

Niryat Patrika



a monthly newsletter

January 2022



Uttar Pradesh Export Promotion Council

Set up under Department of MSME & Export Promotion, Government of Uttar Pradesh
Niryat Bhawan, 8, Cantt. Road, Qaiserbagh, Lucknow, Uttar Pradesh 226001



संख्या-

योगी आदित्यनाथ

मुख्य मंत्री
उत्तर प्रदेशलोक भवन,
लखनऊ - 226001

दिनांक : 04/01/2022


सदेश

सुधी पाठकगण,

उत्तर प्रदेश ने औद्योगिक विकास के क्षेत्र में विगत कुछ वर्षों में ऐतिहासिक वृद्धि दर्ज की है। हम अपने माननीय प्रधान मंत्री जी की आत्मनिर्भर भारत की परिकल्पना को साकार करने के लिए पूरी तरह से प्रतिबद्ध हैं। इस दिशा में उत्तर प्रदेश सरकार द्वारा संचालित ओडीओपी योजना ने "वोकल फॉर लोकल" को ध्यान में रखते हुए एक ऐसा वातावरण बनाया है जिससे जहां परम्परागत स्थानीय उत्पादों को एक नई पहचान मिली है वहीं इनके निर्यात ने विश्व पटल पर इन्हें जुड़ने का अवसर दिया है। इसनं ऐसे निर्माताओं को भी आर्थिक रूप से सुदृढ़ किया है, जिनके लिए अपने उत्पादों को एक स्थानीय सीमा से बाहर भेजना अकल्पनीय था।

औद्योगिक विकास के इस परिदृश्य में उत्तर प्रदेश द्वारा विगत पांच वर्षों में निर्यात में 6,32% प्रतिशत की कंपाउंडेड एनुअल ग्रोथ रेट अर्जित की गयी है। प्रदेश सरकार ने आगामी 15 वर्षों में प्रदेश से निर्यात को दो गुना करने का संकल्प लिया है। इसके लिए नयी उत्तर प्रदेश निर्यात नीति 0.0.-25% लागू कर दी गयी है। प्रदेश के प्रत्येक जनपद को जिला निर्यात केन्द्र के रूप में विकसित करने के लिए सभी जनपदों में जिला निर्यात योजनाएं तैयार की जा रही हैं। सभी जनपदों में जिला स्तरीय निर्यात प्रोत्साहन समितियों के माध्यम से नियमित बैठकें करके निर्यातकों की समस्याओं का निराकरण किया जा रहा है।

मैं उत्तर प्रदेश निर्यात संवर्धन परिषद की इस पहल की सराहना करता हूँ जिससे प्रदेश के निर्यातकों में निर्यात सम्बन्धी अद्यतन सूचनाएं तथा जानकारियां सुलभ कराने के उद्देश्य से इस मासिक समाचार पत्रिका का प्रकाशन किया जा रहा है। मुझे विश्वास है कि प्रदेश के निर्यातकों को विभिन्न उत्पादों के सम्बन्ध में वैश्विक मांग की जानकारी करने तथा तदनुसार अपने निर्यात को दिशा देने में यह समाचार पत्रिका प्रत्यक्ष अथवा परोक्ष रूप से बहुत सहायक होगी।


(योगी आदित्यनाथ)

सिद्धार्थ नाथ सिंह
SIDHARTH NATH SINGH



मन्त्री,
सूक्ष्म, लघु एवं मध्यम उद्यम,
निर्यात प्रोत्साहन, निवेश,
खादी एवं प्रामोद्योग
रेशम, हथकरघा, वस्त्रोद्योग,
एन.आर.आई. विभाग एवं
उपाध्यक्ष इन्वेस्ट उ०प्र०

Date: 04/01/2022



Message

Dear Reader,

Uttar Pradesh is in a transformational phase in terms of growth of exports. The state's exports have grown from INR 81 thousand crore in 2015-16 to INR 1.21 lakh crore in 2020-21 at a CAGR of 8.32%. We have committed ourselves to the vision of 'Aatmanirbhar Bharat', 'Make in India' and 'Vocal for Local' and have set the target of doubling the state's exports in the next 3-4 years.

Our vision is also supported by a detailed study of the export ecosystem of the state, which suggests the potential to achieve this target under a leapfrog strategy of growth. Thus, positioning Uttar Pradesh on the global trade map and connecting Uttar Pradesh's industries with the global value chains and global production networks. The study identifies electricals & electronics, apparels, footwear, leather goods, carpets, engineering goods, vehicles & auto-components, iron & steel articles, organic chemicals, carpets, ceramics, glass & glassware, furniture, sports goods, perfumes, gems & jewellery and mineral fuels as the priority sectors which may contribute to exports growth from Uttar Pradesh.

The state has undertaken several strategic interventions in terms of development of export related infrastructure, revitalizing the institutional mechanisms of export promotion State level and District level Export Promotion Committees under the 'Districts as Exports Hubs' initiative. This is further strengthened through state level organizations like, Export Promotion Bureau – Uttar Pradesh and Uttar Pradesh Export Promotion Council. The state also notified the Uttar Pradesh Export Promotion Policy 2020-25 and Uttar Pradesh Agricultural Export Policy 2019. I firmly believe the 3-pronged approach of infrastructural, institutional and policy interventions shall create an enabling ecosystem in Uttar Pradesh conducive to the envisaged export growth.

It gives me immense pleasure to know that UPEPC has come up with its monthly newsletter for information dissemination to MSMEs and exporters of the state. This shall be one of the many initiatives undertaken by the Government of Uttar Pradesh to bridge knowledge gaps related to exports amongst the MSMEs of the state and encourage them to undertake exports aggressively and contribute to the state's growth. I envision that this newsletter shall eliminate externalities on export related information and apprise MSMEs of product and market opportunities for exporters within Uttar Pradesh.


(Sidharth Nath Singh)



कक्ष सं०-63 बी एं० डी, मुख्य भवन, विधान भवन, लखनऊ-226001

दूरभाष - 0522-2238051 (का०), 0522-2213261, 0522-2236232 (आ०), फैक्स-2238051

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चौ० उदयभान सिंह

राज्य मंत्री

सूक्ष्म, लघु एवं मध्यम उद्यम,
खादी एवं ग्रामोद्योग, रेशम उद्योग,
हथकरघा एवं वस्त्रोद्योग तथा
निर्यात प्रोत्साहन



कार्यालय: जी-1/4, चतुर्थ तल,
बापू भवन सचिवालय,
लखनऊ- 226001
कार्यालय: 0522-2235272
सी.एच: 0522-2214821

दिनांक : 04/01/2022


संदेश

प्रिय पाठकगण,

यह अत्यन्त हर्ष का विषय है कि उत्तर प्रदेश निर्यात संवर्धन परिषद द्वारा प्रदेश के निर्यातकों, उद्यमियों तथा अन्य हितधारकों को निर्यात संबंधित अद्यतन सूचनाओं की जानकारी देने हेतु मासिक समाचार पत्रिका का प्रकाशन किया जा रहा है। उत्तर प्रदेश आज देश में निर्यात की दृष्टि से पांचवा सबसे बड़ा प्रदेश है। भूमि आबद्ध राज्यों में तो उत्तर प्रदेश का स्थान अन्य ऐसे राज्यों में सर्वोपरि है। राज्य से कपड़े, चर्म उत्पाद, हैण्डलूम, मशीनरी, इलेक्ट्रॉनिक्स उत्पाद, खाद्य पदार्थ और कृषि उत्पाद अनेक ऐसे उत्पाद हैं जिनका निर्यात विश्व के अनेक देशों में किया जाता है। उत्तर प्रदेश निर्यात नीति (वर्ष 2020-25) में निर्यातकों को प्रोत्साहित करने के लिए अनेक प्राविधान किये गये हैं। जहां एक ओर उन्हें दी जाने वाली सुविधाओं और अनुदानों में वृद्धि की गयी है वहीं दूसरी ओर उनके द्वारा किये जा रहे निर्यात में आने वाली कठिनाइयों को दूर किया गया है।

उत्तर प्रदेश के सभी जनपदों को एक जनपद-एक उत्पाद योजना से आच्छादित करते हुए प्रत्येक जनपद को एक एक्सपोर्ट हब के रूप में विकसित किया जा रहा है। इसके लिए हर जनपद में जिला निर्यात प्रोत्साहन समिति का गठन किया गया है और उस जनपद के निर्यात संभावनाओं वाले समस्त उत्पादों को ध्यान देते हुए जिला निर्यात योजना बनाई गयी है। इस प्रकार प्रदेश सरकार द्वारा एक ऐसा वातावरण तैयार किया गया है जिसमें आगामी तीन वर्ष में निर्यात के वर्तमान स्तर को दोगुना किया जा सकेगा।

मैं, उत्तर प्रदेश निर्यात संवर्धन परिषद के इस प्रयास की मुक्त कण्ठ से प्रशंसा करता हूँ तथा यह आशा करता हूँ कि यह मासिक समाचार-पत्रिका उन उद्देश्यों की पूर्ति में सफल होगी जिसके लिए इसे निरूपित किया जा रहा है।


(चौ० उदय भान सिंह)

Navneet Sehgal

IAS

Additional Chief Secretary



DO Letter no. /msmf
 Micro, Small & Medium Enterprises
 and Export Promotion Dept.
 Govt. of Uttar Pradesh
 Lok Bhawan, Lucknow

Dated : 04 / 01 / 2022



Message

I am pleased to present you the first monthly issue of "Niryat Patrika" from UPEPC the newsletter from Uttar Pradesh Export Promotion Council (UPEPC). UPEPC has been formed vide GO no. 1609 Dt. 02-11-2015 by Government of Uttar Pradesh to promote, support, protect, maintain and increase the export of products and services from the state of Uttar Pradesh and assist the state in achieving the export growth targets set by the State and Central Government.

UPEPC has identified 3 strategic aim to create an impact on growth of Exports from Uttar Pradesh. The first thing is to ensure that UPEPC grows in strength, in terms of members registered with the council and their contribution to the state's exports. The second is to develop UPEPC as an organization which handholds budding exporters in undertaking export activities and support existing exporters in exploring new markets & network with potential importers in the existing markets. Lastly, conduct workshops and interactive sessions with exporters of the state to identify their challenges and work towards the resolution for the same with different ministries and departments.

Our presence has also increase gradually from 402 members in 2016-17 to 770 members at present. We are delivering informational and experiential export promotion services to our members. The informational services include reports on exim trends, market trends, government policies etc. UPEPC's experiential services are provided through facilitating the participation of exporters in national and international trade events, exhibitions, buyer-seller meets, exposure visits and organizing capacity building workshops. The online and telephonic exporter helpdesk established at UPEPC to cater day-to-day grievances of the exporters, which usually resolved on a prior basis with the support from different departments of state.

The exports from Uttar Pradesh have grown at a CAGR of 8.32% over the last 5 years to INR 121.14 Thousand Crores in 2020-21. The state envisages to double the exports volume in the next 3-4 years by virtue of several strategic interventions identified as a part of UP's export strategy, District Export Action Plans and monthly meetings of the State level & District level Export Promotion Committees under the 'Districts as Export Hubs' initiative. I firmly believe that UPEPC is a body with a potential to play an impactful role in the growth of exports from Uttar Pradesh. We are committed to work towards the vision of the state government to double the exports from the state in the next 3-4 years. UPEPC has planned to undertake aggressive export promotion activities by targeting markets to facilitate networking between exporters from the state and international buyers/importers.

We intend to seek your continued support as we gradually progressing in delivering our objectives and achieve joint vision of exports growth. Kindly feel pleasure to reach us at upecplko@gmail.com. We will appreciate your response us at the exporter helpdesk, helpdesk.upecp.2020@gmail.com regarding exports related queries.

(Navneet Sehgal)
 Additional Chief Secretary

Feature article

Growth of exports from Uttar Pradesh

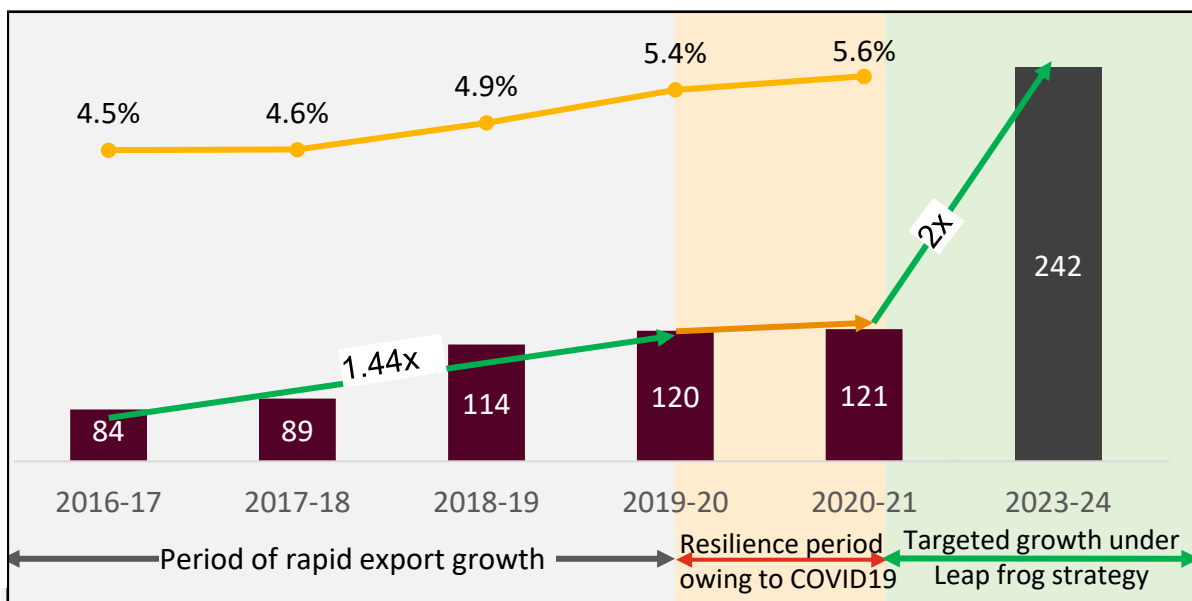
Uttar Pradesh's exports growth has been unparalleled in the past 5 years, growing from INR 84 thousand crore in 2016-17 to INR 121 thousand crore in 2020-21. Despite the onset of COVID-19 induced global lockdowns, the state maintained its export growth volumes at the previous levels. The state's exports grew marginally during the pandemic lockdown period from INR 120 thousand crore in 2019-20 to INR 121 thousand crore in 2020-21. The export performance during this period showcased the robustness of UP's export ecosystem & its stakeholders.

The state's contribution in India's exports has also grown gradually from 4.5% in 2016-17 to 5.6% in 2020-21, thus placing Uttar Pradesh amongst the top 5 states of India in terms of exports.

This is especially commendable due to the landlocked nature of the state.

The Government of Uttar Pradesh has targeted to double the exports from the state in the next 3-4 years by virtue of strategic interventions identified under a leapfrog strategy of growth. This strategy emphasizes on the importance of scaling up and diversification of products and markets for exports growth.

Uttar Pradesh Export Promotion Council is also preparing a roadmap of export promotion to provide a thrust to exports growth from the state, which includes identifying priority products & markets, strategically networking with stakeholders in target markets through trade missions, exposure visits, participation in trade events, etc.



■ Exports from Uttar Pradesh (INR Th. Cr.) ● % share of UP in India's exports

Increasing footprint of UP's exports in Global Trade

Uttar Pradesh is gradually emerging as a global sourcing hub. The state's contribution to global trade has improved at a steady rate. The state's share in global trade increased from 0.076% in 2015 to 0.092% in 2019. The top 10 destinations of exports from Uttar Pradesh in the past three years are USA, UAE, Nepal, UK, Germany, Vietnam, China, France, Spain and Russia, contributing to ~60% of the state's exports.

Uttar Pradesh's exports have grown aggressively in the key consumption markets of North America, Europe, Middle East and Africa. The diversity of export destination indicates a global footprint of UP's exporters. The strong CAGR percentages illustrates the potential for a strong growth ahead. The state also envisions establishing bilateral dialogues in target markets to further support exporters in exploring such markets.

S. N.	Country	Exports 2015-16 (INR Cr.)	Exports, 2020-21 (INR Cr.)	CAGR (%)
1	USA	13,684	21,590	9.5%
2	UAE	10,039	8,912	(2.4%)
3	Germany	4,447	7,927	12.3%
4	Nepal	594	7,219	64.8%
5	UK	5,546	6,729	3.9%
6	Hong Kong	580	5,095	54.4%
7	France	2,055	3,989	14.2%
8	China	1,768	3,657	15.6%
9	Netherlands	1,545	3,384	17%
10	Vietnam	7,843	3,099	(-16.9%)
11	Italy	1,781	3,096	11.7%
12	Spain	2,253	3,040	6.2%
13	Indonesia	692	2,985	33.9%
14	Malaysia	1,141	2,407	16.1%
15	Bangladesh	739	2,136	23.6%
16	Russia	596	2,106	28.7%
17	Egypt	1,593	1,853	3.1%
18	Korea	873	1,745	14.9%
19	Australia	907	1,642	12.6%
20	South Africa	907	1,405	9.1%
21	Saudi Arab	1,722	1,394	(4.1%)
22	Brazil	599	1,271	16.3%
23	Turkey	618	1,105	12.3%
	Others	18,698	23,354	4.5%

Diversity of products exported from Uttar Pradesh

Uttar Pradesh's export basket comprises diverse products ranging from traditional handicrafts to modern consumer goods. The leading products exported from the state includes electronics & electricals, meat products, apparels, footwear, carpets, engineering goods, cereals, organic chemicals, leather goods, etc. The key products accounting for ~80% of Uttar Pradesh's exports are enlisted in the table below:

HS code	Commodity name	Total exports from UP (2020-21)	Key export destinations (% share of UP's export, at HS 2 level)
85	Electricals & Electronic machinery	INR 22,114 Cr.	UAE (20.3%), Germany (13.2%), Russia (6.2%)
02	Meat & Edible meat Offal	INR 14,015 Cr.	Hong Kong (29.1%), Vietnam (13.5%), Egypt (11.5%)
62	Apparels, not knitted or crocheted	INR 8,291 Cr.	USA (24.2%), UK (11.5%), Spain (10.62%)
64	Footwear and gaiters	INR 4,664 Cr.	UK (16.4%), Germany (14.6%), USA (9.4%)
73	Articles of iron & steel	INR 4,634 Cr.	USA (49.9%), UK(6.3%), Netherlands (4.4%)
57	Carpets & other textile floor coverings	INR 4,516 Cr.	USA (59.9%), Germany (7.9%), Australia (3.8%)
76	Aluminium & its articles	INR 4,494 Cr.	Korea (23.7%), USA (14.8%), Taiwan (13%)
84	Machinery & mechanical appliances	INR 4,353 Cr.	USA (13.41%), Nepal (8.2%), Bangladesh (5.4%)
10	Cereals	INR 4,329 Cr.	Nepal (30.7%), Bangladesh (17%), Somalia (13.8%)
29	Organic Chemicals	INR 3,950 Cr.	China (42%), USA (9.7%), Netherlands (5.6%)
87	Automobiles & auto-components	INR 3,661 Cr.	USA (18.7%), Nepal (8.5%), Brazil (8%)
17	Sugar & sugar confectionary	INR 3,201 Cr.	Indonesia (34.3%), Nepal (10.7%), Iran (9.3%)
42	Leather goods	INR 2,724 Cr.	USA (24.6%), Germany (15.8%), France (12.3%)
94	Furniture	INR 2,672 Cr.	USA (62.5%), UK (5.8%), France (5.4%)
61	Apparels, knotted & crocheted	INR 2,459 Cr.	USA (28.3%), UAE (19.6%), Germany(13.6%)
33	Essential oils, perfumes & other cosmetics	INR 2,014 Cr.	USA (27.2%), China (22.8%), Germany (7.5%)
27	Mineral fuels, oils & their products	INR 1,860 Cr.	Nepal (99.43%), Bangladesh (0.3%)
39	Plastics & plastic articles	INR 1,829 Cr.	UK (14.5%), USA (13.1%), Nepal (9.5%)
63	Other made-up textile articles	INR 1,714 Cr.	USA (53.7%), France (6.5%), Germany (5.9%)

Districts as exports hubs

The hon'ble Prime Minister of India called upon to transform each district of India into export hubs from the ramparts of Red Fort in his Independence Day speech in 2019. He also envisioned a larger role for districts level agencies, involved in exports promotion, to enable growth of goods and services exports from their respective districts.

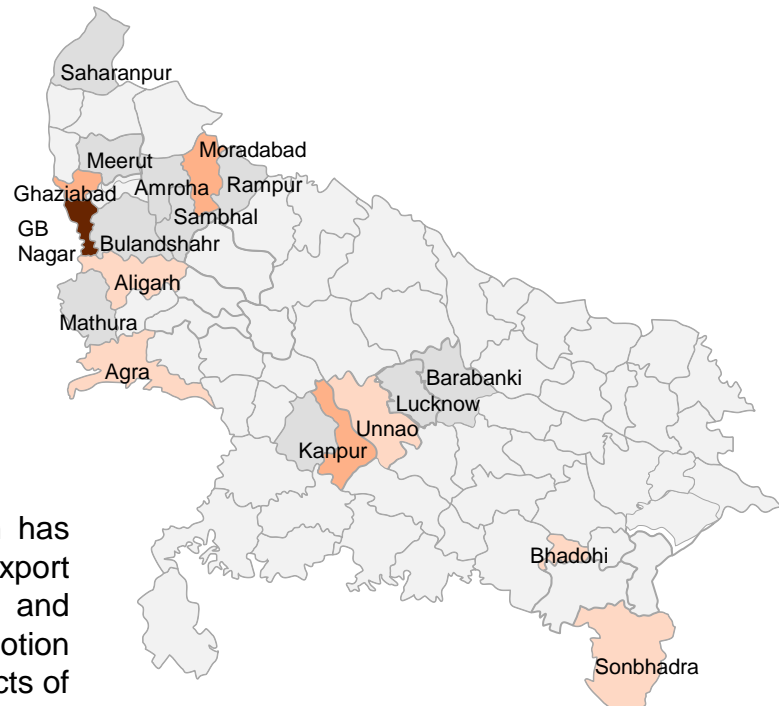
The objective of 'Districts as exports hubs' initiative is to enable MSMEs, farmers and small industries for leveraging the benefits of export opportunities. This institutional shift in export promotion with attention towards districts led export growth may also support the AatmaNirbhar Bharat, Vocal for Local and Make in India vision. One such example from Uttar Pradesh is the exports of 'Kalanamak Chawal'.

The Government of Uttar Pradesh has established the State Level Export Promotion Committee (SEPC) and District Level Export Promotion Committees (DEPCs) in all 75 districts of the state. The state has also prepared Export Action Plans for all the districts to support export promotion and identify strategic interventions for enabling exports growth.

At present, 90% of total exports of Uttar Pradesh originate from only 20 districts of the state. The key districts are G. B. Nagar (40.9%), Ghaziabad (7.9%), Moradabad(7.4%), Kanpur Nagar(5.8%), Aligarh (3.8%), Agra (3.5%), Unnao (2.9%), Bhadohi (2.7%), Sonbhadra (2.1%), Amroha (1.85%), Meerut (1.6%), Saharanpur (1.5%), Sambhal (1.4%), Rampur (1.3%), Barabanki (1.1%), Gonda (0.9%), Bulandshahr (0.9%), Lucknow (0.9%), Mathura (0.8%) and Kanpur Dehat (0.8%).

The state's initiatives towards development of districts as export hubs are amplified by the One District One Product (ODOP) scheme as well. Traditional crafts and products are identified at a district level, which have the potential to drive the economy. Additionally, products with export potential are identified for each district under the export action plan. The DEPC

Heat map of exports from Uttar Pradesh



meetings are organized monthly to identify the challenges faced by the exporters on a regular basis and resolve the same with different state departments and directorates.

The districts as export hubs initiative decentralizes the export promotion and handholding support from central and state level agencies to district level agencies. It establishes synergy between key stakeholders from government, industry & trade bodies for export promotion and institutionalizes a proactive feedback mechanism. Under this initiative, it is envisaged to leverage the support of Indian missions abroad for the trade opportunities in their markets.

Legend: Contribution in State's Exports



G.I. products of Uttar Pradesh

G.I. or geographical indication is used to certify products that originate from a definite geographic territory and have an identifiable distinct characteristic, quality or reputation. In December 1999, the parliament had passed the Geographical Indications of Goods (Registration and Protection) Act, 1999.

G.I. registration provides recognition and protection to the stakeholders and gives a thrust to the exports of the product. G.I. recognition of a product has broad economic benefits, especially for the local economy. It creates an opportunity to transform artisans into entrepreneurs, enabling them to monetize their skills. G.I. product entrepreneurs may also emerge as potential large-scale employers due to the labour-intensive nature of such products.

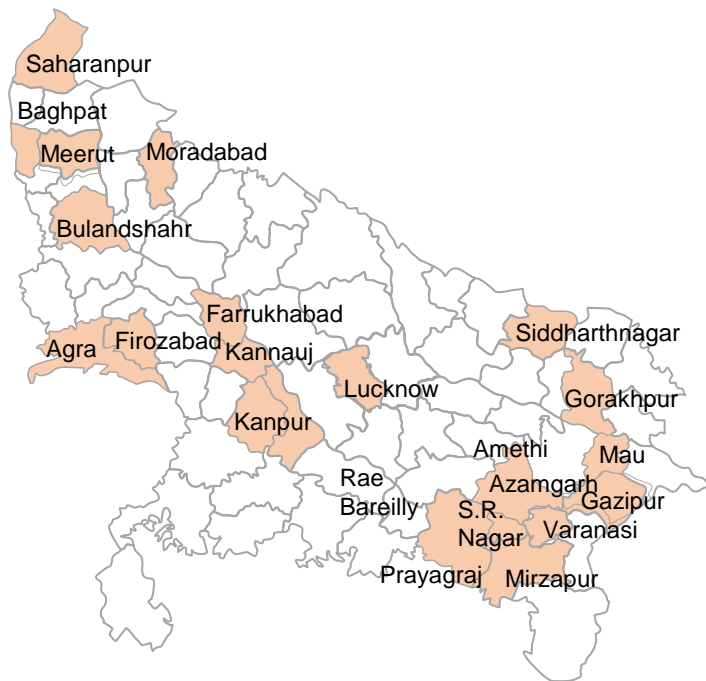


In picture: Product stall from Kannauj which participated in the G.I. product exhibition organized by the Government of U.P.

Uttar Pradesh Export Promotion Council provides assistance to association of persons, producers, organizations or authority established under the law in filing applications for G.I. registration. At present, there are 35 G.I. products registered from different parts of Uttar Pradesh.

GoUP proactively organizes export promotion activities for the G.I. products registered in UP in order to support the registered users in marketing and creating visibility on a global platform. The G.I. Product Exhibition 2020, Varanasi, is an example of the same.

G.I. Products registered in UP



- 1 Allahabad Surkha Guava
- 2 Lucknow Chikan Craft
- 3 Mango Malihabadi Dusseheri
- 4 Agra Durries
- 5 Handmade carpets - Bhadohi
- 6 Farrukhabad prints
- 7 Benaras brocades & sarees
- 8 Lucknow zaradozi
- 9 Kalanamak rice
- 10 Varanasi wooden lacquerware & toys
- 11 Kannauj Perfume
- 12 Kanpur Saddlery
- 13 Moradabad metal craft
- 14 Firozabad glass
- 15 Meerut scissors
- 16 Benaras Gulabi Meenakari
- 17 Khurja Pottery
- 18 Saharanpur wood craft
- 19 Mirzapur handmade Dari
- 20 Nizamabad black pottery
- 21 Basmati
- 22 Benaras metal repouse craft
- 23 Varanasi glass beads
- 24 Ghazipur wall hanging
- 25 Varanasi soft stone jali work
- 26 Chunar Balua Patthar
- 27 Gorakhpur Terracotta
- 28 Chunar glaze pottery
- 29 Benaras zaradozi
- 30 Mirzapur Pital bartan
- 31 Benaras wood carving
- 32 Benaras hand block print
- 33 Rataul Mango
- 34 Mau Saree
- 35 Mahoba Desawari Pan

Export promotion activities of the council

Uttar Pradesh Export Promotion Council (UPEPC) is regularly involved in export promotion activities like organizing exhibitions, knowledge sessions, export awards, and participation in foreign trade events. Recently, UPEPC organized the Vanijya Saptah exhibition & exporter conclave, export awards, Ubharte Sitare Program workshops, and participated in the Regional workshop on Export Promotion with a thrust on Quality.

Vanijya Utsav

September 2021

The Government of Uttar Pradesh celebrated the 'Azadi ka Amrit Mahotsav' in the state with an exporter conclave at the 'Vanijya Utsav' organized on 21 – 22 September 2021. The event was kickstarted in the gracious presence of the hon'ble chief guest Smt. Anupriya Patel Ji, Minister of Commerce and Industry, Government of India. The event was also graced by the presence of guest of honour, Chaudhary Uday Bhan Singh Ji, Minister of State, MSME & Export Promotion, GoUP and Sri Anant Swaroop, Joint Secretary, Department of Commerce and Industry, Government of India.



In Picture: Inauguration of the Vanijya Utsav event by hon'ble chief guest & other eminent dignitaries

A target of USD 400 Bn exports has been established by the Government of India for the year 2020-21.

The hon'ble Minister of Commerce and Industry apprised the stakeholders of the USD 400 Bn exports from the country for the year 2020-21 and appreciated the target of doubling exports set by the Government of Uttar Pradesh.

350+ participants joined the Vanijya Utsav event, including exhibitors, subject matter experts, exports and visitors. 48 stalls were exhibited from prominent exporters of different districts and products, out of which 25 stalls comprised of ODOP products.

Key products in the exhibition included ladies' footwear, handicrafts & artware, Geo-technical instruments, micro pipette, dispenser, hand knitted carpets, sports goods, menthol essential oils, marble handicrafts items, glass beads & handicrafts items, wood & iron handicrafts, handmade carpets, cotton embroidery garments, handmade clay bricks & pavers.

The event also included six technical sessions distributed over the two-day period on key sub-themes related to exports like INCOTERMS-2020, logistics & supply chain, export policy, financing options for exporters, global value chain, industry 4.0, etc.



In Picture: Hon'ble Minister of Commerce & Industry, hon'ble State Minister of MSME & Export Promotion, ACS, Department of MSME & Export Promotion visiting the exhibition stalls at Vanijya Utsav

Key topics covered under the technical sessions	
Topic	Speaker
Role of Gol in Export Promotion	Sri Anant Swaroop, Jt. Secretary, DoC&I, Gol
Role of export promotion councils in export promotion	Sri Mahesh Desai, Chairman, EEPC
Role of ODOP scheme in employment generation & export promotion	Sri Sunil Kumar, Jt. Commissioner Industry, ODOP Cell, GoUP
UP Agriculture export policy	Dr. Sugriva Shukla, Director, Agricultural Marketing & Foreign Trade Deptt., GoUP
Export Policy & implicit benefits	Sri Amit Kumar, Jt. DGFT, Regional Authority, Kanpur
Role of Logistics & Supply Chain in export promotion	Sri Rajesh Mehta, E.D., Liladhar Passo Group
INCOTERMS-2020	Sri Mihir Ajeet Shah, Consultant (International Trade & GST) Registered ICC 2020 Trainer
Role of state run export schemes in export promotion	Sri Pawan Agarwal, Jt. Export Commissioner, EPB-UP
Role & significance of SIDBI in manufacturing & export	Sri Srikant Das, DGM, SIDBI
Export policy & implicit benefits	Sri Gaurav Anshuman, Branch Manager, ECGC
Financing options for exporters	CA, CFA, Partnership head, DRIP CAPITAL
Skill enhancement for sustainable exports	Sri Jagdish Mahajan, Consultant
Role & significance of customs in export	Sri Avijit Pegu, Deputy Commissioner, Customs
Steps taken up by Gol regarding container demands	Sri Vijoy Singh, Jt. Director (North Area – 1), CONCOR
Technology upgradation for MSME units	Prof. Ashiv Shah, A.K.G.E.C. Skill foundation, Ghaziabad



In picture: Hon'ble Minister of MSME & Export Promotion, GoUP visiting the exhibition stalls

To further encourage MSME units in the state to take up exports and boost the morale of exporters to scale up and diversify into potential markets, the state also facilitated top performing exporters of Uttar Pradesh selected through a robust screening process.



In picture: Minister address on export growth targets set by GoUP at the Vanijya Utsav

The awardees were facilitated by the hon'ble Cabinet Minister of Department of MSME and Export Promotion, Shri Siddharth Nath Singh. A total of 65 awardees were facilitated on the occasion. M/s. Herbochem Industries, Barabanki won the 1st position in the overall category in both 2019-20 & 2020-21.



In picture: Attendees including exporters, subject matter experts invited for technical sessions, etc. at the Vanijya Utsav

Ubharte Sitare Program (USP)

October –
December 2021

The Ubharte Sitaare Scheme was launched by Hon'ble Minister of Finance, GoI, in August 2021 in Lucknow, UP. SIDBI and UPEPC jointly organized awareness programmes on salient features of the Ubharte Sitaare Scheme amongst existing and potential exporters at a district level.



In picture: USP Ghaziabad, DIC Office, 27 October 2021

The Ubharte Sitaare Program was launched with the objective to enhance the state's competitiveness in select sectors through finance and identify & handhold companies to scale up their operations that have unique products, processes or technology to enhance their business.

USP also assists existing exporters in

diversifying into new products & markets through a strategic & structured export market development initiative.

Seven programmes were conducted in the key export hubs of UP, viz. G.B. Nagar, Ghaziabad, Meerut, Moradabad, Bhadohi, Mirzapur & Varanasi. Five more programs are scheduled in Jan. 2021 in Unnao, Kanpur, Aligarh and Agra.

Organizations like, SIDBI, UPEPC, EXIM Bank, DGFT and ECGC presented about the Ubharte Sitaare Program & their schemes in these clusters. Exporter Q&A sessions were also organized to resolve their queries on this programme.



In picture: USP Varanasi, CDO Office, 10 December 2021

Workshop on Export Promotion with a thrust on quality

December 2021

UPEPC also participated in the regional workshop of Northern states of India to brainstorm on 4 sub-themes identified in the action agenda, i.e., District export hubs, Infrastructure, Quality & Facilitation.

The key workshop outcome was to identify the strategic interventions for states to ensure quality along the value chain of identified products, including, testing & inspection facilities, cold chains, transportation, skill development, etc.

The state presented the key interventions being implemented at present with respect to improvement and standardization of product quality, e.g., MoU with QCI, NIFT, etc.



In Picture: Mr. Pradeep Kumar, Special secretary, Department of MSME & Export Promotion and Mr. Pawan Agarwal, Director, UPEPC addressing the workshop

Export related policies of Uttar Pradesh

Uttar Pradesh Export Promotion Policy 2020-25

The state notified the Uttar Pradesh Export Promotion Policy 2020-25 with a vision to promote the development and competitiveness of the export sector in Uttar Pradesh. The policy also gives a thrust on creating an enabling export ecosystem through interventions on infrastructure development, capacity building, opportunity identification, export promotion, etc.

U.P. Export Promotion Policy 2020-25 provisions for several financial and non-financial measures to improve the overall ease of doing exports from the state.

Financial incentives proposed in Uttar Pradesh Export Promotion Policy 2020-25



Subsidy on stall charges



Subsidy on economy class air fare



Subsidy on printing product catalogues for marketing



Subsidy on cost of sending samples to buyers



Subsidy on air freight charge



Gateway port subsidy to transport shipments from origin to Seaports



Subsidy on certification cost for quality compliance

Non-financial incentives proposed in Uttar Pradesh Export Promotion Policy 2020-25



District Export Promotion Cells & Zila Niryat Bandhu for addressing the grassroot challenges of exporters



Sectoral/ product based advisory committees with the objective of increasing exports from select sectors



Additional floor area ratio of 25% for export units in GoUP promoted flatted industrial parks



Development of CFCs for products & clusters which are not covered under the ODOP scheme



Develop a market trend database and disseminate information from the same with exporters



B2B exchange to facilitate online trading



Green card facility for easing out the clearance of goods



Dedicated GST cell for exporters to address their grievances

The Government of Uttar Pradesh also provides support to exporters through several schemes like Marketing Development Assistance, Gateway Port Subsidy, Air Cargo scheme, U.P. Export Infrastructure Development Scheme (NAVY), ASIDE, etc.

The scheme-related information can be obtained from the following links: <https://epbupindia.in/Home/EPBScheme>

The state also notified the Uttar Pradesh Agriculture Export Policy 2019, the details of which can be found at <http://upkrishivipran.in/pdf/EnglishKrishiNiryatNeeti.pdf>

Champion exporters of Uttar Pradesh

Uttar Pradesh Export Awards

The Government of Uttar Pradesh organizes the annual export awards in a bid to recognize the performance of leading exporters of the state. The export awards also boosts the morale of other exporters & MSMEs of the state to take up exports aggressively. Several applicants are screened through the exhaustive selection criteria for export awards.

Screening & selection criteria

The state selects the top performing exporters as per the criteria laid down in GO 784/ 18-4-2008-2 (Exports)/ 04, dated 31 March 2008. The GO establishes the process of screening and selection of exporters for export awards. The eligibility of an exporter is established through value of goods exported in the last 2 years. The selection of awardees is based on total value of exports and their growth percentage in the current year with a 75:25 weightage respectively.

The export awards were organized as a part of the Azadi ka Amrit Mahotsav events in the state and celebrated the



In Picture: Hon'ble Minister Siddharth Nath Singh Ji, hon'ble Minister Chaudhary Uday Bhan Singh Ji and Dr. Navneet Sehgal, ACS, Dept. of MSME & Export Promotion, GoUP facilitating awardees at the export award event in Vanijya Utsav

performance of exporters during the challenging pandemic period.

Owing to the pandemic induced lockdowns and restrictions on social gatherings in the past 2 years, this event facilitated the winners of both 2019-20 and 2020-21.

A total of 65 awardees were facilitated on the occasion by Shri. Siddharth Nath Singh, Hon'ble Cabinet minister Department of MSME & Export Promotion. M/s. Herbochem Industries, Barabanki won the 1st position in the overall category in both 2019-20 & 2020-21. Category wise export award winners are shown in the table below:

Export award winners (2019-20)			
S.No.	Category	Position 1	Position 2
	All Categories	M/s. Herbochem industries, Barabanki	
1	Handmade woolen/ Cotton carpets and durries	M/s. Jaipur Rugs Pvt. Ltd., Mirzapur	M/s. Parvez Carpets, Bhadohi
2	Brass and art metalware	M/s. A. C. Brothers, Moradabad	M/s. Daper Exporters Pvt. Ltd., Moradabad
3	Leather & leather goods	M/s. Gupta H. C. Overseas (I) Pvt. Ltd., Agra	M/s. B.R.D. Exporters Pvt. Ltd., Agra
4	Cotton & Readymade Garments	M/s. Ginni Filaments Ltd., Mathura	M/s. The Raj Laxmi Cotton Mills Pvt. Ltd., G.B. Nagar

Export award winners (2019-20)			
S.No.	Category	Position 1	Position 2
5	Engineering & Builder's Hardware	M/s. Vidhi Exporters, Aligarh	M/s. Ferolite Jointings Pvt. Ltd., Ghaziabad
6	Wooden Handicrafts	M/s. Censes Lifestyle, Moradabad	M/s. Zinat Handicrafts, Saharanpur
7	Marble and Stone products	M/s. Sharma India Pvt. Ltd., Agra	
8	Glass and Ceramics products	M/s. Glass world, Firozabad	M/s. Millennium Exporters, Firozabad
9	Sports Goods	M/s. Gujral industries, Meerut	M/s. Stanford Cricket industries, Meerut
10	Gems and Jewellery	M/s. Jaishree Jewellers, G.B. Nagar	M/s. Arya Fashions, G.B. Nagar
11	Silk clothes and others	M/s. Rayons house, Varanasi	M/s. Arihant International Overseas, Farukhabad
12	Chemical, Pharmaceutical and Cosmetics	M/s. Oriental Aromatics, Bareilly	M/s. D.K. Industries, Ghaziabad
13	Electronics & Computer Software	M/s. Incardio Right Electronics Pvt. Ltd.,	M/s. Frog Cellsat Ltd., G.B. Nagar
14	Synthetic and Rayon Textiles/ Yarn	M/s. R.A.S. Polytex Pvt. Ltd., Chandauli	M/s. Hiltex Overseas, Unnao
15	Plastics and its articles	M/s. J.J. Plast Alloy Pvt. Ltd. Chandauli	M/s. Microlit, Lucknow
16	Perfumery, Essential Oils, Etc.	M/s. Eco-organics, Rampur	M/s. Aromatic & Allied Chemicals, Bareilly
17	Others	M/s. Yash papers, Ayodhya	M/s. Saaru Copper Alloy Semis Pvt. Ltd.

Export award winners (2020-21)			
S.No.	Category	Position 1	Position 2
	All Categories	M/s. Herbochem industries, Barabanki	
1	Handmade woolen/ Cotton carpets and durries	M/s. A.B.C. Industries, Mirzapur	M/s. Testico, Bhadohi
2	Brass and art metalware	M/s. C.L. Gupta Exporters, Amroha	M/s. Divan and sons, Moradabad
3	Leather & leather goods	M/s. R.N. Bajaj Overseas	M/s. Concept Conceivers & Executors,

Export award winners (2020-21)			
S.No.	Category	Position 1	Position 2
4	Cotton & Readymade Garments	M/s. Ramesh Impex Pvt. Ltd., Ghaziabad	M/s. M.L.K. Exporters Pvt. Ltd., Lucknow
5	Agriculture, Horticulture, Processed food products	M/s. Pragya Rice Mill, Raebareli	M/s. Vijay Laxmi Industries, Barabanki
6	Engineering goods & builder's hardware	M/s. Ferolite Jointings Ltd., Ghaziabad	M/s. Creative and Craft industries India Pvt. Ltd., Aligarh
7	Wooden Handicrafts	M/s. Sumitra Woodcraft Pvt. Ltd., Hapur	M/s. Zaara Overseas India Pvt. Ltd., Saharanpur
8	Zari, Chikan, Embroidery products	M/s. Widelinks I.N.C., Varanasi	M/s. Triveni Chikan Arts, Lucknow
9	Marble and Stone products	M/s. One Artifacts Décor India, Agra	M/s. Pushpanjali Fair trade Pvt. Ltd., Agra
10	Glass and Ceramics products	M/s. Benaras Beads Ltd., Varanasi	M/s. K.S. Exports, Firozabad
11	Handloom	M/s. Om Enterprises, Barabanki	
12	Silk clothes and others	M/s. Arihant International Overseas, Farukhabad	
13	Chemical, Pharmaceutical and Cosmetics	M/s. Organic India Pvt. Ltd. Barabanki	M/s. Nutricare Life Science Ltd., Saharanpur
14	Synthetic and Rayon Textiles/ Yarn	M/s. G.R. Corporation, Kanpur	
15	Plastics and its articles	M/s. Mithila plywood Pvt. Ltd., Chandauli	
16	Perfumery, Essential Oils, Etc.	M/s. N.S. Mint Pvt. Ltd., Sambhal	M/s. Sharp Mint Ltd., Barabanki
17	Others	M/s. Pitambara Books, Pvt. Ltd., Jhansi	M/s. Prayag Clay Products, Pvt. Ltd., Varanasi

Success Story

Herbochem Industries, Barabanki



Manufacturer & Exporter of Menthol & Allied Products

Incepted in the year 1986, Herbochem is the leading manufacturer & exporter of a diversified range of Mentha based products, aromatic chemicals, intermediaries and finished products that are extensively used in the cosmetics, flavor & fragrance industry and reckoned worldwide for their high quality and precise composition.

Founded by Managing Director Mr. H. P. Gupta, Herbochem has been accorded the top exporter award in all categories by GoUP for two consecutive years. Herbochem was also awarded as the top export house in UP by FEIO and recognized as one of the leading companies in India in its sector by many agencies over the years including Chemexcil and Pharmexcil.

Mr. Gupta completed his masters from UK in the late 60s and moved back to India in 1972. With a vision to create value, a manufacturing company was established in Gorakhpur in 1975. As Mr. Gupta started sourcing oil from Barabanki, farmers increased mentha cultivation. As a result of which, the industry was shifted from Gorakhpur to Barabanki in the year 1986.



In Picture: Herbochem manufacturing facility at Barabanki



In Picture: Mr. H.P. Gupta with Mr. Akhilesh Gupta and Mr. Ashish Gupta

This was the start of an inspiring journey of growth. Mr. Gupta strengthened Herbochem's growth story by combining his business acumen with the modern leadership approach of his sons, Mr. Akhilesh Gupta & Mr. Ashish Gupta. Mr. Akhilesh, an IITian, with 14 years of experience working with investment banks in New York brought finest leadership skills to the company.

Mr. Ashish holds a management degree in international business from Berkeley California and played an instrumental role in launching Herbochem on a global platform. Mrs. Kanti Gupta, anchored the day-to-day activities since 1980s breaking gender centric stereotypes. Ms. Jaya, Mr. Gupta's daughter played a pivotal role in streamlining the inventory management at Herbochem.

With collective efforts from Mr. Gupta's family, their team members & employees and support from a global clientele, farmers and various government agencies, Herbochem transformed from a small industry in 1986 to one of largest exporter in UP at present.

An efficient backward linkage with supply chain and seamless integration with global markets has been the key to Herbochem's Success.

For budding exporters

Journey map of an exporter



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