



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPIDC
MP Industrial Development Corporation Limited

Neemuch

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.

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Mayank Agarwal (IAS)
Collector & District Magistrate
Neemuch

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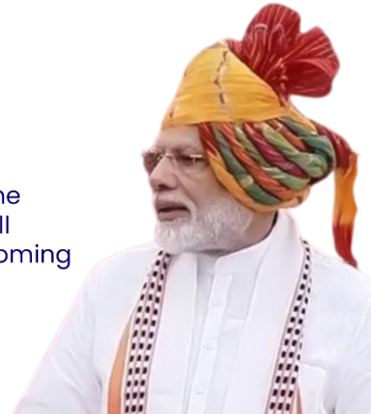
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse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

Hon'ble Prime Minister

on Independence Day Speech 15.08.2019



1. Background

1.1. About MP Industrial Development Corporation (MPIDC)

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

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

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

The Cell envisages the following activities:

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

1.2. Brief description of District as Export Hub

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

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

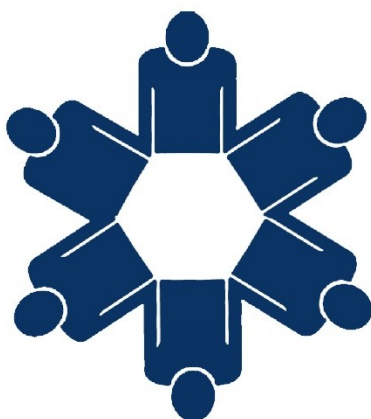
1.3. Rational for District Export Plan

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

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

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

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



District Export Promotion Committee



2. Constitution of District Export Promotion Committee (DEPC)

2.1. Role of DEPC

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

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

2.2. Methodology for selecting products for exports

Meetings of DLEPC

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

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

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

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

Export Data of the State and District

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

Export Data of India and the World

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

Experience of Departments and Officers

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

Swot Analysis of the Product

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

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

कार्यालय कलेक्टर, जिला - नीमच (म.प्र.)

क्रमांक/जिव्याउकेनी/एमएसएमई/2020/ 1537

नीमच, दिनांक 02.12.2020

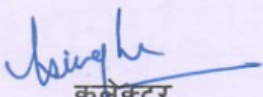
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भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय के कार्यालय, The Additional Director General of Foreign Trade, भोपाल के जिलों को निर्यात 'हब' विकसित करने विषयक दिनांक 11.09.2020 में दिये गये निर्देश अनुपालन में जिला स्तरीय निर्यात प्रोत्साहन समिति के क्रियान्वयन हेतु जिला स्तर पर निम्नानुसार समिति गठित की जाती है।

क्र.	अधिकारी का पद	नामित पद
1.	कलेक्टर	अध्यक्ष
2.	क्षेत्रीय अधिकारी, कार्यालय महानिदेशक, इन्दौर, विदेश व्यापार, भोपाल	सह-अध्यक्ष
3.	कार्यकारी संचालक, एमपीआईडीसी, भोपाल के प्रतिनिधी	सदस्य
4.	वन मण्डलाधिकारी/ लघु वनोपज संघ के प्रतिनिधी	सदस्य
5.	एमएसएमई-डीआई, इन्दौर के प्रतिनिधी	सदस्य
6.	उप संचालक, किसान कल्याण तथा कृषि विकास, नीमच	सदस्य
7.	उप संचालक, पशुपालन विभाग, नीमच	सदस्य
8.	जिला अग्रणी प्रबंधक, भारतीय स्टेट बैंक, नीमच	सदस्य
9.	सहायक संचालक, जिला हाथकरघा कार्यालय, नीमच	सदस्य
10.	उप संचालक, उद्यानिकी विभाग, नीमच	सदस्य
11.	सहायक संचालक, मत्स्य विभाग, नीमच	सदस्य
12.	जिला परियोजना अधिकारी, राष्ट्रीय ग्रामीण आजीविका मिशन/ राष्ट्रीय शहरी आजीविका मिशन, नीमच	सदस्य
13.	नाबार्ड के प्रतिनिधी	सदस्य
14.	जिले में गुणवत्ता नियंत्रण हेतु सक्षम संस्था के प्रतिनिधी	सदस्य
15.	अध्यक्ष, उद्योग संघ, औद्योगिक क्षेत्र, नीमच	सदस्य
16.	महाप्रबंधक, जिला व्यापार एवं उद्योग केन्द्र, नीमच	सदस्य-सचिव

समिति आवश्यकतानुसार अन्य शासकीय विभागों/कंपननी के अधिकारियों को भी बैठक में आमंत्रित कर सकेगी तथा आवश्यकता पड़ने पर स्वैच्छिक संगठनों के प्रतिनिधी/विषय विशेषज्ञों को भी बैठक में आमंत्रित किया जायेगा।

उपरोक्तानुसार गठित समिति द्वारा जिले के विशिष्ट उत्पादों/सेवाओं को वैश्विक स्तर पर निर्यात हेतु चिन्हित किया जाना है।


 कलेक्टर
 जिला - नीमच (म.प्र.)



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



Our Export Products

Coriander, Cumin, Fenugreek Seed,
Isabgol, Animal Hair

4. About the District

4.1. General Characteristic of the District

Neemuch is a town in the Malwa region of the Indian state of Madhya Pradesh. The total area of the present district is 3,875 Sq. Kms. It has a total number of 804 inhabited villages. There are 12 Towns in the district. These include 01 municipal corporation (Neemuch), 11 Nagar Panchayat (Athaana, Diken, Jawad, Jiran, Kukreswar, Manasa, Nayagaon, Rampura, Ratangarh, Sarwaniya Maharaj, Singoli). M.P. Govt. has declared Neemuch as a separate district on 30th, June 1998. Earlier, it was a part of the Mandsaur district. The district comprises of 03 blocks and 07 tehsils and sub tehsils. The blocks are, namely Neemuch, Jawad, Manasa. The tehsils are namely Neemuch Rural, Neemuch Urban, Jiran, Manasa, Rampura, Jawad, Singoli. The district is bounded by Mandsaur district on the southeast and Rajasthan state on the northeast. The district lies between North latitude 24°14' and 25°02' and East longitude 74°44' and 75°33'

District at a glance

- Area: 3,936 Sq. Km.
- Population: 8,25,958
- Language: Hindi, English
- Villages: 800

Nearby Ports/ ICDs/ Concur:

1. ICD Dhanad, Indore
2. Concor Pithampur Industrial Area, Madhya Pradesh.
3. Container Corporation of India Ltd.

India's second plant for processing opium and manufacture of alkaloids located in Neemuch district of M.P., which is approximately 5 kms from the eastern border of Rajasthan. It also comprises two separate units namely, the Opium Factory and Alkaloid Works. The Neemuch Opium Factory has been in operation since 1st April, 1935. The Alkaloid Works was inaugurated on 6th October 1976. The campus has an area of 57,000 sq. mtrs.

In agro produce Neemuch has Krishi Upaj Mandi (Agriculture Produce Market). It is the largest market in Asia. It is an Agro-produce rich district of the state.

There are spices that can be traded from the area like Methi Dana, Ajwain, Coriander and processed spices like dehydrated Ginger, Garlic and Onion, Green Chili powder etc. Indian spices are known worldwide for their quality.

As an agriculture rich state soya is produced and traded in the district hence soya products like Soya oil, de oiled cake, soya paneer, soya papad and soya milk are exportable products that can be traded to other countries.

Accessibility to Exporters:

By Rail: Neemuch railway station is a main railway station of Neemuch city, Madhya Pradesh. Its code is NMH. It is B- Category railway station of western Railway Zone. It is an important broad gauge railway station of Ajmer — Ratlam line. The station consists of two platforms. It is well connected to Delhi, Ratlam, Ujjain, Jaipur, Kota and Bundi etc.

By Road: Neemuch is located on Delhi – Indore national highway (National Highway-79). It is 147 Kms away from Ratlam and 50 Kms away from Rajasthan state Chittorgarh district.

By Air: Neemuch is not well connected to other major cities of the country via regular flights. The nearest airport is Dabok Airport. It is approximately 114 Kms away from Neemuch.

4.1.1. District Domestic Product:

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

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
394621	437598	491941	477646	518833	603832	646388

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
42639	45900	51298	48938	52582	60662	63830

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	147555	180500	215433	192498	204678	264156	276158
2	Secondary	90283	84858	86619	87602	93090	97150	108349
3	Tertiary	141936	155461	163203	172287	185334	199943	214253
Total GDVA at basic prices		642654	420819	465256	452387	483102	561249	598760

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	121062	150725	182605	152620	161509	216410	223767
2	Livestock	14042	16549	18995	22862	27065	31212	35689
3	Forestry & logging	9577	9671	9505	13562	13859	13783	13628
4	Fishing & aquaculture	9577	417	407	674	523	1082	561
5	Mining & quarrying	2454	3139	3921	2781	1722	1669	2513
7	Manufacturing	34577	33218	30230	30530	35143	35983	41882
8	Electricity, gas, water supply & other utility services	15964	14699	16374	16445	16972	18629	20658
9	Construction	39742	36940	40015	40627	40975	42537	45810
11	Trade, repair, hotels and restaurants	48111	53274	55291	57675	60911	68906	74912
12	Transport by other means and Storage	14703	16017	16441	18056	19198	20380	23302
13	Railways	2529	3313	3394	3453	4009	4044	4318
14	Communication & services related to broadcasting	6079	6772	8040	9298	11114	10145	9739
15	Financial services	14415	15463	16752	17133	19559	18753	18950
16	Real estate, ownership of dwelling	19612	21161	22906	24622	26050	28058	30169
17	Public administration	15218	16420	17236	17507	18400	20920	22650
18	Other services	21268	23042	23144	24541	26092	28737	30212
Total GDVA at basic prices		379774	420819	465256	452387	483102	561249	598760

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 NEEMUCH	21.45	21.45	23333.00	132	132	00	106
2	INDUSTRIAL AREA SANDIYA, MANASA	8.423	8.423	360.00	57	54	03	24
2	SEMI-URBAN INDUSTRIAL AREA RAMPURA	2.85	2.85	7833.00	05	05	00	06
2	INDUSTRIAL AREA RAMPURA	21.75	-	7833.00	16	01	15	01

Source: DIC, Neemuch (MP)

Table: Industry at a Glance

Sr no	Head	Unit	Particulars
1.	Registered industrial MSME unit	NO.	448
2.	Registered medium & large unit	NO.	05
3.	Employment in micro and small industries	NO.	5197
4.	Employment in large and medium industries	NO.	5900
5.	No. Of industrial area	NO.	04
6.	Turnover of small scale ind.	IN LACS	NA
7.	Turnover of medium & large scale industries	IN LACS	NA

Source: DIC, Neemuch (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	NEEMUCH	39	1437	11748.67	NA

Source: DIC, Neemuch (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	NEEMUCH	05	91500	NA	4097	NA

Source: DIC, Neemuch (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 s Lakh.)
15	Manufacturing of Food Products & Beverages	183	1685	9200.77	NA
16	Manufacturing of Tobacco Products	2	16	20	NA
17	Manufacturing of Textile	14	384	706.73	NA
18	Manufacturing of weaving apparel Dressing & Dyeing of Fur	4	16	24	NA
19	Manufacturing of tanning Dressing of Leather	1	4	5	NA
20	Manufacturing of Wood Products	12	116	212	NA
21	Manufacturing of Paper & Paper Products	22	143	308.36	NA
22	Publishing Printing	1	25	24.7	NA
23	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel	0	0	0	NA
24	Manufacturing of Chemical Products	32	790	3617.57	NA
25	Manufacturing of Rubber & plastic Goods	12	166	679.5	NA
26	Manufacturing of other Non Metallic Mineral Products	66	849	2035.75	NA
27	Manufacturing of Basic Metal	13	141	780.36	NA
28	Manufacturing of Fabricated Metal Products Except M/C Equipments	19	200	578.59	NA
29	Manufacturing of Machinery & Equipments	1	10	25	NA
30	Manufacturing of Office, Accounting & Computer	0	0	0	NA
31	Manufacturing of Electrical M/c	18	164	573	NA
32	Manufacturing of Radio TV equipments	0	0	0	NA
33	Manufacturing of Medical Precision watches & Clocks	11	114	140	NA
34	Manufacturing of Motor vehicles	0	0	0	NA
35	Manufacturing of other Transport Equipments	0	0	0	NA
36	Manufacturing of Furniture	2	28	30	NA
37	Recycling	0	0	0	NA
40	Electricity, Gas, Steam & Hot water -	0	0	0	NA
41	Collection of Information & Distribution Of Water	9	96	152.5	NA
50	Maintenance & Repair of Motor Cycle	3	16	24.86	NA
52	Maintenance & Repair of Personal House hold Goods	0	0	0	NA
60	Land Transport	0	0	0	NA
63	Supporting & Auxiliary Activities	0	0	0	NA
64	Post & Telecommunication	2	16	35	NA
71	Tenting & Transport Equipments	0	0	0	NA
72	Computer Related Activities	0	0	0	NA
74	Other Business	1	8	10	NA
85	Health & Social Work	2	40	30.4	NA
92	Recreation, Cultural & Sporting	0	0	0	NA

	Activities				
93	Other Service Activities	17	170	988	NA
	TOTAL	447	5197	20202.09	

Source: DIC, Neemuch (MP)

Table : POTENTIAL AREAS FOR SERVICE INDUSTRY

1. Cold Storage	2. Sortex Plant	3. Warehouse
4. Printing Services	5. Ripening Chamber	6. Food Processing Sector

SERVICES SECTOR

1. Sortex Plant
2. Auto mobile Services
3. Online Services
4. Computer Services, Kiosk Center

4.3. Export from the District

Total exports from the district – INR 188.29 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	9093119	Other seeds of black cummin neither crushed nor ground	30.12
2	9109912	Fenugreek seed	25.46
3	56022100	Felt, not impregnated, coated, covered/ laminated, of wool/fine animal hair	16.99
4	12119032	Psyllium husk (isobgul husk)	12.34
5	12119099	Other plants and parts of plants used in perfumery, pharmacy, insecticide/fungicide purpose, fresh/dried	08.98
6	9092190	Other seeds of coriander; neither crushed nor ground	08.89
7	12119094	Basil, hyssop, rosemary, sage, savory	07.07
8	23040030	Meal of soyabean, solvent extracted (defatted) variety	06.65
9	59119020	Gaskets washers polishing discs and other machinery parts of textile articles	06.42
10	12079990	Other oil seeds and oleaginous fruits w/n broken	05.57

(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	0755-2553323

		Email ID: bhopal-dgft@nic.in	
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: eepcromum@eepcindia.net	022-42125555
9.	MP Industrial Development Corporation RO- Indore	1st Floor, Atulya IT Park, Khandwa Road, Indore Email ID: ed.roind@mpidc.co.in	0731-2972623
10.	District Trade & Industries Centre, Dewas	Collector Parisar, A.B Road, Dewas (M.P.) Email ID: gmidew@mp.nic.in	07272-254903

4.5. SWOT Analysis of the district

Strengths

Neemuch agriculture produce market (Krishi Upaj Mandi) is Asia's largest agriculture produce market yard and world's second largest as per 2011 report by MCX and WTO in terms of the agricultural products arrival. Large amounts of Herbs are grown and traded in the district. It is the only auction and trading place where ashwagandha (Indian ginseng) is traded. Other herbs available in the district are Isabgol, Kalmegh, Shatavari, Safed musli, Stevia leaves, Giloy, and Babul which are exported in local and foreign markets. A good quality Leather Belts are also manufactured in the Neemuch district

Weakness

There is inadequate industrial infrastructure for the growth of industries and export. Port Connectivity from the region is costly. Activities outside of agriculture have not been diversified. Lack of industrial culture and procedural awareness. Lack of image awareness of the districts. Lack of investment in productivity, R&D Commercialization and venture capital. Agriculture is main activity of the state and small land holding is very common due to family divisions. Ecosystem of entrepreneurs and labour are less developed in the region. Most of the employment opportunities are due to forest and agricultural sources that varies as per climatic conditions. Markets are not well developed.

Opportunities

The region shares a border with Rajasthan, which could provide an advantage in trading. Region could become emerging industries for herbal cluster. The region have potential to become the state's herbal cluster. District have potential of cluster based investment approach like herbal cluster. Availability of low cost manpower. Measures should be taken to promote export-processing units to assist export-import activities, especially for processed food and herbal products. Ample scope for wooden and forest based industries.

Threats

Financial Risk in Currency Exchange Rates. Uncertainty regarding Global supply chain. Lack of policy or funding support from the State and District Administration. Lack of diversity in industry and business



6. Cumin

Cumin is the dried, white fruit with greyish brown colour of a small slender annual herb. The surface of the fruit has 5 primary ridges, alternatively has 4 less distinct secondary ridges bearing numerous short hairs. The plant is 15 to 50 cm high. There are three type of cumin seed white Cumin seed, Brown Cumin Seed, Black Cumin seed. The aromatic seed like fruit is elongated, ovoid, 3 to 6 mm long, slightly bitter and has a warm flavour. The flowers are white or rose coloured in small umbels. Cumin prefers areas with low atmospheric humidity during the period of flowering, seed formation and ripening. After pepper, cumin is the second most popular spice. In medicine, it is used as a stimulant, carminative, stomachic and astringent. Cumin seed oil is used in perfumery and for flavouring liqueurs and cordials.

Export Data

Table: Export from India

HS CODE 090931:- SEEDS OF CUMIN: NEITHER CRUSHED NOR GROUND

Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	090931	SEEDS OF CUMIN: NEITHER CRUSHED NOR GROUND	401,738.15	0.1861	309,526.07	0.098
India's Total Export			215,904,322.13		314,702,149.28	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
 HS CODE 090931 SEEDS OF CUMIN: NEITHER CRUSHED NOR GROUND Unit:

S.No	Country/ Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	CHINA P RP	1,39,740	62,633	-55.18
2	BANGLADESH PR	54,316	47,444	-12.65
3	U S A	21,995	18,172	-17.38
4	U ARAB EMTS	18,888	16,477	-12.77
5	NEPAL	17,338	15,045	-13.22
6	EGYPT A RP	12,388	12,977	4.76
7	AFGHANISTAN	8,652	13,728	58.68
8	MOROCCO	8,615	5,196	-39.68
9	U K	7,869	6,819	-13.34
10	MALAYSIA	6,790	7,981	17.53

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 Product: 090931 SEEDS OF CUMIN: NEITHER CRUSHED NOR GROUND Unit:

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
090931	SEEDS OF CUMIN: NEITHER CRUSHED NOR GROUND	330146733	4438140

(Source: DGCIS)

Table: World's Top Importers 2021
 HS CODE 0909 Seeds of anis, badian, fennel, coriander, cumin or caraway; juniper berries

Rank	World's Top Importers	Value imported in 2021 (Million USD)
	World	1352257
1	China	174988
2	India	116426
3	United States of America	104704
4	Bangladesh	72481
5	Germany	65524
6	Viet Nam	51729
7	United Kingdom	46312
8	Türkiye	40904
9	Malaysia	38975
10	United Arab Emirates	37581

(Source: Trade Map)

Table: World's Top Exporters 2021

HS CODE 0909 Seeds of anis, badian, fennel, coriander, cumin or caraway; juniper berries

Rank	World's Top Importers	Value exported in 2021 (Million USD)
	World	1341202
1	India	611306
2	China	111884
3	Viet Nam	91251
4	Türkiye	46709
5	Syrian Arab Republic	46551
6	Afghanistan	40847
7	Russian Federation	36891
8	Germany	36222
9	Egypt	33826
10	Italy	30684

(Source: Trade Map)

SWOT Analysis

Strength-

India is the major Cumin producer in the world, about 70% of world production of cumin is produced in India. It is one of the important spice which is regularly used for flavouring various food. Cumin seed are the used in various Ayurvedic herbal medicine and also especially for stomach pain, digestion. There are many benefit of cumin seed – treatment of boils, treatment of skin disorders, Anti- Ageing, cures itchiness and body heat.

Weakness:

Domestic consumption accounts for 80% of all cumin production. Limited Usage in Other Regions Such as United States and Europe. Lack of Awareness among the Consumers. Poor product quality at farm level is another problem hindering reasonable price realization by the producer. Insufficient infra-structure facilities for cleaning, scientific methods of processing, storage and packing

Opportunities:

Increasing Popularity of Indian Cuisines across the World is Boosting the Market. Inclination of Consumers towards the Health Consciousness

Threats:

India is facing stiff competition from other producing countries that supply spices in whole form. Most of these countries have no domestic market for the spices they are producing, forcing them to sell their produce even at cost price (examples cardamom from Guatemala, pepper from Vietnam, cloves from Indonesia).



Coriander



7. Coriander

Coriander is an annual herb, mainly cultivated for its fruits as well as for the tender green leaves. It is native of the Mediterranean region and is now commercially grown in India, Morocco, U.S.S.R, Hungary, Poland, Rumania, Czechoslovakia, Guatemala, Mexico and the U.S.A. In India, it is grown in Andhra Pradesh, Tamil Nadu, Karnataka, Rajasthan and Madhya Pradesh.

It is a tropical crop and can be grown throughout the year for leaf purposes, but for higher than grain yield it has to be grown in specific season. A dry and cold weather free from frost, especially during flowering and fruit setting stage favours good grain production. Cloudy weather during flowering and fruiting stage favours pest and disease incidences. Heavy rain affects the crop. As an irrigated crop, it can be cultivated on almost all types of soils provided sufficient organic matter is applied. Black cotton soils with high retentivity of moisture are best under rain fed conditions.

Export Data

Table: Export from India

HS CODE 090921: Seeds Of Coriander: Neither Crushed Nor Ground:
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	090921	Seeds Of Coriander: Neither Crushed Nor Ground:	35480	0.0164	34698	090921
India's Total Export			21590432		314702149	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise

HS CODE 090921: Seeds Of Coriander: Neither Crushed Nor Ground:

S.No	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Malaysia	9699	9677	0
2	Nepal	2542	4710	85
3	U Arab Emts	2959	3616	22

4	U S A	1052	2083	98
5	U K	1235	1979	60
6	Saudi Arab	2170	1788	-18
7	China P Rp	193	1527	691
8	Sri Lanka Dsr	428	1359	218
9	Indonesia	138	1198	766
10	Oman	664	880	33

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 090921: Seeds Of Coriander: Neither Crushed Nor Ground

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
090921	Seeds Of Coriander: Neither Crushed Nor Ground:	262318840	3510977

(Source: DGCIS)

Table: world's Top Importers
 HS CODE 090921 Coriander seeds, neither crushed nor ground

Rank	World's Top Importers	Value imported in 2021 (Million USD)
		World
1	Indonesia	20777
2	Sri Lanka	20011
3	Malaysia	16903
4	India	12888
5	Pakistan	10131
6	United States of America	8998
7	Egypt	7652
8	Nepal	7421
9	Poland	5928
10	Saudi Arabia	5905

(Source: Trade Map)

Table: world's Top Exporters
 HS CODE 090921 Coriander seeds, neither crushed nor

Rank	World's Top Importers	Value exported in 2021 (Million USD)
		World
1	India	47112
2	Russian Federation	33157
3	Italy	27819
4	Iran, Islamic Republic of	22361
5	Bulgaria	19743
6	Morocco	15211
7	Syrian Arab Republic	5907

8	Ukraine	5636
9	Canada	4345
10	Argentina	4335

(Source: Trade Map)

Swot Analysis

Strengths:-

1. India is one of the largest producer and exporter of spices in the world. Traditionally, the region of Andhra Pradesh, Telangana and parts of Madhya Pradesh are leading in terms of production as well as Exports
2. India is the biggest producer and the consumer of coriander. Madhya Pradesh is the number one coriander producer state in India i.e 383 tonnes.
3. Accounts for approx. 51% of the world's coriander production (FAOSTAT, 2016)
4. Global production volume is decreasing while Indian states like Madhya Pradesh has growing production volumes
5. India has developed its market in Malaysia, Nepal, UAE, USA China & Saudi Arabia.

Weakness:-

1. Yield advantage in some of the hybrids is marginal and inconsistent across locations due to improper management.
2. Lower market price offered for the hybrid rice produce by millers/traders, is acting as a deterrent for many farmers to take up hybrid rice cultivation.
3. Lack of Infrastructure like Go down, Pack house and Reefer Vans, test laboratories.
4. Poor Market Linkage & Packaging Techniques for fresh produce.
5. Poor Erratic rainfall, High temperature , Khaira , (Zinc deficiency) poor fertilizer application , Poor supply of electricity ,in adequate supply of fertilizers in time are identified the main constraints of rice in the state
6. Farmers are Not Aware of the Standard Quality Norms Acceptable in International Markets

Opportunity:

1. Processing of Coriander: Seed powder for spices mix, full seed for snacks preparation.
2. Growing export markets in Italy, Russia, Bulgaria, France, Ukrain, turkey and many more.
3. Offering huge investment opportunities, Madhya Pradesh can lead the country in terms of rice exports.
4. Supportive Government backing the investors which can help in taking large scale commercial farming to major rice clusters.
5. Farmer Education: Significant investment is required in education and relevant support services to give small & marginal farmers the necessary skills and knowledge to increase productivity, improve the quality of the produce and reduce waste.
6. Generation of additional employment.

Threat:

1. Greater instability in production and productivity.
2. Unstable price risk (Market Consideration)

3. Major Competitors are Russia, Italy, Iran, Bulgaria, Canada
4. Importing regulation of Agri & Food products are different in different countries.
- 5.



Fenugreek Seed



8. Fenugreek Seed

Fenugreek seed is the ripe fruit of an annual herb. This robust herb has light green leaves, is 30-60 cm tall and produces slender, beaked pods, 10-15 cm long, each pod contains 10-20 small hard yellowish brown seeds, which are smooth and oblong, about 3mm long, each grooved across one corner, giving them a hooked appearance. Fenugreek is used both as a food and food additive as well as in medicines. Fenugreek seed is an important source of steroidal sapogenins such as diosgenin which are used extensively by both pharmaceutical and nutraceutical industries. Diosgenin is often used as a raw precursor for the production of steroidal drugs and hormones such as testosterone, glucocorticoids and progesterone. Legume consumption is known to have a beneficial or protective effect in diabetes, hypercholesterolemia and coronary heart disease, as well as protecting against obesity and menopause. Fresh tender pods, leaves and shoots are eaten as curried vegetable. As a spice, it flavours food. Powder of dried leaves is also used for garnishing and flavouring variety of food. Fenugreek extract is used as a flavouring agent of imitation maple syrup. It is one of the principle constituent of curry powder.

Export Data

Table: Export from India

HS CODE 9109: Clock Movements, Complete & Assembled
Values in Rs. Lakhs

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	9109	Clock movements, complete and assembled	46	0.0	89	0
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 9109: Clock Movements, Complete & Assembled

S.No.	Country / Region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
1.	USA	13	17	26

2.	Germany	0	15	334
3.	UK	4	11	180
4.	Nepal	17	7	-56
5.	New Zealand	-	7	-
6.	Australia	3	6	83
7.	Belgium	1	3	65
8.	Malawi	-	2	-
9.	Ukrain	1	2	89
10.	Tanzania	0	2	282

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 9109: Clock Movements, Complete & Assembled

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR)	April, 21 To March, 22 Value (US\$)
9109	Clock movements, complete and assembled	141596	1901

Table: world's Top Importers 2021
 HS CODE HS CODE 9109: Clock Movements, Complete & Assembled

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
		World
1.	USA	6714
2.	Hong Kong	3738
3.	India	3722
4.	Germany	2884
5.	China	2360
6.	Spain	2315
7.	Korea	1704
8.	Turkiye	1649
9.	Japan	1498
10.	Thailand	1365

(Source: Trade Map)

Table: world's Top Exporters 2021
 HS CODE 9109: Clock Movements, Complete & Assembled

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
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	World	58785
1.	China	26354
2.	Germany	8877
3.	Switzerland	4371
4.	Hong Kong	4299
5.	Thailand	3187
6.	Italy	2189
7.	UK	2145
8.	Poland	1982
9.	USA	937
10.	France	592

(Source: Trade Map)

SWOT Analysis

Strength:

Fenugreek has been used to treat arthritis, asthma, bronchitis, improve digestion, maintain a healthy metabolism, cure skin problems (wounds, rashes and boils) treat sore throat and cure acid reflux. Fenugreek also has a long history of use for the treatment of reproductive disorders. It also prevents anaemia in young girls. It is used traditionally for eczema, burns, abscesses and gout. The taste and odour of fenugreek resembles maple syrup and it has been used to mask the taste of medicines.

In manufacturing" fenugreek extracts are used in soaps and cosmetics. Fenugreek also promotes well-being: it is a powerful detoxifier, increasing colonic health and overall body. Cleansing eliminating bad breath and body odour. Fenugreek tea also soothes inflamed stomach and intestines while cleansing the stomach bowels, kidneys and respiratory tract of excess mucus.

Weakness:

Unavailability of improved seed at time of sowing, majority of fenugreek cultivators are growing indigenous local selection of pan methi and other variety are not in trust of farmer. Lack of more organic manure and gypsum for reclamation of soil. Lack of irrigation facility. Lack of financial constraints perceived by the farmer in adoption of Fenugreek cultivation technology like high cost of inputs, high charges of electricity, Lack of finance agencies, Unavailability of credit on marginal interest. Lack of regulated market facilities and marketing skills. Lack of export marketing in the locality. Transportation facilities are very costly

Opportunities:

Major opportunities for the rapid growth and demand of the Fenugreek is in the nutraceutical industries. It enhanced consumer confidence in nutraceutical and functional food products are indicators of better health and reduced health related expenses and less financial pressure on the health care system. Increased consumption stimulating growth of the Fenugreek producing greater global market share, higher financial returns for investors . Changes in laws governing food regulations and changes in attitude to recognize nutraceutical and functional food products contributing to health and quality of life and Overall acceptance of a new philosophy towards alternative healthcare, and shift in

public attitude and preferences towards prevention using nutraceutical and functional food products in place of synthetic drugs with potential side effects.

Threats

Major Competitors are Canada and Russia. Importing regulation of Agri & Food products are different in different countries.



8. Isabgol

Isabgol seed and seed husk (epicarp of seed) are used for medicinal uses. In India, use of isabgol is as old as the Ayurveda System of Medicine. The seeds are sweet, astringent, refrigerant, emollient, mucilaginous, diuretic, laxative, anti-inflammatory, antidyseric, expectorant, aphrodisiac, roborant and tonic. The isabgol husk is used mainly for treatment of stomach disorders, tridosa, burning sensation, habitual constipation, strangury, gastritis, chronic diarrhoea, dysentery and colonalgia. Besides this, now-a-days it is used in food industries for preparation of ice cream, candy etc.

Isabgol is a short-stemmed annual herb that grows up to a height 30 to 40 cm. A large number of flowering shoots arise from the base of the plant. The word isabgol was originated from the Persian words “isap” and “ghol” that mean horse ear, which is descriptive of the shape of the seed. Isabgol is also called as Psyllium, originated from a Greek word for a tea, referring to the size, shape, and whitish colour of the seed, which is the commercially important part of this plant. The seeds are enclosed in capsules that open at maturity. The seed husk is thin, boat shaped, white, translucent, and odourless with mucilaginous taste. The root system has a well-developed tap root with few fibrous secondary roots.

Export Data
Table: Export from India
HS CODE 1211: PLANTS AND PARTS OF PLNTS INCLD SEEDS AND FRUITS USD FOR PERFUMRY
Values in Rs. Lakhs

S.No	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	1211	Plnts and prts of plnts incld seds and fruts usd	2,796	0.12	3,155	0

		for pfumry pharmacy/insctcidl or smlr pur frsh/drid, chld/froz w/n cut crshd				
		India's Total Export	21,59,04,32 2		31,47,02,14 9	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
 HS CODE 1211: PLANTS AND PARTS OF PLNTS INCLD SEEDS AND FRUITS USD FOR
 PERFUMRY

S.No.	Country / region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
1	USA	953	1080	1
2	Germany	351	415	18
3	China	193	202	5
4	Italy	114	142	24
5	Bangladesh	944	101	7
6	UK	82	87	5
7	Korea	36	78	117
8	UAE	70	69	-0
9	Vietnam	97	67	-30
10	Australia	55	59	7.

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 1211: PLANTS AND PARTS OF PLNTS INCLD SEEDS AND FRUITS USD FOR
 PERFUMRY

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (US Million)
1211	Plnts and prts of plnts incld seds and fruts usd for pfumry pharmacy/insctcidl or smlr pur frsh/drid, chld/froz w/n cut crshd	523875251	7034783

(Source: DGCIS)

Table: World's Top Importer
 HS CODE 1211: PLANTS AND PARTS OF PLNTS INCLD SEEDS AND FRUITS USD FOR
 PERFUMRY

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
		World
1	USA	490
2	Germany	406

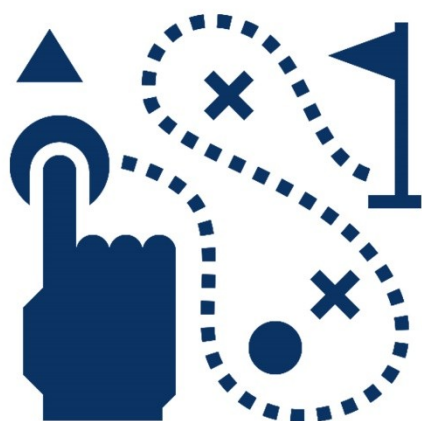
3	Japan	260
4	Hong Kong	209
5	China	198
6	France	133
7	Taipei	132
8	Korea	122
9	India	106
10	Spain	102

(Source: Trade Map)

Table: World's Top Exporter
HS CODE 1211: PLANTS AND PARTS OF PLNTS INCLD SEEDS AND FRUITS USD FOR
PERFUMRY

Rank	World's Top Exporters	Value imported in 2021 (USD thousand)
	World	3874
1	China	949
2	India	414
3	Germany	234
4	Egypt	180
5	USA	173
6	Canada	159
7	Spain	108
8	Poland	103
9	Korea	88
10	Mexico	71

(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 industrial units of products selected under DEH through PMEGP and other state level schemes.</p> <p>To promote setting up food processing and industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Indore</p> <p>DIC-Neemuch will facilitate the units in getting important registration in GST process and Import-Export Code</p>	DIC- Neemuch and DGFT RA to facilitate the units in getting benefits of the schemes and also in registration under GST and Import-Export Code	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME, GoMP
2.	Branding	To create partnership with Indian Institute of packaging and	An agency may be appointed at district level which can extend	Centre and State	Ministry of Commerce and Industries,

		capacity building workshops on branding strategy will be conducted with the units.	support and provide ideas for the designing of the product as per global demand. Agency will also support in the preparation of attractive marketing content and logo etc.		<p>GoI</p> <p>Above mentioned nodal officers of the selected products</p>
3.	Awareness	<p>1. Incentive Policies and Documentation</p> <p>2. Customs procedures</p>	Online workshops	Centre	DGFT RA and Customs Department
4.	Quality assurance & Certification	<p>1. As per the product demand in international and domestic markets, need of quality certification will be analysed</p> <p>2. Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units</p> <p>3. All necessary help will be provided to units to get the ISO and other certification with the help of experts.</p>	<p>1. Department of MSME, GoMP can establish as per the need of stakeholders associated with the commodities.</p> <p>2. 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.</p>	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP
5.	Credit Support	<p>1. Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail.</p> <p>Support smaller units in establishing</p>	DIC-Neemuch and DGFT RA to facilitate the units in getting benefits of the schemes and also in registration under GST and Import-Export Code	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME, GoMP

		<p>their business through financial assistance of different schemes</p> <p>2.ECGC department to provide support to existing exporters and should create awareness about their credit linkage initiatives.</p>	<p>DGFT RA along with ECGC should organise export awareness workshop on quarterly basis.</p>	<p>Centre DGFT RA and ECGC</p>	<p>ECGC Government of India Undertaking</p>
6.	Common Facilitation Centre	<p>1) Common Facilitation is not available in Indore. 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>	<p>State and Centre</p>	<p>Ministry of MSME</p>
7.	Logistics	<p>1. There is a logistic issue of delayed consignment as part load consignments are not accepted by CONCOR. The exporters have to wait much for full container load at ICD Pitampura. There is a Request for having ICD at Sehore.</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 Dhannad to Mundra Port (CONCOR) Part load not accepted at ICD 	<p>Centre</p>	<p>Railway Department (CONCOR)</p>

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

			information; • Identification of opportunities and best prospects		
11.	Supply Chain	The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.	We will partner with logistics and supply chain partners. Currently, we have an MoU with eBay India and Flipkart Group to market the product international and domestic markets respectively		



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.

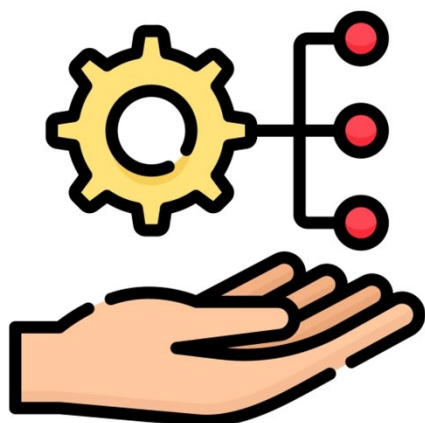
13.1.4. Negative impact on Chinese products

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.