

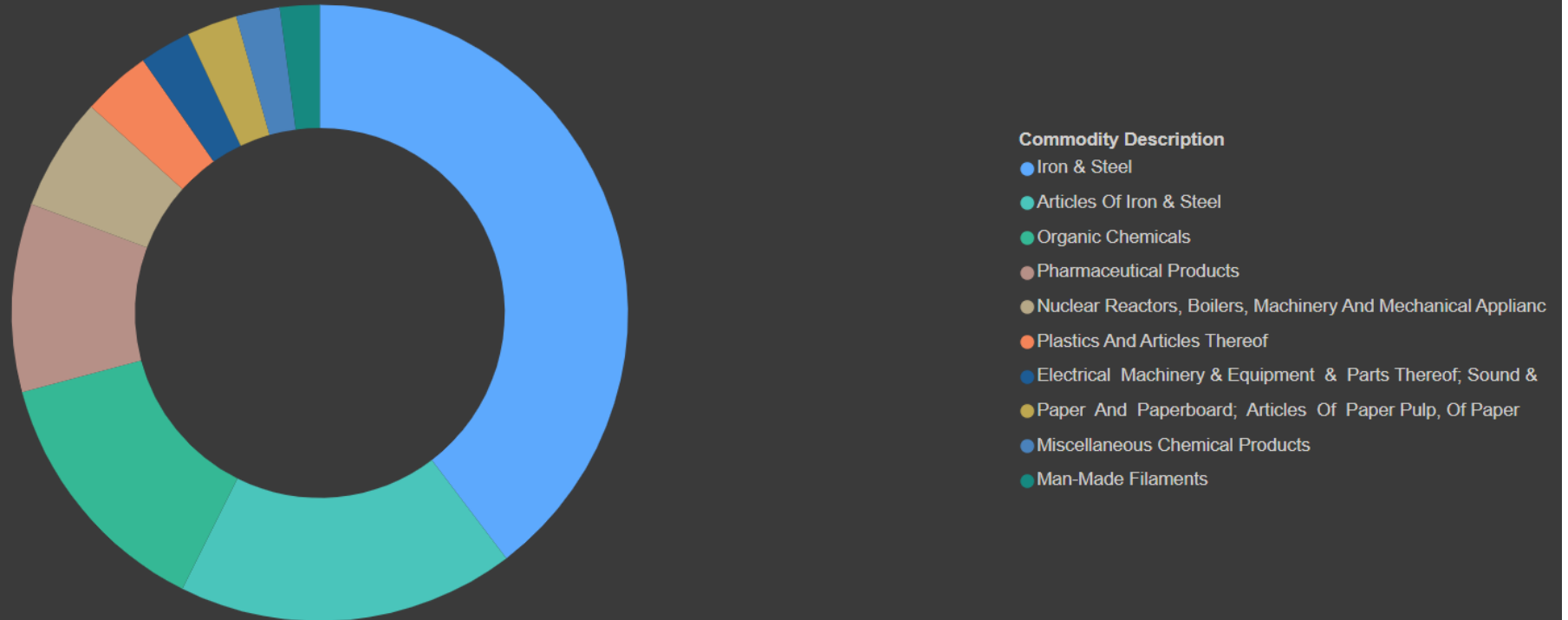


## Export Action Plan 2024 - Palghar Export Scenario & Interventions

### 1) Current Export Scenario

Total Exports from Palghar – 28,278 INR crore. FY 23-24

8,873 INR Crore Till July 2024





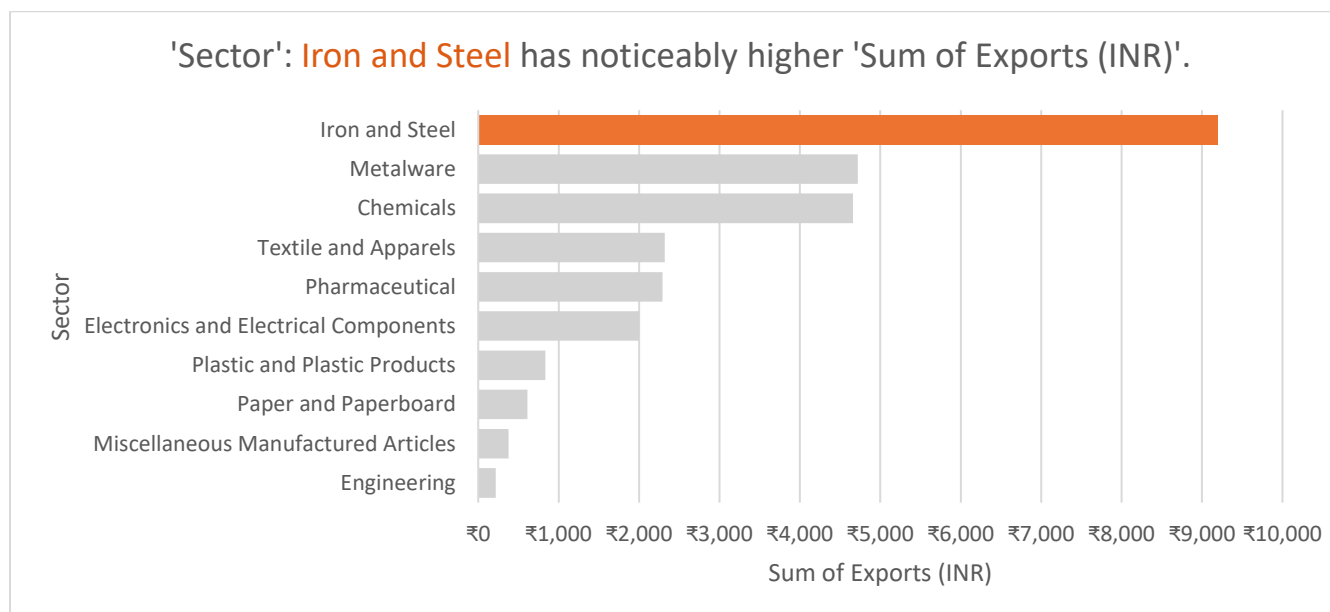
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Commodity Description	Exports (INR)
Iron & Steel	₹9,197
Articles Of Iron & Steel	₹4,105
Organic Chemicals	₹3,132
Pharmaceutical Products	₹2,292
Nuclear Reactors, Boilers, Machinery And Mechanical Applianc	₹1,376
Plastics And Articles Thereof	₹835
Electrical Machinery & Equipment & Parts Thereof; Sound &	₹626
Paper And Paperboard; Articles Of Paper Pulp, Of Paper	₹611
Miscellaneous Chemical Products	₹533
Man-Made Filaments	₹485

Source: DGCIS (for Export Figures)

## 2) Top Export Sectors from Palghar





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Sector	Average of Sum of Exports (INR)
Iron and Steel	₹9,197
Metalware	₹4,721
Chemicals	₹4,658
Textile and Apparels	₹2,318
Pharmaceutical	₹2,292
Electronics and Electrical Components	₹2,002
Plastic and Plastic Products	₹835
Paper and Paperboard	₹611
Miscellaneous Manufactured Articles	₹378
Engineering	₹216
<b>Grand Total</b>	<b>₹2,723</b>

Source: DGCIS (for Export Figures)

3) Interventions Proposed (Region)

Sr. No.	Key Issues of Region	Interventions Required	Relevant Department
	<p><b>Creating Awareness of Benefits of Exporting, Market Diversification and Export Procedure</b></p> <p>Many local producers and manufacturers are unaware of the benefits of venturing into foreign markets such as higher revenues, risk mitigation due to product and market diversification, incentives provided by the government for enhancing exports etc.</p> <p>Training programmes should, therefore, be held at regular intervals with Industry Associations and Sectoral Experts to guide first-time exporters and aspiring entrepreneurs about the benefits of exporting.</p>	<p>Export Training Programmes</p> <p>Export training programs will be conducted in collaboration with the Marine Products Export Development Authority (MPEDA), the Fisheries Department, and the Directorate General of Foreign Trade (DGFT).</p>	<p>District Industries Centre, Industry Associations and Sectoral Experts</p>



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Sr. No.	Key Issues of Region	Interventions Required	Relevant Department
	<p><b>Branding and Promotion</b></p> <p>Entering foreign markets is challenging in today's times owing to limited knowledge about these markets and stiff competition provided by low-cost exporting nations.</p> <p>Creating a trustworthy brand name is, therefore, of utmost importance while doing business in these markets.</p> <p>Regular interactions with Industry Associations, Commodity Boards, EPCs, Consulates etc is, therefore, of utmost importance to identify foreign buyers and assist exporters in entering these markets.</p>	Trade Promotion Activities such as Trade Fairs, Buyer-Seller Meets, Exhibitions etc	District Industries Centre, Commodity Boards, Industry Associations, EPCs, Consulates etc.
	<p><b>Trade Finance and Insurance</b></p> <p>Availability of finance and insurance are major challenges for exporters.</p> <p>In order to address these issues, regular interaction between Banks, Fintech Companies, EPCG and Factoring Agencies, and Exporters is required to improve these exporters' credit worthiness for easy availability of credit and insurance.</p>	Credit and Insurance Availability – Planning for EPCG Workshop (All Districts)	District Industries Centre, Banks, Fintech Companies, EPCG and Factoring Agencies

4) Intervention Target (Region):

Sr. No.	Top Sectors	Short term Intervention			Long term Intervention	
		(FY 2023-24)	(FY 2024-25)	(FY 2025-26)	(FY 2026-27)	(FY 2027-28)
1	<b>Branding and Promotion</b>	Collaborate with Industry Associations, Commodity Boards, EPCs and Consulates to organise Trade	Collaborate with Industry Associations, Commodity Boards, EPCs and Consulates to organise	Collaborate with Industry Associations, Commodity Boards, EPCs and	Collaborate with Industry Associations, Commodity Boards, EPCs and	Collaborate with Industry Associations, Commodity Boards, EPCs



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Sr. No.	Top Sectors	Short term Intervention			Long term Intervention	
		(FY 2023-24)	(FY 2024-25)	(FY 2025-26)	(FY 2026-27)	(FY 2027-28)
		Fairs, Buyer-Seller Meets, Exhibitions etc.	Trade Fairs, Buyer-Seller Meets, Exhibitions etc.	Consulates to organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.	Consulates to organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.	and Consulates to organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.
2	<b>Credit and Insurance</b>	Regular interaction between Banks, Fintech Companies, EPCG and Factoring Agencies, and Exporters	Regular interaction between Banks, Fintech Companies, EPCG and Factoring Agencies, and Exporters	Regular interaction between Banks, Fintech Companies, EPCG and Factoring Agencies, and Exporters	Regular interaction between Banks, Fintech Companies, EPCG and Factoring Agencies, and Exporters	Regular interaction between Banks, Fintech Companies, EPCG and Factoring Agencies, and Exporters
3	<b>Export Training Programmes</b>	To be held at regular intervals with the support of DGFT, Industry Experts, Export Training Institutes etc.	To be held at regular intervals with the support of DGFT, Industry Experts, Export Training Institutes etc.	To be held at regular intervals with the support of DGFT, Industry Experts, Export Training Institutes etc.	To be held at regular intervals with the support of DGFT, Industry Experts, Export Training Institutes etc.	To be held at regular intervals with the support of DGFT, Industry Experts, Export Training Institutes etc.
4	<b>Testing Labs</b>	Identification of Testing Labs	Tie up with Testing Labs (3 months)  DSR Submission and Approval (3 months)  DPR Submission and Approval (3 months)  Final Approval (3 months)	Project Commencement (3 months)  Project Progress (75% in 9 months)	Project Completion (3 months)  Accreditation (3 months)  Implementation of Laboratory Equipment (6 months)	Commencement of Product Testing for Domestic and Export Purposes  Regular Interaction between DIC and Testing Labs to guide them about



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Sr. No.	Top Sectors	Short term Intervention			Long term Intervention	
		(FY 2023-24)	(FY 2024-25)	(FY 2025-26)	(FY 2026-27)	(FY 2027-28)
						International Standard requirements
5	<b>Cold Storages, Effluent Treatment Plants and Testing Labs</b>	Land identification	Land Acquisition process (3 months)  DSR Submission and Approval (3 Months)  DPR Submission and Approval (3 Months)  Final Approval (3 months)	Project progress (30% in 6 months)  Project Progress (60% in 6 months)	Project Progress (90% in 6 months)  Project Completion and Implementation of Machinery (6 Months)	Commencement of Operations  Support Exports from 6 months of operation

5) Interventions Proposed (Sector wise – District Level)

Sr. No.	Key Issues of District	Interventions Required	Relevant Department
1.	<b>Fisheries and Marine Products, sectors</b> <b>Issue 1: Limited Infrastructure for Marine Product Storage and Processing</b> <ul style="list-style-type: none"> <li><b>Challenges:</b> <ul style="list-style-type: none"> <li>Absence of adequate cold storage facilities and cold warehouses affects the quality and shelf-life of marine products.</li> <li>Lack of a fisheries cluster to streamline processing and value addition.</li> <li>Inadequate processing units for export-grade marine products.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Interventions:</b> <ol style="list-style-type: none"> <li>Establish a <b>state-of-the-art fisheries cluster</b> to support marine product processing, packaging, and branding for domestic and international markets.</li> <li>Develop <b>cold storage facilities and cold warehouses</b> to maintain product quality and enhance export capabilities.</li> <li>Provide financial incentives and technical support to local entrepreneurs for setting up export-oriented marine processing units.</li> <li>Ensure compliance with international standards for hygiene and packaging by introducing <b>certification support schemes</b> for marine products.</li> </ol> </li> </ul>	District Industries Centre Director General for Foreign Trade (DGFT) and MPEDA



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	<p><b>Issue 2: Limited Market Access and Export Capabilities</b></p> <ul style="list-style-type: none"><li>• <b>Challenges:</b><ul style="list-style-type: none"><li>○ No structured database of exporters, importers, and international buyers, making market linkage difficult.</li><li>○ Insufficient market diversification strategies to explore new export opportunities.</li><li>○ Limited awareness and training on export procedures among local businesses.</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Interventions:</b><ol style="list-style-type: none"><li>1. Create a comprehensive database of exporters, importers, and international buyers to facilitate better market linkages.</li><li>2. Conduct export training programs for local entrepreneurs, focusing on global trade practices, quality standards, and documentation.</li><li>3. Partner with MPEDA to identify and implement market diversification strategies, targeting new geographies for exports.</li><li>4. Enhance access to credit and marine export insurance schemes to mitigate financial risks for small and medium enterprises.</li><li>5. Leverage the tri-party agreement between MPEDA, Fisheries Department, and DIC Palghar to align local efforts with national export goals.</li></ol></li></ul>	
4	<p><b>Sector: Agriculture, Horticulture and Allied Products, and Food Processing</b></p> <p><b>Key Issues of Sector:</b></p> <ol style="list-style-type: none"><li>1. Lack of Awareness about Export Development Schemes: Many farmers and entrepreneurs are unaware of schemes offered by the Agriculture and Processed Food Products Export Development Authority (APEDA) to support export growth.</li><li>2. Lack of Awareness about NABARD Funding Schemes: Limited understanding of financial assistance programs from NABARD, resulting in underutilization of resources for infrastructure and capacity building.</li></ol>	<p><b>Soft Interventions:</b></p> <ol style="list-style-type: none"><li>1. There is also a need to create a database of exporters, importers and international buyers, identify market diversification opportunities, enhance credit and insurance availability and conduct export training programmes to enhance Agriculture, Horticulture and Allied Products.</li><li>2. Further, there is a need for setting up R&amp;D Centres and Testing Labs and updating them about products with international demand and International Quality Standards in order to increase the district's exports and diversify its export basket.</li><li>3. With consultation with APEDA Officers National Programme for Organic Productions Certification training programs must be</li></ol>	District Industries Centre Director General for Foreign Trade (DGFT) and Engineering Export Promotion Council (EEPC)



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	<p>3. Lack of Awareness about Agri-Exhibitions: Farmers and local businesses have minimal participation in domestic and global agricultural exhibitions, restricting market access and exposure to advanced practices.</p> <p>4. Limited Knowledge about the Maharashtra State Agriculture Marketing Board (MSAMB) Many stakeholders are unaware of the board's initiatives for improving market linkages, branding, and infrastructure for agricultural products.</p> <p>5. Lack of Storage Capacity: Insufficient storage facilities lead to post-harvest losses, especially for perishables like horticulture and food processing products.</p> <p>6. Limited Agro Trade Fairs in the District: Absence of regular Agro Trade Fairs restricts the promotion of local agricultural and processed food products to larger markets.</p> <p>7. Chickoo Cluster Development: The Chickoo Cluster is poised for production in January 2025, awaiting FSSAI licensing, but further market linkages and branding efforts are needed.</p>	<p>provided to farmers in these districts to get their products as NPOP certified.</p> <p>4. NABARD Officials must be connected with the farmers so that the farmers must take benefits of such scales of finance for upcoming financial years.</p> <p>5. Connecting Farmers to Export Centres of Maharashtra State Agriculture Marketing Board (MSAMB)</p> <p>6. <b>Awareness Programs:</b></p> <ul style="list-style-type: none"><li>Organize district-level workshops in collaboration with APEDA, NABARD, and the Maharashtra State Agriculture Marketing Board to educate stakeholders about available schemes and funding opportunities.</li><li>An APEDA workshop is planned in Palghar, where NABARD, the Agriculture Department, and DIC Palghar will enter into a Tri-Party Agreement to promote Chickoo products and strengthen the food processing sector in the region.</li></ul> <p>7. <b>Storage Infrastructure:</b></p> <ul style="list-style-type: none"><li>Develop cold storage facilities and warehouses with government and private sector support to reduce post-harvest losses.</li><li>Provide financial subsidies and incentives for setting up on-farm storage units.</li></ul> <p>8. <b>Promotion of Agro Trade Fairs:</b></p> <ul style="list-style-type: none"><li>Host regular district-level Agro Trade Fairs showcasing local agricultural and processed products to domestic and international buyers.</li><li>Partner with state and national agencies to include Palghar's produce in global exhibitions.</li></ul> <p>9. DIC Palghar will actively participate in the Chickoo Mahotsav 2025, scheduled for</p>	





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		<p>February 2025, to showcase and promote local Chickoo-based initiatives and products.</p> <p><b>10. Chickoo Cluster Support:</b></p> <ul style="list-style-type: none"><li>• Expedite the process for obtaining FSSAI licensing for the Chickoo Cluster.</li><li>• Launch a branding and marketing campaign to promote Palghar Chickoo as a premium product in national and export markets.</li><li>• Testing and Certification Support- Strengthen the role of the cluster's testing lab facilities to ensure quality standards are consistently met for processed products.</li></ul> <p>11. Introduce government-subsidized certification programs for FSSAI, ISO, and organic labeling.</p> <p>12. Strengthening Market Linkages: Build partnerships with exporters, wholesalers, and retailers to create robust market channels for agricultural and horticulture products.</p> <p>13. Use digital platforms for online marketing and direct farmer-to-consumer sales initiatives.</p>	



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6	<p><b>Sector: Chemical and Pharmaceutical sectors</b></p> <p><b>Key Issues of Sector:</b></p> <ol style="list-style-type: none"><li>1. Lack of awareness about various Chem Expo taking place at domestic and global levels.</li><li>2. Lack of information about the upgradation in the Chemical Industry.</li><li>3. Lack of awareness about the policy.</li><li>4. Need for effluent treatments management for this sector</li><li>5. Environmental clearances should be time bound.</li></ol>	<p><b>Soft Intervention:</b></p> <ol style="list-style-type: none"><li>1. There is also a need to create a database of exporters, importers and international buyers, identify market diversification opportunities, enhance credit and insurance availability and conduct export training programmes to enhance <b>Chemical and Pharmaceutical exports</b> from these districts.</li><li>2. Strict vigilance on effluent disposals from these sectors.</li></ol> <p><b>Hard Intervention:</b></p> <ol style="list-style-type: none"><li>3. There is a need for setting up R&amp;D Centres and Testing Labs and updating them about products with international demand and International Quality Standards in order to increase the district's exports and diversify its export basket.</li><li>4. Need for Common effluent treatment plants.</li><li>5. Along with MIDC area, there should be adjoining Green Zone area</li><li>6. To set up Industrial Pharma Park on the coastal side.</li><li>7. Proper planning to set up chemical and pharma clusters.</li></ol>	District Industries Centre, Industry Associations, Research Institutes, Testing Labs, EPCs – CHEMEXCIL & PHARMEXCIL, Consulates, Industry Experts, Banks, Fintech Companies, MIDC, Customs, DGFT, FIEO etc.



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	<p><b>Warli Tribe (Agro-Tourism, Warli Art, and Culture of Palghar District)</b></p> <p><b>Limited Recognition of Warli Art and Culture:</b> Warli art, a significant part of tribal heritage, lacks widespread recognition and adequate branding for national and international markets. Insufficient support for Warli artists to promote their art commercially.</p> <p><b>Underdeveloped Agro-Tourism Infrastructure:</b> Agro-tourism opportunities in Warli-dominated areas remain untapped due to a lack of basic facilities, such as accommodations and guided experiences. Limited awareness and promotion of agro-tourism among tourists.</p> <p><b>Economic Challenges for Warli Communities:</b> Dependency on traditional livelihoods with limited diversification into art, crafts, and tourism-related sectors. Lack of financial and technical support for artisans and farmers to scale their ventures.</p> <p><b>Lack of Integration of Warli Art with Modern Applications:</b> Limited use of Warli art in mainstream design, branding, and commercial applications. <b>Lack of platforms to exhibit and sell Warli art.</b> Lack of Awareness about the Warli Cluster: A Warli Cluster has been established, but there is a lack of awareness about its existence and offerings among the masses, limiting its potential to connect with broader markets and visitors.</p>	<p><b>Proposed Interventions</b></p> <p><b>Promotion of Warli Art and Culture:</b> Organize Warli Art Exhibitions and Workshops at national and international levels to create a larger market for the art form. Launch a branding campaign to promote Warli Art as a heritage product from Palghar, linking it to the district's cultural identity. Provide training programs to Warli artists on digital design tools to modernize their art for contemporary applications.</p> <p><b>Agro-Tourism Development:</b> Develop Warli-themed Agro-Tourism Villages with accommodations, guided tours, and live demonstrations of tribal farming and art-making practices. Collaborate with MTDC to create curated Warli Agro-Tourism packages to attract domestic and international tourists. Promote eco-friendly and sustainable tourism initiatives in tribal areas to preserve natural and cultural heritage.</p> <p><b>Skill Development and Financial Support:</b> Introduce skill development programs for Warli communities focusing on hospitality, marketing, and art entrepreneurship. Provide access to credit facilities and grants for Warli artists and agro-tourism entrepreneurs through NABARD and DIC schemes.</p> <p><b>Integration of Warli Art in Modern Applications:</b> Partner with fashion, interior design, and packaging industries to use Warli motifs in product designs, promoting cultural integration with commercial value. Develop a dedicated online platform for selling Warli art, crafts, and agro-tourism experiences.</p>	DIC Palghar, MTDC, Tourism Dept., Warli Cluster



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		<p><b>Cultural and Art Preservation:</b> Establish a Warli Art and Culture Museum in Palghar, showcasing traditional and contemporary Warli works and educating visitors about tribal heritage. Host annual Warli Art Festivals to celebrate and promote tribal culture, art, and agro-tourism.</p> <p><b>Market Linkages and Branding:</b> Create direct market linkages for Warli products through collaboration with e-commerce platforms and craft fairs. Promote the Geographical Indication (GI) tagging of Warli art to safeguard its authenticity and boost its market value.</p> <p><b>Increase Awareness about the Warli Cluster:</b> Conduct targeted awareness campaigns to inform the local and global community about the Warli Cluster, its products, and its potential. Leverage digital platforms, local media, and community events to raise awareness about the cluster and its offerings. Organize open-house events and workshops at the Warli Cluster to attract tourists, artists, and entrepreneurs, highlighting its role in preserving and promoting Warli culture.</p>	