



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPDC
MP Industrial Development Corporation Limited

Seoni

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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Dr. Fating Rahul Haridas (IAS)
Collector & District Magistrate

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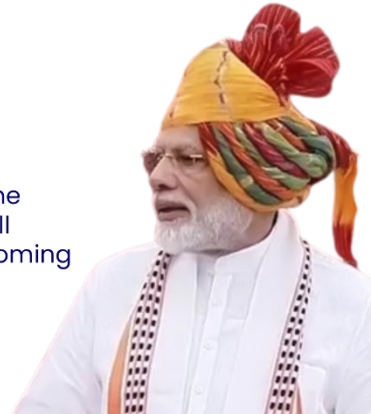
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse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

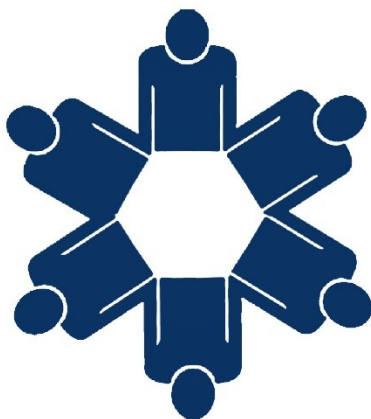
1.3. Rational for District Export Plan

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.

दिनांक 18/11/2020

कार्यालय-महाप्रबंधक, जिला व्यापार एवं उद्योग केन्द्र, सिवनी

(Telephone :- 07692-228268, Email :- gmmpdc@mp.sir.in)

क्रमांक/जि.व्या.उके-सि/एमएसएमई/2020-21/1855

सिवनी, दिनांक 18/11/2020

—: जिला निर्यात संवर्धन समिति —:

भारत सरकार, वाणिज्य एवं उद्योग विभाग मंत्रालय उद्योग प्रवर्धन नई दिल्ली का निर्देशन क्रमांक F.No. 01/36/218/01/AM-18/TC/Part-1/01 नई दिल्ली दिनांक 11-06-2020 जिले में निर्यात संबंधी प्रतिनिधियों के बेहतर क्रियान्वयन हेतु 'जिला निर्यात संवर्धन समिति' (DISTRICT EXPORT PROMOTION COMMITTEE) का गठन किया जाता है -

| क्रमांक | समिति के सदस्य अधिकारी का नाम | |
|---------|--|---------------|
| 1 | 2 | 3 |
| (1) | कलेक्टर महोदय, जिला कलेक्टर सिवनी | अध्यक्ष |
| (2) | उप महानिदेशक, भारत सरकार, विदेश व्यापार, वाणिज्य एवं उद्योग मंत्रालय, भोपाल / गी-पुर | सह अध्यक्ष |
| (3) | नामांकित प्रतिनिधि, उद्योग आवुका, उद्योग संचालनालय, विन्ध्याचल भवन, भोपाल | सदस्य |
| (4) | अग्रणी जिला प्रबंधक, सेन्ट्रल बैंक ऑफ इंडिया, सिवनी | सदस्य |
| (5) | नामांकित प्रतिनिधि, निदेशक, सूक्ष्म लघु एवं मध्यम उद्यम संस्थान, इन्दौर | सदस्य |
| (6) | उप निदेशक, सेक्टर स्पेसिफिक एक्सपोर्ट प्रमोशन काउन्सिल | सदस्य |
| (7) | उप निदेशक, क्वालिटी एंड स्टैण्डर्ड इम्प्लीमेंटेशन बाडी प्रतिनिधि | सदस्य |
| (8) | निदेशक भारत सरकार के सेक्टर स्पेसिफिक प्रतिनिधि | सदस्य |
| (9) | नाबाई, जिला प्रबंधक, सिवनी | सदस्य |
| (10) | अन्य राज्य के प्रतिनिधि आवश्यकता पड़ने पर | सदस्य |
| (11) | उपसंचालक, कृषि विभाग सिवनी | सदस्य |
| (12) | उपसंचालक, उद्यानिकी विभाग सिवनी | सदस्य |
| (13) | कार्यपालन संचालक, म.प्र. इन्ड कार्पोरेशन जबलपुर | सदस्य |
| (14) | अध्यक्ष, लघु उद्योग संघ सिवनी | अशासकीय सदस्य |
| (15) | जिले के औद्योगिक / व्यापार संघ के सदस्य / सचिव | अशासकीय सदस्य |
| (16) | महाप्रबंधक, जिला व्यापार एवं उद्योग केन्द्र-सिवनी | सदस्य सचिव |

(डॉ. राहुल हरिप्रसा फते)

कलेक्टर

जिला सिवनी

सिवनी, दिनांक 18/11

पू.क्रमांक/जि.व्या.उके-सि/एमएसएमई/2020-21/1854-1857

प्रतिलिपि :-

(1) कलेक्टर महोदय, जिला कलेक्टर सिवनी की ओर सूचनार्थ प्रेषित।

(2) उप महानिदेशक भारत सरकार विदेश व्यापार वाणिज्य एवं उद्योग मंत्रालय भोपाल

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 | Chattisgarh | 25241 | 0.80 | 17200 | 0.80 | 46.75 |
| 19 | Bihar | 17220 | 0.55 | 11191 | 0.52 | 53.87 |
| 20 | Goa | 18130 | 0.58 | 17094 | 0.79 | 6.06 |
| 21 | Himachal Pradesh | 16009 | 0.51 | 12314 | 0.57 | 30.02 |
| 22 | Jharkhand | 18247 | 0.58 | 12068 | 0.56 | 51.21 |
| 23 | Uttaranchal | 14414 | 0.46 | 15915 | 0.74 | -9.43 |
| 24 | Daman & Diu | 5487 | 0.17 | 4600 | 0.21 | 19.26 |

| | | | | | | |
|----|-------------------|---------|--------|---------|--------|--------|
| 25 | Pondicherry | 3667 | 0.12 | 3118 | 0.14 | 17.61 |
| 26 | Assam | 3358 | 0.11 | 3076 | 0.14 | 9.17 |
| 27 | Jammu & Kashmir | 1835 | 0.06 | 1180 | 0.05 | 55.52 |
| 28 | Chandigarh | 737 | 0.02 | 559 | 0.03 | 31.85 |
| 29 | Sikkim | 141 | 0.00 | 70 | 0.00 | 102.56 |
| 30 | Arunachal Pradesh | 13 | 0.00 | 4 | 0.00 | 242.74 |
| 31 | Meghalaya | 64 | 0.00 | 80 | 0.00 | -19.26 |
| 32 | Tripura | 90 | 0.00 | 83 | 0.00 | 8.19 |
| 33 | Andaman & Nicobar | 9 | 0.00 | 14 | 0.00 | -38.94 |
| 34 | Nagaland | 8 | 0.00 | 45 | 0.00 | -81.06 |
| 35 | Manipur | 7 | 0.00 | 7 | 0.00 | -0.82 |
| 36 | Ladakh | 0 | 0.00 | 0 | 0.00 | 0.00 |
| 37 | Lakshadweep | 1 | 0.00 | 1 | 0.00 | 0.57 |
| 38 | Mizoram | 29 | 0.00 | 5 | 0.00 | 467.30 |
| 39 | India's Export | 3146186 | 100.00 | 2159043 | 100.00 | 45.72 |

4. About the District

4.1. General Characteristic of the District

Seoni is primarily a tribal dominated district formed on 1st November 1956. The district name has been originated from the word "SEONA", a species of tree belonging to the verbanaleal family which was commonly found in this area. The wood of this tree is used in manufacture of " DHOLAK".The District is situated Satpura plateau in the South of Jabalpur Division.

The District lies between latitude 21° 36' & 22°57'North and longitude 79°19' & 80°17' east. Geographically the north part of the district consists of trap hills and the south of crystalline rock.

Seoni district is rich in timber resources. Teak is most important tree growing in and around Seoni district. Waingana River is the lifeline of the district. The districts headquarter lies on Nagpur Varanasi national high way no.27.

Seoni is one of the forest rich districts in Madhya Pradesh. The total forest area in this district is 3,28,200 hectare. There are two territorial divisions, two production divisions, one social forestry division and one forest development corporation division in Seoni district. There are 1612 villages in Seoni district, out of which 1375 villages are either in forest areas or near by forest boundary.

There is no major mineral available in the district. Stone/ Gitti, Murum and Sand are the minor mineral available in the district.

District at a glance

- Area: 8758 Sq. Km
- Language Spoken: Hindi, Maratha, Gondi, Korku,Pawari & English

Accessibility to Exporters:

By Air: The nearest airport is Nagpur airport Maharashtra and Jabalpur Airport (IATA: JLR, ICAO: VAJB), also known as Dumna Airport in MP.

By Rail: Chhindwara railway station is in the Western Central Railway zone.

By Road: Chhindwara is well connected with all the districts of the state

Nearest Port including ICDs

- Icd, Malanpur, Concor, M.P.
- 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 |
| 435273 | 508648 | 532378 | 526723 | 566485 | 712101 | 709531 |

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 |
| 28329 | 32357 | 33349 | 32408 | 34412 | 42966 | 41956 |

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

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 | 160405 | 217269 | 218698 | 199399 | 207234 | 316598 | 288289 |
| 2 | Secondary | 81674 | 79369 | 83018 | 86857 | 92465 | 98013 | 107328 |
| 3 | Tertiary | 176817 | 192507 | 201783 | 212612 | 227774 | 247271 | 261633 |
| Total GDVA at basic prices | | 418896 | 489144 | 503499 | 498868 | 527473 | 661882 | 657250 |

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 | 112355 | 171907 | 172431 | 138979 | 143936 | 244915 | 210604 |
| 2 | Livestock | 12370 | 14438 | 16911 | 20910 | 25150 | 29753 | 34132 |
| 3 | Forestry & logging | 27566 | 28313 | 25507 | 35649 | 33618 | 34115 | 33509 |

| | | | | | | | | |
|----------------------------|---|--------|--------|--------|--------|--------|--------|--------|
| 4 | Fishing & aquaculture | 2601 | 2501 | 2426 | 2877 | 3849 | 3544 | 3720 |
| 5 | Mining & quarrying | 5512 | 110 | 1423 | 985 | 682 | 4271 | 6325 |
| 7 | Manufacturing | 25637 | 25503 | 23727 | 25746 | 30334 | 32850 | 35820 |
| 8 | Electricity, gas, water supply & other utility services | 7704 | 8940 | 10626 | 11702 | 12297 | 13430 | 15795 |
| 9 | Construction | 48333 | 44926 | 48665 | 49410 | 49833 | 51733 | 55713 |
| 11 | Trade, repair, hotels and restaurants | 45821 | 50715 | 52632 | 54882 | 57975 | 65659 | 71263 |
| 12 | Transport by other means and Storage | 12048 | 13112 | 13460 | 14733 | 15643 | 18183 | 19181 |
| 13 | Railways | 979 | 1282 | 1313 | 1336 | 1552 | 1565 | 1671 |
| 14 | Communication & services related to broadcasting | 6839 | 7618 | 9045 | 10461 | 12504 | 11413 | 10957 |
| 15 | Financial services | 18837 | 20206 | 21890 | 22389 | 25559 | 24506 | 24763 |
| 16 | Real estate, ownership of dwelling | 30069 | 32228 | 34705 | 36950 | 38657 | 40979 | 43724 |
| 17 | Public administration | 28232 | 30391 | 31831 | 32384 | 33989 | 38740 | 41917 |
| 18 | Other services | 33991 | 36954 | 36908 | 39476 | 41895 | 46226 | 48157 |
| Total GDVA at basic prices | | 418896 | 489144 | 503499 | 498868 | 527473 | 661882 | 657250 |

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

4.2. Industrial Scenario of the District

Table: Industrial Scenario of District, Seoni (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 |
|--------|-------------------|--------------------------|---------------------------|----------------------------------|--------------------|----------------------|--------------------|----------------------------|
| | | | | | | | | |
| | | | | | | | | |

Source: DIC, Seoni (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 Seoni, (MP)

Table: Data of Small Enterprises as on 31.03.2022

| Sr No | District | No. of Unit | Employment | Fixed Investment | Production |
|-------|----------|-------------|------------|------------------|------------|
| | | | | (in Lakhs) | (in Lakhs) |
| 1 | | | | | |

Source: DIC Seoni, (MP)

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

| S.no. | District | Units | Fixed capital investment (Rs. in lacs) | Working capital (Rs. in lacs) | Employment | Production (Rs. In lacs) |
|-------|----------|-------|--|-------------------------------|------------|--------------------------|
| | | | | | | |

Source: DIC Seoni, (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 in 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 | | | -- | -- |
| | TOTAL | | | | |

Source: DIC Seoni, MP)

4.3. Export from the District

Total exports from the district – INR 01.56 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. | 10064000 | BROKEN RICE | 6358926 |
| 2. | 10059019 | OTHER | 4548889 |
| 3. | 9109915 | CASSIA T0REA SEED | 2425567 |
| 4. | 30049011 | MEDICAMENTS OF AYURVEDIC SYSTEM | 1293470 |
| 5. | 7032000 | GARLIC FRESH OR CHILLED | 1044317 |
| 6. | 21069099 | OTHER FOOD PREPARATION NES | 317 |

(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: dc-di-indore@dcmsme.gov.in | 0731-2420723 |
| 4. | Export Inspection Council of India | 303, C.S Naydu Arcade, 10/2, Greater Kailash Road, Opposite Grotto, New Palasia, Indore Email ID: eia-indore@eicindia.gov.in | 0731-2566057 |
| 5. | ECGC Limited, Indore | 408, 4th Floor, City Center, 570, M G Road, Opp High Court, Indore Email ID: indore@ecgc.in | 0731-2544215 |
| 6. | APEDA Regional office, Bhopal | Kisan Bhawan, 26, Arera Hills, Bhopal, M.P. Email ID: apedabho@apeda.gov.in | 0755-4700764 |
| 7. | FIEO, Indore | 03, Gold Arcade, 3/1, New Palasia, Near Janjirwala Square, Indore Email ID: indore@fio.org | 0731-4282335 /336 |
| 8. | EEPC India | B-202 & 220, Aurus Chambers Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli, Mumbai Email ID: eepecromum@eepecindia.net | 022-42125555 |
| 9. | MP Industrial Development Corporation RO- Jabalpur | 2rd Floor, Udyog Bhawan, Katanga Jabalpur. Email ID: ed.rojbp@mpidc.co.in | 0761-4045751 |
| 10. | District Trade & Industries Centre, Seoni | Industry & Trade Department Collector Office District Seoni Email ID: gmiseo@mp.nic.in | 07692-220660, 228260 |

4.5. SWOT Analysis of the district

Strengths

1. Coal, Dolomite and Manganese are the major mineral available in the district.
2. Bamboo, Teak, Harra, Salbeej, Tendu Patta, are the major forest wealth.
3. Availability of resources under different programmes.
4. District offers profound support from Indore, Bhopal, Jabalpur for skilled manpower, engineering pool and trained workers.
- 5.

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. Inadequate marketing of product and lack of a comprehensive marketing plan.
6. Absence of cooperation from concerning development departments of government for provision of basic infrastructure.
7. Lack of adequate professional training facilities for human resource development and quality of service.

Opportunities

1. Oil mills can be set up here as there is an opportunity for them in the area. This could have been in demand in other countries and that can be exploited.
2. Tremendous potential for enhanced opportunities in youth-oriented education, skill development.
3. This region offers cheap land, labour and connectivity towards ports and the rest of India.

Threats

1. Investors who are looking forward to Madhya Pradesh for investment, their first preference is in the Indore region then Bhopal region.
2. Planned and careful handling to negotiate the present adverse image and bring it up to a positive positioning.
3. Financial Risk in Currency Exchange Rates.
4. Lack of policy or funding support from the State and District Administration.
5. Uncertainty regarding Global supply chain.



Custard Apple



6. Custard Apple

Custard apple is a common name for a fruit. The fruits vary in shape, heart-shaped, spherical, oblong or irregular. The size ranges from 7 to 12 cm, depending on the cultivar. Custard apple is a delicious, pleasantly fragrant fruit in the Annona family. The fruit is popular for its sweet and slightly tangy, creamy-textured flesh. It is also known as bullock's heart in the English-speaking countries.

When ripe, the fruit is brown or yellowish, with red highlights and a varying degree of reticulation, depending again on the variety

The flesh varies from juicy and very aromatic to hard with an astringent taste. The flavour is sweet and pleasant, akin to the taste of 'traditional' custard.

Export Data
 Table: Export from India
 HS CODE 08109040: CUSTARD-APPLE (ATA)
 Values in Rs. Lakhs

| S.No | HS Code | Commodity | 2020-2021 | %Share | 2021-2022 | %Share |
|----------------------|----------|--------------------|--------------|--------|--------------|--------|
| 1 | 08109040 | CUSTARD-APPLE(ATA) | 336.92 | 0.0002 | 485.08 | 0.0002 |
| 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 08109040: CUSTARD-APPLE (ATA)

| S.No. | Country / Region | Values in Rs. Lacs | | |
|-------|------------------|--------------------|-----------|---------|
| | | 2020-2021 | 2021-2022 | %Growth |
| 1. | U Arab Emts | 186 | 247 | 33 |
| 2. | Oman | 74 | 75 | 1 |
| 3. | Bangladesh Pr | 12 | 52 | 340 |

| | | | | |
|-----|-------------|----|----|-----|
| 4. | Baharain Is | 13 | 31 | 138 |
| 5. | Qatar | 17 | 25 | 48 |
| 6. | Kuwait | 12 | 23 | 96 |
| 7. | Saudi Arab | 7 | 11 | 47 |
| 8. | Singapore | 1 | 6 | 457 |
| 9. | U K | 4 | 5 | 7 |
| 10. | Canada | 5 | 4 | -16 |

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 08109040: CUSTARD-APPLE (ATA)

| HS CODE | Commodity Description | April, 21 To March, 22 Value (INR) Cr. | April, 21 To March, 22 Value (US Million) |
|----------|-----------------------|--|---|
| 08109040 | Custard-Apple (ATA) | 74 | 1 |

(Source: DGCIS)

Table: Import – Top Country Wise
 Product: 08109040 CUSTARD-APPLE (ATA)

| Rank | World's Top Importers | Value imported in 2021 (USD thousand) |
|------|-----------------------|---------------------------------------|
| | World | 3919190 |
| 1. | Thailand | 838617 |
| 2. | Viet Nam | 787355 |
| 3. | Netherlands | 330775 |
| 4. | China | 251668 |
| 5. | Hong Kong, China | 233954 |
| 6. | Turkey | 134518 |
| 7. | Spain | 100576 |
| 8. | Ecuador | 99707 |
| 9. | India | 95807 |
| 10. | Colombia | 94058 |

(Source: Trade Map)

Table: Export from India – Top Country Wise
 Product: 08109040 CUSTARD-APPLE (ATA)

| Rank | World's Top Exporters | Value exported in 2021 (USD thousand) |
|------|-----------------------|---------------------------------------|
| | World | 3919190 |
| 1. | Thailand | 838617 |
| 2. | Viet Nam | 787355 |
| 3. | Netherlands | 330775 |

| | | |
|-----|------------------|--------|
| 4. | China | 251668 |
| 5. | Hong Kong, China | 233954 |
| 6. | Turkey | 134518 |
| 7. | Spain | 100576 |
| 8. | Ecuador | 99707 |
| 9. | India | 95807 |
| 10. | Colombia | 94058 |

(Source: Trade Map)

SWOT Analysis

Strength-

1. India is 9th in the world for Custard Apple Export.
2. Custard Apple(Sitafal) is grown in Chhapara tahsil of the Seoni district and famous for the unique quality and test of the fruit.
3. India has developed its market in Bangladesh, UAE, Nepal, Qatar, Netherland, Saudi Arabia.

Weakness:

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

Opportunities:

1. Processing of Orange: Juices, Jams, Squash, Syrups, Cosmetics, perfumes, essential oils, etc.
2. Growing export markets in China, Netherland, USA, Vietnam, Germany.
3. Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of Orange exports as the fruit is available round the year.
4. Supportive Government backing the investors which can help in taking large scale commercial farming to major Orange clusters.
5. Farmer Education: Significant investment is required in education and relevant support services to give small & marginal farmers the necessary skills and knowledge to increase productivity, improve the quality of the produce and reduce waste.

Threats:

1. Greater instability in production and productivity.
2. Unstable price risk (Market Consideration)
3. Major Competitors are Thailand, Vietnam, Netherlands, China, Turkiye
4. Importing regulation of Agri & Food products are different in different countries

7. Cassia torea seed

Cassia Tora is a wild crop plant that belongs to the Caesalpiniaceae plant family and genus Cassia. Cassia torea seeds are hard to beat in their quality and affordability. They are bold and small seeds. These seeds are also shiny and are duly machine cleaned. These cassia torea seeds are available into many ranges such as cassia torea seed and natural cassia torea seeds. In addition to being used as medicinal herbs, the seeds are also used as a mordant in dyeing. They can be roasted and ground to be used as a coffee substitute. As the dehydrated seed of Cassia plant has good protein, it can be used as a full of protein feed for livestock and birds. Growing as leguminous weed in several parts of India, this is also used as fodder for animals and as a feed ingredient for carps.

Export Data
 Table: Export from India
 HS CODE 09109915 Cassia torea seed PREPARED
 Values in Rs. Cr.

| S. No. | HS Code | Commodity | 2020-2021 | %Share | 2021-2022 | %Share |
|----------------------|----------|-------------------|--------------|--------|--------------|--------|
| | 09109915 | Cassia torea seed | 16,383.66 | 0.0076 | 9,978.65 | 0.0032 |
| 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 09109915 Cassia torea seed

| S.No | Country / Region | Values in Rs. Lacs | | |
|------|------------------|--------------------|-----------|---------|
| | | 2020-2021 | 2021-2022 | %Growth |
| 1. | China | 9,443 | 5,992 | -36 |
| 2. | UK | 2,229 | 1,306 | -41 |
| 3. | Taiwan | 1,274 | 1,033 | -18 |
| 4. | Japan | 634 | 409 | -35 |
| 5. | Chilie | 197 | 270 | 36 |
| 6. | Thailand | 567 | 218 | -61 |
| 7. | Vietnam | 108 | 149 | 37 |
| 8. | Korea | 102 | 139 | 35 |
| 9. | Russia | 684 | 123 | -81 |
| 10. | Indonesia | 58 | 120 | 105 |

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 09109915 Cassia torea seed

| HS CODE | Commodity Description | April, 21 To March, 22 Value (INR) Cr. | April, 21 To March, 22 Value (Million USD) |
|----------|-----------------------|--|--|
| 09109915 | Cassia torea seed | 1.74 | 0.23 |

(Source: DGCIS)

Table: World's Top Importer in 2021
 Product: 091099 Cassia torea seed

| Rank | World's Top Importers | Value imported in 2021 (USD thousand) |
|------|--------------------------|---------------------------------------|
| | | World |
| 1. | United States of America | 444 |
| 2. | Netherlands | 242 |
| 3. | Germany | 224 |
| 4. | Saudi Arabia | 209 |
| 5. | United Arab Emirates | 169 |
| 6. | United Kingdom | 161 |
| 7. | Japan | 157 |
| 8. | Malaysia | 154 |
| 9. | Pakistan | 115 |
| 10. | France | 111 |

(Source: Trade Map)

Table: World's Top Exporters in 2021
 Product: 091099 Cassia torea seed

| Rank | World's Top Exporters | Value exported in 2021 (USD thousand) |
|------|-----------------------|---------------------------------------|
| | | World |
| 1. | China | 760 |
| 2. | India | 577 |
| 3. | Netherlands | 284 |
| 4. | Iran | 156 |
| 5. | Germany | 148 |
| 6. | Türkiye | 139 |
| 7. | Spain | 119 |
| 8. | Pakistan | 93 |
| 9. | Peru | 92 |
| 10. | Thailand | 67 |

(Source: Trade Map)

SWOT Analysis

Strength-

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

Weakness:

The annual oilseed production of the country is faced with high degree of variation as nearly 76% of the oilseeds area is under rainfed conditions and therefore subjected to uncertainties of moisture availability. Availability of quality seeds of improved varieties and hybrids is grossly inadequate and is one of the major constraints in enhancing the oilseed production.

Opportunities:

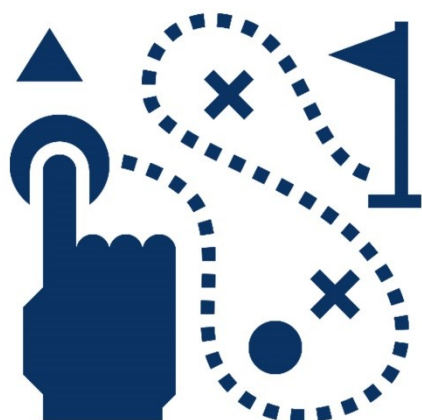
Biotechnology offers an impressive option to supplement the ongoing efforts on developing genetically enhanced germplasm of oilseeds for achieving sustainable food production. The situation is quite encouraging in the germplasm front with high level of resistance available for 19 (29.6%) and partial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

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

Threats:

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

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



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 food processing and industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Seoni DIC-Seoni will facilitate the units in getting important registration in GST process and Import-Export Code | Custard Apple is unique product of Seoni, DIC-Seoni will take initiative to get the GI tag of the product. If it is required will assist in aggregation of commodities for bulk orders | 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 3.Creation of more FPOs | Online workshops | Centre and State | DGFT RA, Customs Department and Agriculture Department |
| 4. | Quality assurance & Certification | As per the product demand in international and domestic markets, need of quality certification will be analysed | After achieving the targets of midterm strategy and assessment of quality parameters, it will be ensured to set up a testing | State and Centre | Ministry of MSME, GoI and Department of MSME, GoMP |

| | | | | | |
|----|----------------------------|--|---|--|---|
| | | <p>Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units</p> <p>All necessary help will be provided to units to get the ISO and other certification with the help of experts.</p> | <p>facility and provide certification to the units.</p> | | |
| 5. | Credit Support | <ul style="list-style-type: none"> • Convergence of existing schemes to support financially. • Provide term loans to small and medium enterprises to enable them to upgrade export production capability. • Assist exporters with pre-shipment and post-shipment credit. • ECGC department to provide more support • Preparing project for future funding demand from state and central Govt. | <ul style="list-style-type: none"> • Preparing project for future funding demand from state and central Govt. • Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail which would facilitate in export promotion. <p>Support smaller units in establishing their business through financial assistance of different schemes</p> | <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 Seoni. Need assessment of cluster development in the district.</p> <p>2) Information sharing system (including exporters)</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</p> | <p>State and Centre</p> | <p>Ministry of MSME</p> |

| | | should be developed in the district. | nodal department for this initiative. | | |
|----|-------------------|--|---|------------------|--|
| 7. | Logistics | 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. | <ul style="list-style-type: none"> 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. Train Service to Mundra Port is required since fuel is very expensive. To initiate train service from ICD Nagpur to Mundra Port (CONCOR) Part load not accepted at ICD Nagpur. Weekly loading can be planned at ICD Nagpur | 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 and</p> <p>Identification of new markets for the selected products</p> | <p>Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products.</p> <p>Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product.</p> | State/Centre | Ministry of MSME of Commerce and Industries, GoI |
| 9. | Regulatory | Efforts are being made to ensure that units can get all the | Will make aware of all units about rules and | Centre and State | |

| | | | | | |
|-----|--------------|--|---|-------------------------------------|--|
| | | clearances on time. DEPC will create Single window system at the district level | regulations related to exports. An assistance will be provided to units to get the required clearances and permissions. | | |
| 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"> • Export tariffs, taxes, and customs procedures; • Commercial standards, regulations and practices; • Distribution channels, business travel, and other market information; Identification of opportunities and best prospects | DGFT RA and District Administration | |
| 11. | Supply Chain | The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc. | We will partner with logistics and supply chain partners. Currently, we have an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively | | |



Target



13. Target Till 2026

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

13.1. Reasons for doubling the export figures as a target

13.1.1. Government Policies

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

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

13.1.2. Market improvement after corona period

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

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

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

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

13.1.3. Price rise in commodities

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

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

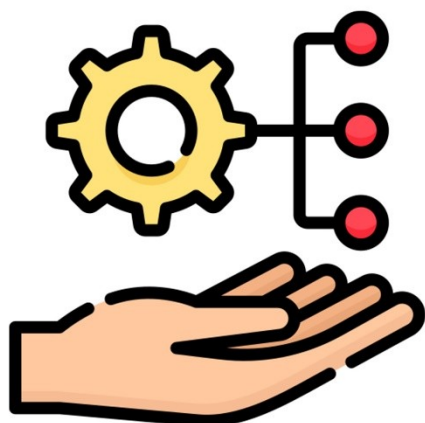
13.1.4. Negative impact on Chinese products

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

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

13.2. Whether we can achieve target!

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



Proposed Schemes



14. Proposed Schemes to achieve Action Plan

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

14.1. Proposed scheme – 1: Export oriented infrastructure development scheme

Objective-

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

Nature of rewards-

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

The fund shall be spent on following infrastructure projects:

| Sr No | Type |
|-------|--|
| 1 | Road |
| 2 | Rail and related facilities |
| 3 | Seaport and related facilities |
| 4 | Airport and related facilities |
| 5 | Pipeline (Water, Gas, Liquid, Chemical) |
| 6 | Pollution Control Plants |
| 7 | Electricity Production and Distribution |
| 8 | Development of industrial Parks |
| 9 | Water treatment plants |
| 10 | Warehouse, Logistic Park, Selling Centre |
| 11 | Inland Container Depot – ICD |
| 12 | Processing Units |
| 13 | Exhibition Centre |
| 14 | Training Facility |
| 15 | Testing Labs |

| | |
|----|---|
| 16 | R&D Centre |
| 17 | Small Housing Facilities for Labors |
| 18 | Geographical Indication (GI) Registration |
| 19 | Marketing Product |
| 20 | Common Facility Centre |

Who can apply? -

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

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

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

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

Title and ownership-

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

Land purchase-

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

Fund allocation-

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

Procedure-

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

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

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

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

Fund estimate-

There is a requirement of INR 5 Cr/Annum for improvement of export infrastructure in the district.

Benefits-

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

14.2. Proposed scheme – 2: Madhya Pradesh Trade Policy

Objective-

To promote export ecosystem in the State, Government has introduced a comprehensive Trade Policy with the following objectives:

- (i) To quadruple the export from the state within next five years;
- (ii) To double the number of exporters from the state within next five years;
- (iii) To develop and maintain access to strategic foreign markets for goods and services from Madhya Pradesh and manage key trading relationships while diversifying new and existing opportunities.
- (iv) To achieve export growth in leading export related district, with significant growth in exports of identified products/services from each district.
- (v) To achieve synergy by integrating flagship programmes and activities of the line departments of Government of Madhya Pradesh (GoMP) & Government of India (GoI).

Nature of rewards:

MP Export Facilitation Fund (MPEFF)

International Market Development Assistance (IMDA)

MP 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.