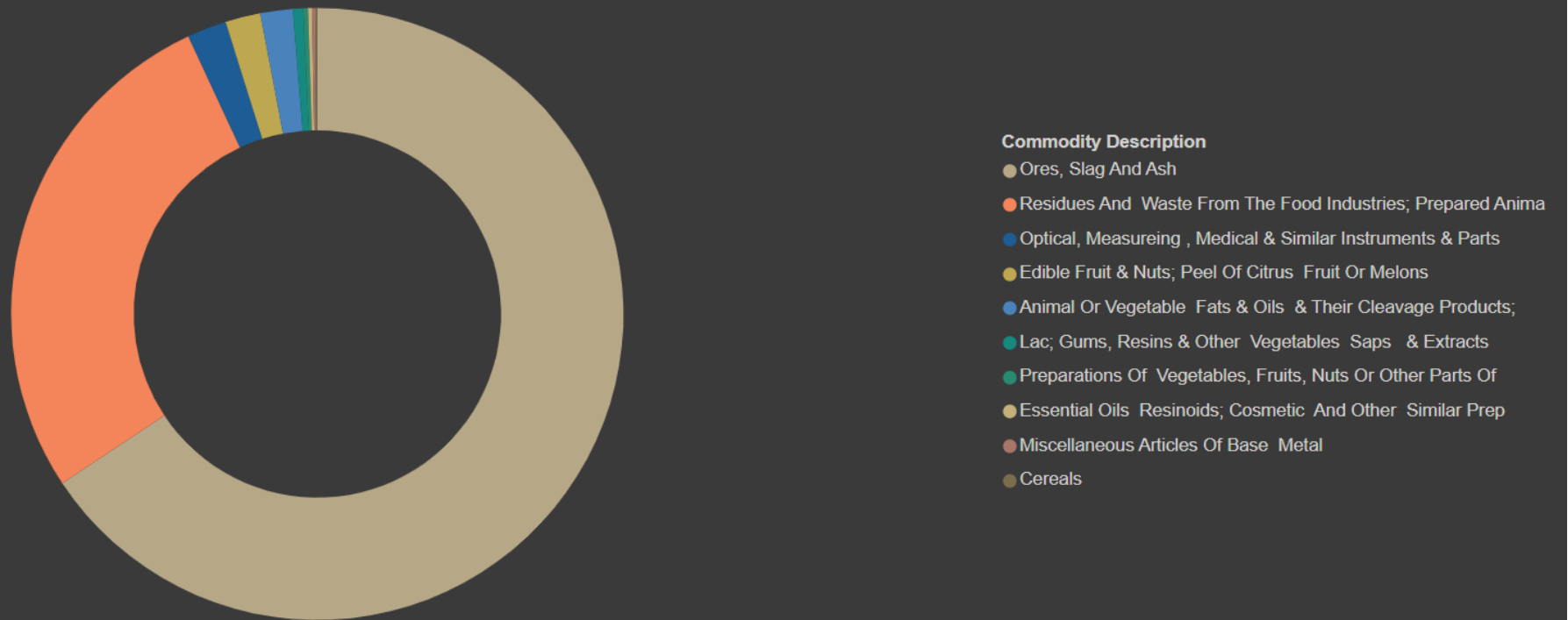


## Export Action Plan 2024 - Sindhudurg Export Scenario & Interventions

### 1) Current Export Scenario





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Commodity Description	Exports (INR)
Ores, Slag And Ash	₹423
Residues And Waste From The Food Industries; Prepared Anima	₹177
Optical, Measureing , Medical & Similar Instruments & Parts	₹13
Edible Fruit & Nuts; Peel Of Citrus Fruit Or Melons	₹12
Animal Or Vegetable Fats & Oils & Their Cleavage Products;	₹11
Lac; Gums, Resins & Other Vegetables Saps & Extracts	₹4
Preparations Of Vegetables, Fruits, Nuts Or Other Parts Of	₹2
Essential Oils Resinoids; Cosmetic And Other Similar Prep	₹1
Miscellaneous Articles Of Base Metal	₹1
Cereals	₹1

2) Top Export Sector Products

Financial Year	Sum of Exports (INR)	Sector
2023-24	₹189	Agro and Food Processing
		Agriculture, Horticulture and Allied
2023-24	₹17	Products
2023-24	₹1	Chemicals
2023-24	₹0	Electronics and Electrical Components
2023-24	₹13	Engineering
2023-24	₹423	Iron and Steel
2023-24	₹1	Metalware
2023-24	₹0	Textile and Apparels

Source: DGCIS (for Export Figures)



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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>	Export Training Programmes	District Industries Centre, Industry Associations and Sectoral Experts
	<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,</p>	Credit and Insurance Availability – Planning for EPCG Workshop (All Districts)	District Industries Centre, Banks, Fintech Companies, EPCG and Factoring Agencies



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Sr. No.	Key Issues of Region	Interventions Required	Relevant Department
	and Exporters is required to improve these exporters' credit worthiness for easy availability of credit and insurance.		

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)
						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 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



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5) Interventions Proposed (District)

Sr. No.	Key Issues of District	Interventions Required	Relevant Department
1	<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 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 districts</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 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><li>6. 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</li></ol>	District Industries Centre Director General for Foreign Trade (DGFT) and Engineering Export Promotion Council (EEPC)



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
		Fairs, Buyer-Seller Meets, Exhibitions etc to identify buyers and promote these products' exports.	
7	<p><b>Sector:</b> <b>Vegan Leather, Vegan Meat &amp; Virgin Milk (Cashew &amp; Jackfruit specialised value added products)</b></p> <p><b>Issues:</b></p> <ul style="list-style-type: none"> <li>Lack of Awareness: There is minimal awareness among stakeholders about vegan leather, vegan meat, and virgin milk products, leading to limited adoption and market presence.</li> <li>Custom and Logistics Challenges: Exporters face delays and inefficiencies due to custom clearance processes and logistical bottlenecks.</li> <li>Gaps in Product Innovation: Potential opportunities in baby corn production and advanced cashew processing machinery manufacturing remain untapped.</li> </ul> <p><b>Sector:</b> <b>Coir Manufacturing and its value added Products (Sindhudurg)</b></p> <ul style="list-style-type: none"> <li>Sindhudurg currently has one operational coir cluster, while two more clusters have received DSR approval, and their DPRs are under preparation.</li> <li>Insufficient processing units for coir-based products.</li> <li>Lack of branding and market access for existing coir manufacturers.</li> </ul> <p><b>Sector:</b> <b>Rubber Plantation and Industry (Dodamarg Taluka)</b> Current Status:</p>	<ul style="list-style-type: none"> <li>(Soft Intervention) - To address these challenges, awareness workshops will be conducted to educate stakeholders on the benefits and market potential of vegan products. Additionally, initiatives to improve custom processes, enhance logistics infrastructure, and explore opportunities in related product innovation sectors will be prioritized.</li> <li>Workshops with DGFT and FIEO will be conducted twice a year to address export-related challenges, enhance awareness about market opportunities, and provide guidance on regulatory and procedural aspects for stakeholders.</li> <li>Establish additional coir processing clusters with financial and technical support from the government.</li> <li>Promote coir-based eco-friendly products such as mats, ropes, and mattresses.</li> <li>Provide subsidies for coir machinery and marketing support for manufacturers.</li> </ul> <p>Interventions:</p>	District Industries Centre, Director General for Foreign Trade (DGFT), Engineering Export Promotion Council (EEPC), FIEO, Other Stakeholders



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
	<p>Dodamarg taluka has significant rubber plantations. However, the region lacks adequate facilities for rubber processing and value addition, leading to a dependence on external markets for raw rubber.</p> <p>Challenges:</p> <ul style="list-style-type: none"> <li>Absence of local rubber processing units.</li> <li>Farmers receive low returns due to limited value-chain integration.</li> </ul> <p><b>Sector:</b> <b>Spices Cultivation and Masala Making</b></p> <p>Current Status: Sindhudurg produces high-quality black pepper and other spices, with potential for masala production and medicinal applications.</p> <p>Challenges:</p> <ul style="list-style-type: none"> <li>Lack of spice processing units and branding infrastructure.</li> <li>Limited research into medicinal properties of spices.</li> </ul> <p><b>Sector:</b> <b>Bamboo Cultivation and Furniture Cluster</b></p> <p>Current Status: Bamboo cultivation is a growing sector in Sindhudurg. A modern bamboo furniture cluster is currently under development, with a Common Facility Centre (CFC) in progress.</p>	<ul style="list-style-type: none"> <li>Establish Rubber Processing Units to manufacture products like sheets, mats, and industrial rubber.</li> <li>Provide training and financial incentives to farmers to adopt modern cultivation techniques and improve yields.</li> <li>Form Rubber Farmer-Producer Organizations (FPOs) for collective marketing and price negotiation.</li> <li>Awareness of Rubber Board Schemes among the producers</li> </ul> <p>Interventions:</p> <ul style="list-style-type: none"> <li>Set up a Spice Processing and Packaging Unit for value-added products.</li> <li>Promote research and development of medicinal applications in collaboration with agricultural universities.</li> <li>Launch branding and marketing initiatives to promote Sindhudurg spices in premium markets.</li> <li>Conduct training programs for farmers on organic spice cultivation and post-harvest management.</li> <li>Awareness of Rubber Board Schemes among the producers.</li> </ul> <p>Interventions:</p> <ul style="list-style-type: none"> <li>Expedite the completion of the CFC for Bamboo Furniture Cluster to support production and design innovation.</li> </ul>	



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
	<p>Challenges:</p> <ul style="list-style-type: none"><li>Limited manufacturing infrastructure for bamboo furniture.</li><li>Lack of skilled artisans and awareness of modern techniques.</li></ul> <p><b>Sector:</b> <b>Coconut Plantation and Virgin Coconut Milk Production</b> Current Status: Coconut plantations are widespread, and two virgin coconut milk production units have been established. The region has potential for more such units to tap into growing market demand.</p> <p>Challenges:</p> <ul style="list-style-type: none"><li>Limited processing infrastructure for value-added coconut products.</li><li>Insufficient farmer awareness regarding modern processing techniques.</li></ul> <p><b>Sector: Tourism and Related Industries</b> Current Status: Sindhudurg has immense tourism potential, including pristine beaches, water sports, and eco-tourism. DIC is actively supporting industries like AirBnBs, restaurants, food trucks, and adventure activities.</p> <p>Challenges: Limited infrastructure to support high-volume tourism. Inadequate marketing of Sindhudurg as a tourist destination.</p>	<ul style="list-style-type: none"><li>Conduct skill development programs for local artisans to produce high-quality, modern bamboo furniture.</li><li>Promote Sindhudurg bamboo products in national and international markets through exhibitions and online platforms.</li></ul> <p>Interventions:</p> <p>Establish more virgin coconut milk production units and other value-added product facilities like coconut oil, powder, and cosmetics. Conduct farmer awareness programs on modern coconut cultivation and harvesting methods. Develop strong branding and marketing campaigns to position Sindhudurg's coconut products as premium offerings.</p> <p>Interventions:</p> <ul style="list-style-type: none"><li>Establish a Tourism Cluster with facilities like modern accommodations, cultural centers, and eco-parks.</li><li>Promote water sports activities through public-private partnerships, ensuring international safety standards.</li></ul>	



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Sr. No.	Key Issues of District	Interventions Required	Relevant Department
		<ul style="list-style-type: none"><li>• Encourage entrepreneurs to invest in AirBnBs, restaurants, and food trucks, offering financial and technical assistance.</li><li>• Launch a comprehensive tourism branding campaign, showcasing Sindhudurg's natural beauty and adventure activities.</li><li>• Enhance road, rail, and air connectivity to key tourist locations within the district.</li><li>• MTDC should prioritize Sindhudurg district as a premier tourist destination, aligning with its natural and cultural assets.</li><li>• Create awareness about the tourism policy among the masses, fostering community involvement and benefits.</li></ul>	