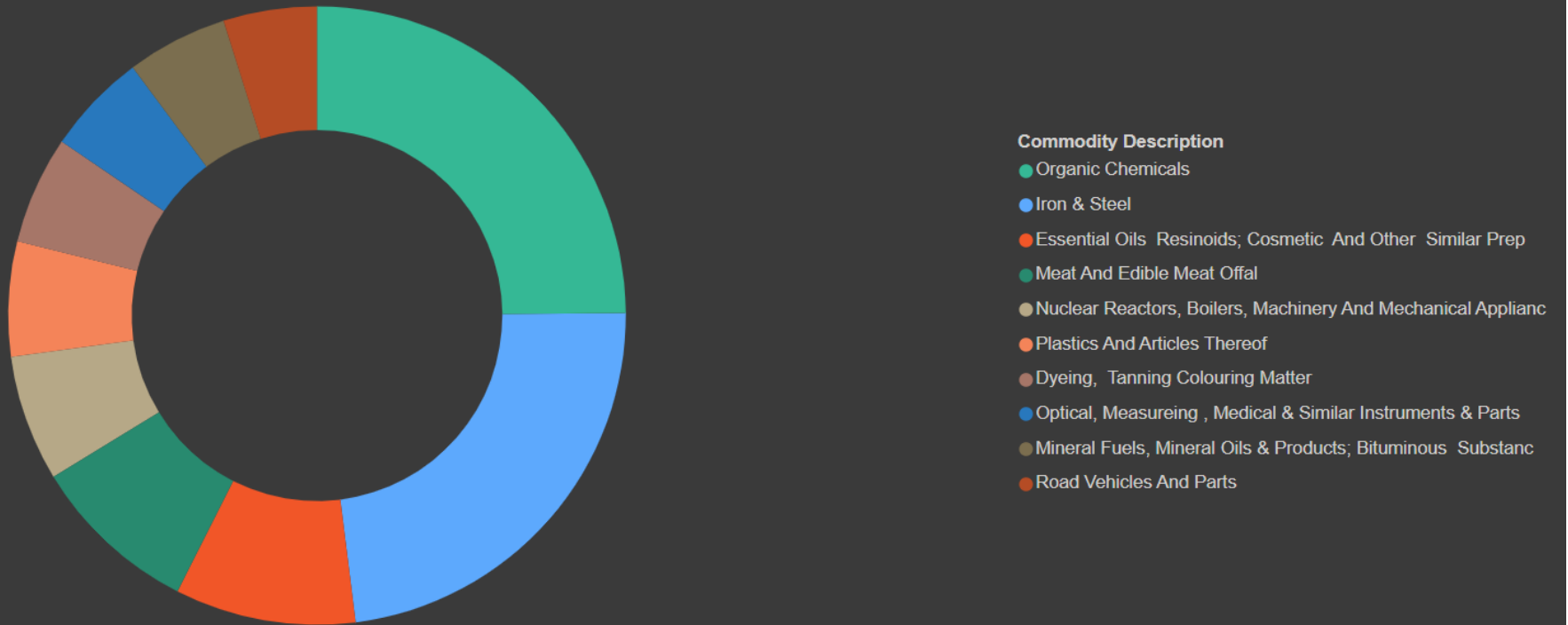




## Export Action Plan 2024 - Raigad Export Scenario & Interventions

### 1) Current Export Scenario

Total Exports from Raigad – 51,701 INR crore. FY 23-24  
14,043 INR Crore Till July 2024





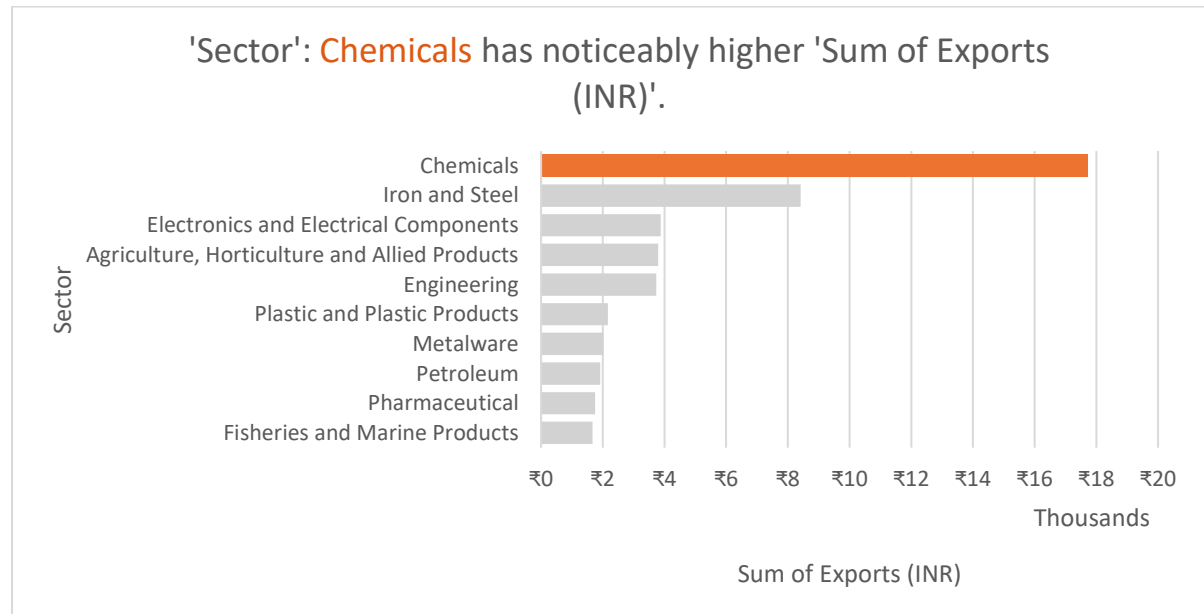
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Commodity Description	Exports (INR)
Organic Chemicals	₹9,004
Iron & Steel	₹8,381
Essential Oils Resinoids; Cosmetic And Other Similar Prep	₹3,430
Meat And Edible Meat Offal	₹3,185
Nuclear Reactors, Boilers, Machinery And Mechanical Applianc	₹2,393
Plastics And Articles Thereof	₹2,168
Dyeing, Tanning Colouring Matter	₹2,050
Optical, Measureing , Medical & Similar Instruments & Parts	₹1,920
Mineral Fuels, Mineral Oils & Products; Bituminous Substanc	₹1,914
Road Vehicles And Parts	₹1,773

Source: DGCIS (for Export Figures)

2) Top 5 Export Sector





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Sector	Sum of Sum of Exports (INR)
Chemicals	₹17,702
Iron and Steel	₹8,416
Electronics and Electrical Components	₹3,875
Agriculture, Horticulture and Allied Products	₹3,799
Engineering	₹3,730
Plastic and Plastic Products	₹2,168
Metalware	₹2,024
Petroleum	₹1,914
Pharmaceutical	₹1,747
Fisheries and Marine Products	₹1,671
<b>Grand Total</b>	<b>₹47,047</b>

Source: DGCIS (for Export Figures)

3) Interventions Proposed

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	District Industries Centre, Banks, Fintech Companies, EPCG and Factoring Agencies
	<p><b>Cross-Sector Development and Market Linkages</b></p> <p><b>Database Creation:</b> Develop a comprehensive database of exporters, importers, and international buyers for marine products. This will assist in targeting the right markets and enable better coordination between producers and international stakeholders.</p> <p><b>Export Training Programs:</b> Conduct export training programs to educate local fish processing enterprises on market diversification, export regulations, logistics, and international market trends.</p>		



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Sr. No.	Key Issues of Region	Interventions Required	Relevant Department
	<b>Insurance and Credit Availability:</b> Partner with financial institutions and insurance companies to enhance access to credit and insurance products tailored to the fisheries and marine products sector, ensuring better risk management and business continuity.		

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 Fairs, Buyer-Seller Meets, Exhibitions etc.	Collaborate with Industry Associations, Commodity Boards, EPCs and Consulates to organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.	Collaborate with Industry Associations, Commodity Boards, EPCs and Consulates to organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.	Collaborate with Industry Associations, Commodity Boards, EPCs and Consulates to organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.	Collaborate with Industry Associations, Commodity Boards, EPCs 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.



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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)
				Export Training Institutes etc.	Export Training Institutes etc.	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 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 (District)



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
3	<ul style="list-style-type: none"><li><b>Fisheries and Marine Products, sectors</b></li><li><b>Limited Export Infrastructure:</b> Lack of infrastructure for processing, storage, and transportation of marine products, limiting the sector's ability to expand exports. Absence of dedicated cargo movement facilities, which increases the cost and time required for exports.</li><li><b>Low Awareness of International Markets and Export Opportunities:</b> A lack of a comprehensive database of exporters, importers, and international buyers, which hinders the ability to target global markets effectively. Limited exposure to new market diversification opportunities for marine products.</li><li><b>Credit and Insurance Barriers:</b> Limited access to credit facilities and insurance options for small and medium enterprises (SMEs) in the fisheries and marine products sector, restricting growth and resilience.</li><li><b>Quality Standards and Training Deficiencies:</b> Insufficient training programs for fish processing, storage, and packaging to meet international standards, limiting export potential.</li></ul>	<p><b>Hard Interventions</b></p> <ul style="list-style-type: none"><li><b>Cold Storages and Warehouse Development:</b><ul style="list-style-type: none"><li>Build cold storage units to ensure the preservation of marine products, reduce spoilage, and extend the shelf life of fish and seafood for export.</li><li>Develop warehouses at key locations, to streamline the logistics for storing and dispatching marine products.</li></ul></li></ul> <p><b>Soft Interventions</b></p> <ul style="list-style-type: none"><li><b>Fish Processing Training (EDTP for Fish Processing):</b> Conduct Export Development Training Programs (EDTP) for fish processing in Raigad, aimed at improving processing techniques, packaging, and quality standards to enhance export readiness.</li><li><b>Financial Linkages and Scheme Awareness:</b> Create awareness and provide guidance on financial linkages available for fish processing enterprises, helping them access various government schemes and loans for capacity building and expansion.</li><li><b>Quality Improvement Programs:</b> Implement quality improvement programs in collaboration with MPEDA (Marine Products Export Development Authority) and Kharland Research Institute to raise the standard of marine product processing and packaging.</li><li><b>Cold Storage Unit at Alibag:</b> Progress the development of the cold storage unit in Alibag, currently in the land acquisition stage, to strengthen the cold storage infrastructure for the fisheries sector in Raigad.</li><li><b>Fish Processing Promotion (Soft Intervention):</b> Promote fish processing in Raigad through demonstrations of solar dryers for fish, led by the Honourable Collector, to encourage sustainable</li></ul>	District Industries Centre Director General for Foreign Trade (DGFT) and MPEDA



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
		and energy-efficient processing techniques in the district.	
4	<b>Sector: Agriculture, Horticulture and Allied Products, and Food Processing</b> <b>Key Issues of Sector:</b> <ol style="list-style-type: none"><li>1. Lack of awareness about various schemes of Agriculture and Processed Food Products Export Development Authority.</li><li>2. Lack of awareness about funding schemes of NABARD.</li><li>3. Lack of awareness about Agri-Exhibitions taking place in domestic and global market.</li><li>4. Lack of awareness about Maharashtra State Agriculture Marketing Board.</li><li>5. Lack of storage capacity</li><li>6. Lack of Agro Trade Fairs in the district</li></ol>	<b>Soft Interventions:</b> <ol style="list-style-type: none"><li>1. There is 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 provided to farmers in these districts to get their products as NPOP certified.</li><li>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.</li><li>5. Connecting Farmers to Export Centres of Maharashtra State Agricultural Marketing Board (MSAMB)</li></ol>	District Industries Centre Director General for Foreign Trade (DGFT) and Engineering Export Promotion Council (EEPC)
6	<b>Sector: Chemical and Pharmaceutical sectors</b> <b>Key Issues of Sector:</b> <ol style="list-style-type: none"><li>1. <b>Lack of awareness about various Chem Expos:</b> There is limited awareness about domestic and global <b>Chem Expos</b>, which are vital for networking and business expansion in the chemical and pharmaceutical sectors.</li><li>2. <b>Lack of information about the upgradation in the Chemical Industry:</b></li></ol>	<b>Soft Interventions:</b> <ol style="list-style-type: none"><li>1. Market Diversification and Export Training Programs:<ul style="list-style-type: none"><li>o Conduct outreach programs in Roha MIDC and Mahad MIDC in collaboration with Chemexcil, with two programs per year. These initiatives will focus on market diversification and increasing export potential, aimed at expanding the global</li></ul></li></ol>	District Industries Centre, Industry Associations, Research Institutes, Testing Labs, EPCs, Consulates, Industry Experts, Banks, Fintech Companies, MIDC etc.



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	<p>The chemical industry is evolving, but there is insufficient dissemination of information regarding the latest <b>upgradation</b> in technologies and processes.</p> <p>3. <b>Lack of awareness about the policy:</b> Industry stakeholders lack awareness about <b>policies</b> that impact the sector, including regulatory frameworks, tax incentives, and export promotion schemes.</p> <p>4. <b>Need for effluent treatment management:</b> The sector faces significant challenges regarding the <b>management of effluent treatments</b>, which is crucial to mitigate environmental impact and comply with regulations.</p> <p>5. <b>Environmental clearances should be time-bound:</b> Delays in obtaining <b>environmental clearances</b> often hinder progress, and a more efficient, <b>time-bound process</b> is required to ensure smoother business operations.</p>	<p>reach of businesses in these areas and promoting international trade.</p> <ul style="list-style-type: none"><li>○ Create a database of exporters, importers, and international buyers, facilitating better targeting and connections for the chemical and pharmaceutical sectors.</li><li>○ Enhance credit and insurance availability for businesses to secure better financing options and mitigate risks.</li><li>○ Conduct export training programs to educate businesses about international trade opportunities, global market trends, and export logistics.</li></ul> <p>2. Effluent Disposal Vigilance:</p> <ul style="list-style-type: none"><li>○ Implement strict vigilance on effluent disposals from chemical and pharmaceutical industries to ensure adherence to environmental regulations and prevent contamination.</li></ul>	
		<p><b>Hard Interventions:</b></p> <p>1. Research &amp; Development Centres and Testing Labs:</p> <ul style="list-style-type: none"><li>○ Establish R&amp;D Centres and Testing Labs that specialize in products with international demand, ensuring these facilities are equipped with international quality standards to support product development and certification.</li><li>○ These centers will also focus on improving product quality and innovation, which will enhance exports and diversify the export basket of the district.</li></ul> <p>2. Common Effluent Treatment Plants (CETP):</p> <ul style="list-style-type: none"><li>○ Set up Common Effluent Treatment Plants (CETPs) in industrial zones to</li></ul>	



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		<p>ensure proper treatment of industrial effluents and promote sustainable practices in the chemical and pharmaceutical sectors.</p> <p>3. Green Zone Areas Adjacent to MIDC Areas:</p> <ul style="list-style-type: none"><li>○ Create Green Zone areas adjoining industrial areas like MIDC to ensure the sustainable development of industrial parks, enabling a balance between industrial growth and environmental protection.</li></ul> <p>4. Chemical and Pharmaceutical Clusters Planning:</p> <ul style="list-style-type: none"><li>○ Focus on proper planning and development of chemical and pharmaceutical clusters to centralize resources, foster innovation, and create a robust ecosystem that supports the growth of both sectors. These clusters will enable businesses to thrive through economies of scale and foster collaborations among industry players.</li></ul>	
		<p><b>Additional Strategic Actions:</b></p> <ul style="list-style-type: none"><li>• Time-Bound Environmental Clearances:<ul style="list-style-type: none"><li>○ Advocate for time-bound environmental clearance processes to expedite project approvals and reduce delays in business operations.</li></ul></li></ul>	
7	<p><b>Sector: Bamboo Artisan Products (Raigad)</b></p> <p>Bamboo artisans in Raigad face several challenges, including:</p> <ul style="list-style-type: none"><li>• Limited market access: Artisans struggle to reach broader markets, both domestic and international.</li></ul>	<p><b>Hard Intervention:</b></p> <p>Bamboo Cluster in Murud, Raigad</p> <p>To address the challenges faced by bamboo artisans, a Bamboo Cluster is being established in Murud, Raigad. The Detailed Project Report (DSR) for the cluster has already been approved, and the following initiatives will be implemented:</p>	DIC Raigad, Bamboo Cluster.



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
	<ul style="list-style-type: none"><li>Inconsistent quality control: There is a lack of standardization in production, leading to variations in product quality.</li><li>Inadequate infrastructure: Artisans lack proper facilities for processing, storage, and displaying their products.</li><li>Skill development gaps: There is a need for modernizing production techniques through skill development and training.</li><li>Difficulty in securing financial support: Artisans often face challenges in accessing financing and financial support, which limits their growth.</li></ul>	<p><b>Centralized Platform for Artisans:</b> The cluster will serve as a centralized platform where bamboo artisans can collaborate, share resources, and improve production quality. This collaboration will enable artisans to scale their businesses and ensure consistent quality across products.</p> <p><b>Infrastructure Development:</b> The cluster will develop common processing facilities, including storage spaces and exhibition areas, allowing artisans to produce and store their products in a standardized environment. Exhibition spaces will provide opportunities for artisans to display their products to potential buyers and tourists.</p> <p><b>Skill Development and Training Programs:</b> The cluster will offer skill development programs aimed at modernizing production methods, ensuring that artisans are equipped with the latest techniques and technologies in bamboo crafting. These programs will focus on improving the quality and efficiency of bamboo product manufacturing.</p> <p><b>Financial Support and Networking:</b> The cluster will help facilitate financial support for artisans, guiding them in accessing funding from various government schemes and financial institutions. Networking opportunities will be created, allowing artisans to connect with buyers, investors, and industry stakeholders.</p>	
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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
	<p><b>Ganpati Idol Making (Pen, Harampur, Raigad)</b></p> <p>Artisans involved in Ganpati idol making in Raigad face several challenges, including:</p> <p>Inconsistent quality: Variations in the quality of idols produced, impacting their appeal in both local and global markets.</p> <p>Limited market access: Difficulty in reaching broader markets, both within India and internationally.</p> <p>Lack of modern production techniques: Artisans still rely on traditional methods, which can be less efficient and limit scalability.</p> <p>These challenges hinder the growth and competitiveness of the sector, limiting the artisans' potential.</p>	<p><b>Hard Intervention:</b></p> <p>Ganpati Idol Cluster in Pen, Harampur, Raigad To address these challenges, a Ganpati Idol Cluster is being established in Pen, Harampur, Raigad. The Detailed Project Report (DPR) is currently in progress, and the cluster aims to provide a centralized hub for production, skill development, market access, and exports. The key interventions include:</p> <p><b>Centralized Production Hub:</b> The cluster will serve as a centralized production facility, where artisans can collaborate, share resources, and standardize the production process. This will help ensure consistency in quality and improve the overall output of the sector.</p> <p><b>Skill Development Programs:</b> The cluster will offer training and skill development programs aimed at modernizing the idol-making process. These programs will introduce advanced production techniques, improving efficiency, reducing production costs, and increasing competitiveness.</p> <p><b>Market Access and Export Opportunities:</b> The cluster will work to expand market access for local artisans, helping them reach broader domestic and international markets. Export promotion initiatives will be put in place, creating opportunities to take Ganpati idols to global markets, boosting the sector's reach and economic potential.</p> <p><b>Standardization and Quality Control:</b> The cluster will help establish quality control measures to standardize the production of Ganpati idols, ensuring that</p>	<p>DIC Raigad, Ganpati Idol Making Cluster</p>



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		the products meet both domestic and international quality standards. This will also help artisans maintain a consistent product output that appeals to both the local and export markets.	