



**Districts**  
*as* Export Hubs

# DISTRICT ACTION PLAN

**DISTRICTS AS EXPORT HUBS**

AUGUST 2021



# District Export Action Plan

## Introduction to District Export Action Plan (DEAP)

District Export Action 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, targeted specifically at the district level.

The District 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, 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 will 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 of exporters will be disseminated to the industry and other potential exporters.

The Plan will include strategy to enhance logistics and infrastructure at the district level and better utilization of the Market Access Initiative (MAI) Scheme of the Department of Commerce for inviting foreign buyers under reverse buyer-seller meets at the District level, suitably gathering district level commodity and services exports data including through GSTN and Customs ICEGATE System.





# Guidelines to prepare the District Export Action Plan

The RAs are requested to make the plan comprehensive with clear actions to solve the problems. Following will be the broad components of the Action Plan:

- **General characteristics of the district** like numbers of towns and villages in the district, neighbouring districts etc and the product

## **Topography:**

- Location and geographical area
- Climate conditions
- Major agricultural crops grown in the region

## **Demography:**

- Income levels
- Sex ratio
- Fertility rate
- Life Expectancy
- Reproduction rate

## **General characteristics of the product and value-added products:**

- HS code of the product
- Whether GI Tagged
- Is the product perishable?
- Concerned Line Ministry, State departments and Boards
- Concerned Industry associations
- Production related details

## **Status of Industries and products /services in the district**

- Different Industries from the district





- Industries at a glance (Registered Micro & Small Units, Registered Medium & Large Units, Employment in MSE Sector, Employment in Large and Medium Industries, No. of Industrial Areas, Turnover of MSE Sector in INR lacks, Turnover of Large & Medium Sector in INR lacks)
- Data of small enterprises as on 31 March 2021 (No of units, Employment generated, Fixed Investment in INR lacks and production in lacks)
- Data of large and medium enterprises as on 31 March 2021 (No of units, Employment generated, Fixed Investment in INR lacks, working capital in INR lacks and production in lacks)
- Details of existing Micro and Small Enterprises and artisan units in the district (Type of industry, No of units, Employment, Investment in INR lacks, Production in lacks)
- Name and industry of large-scale enterprises / public sector undertakings in the district
- Major exportable products (Districts as Export Hubs List)
- Potential areas for service industry
- District level export data for the last three months

#### **SWOT (Strength, Weakness, Opportunities and Threats) of the district**

- Analysis of the SWOT to identify the strengths and opportunities and actions / initiatives to capitalise on the same
- Analysis of the SWOT to identify the weaknesses and threats and interventions to address the same

#### **Identifying the bottlenecks faced by the producers industries/exporters**





### Classify the problems in:

Problems	Example
Administrative Support	Facilitating the IEC process
Branding	Better primary, secondary, or tertiary packaging
Awareness	Dissemination of information through Product Catalogues
Quality assurance & Certification	Quality certifications for agricultural products
Credit Support	Unavailability of Working and Fixed capital
Logistics	High transportation charges or unavailability of logistics partner
Marketing support	No access to a high-profile distribution channel
Training	Limited knowledge on e-commerce onboarding
Regulatory	Customs duty related challenges
Research and Development	Design related modifications required for products
Supply chain	No access to cold chain and warehouse facilities
Common Facilitation Centre	A Common Facility Centre is a pool of high-end and capital-intensive, state-of-the-art machinery/equipment, offering various services at affordable rates, especially beneficial to the micro, small and medium enterprises sector

- **Propose interventions** for each problem and identify the stakeholders such as the concerned department/ state ministries/ Line ministries/EPCs
- **Identifying institutional responsibilities**, specifics of policy, regulatory and operational reform
- Action Plan must define **quantifiable targets** (Raw material depots of silk yarn with storage facility of 100 tonnes) with specific timelines for their implementation
- Clear identification of any **current incentives/Support** provided by the State and Central Government
- **Training and development needs** for identified export products
- **Mid-term and long-term export strategy/suggestions** to promote the District as Export Hub





Please find below a format in which the RAs shall capture the data.

**Annexure 1: Template for the Regional Authorities to collate the data on products from respective districts**

Particulars	Details (enter response here)	Comments (if any)	Instructions
<b>(I) General Information</b>			
(1) State/ Union Territory			
(2) District			
(3) Product / Service			
(4) HS code of the product			
(5) Whether GI Tagged			Fill 'Yes' or 'No'
(6) Industry			Fill in the <u>Industry</u> to which the product belongs. For ex: Scientific Instruments from Ambala, Haryana fall into 'Technology' Industry
(7) Is the product perishable?			Fill 'Yes' or 'No'
(8) Concerned Line Ministry, State departments and Boards			For ex: Silk products will have Ministry of Textiles as the Line Ministry
(9) Concerned Industry associations			For ex: Terry Towels Producers Association for Terry Towels
<b>(II) Current status of the product / service</b>			





(1) Production capacity (in units)			
(2) Production capacity (in number of processing units)			
(3) Composition of production units in Small / Medium / Large enterprises			
(4) Any marginalised section of society engaged in the production			Women/Tribal/Differently abled engaged in production
(5) Demand in India in the last 6 months (in units)			This is the total units demanded of a product in India. Please provide latest available data
(6) Supply in India in the last 6 months (in units)			This is the total units supplied of the concerned product in India by the concerned district
(7) Demand in the international market in the last 6 months (in units)			This is the total units demanded of a product globally. Please provide latest available data
(8) Supply in the international market in the last 6 months (in units)			This is the total units supplied of the concerned product globally by the concerned district
(9) Top importing countries			Mention top 5 countries in order of quantity imported
<b>(III) Current status of value-added products / services (Chilly sauce is a value added product to Naga Chilly)</b>			
(1) Name of the value-added product			
(2) Production capacity of the value-added product (in units)			





(3) Production capacity of the value-added product (in number of processing units)			
(4) Composition of production units in Small / Medium / Large enterprises			
(5) Any marginalised section of society engaged in the production of value-added products			Women/Tribal/Differently abled engaged in production
(6) Demand of the value-added product in India in the last 6 months (in units)			This is the total units demanded of a product in India. Please provide latest available data
(7) Supply of the value-added product in India in the last 6 months (in units)			This is the total units supplied of the concerned product in India by the concerned district
(8) Demand of the value-added product in the international market in the last 6 months (in units)			This is the total units demanded of a product globally. Please provide latest available data
(9) Supply of the value-added product in the international market in the last 6 months (in units)			This is the total units supplied of the concerned product globally by the concerned district
(10) Top importing countries of the			Mention top 5 countries in order of quantity imported







value-added product			
(11) Scope for value addition			Further scope for value addition if a value added product already present; If no value added product present, then scope for any value addition
(12) Is the value-added product perishable?			Yes or No
<b>(IV) Problems in the supply chain, Interventions required and Responsible Authority (If present, fill Yes with a one-line description)</b>			
(1) Tech related			Ex: More automated methods of production
(2) Standards and certification related			Ex: Green certificate for Pashmina Shawls
(3) Quality of output related			Ex: Product quality not up to international standards
(4) Awareness related			Ex: Potential consumers are unaware of the existing of the product
(5) Infrastructure / Ecosystem related (other than logistics)			Ex: Unavailability of distribution network
(6) Logistics related			Ex: Unavailability of logistics infrastructure and / or partner, High Freight cost, Ecosystem of cold storage and / or warehousing not available
(6) Workforce availability or training related			Ex: Lack of skilled workforce
(7) Working capital related			Ex: No access to credit for purchase of raw materials
(8) Investment related			Ex: No access to finances to set up a processing unit
(9) Policy & regulations related			Ex: Trade restrictions by other countries on the product
(10) Infringement / duplication /			Ex: Fake versions being sold of original products





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counterfeit related			
(11) Any other			
<b>(V) Potential for other products / services</b>			
(1) Other products / services with potential for export			Name the products / services



