

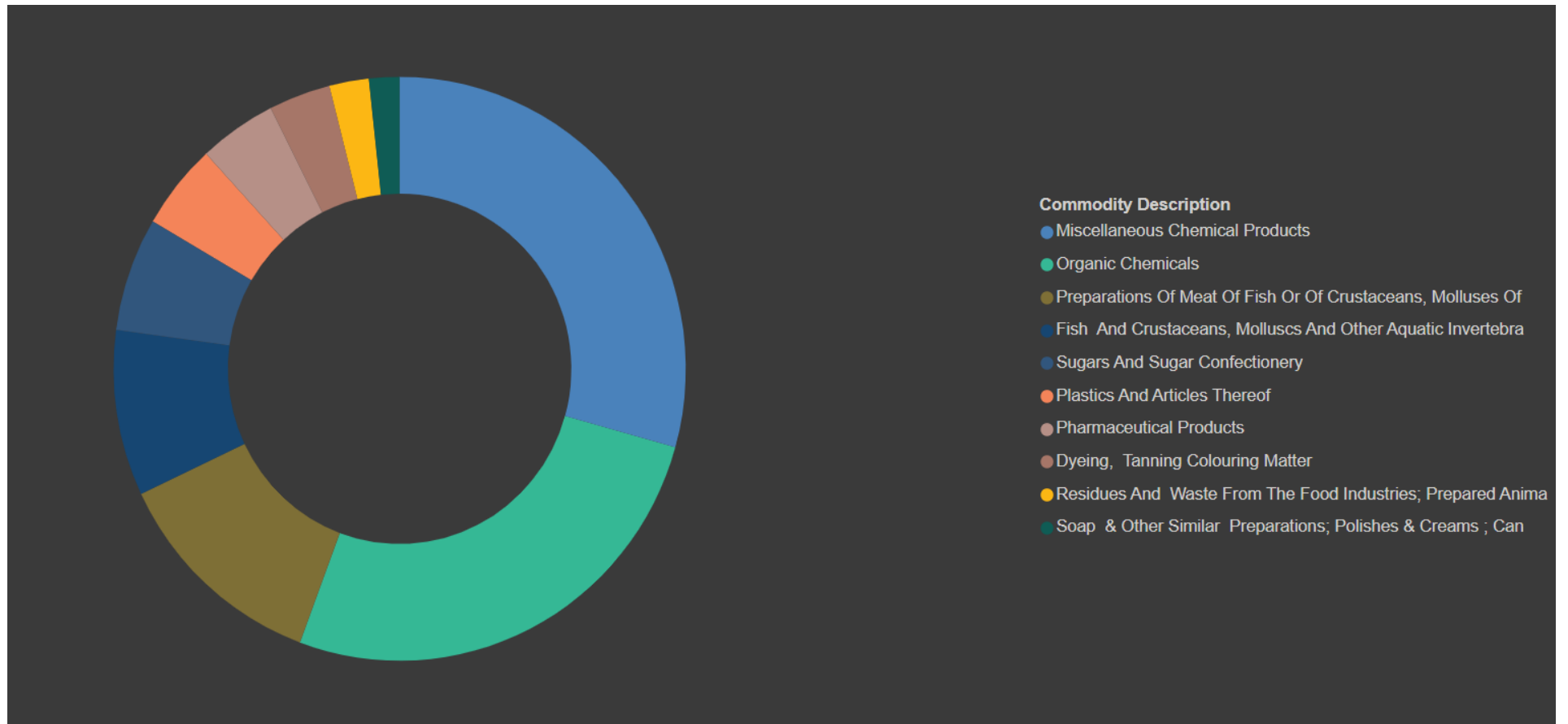


Export Action Plan 2024 - Ratnagiri Export Scenario & Interventions

1) Current Export Scenario

Total Exports from Ratnagiri – 5,708 INR crore. FY 23-24

2,387 INR Crore Till July 2024





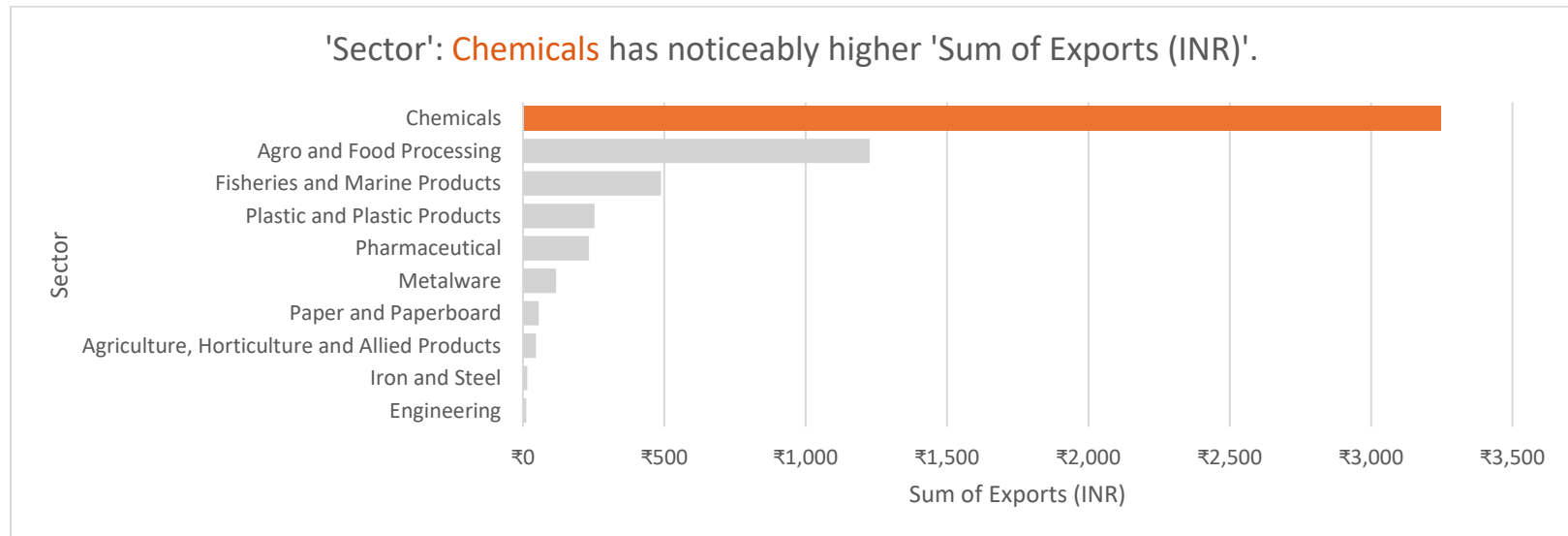
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Commodity Description	Exports (INR)
Miscellaneous Chemical Products	₹1,559
Organic Chemicals	₹1,400
Preparations Of Meat Of Fish Or Of Crustaceans, Molluses Of	₹653
Fish And Crustaceans, Molluscs And Other Aquatic Invertebra	₹488
Sugars And Sugar Confectionery	₹334
Plastics And Articles Thereof	₹253
Pharmaceutical Products	₹233
Dyeing, Tanning Colouring Matter	₹186
Residues And Waste From The Food Industries; Prepared Anima	₹118
Soap & Other Similar Preparations; Polishes & Creams ; Can	₹92

Source: DGCIS (for Export Figures)

2) Top 5 Export Sector





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Sector	Average of Sum of Exports (INR)
Chemicals	₹3,245
Agro and Food Processing	₹1,227
Fisheries and Marine Products	₹488
Plastic and Plastic Products	₹253
Pharmaceutical	₹233
Metalware	₹118
Paper and Paperboard	₹56
Agriculture, Horticulture and Allied Products	₹45
Iron and Steel	₹15
Engineering	₹12
Grand Total	₹569

Source: DGCIS (for Export Figures)

3) Interventions Proposed

Sr. No.	Key Issues of Region	Interventions Required	Relevant Department
	<p>Creating Awareness of Benefits of Exporting, Market Diversification and Export Procedure</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>Additionally, a One District One Product (ODOP) awareness workshop will be organized in partnership with Finolex Institute to promote local products and boost export opportunities.</p>	District Industries Centre, Industry Associations and Sectoral Experts



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Sr. No.	Key Issues of Region	Interventions Required	Relevant Department
	<p>Branding and Promotion</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>Trade Finance and Insurance</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	Branding and Promotion	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	Collaborate with Industry Associations, Commodity Boards, EPCs and Consulates to	Collaborate with Industry Associations, Commodity Boards, EPCs and Consulates



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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)
				organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.	organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.	to organise Trade Fairs, Buyer-Seller Meets, Exhibitions etc.
2	Credit and Insurance	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	Export Training Programmes	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	Testing Labs	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



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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)
						Standard requirements
5	Cold Storages, Effluent Treatment Plants and Testing Labs	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)

Sr. No.	Key Issues of District	Interventions Required	Relevant Department
1	Sector: Fisheries & Marine Produce <ul style="list-style-type: none"> Limited Infrastructure for Processing and Storage: Insufficient cold storage units and warehouses result in post-harvest losses and reduced product quality. Lack of Testing Facilities: Inadequate testing labs to ensure products meet international quality standards, hindering market access. Market Access Issues: Limited databases of exporters, importers, and international buyers impede market expansion. Lack of awareness about new market opportunities and export procedures. 	Soft Interventions: Market Diversification: Identify and explore new markets for fisheries and marine products with export potential. Export Training Programs: Conduct workshops and training on export processes, quality compliance, and market entry strategies. Financial Support Initiatives: Enhance access to affordable credit and export insurance to boost exporter confidence. Awareness Campaigns: Promote awareness of export benefits and international standards among stakeholders.	District Industries Centre Director General for Foreign Trade (DGFT), Fisheries Dept. and MPEDA



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
	<ul style="list-style-type: none"> Inadequate Financial Support: Challenges in accessing affordable credit and insurance for exporters. Limited Awareness and Training: Exporters lack training on international market entry, export procedures, and quality compliance. Underutilization of Resources: Fisheries and marine product resources are not optimally utilized due to a lack of common processing facilities and ancillary support. Delayed Project Implementation: Projects like the fish processing unit in Harne, Dapoli, are still in the DPR stage, delaying their impact. 	<p>Industry Collaboration: Partner with export promotion agencies and trade organizations for Buyer-Seller Meets and Trade Fairs.</p> <p>Hard Interventions: Infrastructure Development: Establish cold storage units in Dapoli and Ratnagiri to reduce post-harvest losses. Build warehouses in Ratnagiri for efficient storage and logistics.</p> <p>Testing Labs: Set up a testing lab at Golap to ensure product compliance with international standards.</p> <p>Fish Processing Units: Expedite the completion of the fish processing unit at Harne, Dapoli, currently in the DPR stage.</p> <p>Fisheries CFCs: Develop Fisheries Common Facility Centers (CFCs) to provide shared processing resources and ancillary support.</p> <p>Mega Aqua Park in Dapoli: Establish a specialized aqua park to promote marine aquaculture and value-added processing for export.</p>	
2	<p>Sector: Agriculture, Horticulture and Allied Products, and Food Processing</p> <p>Key Issues of Sector:</p> <ol style="list-style-type: none"> Lack of awareness about various schemes of Agriculture and Processed Food Products Export Development Authority. Lack of awareness about funding schemes of NABARD. 	<p>Soft Interventions:</p> <ol style="list-style-type: none"> 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. 	District Industries Centre Director General for Foreign Trade (DGFT) and APEDA, Agriculture Dept., FIEO



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
	<ol style="list-style-type: none">Lack of awareness about Agri-Exhibitions taking place in domestic and global market.Lack of awareness about Maharashtra State Agriculture Marketing Board.Lack of storage capacityLack of Agro Trade Fairs in the districts	<ol style="list-style-type: none">Further, there is a need for setting up R&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.Need to set up Millet association in Thane District. (need for a Millet Association to create a Millet Cluster. Proper training in marketing, design, branding, packaging, and international exports is needed)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.NABARD Officials must be connected with the farmers so that the farmers must take benefits of such scales of finance for upcoming financial years.Connecting Farmers to Export Centres of Maharashtra State Agricultural Marketing Board (MSAMB)For Sindhudurg, Alphonso Mango, Sindhudurg Kokum and Vengurla Cashew are GI-tagged products grown in the district, which have the potential of commanding high prices in international markets. In order to enhance the exports of these products from the district, collaboration with Commodity Boards, Industry Associations, EPCs such as APEDA and Consulates is required for hosting Trade Fairs, Buyer-Seller Meets, Exhibitions etc to identify buyers and promote these products' exports.	



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		<p>Hard Interventions:</p> <p>The Mango Processing Cluster's Common Facility Center (CFC) in Pawas, established under the Micro and Small Enterprises Cluster Development Programme (MSECDP), is fully operational and provides state-of-the-art infrastructure to support mango growers and processors. This facility enables the production of high-quality processed mango products, enhances value addition, reduces wastage, and facilitates market linkages for local producers.</p> <p>In addition, the Detailed Project Report (DSR) for the proposed Food and Fruit Processing Cluster in Chiplun has received approval. This cluster is envisioned to bolster the region's agro-industrial ecosystem by integrating modern processing technologies, storage facilities, and market-oriented support services for a variety of fruits and agricultural produce, thus driving economic growth and export potential for Ratnagiri.</p>	
3	<p>Sector: Chemical and Pharmaceutical sectors</p> <p>Key Issues of Sector:</p> <ol style="list-style-type: none">1. Lack of awareness about various Chem Expo taking place at domestic and global levels.2. Lack of information about the upgradation in the Chemical Industry.3. Lack of awareness about the policy.4. Need for effluent treatments management for this sector5. Environmental clearances should be time bound.	<p>Soft Intervention:</p> <ol style="list-style-type: none">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 Chemical and Pharmaceutical exports from these districts.2. Strict vigilance on effluent disposals from these sectors. <p>Hard Intervention:</p> <ol style="list-style-type: none">3. There is a need for setting up R&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.	District Industries Centre, Industry Associations, Research Institutes, Testing Labs, EPCs – CHEMEXCIL / PHARMEXCIL, Consulates, Industry Experts, Banks, MIDC etc.



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		<ol style="list-style-type: none">4. Need for Common effluent treatment plants.5. Along with MIDC area, there should be adjoining Green Zone area6. To set up Industrial Pharma Park on the coastal side.7. Proper planning to set up chemical and pharma clusters.	
4.	<p>Sector: Coir Manufacturing and its Value-Added Products</p> <p>Challenges:</p> <p>Insufficient processing units for coir-based products, limiting production capacity and diversification. Lack of branding, marketing, and access to larger domestic and international markets for coir manufacturers.</p>	<p>Hard Interventions:</p> <p>Establishment of a Common Facility Center (CFC):</p> <p>Expedite the construction and operationalization of the coir-based CFC in the MIDC area. Equip the CFC with advanced coir processing machinery, including fiber extraction, spinning, and weaving units, to enhance production quality and efficiency.</p> <p>Development of Storage and Packaging Facilities:</p> <p>Set up dedicated storage facilities to ensure proper preservation of raw and finished coir products. Establish modern packaging units to meet international standards and enhance product appeal for export markets.</p> <p>Creation of Export-Ready Infrastructure:</p> <p>Develop infrastructure such as testing labs and quality certification centers to meet global coir product standards. Identify potential export hubs for Ratnagiri's coir products.</p> <p>Soft Interventions:</p> <p>Branding and Marketing Initiatives:</p> <p>Conduct branding campaigns to establish Ratnagiri as a hub for high-quality coir products. Collaborate with export promotion councils to organize buyer-seller meets, trade fairs, and exhibitions.</p>	DIC Ratnagiri, MIDC, MSSIDC, Coir Board of India.



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
		<p>Skill Development and Training Programs: Train local artisans and entrepreneurs in modern coir production techniques and value addition. Conduct workshops on product diversification, including the creation of eco-friendly coir mats, ropes, and decorative items.</p> <p>Financial and Policy Support: Facilitate easy access to credit and government incentives for coir manufacturers under schemes such as PMEGP and CMEGP. Promote awareness of coir-related policies and encourage registration under MSME schemes to avail benefits.</p> <p>Cluster Development Approach: Integrate coir manufacturing into existing and proposed industrial clusters to leverage economies of scale. Foster collaborations between coir manufacturers, local businesses, and agricultural stakeholders to ensure a steady supply of raw materials.</p>	