

Export Action Plan for Nashik District

Nashik Region, Maharashtra

September 2024



Contents

1	District Profile	2
1.1	Introduction	2
1.2	Climatic Conditions	2
1.3	Administrative Profile	2
1.4	Location and Geography.....	2
1.5	Demographic Profile	3
1.6	Logistic Infrastructure Profile	3
1.6.1	Road Transport	3
1.6.2	Rail Transport	3
1.6.3	Air Transport.....	4
1.7	Agricultural Profile	4
1.8	Industrial Profile.....	5
1.9	Service Sector Profile.....	6
1.10	Industrial Infrastructure Profile.....	7
1.11	Industrial Association of the District	8
1.12	Banking Facilities.....	8
2	District Export Profile	9
2.1	Nashik District Export Scenario	9
2.2	Existing and Proposed Infrastructure for Exports.....	9
2.3	District ODOP & GI product profile	10
2.3.1	Current Market for Export Products from Maharashtra	10
2.4	Top Exporting Products and Countries from District.....	11
2.4.1	Top 10 Exporting Products from District	11
2.4.2	Top 10 Exporting Countries from District	12
2.5	Potential Export Product Profile.....	12
2.6	Major Clusters in Nashik District.....	13
2.7	Major Industrial Units in the District.....	14
2.8	Key Issues in Export.....	15
2.9	Export Promotion Initiatives by District.....	16
2.9.1	Formation of DEPC (District Export Promotion Council)	16
3	District Export Promotion Strategy	17
3.1	Diversification Opportunities for identified export potential product.....	17
3.2	Export Promotion Strategy	18
3.3	Key Department Contacts.....	20

1 District Profile

1.1 Introduction

Nashik District is one of the most important districts of Northern Maharashtra. The district has become the center of attraction because of its beautiful surroundings and cool and pleasant climate. Nashik has a personality of its own due to its mythological, historical, social and cultural importance.

The city, vibrant and active on the industrial, political, social and cultural fronts, has influenced the lives of many a great personality. The river Godavari flows through the city. Temples and Ghats on the banks of Godavari have made Nashik one of the holiest places for Hindus all over the World.

1.2 Climatic Conditions

The city's tropical location and high altitude combine to give it a relatively mild version of a hot semi-arid climate. Temperatures rise slightly in October, but this is followed by the cool season from November to February.

The cool season sees warm temperatures of around 28 °C or 82.4 °F during the day, but cool nights, with lows averaging 10 °C or 50 °F, and extremely dry air.

1.3 Administrative Profile

District Nashik's administration is mainly supervised by the chief officer of the district (district collector). District collector or DM supervises all the workings of some other departments of government in the district. A Zilla Parishad provides development management at all rural level.

District collector is mainly responsible for administration of city Nashik, and he is the head of district revenue administration and works as chief coordination-officer among other officers of district government. All the exigencies and needs of district administration are supervised by the district collector and he is responsible for all other departments of government, so he plays a very important role in district administration.

1.4 Location and Geography

Nashik District is located between 18.33 degree and 20.53-degree North latitude and between 73.16 degree and 75.16-degree East Longitude at Northwest part of the Maharashtra state, at 565 meters above mean sea level

The river Godavari originates from the Brahmagiri Mountain, Trimbakeshwar about 24 km (15 mi) from Nashik and flows through the old residential settlement, now in the central part of the city. Due to high pollution created by factories in proximity of the city the river was dying at an alarming rate. It has since been successfully cleaned.

Nashik lies on the western edge of the Deccan Plateau which is an ancient volcanic formation. Trimbakeshwar is about 30 km (19 mi) from the city, it is where from river Godavari originates. The land area of the city is about 259.13 km² (100.05 sq. mi).

1.5 Demographic Profile

Nashik is the fourth largest city in Maharashtra in terms of population after Mumbai, Pune and Nagpur. According to the Census of India, 2011, Nashik had a population of 1,486,053. Males constitute 782,517 of the population and females 703,536. Metropolitan Nashik population was 1,561,809 in which 821,921 were males and 739,888 were females. Nashik city had an average literacy rate of 89.85%: male literacy was 93.40%, and female literacy was 85.92%.

The sex ratio is 894 per 1,000 males for Nashik city. Child sex ratio is 865 girls per 1,000 boys. In Nashik, 11.42% of the population is under 6 years of age. In census year 2001 the Nashik Urban Agglomeration had a population of 1,152,326. Thus, it was the fourth largest urban area of Maharashtra State after Mumbai, Pune and Nagpur. The projected population of Nashik urban agglomeration (which includes abutting urban areas like Deolali) as on 11 November 2012 is 1,562,769.

1.6 Logistic Infrastructure Profile

With the rapid development of means of communications, especially that of roads, it was found convenient to classify the roads in three categories, viz., (1) National highways, (2) State highways and (3) District roads, the construction and maintenance of which is entrusted to different agencies. National and State highways are maintained by the Buildings and Communications Department, whereas the district roads are looked after by Zillah Parishad.

There are 14 State highways in the district

Table 1-1 Road Infrastructure

Type	Value	Unit
Road:		
National Highway	112	Km
State Highway	1655	Km
District roads	4622	Km
Village Roads	7582	Km
Total Road Length	13971	Km
Rail	287	Km

Source: District Industries Centre (DIC), Nashik

1.6.1 Road Transport

The Mumbai-Agra Highway (NH3), Nashik-Pune Highway (NH 50), Peth Road, Wani Road, Bhagur-Nashik Road (Lam Road), and Jail Road are among the major roads in the city, alongside residential and commercial neighborhoods. The first road overpass of the city (named 'Swatantryaveer Vinayak Damodar Savarkar flyover') is Nashik Road and goes over the NH 50.

1.6.2 Rail Transport

Nashik Road railway station was built by Bhagwant Singh Kapoor's local construction company. This railway station is an important stop on the Mumbai-Bhusawal-Delhi and Mumbai-Bhusawal-Nagpur-Kolkata Central Railway routes. Heavy passenger traffic is a daily feature of the sector. In 2017, the government of Maharashtra and the Ministry of Railways unveiled a joint venture to construct a 248-km track to enable train service between Nashik Road and Pune. Similarly, the Rajya Rani Express train started running from Nashik to Mumbai in 2011.

1.6.3 Air Transport

Nashik Road hosts Nashik Airport (operated in conjunction with the Indian Air Force), offering a 50-minute flight to Mumbai. Military Airport in place, partially used for domestic transport under Central initiative UDAN

1.7 Agricultural Profile

Since last 20 years the grape has acquired dominance on the agricultural economy of the district. Due to water shortage in Kalwan, Deola, Bangon & Malegaon blocks, the farmers have shifted to pomegranate from sugarcane & grape crops. Some progressive farmers are cultivating flowers in green houses. These developments also indicate that the farmers in the district adopt new technologies & methods of cultivation very fast

Table 1-2 Agricultural Land Profile

Sr No	Land	Area (hectares)
1	Geographical area	15,63,000
2	Cultivable area	8,64,000
3	Average kharif Crop area	6,63,200
4	Average Rabi Crop area	1,36,500
5	Actual sown area	6,58,763
6	Forest	3,40,000
7	Uncultivable area	23,000

Source: District Industries Centre (DIC), Nashik

Table 1-3 Major crops in Nashik as per Tahasil

Sr No	Name of the Tehsil	First Rank Crops	Second Rank Crops	Third Rank crops
1	Surgana	Rice	Nachani	Vari
2	Kalwan	Maize	Bajara	Rice
3	Deola	Maize	All Vegetable	Jawar
4	Satana	Bajara	Maize	Kulith
5	Malegaon	Bajara	Maize	Kulith
6	Nandgaon	Bajara	All Vegetable	Wheat
7	Chandwad	Bajara	All Vegetable	Jawar
8	Dindori	All Vegetable	All Fruits	Grapes
9	Peint	Nachani	All Fruits	Rice
10	Trimbak	Nachani	Rice	Vari
11	Nashik	Total Vegetable	Wheat	Rice
12	Igatpuri	Rice	Harbara	Nachani
13	Sinner	Bajara	All Vegetable	Wheat
14	Niphad	All Fruits	Grapes	All Vegetable
15	Yeola	Bajara	All Vegetable	Maize

Source: District Industries Centre (DIC), Nashik

Table 1-4 Horticulture and Agriculture production data

Sr. No.	Name of Product	Area under Production in hector (2022-23)	Production in MT (2022-23)
1	Fruits	92.047	1649.669
2	Spices	1.037	2.927
3	Vegetables	335.559	5688.498
4	Flowers	7.706	0.384
5	Plantation Crops	1.900	2.338

Source: Horticulture Area Production Information System (HAPIS), Ministry of Agriculture, Government of India- Category wise: FY 2022-23. Data up to 2nd Advance Estimates)

1.8 Industrial Profile

Nashik is one of the fastest growing cities in India. A well-developed Agro based industry along with food processing industry contributes to the maximum of Districts revenue. It has been a major industrial center in automobile hub and electrical components.

Nashik district in the Nashik region has registered a total of **22,7472 Micro, Small, and Medium Enterprises (MSMEs)** under the Udyam Registration (Up to 31 March 2024)

- Micro enterprises – 22,1947
- Small enterprises - 5087
- Medium enterprises – 438

Industries in Nashik are as bifurcated as below

Table 1-5 Industry profile

Large Scale Industries			Small and Medium Scale Industries		
Total Units	Investment (in INR crore)	Employment Generation	Total Units	Investment (in INR crore)	Employment Generation
191	10,300	44,088	61,728	11,869	3,21,601

Source: District Industries Centre (DIC), Nashik

Table 1-6 Industry profile

Industry	Subcategory
Agro Based Industry	Bio-coal briquettes from sugarcane waste and ground nutshell
	Cold storage
	Processing and preservation of meat, fish, fruit & vegetables
	Oil Mills
	Mushroom cultivation
Fruit Processing Industry	Grapes – Wine and Raisins
	Mango-Jam, Pickles, Juice, Jelly etc.
	Pomegranate – Ayurvedic Medicine
	Custard Apple – Jam, Guava – Jam and Jelly
	Baby food based on Papaya
Forest Based	Disposal plates made from palas tree leaf.
	Wooden Furniture
	Ayurvedic and Herbal products

Industry	Subcategory
	Sawmill
	Wooden packing boxes
	Electrical switch boards
Animal based Industry	Dairy products – Cheese, Butter, Ghee, Paneer etc.
	Blankets, carpets etc. from sheep wool
	Cattle / Poultry feed, Poultry farming
	Bone fertilizer
Mineral Based Industry	Fly Ash bricks
	Stone crushers
Demand Based Industry	General fabrication
	Water filter
	Cold storage
	Agricultural equipment
	Computer stationery
Service Industry	General fabrication
	Water filter
	Cold storage
	Agricultural equipment
	Computer stationery

Source: District Industries Centre (DIC), Nashik

1.9 Service Sector Profile

The Service industry functional in Nashik is capable enough to fulfill districts requirements and one of the major employers. The services district has to offer are as below

- ▶ Computer Training Institute
- ▶ Xerox, Fax, Typing Cyber Café etc.
- ▶ Desk Top publishing / Screen Printing.
- ▶ Laundry & Dry cleaning
- ▶ Servicing of agriculture farm equipment e.g., Tractor, Pump, Rig Boring machines, etc
- ▶ Photographic laboratories
- ▶ ISD/STD Booths
- ▶ Creating of databases suitable for foreign/Indian markets, software development
- ▶ Data conversion, data entry and data processing.
- ▶ Digitization of spoken material (e.g., legal and medical transcription)
- ▶ Computerized call centers.
- ▶ Multi-Channel cable TV with Dish Antenna.
- ▶ Video shooting.
- ▶ Hot mix plant (Irrespective of mobile or immovable)
- ▶ Research & Development 16 Repairing & Servicing of TV / Fridge / A. C. etc.
- ▶ Hotel & Restaurant
- ▶ Advertising media
- ▶ X-Ray clinic
- ▶ Tailoring
- ▶ Weigh bridge
- ▶ Blue printing and enlargement of drawing/designs facilities
- ▶ Fax Services
- ▶ Flour mill
- ▶ Bore well

1.10 Industrial Infrastructure Profile

Nashik has some of the oldest MIDC's in Maharashtra along with upcoming new facilities to cater industrial growth. New MIDC's are incorporated with better resources and services

Table 1.7 MIDC's of Nashik

Sr. No.	Name of the industrial area	Allocated industrial area (in Hectares)	Total Plots	Plots Distributed
1	Addl. Vinchur	115.08	74	45
2	Peth	5.46	42	30
3	Malegaon (Textile Park)	15.70	66	66
4	Malegaon Phase – II	87.26	53	9
5	Malegaon (Ajang-Rawalgaon)	345.25	612	355
6	Yeola	109.34	198	10
7	Satpur	635.76	1091	1084
8	Addl. Nashik (Ambad)	515.50	1713	1687
9	Sinnar	516.87	1031	1019
10	Addl. Sinnar Industrial Area	1047.82	04	04
11	Dindori	32.72	50	50
12	Addl. Dindori	278.4438	312	12
13	Vinchur	18.91	22	16

Source: District Industries Centre (DIC), Nashik

1.11 Industrial Association of the District

Nashik has general industrial associations established as per the MIDC areas and catering to major industries pertaining to that area

Following are the Industrial associations stationed in Nashik

Table 1-8 Industrial Association

Sr. No.	Industrial Association	Sector
1	Nashik Industries & Manufactures Association (NIMA)	Industrial Manufacturing sector
2	Ambad Industries & Manufacturers Association (AIMA)	Industrial Manufacturing sector
3	Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA)	Manufacturing & Argi based Industry
4	Nashik District Industries & Exporters Association	Industrial Manufacturing sector
5	Mahadyog Mitra Industrial Association	Industrial Manufacturing sector
6	Laghu Udyog Bharti	Small scale industry
7	Sinnar Taluka Industrial Co-op Estate Ltd	Industrial Manufacturing sector
8	Shree Samartha Industrial Co-op Estate Ltd	Industrial Manufacturing sector
9	Yeola Industrial Co-op Estate Ltd	Industrial Manufacturing sector
10	Malegaon Industrial Co-op Estate Ltd	Industrial Manufacturing sector
11	Kalwan Industrial Co-op Estate Ltd	Industrial Manufacturing sector
12	Manmad Industrial Co-op Estate Ltd	Industrial Manufacturing sector
13	Chandwad Industrial Co-op Estate Ltd	Industrial Manufacturing sector
14	Siddhivinayak Industrial Co-op Estate Ltd	Industrial Manufacturing sector

Source: District Industries Centre (DIC), Nashik

1.12 Banking Facilities

All leading Private & Public sector banks have their branches in Nashik District; SBI, HDFC, ICICI etc. Also, Nashik district have branches of NBFC namely Bajaj Finance, Shriram Transport Finance, India Bulls Housing Finance etc. Proper network of Banking facilities in Nashik District is available

2 District Export Profile

2.1 Nashik District Export Scenario

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

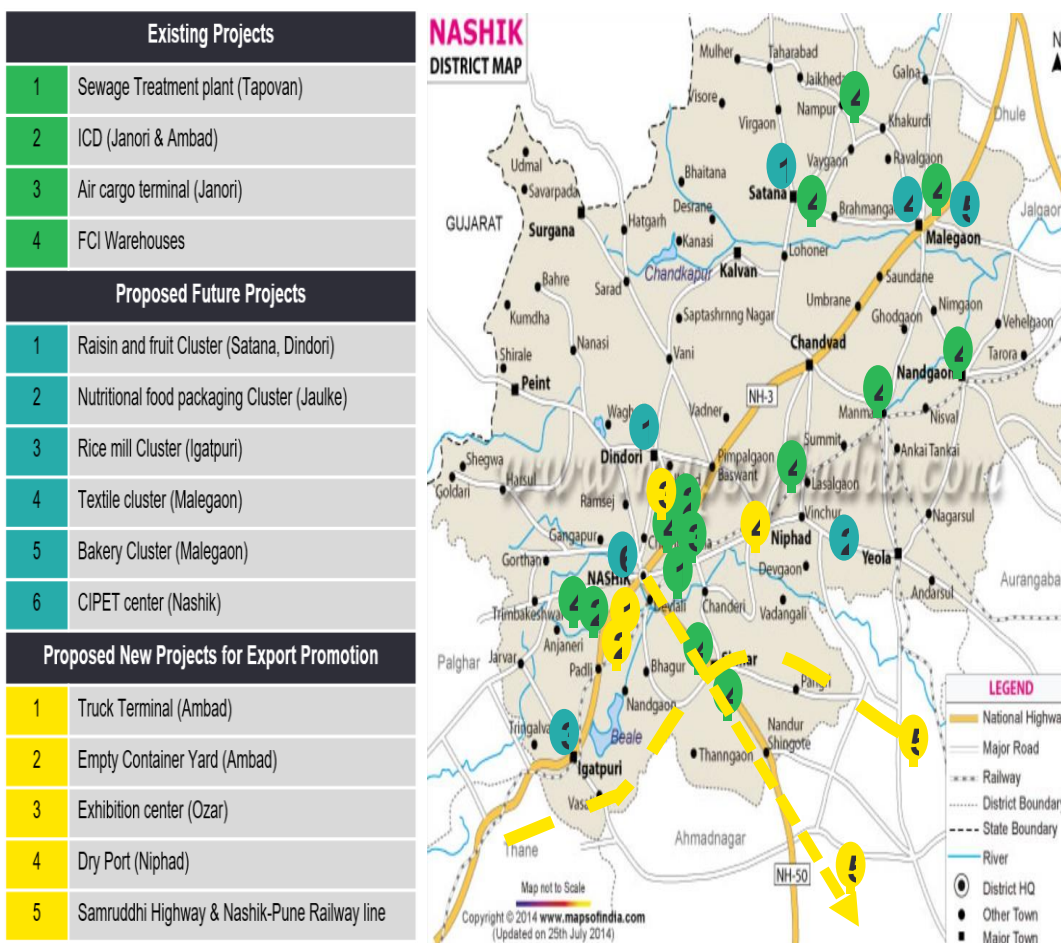
Table 2-1 - District Export Scenario

State and District Export Contribution (FY23-24)		
	Total Exports (FY 2023-24)	Percentage Contribution (FY 2023-24)
Maharashtra	5,56,400.42	15.37% to the country's export (36,19,291.9)
Nashik District	30,020	5.39% of State's export

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

2.2 Existing and Proposed Infrastructure for Exports

The list and location of key existing projects, proposed future projects future projects and proposed new projects for Export Promotion in the district is as mentioned below



Source: District Industries Centre (DIC), Nashik

2.3 District ODOP & GI product profile

When we speak of the export from Nashik, the most preferred products are Wine and Grapes. **Nashik valley wines** are specially protected under the patent of the Geographical Indication in India for the region of Nashik district in Maharashtra, India, where it is produced from several vineyards. The Nashik valley wine's quality is due to the high altitude at which the grapes are grown and is marked by distinct high acidity with "specific acid-sugar balance."

Table 2-2 Key Export Products

Export Products		HSN Code	Exports In (INR Crore) FY 2023-24	Production Hubs	Existing Market	Diversification Market Opportunities
GI & ODOP	Nashik Grapes	08061000, 08062090, 22042190	2604.16	Niphad, Dindori, Sinnar	Netherland, Russia, UK, Germany, Bangladesh, Saudi Arab, Hong Kong, Thailand, China	United States, European Union, Indonesia, Korea, France, Poland, Mexico
ODOP	Paithani Saree	50072090, 50072010, 50079010,	0	Yeola	-	-

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

2.3.1 Current Market for Export Products from Maharashtra

UAE, UK, Netherland, Singapore is the major Wine Importers for Nashik. The trade has been a result of suitable quality & long business relationships.

UAE is the most preferred market for Nashik as all the GI's/ODOP products are exported when compared with the value of sales.

The below mentioned table illustrates current market for listed Export products from Maharashtra,

Table 2-3 Current markets for listed export products

Sr No	Key Product	Major Market
1	Sparkling wine	Netherland, Australia Singapore, Hong Kong UAE
2	Other wine of fresh grapes including grape must	Japan, Italy, U K Singapore, UAE
3	Sherry and other steel white wines	UAE, Sri Lanka, Maldives, France, UK
4	Other wine of fresh grapes excluding grape must	UK, Denmark, Maldives Netherland, Singapore
5	Grapes fresh	Netherland, Russia UK, Germany, UAE
6	Raisins	Morocco, Saudi Arab Vietnam, Sri Lanka Ukraine
7	Saree cotton $\geq 85\%$ by weight of silk	USA, UK, UAE, Singapore, Switzerland
8	Other woven fabrics of handloom	Canada, USA UK, France, South Africa
9	Onions fresh or chilled	UAE, Malaysia Sri Lanka, Saudi Arab Qatar
10	Medicaments	USA, South Africa France
11	Parts and Accessories of Vehicle	Vietnam, Sri Lanka Malaysia
12	Electrical Boards, Panels, Consoles	France, USA Singapore

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

2.4 Top Exporting Products and Countries from District

2.4.1 Top 10 Exporting Products from District

Table 2-4 Top 10 Exporting Products from District FY 22-23

Sr. No.	HS Code	Top 10 exporting products	Export Value (INR Crore)
1	08061000	Grapes Fresh	2592.8
2	07031019	Other Onions Fresh or Chilled	2394.6
3	30049099	Other Medicine Put Up For Retail Sale N.E.S	1476.1
4	87089900	Other Parts and accessories Of Vehicles of HDG	753.6
5	87042100	G.V.W. Not Exceeding 5 Tons	698.9
6	85381010	Boards, Panels, Consoles etc. for Industrial Use	542.3
7	85322500	Other Fixed Capacitor Dielectric of Paper/Plastics	493.0
8	84811000	Pressure-Reducing Valves	412.7
9	73041910	Iron Pipes for Oil/Gas Pipelines	293.5

Sr. No.	HS Code	Top 10 exporting products	Export Value (INR Crore)
10	30049029	Other Anthelmintics Drugs; Antiamoebic and Other Antiprotozoa	285.5

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

2.4.2 Top 10 Exporting Countries from District

Table 2-5 - Top 10 Exporting Countries from District

Sr No	Country	Export Value (INR crore)
1	U S A	3014.7
2	U A E	1849.4
3	Netherland	1831.0
4	Bangladesh	1714.8
5	Germany	1581.0
6	South Africa	863.2
7	U K	653.1
8	Russia	536.5
9	Malaysia	515.9
10	France	507.9

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

2.5 Potential Export Product Profile

Agricultural products & processed agro products were always a strength for Nashik and has been an export priority product from many ages. The recent efforts have seen a substantial growth of manufacturing industries which include mainly electronic equipment/components, Mining machinery, Automobile industry, Switch gear manufacturers.

Also, the rise of Pharma industries and production houses in new MIDCs areas have shown a huge export potential in near future

The Potential export product profile of the district is as mentioned below,

Table 2-6 Potential export products

Sr No	Product Name	Sector
1	Switch gear	Engineering
2	Electronic components	Electronic
3	Medicines	Pharmaceutical
4	Drugs	Pharmaceutical
5	Vaccines & Consumer health care	Pharmaceutical
6	Parts and Accessories of Vehicles	Engineering

Sr No	Product Name	Sector
7	Automobile parts	Engineering
8	Goat	Animal husbandry
9	Mango / Guava dried or pulp	Food processing
10	PP Sheets	Plastic
11	PTE Plates & sheets	Plastic
12	Machinery Parts	Engineering
13	Gears and gearing	Engineering
14	Pomegranate	Agri / Horticulture
15	Bakery	Food processing
16	Garment	Textile
17	Capacitor	Electronic
18	Tomatoes	Agri / Horticulture
19	Mango	Agri / Horticulture
20	Brass Articles	Iron & Steel
21	Aluminium Bars	Iron & Steel

Source: District Industries Centre (DIC), Nashik

2.6 Major Clusters in Nashik District

Below mentioned table illustrates major clusters in the district,

Table 2-7 Clusters in Nashik

Name of Cluster	Location	Specialty of the cluster	No. of SPV Members	No of Units	No. of Employment
Vishwakarma Entrepreneurs Association	Dindori, Nashik	Engineering Gramoudyog Cluster	45	45s	275
Vinita Raisin cluster	Niphad, Nashik	Dry Grapes	12	40	250

Source: District Industries Centre (DIC), Nashik

2.7 Major Industrial Units in the District

After Pune and Mumbai, Nashik is third industrial hub of the Maharashtra state, for the highly industrial development in Maharashtra. Nashik has a mix of sectors majorly focusing on manufacturing of Mining, pharma, electrical, electronic, Agro processed products.

Large-scale industries present in Nashik district are

Table 2-8 Major Industrial units

Sr. No.	Company name	Sector	Activity
1	Atlas Copco	Engineering equipment's	High performance portable diesel air compressors for mining & drilling
2	Robert Bosch GmbH	Engineering equipment's	Bosch Limited in Nashik is manufacturing nozzles and injectors for classical as well as Euro series.
3	CEAT Limited	Automobile	Tyre Manufacturers
4	Crompton Greaves	Electrical equipment's	They are into manufacturing of Switch gear, Transformers, pumps, etc
5	Graphite India	Manufacturing	Manufacturing all types of Graphite products
6	Schneider Electric	Electrical equipment's	Automation solutions and electrical components
7	ThyssenKrupp	Electronics	Elevator and components manufacturer
8	Epcos	Electronics	Manufacturer of Film Capacitors, Capacitors & Discharge Lamp Capacitors
9	Everest Industries	Manufacturing	Manufacturer of fibre cement roofing sheet, pre-engineered buildings & fibre cement roofing sheets
10	Gabriel India	Manufacturing	Gabriel is one of the leading manufacturers of Ride Comfort Systems and completing to the needs of Two, Three and Four-Wheeler Industries
11	GlaxoSmithKline	Pharma	innovative products in three primary areas of Pharmaceuticals, Vaccines and Consumer Healthcare

Source: District Industries Centre (DIC), Nashik

2.8 Key Issues in Export

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

Table 2-9 Key identified Issues

Category	Issues	Relevant Government Authority
Regulatory Support	Unavailability of easy and user-friendly processes for export licensing and certifications	Central Government Authorities
	No Local Customs for clearance of Export goods	Central Government Authorities
Institutional Support	Low Knowledge on latest updates in foreign trade policies	State Government Authorities
	Less company knowledge related training centers	State Government Authorities
	Less focus on organic farming scheme	State Government Authorities
Promotional Support	Absent Permanent Exhibition Centre at district place	State Government Authorities
	Rare trade fairs, Buyer-Seller meets	Central and State Government Authorities
	Unavailability of open buyer market data	Central and State Government Authorities
Industrial Infra	Very less space available for expansion of existing industries	State Government Authorities
	Narrow approach roads for MIDC area	State Government Authorities
	Testing facilities available but not operational and ill manned.	State Government Authorities
	Low functional Inland Container Depot	State Government Authorities
	No Truck Terminus	State Government Authorities
Logistic Infra	Unavailability of Dry Port	State Government Authorities
	No Rail connectivity with nearest port	State Government Authorities
Finance	Difficult to find credit facilities with extremely competitive rates of interest	Central Government Authorities
	Reduction in duty payback time	Central Government Authorities
Agriculture Sector	Farmers unaware of Organic farming schemes	State Government Authorities
	Cold storages for perishable goods	State Government Authorities

2.9 Export Promotion Initiatives by District

2.9.1 Formation of DEPC (District Export Promotion Council)

The Government of Maharashtra has notified the District Export Promotion Council (DEPC) in the state. The District Export Promotion Council (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 Council (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 Nashik district's DEPC meetings and outreach program details are as mentioned below,

Table 2-10 Actions taken

Sr No	Date	DEPC meetings/Outreach Program Details
1	26.11.2020	DEPC Meeting for formation of District Export Promotion Council (DEPC) under chairmanship of Hon. District collector
2	19.07.2021	DEPC Meeting for Preparation of District Export Action Plan
3	01.09.2021	DEPC Meeting
4	25.01.2022	DEPC Meeting
5	05.05.2022	District as Export Hub Initiative Discussion (Raisins and Electronic components meeting)
6	09.05.2022	DEPC meeting for District as Export Hub Initiative of DGFT
7	07.07.2022	DEH Stake Holder Consultation Meet
8	24.01.2023	DEPC meeting- Export promotion and ODOP strategy
9	31.03.2023	DEPC meeting- Export promotion and ODOP strategy
10	09.06.2023	Discussion on DO ten points of ODOP, MDMP, Awareness Program and Export Policy
11	03.08.2023	Discussion with new Hon Collector on DO ten points of ODOP, and Export promotion of Nashik district
12	02.09.2023	Discussion on DO ten points of ODOP, and Export promotion of Nashik district

13	12.03.2024	Discussion on DO ten points of ODOP
14	12.09.2024	Discussion on DO ten points of ODOP, and District Export Action plan and Export promotion of Nashik district

3 District Export Promotion Strategy

3.1 Diversification Opportunities for identified export potential product

The Opportunities identified as below are the most suitable and ready to sell market for that specific product. Listed countries are already tapped by other states and we have an established trade relation with the country. Another factor is the huge demand of similar products, currently catered by other countries.

European market & USA is a still a huge market with untapped potential for many of the products produced in Nashik. As other states are already in a trade relation with these countries, Nashik can use it as an advantage.

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

Table 3-1 Diversification opportunities for major export products

ODOP Products Diversification Opportunities

Sr No	Product Name	HSN	Sector	Diversification Opportunities
1.	Nashik Grapes	08061000	Agriculture	Bangladesh, Hong Kong, Thailand United States, European Union Indonesia, Korea, France, Poland
2.	Paithani Sarees	50072090	Handicraft	Netherland, Chile. Comoros, Japan, Maldives, Sweden, Turkey, Finland

Other Potential Product Diversification Opportunities

Sr No	Product Name	HSN	Sector	Diversification Opportunities
1	Nashik Valley Wine	22041000	Agriculture	Taiwan, Canada, Somalia, France, Guinea, Bhutan, Switzerland, Germany, Japan, Italy
2	Raisin	08062010	Agriculture	Turkey, European Union, United Kingdom, Germany, Netherlands, Japan, Canada, France, China, Brazil
3	Electronics and Electrical components	85381010	Electronics	Bosnia, Jordan, Greece, Maldives, Cameroon, Paraguay, Sri Lanka Uruguay, Philippines, Chile
4	Lasalgaon Onion	07031010	Handicraft	Bangladesh, Nepal, United States, European Union, United Kingdom, Germany, Netherlands, Canada, Japan, France

Sr No	Product Name	HSN	Sector	Diversification Opportunities
5	Pharmaceutical	30049099	Pharma	Switzerland, Azerbaijan, Papua, Bermuda, Netherland, Vanuatu, St Lucia, Argentina
6	Automobile	87042190	Auto and Engineering	South Africa, Chile, Mozambique, Nepal, Saudi Arab, Australia, Guatemala, Kenya, Morocco Peru

Source: District Industries Centre (DIC), Nashik

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	Issues	Export Promotion Strategy	Relevant Government Authority
Regulatory Support	Short Term	Availability of 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	Central Government Authorities
		Local Customs for clearance of Export goods	The process to avail this facility should be expedited	Central 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
	Short Term	1. Company knowledge related training centers to be established 2. Grape Processing Board	Existing facilities should be used efficiently at immediate basis	State Government Authorities

Nashik District Export Action Plan

Category	Strategy Time Frame	Issues	Export Promotion Strategy	Relevant Government Authority
Promotional Support	Medium 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	State Government Authorities
	Medium Term	Organizing trade fairs, Buyer-Seller meets	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
	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
Industrial Infra	Long Term	Very less space available for expansion of existing industries	Permission for Vertical development	State Government Authorities
	Long Term	Narrow approach roads for MIDC area	Alternate solutions to be planned with Infrastructure department	State Government Authorities
	Short Term	Testing facilities available but not operational and ill manned.	Allotment of proper resources to keep the facility functional	State Government Authorities
Logistic Infra	Short Term	Truck terminal planning		State Government Authorities
	Medium Term	Empty Container yard	Project required focusing on reduction of empty container to - fro movement	State Government Authorities
	Long Term	Dry port with rail connectivity	To control the surging logistics cost, a proper PPP to be motivated with required resources	State / Central Intervention required

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