



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



MPIDC
MP Industrial Development Corporation Limited

Ujjain

Madhya Pradesh

DISTRICT EXPORT PLAN



Districts
as Export Hubs

75
आज़ादी का
अमृत महोत्सव

Acknowledgement

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

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

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

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

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

Asheesh Singh (IAS)
Collector & District Magistrate
Ujjain

Table of Contents

1. Background.....	5
1.1. About MP Industrial Development Corporation (MPIDC).....	5
1.2. Brief description of District as Export Hub.....	5
1.3. Rational for District Export Plan.....	6
2. Constitution of District Export Promotion Committee (DEPC).....	6
2.1. Role of DEPC.....	6
2.2. Methodology for selecting products for exports.....	7
3. Economic and export data of Madhya Pradesh.....	9
3.1. Rank of States/UTs contribution to GDP of India.....	9
3.2 Rank of States/UTs in contribution To GST In India in Rs Cr.....	10
3.3 Export basket of Madhya Pradesh.....	11
3.4 Export from India state wise 2021-22 vis-a-vis 2020-21 in Rs Cr.....	12
4. About the District.....	14
4.1. General Characteristic of the District.....	14
4.2. Industrial Scenario of the District.....	17
4.3. Export from the District.....	19
4.4. Departments/Agencies for Industries and Export Promotion.....	19
4.5. SWOT Analysis of the district.....	20
6. Batik Print.....	22
7. Wheat.....	23
8. Wheat Flour.....	26
Strength.....	28
Weakness.....	28
Opportunity:.....	28
Threats:.....	28
8. Tourism.....	28
12. District Export Action Plan.....	29
13. Target Till 2026.....	33
13.1. Reasons for doubling the export figures as a target.....	33
13.2. Whether we can achieve target!.....	34
14. Proposed Schemes to achieve Action Plan.....	35
14.1. Proposed scheme – 1: Export oriented infrastructure development scheme.....	35
14.2. Proposed scheme – 2: Madhya Pradesh Trade Policy.....	37
14.3. Proposed scheme –3: Madhya Pradesh Trade Promotion Council.....	37
14.4. Proposed scheme –5: Export Promotion and State Duties & Taxes Remission.....	38
15. Salient Features and Conclusion.....	39
15.1. Vision of Hon’ble Prime Minister.....	39
15.2. Changing priority of central government.....	40

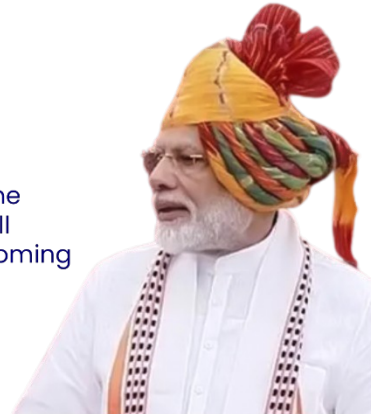
15.3. Changing priority of the state government.....	40
15.4. Target: 5 trillion-dollar economy.....	40
15.5. Future: every district will be an export hub.....	40



“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.

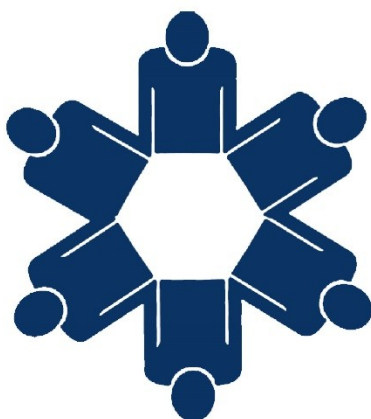
1.3. Rational for District Export Plan

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- उज्जैन (म.प्र.)

क्रमांक/जिब्याउके-उ/(एमएसएमई)/2020/

140

उज्जैन, दिनांक 01-12-2020

-आदेश-

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

क्रमांक	अधिकारी का नाम	नामित पद
1	कलेक्टर	अध्यक्ष
2	क्षेत्रीय अधिकारी Directorate General of Foreign Trade, Bhopal	सह-अध्यक्ष
3	कार्यकारी संचालक/प्रतिनिधि एम.पी.आई.डी.सी इन्दौर	सदस्य
4	वन मण्डलाधिकारी, वन विभाग	सदस्य
5	क्षेत्रीय अधिकारी Export Promotion Council, Bhopal	सदस्य
6	मुख्य कार्यपालन अधिकारी, जिला पंचायत	सदस्य
7	क्षेत्रीय अधिकारी FSSAI, इन्दौर	सदस्य
8	महाप्रबंधक, जिला व्यापार एवं उद्योग केन्द्र,	सदस्य-सचिव
9	उप संचालक, किसान कल्याण तथा कृषि विकास	सदस्य
10	उप संचालक, पशु पालन विभाग	सदस्य
11	जिला अग्रणी बैंक प्रबंधक	सदस्य
12	जिला खनिज अधिकारी, खनिज विभाग	सदस्य
13	जिला संयोजक आदिम जाति कल्याण विभाग	सदस्य
14	सहायक संचालक, हस्तशिल्प विकास निगम, उज्जैन	सदस्य
15	सहायक संचालक, हाथकरघा कार्यालय, उज्जैन	सदस्य
16	सहायक संचालक उद्यानिकी, विभाग	सदस्य
17	सहायक संचालक, मत्स्य विभाग	सदस्य
18	सहायक संचालक, पिछड़ा वर्ग तथा अल्पसंख्यक कल्याण	सदस्य
19	जिला परियोजना अधिकारी, राष्ट्रीय ग्रामीण आजीविका मिशन	सदस्य
20	जिला परियोजना अधिकारी, राष्ट्रीय शहरी आजीविका मिशन	सदस्य

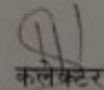
समिति आवश्यकतानुसार अन्य शासकीय विभागों/कम्पनी के अधिकारियों को भी बैठक में आमंत्रित कर सकेगी तथा आवश्यकता पडने पर स्वैच्छिक संगठनों के प्रतिनिधि/विषय विशेषज्ञों को भी बैठक में आमंत्रित किया जायेगा।

उपरोक्तानुसार गठित समिति द्वारा जिले के विशिष्ट उत्पादों/सेवाओं को वैश्विक स्तर पर निर्यात हेतु चिन्हित किया जाना है। बैठक की तिथि का निर्धारण कर पृथक से अवगत कराया जाएगा।

बैठक तिथि :- 15/12/20

समय :- 11am

स्थान :- प्रहसपति भवन, उज्जैन



कलेक्टर

जिला उज्जैन(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

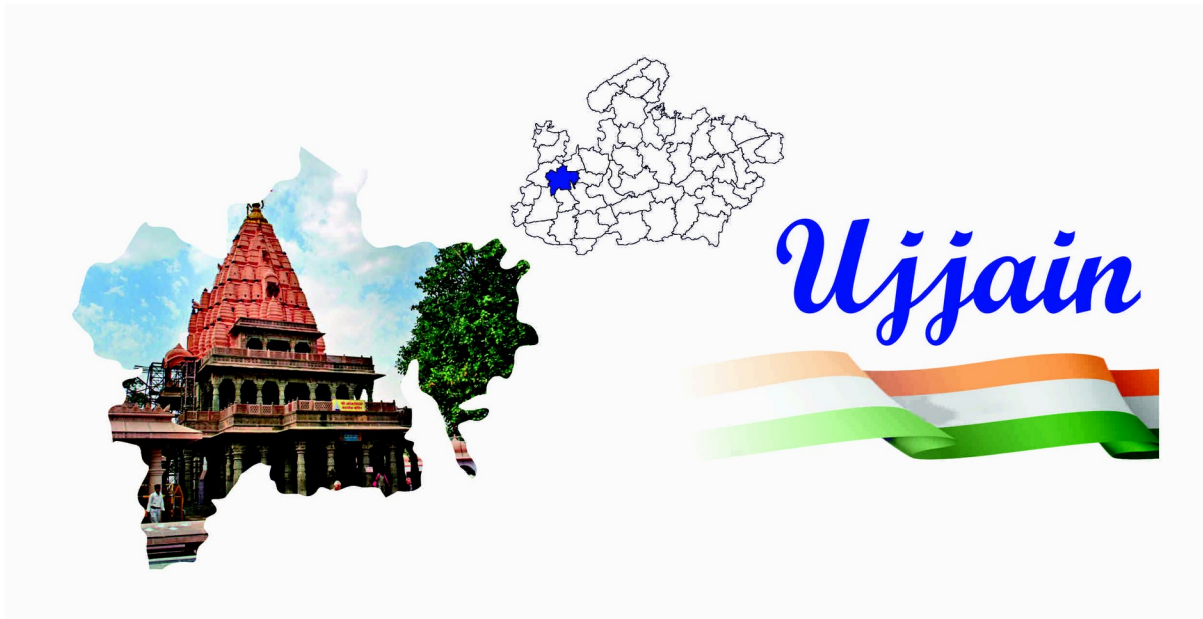
8-digit HS Code

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



4. About the District

4.1. General Characteristic of the District

Ujjain is a district in the western part of Madhya Pradesh. Ujjain is 54km from Indore on the Sanwer-Indore road.

Ujjain is a historical city of Central India, located in the Malwa region of Madhya Pradesh. Bounded by the holy waters of the Shipra River, it is considered as one of the seven major sites of Hindu pilgrimage. Ujjain is situated on the right bank of River Shipra. It is a very holy city for the Hindus, a site for the triennial Kumbh Mela. According to Hindu scriptures, it was originally called Avantika.

The district has an area of 6,091 km². The district is bounded by the districts of Shajapur on the northeast and east, Dewas to the southeast, Indore to the south, Dhar to the southwest, and Ratlam to the west and northwest. The district is part of Ujjain Division.

Ujjain district consists of 11 Tehsils Ujjain Urban, Ujjain Rural, Ujjain Kothi Mahal, Ghaitya, Tarana, Makdone, Mahidpur, Jharda, Badnagar, Khachrod and Nagda. Number of Blocks in the district is 6 (consisting of 31 Police Stations). At present, after the delimitation of parliamentary and legislative assembly constituencies, there are 7 Vidhan Sabha constituencies in this district: Ujjain (North), Ujjain (South), Khachrod-Nagda, Mahidpur, Tarana, Ghaitya, and Badnagar

There is no major mineral available in the district. Murum, Clay & Stone are the minor mineral available in the district.

District at a glance

- Area: 6091 Sq. Km
- Language Spoken: Hindi, English & Mewari
- Villages: 537

Nearest available ICDs/Concor

1. Concor Icd,Nr Loco Shed,Jaora Rd.,Ratlam(Mp)457001
2. M/S Pegasus Icd, Vill-Dhannad, Indore, Mp 453001
3. Acc, Devi Ahilyabai Holkar Airport Indore Mp
4. Icd Mandideep 34-A1 Nia Dist:Raisen Mp 462046

Accessibility to Exporters:

By Rail: Ujjain is a railway station on the Western Railway zone. It's code is UJN. Trains are available for many big cities.Ujjain Junction is the main railway station of Ujjain, and it is directly or indirectly well-connected to all the major railway stations in India. It lies on the Ratlam–Bhopal, Indore–Nagda and Guna–Khandwa route. To the west it is connected to Ratlam Junction, to the north it is connected with Nagda Junction, to the east it is connected with Maksi Junction, Bhopal Junction, and to the south it is connected to Indore Junction BG, Dewas Junction Harda BG

By Road:- Regular bus services connect Ujjain with Indore, Bhopal, Ratlam, Gwalior, Mandu, Dhar, Kota and Omkareshwar etc.Good Motor able roads connect Ujjain with Ahmedabad (402 kms), Bhopal (183 kms), Bombay (655 kms), Delhi (774 kms), Gwalior (451 kms), Indore (53 kms) and Khajuraho (570 kms) etc.

NH No. 3 (NH3 – Agra Bombay)

NH No. 59 (Ahmedabad – Godhra – Ujjain)

NH No. 59A (Ujjain – Betul – Nagpur connecting NH 69)

By Air: The Nearest Airport Devi Ahilyabai Holkar Airport Indore (53 km). There are regular flights from Delhi, Mumbai, Pune, Jaipur, Hyderabad and Bhopal

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
1191660	1375596	1636460	1657089	1835634	2289819	2664200

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
52818	53473	56528	55234	59497	69774	73555

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	355460	407844	420078	362195	380081	525527	554709
2	Secondary	368588	347949	352238	383931	400094	462122	496649
3	Tertiary	422776	464265	488850	515616	558678	525791	637978
Total GDVA at basic prices		1146824	1220058	1261167	1261742	1338853	1584998	1689336

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	302470	349133	354140	280191	283168	417579	435236
2	Livestock	36804	43164	50475	61348	75557	87441	99023
3	Forestry & logging	13180	12823	12532	18466	18794	18409	18006
4	Fishing & aquaculture	337	377	733	1037	1209	1544	1801
5	Mining & quarrying	2670	2348	2198	1152	1353	554	643
6	Manufacturing	193712	186404	181897	209527	224542	276461	295429
7	Electricity, gas, water supply & other utility services	54949	50072	49592	51806	51903	57298	62982
8	Construction	119926	111473	120750	122598	123650	128363	62982
9	Trade, repair, hotels and restaurants	127916	141702	147080	153471	162045	183115	199393
10	Transport by other means and Storage	42791	46902	48311	52721	55995	59339	67343
11	Railways	13355	17489	17918	18230	21169	21352	22799
12	Communication & services related to broadcasting	18690	20819	24717	28587	34170	31190	29943
13	Financial services	68317	73281	79390	81198	92695	88874	89807
14	Real estate, ownership of dwelling	46264	50055	54338	58665	62374	67727	73072
15	Public administration	44453	47911	50239	51069	53639	61056	66085
16	Other services	60991	66105	66856	71674	76592	84697	66085
Total GDVA at basic prices		1146824	1220058	1261167	1261742	1338853	1584998	1689336

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

4.2. Industrial Scenario of the District

Table: Industrial Scenario of District, Ujjain (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 Bhopal							

Source: DIC, Ujjain (MP)

Table: Industry at a Glance

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

Source: DIC, Ujjain (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)

Source: DIC, Ujjain (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)

Source: DIC, Ujjain (MP))

Table: Details of existing micro & small enterprises and artisan units in the district

NIC CODE NO.	TYPE OF INDUSTRY	No. of UNITS	EMP Nos	INVESTMENT (Rs Lakh.)	Productions 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, Ujjain (MP)

4.3. Export from the District

Total exports from the district – INR 15.04Crore (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.	55041010	Obtained From Wood Other Than Bamboo	5362179126
2.	23040030	Meal Of Soyabean,Solvent Extracted	2066193517

		(Defatted) Variety	
3.	29062100	Benzyl Alcohol	1847345280
4.	28273200	Chlorides Of Aluminium	1183279312
5.	29122100	Benzaldehyde	493594275
6.	29122910	Cinnamic Aldehyde	446160049
7.	29232010	Lecithins	437115382
8.	29153910	Benzyl Acetate	392046379
9.	10011900	Durum Wheat; Other	325017600
10.	28151200	Naoh In Aqs Soln (Soda Lye Or Lqd Soda)	297944174

(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. Grotlo, 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, Aarus 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, Ujjain	Samrat Vikramaditya Prashasnik Sankul Bhawan, Kothi Palace Road , Ujjain (MP) – 456010 gmiujj@mp.nic.in	07422 - 2519616

4.5. SWOT Analysis of the district

Strengths

- (1) District offers profound support from Indore & Bhopal especially for skilled manpower, engineering pool and trained workers.
- (2) From Ujjain come the unique Batik hand printing handloom clothes. This style of printing is 2000 years old and involves wax and dye technique. Sarees and other clothes are made with this traditional style. This one of a kind handloom will get buyers anywhere in the world.
- (3) Onion production are huge in the district and it is used in many FMCG products.
- (4) Tourism related service activities: Shri Mahakaleshwar temple, Kal Bhairava temple and Harsiddhi Temple are few of the many religious spots in and around the Ujjain city.
- (5) Major Industrial Units of District:
 - a) M/S Arkema Catalyst India Ltd. India Ltd./Aromi Chemicals) Birlagram, Nagda, Ujjain
 - b) M/S Grasim Industries Ltd. (Excel Fibre Div) Birlagram, Nagda, Ujjain
 - c) M/S Grasim Industries Ltd. (Engg Div) Birlagram, Nagda, Ujjain
 - d) M/S Grasim Industries Ltd. (Chem Div) Birlagram, Nagda, Ujjain
 - e) M/S Grasim Industries Ltd. (Cpw Divn) Birlagram, Nagda, Ujjain
 - f) M/S Lensex India Pvt Ltd Birlagram, Nagda, Ujjain
 - g) M/S Grasim Industries Ltd. (Staple Fiber Div.) (Formerly Known As Gwalior Rayon & Silk Mills Ltd.) P.O.Birlagram, Nagda, Ujjain
 - h) M/S Goyal Gases Pvt Ltd Nagda Birlagram, Nagda, Ujjain
 - i) M/S A.B Agro Business Pvt Ltd Chandukhedi,Ujjain
- (6) Major sectors are
 - a) Automobile Repairing Work.
 - b) Shop of Engineering Item.
 - c) Repair & Maintenance of Household Appliances.
 - d) Computer Related Activities like Multimedia, Computer Hardware Service

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) Tremendous potential for enhanced opportunities in youth-oriented education, skill development and commercial avenues.
- (2) This region offers cheap land, labour and connectivity towards ports and the rest of India. New Delhi Mumbai expressway will open new opportunities of connectivity to north India.
- (3) Religious idols made from ceramic, plastics and brass can be made here. Also religious artifacts like shree yantra and Shiva idols made here will have spiritual significance of this holy place instead of importing such artifacts from China

- (4) Agar Batti making can be a big boon for this city of Shiva. This place with its religious significance can become a world leader in Agar Batti trade if they properly manufacture smoke free and varied fragrances.
- (5) Gram and Soybean are the major agro produce of the area. Many FMCG products are made from Gram and hence opportunity to be traded to other countries. Apart from that in grains wheat production is abundant in Ujjain district
- (6) Fertilizers are produced in the local units and are a key component of agriculture. Hence it can also be traded to other countries.

Threats

- (1) Investors who are looking forward to Madhya Pradesh for investment, their first preference is in the Indore region. For industrial establishment, the requirements of gas, heavy electricity, accessibility to port, and availability of natural resources are required.
- (2) Planned and careful handling to negotiate the present adverse image and bring it up to a positive positioning.
- (3) Infrastructure, if not improved within a time frame, might create problems in future.
- (4) Financial Risk in Currency Exchange Rates.
- (5) Lack of policy or funding support from the State and District Administration.
- (6) Uncertainty regarding Global supply chain.



6. Batik Print

Batik is a technique of wax-resist dyeing applied to whole cloth, or cloth made using this technique. Batik is made either by drawing dots and lines of the resist with a spouted tool called a canting, or by printing the resist with a copper stamp called a cap. Batik printing is also done in Maharashtra & Madhya Pradesh (Ujjain). Batik printing can be done anywhere but each area and region has its own specialty in designs and colours. Batik Printing is one among the various kinds of prints, and is much known in the Ujjain city (Madhya Pradesh). Bed sheets, dress materials and more contain this kind of prints. Melted wax is used for the kind of batik printing and dyed. Batik is a combination of art, as there is a free moment of the hand while working on the patterns which are artistically done and craft, the way the whole process of waxing and designing takes place. The cloth is washed; patterns are marked or sometimes drawn directly on the cloth with the help of a pen-like instrument called Tjanting. The wax flows through the column on a wooden handle and forms lines and dots as it moves on the fabric. The cloth is dyed and the wax is removed by treating it with hot steaming

water. This is the basic process of batik printing; the process can be repeated while obtaining more colors.

The word batik is Javanese (Java-Place in Indonesia) in origin and gets form the word 'titik' which means dot. Batik is the traditional costume of the royal and aristocratic families in for many centuries until now. The use of batik is still sustainable and is a mandatory traditional dress in the rules of the Javanese palaces to this day. Initially, the tradition of making batik was considered a tradition that could only be practiced in the palace and was designated as the clothes of the king, family, and their followers, thus becoming a symbol of Javanese feudalism. Because many of the king's followers lived outside the palace, this batik art was brought by them outside the palace and carried out in their respective places. The batik motifs of each social class are differentiated according to social strata and nobility in the palace.

Contemporary practice often allows people to pick any batik patterns according to one's taste and preference from casual to formal situations, and Batik makers often modify, combine, or invent new iterations of well-known patterns. Besides that, now batik has become a daily dress whether it is at work, school, or formal and non-formal events in Indonesia. Many young designers have started their fashion design work by taking batik as their inspiration for making clothes designs. The creativity of these young designers has given birth to various designs of batik clothes that are very elegant and meet the demands of a modern lifestyle.

SWOT Analysis

Strength-

1. No direct competitors.
2. Low entry barriers.
3. Cost effective.
4. Support of Media.
5. Traditional handicraft.
6. Handwoven articles have a wavering demand in the world market. India ranks 8th in top ten world exporters.

Weakness:

1. Limited resources.
2. Find the potential.
3. Less Marketing & Awareness.

Opportunities:

1. Can develop up to national.
2. Un attended market.
3. International level.
4. Skill and training institutes can be developed.

Threats:

1. Legal instability.
2. Unawareness of industrialists.
3. Competition from other countries like Pakistan and Afghanistan



Sharbati Wheat



7. Wheat

India is the third largest producer of the wheat crop. It has been successfully fulfilling its large domestic consumption demand in the past few years and has been exporting the surpluses to give the major exporters of the world a good competition. India produces an average of 75 million tons' wheat each year but the production of this crop is generally fluctuating due to the uncertainty of the rainfall. Uttar Pradesh leads the production in the country. The farmers retain around 48% of their production for self-consumption purposes and hence it is not entered into the total production figures of the country. Indian wheat is generally medium hard bread wheat. It is a staple food of this country.

Export Data
 Table: Export from India
 HS CODE 1001: Wheat
 Values in Rs. Lakhs

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	1001	Wheat and meslin	4,173	0.19	15,845	0.50
India's Total Export			21,59,04,322		31,47,02,149	

(Source: Ministry of Commerce, India)

Table: Export from India – Top Country Wise
 HS CODE 1001: Wheat

S.No.	Country / Region	Values in Rs. Lacs		
		2020-2021	2021-2022	%Growth
1.	Bangladesh	2272	2272	290
2.	Sri Lanka	2	1288	607
3.	UAE	373	1021	173
4.	Yemen	175	826	372
5.	Philippines	2272	8885	290
6.	Indonesia	111	799	618
7.	Nepal	673	624	- 7
8.	Korea	0.0001	526	8773347

9.	Qatar	122	221	80
10.	Oman	60	201	229

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 1001: Wheat

HS CODE	Commodity Description	April, 21 To March, 22 Value (INR) Cr.	April, 21 To March, 22 Value (US Million)
1001	Wheat and Meslin	478	6.37

(Source: DGCIS)

Table: Import from India – Top Country Wise
 Product: 1001: Wheat

Rank	World's Top Importers	Value imported in 2021 (USD thousand)
	World	61959
1.	Indonesia	3548
2.	China	3038
3.	Nigeria	2742
4.	Turkey	2692
5.	Iran	2486
6.	Egypt	2463
7.	Algeria	2342
8.	Italy	2296
9.	Bangladesh	1958
10.	Philippines	1950

(Source: Trade Map)

Table: Export from India – Top Country Wise
 HS CODE 1001: Wheat

Rank	World's Top Exporters	Value exported in 2021 (USD thousand)
	World	56583
1.	USA	7301
2.	Australia	7286
3.	Canada	7247
4.	Ukraine	6639
5.	France	4722
6.	Argentina	4550
7.	Germany	2973

8.	Romania	1982
9.	India	1820
10.	USA	1723

(Source: Trade Map)

Strength:

Wheat, being a staple food in major arrears of world, has stable and permanent demand in the global market. This product has a great nutritious value and health benefits. Moreover, the diversified use leads to major demand in various world countries.

Weakness:

Russia, USA and Canada occupy the top three positions in the world exports. India does not hold a position in the top ten exporters of the world and has a long way to go in exports.

Opportunities:

Increasing production, reducing contamination and pesticide residue can help in boosting demand and exports of the product. Storage, warehousing and processing units can further the exports.

Threats:

Madhya Pradesh has the biggest disadvantage of transportation cost. While wheat is widely price sensitive product, we need to focus on increasing the scale production with cutting short of expenses on transportation.



Wheat Flour



8. Wheat Flour

India is the third largest producer of the wheat crop. It has been successfully fulfilling its large domestic consumption demand in the past few years and has been exporting the surpluses to give the major exporters of the world a good competition. India produces an average of 75 million tons' wheat each year but the production of this crop is generally fluctuating due to the uncertainty of the rainfall. Uttar Pradesh leads the production in the country. The farmers retain around 48% of their production for self-consumption purposes and hence it is not entered into the total production figures of the country. Indian wheat is generally medium hard bread wheat. It is a staple food of this country.

Export Data
 Table: Export from India
 HS CODE 110100: Wheat or meslin flour
 Values in Rs. Cr.

S.No.	HS Code	Commodity	2020-2021	%Share	2021-2022	%Share
1	110100	Wheat or meslin flour	1,11,883	0.05	1,81,044	0.0575
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 110100: Wheat or meslin flour

S.No.	Country / Region	Values in Rs. Cr.		
		2020-2021	2021-2022	%Growth
1.	USA	34968	33960	-2
2.	UAE	16973	30911	82
3.	Somalia	611	21187	3362
4.	Djibouti	1164	20725	1680
5.	Sri Lanka	2988	12585	321
6.	Indonesia	915	8475	825
7.	Qatar	7229	7378	2
8.	Madagascar	445	6044	1257
9.	UK	6566	5835	-11
10.	Australia	7539	4848	-35

(Source: Ministry of Commerce, India)

Table: Export from Madhya Pradesh
 HS CODE 110100: Wheat or meslin flour

HS CODE	Commodity Description	April, 21 To March, 22 Value Rs Cr.	April, 21 To March, 22 Value (Million US)
1001	Wheat and Meslin	2911391443	38960871

(Source: DGCIS)

Table: world's Top Importers
 HS CODE 110100: Wheat or meslin flour

Ran k	World's Top Importers	Value imported in 2021 (USD million)
	World	4652
1.	Iraq	486
2.	Afghanistan	310
3.	Netherlands	242
4.	USA	214
5.	Yemen	146

6.	France	138
7.	Ireland	118
8.	Syrian Arab	117
9.	Ethiopia	108
10.	Brazil	100

(Source: Trade Map)

Table: world's Top Exporters
 HS CODE 110100: Wheat or meslin flour

Rank	World's Top Exporter	Value exported in 2021 (USD Million)
	World	4688
1.	Russian Federation	1106
2.	USA	386
3.	Australia	281
4.	Canada	195
5.	Ukraine	191
6.	France	190
7.	Argentina	188
8.	Germany	147
9.	Romania	137
10.	India	135

(Source: Trade Map)

SWOT Analysis:

Strength

1. No direct competitors.
2. Low entry barriers.
3. Cost effective.
4. Support of Media.
5. Traditional handicraft.
6. Handwoven articles have a wavering demand in the world market. India ranks 8th in top ten world exporters.

Weakness

1. Limited resources.
2. Find the potential.
3. Less Marketing & Awareness.

Opportunity:

1. Can develop up to national.
2. Unattended market.
3. International level.
4. Skill and training institutes can be developed.

Threats:

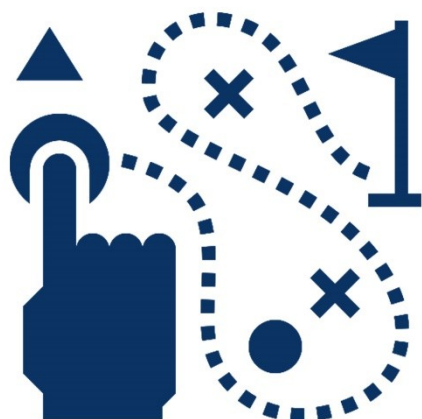
1. Legal instability.

2. Unawareness of industrialists.
3. Competition from other countries like Pakistan and Afghanistan.

8. Tourism

Mahakaleshwar Jyotirlinga is a Hindu temple dedicated to Shiva and is one of the twelve Jyotirlingas, shrines which are said to be the most sacred abodes of Shiva. It is located in the ancient city of Ujjain in the state of Madhya Pradesh, India. The temple is situated on the side of the holy river Shipra. The presiding deity, Shiva in the lingam form is believed to be Swayambhu, deriving currents of power (Shakti) from within itself as against the other images and lingams that are ritually established and invested with mantra-shakti.

The Kal Bhairav temple is a Hindu temple located in the Ujjain city of Madhya Pradesh, India. It is dedicated to Kal Bhairav, the guardian deity of the city. Located on the banks of the Shipra River, it is one of the most active temples in the city, visited by hundreds of devotees daily. Liquor is one of the offerings made to the temple deity. The present-day temple structure was built over the remains of an older temple.



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	To promote setting up industrial units to promote manufacturing through PMEGP and	Textile products of Battik print is unique product of Ujjain, DIC-Ujjain has already	Centre, State and DGFT RA	Ministry of MSME, GoI and Department of MSME,

		<p>other state level schemes with DIC-Ujjain</p> <p>DIC-Ujjain will facilitate the units in getting important registration in GST process and Import-Export Code</p>	<p>taken initiative to get the GI tag of the product.</p> <p>If it is required will assist in aggregation of commodities for bulk orders</p>		GoMP
2.	Branding	<p>To create partnership with Indian Institute of packaging and capacity building workshops on branding strategy will be conducted with the units.</p>	<p>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.</p>	Centre and State	<p>Ministry of Commerce and Industries, 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 and State	DGFT RA and Customs Department
4.	Quality assurance & Certification	<p>As per the product demand in international and domestic markets, need of quality certification will be analysed</p> <p>Region-wise quality parameters will be assessed and information on these parameters will be provided to the Units</p> <p>All necessary help will be provided to units to get the ISO and other certification with the help of experts.</p>	<p>After achieving the targets of midterm strategy and assessment of quality parameters, it will be ensured to set up a testing facility and provide certification to the units.</p>	State and Centre	Ministry of MSME, GoI and Department of MSME, GoMP
5.	Credit Support	<ul style="list-style-type: none"> Convergence of 	<ul style="list-style-type: none"> Preparing 	Centre, State and DGFT RA	Ministry of MSME, GoI

		<p>existing schemes to support financially.</p> <ul style="list-style-type: none"> • 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. 	<p>project for future funding demand from state and central Govt.</p> <ul style="list-style-type: none"> • Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail which would facilitate in export promotion. <p>Support smaller units in establishing their business through financial assistance of different schemes</p>	<p>Centre DGFT RA and ECGC</p>	<p>and Department of MSME, GoMP</p> <p>ECGC Government of India Undertaking</p>
6.	Common Facilitation Centre	<p>1) Common Facilitation is not available in Ujjain. Need assessment of cluster development in the district.</p> <p>2) Information sharing system (including exporters) should be developed in the district.</p>	<p>Common Facility Centre should be created for exports. Need to strengthen the existing cluster.</p> <p>DTIC and DGFT RA can be the nodal department for this initiative.</p>	State and Centre	Ministry of MSME
7.	Logistics	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.	<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 	Centre	Railway Department (CONCOR)

			<p>domestic markets respectively.</p> <ul style="list-style-type: none"> • Train Service to Mundra Port is required since fuel is very expensive. To initiate train service from ICD Ratlam to Mundra Port (CONCOR) Part load not accepted at ICD Ratlam. Weekly loading can be planned at ICD Ratlam 		
8.	Marketing support	<p>Support can be provided by MSME for participation in international trade fairs and exhibition/Customer visit.</p> <p>To analyse the distribution channels associated to the product categories and</p> <p>Identification of new markets for the selected products</p>	<p>Organising more buyer-seller meets will be easiest 2-way communication for marketing of the products.</p> <p>Necessary support will be provided to units to adopt E-commerce platform for the marketing of the product.</p>	State/Centre	Ministry of MSME of Commerce and Industries, GoI
9.	Regulatory	<p>Efforts are being made to ensure that units can get all the clearances on time.</p> <p>DEPC will create Single window system at the district level</p>	<p>Will make aware of all units about rules and regulations related to exports. An assistance will be provided to units to get the required clearances and permissions.</p>	Centre and State	
10.	Training	<p>Export workshops programs will be designed to help export ready companies seize opportunities,</p>	<p>Government can organize the district training camps to generate skilled manpower.</p>	DGFT RA and District Administration	

		navigate the complex landscape of international business, and jump start their export sales	<p>Training on:</p> <ul style="list-style-type: none"> • Export tariffs, taxes, and customs procedures; • Commercial standards, regulations and practices; • Distribution channels, business travel, and other market information; <p>Identification of opportunities and best prospects</p>		
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		



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.

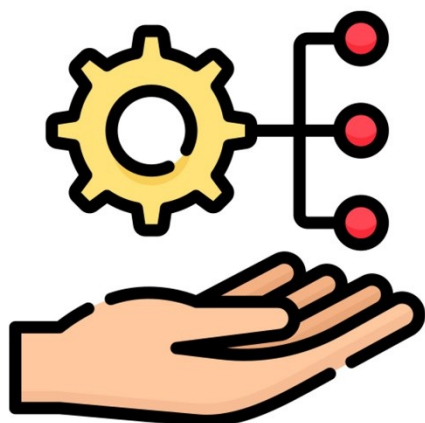
13.1.4. Negative impact on Chinese products

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.