



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPIDC
MP Industrial Development
Corporation Limited

Rewa

Madhya Pradesh

DISTRICT EXPORT PLAN



Districts
as Export Hubs

75
आज़ादी का
अमृत महोत्सव

Acknowledgement

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

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

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

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Manoj Pushp (IAS)
Collector & District Magistrate
Rewa

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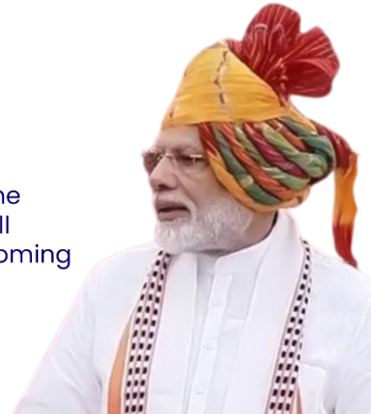
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“Each district of our country has a potential equal to that of one country, each of our districts has the capacity equal to a small country in the world. why should each district not think of becoming an export hub? Each of our districts has a diverse 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-रीवा (म0प्र0)

क्रमांक /एमएसएमई/निर्यात/2020-21/5697


रीवा, दिनांक 24.11.2020

"आदेश"

व्यक्तिगत सचिव, भारत सरकार नई दिल्ली का अद्वैतासकीय पत्र क्रमांक 01/36/218/01/AM-18/TC/Part-1/02 नई दिल्ली दिनांक 29.11.2019 तथा म0प्र0 शासन सूत्र, लघु और मध्यम उद्यम विभाग मंत्रालय भोपाल का आदेश पृ0अ0 एक5-10/2017/अ-73 भोपाल दिनांक 18.05.2020 के माध्यम से जिला स्तरीय निर्यात संबंधन समिति के गठन करने हेतु निर्देशित किया गया है।

उदाशय के परिपालन में प्राकथनानुसार निम्नानुसार रीवा जिले हेतु - "जिला स्तरीय निर्यात संबंधन समिति" का गठन किया जाता है।

- | | |
|--|------------|
| 1. कलेक्टर, जिला रीवा (म0प्र0) | अध्यक्ष |
| 2. क्षेत्रीय अधिकारी, रिजनल एथोटी, विदेश व्यापार महानिदेशालय (बी.जी.एफ.टी) मुम्बई (महाराष्ट्र) | उपाध्यक्ष |
| 3. महाप्रबंधक, जिला व्यापार एवं उद्योग केंद्र, रीवा | सदस्य/सचिव |
| 4. सहायक आयुक्त, (स्टेट टैक्स) वस्तु एवं सेवा कर विभाग, रीवा | सदस्य |
| 5. अग्रणी जिला बैंक प्रबंधक, युनियन बैंक ऑफ इण्डिया रीवा | सदस्य |
| 6. सहायक निदेशक, एमएसएमई विकास संस्थान, रीवा | सदस्य |
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| 18. जिला परियोजना अधिकारी, राज्य ग्रामीण आजीविका मिशन रीवा | सदस्य |
| 19. जिला परियोजना अधिकारी, राज्य शहरी आजीविका मिशन / शहरी विकास अभिकरण रीवा | सदस्य |


(श्री. इलैयासजा टी.)
कलेक्टर
जिला-रीवा (म0प्र0)



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 milled 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	Chhattisgarh	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

The Huzur, Sirmour and Mauganj tahsils lie between the Kaimur on the south, and the Binjh pahar on the north, and form what is known as Rewa plateau or uprihar. To the north lies the Teonthor tahsils which is quite different with regard to its physical and other features from the plateau tahsils. Rewa is basically a plateau which decreases in height from the south to the north. In the south, the height of Kaimur Range is more than 450 meters, whereas the height of alluvial plain of Teonthor is just 100 meters. In the district, dissected hills, ravines, plain, plateau, scarp, water-fall and alluvial plain can be seen. The rain-water of the district flows out using the two assisting rivers of the Ganges, the Tons or Tamsa and the Son. Bichiya River flows through the heart of Rewa city. Significant waterfalls on the Tamsa or Tons and its tributaries, as they come down from the Rewa Plateau, are: Chachai Falls (127m) on the Bihad River, a tributary of the Tamsa, the Keoti Falls (98m) on the Mahana River, a tributary of the Tamsa, Odda Falls (145m) on the Odda River, a tributary of the Belah River, which is itself a tributary of the Tamsa, and Purwa Falls (70m) on the Tamsa or Tons.

Rewa lies between 24° 18' and 25° 12' north latitudes and 81° 2' and 82° 18'. The district is bounded on the north by Uttar Pradesh, on the east and southeast by Sidhi, on the south by Shahdol, and on the west by Satna. It is part of Rewa Division. It has an area of 6,240 km².

Rewa district is divided into 9 tehsils named Mangava, Naigarhi, Sirmaur, Jawa, Teonthar, Hanumana, Hujur, Raipur Karchulian and Mauganj, whereas Rewa city lies in Hujurs Tehsil.

There is no major mineral available in the district. Murum, Flag Stone, Stone gitti, Sand, Lime and Boxside are major mineral available in the district.

District at a glance

- Area: 6240 Sq. Km.
- Language Spoken: Hindi, English, Gondi
- **Nearby Ports including ICDs:**
 1. Icd Mandideep 34-A1 Nia Dist:Raisen Mp 462046
 2. ICD Powarkheda
 3. ICD Malanpur Concors Container Corporation Of India

Accessibility to Exporters:

By Rail: Rewa comes in West-Central Railway Zone. Rewa railway station is connected to Satna through the 50 km Satna-Rewa branch line.. The DRM of this zone sits in Jabalpur. The Railway Code of Rewa is REWA.

By Road: Rewa is well connected with the Roads. State Highway and National Highway passes from the city. Buses from other cities come to Rewa city. The highways that cross through the city are NH 7, NH 27, NH 35 and NH 75.

By Air: There is no airport in Rewa. The nearest airport is at Khajuraho, Allahabad Airport, Jabalpur and Varanasi.

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
655550	726970	866253	855299	885351	1132844	1175587

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
24298	25738	30992	30069	30646	39174	39975

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

Table: Sector wise contribution in Gross District Domestic Product

Sector-Wise Gross Value Added at Constant (2011-12) Prices (Rs Lakh)	

S. N.	Sector	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
1	Primary	155459	195477	299320	269935	227858	416000	406701
2	Secondary	164565	164661	164351	166482	196022	205834	222148
3	Tertiary	310862	338957	355592	373650	400499	431121	460116
Total GDVA at basic prices		630885	699095	819263	810067	824379	1052954	1088965

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	99930	138025	233478	190632	143516	321897	305062
2	Livestock	28810	33702	39520	47333	54602	63102	71145
3	Forestry & logging	17018	17202	16624	22626	23037	22692	22606
4	Fishing & aquaculture	2858	2737	2759	2946	2433	3435	3422
5	Mining & quarrying	6843	3811	6938	6399	4270	4874	4467
7	Manufacturing	85367	86186	79451	80946	104544	110561	116499
8	Electricity, gas, water supply & other utility services	15793	19538	21059	20718	26104	27407	32562
9	Construction	63405	58936	63841	64818	65374	67866	73087
11	Trade, repair, hotels and restaurants	78284	86914	90248	94329	99482	111778	122737
12	Transport by other means and Storage	19588	21348	21972	24244	25787	26900	29884
13	Railways	572	749	767	781	906	914	976
14	Communication & services related to broadcasting	11679	13009	15445	17863	21352	19490	18711
15	Financial services	34363	36860	39933	40842	46625	44703	45172
	Real estate,	560	6025	6504	6959	73239	7822	83803

16	ownership of dwelling	15	7	0	0		9	
17	Public administration	54195	58468	65040	62337	65511	74494	80651
18	Other services	56167	61352	60822	63664	67597	74612	78182
Total GDVA at basic prices		630885	699095	819263	810067	824379	1052954	1088965

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

4.2. Industrial Scenario of the District

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

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

Source: DIC, Rewa(MP)

Table: Industry at a Glance

Sr no	Head	Unit	Particulars
1.	Registered industrial MSME unit	YTR from DIC	YTR from DIC
2.	Registered medium & large unit	YTR from DIC	YTR from DIC
3.	Employment in micro and small industries	YTR from DIC	YTR from DIC
4.	Employment in large and medium industries	YTR from DIC	YTR from DIC
5.	No. Of industrial area	YTR from DIC	YTR from DIC
6.	Turnover of small scale ind.	YTR from DIC	YTR from DIC
7.	Turnover of medium & large scale industries	YTR from DIC	YTR from DIC

Source: DIC, Rewa (MP)

Table: Data of Small Enterprises as on 31.03.2022

S r N o	District	No. of Unit	Employment	Fixed Investment	Production
				(in Lakhs)	(in Lakhs)

Source: DIC, Rewa (MP)

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

S.	District	Uni	Fixed	Worki	Employe	Producti
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no.		ts	capital investm ent (Rs. in lacs)	ng capit al (Rs. in lacs)	nt	on (Rs. In lacs)

Source: DIC, Rewa (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				
16	Manufacturing of Tobacco Products				
17	Manufacturing of Textile				
18	Manufacturing of weaving apparel Dressing & Dyeing of Fur				
19	Manufacturing of tanning Dressing of Leather				
20	Manufacturing of Wood Products				
21	Manufacturing of Paper & Paper Products				
22	Publishing Printing				
23	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel				
24	Manufacturing of Chemical Products				
25	Manufacturing of Rubber & plastic Goods				
26	Manufacturing of other Non Metallic Mineral Products				
27	Manufacturing of Basic Metal				
28	Manufacturing of Fabricated Metal Products Except M/C Equipments				
29	Manufacturing of Machinery & Equipments				
30	Manufacturing of Office, Accounting & Computer				
31	Manufacturing of Electrical M/c				
32	Manufacturing of Radio TV equipments				
33	Manufacturing of Medical Precision watches & Clocks				
34	Manufacturing of Motor vehicles				
35	Manufacturing of other Transport Equipments				
36	Manufacturing of Furniture				
37	Recycling				
40	Electricity, Gas, Steam & Hot water -				
41	Collection of Information &				

	Distribution Of Water				
50	Maintenance & Repair of Motor Cycle				
52	Maintenance & Repair of Personal House hold Goods				
60	Land Transport				
63	Supporting & Auxiliary Activities				
64	Post & Telecommunication				
71	Tenting & Transport Equipments				
72	Computer Related Activities				
74	Other Business				
85	Health & Social Work				
92	Recreation, Cultural & Sporting Activities				
93	Other Service Activities				
	TOTAL				

Source: DIC, Rewa (MP)

4.3. Export from the District

Total exports from the district – INR 280.90 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.	90011000	OPTCL FIBRS,OPTICAL FIBRE BUNDLES AND CABLES	229.86
2.	85447090	OPTICAL FIBRE CABLES OTHER THN LEAD ALLOY SHEATHD CABLES	18.69
3.	85444999	OTHR ELCTRC CNDCTRS NOT FITTED WTH CONNCTRS USED IN TELECOM FR <=1000V EXCL PAPR PLSTIC AND RUBBER INSULATED	13.79
4.	10064000	BROKEN RICE	06.00
5.	25231000	CEMENT CLINKERS	04.30
6.	85446090	OTHR ELCTRC CNDCTRS FR A VLTG EXCDG 1000 V EXCL PAPR PLSTIC AND RUBBER INSULATED	03.38
7.	73089090	OTHER STRUCTURE AND PARTS OF STRUCTURES OF IRON AND STEEL(EXCL FLOATING STRUCTURES)	02.01
8.	10063010	RICE PARBOILED	0.81
9.	39232990	SACK AND BAG (INCL CONES)OF OTHR PLASTIC NES	0.73
10.	4051000	BUTTER	0.73

(Source: Ministry of Commerce)

4.4. Departments/Agencies for Industries and Export Promotion

S.No	Departments/Agencies	Address	Contact
1.	Directorate General of Foreign Trade RA Indore	Ground Floor, A-Wing, CGO Building, Residency Area, Indore Email ID: mishra.gk@nic.in	0731-2498382

2.	Directorate General of Foreign Trade RA Bhopal	3rd Floor, Nirman Sadan, 52-A, Arera Hills (Behind Govt. Press) Bhopal Email ID: bhopal-dgft@nic.in	0755-2553323
3.	MSME-DFO	10, Industrial Estate, Polo Ground, Indore Email ID: dcdi-indore@dcmsme.gov.in	0731-2420723
4.	Export Inspection Council of India	303, C.S Naydu Arcade, 10/2, Greater Kailash Road, Opp. Grotto, Opposite Grotto, New Palasia, Indore Email ID: eia-indore@eicindia.gov.in	0731-2566057
5.	ECGC Limited, Indore	408, 4th Floor, City Center, 570, M G Road, Opp High Court, Indore Email ID: indore@ecgc.in	0731-2544215
6.	APEDA Regional office, Bhopal	Kisan Bhawan, 26, Arera Hills, Bhopal, Madhya Pradesh Email ID: apedabho@apeda.gov.in	0755-4700764
7.	FIEO, Indore	03, Gold Arcade, 3/1, New Palasia, Near Janjirwala Square, Indore Email ID: indore@fieo.org	0731-4282335 /336
8.	EEPC India	B-202 & 220, Aurus Chambers Annex "B", 2nd Floor, Behind Mahindra Tower, S.S. Amrutwar Marg, Worli Mumbai Email ID: eepcromum@eepcindia.net	022-42125555
9.	MP Industrial Development Corporation RO- Rewa	Mr. U.K. Tiwari, MP Industrial Development Corporation RO- Rewa Email ID: uktiware77@gmail.com	9165010327
10.	District Trade & Industries Centre, Rewa	Collector Parisar, Allahabad Road, HPCL, Jay stambh Chauraha, Rewa (M.P.) Email ID: gmirew@mp.nic.in	07662- 258840

4.5. SWOT Analysis of the district

Strengths

1. Paddy is the main crop that is grown in the district. Copper and Manganese are the major mineral available in the district.
2. Bamboo, Teak, Harra, Salbeej, Tendu Patta, are the major forest wealth.

3. Availability of resources under different programmes.
4. Rewa district's Rivan city is famous for its betel nut toys that are made. In the hindu culture betel nuts are often used for worshipping. But the Kunder family in the city has become proficient in making betel nut toys out of betel nut.
5. District offers profound support from Indore, Bhopal, Jabalpur for skilled manpower, engineering pool and trained workers.
6. List of the units in Rewa Near By Area
 - M/s Quality Woven Socks Pvt. Ltd., Udyog Vihar Chorhata, Rewa

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

Opportunities

1. Food Processing, Flour mill, Dal mill, Bee keeping Leather industry, Leather toy, wooden furniture has huge potential of export in the district.
2. Tremendous potential for enhanced opportunities in youth-oriented education, skill development.
3. This region offers cheap land, labour .
4. White tiger Safari of Mukundpur is a zoo that hosts white tigers. These majestic creatures can be experienced at this place.

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.



Bamboo



6. Bamboo

Bamboos are a diverse group of evergreen perennial flowering plants in the subfamily Bambusoideae of the grass family Poaceae. Giant bamboos are the largest members of the grass family. The origin of the word "bamboo" is uncertain but it probably comes from the Dutch or Portuguese language which originally borrowed it from Malay or Kannada. Bamboo, is a subfamily of tall tree like grasses of the family Poaceae, comprising of more than 115 genera and 1,400 species. Bamboos are distributed in tropical and subtropical to mild temperate regions with the heaviest concentration and largest number of species in East and Southeast Asia and on islands of the Indian and Pacific oceans

Bamboos are typically fast-growing perennials with some species growing as much as 30 cm (1 foot) per day. The woody ringed stems, known as culms, are typically hollow between the rings (nodes) and grow in branching clusters from a thick rhizome (underground stem). Bamboo culms can attain heights ranging from 10 to 15 cm (about 4 to 6 inches) in the smallest species to more than 40 metres (about 130 feet) in the largest. Bamboos are used for a great variety of purposes especially in East and Southeast Asia. The seeds of some species are eaten as grain, and the cooked young shoots of some bamboos are eaten as vegetables, especially in Chinese cuisines. The raw leaves are a useful fodder for livestock. The pulped fibres of several bamboo species especially *Dendrocalamus strictus* and *Bambusa* bamboos are used to make fine-quality paper.

Table: Export from India
 HS CODE 46021100: Bamboo
 Values in Rs. Cr

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	46021100	BAMBOO	455	0.0002	273	0.0001
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 46021100: Bamboo

S.No	Country/ Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1.	USA	31	92	197
2.	Maldives	312	34	-88

3.	Austria		34	
4.	Germany	5	22	343
5.	UK	5	19	221
6.	UAE	0.99	12	1148
7.	Kuwait	0.11	7	6852
8.	France	7	5	-19
9.	Australia	4	5	30
10.	Spain	0.71	4	598

(Source: Ministry of Commerce, India)

Table: World's Top Importers 2021
HS CODE 46021100: Bamboo

Rank	World's Top Importers	Value imported in 2021 (Million USD)
	World	2266
1	USA	833
2	Germany	161
3	UK	145
4	Netherlands	116
5	France	114
6	Japan	95
7	Spain	74
8	Saudi Arabia	57
9	Poland	48
10	Australia	47

(Source: Trade Map)

Table: World's Top Exporters 2021
HS CODE 46021100: Bamboo

Rank	World's Top Importers	Value exported in 2021 (Million USD)
	World	2957
1	China	1696
2	Viet Nam	401
3	Indonesia	126
4	Netherlands	104
5	Philippines	61
6	Poland	58
7	Germany	57
8	Bangladesh	54
9	Canada	45
10	Spain	41

(Source: Trade Map)

6. Cement

Cement, in general, adhesive substances of all kinds, but, in a narrower sense, the binding materials used in building and civil engineering construction. Cements of this kind are finely ground powders that, when mixed with water, set to a hard mass. Setting and hardening result from hydration, which is a chemical combination of the cement compounds with water that yields sub microscopic crystals or a gel-like material with a high surface area.

India is the second largest cement producer in the world and accounted for over 7% of the global installed capacity. Of the total capacity, 98% lies with the private sector and the rest with public sector. The top 20 companies account for around 70% of the total cement production in India. As India has a high quantity and quality of limestone deposits through-out the country, the cement industry promises huge potential for growth.

Export Data

Table: Export from India

HS CODE 2523 : Portland Cement Almnous Cement (Cement Fondu) Slag Cement
 Values in Rs. Cr.

S. No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	5201	Portland cement almnous cement(cement fondu)slag cement etc and smlr hydrlc cements w/n clrd/in the fo	87615	0.0406	61878	0.0197
India's Total Export			215904322		314702149	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise

HS CODE 2523 : Portland Cement Almnous Cement (Cement Fondu) Slag Cement

S.No.	Country/ Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1	Sri lanka dsr	46026	49009	6
2	Nepal	27454	5207	-81
3	Bangladesh	3760	2505	-33
4	Maldives	2939	1787	-39
5	UAE	1072	676	-36
6	Mauritius	1387	654	-52
7	Bhutan	1342	439	-67
8	Seychelles	134	400	19
9	Mozambique	13	310	2164

10	USA	124	157	26
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(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
Product:2523 : Portland Cement Almnous Cement (Cement Fondu) Slag Cement

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (Million US)
2523	Portland Cement Almnous Cement (Cement Fondu) Slag Cement	1748	2.3

(Source: DGCIS)

Table: World's Top Importers 2021
HS CODE 2523 : Portland Cement Almnous Cement (Cement Fondu) Slag Cement

Rank	World's Top Importers	Value imported in 2021 (USD thousands)
		World
1	China	9713
2	United States of America	5190
3	India	3585
4	Germany	1999
5	Netherlands	1831
6	Belgium	1626
7	Japan	1624
8	Italy	1597
9	France	1549
10	United Kingdom	1412

(Source: Trade Map)

Table: World's Top Exporters 2021
HS CODE 2523 : Portland Cement Almnous Cement (Cement Fondu) Slag Cement

Rank	World's Top Importers	Value exported in 2021 (USD Thousand)
		World
1	China	3881

2	Türkiye	3418
3	United States of America	2828
4	Viet Nam	2778
5	Germany	2407
6	United Arab Emirates	2137
7	India	2087
8	Canada	1721
9	Netherlands	1649
10	Spain	1593

(Source: Trade Map)

SWOT Analysis

Strength-

1. **Production Capacity:** Indian Cement Industry is the second largest in the world, next to only China, with 545 million tonnes of cement production capacity. It accounts more than 8% of the total installed capacity in the world.
2. **Relatively Low energy cost:** The main cost other than the raw material for any industry is the energy consumption. The Indian Cement Industry is one of the most energy efficient industry of the world.
3. **Attractive Profit Margin:** The profit margin in the cement industry is particularly very high. This is because of the low-cost manufacturing of the raw materials. This helps to increase the mid and small level enterprise which produce cement.
4. **Government Support:** Because of the government support and tax-free environment, the industry is thriving.

Weakness:

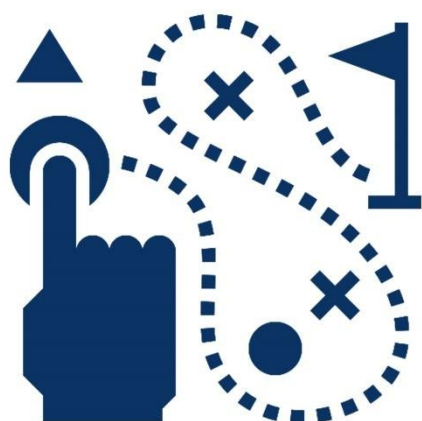
1. **High oil-prices:** The increasing oil prices also increases the transportation and production costs.
2. **Lower cost export markets:** Markets like Egypt and Turkey have low export cost. This increases the competition in both the local and export market.
3. **Multiple players in the Regional Industry:** The industry is highly fragmented. There are many small and medium enterprises, but these enterprises are not capable for economy of scale

Opportunities:

1. **Smart Cities:** Indian Government wants to focus on infrastructure boost, which will give the boost to the economic growth of the country. For that, government is willing to convert the 100 cities into smart cities. For the smart city projects, the cement will be an important raw material for the infrastructure building.
2. **Increasing per capita income:** The per capita income of the Indian population is increasing which will boost the spending in the domestic infrastructure. This will also lead to a growth in cement consumption in India.

Threats

1. Oil-price volatility: Biggest contributor of the cement industry costing is dependent on the oil price. Because of the political turf in the global politics the prices of oil are very volatile. This directly impacts the prices and profit level of the cement industry which at the end hampers the growth of the sector
2. Over-Supply situation: Because of the relaxations from the policy sides the multinational companies are willing to invest in India's Infrastructure dream. The increased capacity of the MNCs and local players may create a situation of oversupply to create a massive price fall for cement



12. District Export Action Plan

Table: Export Issue-Intervention Matrix for the District

S.No.	Problems	Details	Proposed Intervention	Level of Intervention (Centre, State, District, DGFT RA)	Concerned Ministry & Department
1.	Administrative Support	To promote setting up industrial units to promote manufacturing through PMEGP and other state level schemes with DIC-Rewa DIC-Rewa will facilitate the units in getting important	Panja Durries is unique product of Rewa, DIC-Rewa 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	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME, GoMP

		registration in GST process and Import-Export Code			
2.	Branding	To create partnership with Indian Institute of packaging and capacity building workshops on branding strategy will be conducted with the units.	An agency may be appointed at district level which can extend support and provide ideas for the designing of the product as per global demand. Agency will also support in the preparation of attractive marketing content and logo etc.	Centre and State	Ministry of Commerce and Industries, GoI Above mentioned nodal officers of the selected products
3.	Awareness	1.Incentive Policies and Documentation 2.Customs procedures	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	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	help of experts.	<ul style="list-style-type: none"> ● Convergence of existing schemes to support financially. ● Provide term loans to small and medium enterprises to enable them to upgrade export production capability. ● Assist exporters with pre-shipment and post-shipment credit. ● ECGC department to provide more support ● Preparing project for future funding demand from state and central Govt. 	<ul style="list-style-type: none"> ● Preparing project for future funding demand from state and central Govt. ● Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail which would facilitate in export promotion. Support smaller units in establishing their business through financial assistance of different schemes 	<p>Centre, State and DGFT RA</p> <p>Centre</p> <p>DGFT RA and ECGC</p>	<p>Ministry of MSME, GoI and Department of MSME, GoMP</p> <p>ECGC</p> <p>Government of India Undertaking</p>
6.	Common Facilitation Centre	<p>1) Common Facilitation is not available in Rewa. 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</p>	<p>State and Centre</p>	<p>Ministry of MSME</p>	

7.	Logistics	The available local transporters will be the logistics partner with the charges fixed by companies and Govt. officials viz are ware house corporation agriculture produce marketing board etc.	<p>department for this initiative.</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) <p>Part load not accepted at ICD Raipur. Weekly loading can be planned at ICD Raipur</p>	Centre	Railway Department (CONCOR)
8.	Marketing support	Support can be provided by MSME for participation in international trade fairs and exhibition/Customer visit.	Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products.	State/Centre	Ministry of MSME of Commerce and Industries, GoI
		To analyse the distribution channels associated to the	Necessary support will be provided to units		

		product categories and	to adopt E-commerce platform for the marketing of the product.	
		Identification of new markets for the selected products		
9.	Regulatory	Efforts are being made to ensure that units can get all the clearances on time.	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
		DEPC will create Single window system at the district level		
10.	Training	Export workshops programs will be designed to help export ready companies seize opportunities, navigate the complex landscape of international business, and jump start their export sales	Government can organize the district training camps to generate skilled manpower. Training on: <ul style="list-style-type: none"> ● Export tariffs, taxes, and customs procedures; ● Commercial standards, regulations and practices; ● Distribution channels, business travel, and other market information; Identification of opportunities and best prospects 	DGFT RA and District Administration
11.	Supply Chain	The available local transporters will be the logistics partner	We will partner with logistics and supply chain	

with the charges
fixed by companies
and Govt. officials
viz are ware house
corporation
agriculture produce
marketing board etc.

partners.
Currently, we
have an MoU
with eBay India
and Flipkart
Group to market
the product
international and
domestic
markets
respectively



Target



13. Target Till 2026

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

13.1. Reasons for doubling the export figures as a target

13.1.1. Government Policies

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

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

13.1.2. Market improvement after corona period

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

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

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

13.1.3. Price rise in commodities

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

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

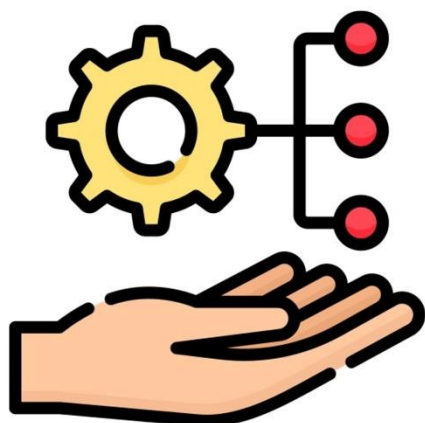
13.1.4. Negative impact on Chinese products

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

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

13.2. Whether we can achieve target!

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



Proposed Schemes



14. Proposed Schemes to achieve Action Plan

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

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

Objective-

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

Nature of rewards-

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

The fund shall be spent on following infrastructure projects:

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

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

Who can apply? -

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

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

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

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

Title and ownership-

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

Land purchase-

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

Fund allocation-

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

Procedure-

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

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

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

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

Fund estimate-

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

Benefits-

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

14.2. Proposed scheme – 2: Madhya Pradesh Trade Policy

Objective-

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

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

Nature of rewards:

MP Export Facilitation Fund (MPEFF)

International Market Development Assistance (IMDA)

MP 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.