

CIRCULAR NO-1

No-DI/Export/EODB/2025/c-1456
Directorate of Industries,
New Administrative Building,
2nd Floor, Madame Cama Road,
Opposite Mantralaya, Mumbai-32

Date: **05 FEB 2025**

CIRCULAR

Ref:

1. **Government Resolution of Industries and Labour Department, Maharashtra Export Promotion Policy-2023, Dated 23/11/2023**
2. **Government Resolution of Industries and Labour Department, EPP-2020/ P. No. 28/ Industry-7, Dated 19/10/2020**

Sub: Mandatory publication of information online pertaining to 'Ease of Doing Exports' for Exporters of Maharashtra with the objective of information dissemination and creating awareness

The State of Maharashtra is one of the leading contributors to India's exports, continually increasing its share in world trade through export promotion and trade facilitation initiatives. To capitalize on global market opportunities, optimize the state's resources, and foster a favourable environment for exports, the Government of Maharashtra has developed the Maharashtra State Export Promotion Policy for the state.

In accordance with Section 8 of the afore-mentioned policy - 'Ease of Doing Export (EoDE) under the initiatives of EoDB', the following are hereby being mandated for implementation by the Exports section functionary operating under the aegis of Directorate of Industries, Government of Maharashtra:

- 1) **Enhancing Accessibility to District-Level Export Data:** The link to the Directorate General of Commercial Intelligence and Statistics (DGCIS) portal, which provides detailed 'district of origin' information, shall be prominently displayed on the State Single Window System, MAITRI at maitri.maharashtra.gov.in. This initiative aims to make district-level export data readily accessible to all local stakeholders, thereby facilitating informed decision-making, comprehensive market analysis, and effective export promotion.
- 2) **Periodic review of the District Export Action Plan:** Periodic review of the District Export Action Plan (DEAP) by the District Collector through the District Export Promotion Committee (DEPC) is expected to harness each district's export potential. The periodic review shall ensure consistent oversight and dynamic strategy adaptation, thus aiding in identification and promotion of key products and infrastructure unique to the district. As per the Government Resolution of Industries and Labour Department, EPP-2020/ P. No. 28/ Industry-7, Dated 19/10/2020 DEPC meetings are regularly held, to ensure continuous reviews and progress monitoring of the DEAPs.

- 3) **Online publication and interactive system for District Export Action Plans:** The District Export Action Plan (DEAP) for all the districts of Maharashtra shall be mandatorily made accessible to all the stakeholders at MAITRI Portal. This shall allow access to government agencies, exporters, industrial associations, and businesses, to gain insights into the export related strategies and understand the export plan for each of the districts.

The dashboard for DEAPs for all the districts of Maharashtra shall be made accessible to all the stakeholders at MAITRI Portal. The DEAPs published online shall be provisioned with dynamic updates, as and when required, thus ensuring availability of updated information pertaining to DEAPs and allowing various stakeholders to gain understanding on the extent of progress of implementation and suggest actionable remedies for removal of bottlenecks, if need be, thus ensuring an all-inclusive approach towards implementation of the DEAPs.

- 4) **Mandating publication of ODOP Dashboard:** The Industries Department, Government of Maharashtra has been the State-level Nodal department for the Ease of Doing Exports (EoDE) exercise. As part of EoDE, Export Commissioner, Maharashtra serves as the Nodal Head for promulgating, implementing and monitoring of strategies and action plans at the State-level.

One District One Product (ODOP) is one of the key initiatives under Exports, which aims to bolster product promotion, trade and increased market linkages for products specific to districts. As online service delivery forms one of the key enablers of EoDB as well as EoDE, the State Government has implemented an online system for industries/ entrepreneurs/ business entities to seek various G2B approvals necessary for their ODOP businesses and otherwise. Maharashtra Industry, Trade and Investment Facilitation (MAITRI) portal serves as the Single Window System for the State of Maharashtra.

As transparency, ease of access, user-friendliness, interoperability and accountability form the core principles of Government to Citizen (G2C) as well as Government to Business (G2B) service delivery framework, the Industries Department, hereby makes it mandatory that all applications submitted through MAITRI Single Window System, shall mandatorily account for, in the dashboard-based representation of the MAITRI Single Window. While the State of Maharashtra does not provide specific ODOP registration as on the date of Circular, it is mandated that when such registration is duly notified by the State Government the same shall account for in the dashboard of MAITRI-SWS, with certain clear specifications, such as, 'Notified time limit', 'Applications received', 'Applications approved', 'Maximum days taken', 'Minimum days taken', 'Average time for disposal', 'Median time for disposal', 'Mode time for disposal', 'Average fee' taken by the Department for completion of entire process of obtaining approval/ certificate and 'Compliance %', along with the capability to display application-wise details, such as, 'Application No.', 'Application Date', 'Approval Date', 'Fee Details' and 'Total Fee Charged'.

Further, the Dashboard shall also display information on businesses registered under ODOP, including types of products, locations, and services used, along with information on upcoming trade fairs, exhibitions, and promotional events.

- 5) **ODOP Facilitation Cell (OFC):** The ODOP Facilitation Cell, established within the District Industries Centre (DIC), is hereby mandated to promote and enhance demands/ market linkages of district-specific products. Its core functions encompass the identification of unique district products, the development of robust value chains, and the alignment of infrastructure to bolster production, processing, and marketing capacities.

The Cell undertakes baseline studies to evaluate the potential of selected products within the district, covering a diverse range, including perishable agricultural produce, cereal-based items, and other widely produced food products. Key support areas include the enhancement of processing standards, improvement in storage and marketing systems through participation in trade fairs, provision of capital investment for existing micro-units, and the development of common infrastructure for shared facilities and sector-specific marketing strategies.

The Cell also focuses on the branding and promotion of ODOP products at regional and national levels. Further, it collaborates with the Department of Commerce and the Ministry of Agriculture to implement cluster development approaches. In essence, the ODOP Felicitation Cell contributes to district-level development by fostering infrastructure growth, improving support services including procurement of raw material, and facilitating the promotion and trade of district-specific products.

- 6) **Facilitation for Grievance Redressal (ODOP):** As per the Circular No./DI/MAITRI/BRAP/2024/711, dated 25th November 2021, to address and resolve issues related to the promotion of ODOP products, the Maharashtra Industry, Trade & Investment Facilitation (MAITRI) Cell will handle grievances. The cell will serve as the coordinating body for the resolution of disputes concerning ODOP, ensuring effective follow-up and action at the grassroots level in coordination with ODOP Facilitation Cell at districts.



[Signature]
Development Commissioner (Ind) &
Export Commissioner

To,

1. All Joint Director of Industries
2. All General Manager, District Industries Centre