



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPDC
MP Industrial Development Corporation Limited

Narsinghpur

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

Rohit Singh (IAS)
Collector & District Magistrate

Table of Contents

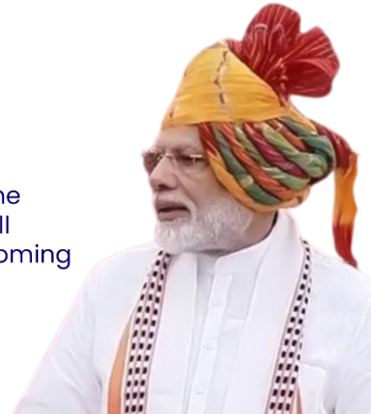
1. Background.....	4
1.1. About MP Industrial Development Corporation (MPIDC).....	4
1.2. Brief description of District as Export Hub.....	4
1.3. Rational for District Export Plan.....	5
2. Constitution of District Export Promotion Committee (DEPC).....	5
2.1. Role of DEPC.....	5
2.2. Methodology for selecting products for exports.....	6
3. Economic and export data of Madhya Pradesh.....	8
3.1. Rank of States/UTs contribution to GDP of India.....	8
3.2 Rank of States/UTs in contribution To GST In India in Rs Cr.....	9
3.3 Export basket of Madhya Pradesh.....	10
3.4 Export from India state wise 2021-22 vis-a-vis 2020-21 in Rs Cr.....	11
4. About the District.....	12
4.1. General Characteristic of the District.....	12
4.2. Industrial Scenario of the District.....	15
4.3. Export from the District.....	18
4.4. Departments/Agencies for Industries and Export Promotion.....	18
4.5. SWOT Analysis of the district.....	19
6. Toor Dal.....	20
7. Maize Corn.....	23
12. District Export Action Plan.....	26
13. Target Till 2026.....	30
13.1. Reasons for doubling the export figures as a target.....	30
13.2. Whether we can achieve target!.....	31
14. Proposed Schemes to achieve Action Plan.....	32
14.1. Proposed scheme – 1: Export oriented infrastructure development scheme.....	32
14.2. Proposed scheme – 2: Madhya Pradesh Trade Policy.....	34
14.3. Proposed scheme –3: Madhya Pradesh Trade Promotion Council.....	34
14.4. Proposed scheme –5: Export Promotion and State Duties & Taxes Remission.....	35
15. Salient Features and Conclusion.....	37
15.1. Vision of Hon’ble Prime Minister.....	37
15.2. Changing priority of central government.....	37
15.3. Changing priority of the state government.....	38
15.4. Target: 5 trillion-dollar economy.....	38
15.5. Future: every district will be an export hub.....	38



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

Hon'ble Prime Minister

on Independence Day Speech 15.08.2019



1. Background

1.1. About MP Industrial Development Corporation (MPIDC)

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

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

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

The Cell envisages the following activities:

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

1.2. Brief description of District as Export Hub

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

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

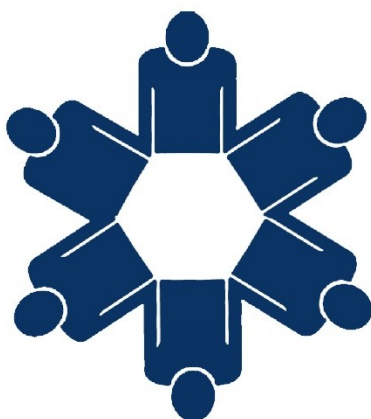
1.3. Rational for District Export Plan

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

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

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

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



District Export Promotion Committee



2. Constitution of District Export Promotion Committee (DEPC)

2.1. Role of DEPC

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

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

2.2. Methodology for selecting products for exports

Meetings of DLEPC

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

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

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

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

Export Data of the State and District

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

Export Data of India and the World

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

Experience of Departments and Officers

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

Swot Analysis of the Product

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

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

जिला व्यापार एवं उद्योग केंद्र, नरसिंहपुर

Email-www.gminar@mp.nic.in Telephone-07792-230356

क्रमांक- जिव्याउके-न/एमएसएमई /20/1896-1907

नरसिंहपुर, दिनांक 11/11/2020

प्रति,

1. डायरेक्टर जनरल फॉरेन ट्रेड, (आर.ए.)
52-ए, कक्षा क्रमांक-304, तृतीय तल, निर्माण सदन, अरेरा हिल्स, भोपाल
2. प्रबंधक जिला अग्रणी बैंक, जिला नरसिंहपुर
3. निर्देशक, एम.एस.एम.ई. विभाग, पोलो ग्राउंड, इंदौर (प्रतिनिधि).
4. सेक्टर स्पेसिफिक एक्सपोर्ट प्रमोशन काउन्सिल, (प्रतिनिधि), 1112, अरुणाचल भवन, 11 तल, बारह खम्बा रोड, नई दिल्ली 110001
5. जिला प्रबंधक, राष्ट्रीय कृषि ग्रामीण विकास बैंक (नाबार्ड), नरसिंहपुर
6. उप संचालक, कृषि विभाग, नरसिंहपुर
7. सहायक संचालक, उद्यानिकी विभाग, नरसिंहपुर
8. क्वालिटी एण्ड स्टैंडर्ड इम्प्लीमेंटेशन बोर्ड, विटटन मार्केट, मानकालय, मानक संस्था, ई-5, अरेरा कालोनी, भोपाल 462016 (प्रतिनिधि).
9. कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार, कृषि भवन, डॉ. राजेन्द्र प्रसाद रोड, नई दिल्ली, 110001
10. श्री सतीश कुमार नेमा, अध्यक्ष, ग्रोन मर्चेंट एशोसियेशन, नरसिंहपुर
11. श्री हरीश चंद्र अग्रवाल, अध्यक्ष, नरसिंहपुर महाकौशल व्यापारी कल्याण परिषद, नरसिंहपुर

विषय:- जिला स्तरीय निर्यात संवर्धन समिति (डी०एल०ई०पी० समिति) की बैठक के संबंध में ।

संदर्भ:- भारत सरकार वाणिज्य एवं उद्योग मंत्रालय अंतर्गत अतिरिक्त महानिदेशक विदेश व्यापार भोपाल का पत्र एवं कार्या० पत्र क्र० 1811-1821 दिनांक 04.11.2020

उपरोक्त विषयान्तर्गत संदर्भित पत्र द्वारा जिला स्तरीय निर्यात संवर्धन समिति (डी०एल०ई०पी० समिति) की बैठक दिनांक 20/11/2020 को समय अपराह्न 12.00 बजे स्थान कलेक्टर कार्यालय के सभा कक्ष में आयोजित होने की सूचना ज्ञापित की गई थी । उल्लेखनीय है कि उपरोक्त बैठक अब Webex के माध्यम से दिनांक 20/11/2020 को समय अपराह्न 12.00 बजे कलेक्टर महोदय की अध्यक्षता में DGFT के मोडल अधिकारी श्री दीपक झालानी के समन्वय में आयोजित की जावेगी ।

अतः उपरोक्त बैठक में निम्नांकित मीटिंग नम्बर एवं पासवर्ड के द्वारा कृपया शामिल होने का कष्ट करें।

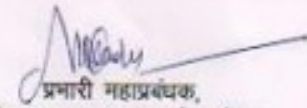
Meetinglink:

<https://thezonaljointdirectorgeneralofforeigntrade.my.webex.com/thezonaljointdirectorgeneralofforeigntrade.my/j.php?MTID=mb7c58dab053bb2dcfc27ccaeb4620883>

Friday, Nov 20, 2020, 11:45am

Meetingnumber: 1582544190

Password: d3eS4dpC7mu



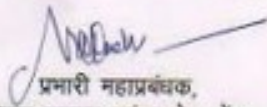
प्रभारी महाप्रबंधक,
जिला व्यापार एवं उद्योग केंद्र,
नरसिंहपुर

प.पू.क्रमांक- जिव्याउके-न/एमएसएमई /2020/ 1307-1908

नरसिंहपुर, दिनांक 11/11/2020

प्रतिलिपि:-

1. उप सचिव, औद्योगिक नीती एवं निवेश प्रोत्साहन विभाग, वल्लभ भवन भोपाल कृपया उपरोक्त बैठक हेतु सदस्य नामांकित करने हेतु अनुरोध है।
2. कलेक्टर (निजी कक्ष) जिला नरसिंहपुर की ओर सादर सूचनाार्थ।



प्रभारी महाप्रबंधक,
जिला व्यापार एवं उद्योग केंद्र,
नरसिंहपुर



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

Narsinghpur is a district in the eastern part of M.P. Narsinghpur is 107km from the nearest major town of Jabalpur on SH22. Narsinghpur district is situated in the central part of Madhya Pradesh Madhya Pradesh is located in the Central part of India. Narsinghpur district holds a special importance being located in the Country.It attracts special attention because of its natural situation as well. On the Northern ends Vindhyaachal on the southern ends throughout the lengths are Satpura ranges of Mountains. In the Northern part river Narmada flows from East to West. Which is a sacred as holy as river Ganga.Narsinghpur district has received many natural gifts as Narmada Kachhar .In the ancient period, this area was ruled by many Rajvansh including great historical worrier Rani Durgawati which was referred by various names in that period. In the Eighteenth Century Jat Sardars constructed a

large Temple, in which Idol of Lord Narsimha was worshiped so in the name of Lord Narsimha the village. Gadariya Kheda become " Narsinghpur" later on it become headquarter of the district At the beginning of the 19th century, Narsinghpur District was in the domain of the Maratha Bhonsle Maharajas of Nagpur, and was known as "Gadaria Kheda". Soon a Jât leader occupied the place and built a large temple of Lord Narsingh on it. This led the city to be named Narsinghpur. Later this district was ceded to the British Raj in 1818. Narsinghpur District was part of the Nerbudda (Narmada) Division of the Central Provinces and Berar, which became the state of Madhya Bharat (later Madhya Pradesh) after India's independence in 1947.

Narsinghpur district is situated in the central part of Madhya Pradesh & Madhya Pradesh is located in the Central part of India. Narsinghpur district holds a special importance being located in the Country. It attracts special attention because of its natural situation as well. On the Northern ends Vindhyachal & on the southern ends throughout the lengths are Satpura ranges of Mountains. In the Northern part river Narmada flows from East to West, which is as sacred as the river Ganga. Narsinghpur district has received many natural gifts as Narmada Kachhar.

In the district, soapstone, dolomite, fireclay, and limestone are found. Apart from this, building construction stone is also found near the village Gontoriya. Fireclay is found mainly in Kanharpani, Bachai, Hing Pani and Hiranpur hills. From various hilly areas there are murrum, crushed stones, and from rivers, sand which is used for construction purposes. Cement is manufactured from limestone, and cement pipes are prepared from cement. In the village Chichali, utensils are prepared from a metal called "peetal", a combination of copper and zinc. Chichali is very famous for these items.

District at a glance

- Area: 5126 Sq. Km
- Language Spoken: Hindi & English
- Villages: 1076

Accessibility to Exporters:

By Air: The nearest airport is Jabalpur Airport (IATA: JLR, ICAO: VAJB), also known as Dumna Airport. It is around 120 KM from Narsinghpur.

By Rail: Narsinghpur railway station is in the Western Central Railway zone. Its Railway code is NU. It is 161 KM from Itarsi junction (DN side) and 84 KM from Jabalpur junction (UP side).

By Road:

- Narsinghpur is situated at a distance of 225 KM (Via M.P. S.H. 22) from Bhopal, the state capital.
- Narsinghpur is situated at a distance of 90 KM (Via M.P. S.H. 22) from Jabalpur.
- State Highway at Narsinghpur – MP SH 22 (Sandalpur – Nasrullanganj – Hoshangabad – Pipariya – Gadarwara – Narsinghpur – Jabalpur – Shahpura – Dindori – Kabir Chabuthra (Chhattisgarh))

- National Highway at Narsinghpur – National Highway 26 (NH 26) (Jhansi – Babina – Talbahat – Bansi – Lalitpur – Birdha – Gona – Barodiya – Banari – Sagar – Gourjhamar – Deori – Maharajpur – Suatala – Kareli – Narasimhapur – Mungwani – Lakhnadon)

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
421599	535751	497293	537296	615845	711010	705518

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
34533	42638	39103	41675	47290	54122	52663

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	151235	243881	189855	212673	255180	320094	290125
2	Secondary	83639	84026	83738	88744	94726	97780	105941
3	Tertiary	170863	187300	196724	207465	223528	242995	257467
Total GDVA at basic prices		405736	515208	470317	508882	573434	660868	653533

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	122142	154234	157362	174172	213106	272339	241713
2	Livestock	8699	12902	15288	18740	22027	25977	29542
3	Forestry & logging	12566	12938	12689	17489	17508	17382	17250
4	Fishing & aquaculture	412	546	549	657	627	685	569
5	Mining & quarrying	7416	63262	3966	1615	1912	3711	1050
7	Manufacturing	29692	27873	22186	23924	31606	32795	34716
	Electricity, gas, water supply &	12209	17357	19527	22152	20086	20311	23115

8	other utility services							
9	Construction	41738	38796	42024	42668	43033	44674	48110
11	Trade, repair, hotels and restaurants	52424	58101	60311	62955	66455	75005	81818
12	Transport by other means and Storage	11718	12689	13029	14251	15148	18728	18986
13	Railways	5316	6961	7132	7256	8426	8499	9075
14	Communication & services related to broadcasting	6929	7719	9164	10599	12669	11564	11102
15	Financial services	19597	21021	22773	23292	26590	25494	25762
16	Real estate, ownership of dwelling	25441	27361	29510	31551	33180	35363	37857
17	Public administration	19997	21527	22547	22939	24075	27440	29691
18	Other services	29441	31921	32258	34623	36985	40902	43177
Total GDVA at basic prices		405736	515208	470317	508882	573434	660868	653533

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

4.2. Industrial Scenario of the District

Table: Industrial Scenario of District, Narsinghpur (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	Semi urban industrial estate Nardinghpur	3.246 hect.	2.076 hect.	14470	35/3	35/3	Nil	22
2	Industrial area Bagaspur	10.903	Nil	Nil	Nil	NA	NA	NA

Source: DIC, Narsinghpur (MP)

Table: Industry at a Glance

Sr no	Head	Unit	Particulars
1.	Registered industrial MSME unit	NO.	5874
2.	Registered medium & large unit	NO.	13
3.	Employment in micro and small industries	NO.	29531
4.	Employment in large and medium industries	NO.	526
5.	No. Of industrial area	NO.	2
6.	Turnover of small scale ind.	IN LACS	NA
7.	Turnover of medium & large scale industries	IN LACS	NA

Source: DIC Narsinghpur, (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	Narsinghpur	2848	8810	3620	

Source: DIC Narsinghpur, (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	NARSINGH PUR	27	8181	NA	1334	NA

Source: DIC Narsinghpur, (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	27	72	--	--
16	Manufacturing of Tobacco Products	39	320	--	--
17	Manufacturing of Textile	25	129	--	--
18	Manufacturing of weaving apparel Dressing & Dyeing of Fur	12	32	--	--
19	Manufacturing of tanning Dressing of Leather	6	26	--	--
20	Manufacturing of Wood Products	36	147	--	--
21	Manufacturing of Paper & Paper Products	5	26	--	--
22	Publishing Printing	12	56	--	--
23	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel	53	457	--	--
24	Manufacturing of Chemical Products	43	200	--	--
25	Manufacturing of Rubber & plastic Goods	66	233	--	--
26	Manufacturing of other Non Metallic Mineral Products	28	131	--	--

27	Manufacturing of Basic Metal	46	133	--	--
28	Manufacturing of Fabricated Metal Products Except M/C Equipments	29	241	--	--
29	Manufacturing of Machinery & Equipments	10	42	--	--
30	Manufacturing of Office, Accounting & Computer	10	64	--	--
31	Manufacturing of Electrical M/c	26	101	--	--
32	Manufacturing of Radio TV equipments	213	998	--	--
33	Manufacturing of Medical Precision watches & Clocks	213	998	--	--
34	Manufacturing of Motor vehicles	0	0	--	--
35	Manufacturing of other Transport Equipments	6	34	--	--
36	Manufacturing of Furniture	5	17	--	--
37	Recycling	1	2	--	--
40	Electricity, Gas, Steam & Hot water -	0	0	--	--
41	Collection of Information & Distribution Of Water	83		--	--
50	Maintenance & Repair of Motor Cycle		679	--	--
52	Maintenance & Repair of Personal House hold Goods	7	15	--	--
60	Land Transport	114	549	--	--
63	Supporting & Auxiliary Activities	2	16	--	--
64	Post & Telecommunication	97	417	--	--
71	Tenting & Transport Equipments	20	84	--	--
72	Computer Related Activities	21	101	--	--
74	Other Business	0	0	--	--
85	Health & Social Work	148	522	--	--
92	Recreation, Cultural & Sporting Activities	62	889	--	--
93	Other Service Activities	0	0	--	--
	TOTAL				

Source: DIC Narsinghpur, MP)

4.3. Export from the District

Total exports from the district – INR 17.27 Crore (FY 21-22) (Ministry of Commerce)

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

SNo	ITCHS	Item Description	Value
-----	-------	------------------	-------

	Code		(INR) (Cr.)
1.	10059011	YELLOW	10.00
2.	17031000	CANE MOLSES RSLTD FRM EXTRCTN/RFNG OF SUGR	03.77
3.	52010015	INDIAN COTTON OF STAPLE LENGTH 28.5MM (1.4/32) AND ABOVE BUT BELOW 34.5MM	01.14
4.	55041010	OBTAINED FROM WOOD OTHER THAN BAMBOO	0.97
5.	10064000	BROKEN RICE	0.55
6.	9042110	OF GENUS CAPSICUM	0.44
7.	11010000	WHEAT OR MESLIN FLOUR	0.17
8.	17019990	OTHR REFND SUGAR INCLUDNG CENTRIFUGAL SUGR	0.11
9.	60062400	OTHR KNITD OR CROCHETD FBRCS OF COTTON , PRINTD	0.04
10.	38160000	REFRACTORY CEMENT-CORTARS-CONCRETES AND SMLRCMPSTNS OTHR THN PRDCTS OF HDG NO. 3801	0.02

(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, 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@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: eepcromum@eepcindia.net	022-42125555
9.	MP Industrial Development Corporation RO-Rewa	Mr. U.K. Tiwari, MP Industrial Development Corporation RO- Rewa Email ID: uktiwari77@gmail.com	9165010327
10.	District Trade & Industries Centre, Narsinghpur	Industry & Trade Department Collector Office District Narsinghpur Email ID: gminar@mp.nic.in	07792-230356

4.5. SWOT Analysis of the district

Strengths

1. Gur/sugar from sugarcane: In many places, gur has been prepared from sugarcane all over the district. Kareli is very famous for Gur Mandi. In Narsinghpur, Kareli, Tendukheda and Gadarwara there are sugar mills.
2. Beedi industry: This work is mainly done in Narsinghpur, Gadarwara, Shridham.
3. In the district, 26.55% of the area is covered by the forests which are a mixture of herbs, shrubs and scrubs. In the hilly area of Satpura and Vindhyachal, there are trees of teak, saal, bamboo and saj. In the plains, there are mahuwa, mangoes, khairi, achar, karonda, harr and baheda.
4. Availability of resources under different programmes.
5. District offers profound support from Indore, Bhopal, Jabalpur for skilled manpower, engineering pool and trained workers.

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. Tremendous potential for enhanced opportunities in youth-oriented education, skill development.
2. Oil Mills: There are many oilmills in the district where soya bean, groundnut and tilli oil are extracted.
3. Other industries include cement pipes, paper mills, plastic and rubber, leather goods, earthen utensils and pots. Poultry farms, goat farming, and fish farming.
4. 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.

6. Toor Dal

Toor dal is a perennial legume that belongs to the Fabaceae family, which is also known as pigeon pea or split pigeon pea, arhar dal or red gram dal. Tracing its root to the Indian subcontinent at least 3500 years ago, this lentil had been the main food in Asia, Africa and Latin America. Toor dal is widely grown in tropical and semitropical regions across the world, India accounts for 72% of major production of pigeon pea in an area covering 3.9 million hectares. It is a drought-resistant plant and can be cultivated in regions with minimal rainfall. Toor Dal crop can last three to five years (although the seed yield drops considerably after the first two years), or an annual variety more suitable for seed production. Toor dal is a rich source of proteins and fibres while low in calories.

Export Data
 Table: Export from India
 HS CODE 07139010: Toor Dal
 Values in Rs. Cr.

S.No	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	07139010	Toor Dal	17,339	0.008	51,774	0.016
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 07139010: Toor Dal

S.No.	Country / Region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
1.	China	10305	36214	251
2.	USA	4092	8865	116
3.	Switzerland	797	1943	144
4.	Netherland	964	1492	55
5.	Mexico		1023	
6.	Canada	126	375	198
7.	U K	146	373	155
8.	Nepal	224	210	-6
9.	Singapore	27	204	644
10.	UAE	298	200	-32

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 07139010: Toor Dal

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (US Million)
07139010	Toor Dal	2.49	0.3

(Source: DGCIS)

Table: Import – Top Country Wise

Product: 07139010: Toor Dal

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
	World	
		13,291,857
1.	India	2,102,260
2.	China	1,187,612
3.	Pakistan	760,302
4.	Türkiye	670,372
5.	Bangladesh	661,390
6.	United States of America	548,600
7.	United Arab Emirates	509,545
8.	Egypt	372,163
9.	Italy	360,247
10.	Iraq	264,922

(Source: Trade Map)

Table: Export from India – Top Country Wise

Product: 07139010: Toor Dal

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
	World	
		12967
1.	Canada	2947
2.	Australia	1441
3.	Myanmar	1385
4.	United States of America	875
5.	Turkey	690
6.	Russia	639
7.	Argentina	458
8.	China	364
9.	India	322
10.	United Arab Emirates	290

(Source: Trade Map)

SWOT Analysis

Strength-

1. India is the 1st largest Pulses producing country in the world contributing 21.66% of the world total pulses production.
2. Madhya Pradesh is 2nd largest producer of Pulses in India after Rajasthan.
3. Total Production of Pulses in Madhya Pradesh is 4,497.13 Tones contributing 17.84% of total pulses production in India.
4. Focused state policy framework towards enhancing crop productivity and providing incentives to investors for agricultural infrastructural growth and conducive environment for industry.

Weakness:

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

2. Farm Aggregation: Majority of the plantations including Toor Dal Plantation in Madhya Pradesh are small land holding. Investment into the aggregator segment for the crop can be huge business opportunity for the private sector.
3. Poor Market Linkage & Packaging Techniques for fresh produce.
4. Farmers are Not Aware of the Standard Quality Norms Acceptable in International Markets.
5. Lack of Documentation and certification like Certification Authority.

Opportunities:

1. Growing export markets in China, USA, Switzerland, Netherlands, Nepal, Canada.
2. Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of Toor Dal exports as it is available round the year.
3. Supportive Government backing the investors which can help in taking large scale commercial farming to major Pulses 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 Mozambique, Myanmar, Ethiopia, UK, China
2. Importing regulation of Agri& Food products are different in different countries.



Maize Corn



7. Maize Corn

In India, Maize is grown throughout the year. It is predominantly a Kharif crop with 85 percent of the area under cultivation during the season. Maize is the third most important cereal crop in India after rice and wheat. It accounts for around 10 percent of total food grain production in the country.

The state of Madhya Pradesh is one of the traditional maize growing states, accounting for 13 per cent of the total maize area and contributing equally to the total maize production in the country.

In addition to staple food for human being and quality feed for animals, maize serves as a basic raw material as an ingredient in thousands of industrial products that includes starch,

oil, protein, alcoholic beverages, food sweeteners, pharmaceutical, cosmetic, film, textile, gum, package and paper industries, etc.

Export Data
 Table: Export from India
 HS CODE 1005 Maize (Corn)
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	1005	MAIZE (CORN)	475,470	0.22	763,293	0.24
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 1005: Maize (Corn)

S.No	Country / Region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
1.	Bangladesh	2493	3227	29
2.	Vietnam	877	2309	163
3.	Nepal	882	1155	31
4.	Malaysia	197	522	165
5.	Myanmar	63	122	91
6.	Sri lanka	7	55	753
7.	Bhutan	33	48	45
8.	Thailand	29	31	7
9.	Oman	26	30	16
10.	Taiwan	24	30	11

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 1005: Maize Corn

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million USD)
1005	Maize (Corn)	166.0	22.16

(Source: DGCIS)

Table: World's Top Importer in 2021
 Product: 1005: Maize Corn

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
		World
1.	China	8022
2.	Mexico	5123
3.	Japan	4741
4.	Iran	3398
5.	Korea	3223
6.	Vietnam	2428
7.	Egypt	2411
8.	Spain	2199
9.	Colombia	1775
10.	Netherlands	1529

(Source: Trade Map)

Table: World's Top Exporters in 2021
Product: 1005: Maize (Corn)

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
		World
1.	USA	19112
2.	Argentina	9064
3.	Ukraine	5854
4.	Brazil	4188
5.	UAE	1993
6.	France	1937
7.	Romania	1936
8.	Hungary	1045
9.	India	935
10.	South Africa	809

(Source: Trade Map)

SWOT Analysis

Strength-

1. High productivity and low-cost production technology.
2. Production inputs are cheaply available.
3. Wide variety of seeds suitable for different climate and land are available
4. It can be produced with indigenous technology.
5. No market advertising is required

Weakness:

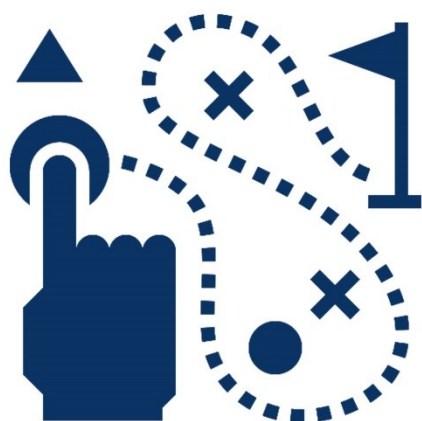
1. Lack of Documentation and certification like Certification Authority.
2. Production requires large area to be profitable.
3. Increase in disease pest resurgence.
4. Production requires huge water.
5. Large labour force requires for production.
6. Disease and pest attack.

Opportunities:

1. Good export facility available due to government liberal policy.
2. Many scented and aromatic rice variety is available having a great demand in developed countries.
3. Various high-end technologies are made available to make production less drudgery, high water efficient and more productive.
4. Growing population and hence, growing demand.

Threats:

1. Incoherent Government policies.
2. Erratic and uneven monsoon rainfall have great effect on production.



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 industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Narsinghpur</p> <p>DIC-Narsinghpur will facilitate the units in getting important registration in GST process and Import-Export Code</p>	<p>To initiate Fast track for Leasing of Mines</p> <p>Narsinghpur stone is unique product of Narsinghpur, DIC-Narsinghpur has already taken initiative to get the GI tag of the product. 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	1. Incentive Policies and Documentation 2. Customs procedures	Online workshops	Centre and State	DGFT RA and Customs Department
4.	Quality assurance & Certification	As per the product demand in international and domestic markets, need of quality certification will be analysed Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units All necessary help will be provided to units to get the ISO and other certification with the help of experts.	After achieving the targets of midterm strategy and assessment of quality parameters, it will be ensured to set up a testing facility and provide certification to the units.	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP
5.	Credit Support	<ul style="list-style-type: none"> 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 	<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. 	Centre, State and DGFT RA Centre DGFT RA and ECGC	Ministry of MSME, GoI and Department of MSME, GoMP ECGC Government of India Undertaking

		<p>support</p> <ul style="list-style-type: none"> • Preparing project for future funding demand from state and central Govt. 	<p>Support smaller units in establishing their business through financial assistance of different schemes</p>		
6.	Common Facilitation Centre	<p>1) Common Facilitation is not available in Narsinghpur. 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 Raipur to Mundra Port (CONCOR) Part load not accepted at ICD Raipur. Weekly loading can be planned at ICD Raipur 	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	<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>	<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.</p>	Centre and State	
10.	Training	<p>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>	<p>Government can organize the district training camps to generate skilled manpower. 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; <p>Identification of opportunities and best prospects</p>	DGFT RA and District Administration	
11.	Supply Chain	<p>The available local transporters</p>	<p>We will partner with logistics and</p>		

		will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.	supply chain partners. Currently, we have an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively		
--	--	---	---	--	--



13. Target Till 2026

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

13.1. Reasons for doubling the export figures as a target

13.1.1. Government Policies

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

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

13.1.2. Market improvement after corona period

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

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

Based on COVID-19 trajectory and geography specific characteristics, various recovery scenarios can be projected. We are seeing some signs of recovery with global market indices clawing back close to pre-crisis levels, positive net fund flows, and improved transactional market-making activities in Q2'20.

13.1.3. Price rise in commodities

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

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

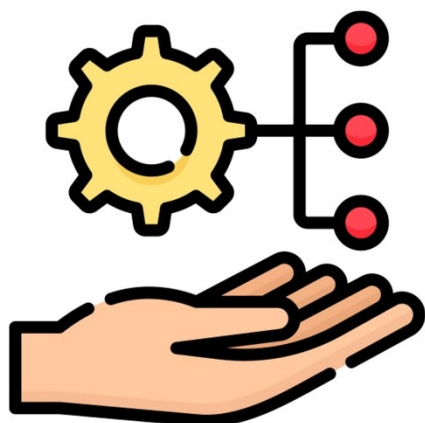
13.1.4. Negative impact on Chinese products

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

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

13.2. Whether we can achieve target!

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



Proposed Schemes



14. Proposed Schemes to achieve Action Plan

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

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

Objective-

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

Nature of rewards-

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

The fund shall be spent on following infrastructure projects:

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

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

Who can apply? -

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

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

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

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

Title and ownership-

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

Land purchase-

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

Fund allocation-

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

Procedure-

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

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

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

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

Fund estimate-

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

Benefits-

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

14.2. Proposed scheme – 2: Madhya Pradesh Trade Policy

Objective-

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

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

Nature of rewards:

MP Export Facilitation Fund (MPEFF)

International Market Development Assistance (IMDA)

MP 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.