

S. No.	Challenge	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department	Current Status
1	Administrative Support	To promote setting up food processing and industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Anuppur DIC-Anuppur will facilitate the units in getting important registration in GST process and Import-Export Code	Kodo Kutki is unique product of Anuppur, DIC-Anuppur 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	In-Progress
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. 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	Completed

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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	In-Progress
4	Quality assurance & Certification	As per the product demand in international and domestic markets, need of quality certification will be analysed Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units All necessary help will be provided to units to get the ISO and other certification with the help of experts.	After achieving the targets of midterm strategy and assessment of quality parameters, it will be ensured to set up a testing facility and provide certification to the units.	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP	In-Progress

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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. • Support smaller units in establishing their business through financial assistance of different schemes 	Centre DGFT RA and ECGC	ECGC Government of India Undertaking	In-Progress

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6	Common Facilitation Centre	<p>1) Common Facilitation is not available in Anuppur. Need assessment of cluster development in the district.</p> <p>2) Information sharing system (including exporters) should be developed in the district.</p>	<p>Common Facility Centre should be created for exports. Need to strengthen the existing cluster.</p> <p>DTIC and DGFT RA can be the nodal department for this initiative.</p>	State and Centre	Ministry of MSME	In-Progress
7	Logistics	<p>The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.</p>	<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 Raipur to Mundra Port (CONCOR) • Part load not accepted at ICD Raipur. Weekly 	Centre	Railway Department (CONCOR)	In-Progress

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			loading can be planned at ICD			
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, GoI	Completed
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		Completed

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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		Completed
11	Supply Chain	<ul style="list-style-type: none"> • 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			In-Progress

Last updated date & time: Real time