

Export Action Plan for Gondia District

Nagpur Region, Maharashtra

June 2024



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1 District Profile

1.1 Introduction

Gondia district, a part of the Nagpur division, is a forest-dominated district located in the eastern Vidarbha region and is one of the major rice producing districts in the state. Gondia shares its borders with Chandrapur, Gadchiroli, Bhandara in Maharashtra and Balaghat in Madhya Pradesh and Rajnandgaon in Chhattisgarh.

The district has eight talukas that are administered from Gondia city, which is the district headquarters as well. The talukas are Tiroda, Goregaon, Gondia, Amgaon, Salekasa, Sadak Arjuni, Arjuni Morgaon and Deori.

1.2 Location and Geography

The latitude of Gondia district is 20.39 to 21.38 North and longitude is 79.27 to 80.42 east. To the north of this district is Balaghat district of Madhya Pradesh and Rajnandgaon district in the state of Chhattisgarh in the east direction. The south side is Bhandara district in Maharashtra and Chandrapur district in the west.

The district headquarters is located at Gondia taluka on the Mumbai-Calcutta railway line.



1.3 Demographic Profile

Gondia is the 7th least populated district in the state, with a population of only 12.68 lakhs (as per 2011 Census). The district has a significant forest cover as well as presence of considerable tribal population. The very name of the district is borrowed from the Gond community of tribal. Gondia is a backward district in terms of development, with around 80% of the population living in rural areas.

1.4 Climatic Conditions

Gondia District experiences extreme variations in temperature with very hot Summers and very cold Winters and an average relative humidity of 62 percent. Minimum temperature of 7.4 D.C. and Maximum temperature of 47.5 D.C. recorded in the year 2011.

1.5 Logistic Infrastructure Profile

JNPT and Nagpur ICD Port are the nearest seaport and dry port available for Gondia district.

1.5.1 Road Transport

Gondia is situated about 170 Kms by road. from Nagpur of Vidarbha region. The district has road links to adjoining districts Chandrapur, Bhandara, Nagpur. The city is well connected by roads. It takes around 4 hours journey from Nagpur by State Transport Bus to reach Gondia.

1.5.2 Rail Transport

Gondia is well connected to Mumbai by railway, with the main Mumbai-Howrah line passing through the district. Railway route is comfortable and takes only 2 hours (130 km) for Nagpur.

1.5.3 Air Transport

Gondia Airport is located at Birsi village, 12 kilometers north-east of Gondia. It is used for general aviation and pilot training.

1.6 Agricultural Profile

Gondia is predominately rural district with only two urban centers and 90% population depends primarily on agriculture. However, growth of agriculture sector has stagnated in last decade and is showing irregular trends in GVA added by different sectors. The major crops include Kharif Paddy/ Rabi Paddy and Sugarcane.

1.6.1 Major Agriculture and Horticulture Produce of District

Table 1-1: Major Horticulture and Agriculture production data

| Sr No | Name of Product | Production in MT (2022-23) | Area under Production Hecter (2022-23) |
|-------|-----------------|----------------------------|--|
| 1 | Rice | 489692.62 | 190841.17 |
| 2 | Wheat | 2911.743 | 2603.49 |
| 3 | Sugarcane | 105632.64 | 1728 |
| 4 | Other Cereals | 1.746 | 4.5 |

Source: Horticulture Area Production Information System (HAPIS), Ministry of Agriculture, Government of India

1.7 Industrial Profile

The major industrial unit in the district:

- ▶ Adani Power Limited, Tiroda – Power generation
- ▶ Maheswari Solvent Extraction Pvt. Ltd. – Solvent extracted oil

25 unit of bamboo artisans at Majitpur (Gulaboli), Post Gangazari Tah, Tirode. Employment 100, Turnover INR. 6000/ month/ unit, investment INR 4000/ unit.

Source: Gondia District Website

► **Industries and Employment Generation in Gondia District**

The below mentioned illustrates industries and employment generation of the district:

Table 1-2: Industries and Employment Generation

| Type | Total Units | Investment (in INR Crore) | Employment |
|-----------------------------------|-------------|---------------------------|------------|
| Large Scale Industries | 6 | 198 | 941 |
| Small and Medium Scale Industries | 7965 | 836 | 48501 |

Source: DIC, Gondia

► **List of Rice/ Rice Mill Factories in Gondia district**

The below mentioned illustrates preboiling rice and rice mill industries of the district:

Table 1-3: Rice Mill Factories in Gondia district

| Sr. No. | Manufacturing Activity | Unit Name | Address |
|---------|------------------------|-------------------------------|---|
| 1. | Preboiling Rice | Maheshwari Industries | Amgaon, Gondia 441902 |
| 2. | Rice Mill/ Preboiling | Shri Industries | MIDC Area, Mundipar, Post Dhakni, Gondia 441614 |
| 3. | Rice Mill | Shri Saibaba Rice & Poha Mill | Kudwa, Tiroda Road, Gondia 441601 |
| 4. | Rice Mill | Asati Rice Mill | Amgaon, Salekasa Road, Gondia 441902 |
| 5. | Preboiling | Balaji Preboiling | Tumkheda, Goregaon, Gondia 441601 |
| 6. | Rice Mill | Gandhi Rice Mill | Balaghat Road, Gondia 441601 |
| 7. | Rice Mill | Komal Rice Mill | MIDC Gondia |
| 8. | Rice Preboiling | Maa Bhagwati Steams | Amgaon, Salekasa Road, Gondia 441902 |
| 9. | Rice Mill | Mangala Preboiling | Padamapur, Amgaon, Gondia 441902 |
| 10. | Rice Mill | Patel Rice Industries | Mundipar, Gondia 441601 |
| 11. | Rice Mill | Sharda Rice Mill | Arjuni Morgaon, Gondia 441601 |

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| Sr. No. | Manufacturing Activity | Unit Name | Address |
|---------|------------------------|----------------------------------|---|
| 12. | Rice Mill | Shri Ganesh Rice Mill | Arjuni Morgaon, Gondia 441601 |
| 13. | Rice Mill | Shri Ganesh Rice Mill | Risama Morgaon, Gondia 441902 |
| 14. | Rice Mill | Shrinath Preboiling | Gankhaira, Gondia 441601 |
| 15. | Rice Mill | Shubham Industries | Gankhaira, Gondia 441601 |
| 16. | Rice Mill | Shyambaba Preboiling Industries | Hirdamali, Gondia 441601 |
| 17. | Rice Mill | Swastik Rice Mill | Gankhaira, Gondia 441601 |
| 18. | Rice Mill | Vidarbha Rice Mill | Kidangipar Near Railway Crossing, Amgaon, Gondia 441902 |
| 19. | Rice Mill | Vikas Rice Mill | Tukumkheda, Goregaon, Gondia 441601 |
| 20. | Rice Mill | Vishnu Rice Mill | Fulchur peth, Gondia 441601 |
| 21. | Rice Mill | Vyankatesh Preboiling Industries | MIDC Mundipar, Gondia 441601 |

Source: Mahadish (Directorate of Industrial Safety and Health)

1.8 Industrial Infrastructure Facility

Below illustrates the existing status of industrial areas in Gondia district,

Table 1-4: Industrial Areas in Gondia district

| Name of Ind. Area | Land acquired (In hectare) | Land developed (In hectare) | Prevailing rate per Sq.m. (In Rs.) | No of Plots | No of allotted plots | No of Vacant plots | No of Units in Production |
|-------------------|----------------------------|-----------------------------|------------------------------------|-------------|----------------------|--------------------|---------------------------|
| Gondia | 146.14 | 146.14 | 55 | 176 | 163 | 13 | 83 |
| Deori | 155.90 | 155.90 | 40 | 55 | 16 | 39 | 11 |
| Tiroda | 211.60 | 211.60 | 100 | 2 | 2 | - | 1 |
| Addl. Tiroda | 164.98 | 164.98 | - | 1 | 1 | - | - |
| Goregaon | 9.84 | 9.84 | 40 | 24 | 17 | 7 | 1 |

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| | | | | | | | |
|----------------|---------------|---------------|----------|------------|------------|-----------|-----------|
| Morgaon Arjuni | 11.91 | 11.91 | 30 | 11 | 0 | 11 | - |
| Total | 700.37 | 700.37 | - | 251 | 199 | 70 | 96 |

Sources: JDI, Nagpur and MIDC, Nagpur

1.9 Industrial Infrastructure Profile

The details of industrial infrastructure provided by MIDC is given below:

Gondia Industrial Area:

- ▶ **Water Supply** – MIDC has provided 4.5 MLD the permanent water supply scheme from Wainganga river to the Gondia Industrial area.
- ▶ **Roads** – The area is connected internally by 30m, 25m and 20m. Asphalted Road and approach road available in the industrial area.
- ▶ **Electricity** – 132 KVA MSEB substation available for Gondia Industrial area provide uninterrupted power supply.
- ▶ **Other facilities** – Fire station, Bus stop, Hospital, Common Facility Centre, MIDC rest house, etc.

Source: MIDC

1.10 Industrial Association of the District

- ▶ Rice Miller Association
- ▶ MIDC Industrial Association
- ▶ Lac Industrial Association

Source: DIC Gondia

1.11 Banking Facilities

The below mentioned illustrates banking facilities available in Gondia district,

Table 1-5: Banking facilities in Gondia district

| Sr. No. | Type of Bank | Nos. |
|---------|---------------------------------|------|
| 1. | Commercial Bank | 49 |
| 2. | Private Banks | NA |
| 3. | Wainganga Krishna Gramin Bank | 24 |
| 4. | GDCC Bank Limited | 27 |
| 5. | Urban Co-op Banks | 11 |
| 6. | The B.D.C.A.R.M.D. Bank Limited | 05 |

Sources: NABARD Potential Link Plan 2021-22 of Gondia District

1.12 Gondia District Strengths and Opportunities

- ▶ One of the major rice producing district in the state
- ▶ 170 kms away from Nagpur city
- ▶ The Mumbai-Nagpur-Kolkata National Highway passing through the district.

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- ▶ The district has bus connectivity to Jabalpur, Nagpur, Raipur and Hyderabad.
- ▶ Presence of 3 Industrial Association - Rice Miller Association, MIDC Industrial Association and Lac Industrial Association
- ▶ As per NABARD, the district has 49 commercial bank, 24 Wainganga Krishna Gramin Bank, 37 GDCC Banki, 11 Urban Co-op Banks, and 05, BDCARMD Bank
- ▶ 25 units of bamboo artisans at Majitput (Gulaboli), Post Gangazari Tah, Tirode. There is a potential for Bamboo Handicraft industries in the district. New cluster project for Bamboo Articles in the district.
- ▶ Few lac industries situated in the district. There is potential for export of lac from the district.
- ▶ Various minerals are available in the district. Mineral based units have potential in the district to grow.
- ▶ Basmati rice is being produced in the district. International market is having high demand for Basmati rice.
- ▶ Due to high export of Rice from the district, ICD proposal has been submitted to State and Central Government Authorities

2 District Export Profile

2.1 Gondia District Export Scenario

The below mentioned table depicts Gondia district's export scenario as well as the state's export contribution in India's total export.

Table 2-1: District Export Scenario

| State and District Export Contribution | | |
|--|---------------------------|-------------------------|
| | Total Exports (INR crore) | Percentage Contribution |
| Maharashtra | 581439.00 | 16.05 |
| Gondia District | 1588.25 | 9.78 |

Source: DGCIS, Government of India (April 2022 to March 2023)

Table 2-2: Existing District Export Scenario

| State and District Export Contribution | | |
|--|---------------------------|-------------------------|
| | Total Exports (INR crore) | Percentage Contribution |
| Maharashtra | 556400.00 | 15.37 |
| Gondia District | 1747.00 | 11 |

Source: DGCIS, Government of India (April 2023 to March 2024)

2.2 Existing and Proposed Infrastructure for Exports

| Existing Projects | |
|--|--|
| 1 | Sadak Arjuni Rice Processing Cluster |
| 2 | MIDC Gondia |
| Proposed Future Projects | |
| 1 | Metal Ware and Wood Carving Cluster, Salekasa Gondia |
| Proposed New Projects for Export Promotion | |
| 1 | Inland Container Depot (ICD), Gondia |
| 2 | Shellac Cluster |
| 3 | Bamboo Handicraft Cluster |
| 4 | Export Product Quality Testing Lab in Gondia |



Source: DIC, Gondia

2.3 District One District One Product (ODOP) Profile

The Gondia district is famous for Rice, Sugarcane and Bamboo. The details of identified ODOP for the district is given below,

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Table 2-3: ODOP and GI Product Profile

| Sr. No. | Product Name | GI No. | ODOP | HSN Code | Sector | Perishable | Line Ministry/ State Department/ Boards |
|---------|-----------------|--------|------|------------------------------------|-------------|------------|---|
| 1. | Rice | NA | Yes | 10063010, 10063090, 10064000 | Agriculture | No | Ministry of Agriculture and Farmers Welfare, Government of India; Department of Agriculture, Government of Maharashtra, APEDA |
| 2. | Bamboo Articles | NA | Yes | 46021100, 44209090 | Handicraft | No | Export Promotion Council for Handicraft, Department of Handicraft, Ministry of Textiles |

Source: DIC, Gondia

Table 2-4: Current Markets for ODOP

| Sr No | Product Name | HSN code | Export Value (in INR crore) FY 22-23 | Export Value (in INR crore) FY 23-24 | Export Hubs | Current Market of Gondia/ Maharashtra |
|-------|-----------------|------------------------------------|--------------------------------------|--------------------------------------|--------------------------|--|
| 1 | Rice | 10063010, 10063090, 10064000 | 1480.20 | 1714.82 | Morgaon - Arjuni, Gondia | Benin, Djibouti, Togo Senegal, Cote D' Ivoire Sierra, Leone |
| 2 | Bamboo Articles | 46021100, 44209090 | 0 | 0 | Salekasa | Italy, Kenya, Maldives, Nepal, South Africa, Spain, Tanzania, UAE, Uganda |

Source: DGCIS, Government of India

2.4 Top Exporting Products and Countries from District

2.4.1 Top 10 Exporting Products from District

Table 2-5: Top 10 Exporting Products from District

| Top 10 Exporting Products from District | | | |
|---|---|--------------------------|--|
| HS Code | Product Description | Export Value (INR crore) | Top Exporting Countries |
| 10063010 | Rice Parboiled | 1035.70 | Djibouti, Benin, Liberia |
| 10063090 | Rice Excepting Parboiled (Excl. Basmati Rice) | 333.79 | Mozambique, Madagascar |
| 10064000 | Broken Rice | 110.70 | Djibouti, Senegal, Vietnam |
| 11010000 | Wheat or Meslin Flour | 36.90 | Madagascar, Djibouti, Ethiopia |
| 17011490 | Other Cane Sugar | 24.13 | Ethiopia, Somalia |
| 17019990 | Other refined sugar including centrifugal sugar | 23.78 | Malaysia, Djibouti, Somalia, Madagascar, UAE |
| 13019099 | Other Oleoresins | 12.83 | Iraq, USA |
| 10059090 | Other | 3.67 | Vietnam |
| 9103020 | Dry | 2.29 | UAE, Kuwait, Bangladesh, Iran |
| 17011420 | Khandsari Sugar | 1.07 | Somalia |

Source: DGCIS, Government of India (April 2022 to March 2023)

Table 2-6: Top 10 Exporting Products from District

| Top 10 Exporting Products from District | | | |
|---|---|--------------------------|-------------------------------|
| HS Code | Product Description | Export Value (INR crore) | Top Exporting Countries |
| 10063010 | Rice Parboiled | 1424.30 | Djibouti, Benin, Togo |
| 10063090 | Rice Excepting Parboiled (Excl. Basmati Rice) | 165.80 | Mozambique, Kenya, Madagascar |
| 10064000 | Broken Rice | 98.86 | Djibouti, Senegal |
| 13019099 | Other Oleoresins | 26.06 | USA, Iraq, Japan |
| 10063020 | Basmati Rice | 16.69 | UAE, Singapore, Oman |
| 10062000 | Husked (Brown) Rice | 4.98 | Vietnam |
| 10059090 | Other | 3.66 | Vietnam, USA |
| 9103020 | Dry | 1.99 | UAE, Yemen, Turkey |
| 17011420 | Khandsari Sugar | 1.35 | Singapore |

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| | | | |
|----------|--|------|-----|
| 88073000 | Other Parts Of Airplanes, Helicopters Or Unmanned Aircraft | 1.13 | USA |
|----------|--|------|-----|

Source: DGCIS, Government of India (April 2023 to March 2024)

2.4.2 Top 10 Exporting Countries from District

The details of top exporting countries from the Gondia district are given below,

Table 2-7: Top 10 Exporting Countries from District

| Sr. No. | Country | Export Value (INR crore) |
|---------|----------------|--------------------------|
| 1 | Benin | 238.95 |
| 2 | Djibouti | 148.26 |
| 3 | Togo | 145.11 |
| 4 | Senegal | 119.39 |
| 5 | Cote D' Ivoire | 106.01 |
| 6 | Sierra Leone | 104.44 |
| 7 | Somalia | 93.66 |
| 8 | Mozambique | 91.71 |
| 9 | South Africa | 70.96 |
| 10 | Kenya | 57.78 |

Source: DGCIS, Government of India (April 2023 to March 2024)

Table 2-8: Top 10 Exporting Countries from District

| Sr. No. | Country | Export Value (INR crore) |
|---------|-----------------|--------------------------|
| 1 | Djibouti | 155.04 |
| 2 | Cote D' Ivoire | 144.73 |
| 3 | Madagascar | 129.60 |
| 4 | Benin | 125.77 |
| 5 | Senegal | 103.16 |
| 6 | Liberia | 99.28 |
| 7 | Togo | 95.37 |
| 8 | Mozambique | 84.90 |
| 9 | Vietnam Soc Rep | 80.62 |
| 10 | Sierra Leone | 79.97 |

Source: DGCIS, Government of India (April 2022 to March 2023)

2.5 Potential Export Product Profile

Based on the DEPC meetings and discussions with officials and stakeholders, Rice and Bamboo Articles, are considered as ODOP for the district. The other identified export potential products from the district are given below,

Table 2-9: Potential Export Product Profile

| Sr. No. | Product Name | Sector |
|---------|-------------------------------|-----------------|
| 1. | Fresh and Frozen vegetables | Food Processing |
| 2. | Bajra | Agriculture |
| 3. | Lac | Forest Products |
| 4. | Peas (Fresh and Frozen) | Food Processing |
| 5. | Beans (Fresh and Frozen) | Food Processing |
| 6. | Agarbatti | Handicraft |
| 7. | Wood craving handicraft items | Handicraft |

Source: DIC, Gondia

2.5.1 Existing Export Oriented Units in the district

The list of existing export-oriented units in the district is as mentioned below:

Table 2-10: Export Oriented Units

| Sr No | Company Name | Sector | Product Name | Address |
|-------|-----------------------------------|-------------|---------------|---|
| 1. | Shree Laxmi Agro Steel Industries | Steel | Steel | GAT No. 252, 279, Sakharitola, Pokawrabandh, Gondia |
| 2. | Venkatesh Rice Mill | Agriculture | Rice | Satyam Building, Ingle Chowk, Civil Lines, Gondia |
| 3. | Durga Rice Mill | Agriculture | Rice | Satyam Building, Ingle Chowk, Civil Lines, Gondia |
| 4. | TRBL Food Products | Agriculture | Food Products | 27, Bajaj Ward, Near Old Bus Stand Road, Gondia |
| 5. | Venkatesh Sortex | Agriculture | Rice | Civil Lines, Behind Dr. Joshi, Gondia |
| 6. | Hari Shellac Industries | Agriculture | Lac | Vijay Nagar, Gondia |
| 7. | Jai Bamleshwari Rice Sortex | Agriculture | Rice | Ramdeo Sadan, Manohar Chowk, Gondia |
| 8. | Subhlaxmi Food Products | Agriculture | Food Products | Pitruchhaya near Jai Shree Cine Maganjward, Gondia |
| 9. | Vidarbha Rice Mill | Agriculture | Rice | P B No. 56, Balaghat Road, Vijay Nagar, Gondia |

Source: DIC, Gondia

2.6 Major Clusters in Gondia District

Salekasa cluster consist of 220 plus Artisans & 20 SHGs. This cluster is famous for Metal Ware and Wood Carving. The metal ware articles include perforated chandeliers and lamp stands, ashtrays, glass holders, paper cutters, pin cushions, and trays. Articles includes decorative door handles, key chains, moulded figures of Trimurti, etc. are famous among tourist and for export markets. Wood carvings articles made up of Bamboo, Gular wood, Mango wood, Shisham wood, lac, Doodhia wood, cloth, paper, etc.



Source: Salekasa Cluster Website

2.7 Key Issues in Export

Below mentioned table illustrates category wise key issues observed in export of the district:

Table 2-11: Key Issues in Export

| Category | Issues | Relevant Government Authority |
|------------------------------|---|--|
| Regulatory | Provide export data (origin of district) at district level which enables stakeholders to take informed decision | Central Government Authorities |
| | Availability of online system incorporating latest updates of norms, policies, etc. will help businessman, exporter, farmers | Central Government Authorities |
| | Availability of easy and user-friendly processes for export licensing and certifications | Central Government Authorities |
| | Single window portal for licenses and approvals | Central and State Government Authorities |
| | Unavailability of containers for exporters. Due to this, freight rates have been impacted | Central and State Government Authorities |
| Institutional Support | Training program should be conducted to know the latest updates in foreign trade policies | State Government Authorities |
| | Lack of awareness about overseas buyers | Central and State Government Authorities |
| | Market data for export products | State Government Authorities |
| | Updated information about new markets for the existing export products | State Government Authorities |
| | Establishing an export Facilitation Centre (virtual/physical) - The center can be a dedicated point for information/guidance on | Central and State Government Authorities |

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| Category | Issues | Relevant Government Authority |
|----------------------------|---|---|
| | export related matters like IEC, schemes, Documentation etc. | |
| | Study tours should be organized in various countries to know the latest technical advancements in other countries | State Government Authorities |
| | Information of organic farming scheme should be made available | State Government Authorities |
| Promotional Support | Permanent Exhibition Centre at district place with Govt. support should be established | State Government Authorities |
| | Availability of buyer market data | Central and State Government Authorities |
| | Support required for branding and promotion of export potential products | State Government and District Authorities |
| | Very less artisans are left in the district. Artisans work are not being promoted | State Government and District Authorities |
| | For promote products in international market, subsidy should be given by government for participation in international trade fairs, Buyer-Seller meets | Central and State Government Authorities |
| | Unavailability of international buyer market data | Central and State Government Authorities |
| Industrial Infra | W.r.t. electricity, current per unit rate of electricity is high as compare to other states; considering it, per unit rate should be reduced. | State Government Authorities |
| | Interrupted electricity supply to industries including cold storage. | |
| | Rice millers are suffering from low profitability due to lack of capital to invest in new technologies and capacity upgradation. The new technologies needed includes silky polishers, color sorters and other rice milling equipment's | State Government Authorities |
| | Requirement of Export Quality Testing Lab in the district | State Government and District Authorities |
| | To maintain export quality of products, testing facilities, Material Testing, UV testing, certification labs and calibration facilities, etc. are mandatory requirements for exports and should be made available | State Government Authorities |
| | Availability of raw material and packaging material in semi urban areas | Central and State Government Authorities |
| Logistic Infra | Functional airport to export perishable products | State Government Authorities |
| | Shipping lines charges are not regulated and there is a huge discrepancy between various charges being collected by various shipping lines | Central Government Authorities |

| Category | Issues | Relevant Government Authority |
|---------------------------|--|---|
| | Huge spending required for transportation due to dependency on ICD Nagpur | State Government Authorities |
| | Requirement of ICD in the district | State Government and District Authorities |
| Finance | To compete with global export market, exporters need credit facilities with extremely competitive rates of interest | Central Government Authorities |
| | For agricultural trade, the levy of 2% TDS (tax deduction at source) on cash withdrawals exceeding Rs. 1 crore in a year from any bank account leading to issues in payment for small cultivators. | Central Government Authorities |
| | Provide loan support to small and medium enterprises to enable them to upgrade export promotion capability | Central and State Government Authorities |
| | Exporting units do not get incentives under State Government Package Scheme of incentives as no SGST component is involved | State Government Authorities |
| | Exporters purchasing capital goods indigenously should be exempted from payment of IGST with export obligation | Central Government Authorities |
| Agriculture Sector | Agriculture sector - Information of organic farming scheme should be made available | State Government Authorities |
| | Availability of raw material and packaging material in semi urban areas | |
| | Availability of adequate cold storage and warehouses considering shelf life of agro based products | |

Source: DIC, Gondia

2.8 Export Promotion Initiatives by District

2.8.1 Formation of DEPC (District Export Promotion Council)

The Government of Maharashtra has notified the District Export Promotion Councils (DEPC) in the state. The District Export Promotion Councils (DEPC) constituted under the Chairmanship of District Collector and Task Force Committee under the Chairmanship of General Manager, District Industries Centre (DIC).

The broad role of District Export Promotion Councils (DEPC) is as mentioned below,

- ▶ Preparation of District Export Action Plan for 5 years
- ▶ Co-ordination with DGFT, EPCs and Associations for export promotion
- ▶ Promotion of GI, ODOP and Handicraft, Agri and Horticulture products
- ▶ Identify diversification opportunities for exports
- ▶ Preparation of export database with help of DGFT
- ▶ Hold meetings of District Export Promotion Council (DEPC), Trade fairs and B2B meetings
- ▶ Ensure availability of infrastructure at district level such as warehousing, cold storage, marketing, R&D and testing laboratories etc.
- ▶ Availability of export credit for exporters

- ▶ Grievance redressal mechanism at district level

The Gondia district's DEPC meetings and outreach program details are as mentioned below:

Table 2-12: DEPC meetings and outreach program

| Sr No | Date | DEPC meetings/Outreach Program Details |
|-------|------------|---|
| 1 | 11.11.2020 | DEPC Meeting |
| 2 | 16.12.2020 | DEPC Meeting |
| 3 | 13.09.2021 | DEPC Meeting |
| 4 | 24.09.2021 | Vanijya Utsav – Exporter's Conclave Event |
| 5 | 28.09.2022 | Export Conclave Event and Exhibition |
| 6 | 13.12.2022 | DEPC Meeting |
| 7 | 12.01.2023 | DEPC Meeting |
| 8 | 10.05.2023 | DEPC Meeting |
| 9 | 27.07.2023 | DEPC Meeting |
| 10 | 21.08.2023 | Export Outreach program by DGFT |
| 11 | 22.09.2023 | DEPC Meeting |
| 12 | 11.01.2024 | DEPC Meeting |
| 13 | 05.03.2024 | Gondia- District Investors Summit |

Source: DIC, Gondia

3 District Export Promotion Strategy

3.1 Diversification Opportunities for identified export potential product

The identified export potential products from Gondia districts are Rice and Bamboo Art.

The below mentioned table illustrates diversification opportunities for identified export potential products of the district,

Table 3-1: Diversification Opportunities

| Sr No | Product Name | HSN | Sector | Diversification Opportunities |
|-------|-----------------|------------------------------------|-------------|--|
| 1. | Rice | 10063010, 10063090, 10064000 | Agriculture | Saudi Arabia, Philippines, China, USA, European Union, UAE, Japan, Malaysia and Iran |
| 2. | Bamboo Articles | 46021100, 44209090 | Handicraft | USA, France, Israel, Denmark, UK, Belgium, Australia, European Union, Germany, and Japan |

Sources: DGCIS and WITS, World Bank

3.2 Export Promotion Strategy

Below mentioned table illustrates strategy categorization and recommended strategy,

Strategy Category Types :

- ▶ **Short Term (0 to 2 yrs.)**
- ▶ **Medium Term (3 to 5 yrs.)**
- ▶ **Long Term (5 to 10 yrs.)**

Table 3-2: Export Promotion Strategy

| Category | Strategy Time Frame | District Requirement | Export Promotion Strategy | Relevant Govt. Authority |
|------------------------------|---------------------|--|---|--|
| Regulatory | Short Term | Provide export data (origin of district) at district level which enables stakeholders to take informed decision. | DGFT can track the export of product from each district Promotion of online portal (Maharashtra Export Promotion Web Portal) at district level | Central Government Authorities |
| | | Online system incorporating latest updates of norms, policies, etc. will help businessman, exporter, farmers | Information dissemination through Export Guidebook and ODOP Booklet | |
| | | Easy and user-friendly processes for export licensing and certifications | Availability of easy and user-friendly processes for export licensing : ISO 9001-2015 ISO, GMP, HACCP, HALLAL licenses | |
| | Short Term | Ensure Container Availability | Containers to be available for small consignments as well | Central and State Government Authorities |
| | Medium Term | Single Window Portal for licenses and approvals | Encourage investor/entrepreneur to apply for all the licenses/approvals through the online single window portal. Single window system be integrated with SMS gateway/emails, so that applicant gets notification at every critical stage of application processing. | Central and State Government Authorities |
| Institutional Support | Short Term | Training program should be conducted to know the latest updates in foreign trade policies | DGFT should organize training for latest update in foreign trade policy to encourage and promote direct export of agro products by farmers | State Government Authorities |

Gondia District Export Action Plan

| Category | Strategy Time Frame | District Requirement | Export Promotion Strategy | Relevant Govt. Authority |
|----------|---------------------|---|--|---|
| | Short Term | Study tours should be organized in various countries to know the latest technical advancements in developed countries | Central and State Government should arrange offline/ online study tours | State Government Authorities |
| | Short Term | Market data for export products | DGFT should provide data to relevant stake holders | State Government Authorities |
| | Short Term | Updated information about new markets for the existing export products | DGFT should provide updated information about new markets | State Government Authorities and Central Government Authorities |
| | Short Term | Lack of awareness about overseas buyer | DGFT along with DICs and DEPC should provide/ organize trainings for identification of buyers for potential exporters. | Central and State Government Authorities |
| | Short Term | | Promotion of Maharashtra State Government Export Web Portal for identifying potential buyers | State Government Authorities |
| | Short Term | Cluster development and promotion – Bamboo Handicraft Cluster, and Shellac Cluster in Gondia | Promotion and Formulation of cluster – Bamboo Handicraft Cluster in Salekasa and Shellac cluster in Gondia Training programme for artisans in support with EPC for Handicraft | State Government and District Authorities |
| | Medium Term | Establishing an export Facilitation Centre (virtual/physical) - The center can be a dedicated point for information/guidance on export related matters like IEC, schemes, | DGFT and other relevant authority should facilitate virtual/physical export facilitation center | Central and State Government Authorities |

Gondia District Export Action Plan

| Category | Strategy Time Frame | District Requirement | Export Promotion Strategy | Relevant Govt. Authority |
|----------------------------|---------------------|--|---|---|
| | | Documentation etc. | | |
| Promotional Support | Short Term | Permanent Exhibition Centre at district place with Govt. support should be established | DIC should work as district Export Hub and set up a permanent Exhibition Centre at district and organize trade fairs, Buyer-Seller meets | Central and State Government Authorities |
| | | Organizing trade fairs, Buyer-Seller meets | | |
| | Short Term | Availability of buyer market data | The concern agencies should ensure availability of international buyer market data to expedite export | Central and State Government Authorities |
| | Short Term | Support for branding and promotion of products | <p>Tie-up with various e-commerce players to market the products on their online platforms.</p> <p>Concerned stakeholders to be invited to business events/ workshops to help provide market linkages to exporters</p> <p>Promotion of ODOP Cluster Development</p> | State Government and District Authorities |
| | Medium Term | Subsidy should be given by government for participation in international trade fairs, Buyer-Seller meets | To promote products internationally, subsidy should be given by government for participation in international trade fair. Also, the concern authorities should provide guidance to the businessman/farmers/ exporters about the existing available schemes | Central and State Government Authorities |

Gondia District Export Action Plan

| Category | Strategy Time Frame | District Requirement | Export Promotion Strategy | Relevant Govt. Authority |
|-------------------------|---------------------|---|---|------------------------------|
| Industrial Infra | Medium Term | Electricity per unit rate should be reduced | The concern State government agency should review current per unit rate of electricity as it is high as compare to other states. The reduction in per unit rate will help in reduction in production cost | State Government Authorities |
| | Short Term | Interrupted electricity supply to industries including cold storage | Maharashtra State Electricity Board may ensure uninterrupted power supply to industrial units | State Government Authorities |
| | Medium Term | Testing Lab in Gondia | Export Quality testing lab (NABL accredited) in Gondia district | State Government Authorities |
| | Short Term | To maintain export quality of products, testing facilities, Material Testing, UV testing, certification labs and calibration facilities, etc. are mandatory requirements for exports and should be made available | <p>To maintain export quality of the products below mentioned facilities and measures are of prime importance and should be made available,</p> <ul style="list-style-type: none"> ▶ Testing Facilities ▶ U.V. Testing ▶ Packaging ▶ Certification <p>The district, with the help of Indian Institute of Packing (IIP), t work towards improving the quality standards and manufacturing compliances, learning new techniques and technology and market intelligence. Parallely tie up with NGOs to help the farmers and cultivators in packaging and other activities.</p> <p>Also, sector specific R&D facilities should be made available to</p> | State Government Authorities |

Gondia District Export Action Plan

| Category | Strategy Time Frame | District Requirement | Export Promotion Strategy | Relevant Govt. Authority |
|-----------------------|---------------------|--|--|--|
| | | | boost export of the district | |
| Logistic Infra | Long Term | Functional airport to export perishable products | Nagpur Airport should be made functional to timely transport perishable and high value goods | Central and State Government Authorities |
| | Short Term | Shipping lines charges are not being regulated and there is a huge discrepancy (up to 200% depends on destination and type of shipment) being collected by various shipment companies. | Shipping lines charges need to be regulated | Central Government Authorities |
| | Long Term | Requirement of ICD | ICD Development in Gondia district | Central and State Government Authorities |
| Finance | Short Term | Exporters need credit facilities with extremely competitive rates of interest | To compete with global export market, exporters need credit facilities with extremely competitive rates of interest | Central Government Authorities |
| | Short Term | Provide term loan support to small and medium enterprises to enable them to upgrade export promotion capability | Information dissemination about existing financial schemes for MSMEs, exporters and relevant stakeholders which would facilitate in export promotion | Central and State Government Authorities |
| | Short Term | Exporting units do not get incentives under State Government Package Scheme of incentives as | Incentives for exporting units under State Government Package scheme | State Government Authorities |

Gondia District Export Action Plan

| Category | Strategy Time Frame | District Requirement | Export Promotion Strategy | Relevant Govt. Authority |
|---------------------------|---------------------|--|---|--|
| | | no SGST component is involved | | |
| | Short Term | Exporters purchasing capital goods indigenously should be exempted from payment of IGST with export obligation | Reimbursement or exemption of IGST for purchasing of capital goods under export obligation | Central Government Authorities |
| | Short Term | For cash payment to small cultivators' reduction/ removal of 2% levy of TDS on agricultural trade | Removal or subsidy for agricultural trade cash withdrawals. | Central Government Authorities |
| Agriculture Sector | Short Term | Information of organic farming scheme should be made available | APEDA should provide information on organic farming and schemes available for it | State Government Authorities |
| | Short Term | Availability of raw material and packaging material in semi urban areas | The concern agencies should ensure availability of raw material as well as packaging materials for exporting units in semi urban areas. The district and State authorities should regularly take updates from exporters and resolve the issue | Central and State Government Authorities |
| | Medium Term | Availability of adequate cold storage and warehouses considering shelf life of agro based products | The government agencies should provide facilities like cold storage, vegetable drying, warehouses considering shelf life of agro based products. The agency like APEDA can play an important role in providing affordable solution for the district | State Government Authorities |

Source: DIC, Gondia

3.3 Key Department Contacts

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