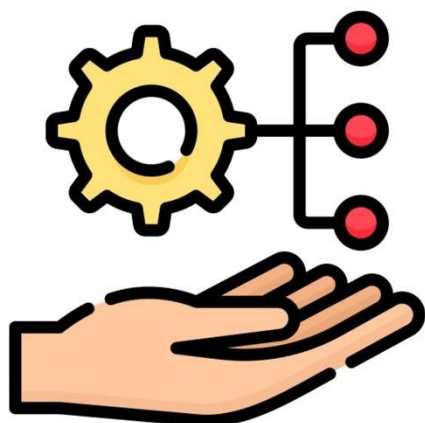
### 13.1.4. Negative impact on Chinese products

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.