



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPDC
MP Industrial Development Corporation Limited

Morena

Madhya Pradesh

DISTRICT EXPORT PLAN



Districts
as Export Hubs

75
आज़ादी का
अमृत महोत्सव

Acknowledgement

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

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

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

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

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

Bakki Karthikeyan (IAS)
Collector & District Magistrate
Morena

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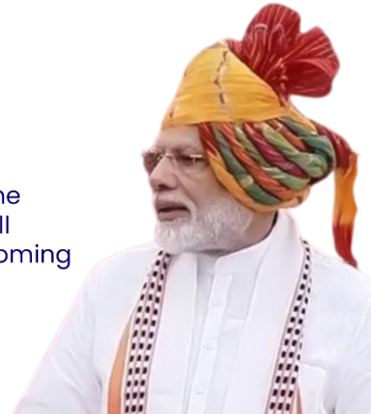
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse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

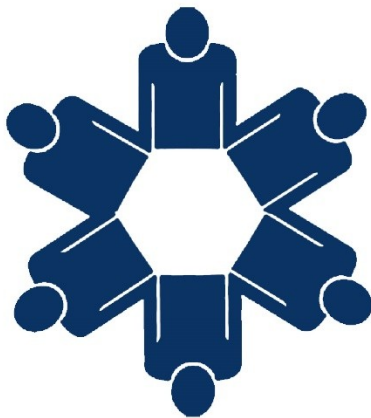
1.3. Rational for District Export Plan

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 जिला व्यापार एवं उद्योग केन्द्र, मुरैना

औद्योगिक क्षेत्र मुरैना, दूरभाष-07532-234398 ई मेल-gmimor@mp.nic.in

क्रं./जिव्याउके-मु./स्टेनो/एमएसएमई/2020/

मुरैना, दिनांक:-----

-: आ दे श :-

वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार के कार्यालय उप महानिदेशक, विदेश व्यापार, भोपाल के पत्र दिनांक 04.11.2020 में दिए गए निर्देशों के पालन में जिले को निर्यात "हब" के रूप में विकसित करने हेतु मुरैना जिले में निम्नानुसार जिला स्तरीय निर्यात प्रोत्साहन समिति गठित की जाती है:-

क्रं.	अधिकारी का पद	नामित पद
1.	कलेक्टर	अध्यक्ष
2.	क्षेत्रीय अधिकारी, विदेश व्यापार महानिदेशालय, भोपाल	सह-अध्यक्ष
3.	कार्यकारी संचालक/प्रतिनिधि, एम.पी.आई.डी.सी, ग्वालियर	सदस्य
4.	क्षेत्रीय अधिकारी Export Promotion Council Bhopal	सदस्य
5.	मुख्य कार्यपालन अधिकारी, जिला पंचायत	सदस्य
6.	वन मंडलाधिकारी	सदस्य
7.	महाप्रबंधक, जिला व्यापार एवं उद्योग केन्द्र	सदस्य सचिव
8.	उप संचालक, किसान कल्याण तथा कृषि विकास	सदस्य
9.	उप संचालक, पशु पालन विभाग	सदस्य
10.	जिला अग्रणी बैंक प्रबंधक	सदस्य
11.	जिला खनिज अधिकारी	सदस्य
12.	जिला संयोजक आदिम जाति कल्याण विभाग	सदस्य
13.	जिला ग्रामोद्योग अधिकारी	सदस्य
14.	सहायक संचालक उधानिकी	सदस्य
15.	सहायक संचालक, हस्तशिल्प विकास निगम, ग्वालियर	सदस्य
16.	सहायक संचालक, मत्स्योद्योग	सदस्य
17.	सहायक संचालक, पिछड़ावर्ग तथा अल्पसंख्यक कल्याण	सदस्य
18.	परियोजना अधिकारी, राष्ट्रीय ग्रामीण आजीविका मिशन	सदस्य
19.	परियोजना अधिकारी, राष्ट्रीय शहरी आजीविका मिशन	सदस्य
20.	सहायक संचालक, एम.एस.एम.ई विकास संस्थान, ग्वालियर	सदस्य
21.	अध्यक्ष, लघु उद्योग संघ, औद्योगिक क्षेत्र, बानमोर	सदस्य
22.	अध्यक्ष, लघु उद्योग संघ, औद्योगिक क्षेत्र, मुरैना	सदस्य
23.	अध्यक्ष, व्यापार मण्डल, मुरैना	सदस्य

समिति आवश्यकतानुसार अन्य शासकीय विभागों/ कंपनी के अधिकारियों स्वैच्छिक संगठनों के प्रतिनिधि तथा विषय विशेषज्ञों को भी बैठक में आमंत्रित कर सकेगी। उपरोक्त समिति जिले के विशिष्ट उत्पादों/ सेवाओं को निर्यात हेतु चिन्हित व प्रोत्साहित करेगी। समिति की बैठक के विषय में पृथक से अवगत कराया जावेगा।

(Handwritten Signature)

(Handwritten Signature)
कलेक्टर
जिला मुरैना



Economic and Export Data of Madhya Pradesh



3. Economic and export data of Madhya Pradesh

3.1. Rank of States/UTs contribution to GDP of India

Table: Rank of all states/UTs as per their GDP of 2019-20

Rank	State/UT	Nominal GDP (trillion INR, lakh crore ₹)
1	Maharashtra	₹28.78 lakh crore (US\$400 billion)
2	Tamil Nadu	₹18.45 lakh crore (US\$260 billion)
3	Uttar Pradesh	₹17.94 lakh crore (US\$250 billion)
4	Karnataka	₹15.35 lakh crore (US\$220 billion)
5	Gujarat	₹15.05 lakh crore (US\$210 billion)
6	West Bengal	₹12.54 lakh crore (US\$180 billion)
7	Rajasthan	₹10.20 lakh crore (US\$140 billion)
8	Andhra Pradesh	₹9.73 lakh crore (US\$140 billion)
9	Telangana	₹9.69 lakh crore (US\$140 billion)
10	Madhya Pradesh	₹9.07 lakh crore (US\$130 billion)
11	Delhi	₹8.56 lakh crore (US\$120 billion)
12	Haryana	₹8.31 lakh crore (US\$120 billion)
13	Kerala	₹7.81 lakh crore (US\$110 billion)
14	Bihar	₹6.12 lakh crore (US\$86 billion)
15	Punjab	₹5.75 lakh crore (US\$81 billion)
16	Odisha	₹5.31 lakh crore (US\$74 billion)
17	Assam	₹3.16 lakh crore (US\$44 billion)
18	Chhattisgarh	₹3.29 lakh crore (US\$46 billion)
19	Jharkhand	₹3.28 lakh crore (US\$46 billion)
20	Uttarakhand	₹2.46 lakh crore (US\$34 billion)
21	Himachal Pradesh	₹1.65 lakh crore (US\$23 billion)
22	Jammu and Kashmir	₹1.56 lakh crore (US\$22 billion)

23	Goa	₹0.731 lakh crore (US\$10 billion)
24	Tripura	₹0.553 lakh crore (US\$7.8 billion)
25	Chandigarh	₹0.421 lakh crore (US\$5.9 billion)
26	Puducherry	₹0.408 lakh crore (US\$5.7 billion)
27	Meghalaya	₹0.366 lakh crore (US\$5.1 billion)
28	Sikkim	₹0.287 lakh crore (US\$4.0 billion)
29	Manipur	₹0.325 lakh crore (US\$4.6 billion)
30	Nagaland	₹0.272 lakh crore (US\$3.8 billion)
31	Arunachal Pradesh	₹0.246 lakh crore (US\$3.4 billion)
32	Mizoram	₹0.195 lakh crore (US\$2.7 billion)
33	Andaman and Nicobar	₹0.079 lakh crore (US\$1.1 billion)

(Source: Wikipedia)

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

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

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

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

(Source: Ministry of Finance)

3.3 Export basket of Madhya Pradesh

Table: Top 10 products, exported from Madhya Pradesh in 2021-22

2-digit HS Code

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

Table: Top 10 products, exported from Madhya Pradesh in 2021-22

4-digit HS Code

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

Table: Top 10 products, exported from Madhya Pradesh in 2021-22

6-digit HS Code

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
1	300490	Other medicine put up for retail sale	8780
2	760110	Aluminium-not alloyed	4038
3	520100	Cotton, not carded or combed	2734
4	230400	Oil-cake and solid residue	2603
5	630532	Flexible intermediate bulk containers of man made textile m	1829
6	100630	Semi/wholly miled rice w/n polished/glazed	1606
7	520524	Sngl yrn of cmbd fbrs measurng<192.31 but >=125 dctx(>52	1519
8	520523	Sngl yrn of cmbd fbrs measurng< 232.56 but >=192.31 dctx(1444
9	854511	Electrodes of a kind used for furnaces	1371
10	630260	Toilet linen and kitchen linen,of terry towelling/similar	1346

Table: Top 10 products, exported from Madhya Pradesh in 2021-22

8-digit HS Code

Sr No	Hs Code	Commodity Description	FY 21-22 In Rs Cr
1	30049099	Other medicine put up for retail sale n.e.s	6018
2	76011010	Aluminium ingots-not alloyed	4035
3	52010015	Indian cotton of staple length 28.5mm (1.4/32) and above	2531
4	63053200	Flexible intermediate bulk containers of man made textile	1829
5	52052410	Grey Cloth 2401	1516
6	52052310	Grey Cloth	1427
7	23040030	Meal of soyabean, solvent extracted (defatted) variety	1382
8	85451100	Electrodes of a kind used for furnaces	1371
9	63026090	Toilet linen and kitchen linen, of terry towelling or similar	1346
10	10063020	Basmati rice	1002

3.4 Export from India state wise 2021-22 vis-a-vis 2020-21 in Rs Cr

Sr No	States	FY 21-22 in Rs Cr	% Share FY 21-22	FY 20-21 in Rs Cr	% Share FY 20-21	Change from FY 20- 21 to FY 20-21 in %
1	Gujarat	945796	30.06	448300	20.76	110.97
2	Maharashtra	545084	17.33	431533	19.99	26.31
3	Tamil Nadu	262323	8.34	193295	8.95	35.71
4	Karnataka	193064	6.14	112076	5.19	72.26
5	Uttar Pradesh	156897	4.99	121140	5.61	29.52
6	Andhra Pradesh	143843	4.57	124744	5.78	15.31
7	Haryana	115973	3.69	85731	3.97	35.27
8	West Bengal	103600	3.29	66248	3.07	56.38
9	Odisha	127232	4.04	75718	3.51	68.03
10	Unspecified	38022	1.21	95795	4.44	-60.31

11	Telangana	81971	2.61	64539	2.99	27.01
12	Rajasthan	72000	2.29	49231	2.28	46.25
13	Madhya Pradesh	58407	1.86	47959	2.22	21.78
14	Delhi	61612	1.96	56184	2.60	9.66
15	Punjab	52903	1.68	39231	1.82	34.85
16	Kerala	34158	1.09	29152	1.35	17.17
17	Dadra & Nagar Haveli	28595	0.91	19547	0.91	46.29
18	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

Key economic activities in Morena district are mainly agriculture and trade/commerce. Morena being an important center for agricultural production, has enabled the emergence of agri-industry related activities. There is an increment in the growth of the primary sector, secondary sector and tertiary sector.

Wholesale business of agricultural produce is one of the most important activities in Morena. Around 79.18% people of Morena work in agriculture and allied activities. Towns and villages of Morena depend on Morena APMC market for trading of their agricultural produce. Sarson (Mustard), Bajra, Turaiya, Chana, Tuar Dal etc are major agricultural production in Morena. It is to be noted that Morena is called the “Yellow belt of India” for the fine Alluvial soil drained by the Chambal river is appropriate for the cultivation of Mustard crop. A major segment of working population is involved in agriculture.

Industrial area Kutarwali and Hingona Khurd. Packaging material, plastic container, pipes, Animal husbandry and Oil Mills are some of the key industries of Morena. J.K tyres and KS oil mills with an investment of above INR 1,000 crores are some of the biggest companies in the area. Other known industries dominant in the region are Food based, Bricks manufacturing and paper and printing

Accessibility to Exporters:

The district headquarters is located on Agra-Mumbai National Highway No.3 and on Central railway lines. Roads are constructed by P.W.D., Forest Department and Rural Development Department in the district which are inter-connected with Tahsils and community development Blocks headquarters as well as with all village panchayats. On the Central rail line of the district Morena, Sank, Nurabad, Bamor, Sikranada, and Hetampur stations are situated. The Gwalior– Sheopur narrow gauge railway line passes through the district where Bamor, Jaora, Kailaras Ran-Pahadi and Sabalgarh are main stations and on Gwalior to Bhind railway lines there are Shanichara and Rethaura railway stations. The nearest air facility is available at Gwalior.

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
668794	666944	699223	736091	809300	893855	937595

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
30159	28611	30231	31280	34228	37396	38550

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	224367	214977	232412	239241	269141	312059	305279
2	Secondary	187276	172401	162520	176478	182597	188417	212038
3	Tertiary	231988	253992	266361	281444	301828	330344	351193
Total GDVA at basic prices		643630	641371	661294	697164	753566	830819	868509

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	170016	153918	164364	154950	165997	196323	177220
2	Livestock	39770	46560	54635	66258	84688	97330	110134
3	Forestry & logging	12971	12831	12711	17293	17466	17034	17038
4	Fishing & aquaculture	131	154	218	415	169	382	253
5	Mining & quarrying	1478	1515	485	325	821	990	634
7	Manufacturing	97231	87865	68062	79694	84163	88039	102335
8	Electricity, gas, water supply & other utility services	14706	14507	18601	19767	20756	19738	22860
9	Construction	75339	70029	75857	77018	77678	80639	86843
11	Trade, repair, hotels and restaurants	67661	75259	78172	81822	86208	96402	106596
12	Transport by other means and Storage	22437	24418	25051	27332	29018	35184	34909
13	Railways	2723	3566	3654	3717	4317	4354	4649
14	Communication & services related to broadcasting	8721	9714	11533	13339	15944	14553	13971
15	Financial services	19130	20520	22230	22736	25956	24886	25147
16	Real estate, ownership of dwelling	39732	42850	46320	49725	52538	56386	60559
17	Public administration	30929	33297	34878	35482	37242	42443	45926

18	Other services	40655	44366	44523	47291	50606	56135	59436
Total GDVA at basic prices		643630	641371	661294	697164	753566	830819	868509

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

4.2. Industrial Scenario of the District

Table: Industrial Scenario of District, Indore (Madhya Pradesh)
Existing Status of Industrial Areas in the District

S. No.	Name of Ind. Area	Land acquired (In Acres)	Land developed (In Acres)	Prevailing Rate Per Sqm (In Rs.)	No of Plots/ Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Industrial area Morena							

Source: DIC, Morena (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, Morena (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, Morena (MP)

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

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

Source: DIC, Morena(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	INVESTMENT (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, Morena MP)

4.3. Export from the District

Total exports from the district – INR 383.73 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.	23064900	Other Residues of Rape or Colza Seeds	273.25
2.	40111010	Radials Tyres Used on Motor Cars (Including Station Wagons and Racing Cars)	68.54
3.	23069090	Other Oil Cake/Solid Residues	11.07
4.	25162000	Sandstone	10.49
5.	85049010	Parts of Transformers	4.57
6.	10019910	Wheat	4.36
7.	72261100	Flt-Rld. Products Of Silicon Electrical Stl. Grain-Oriented	3.63
8.	84329090	Parts of Other Agricultural and Horticultural Machinery of Hdg. No 843280	2.48
9.	25140000	Slate W/N Roughly Trmmd/Merely Cut by Sawing/Othrwse Into Blks/Slbs of A Rectangular and Square Shape	1.28
10.	25169090	Other Monumental or Building Stone Nes	0.64

(Source: Ministry of Commerce)

4.4. Departments/Agencies for Industries and Export Promotion

S.No	Departments/Agencies	Address	Contact
1.	Directorate General of Foreign Trade RA Indore	Ground Floor, A-Wing, CGO Building, Residency Area, Indore Email ID: mishra.gk@nic.in	0731-2498382
2.	Directorate General of Foreign Trade RA Bhopal	3rd Floor, Nirman Sadan, 52-A, Arera Hills (Behind Govt. Press) Bhopal Email ID: bhopal-dgft@nic.in	0755-2553323
3.	MSME-DFO	10, Industrial Estate, Polo Ground, Indore Email ID: dcdi-indore@dcmsme.gov.in	0731-2420723
4.	Export Inspection Council of India	303, C.S Naydu Arcade, 10/2, Greater Kailash Road, Opp. Grotto, Opposite Grotto, New Palasia, Indore Email ID: eia-indore@eicindia.gov.in	0731-2566057
5.	ECGC Limited, Indore	408, 4th Floor, City Center, 570, M G Road, Opp High Court, Indore Email ID: indore@ecgc.in	0731-2544215
6.	APEDA Regional office, Bhopal	Kisan Bhawan, 26, Arera Hills, Bhopal, Madhya Pradesh Email ID: apedabho@apeda.gov.in	0755-4700764
7.	FIEO, Indore	03, Gold Arcade, 3/1, New Palasia, Near Janjirwala Square, Indore Email ID: indore@fieo.org	0731-4282335 /336

8.	EEPC India	B-202 & 220, Aurus Chambers Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli Mumbai Email ID: eepecromum@eepecindia.net	022-42125555
9.	MP Industrial Development Corporation RO- Gwalior	City Center, Tulsi Vihar Colony, Gwalior Email ID: ed.roglwl@mpidc.co.in	0731-2972623
10.	District Trade & Industries Centre, Morena	Sidhi Nagar, Morena, Madhya Pradesh Email ID: gmimor@mp.nic.in	07532- 224398

4.5. SWOT Analysis of the district

Strengths

Morena's GDP is the output of agriculture, manufacturing and tourism with agro based processing of Mustard oil is the significant activity. The contribution of tourism majorly comes from the religious tourist places in the district. Morena is located on the periphery of Madhya Pradesh State, 325 KMs from Delhi and 82.6 KMs from Agra.

Inland Container Depot (ICD) Malanpur is 30 Km away from Morena, which plays an important role to play in facilitating the entire shipping process

Weakness

Ecosystem of entrepreneurs and labour is less developed in the region. Morena has a limited 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 the 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. Port connectivity to and from region is relatively costly in comparison with other western parts of the state.

Opportunities

District offers profound support from Agra and Gwalior 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

The nearby industrial area in Uttar Pradesh is developing at much faster pace than the region which will affect it in long run. 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 the region. Skilled manpower usually relocated to NCR due to better opportunity.



Mustard Seeds



6. Mustard Seeds

Mustard seeds are the small round seeds of various mustard plants. The seeds are usually about 1 to 2 millimetres (0.039 to 0.079 in) in diameter and may be colored from yellowish white to black. These seeds are removed from their seed coats and are very small. They can be ground into a spice or used whole. Mustard seeds are grown only in rabi season and the sowing starts from October, while harvesting begins in March. Mustard is an important cash crop for farmers.

Export Data
Table: Export from India
HS CODE 12075010: Mustard Seeds W/N Broken Of Seed Qlty
Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	12075010	Mustard Seeds W/N Broken Of Seed Qlty	4708	0.0022	6737	0.0021
India's Total Export			215904322		314702149	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
HS CODE 12075010: Mustard Seeds W/N Broken Of Seed Qlty

S.No	Country/ Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Nepal	865	1725	100
2	U S A	839	1201	43
3	Sri Lanka Dsr	876	736	-16
4	Germany	7	495	7455
5	U Arab Emts	412	256	-38
6	Poland	30	256	744
7	U K	276	230	-17
8	Malaysia	225	191	-15
9	Brazil	40	184	363

10	Russia	29	139	386
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(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
Product: 12075010: Mustard Seeds W/N Broken Of Seed Qlty

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
12075010	Mustard Seeds W/N Broken Of Seed Qlty	34142642	458692

(Source: DGCIS)

Table: World's Top Importers 2021
HS CODE 120750 Mustard seeds, whether or not broken

Rank	World's Top Importers	Value imported in 2021 (Million USD)
	World	315508
1	United States of America	59038
2	Germany	48057
3	France	43115
4	Bangladesh	27569
5	Nepal	23348
6	Belgium	17832
7	Poland	15056
8	Netherlands	11980
9	Canada	5075
10	Romania	4172

(Source: Trade Map)

Table: World's Top Exporters 2021
HS CODE 120750 Mustard seeds, whether or not broken

Rank	World's Top Importers	Value exported in 2021 (Million USD)
	World	315508
1	United States of America	59038
2	Germany	48057
3	France	43115
4	Bangladesh	27569
5	Nepal	23348
6	Belgium	17832
7	Poland	15056
8	Netherlands	11980
9	Canada	5075
10	Romania	4172

(Source: Trade Map)

SWOT Analysis

Strength-

1. India is 3rd largest Exporters of Mustard.
2. Madhya Pradesh is the 3rd largest producing state of mustard in India after Rajasthan and Haryana.
3. Total Mustard production in Madhya Pradesh is 1,038.15MT with 11.38 % contribution in total mustard produce in the country.
4. With the government investing heavily in the market linkage for agricultural produce, Mustard is one of the focus crops for the state
5. Mustard is having many health benefits like may lower blood sugar level, protection against infection, good for heart and many more

Weakness:

1. India is 3rd largest Exporters of Mustard.
2. Madhya Pradesh is the 3rd largest producing state of mustard in India after Rajasthan and Haryana.
3. Total Mustard production in Madhya Pradesh is 1,038.15MT with 11.38 % contribution in total mustard produce in the country.
4. With the government investing heavily in the market linkage for agricultural produce, Mustard is one of the focus crops for the state
5. Mustard is having many health benefits like may lower blood sugar level, protection against infection, good for heart and many more

Opportunities:

1. Growing export markets in Nepal, Srilanka, USA, UAE, UK & Germany
2. Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of Mustard and it's by product.
3. Supportive Government backing the investors which can help in taking large scale commercial farming to major Mustard clusters.
4. 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. Major Competitors are Canada and Russia.
2. Importing regulation of Agri& Food products are different in different countries.



Mustard Oil



7. Mustard Oil

Mustard oil has a strong sinus-irritating aroma, a hot nutty taste, and is the choicest cooking medium in many parts around the globe..

The oil makes up about 30% – 34% of the mustard seeds. It can be produced from black mustard (*Brassica nigra*), brown Indian mustard (*Brassica juncea*), and white mustard (*Brassica hirta*) though production from brown Indian mustard (*Brassica juncea*) is mostly undertaken as it yields higher pungency suited to the palate.

Production of finest quality of mustard oil depends on procuring and processing of the finest mustard seeds. Seeds are sourced from selected suppliers and a randomly selected sample from each consignment undergoes laboratory testing to ensure compliance to quality.

Export Data
 Table: Export from India
 HS CODE 15149120:Crude Mustard Oil
 Values in Rs. Lakh.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	15149120	Crude Mustard Oil	427	0.0002	3207	1
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 15149120: Crude Mustard Oil

S.No	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Bhutan	54	125	132
2	U Arab Emts	16	82	417
3	Australia	3	57	2084
4	Canada	29	39	31
5	Qatar	-	33	-
6	U S A	6	26	305
7	Sri Lanka Dsr	4	14	272
8	New Zealand	2	10	579
9	Iraq		8	
10	Oman	0	6	1442

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 15149120: Crude Mustard Oil

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
15149120	Crude Mustard Oil	40341	529

(Source: DGCIS)

Table: world's Top Importers
 HS CODE 151491 "High erucic acid rape or colza oil ""fixed oil which has an erucic acid content of >= 2%

Rank	World's Top Importers	Value imported in 2021 (Million USD)
	World	315508
1	Belgium	187358
2	Germany	78402
3	United States of America	58256
4	Netherlands	42228
5	France	31117
6	Czech Republic	16690
7	Poland	11574
8	Spain	10682
9	Sweden	6796
10	China	6776

(Source: Trade Map)

Table: world's Top Exporters
 HS CODE 151491 "High erucic acid rape or colza oil ""fixed oil which has an erucic acid content of >= 2%

Rank	World's Top Importers	Value exported in 2021 (Million USD)
	World	629915
1	Netherlands	222904
2	Belgium	149041
3	United Kingdom	92662
4	Germany	59539
5	Canada	57504
6	France	19068
7	Russian Federation	5872
8	United Arab Emirates	4196
9	Belarus	3568
10	Slovakia	3359

(Source: Trade Map)



Wheat



6. 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
1	1001	Wheat and meslin	4,173	0.19	15,845	0.50
		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 1001: Wheat**

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

**Table: world's Top Importers 2021
HS CODE 1001: Wheat**

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
		World
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

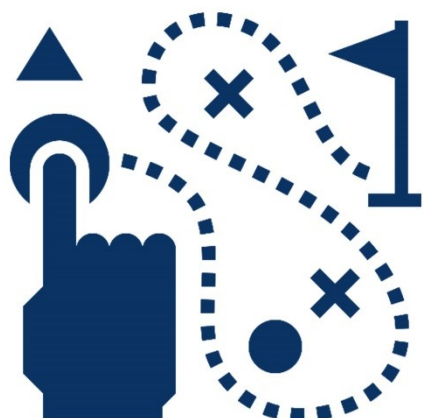
10.	Philippines	1950
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(Source: Trade Map)

Table: world's Top Exporters 2021
HS CODE 1001: Wheat

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
	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)



Action Plan



12. District Export Action Plan

Table: Export Issue-Intervention Matrix for the District

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
1.	Administrative Support	<p>To promote setting up food processing and industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Morena</p> <p>DIC-Morena will facilitate the units in getting important registration in GST process and Import-Export Code</p>	<p>Mustard is unique product of Morena, DIC-Morena will take initiative to get the GI tag of the product.</p> <p>If it is required will assist in aggregation of commodities for bulk orders</p>	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	Centre and State	<p>Ministry of Commerce and Industries, GoI</p> <p>Above mentioned nodal officers of</p>

			will also support in the preparation of attractive marketing content and logo etc.		the selected products
3.	Awareness	<p>1. Incentive Policies and Documentation</p> <p>2. Customs procedures</p> <p>3. Creation of more FPOs</p>	Online workshops	Centre and State	DGFT RA, Customs Department and Agriculture Department
4.	Quality assurance & Certification	<p>As per the product demand in international and domestic markets, need of quality certification will be analysed</p> <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>	After achieving the targets of midterm strategy and assessment of quality parameters, it will be ensured to set up a testing facility and provide certification to the units.	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP
5.	Credit Support	<ul style="list-style-type: none"> 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. 	<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 	Centre, State and DGFT RA Centre DGFT RA and ECGC	Ministry of MSME, GoI and Department of MSME, GoMP ECGC Government of India

		<ul style="list-style-type: none"> • ECGC department to provide more support • Preparing project for future funding demand from state and central Govt. 	<p>would facilitate in export promotion.</p> <ul style="list-style-type: none"> • Support smaller units in establishing their business through financial assistance of different schemes 		Undertaking
6.	Common Facilitation Centre	<p>1) Common Facilitation is not available in Morena. 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
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 Malanpur to Mundra Port (CONCOR) • Part load not accepted at ICD Malanpur. 	Centre	Railway Department (CONCOR)

			Weekly loading can be planned at ICD Malanpur		
8.	Marketing support	<p>Support can be provided by MSME for participation in international trade fairs and exhibition/Customer visit.</p> <p>To analyse the distribution channels associated to the product categories and</p> <p>Identification of new markets for the selected products</p>	<p>Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products.</p> <p>Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product.</p>	State/Centre	Ministry of MSME of Commerce and Industries, Gol
9.	Regulatory	<p>Efforts are being made to ensure that units can get all the clearances on time.</p> <p>DEPC will create Single window system at the district level</p>	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	<p>Government can organize the district training camps to generate skilled manpower.</p> <p>Training on:</p> <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 	DGFT RA and District Administration	

			best prospects		
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. 	<p>We will partner with logistics and supply chain partners. Currently, we have an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively</p>		



Target



13. Target Till 2026

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

13.1. Reasons for doubling the export figures as a target

13.1.1. Government Policies

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

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

13.1.2. Market improvement after corona period

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

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

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

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

13.1.3. Price rise in commodities

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

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

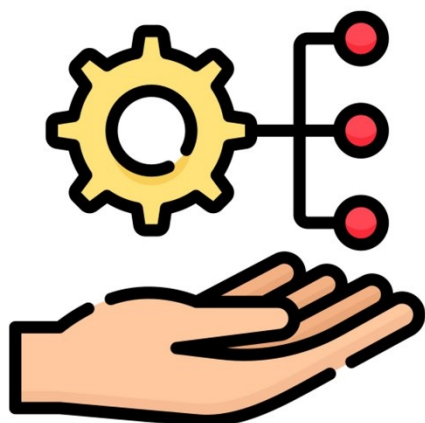
13.1.4. Negative impact on Chinese products

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

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

13.2. Whether we can achieve target!

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



Proposed Schemes



14. Proposed Schemes to achieve Action Plan

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

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

Objective-

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

Nature of rewards-

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

The fund shall be spent on following infrastructure projects:

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

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

Who can apply? -

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

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

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

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

Title and ownership-

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

Land purchase-

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

Fund allocation-

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

Procedure-

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

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

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

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

Fund estimate-

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

Benefits-

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

14.2. Proposed scheme – 2: Madhya Pradesh Trade Policy

Objective-

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

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

Nature of rewards:

MP Export Facilitation Fund (MPEFF)

International Market Development Assistance (IMDA)

MP Freight Subsidy (MPFS)

MP Export Skill Development Support (MPESDS)

MP E-Commerce Subsidy (E-COMS)

14.3. Proposed scheme –3: Madhya Pradesh Trade Promotion Council

The Madhya Pradesh Trade Promotion Council will work for the overall development of all manufacturing, service and business sectors right from entrepreneurship development, export infrastructure development and export ecosystem development in the state and outside. The MPTPC shall coordinate with all the stakeholders in the value chain and whole process of exports to establish and enhance contacts within and outside India for better business growth.

Governance Structure

The Council will comprise of a Governing Body, Executive Committee, Panel Committees which would comprise of Registered Members.

The functionaries of the Governing Body will work towards strategizing and executing the agenda of the Council.

A. Governing Body:

- I. Chairman – Honourable Chief Minister, Government of Madhya Pradesh
- II. Members of Governing Body: As mentioned in the Order No.: F 19-20/2022/1/4 dated 03/03/2022
- III. Elected Conveners of below mentioned panel committees:
 - A) Agriculture & Food Processing
 - B) Pharmaceutical
 - C) Textile & Garments
 - D) Automobile & Engineering
 - E) IT and other sector
- IV. Member Secretary: Principal Secretary, Department of Industrial Policy and Investment Promotion, Government of Madhya Pradesh

B. Executive Committee:

- I. Chairman – Chief Secretary, Government of Madhya Pradesh
- II. Members of Executive Committee: As mentioned in the Order No.: F19-20/2022/1/4 dated 24/03/2022
- III. Member Secretary: State Export Commissioner (Managing Director, M.P. Industrial Development Corporation Limited), Government of Madhya Pradesh
- IV. Establishment of Directorate of Trade

Sectoral Panel Committees: The Panel Committees will be the forum for member exporters to provide expert views on specific sectors to the Governing Body for consideration and prioritization. The Panel Committee will comprise of a Convener (Representative of the committee in Governing Board) and 6 sectoral industrial representatives in the respective committees.

14.4. Proposed scheme –5: Export Promotion and State Duties & Taxes Remission

Objective-

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

Nature of rewards-

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

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

Procedure-

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



Conclusion



15. Salient Features and Conclusion

This is the first ever mammoth exercises done by Government of Madhya Pradesh with Office of the Joint Director General of Foreign Trade Bhopal where all Exporters, Entrepreneurs, Chambers of Commerce, Export Promotion Councils come together for export promotion.

15.1. Vision of Hon'ble Prime Minister

In order to implement the vision of Shri Narendra Modi, the Prime Minister of India, to convert each district into an export hub, the Finance Minister in her Budget 2020-21 speech, said that each district should develop as an export hub. She further said that efforts of the Centre and State Governments are being synergized and institutional mechanisms are being created.

The Ministry of Commerce and Industry through Directorate General of Foreign Trade (DGFT) has been engaging with States/ UTs to initiate preparation and implementation of a District Export Plan (DEP) specific to each district in every State/ UT through an institutional structure at the district level. The institutional structure set up at the district level for implementation of the District Export Plan will be headed by the Chief/ District Development Officer with other relevant District Level Officers as members.

15.2. Changing priority of central government

Even before the pandemic, the economy was already slowing down, with deficiencies evident in both consumption and investment demand. Unlike some other countries, consumption and investment have been the main drivers of growth in India in recent times. Though export contributed to earlier versions of India's growth story, in the immediate aftermath of the pandemic, its efficacy to boost growth needs to be closely observed.

Despite repeated attempts to bolster manufacturing, the sector failed to grow, leaving services to step up. Eventually, lack of demand hit all segments irrespective of their economic nature. The pandemic, as an external shock, has finally contracted the economy.

It is a widely held view that every crisis also presents an opportunity. Given the prevalence of inequality in Indian economy, the implementation of a fiscal stimulus across sectors will not only lift the economy out of the woods but also address some of the existing distortions in income and wealth distribution.

Sector and area wise approaches and incentivization was the earlier focus of the government and the focus has been shifted to the grass root level to the districts in the states to promote them as export drivers.

15.3. Changing priority of the state government

No priority on exports was given in the previous era and export as a driver of growth of the economy has been highlighted and utilized at present.

DEPC and SEPC are example of co-operative federalism.

15.4. Target: 5 trillion-dollar economy

The government is sticking to the target of becoming a USD 5 trillion economy by 2024-25 and emphasis on infrastructure sector and other initiatives taken in Budget 2021-22 are aimed at achieving the goal.

Presently, India is the fifth largest economy in the world with GDP of around US\$ 3 trillion in 2019-20. If the US\$ 5 trillion target is translated into reality, the country will leave behind Germany to become world's fourth largest economy in 2024-25, only behind US, China and Japan.

15.5. Future: every district will be an export hub

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