



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPDC
MP Industrial Development
Corporation Limited

Sehore

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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Chandra Mohan Thakur (IAS)
Collector & District Magistrate
Sehore

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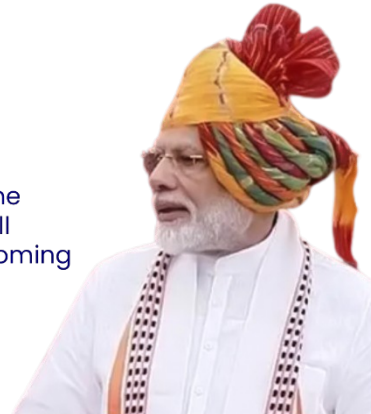
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse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

Hon'ble Prime Minister

on Independence Day Speech 15.08.2019



1. Background

1.1. About MP Industrial Development Corporation (MPIDC)

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

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

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

The Cell envisages the following activities:

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

1.2. Brief description of District as Export Hub

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

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

1.3. Rational for District Export Plan

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

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

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

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



District Export Promotion Committee



2. Constitution of District Export Promotion Committee (DEPC)

2.1. Role of DEPC

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

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

2.2. Methodology for selecting products for exports

Meetings of DLEPC

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

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

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

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

Export Data of the State and District

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

Export Data of India and the World

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

Experience of Departments and Officers

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

Swot Analysis of the Product

DGFT has done SWOT (Strength, Weakness, Opportunities and Threats) analysis of every product produced in the region with comparative studies. By calculating, analysing, taking inputs from all stake holders. DLEPC sorted out products for exports from the districts. Detailed analysis of the products has been described in next chapters.

कार्यालय कलेक्टर, जिला सीहोर (म.प्र.)

क्र/जिका-सी/एमएसएमई/2020/116

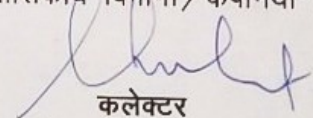
सीहोर, दिनांक 07.12.2020

::: आदेश :::

भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, नई दिल्ली के मेमोरेण्डम क्र. F No. 01/36/218/01/AM-18/TC/part-1/01 नई दिल्ली दिनांक 11.05.2020 जिले में निर्यात संबंधी गतिविधियों के बेहतर क्रियान्वयन हेतु जिला स्तर पर निम्नानुसार "जिला स्तरीय निर्यात प्रोत्साहन समिति" गठित की जाती है।

क्र.	अधिकारी का पद	नामित पद
01.	कलेक्टर	अध्यक्ष
02.	नोडल अधिकारी, डायरेक्टर जनरल आफ फारेन ट्रेड, इंदौर	सह अध्यक्ष
03.	कार्यकारी संचालक, एमपीआईडीसी, भोपाल के प्रतिनिधि	सदस्य
04.	एमएसएमई-डीआई, इंदौर के प्रतिनिधि	सदस्य
05.	वन मंडलाधिकारी/लघु वनोपज संघ के प्रतिनिधि	सदस्य
06.	मुख्य कार्यपालन अधिकारी, जिला पंचायत	सदस्य
07.	उप संचालक, किसान कल्याण एवं कृषि विकास	सदस्य
08.	उपायुक्त, वस्तु एवं सेवा कर विभाग	सदस्य
09.	श्रम पदाधिकारी, श्रम विभाग	सदस्य
10.	जिला अग्रणी बैंक प्रबंधक, बैंक आफ इंडिया	सदस्य
11.	सहायक संचालक, हाथकरघा	सदस्य
12.	जिला परियोजना अधिकारी शहरी विकास अभिकरण	सदस्य
13.	सहायक संचालक, उद्यानिकी विभाग	सदस्य
14.	उद्योग संघ के प्रतिनिधि	अशासकीय सदस्य
15.	महाप्रबंधक, जिला व्यापार एवं उद्योग केन्द्र	सदस्य सचिव

उक्त समिति जिले के विशिष्ट उत्पादों/सेवा को वैश्विक स्तर पर निर्यात हेतु चिन्हित करने संबंधी कार्यवाही करेगी तथा इकाइयों के उत्पादों को निर्यात हेतु परामर्श सुझाव एवं निर्यात में आनेवाली कठिनाईयों के निराकरण का कार्य करेगी। समिति आवश्यकतानुसार अन्य शासकीय विभागों/कंपनियों के अधिकारियों/विषय विशेषज्ञों को भी बैठक में आमंत्रित कर सकेगी।



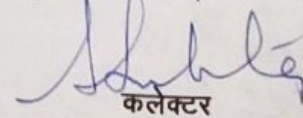
कलेक्टर

जिला सीहोर (म.प्र.)

सीहोर, दिनांक 07.12.2020

पृ. क्र/जिका-सी/एमएसएमई/2020/3375-3391
प्रतिलिपि:-

1. उपनिदेशक, भारत सरकार, विदेश व्यापार, वाणिज्य एवं उद्योग मंत्रालय, क्षेत्रीय कार्यालय, इंदौर की ओर सूचनार्थ प्रेषित है।
2. उद्योग आयुक्त, उद्योग संचालनालय, विध्यांचल भवन, भोपाल की ओर सूचनार्थ प्रेषित है।
3. संयुक्त संचालक, परिक्षेत्रीय उद्योग कार्यालय, भोपाल की ओर सूचनार्थ प्रेषित है।
4. संबंधित अधिकारी की ओर सूचनार्थ प्रेषित।



कलेक्टर

जिला सीहोर (म.प्र.)

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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	Arunanchal Pradesh	₹0.246 lakh crore (US\$3.4 billion)
32	Mizoram	₹0.195 lakh crore (US\$2.7 billion)
33	Andaman and Nicobar	₹0.079 lakh crore (US\$1.1 billion)

(Source: Wikipedia)

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

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

Rank	State	May-21	May-22	Growth
1	Maharashtra	13565	20313	50%
2	Gujarat	6382	9321	46%
3	Karnataka	5754	9232	60%
4	Tamil Nadu	5592	7910	41%
5	Uttar Pradesh	4710	6670	42%
6	Haryana	4663	6663	43%
7	West Bengal	3590	4896	36%
8	Delhi	2771	4113	48%
9	Telangana	2984	3982	33%
10	Odisha	3197	3956	24%
11	Rajasthan	2464	3789	54%
12	Andhra Pradesh	2074	3047	47%
13	Madhya Pradesh	1928	2746	42%
14	Chattisgarh	2026	2627	30%
15	Jharkhand	2013	2468	23%
16	Kerala	1147	2064	80%
17	Punjab	1266	1833	45%
18	Uttarakhand	893	1309	46%
19	Bihar	849	1178	39%
20	Assam	770	1062	38%
21	Himachal Pradesh	540	741	37%
22	Goa	229	461	101%
23	Jammu and Kashmir	232	372	60%
24	Dadra and Nagar Haveli	228	300	31%
25	Sikkim	250	279	12%
26	Other Territory	121	185	52%

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

(Source: Ministry of Finance)

3.3 Export basket of Madhya Pradesh

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

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

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

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

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

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

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

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

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

Accessibility to Exporters:

By Rail

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

By Road

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

By Air

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

4.1.1. District Domestic Product:

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

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

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

4.1.2. Per Capita Income:

Table: Per Capita Income

Per Capita Income of District at constant (2011-12) prices (Rs Lakhs)						
2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
48453	46731	51052	54844	62176	68832	77374

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

Table: Sector wise contribution in Gross District Domestic Product

S. N.	Sector	Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)						
		2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
1	Primary	336827	346426	364635	337896	323703	525213	608101
2	Secondary	286259	287393	312965	438363	588881	469857	542933
3	Tertiary	211493	230509	242399	255791	275096	295649	316978
Total GDVA at basic prices		834579	864328	919999	1032050	1187679	1290719	1468013

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

Table: Sub-Sector wise contribution in Gross District Domestic Product

S. N.	Sector	Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)						
		2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
1	Crops	285844	289177	302650	263131	229361	327308	354965
2	Livestock	26733	31226	36083	44622	54707	64269	72844
3	Forestry & logging	19190	18030	18214	24856	24517	24546	23989
4	Fishing & aquaculture	1319	1499	1335	844	926	1723	1351
5	Mining & quarrying	3740	6494	6352	4442	14192	107366	154952
6	Manufacturing	182341	181961	163396	155699	177512	194383	218252
7	Electricity, gas, water supply & other utility services	45468	51101	90716	222912	351103	212912	257306
8	Construction	58451	54331	58852	59753	60265	62563	67375

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

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

4.2. Industrial Scenario of the District

Table: INDUSTRIAL SCENARIO OF DISTRICT, SEHORE(MP)
Existing Status of Industrial Areas in the District

S No	Name of Ind. Area	Land acquired (In Acres)	Land developed (In Acres)	Prevailing Rate per Sqm (In Rs.)	No of Plots/ Sheds		No of allotted Plots		No of Vacant Plots	No. of Units in production
					Plots	Sheds	Plots	Sheds		
1	Industrial Area Mandi, Sehore	13.255	13.255	2200	17	19	17	19	—	40
2	Semi urban Industrial Area (Closed Lohari Training Centre) Sehore	1.165	1.165	2667	10	1	10	1	—	6
3	Industrial Area Abdullahu(Pachama) Sehore	4.237	4.237	467	20	0	20	0	—	13
4	Rural workshop Ashta	2.429	2.429	1687	21	3	21	3	—	27
5	New Industrial	20.242	20.242	467	53	0	51	0	2	19

	Area Mana (Budni)									
6	New Industrial Area Ichawar	1	1	843	6	0	6	0	-	

Source: DIC, SEHORE(MP)

Table: Industry at a glance

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

Source: DIC, Sehore (MP)

Table: data of small enterprises as on 31.03.2022

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

Source: DIC, sehore(MP)

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

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

Table: potential areas for service industry

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

Table: services sector

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

4.3. Export from the District

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

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

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

(Source: Min. of Commerce)

2.4 SWOT Analysis of the district

Strengths

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

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

District has good base of agro and textile industries.

Weakness

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

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

Opportunities

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

Threats

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



Sharbati Wheat



5. Sharbati Wheat

India is the third largest producer of the wheat crop. It has been successfully fulfilling its large domestic consumption demand in the past few years and has been exporting the surpluses to give the major exporters of the world a good competition. India produces an average of 75 million tons wheat each year but the production of this crop is generally fluctuating due to the uncertainty of the rainfall. Uttar Pradesh leads the production in the country. The farmers retain around 48% of their production for self-consumption purposes and hence it is not entered into the total production figures of the country. Indian wheat is generally medium hard bread wheat. It is a staple food of this country.

Export Data
 Table: Export from India
 HS CODE 1001: Wheat
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	1001	Wheat and meslin	4,173	0.19	15,845	0.50	279
India's Total Export			21,59,04,32 2		31,47,02,14 9		45

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
 HS CODE 1001: Wheat

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Bangladesh	2272	2272	290
2	Sri Lanka	2	1288	607
3	UAE	373	1021	173
4	Yemen Republic	175	826	372
5	Philippines	2272	8885	290
6	Indonesia	111	799	618
7	Nepal	673	624	- 7

8	Korea Republic	0.0001	526	8773347
9	Qatar	122	221	80
10	Oman	60	201	229

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 1001: Wheat

HS CODE	Commodity Description	April, 21 To March, 22 Value Rs Cr	April, 21 To March, 22 Value (Million US\$)
1001	Wheat and Meslin	478	6.37

(Source: DGCIS)

Table: world's Top Importers
 HS CODE 1001: Wheat

Rank	World's Top Importers	Value imported in 2021 (USD million)
	World	61959
1	Indonesia	3548
2	China	3038
3	Nigeria	2742
4	Turkey	2692
5	Iran	2486
6	Egypt	2463
7	Algeria	2342
8	Italy	2296
9	Bangladesh	1958
10	Philippines	1950

(Source: Trade Map)

Table: world's Top Exporters
 HS CODE 1001: Wheat

Rank	World's Top Exporter	Value exported in 2021 (USD Million)
	World	56583
1	Russian Federation	7301
2	USA	7286
3	Australia	7247
4	Canada	6639
5	Ukraine	4722
6	France	4550
7	Argentina	2973
8	Germany	1982
9	Romania	1820
10	India	1723

(Source: Trade Map)

Swot Analysis

Strength:

Wheat, being a staple food in major areas of world, has stable and permanent demand in the global market. This product has a great nutritious value and health benefits. Moreover, the diversified use of wheat leads to major demand all over the world.

Weakness:

Russia, USA and Canada occupy the top three positions in the world exports. India does not hold a position in the top ten exporters of the world and has a long way to go in exports.

Opportunities:

Increasing production, reducing contamination and pesticide residue can help in boosting demand and exports of the product. Storage, warehousing and processing units can further the exports.

Threat:

Madhya Pradesh has the biggest disadvantage of transportation cost. While wheat is widely price sensitive product, we need to focus on increasing the scale of production with cutting short of expenses on transportation.



Wooden Handicraft



6. Wooden Handicraft

Wooden Toys Market is growing at a faster pace with substantial growth rates over the last few years and is estimated to grow significantly in the forecasted period i.e. 2021 to 2028.

The rising population of kids across the world is driving the growth of Global Wooden Toys Market. Increasing urbanization and disposable income of the population is showing a positive market trend. With rising awareness about the benefits of toys on cognitive and innovative skills on kids and the emergence of advanced technology and machinery has encouraged manufacturers to produce modern and innovative toys. The Global Wooden Toys Market report provides a holistic evaluation of the market. The report offers a comprehensive analysis of key segments, trends, drivers, restraints, competitive landscape, and factors that are playing a substantial role in the market.

Swot Analysis

Strengths:

The major driving factor for wooden toys is the changing buying behaviour of the population towards traditional toys, globally. Rising awareness about the benefits of wooden toys is encouraging parents to opt for these toys.

These products are expected to gain popularity as they are completely safe for kids on account of being completely non-toxic, have excellent texture and colors inviting and kindling the kids with curiosity long with expanding the focus of parents on providing education through fun activities, the market has witnessed an upward trend for educational toys and art & craft. Also, the rising population of kids across the world is driving the market up.

Weakness:

The surge in the market is also driven by factors such as more disposable income and urbanization. Improving quality and branding along with creation of better packaging infrastructure can help increasing export.

The biggest disadvantage is the transportation cost. Need to focus on increasing the scale of production with cutting short of expenses on transportation.

Opportunities:

The surge in the market is also driven by the factors such as more disposable income and urbanization. However, the market is witnessing high volatility in the price of wooden toys, which is restraining the Wooden Toys Market.

The rising popularity of materials like thermoplastic due to its low cost, lightweight, bright colors, and significant strength is forcing producers to opt for this alternative. Moreover, reduction of carbon footprints and environmental friendly initiatives provide lucrative opportunities.

Threats:

Direct competition (magazines with similar target markets, interests and content) are all available online, and definitely have the same sort of content e.g. showcasing the work of different artists.

From a different view, they could see the 'end of print' as a threat since they are a magazine. They really need to utilise making the most of the online experience to keep up with technology, India's regional toy-making traditions are in danger, because artisans can't find enough of a particular kind of wood.



Cotton Yarn



7. Cotton Yarn

Cotton is a naturally produced yarn that is harvested from the plants of cotton. It is a soft, breathable and absorbent fabric which is used widely in summer clothing. It is a staple in the clothing industry and singularly holds more than 40% market share in the clothing industry combining both wearables and non-wearables 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.

India, the United States and China – the world's top three cotton producers. Each year, India produces an average of 5,770 thousand metric tonnes of cotton making it the world's highest producer. The United States is a key producer and exporter of cotton.

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	%Growth
1	5202	Cotton yarn 85% or more by cotton not put up for sale.	20,036	0.92	38,827	1.23	93
		India's Total Export	21,59,04,322		31,47,02,149		45

(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 \$)
5205	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 US \$)
		World
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
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

Strength:

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.

Abundant Raw Material availability that helps industry to control costs and reduces the lead-time across the operation.

Availability of low cost and skilled manpower provides competitive advantage to industry.

Availability of large varieties of cotton fibre and has a fast growing synthetic fiber industry.

India has great advantage in Spinning Sector and has a presence in all process of operation and value chain. 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:

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.

Infrastructural bottlenecks and efficiency such as, Transaction time at ports and transportation time. Unfavourable labour Laws, Lack of Trade Membership, which restrict to tap other potential market. Lacking in generating economies of Scale.

Opportunity:

Large, Potential Domestic and International Market.

Elimination of Quota Restriction leads to greater Market Development.

Product development and Diversification to cater global needs. Greater Investment and FDI opportunities are available

Threats:

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.

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.

Elimination of Quota system will lead to fluctuations in Export Demand. International labour and Environmental Laws.



Terry Towel



8. Terry Towel

Terry Towel is a fabric woven with pile weave. Pile weaves add variety to our fabrics. These fabrics are made by using additional werp or weft threads more often werp threads are added for economical production. Terry is a term for pile which is used to distinguish a variety of woven fabrics on terryloom or handloom that are characterised by the formation of loops projecting from the main body of the fabric. These additional yarns are inserted by use of comparatively slack & course material only. There loops may be attained on either both sides of fabric or the face side only. The loops are formed by insertion of entrap series of warp ends in a fixed order or sequence.

There are two types of terry fabrics:

Towel terry-

This is a woven fabric with long loops that can absorb large amounts of water. Its content is usually 100% cotton, but may sometimes contain polyester.

French terry-

This is a fabric, used in men's, women's and children's clothing. One of its sides is flat, while the other side is with cross loops. It can be 100% cotton or be made from a variety of fibers, sometimes with spandex (also known as elastane or lycra). It is often warp-knitted, and the term French terry is colloquially used for all warp-knitted terry.

Export Data
 Table 21: Export from India
 HS CODE 6302: Terry Towel
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	6302	Bed linen, Table linen, Toilet linen and kitchen linen	11,572	0.5360	17,415	0.5534	50
		India's Total Export	21,59,04,322		31,47,02,149		45

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
 HS CODE 6302: Terry Towel

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	USA	7616	12235	60
2	Canada	397	576	44
3	Germany	379	543	43
4	UK	497	516	3
5	Australia	389	455	17
6	Netherland	216	250	15
7	France	147	234	59
8	Israel	143	226	57
9	U Arab Emts	155	219	41
10	Mexico	114	176	54

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 6302: Terry Towel

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US\$)
6302	Bed linen, Table linen, Toilet linen and Kitchen linen.	2,415	3.23

(Source: DGCIS)

Table: world's Top Importers
 HS CODE 6302: Terry Towel

Rank	World's Top Importers	Value imported in 2021 (Million USD)
	World	22207
1	USA	7568
2	Germany	1752
3	France	1172
4	UK	1124
5	Japan	1050
6	Netherlands	733
7	Australia	688
8	Canada	601
9	Italy	536
10	Spain	479

(Source: Trade Map)

Table: world's Top Exporters

HS CODE 6302: Terry Towel

Rank	World's Top Exporters	Value exported in 2021 (Million USD)
	World	24740
1	China	9889
2	Pakistan	4277
3	India	2276
4	Turkey	1453
5	Germany	807
6	Portugal	726
7	Bangladesh	635
8	Netherlands	379
9	Poland	373
10	Viet Nam	354

(Source: Trade Map)

Swot Analysis

Strengths:

India is one of the largest producers of natural and man-made fibers that are used as raw materials in the industry.

Low cost skilled labor is abundant.

India's presence across the manufacturing value chain in textiles.

Self-sufficient in raw material. Grows all types of fibres.

Highly competitive spinning sector.

Available cheap and skilled labour.

Existence of complete value chain in the state.

Weakness:

Low efficiency and lower productivity hampers Indian ranking.

Lack of scale of economies is another shortcoming for manufacturers in the country.

Exchange rate poses a hurdle in every field and sector.

Lacking in upgradation of technology used.

Labour force comparatively less productive than other developing nations.

Poor infrastructure and higher power costs make us less competitive.

Opportunities:

FTAs may help in growing exports.

Increasing and never-ending demand both domestically and internationally.

Focus on product development and diversification.

Huge potential of domestic and international market.

Rising incomes and spending power.

Threats:

Mature markets may pose a threat in future.

Dynamic sector and changing consumer choices is another negative externality.

Competition from free market access countries.

Increase in social and ecological awareness.



Bed Linen



9. Bed Linen

Linens have revolutionized from being coarse and stiff to soft, plush and very exquisite. Bed linen generally comes in two styles- flat or fitted as mentioned earlier. The fitted sheet is used first when preparing a bed; it comes fitted with elastic and can only be used as a bottom "sheet".

Types of Bed linen:

Top/ Flat sheets: We have already discussed the top sheet and fitted sheet, these top sheets are slowly being introduced in the UK, where the duvet cover is used as the flat sheet.

Comforter: A bedspread sewn together in a rectangular or square shape stuffed with layers for warmth. The comforter is used by most in North America as a second "top sheet". The comforter comes in varying sizes, colors and is a decorative piece to beds.

Bedspread: Mostly a thin, light sheet that covers the entire bed and touches the floor. This decorative is made with polyester, wool, cotton or chenille.

Coverlet: Usually woven and can be seen mainly at the top of the pillow or the foot of the bed. As its name, the coverlet is used as the sheet that covers users during the night. This bed linen can be found in hotel rooms or little inns.

Blankets: Blankets have their own personal use, some prefer to use it in place of a duvet, and others may use it as a comforter. However, the ways they are used, blankets are attractive and provide warmth on a rainy night. Made from wool, microfiber plush, cotton and sometimes a blend of fabric blankets are also the ideal choice for baby's cots.

Duvet: Make no mistake with a duvet, a duvet may be similar to a comforter but unlike a comforter, a duvet has to be used with a duvet cover. The cover protects the duvet, it encloses the duvet with either buttons or zippers. Covers are very chic and well decorated. In the UK duvet cover is the 'top sheet'. Americans are also quickly catching up to the 'duvet' concept.

Export Data
 Table: Export from India
 HS CODE 63022190: Bed linen
 Values in Rs. Cr

S. No	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	63022190	Other bed linen,	244	0.01	1,024	0.03	318

		printed: of cotton, other than handloom					
		India's Total Export	21,59,04,322		31,47,02,149		45

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
 HS CODE 63022190: Bed Linen

S.No.	Country / Region	Values in Rs. Cr		
		2020-2021	2021-2022	%Growth
1	USA	213	808	278
2	Canada	15	57	281
3	Netherland		18	
4	Mexico	641	18	188
5	Spain	97	1697	1638
6	Israel	294	1632	455
7	Germany	2	1353	510
8	japan	182	972	432
9	Italy	46	820	1660
10	UAE	39	716	1710

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 63022190: Bed Linen

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US\$)
63022190	Other Bed linen, Printed: Of cotton, Other than handloom.	220	2.95

(Source: DGCIS)

Table: world's Top Importers
 HS CODE 63022190: Bed Linen

Rank	World's Top Importers	Value imported in 2021 (Million USD)
		World
1	USA	7568
2	Germany	1752
3	France	1172
4	United Kingdom	1124
5	Japan	1050
6	Netherlands	733
7	Australia	688
8	Canada	601
9	Italy	536
10	Spain	479

(Source: Trade Map)

Table: world's Top Exporters
 HS CODE 63022190: Bed Linen

Rank	World's Top Exporters	Value exported in 2021 (Million USD)
	World	24740
1	China	9889
2	Pakistan	4277
3	India	2276
4	Turkey	1453
5	Germany	807
6	Portugal	726
7	Bangladesh	635
8	Netherlands	379
9	Poland	373
10	Viet Nam	354

(Source: Trade Map)

Export Data
 Table: Export from India
 HS CODE 63041910: Bed linen
 Values in Rs. Cr

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	63041910	Bed sheets and bed covers of cotton.	5,885	0.27	3,496	0.11	-40
		India's Total Export	21,59,04,322		31,47,02,149		45

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
 HS CODE 63041910: Bed Linen

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	USA	4417	2158	-51
2	Canada	165	181	9
3	UK	238	125	-47
4	Germany	132	109	-16
5	Israel	80	103	28
6	Spain	78	91	16
7	Australia	88	87	-0.32
8	Norway	62	57	-7
9	UAE	63	48	-23
10	Denmark	33	42	26

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
HS CODE 63041910: Bed Linen

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR)	April, 21 To March, 22 Value (Million US\$)
63041910	Other Spreads	150	2.02

(Source: DGCIS)

Table: world's Top Importers
HS CODE 63041910: Bed Linen

Rank	World's Top Exporters	Value imported in 2021 (Million USD)
	World	3828
1	USA	1046
2	Germany	231
3	France	186
4	Japan	164
5	United Kingdom	153
6	Spain	100
7	Netherlands	91
8	Poland	88
9	Italy	72
10	India	67

(Source: Trade Map)

Table: world's Top Exporters
HS CODE 63041910: Bed Linen

Rank	World's Top Exporters	Value exported in 2021 (Million USD)
	World	6348
1	China	2475
2	India	2224
3	Turkey	209
4	Germany	126
5	Poland	106
6	Viet Nam	102
7	Pakistan	79
8	Denmark	74
9	Spain	70
10	Ukraine	60

(Source: Trade Map)

Swot Analysis

Strengths:

The rapid increase in online retail sales is among the major reasons for the growth of the bed and bath linen market. There has been a significant increase in the online retail sales of bed and bath linen. This is primarily due to the high penetration of the internet and the increasing use of smartphones.

Bed linen includes bedsheets, pillowcases, and duvet covers, whereas bath linen includes bath towels, hand towels, washcloths, and bathmats, among others.

The increasing interest of consumers in organic as well as eco-friendly bed linen and bath linen products will have a favourable impact on the industry. It will contribute significantly to its growth over the forecast period. The industry is driven by a number of factors, such as the housing industry, promoting increases in consumer spending on home furnishings, technological developments, and the resulting availability of goods in a wide range of fibre types, textures, fabrics, styles, and colours.

The global bed and bath linen market is being driven by the growth in the housing sector. Aided by the increases in consumer spending on home furnishings, the industry is expected to witness a further growth in the forecast period of 2022-2027, growing at a CAGR of 5.1%.

Weakness:

The global pandemic has shown an impact on the functioning of various industries in various regions. It affected India Bed and Bath Linen Market, Bed and Bath Linen Market and Textile industry very badly.

This was primarily due to reduced manufacturing because of lockdown being imposed and thus halt in logistics and production in the factories or their assembling. Shift in demand from the residential because of downfall in one's earnings to the people who were undergoing the WFH culture and thus demanded bed and bath linen products which were making their living and work space easy going together.

But the manufacturing and demand was really badly impacted during COVID-19 lockdown and slow economic period.

Opportunities:

The India Bed and Bath Linen Market is one of the largest Bed and Bath Linen Industry as the businesses and people are more preferring the naturally sustainable, purely organic and hand made products of bed and bath linen for various purposes.

A complete background analysis of the India Bed and Bath Linen Market, which includes an assessment of the economy, market overview, market size estimation for key segments, and emerging trends in the market, market dynamics, and key company profiles are covered in the report. The India Bed and Bath Linen Market is Segmented By Product Type (Bed Linen/ Bath linen) , By Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, e-Commerce, and Other Distribution Channels) and By End Users (Residential/ Commercial).

The trend is to mix old designs with new techniques and create original products. This in turn giving a huge shelter to Indian population boosting Indian Bed and Bath Linen Industry growing rapidly. Though the industry exports hit hard by COVID-19, approx by 25% but still the growth is expected to lead throughout the competitor nations in the forecasting period.

Threats:

Concerns for an excessive rate of the product together with approximately the right usage of Bed Sheets 2022 amongst manner are a number of the elements predicted to behave as a barrier to market growth

The research report has incorporated the analysis of different factors that augment the markets growth. It constitutes trends, restraints and drivers that transform the market in either a positive or negative manner.



Milk Products

Paneer, Butter, Cheese,
Milk Power, Ghee,



10. Milk Product

The major constituents of cows' milk are water (87.4%) and milk solids (12.6%), which includes vitamins, minerals, carbohydrate, fat, and protein. Cows' milk is known to contain many nutrients, including varying concentrations of fat and water-soluble vitamins, minerals, trace elements, and salts. Paneer is an Indian cheese that's made from curdled milk and some sort of fruit or vegetable acid like lemon juice. Cheese is made the same way — by curdling milk — except the milk is curdled on purpose. Most cheese is made in factories. After milk is poured into big vats, a “starter culture” of bacteria is added to convert the lactose into lactic acid. Then an enzyme called rennet is added to curdle the milk.

Export Data
Table: Export from India
HS CODE 04051000: BUTTER
Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	04051000	Butter	14993	0.0069	64641	0.0205	331
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 04051000: BUTTER

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Baharain	525	20115	3729
2	Morocco	897	10258	1043
3	UAE	3406	8073	137
4	Qatar	812	6768	733
5	Saudi Arab	1994	5436	172
6	Egypt	471	3183	574
7	Oman	773	2412	211
8	USA	1870	1668	-10

9	Bangladesh	584	1469	151
10	Singapore	1327	1052	-20

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
HS CODE 04051000: BUTTER

HS CODE	Commodity Description	April, 21 To March, 22 Value Rs Cr	April, 21 To March, 22 Value (Million US\$)
04051000	Butter	47,76,06,743	63,74,915

(Source: DGCIS)

Table: world's Top Importers
HS CODE 04051000: BUTTER

Rank	World's Top Importers	Value imported in 2021 (USD million)
		World
1	France	1029
2	Germany	933
3	Netherlands	782
4	Belgium	699
5	China	667
6	Russian Federation	599
7	USA	391
8	Italy	372
9	UK	290
10	Saudi Arabia	240

(Source: Trade Map)

Table: world's Top Exporters
HS CODE 04051000: BUTTER

Rank	World's Top Exporter	Value exported in 2021 (USD Million)
		World
1	New Zealand	2028
2	Netherlands	1658
3	Ireland	1300
4	Belgium	810
5	Germany	790
6	France	638
7	Belarus	450
8	Denmark	314
9	UK	252
10	Poland	248

(Source: Trade Map)

Export Data

Table: Export from India
HS CODE :04069000: CHEESE
Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
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1	04069000	Other Cheese	19,226	0.0089	17,277	0.0055	- 10.14
India's Total Export			21,59,04,32 2		31,47,02,14 9		

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
HS CODE 04069000: CHEESE

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	UAE	5626	5124	-8
2	USA	3380	3086	-8
3	Singapore	1848	2027	9
4	Saudi arab	1726	1426	-17
5	Kuwait	852	824	-3
6	Bhutan	966	753	-21
7	Oman	914	749	-18
8	Nepal	1089	575	-47
9	Qatar	660	537	-18
10	Hong kong	395	461	16

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
HS CODE 04069000: CHEESE

HS CODE	Commodity Description	April, 21 To March, 22 Value Rs Cr	April, 21 To March, 22 Value (Million US\$)
04069000	Other Cheese	348	4.67

(Source: DGCIS)

Table: world's Top Importers
HS CODE 04069000: CHEESE

Rank	World's Top Importers	Value imported in 2021 (USD million)
	World	21849
1	Germany	4004
2	USA	1372
3	France	1205
4	Belgium	1200
5	Italy	1175
6	UK	1051
7	Russian Federation	9658
8	Netherlands	8604
9	Japan	8239
10	Spain	7582

(Source: Trade Map)

Table: world's Top Exporters
HS CODE 04069000: CHEESE

Rank	World's Top Exporter	Value exported in 2021 (USD Million)
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	World	21411
1	Netherlands	3373
2	Germany	2774
3	France	2581
4	Italy	2108
5	Ireland	1009
6	Belarus	906
7	New Zealand	789
8	Denmark	743
9	Switzerland	718
10	USA	700

(Source: Trade Map)

Export Data

Table: Export from India

HS CODE :04063000: Processed cheese not grated/powdered (Paneer)

Values in Rs. Cr.

S. No	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	04063000	Processed cheese not grated/powdered	9,659	0.0045	9,311	0.0030	-3.60
India's Total Export			215,904,322		215,904,322		

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise

HS CODE :04063000: Processed cheese not grated/powdered (Paneer)

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Bhutan	4878	4564	-6.43
2	USA	2157	1980	-8.2
3	UAE	791	982	24
4	Nepal	192	502	161
5	Singapore	537	337	-37
6	Bangladesh	213	203	-4
7	Qatar	299	173	-42
8	Mauritius	111	169	52
9	New Zealand	118	76	-35
10	Taiwan	-	70	-

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh

HS CODE :04063000: Processed cheese not grated/powdered (Paneer)

HS CODE	Commodity Description	April, 21 To March, 22 Value Rs Cr	April, 21 To March, 22 Value (Million US\$)
04063000	Processed cheese not grated/powdered	6933179	93086

(Source: DGCIS)

Table: world's Top Importers

HS CODE :04063000: Processed cheese not grated/powdered (Paneer)

Rank	World's Top Importers	Value imported in 2021 (USD million)
	World	3137
1	Saudi Arabia	312
2	UK	266
3	France	154
4	Italy	136
5	Germany	125
6	Belgium	125
7	China	124
8	Australia	110
9	Netherland	77
10	EL Salvador	75

(Source: Trade Map)

Table: world's Top Exporters

HS CODE :04063000: Processed cheese not grated/powdered (Paneer)

Values in Rs. Cr.

Rank	World's Top Exporter	Value exported in 2021 (USD Million)
	World	2869
1	Germany	470
2	France	352
3	Belgium	211
4	Austria	187
5	Poland	183
6	Saudi Arabia	157
7	New Zealand	152
8	Bahrain	143
9	USA	136
10	Netherlands	92

(Source: Trade Map)

Export Data

Table: Export from India

HS CODE :04021010: Skimmed milk

Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	04021010	Skimmed milk	26,215	0.0121	99,402	0.0316	279.17
India's Total Export			21,59,04,32 2		31,47,02,14 9		

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise

HS CODE :04021010: Skimmed milk

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Bangladesh	15685	63030	301.85

2	Malaysia	4802	17247	259.11
3	UAE	2457	9547	288.47
4	Lebanon	-	1488	-
5	Yemen	-	1,454.50	-
6	Pakistan	188.73	1,210.06	541.17
7	Sri Lanka	-	1,156.61	-
8	Oman	188.86	880.37	366.15
9	Kuwait	-	761.49	-
10	Jordan	-	594.11	-

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 04021010: Skimmed milk

HS CODE	Commodity Description	April, 21 To March, 22 Value Rs Cr	April, 21 To March, 22 Value (Million US\$)
04021010	Skimmed milk	14424621	191154

(Source: DGCIS)

Table: world's Top Importers
 HS CODE 04021010: Skimmed milk

Rank	World's Top Importers	Value imported in 2021 (USD million)
		World
1	China	1370
2	Indonesia	5955
3	Mexico	477
4	Philippines	470
5	Netherlands	464
6	Algeria	409
7	Malaysia	383
8	Viet Nam	350
9	Italy	265
10	Belgium	238

(Source: Trade Map)

Table: world's Top Exporters
 HS CODE 04021010: Skimmed milk

Rank	World's Top Exporter	Value exported in 2021 (USD Million)
		World
1	USA	2498
2	New Zealand	1064
3	Germany	966
4	France	814
5	Australia	648
6	Belgium	559
7	Ireland	461
8	Netherlands	438
9	Belarus	325

10	Poland	321
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(Source: Trade Map)

Export Data
 Table: Export from India
 HS CODE: 04041090: Whey (Powder WMP)
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share	%Growth
1	04041090	Other whey	223.00	0.0001	222.60	0.0001	-0.18
India's Total Export			215,904,322		314,702,149		

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
 HS CODE: 04041090: Whey (Powder WMP)

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	UAE	150	150	-0
2	Qatar	25	27	10
3	Nepal	18	23	23
4	Singapore	14	12	-9
5	Kuwait	3.	2	-36
6	USA	-	1	-
7	Australia	-	1	-
8	Hong kong	1	1	-11
9	Angola	-	1	-
10	Canada	0	0	14

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE: 04041090: Whey (Powder WMP)

HS CODE	Commodity Description	April, 21 To March, 22 Value Rs Cr	April, 21 To March, 22 Value (Million US\$)
04021010	Other Whey	74	1

(Source: DGCIS)

Table: world's Top Importers
 HS CODE: 04041090: Whey (Powder WMP)

Rank	World's Top Importers	Value imported in 2021 (USD million)
		World
1	China	1006
2	Netherlands	545
3	Germany	253
4	France	222
5	Indonesia	198
6	Malaysia	122
7	Japan	98
8	Thailand	97

9	Denmark	97
10	Belgium	92

(Source: Trade Map)

Table: world's Top Exporters
 HS CODE: 04041090: Whey (Powder WMP)

Rank	World's Top Exporter	Value exported in 2021 (USD Million)
		World
1	USA	699
2	Germany	647
3	France	474
4	Netherlands	340
5	Italy	261
6	Ireland	246
7	Poland	228
8	Belarus	112
9	Austria	103
10	Denmark	98

(Source: Trade Map)

Swot Analysis

Strengths:

India is one of the largest producer of milk.

India presence across the Milk value chain in Milk Industries.

Large number of dairy Products in the country.

Country vast natural resources offer immense potential for growth and development of dairying.

Weakness:

Lack of awareness for clean milk Production.

Underdeveloped raw milk collections systems in certain parts of the India.

Poor productivity of cattle and arable land.

Opportunities:

Increase demand for fluid milk as well as value added products.

Growing demand for milk & milk products.

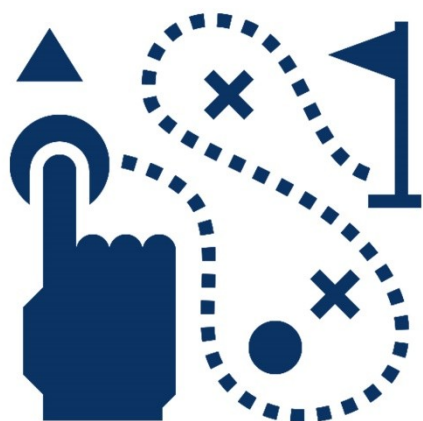
Availability of large resources of unconventional feeds and fodders.

Threats:

Low Switching Cost – Due to the low switching cost, Dairy Milk's marketing expenditures are greater because it comes within the impulse purchasing bracket.

Rising health consciousness – As health awareness grows throughout the world, people are shifting away from high-fat goods toward healthier alternatives.

Intense Competition – Dairy Milk competes with numerous brands throughout the world, including Nestle, Ferrero, Amul, Hershey's, and Mars, among others. This type of competition decreases market share.



Action Plan



11. District Export Action Plan

Table: Export Issue-Intervention Matrix for the District

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

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

		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.			
8.	Marketing support	Support can be provided by MSME for participation in international trade fairs and exhibition/Customer visit. To analyse the distribution channels associated to the product categories and Identification of new markets for the selected products	Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products. Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product.	State/Centre	Ministry of MSME of Commerce and Industries, Gol
9.	Regulatory	Efforts are being made to ensure that units can get all the clearances on time. DEPC will create Single window system at the district level	Will make aware of all units about rules and regulations related to exports. An assistance will be provided to units to get the required clearances and permissions.	Centre and State	
10.	Training	Export workshops programs will be designed to help export ready companies seize opportunities, navigate the complex landscape of international business, and jump start their export sales	Government can organize the district training camps to generate skilled manpower. Training on: • Export tariffs, taxes, and customs procedures; • Commercial standards, regulations and	DGFT RA and District Administration	

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



12. 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.

12.1. Reasons for doubling the export figures as a target

12.1.1. 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.

12.1.2. 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.

12.1.3. 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.

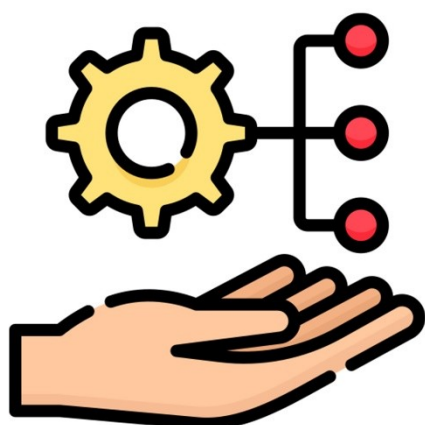
12.1.4. Negative impact on chinese products

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.

12.2. 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



13. 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.

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

Procedure

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

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

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

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

Fund estimate

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

Benefits:

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

13.2. Proposed scheme - 2

Export marketing and branding (EMB)

Objective

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

Nature of rewards

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

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

Procedure

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

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

Fund estimate

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

Benefits

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

13.3. Proposed scheme –3

Changing administrative structure within state

Exports excellence awards

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

Structure

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

13.4. Proposed scheme –4

Exports from Madhya Pradesh Scheme (EMPS)

Objective

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

Nature of rewards

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

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

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

Procedure

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

APPENDIX, for example

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

13.5. Proposed scheme –5

Export Promotion and State Duties & Taxes Remission

Objective

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

Nature of rewards

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

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

Procedure

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



Conclusion

14. 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.

14.1. 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.

14.2. 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.

14.3. 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.

14.4. 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.

14.5. 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.