

EXPORT STRATEGY OF UTTARAKHAND



FEDERATION OF INDIAN EXPORTS ORGANIZATION

STATE PROFILE

- Uttarakhand is located at the foothills of the Himalayan mountain ranges. The State shares borders with China (Tibet) in the north & Nepal in the east & inter-state boundaries with Himachal Pradesh in the west & northwest & Uttar Pradesh in the south. The State has close proximity to the national capital Delhi, one of the leading markets of the Country.
- Between 2011-12 and 2017-18, Gross State Domestic Product (GSDP) of the State expanded at a Compound Annual Growth Rate (CAGR) of 11.16 per cent to Rs 2.18 trillion (US\$ 33.76 billion). According to the Department of Industrial Policy & Promotion (DIPP), the cumulative FDI inflows in Uttarakhand, during April 2000 to December 2017, stood at around US\$ 652 million.
- Uttarakhand has a has abundant natural resources due to hills and forests and almost all agro-geo climatic zones, which provide commercial opportunities for floriculture and horticulture. The State is home to more than 175 species of rare medicinal, aromatic & herbal plants. The vast water resources available in the State are also favourable for hydropower.
- The presence of several hill stations, wildlife parks, pilgrimage places and trekking routes make Uttarakhand an attractive tourist destination. In 2017, Uttarakhand registered a growth of 12.6 per cent and 14.2 per cent in terms of Domestic and foreign tourist arrivals, respectively.
- Dehradun is set to be developed into Uttarakhand's first 'smart city', wherein all public services like transport, medical services, water, electricity and solid waste management will be IT-enabled through an Integrated Command and Control System (ICCS). The concept will be modelled on Rio de Janerio, one of the world's most efficient smart cities in Brazil.
- Uttarakhand has been placed at 15th position in terms of mobility of goods and efficiency of logistics chain, according to the newly launched Logistics Ease Across Different States (LEADS) index by the Ministry of Commerce & Industry in January 2018.
- Uttarakhand stood at the 11th position in ease of doing business ranking conducted by Department of Industrial Policy and Promotion (DIPP) in collaboration with World Bank under Business Reform Action Plan (BRAP) 2017. The State witnessed a fall of 3 places in its rank from BRAP 2016.
- The State has two functional Inland Custom Depots (ICD) at Kashipur and Pantnagar. Land Custom Station (LCS) at Banbasa is proposed to be set up as Integrated check Post (ICP) by Land Port authority of India (LPAI).

EXPORTS FROM THE STATE

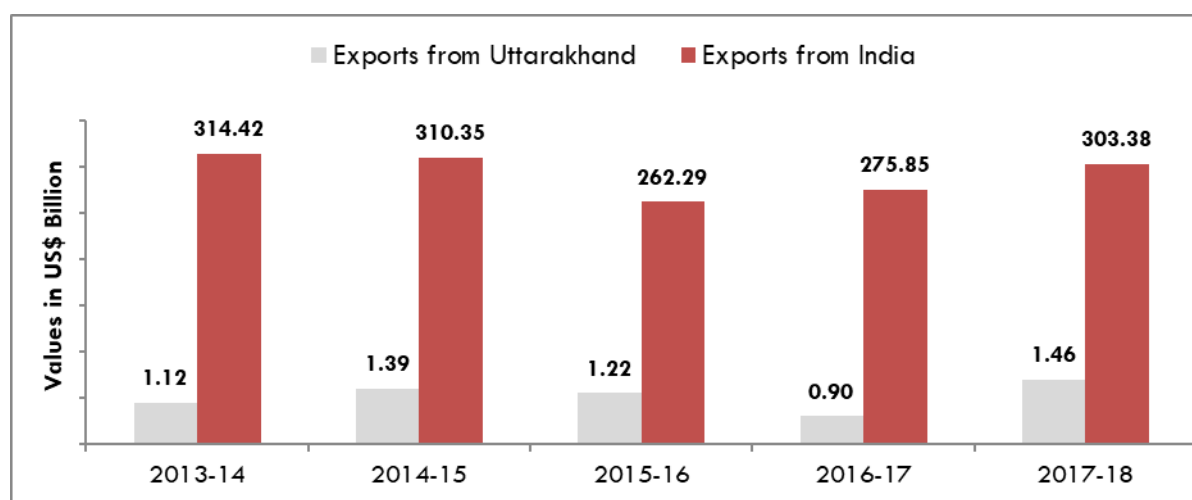
Uttarakhand stood as the 19th largest exporting state of India in 2017-18, occupying a share of 0.48 per cent in India's overall exports.

(Export value in US\$ Million)

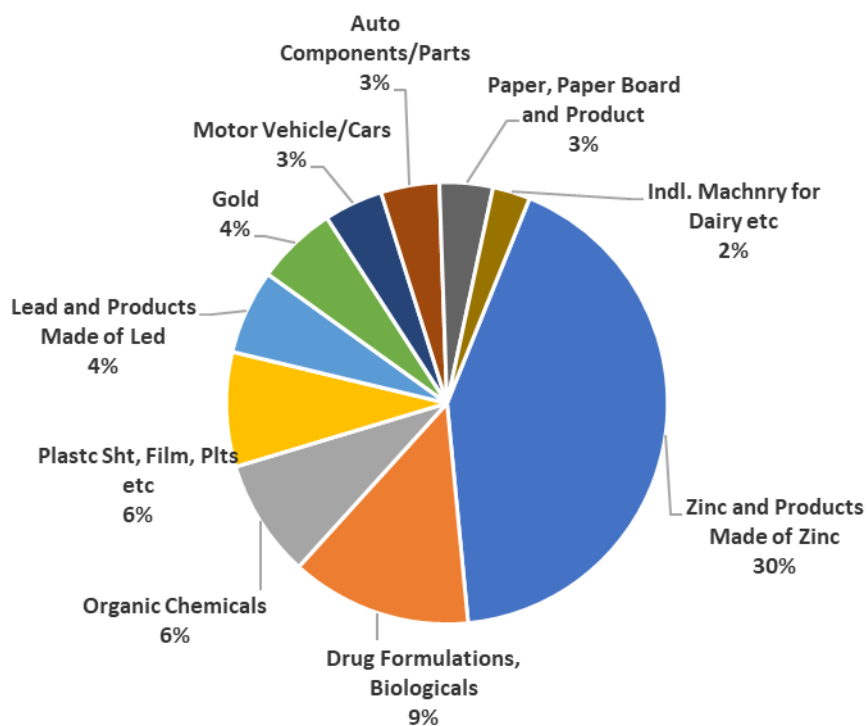
States	2013-14	2014-15	2015-16	2016-17	2017-18
Maharashtra	71751.64	72852.94	66568.04	67433.77	69731.48
Gujarat	73399.79	61238.13	49820.18	54213.62	66818.03
Tamil Nadu	26872.33	27493.18	25556.86	26452.98	29754.22
Karnataka	17674.79	23617.14	19264.19	19685.00	18052.34
Uttar Pradesh	13264.05	13910.05	12400.53	12528.82	13803.90
Haryana	10660.82	11297.58	10340.41	10694.39	13263.41
Andhra Pradesh	15496.45	15912.79	12135.44	11939.98	13019.53
West Bengal	10503.63	9088.00	7470.30	8236.25	9148.22
Delhi	9244.46	10025.76	9300.16	10554.47	8713.88
Orissa	3990.93	3345.59	2914.33	6070.62	7585.01
Kerala	4322.43	4159.60	4360.91	4886.00	7308.07
Rajasthan	5936.62	6092.75	5244.25	5772.32	6952.05
Telangana		2166.17	5404.90	6000.92	6568.71
Punjab	7055.27	6775.83	5611.92	5276.65	5788.25
Madhya Pradesh	4351.88	4129.54	3967.63	4436.82	5249.96
Goa	1540.93	1602.47	1601.67	2281.27	2103.17
Dadra & Nagar Haveli	1733.03	1746.00	1519.02	1562.90	2051.25
Chhattisgarh	1267.71	1182.50	571.06	942.84	1522.70
Uttaranchal	1119.13	1386.37	1216.41	896.76	1455.46
Bihar	949.88	1034.66	546.31	823.53	1345.31

Source: DGCI&S

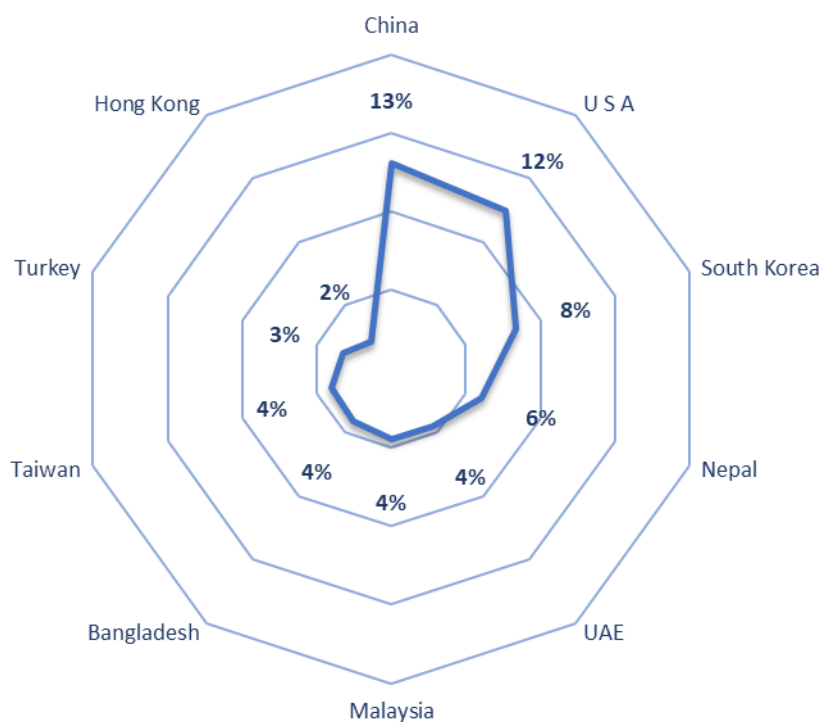
During 2013-14 to 2017-18, exports from Uttarakhand registered a positive CAGR of 6.79 per cent to reach USD 1.46 billion against a negative growth of -0.89 per cent in India's overall exports.



COMPOSITION OF MAJOR EXPORTS FROM UTTARAKHAND IN 2017-18



CONCENTRATION OF UTTARAKHAND'S GLOBAL EXPORTS IN 2017-18

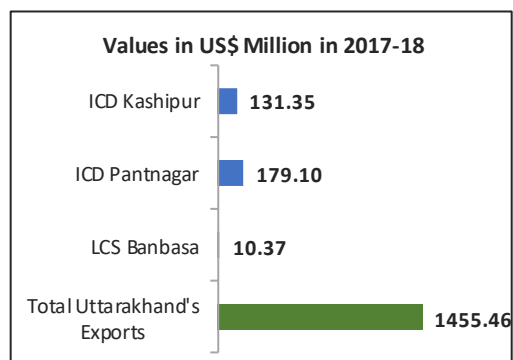


The top 10 market destinations represented in the above graph occupy 62 per cent share in Uttarakhand's overall exports.

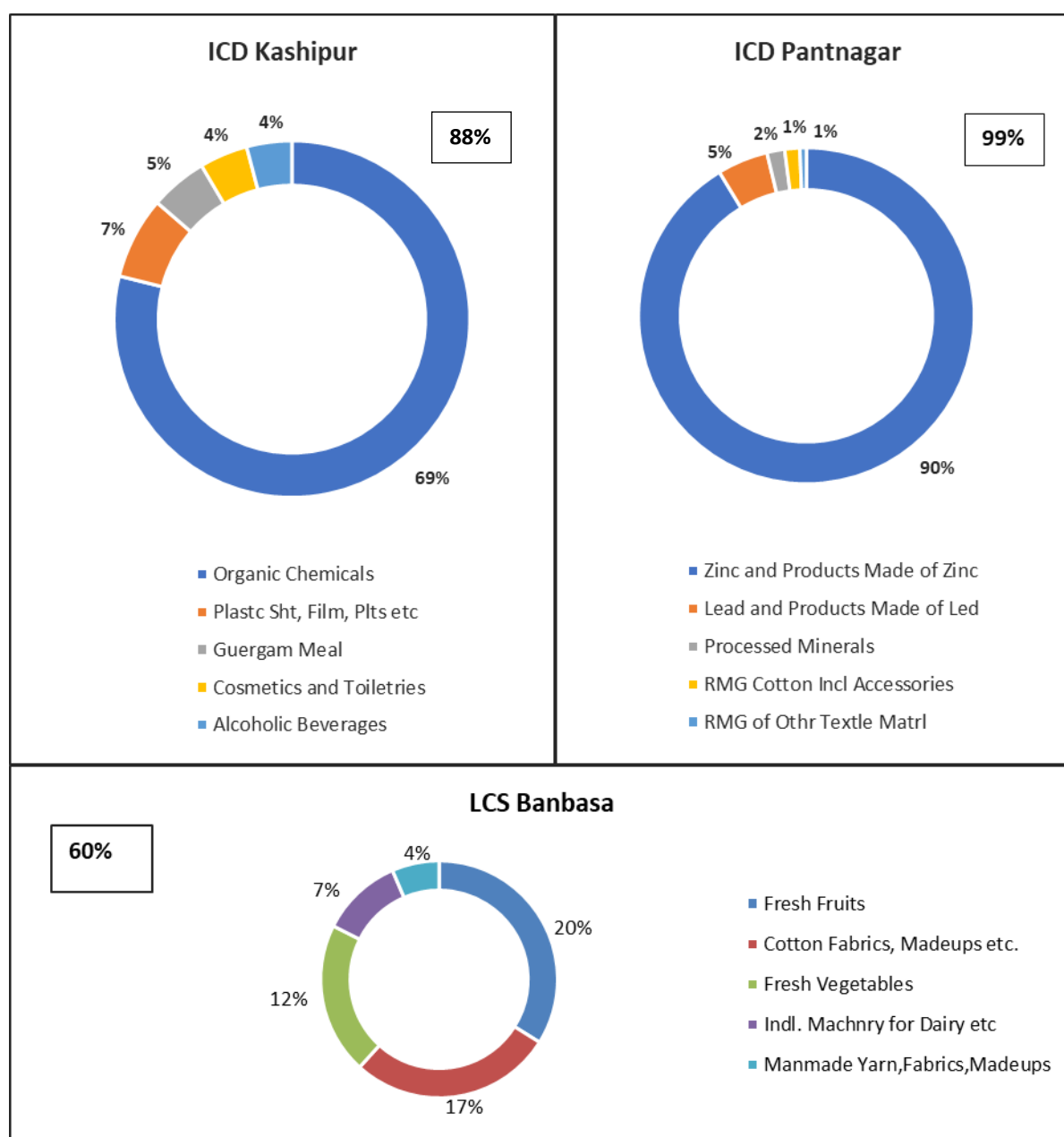
PORT OF EXPORT IN THE STATE

In terms of export value, ICD Pantnagar is the major port of export in the State, followed by ICD Kashipur and LCS Banbasa.

In 2017-18, a gap of US\$ 320.82 million was recorded between the total exports recorded by the State vis-a-vis ports of export in concern



MAJOR EXPORT COMPOSITION OF PORT OF EXPORT IN THE STATE



*(commodities having a share of more than 1% in overall exports from respective port of export)

IDENTIFICATION OF STATE EXPORT BASKET

Based on the DGCI&S data for the 2017, State has export presence in 91 ITC HS chapters (2-digit HSN Code), out of 99. On analysing, top 20 ITC HS Chapters were identified which contribute to around 92 per cent share in the State's exports. Further, on applying the tool of revealed comparative advantage w.r.t India and World, 14 export items emerged as "Champion Export Sectors" of the State, carrying an export value worth US\$ 493.14 million with a share of 51.4 per cent in overall exports from Uttarakhand.

"Champion Export Sectors" of the State are as follows:

Sector	ITC HS CH	Commodity	Exports from Uttarakhand 2017 (US\$ Mn)	Uttarakhand's Ranking in the Country	Top 3 Exporting States
Pharma	30	Pharmaceutical Products	103.11	14 th	Maharashtra, Gujarat, Telangana
Engineering	87	Road Vehicles and Parts	74.66	13 th	Tamil Nadu, Maharashtra, Haryana
	85	Electrical Machinery & Equipment & Parts Thereof; Sound &	39.54	17 th	Maharashtra, Tamil Nadu, Karnataka
	78	Lead & Articles Thereof	30.49	3 rd	Tamil Nadu, Rajasthan
	TOTAL		144.69		
Chemical & Allied	29	Organic Chemicals	73.67	13 th	Gujarat, Maharashtra, Telangana
	33	Essential Oils Resinoids; Cosmetic and Other Similar Prep	8.97	16 th	Maharashtra, Gujarat, Kerala
	34	Soap & Other Similar Preparations; Polishes & Creams; Can	7.54	9 th	Maharashtra, Gujarat, West Bengal
	TOTAL		90.19		
Plastic	39	Plastics and Articles Thereof	88.38	12 th	Maharashtra, Gujarat, West Bengal
Agri & Allied	04	Dairy Produce; Birds' Eggs; Natural Honey; Edible Products	17.35	6 th	Tamil Nadu, Punjab, Gujarat
	10	Cereals	15.61	17 th	Haryana, Punjab, Chhattisgarh
	TOTAL		32.96		
Textile & Allied	63	Other Made Up Textile Articles; Sets; Worn Textile Articles	13.30	15 th	Gujarat, Tamil Nadu, Maharashtra
	57	Carpets and Other Textile Floor Coverings	7.32	11 th	Uttar Pradesh, Haryana, Kerala
	55	Man-Made Staple Fibres	6.16	14 th	Gujarat, Rajasthan, Maharashtra
	TOTAL		26.78		
Furniture	94	Furniture, Bedding and Allied Articles; Lighting, Fittings,	7.02	10 th	Rajasthan, Uttar Pradesh, Tamil Nadu

Further, from both primary and secondary analysis such export items have been identified which although have immense potential in boosting exports from the State but require support in enhancing their export competitiveness. These are categorized as “Potential Export” Sectors and placed as below

Sector	HS Code (at 8 digit)	Commodity	Exports from Uttarakhand 2017 (US\$ Mn)
Spirits & Beverages	22071090	Other Spirit of Undenatured Ethyl Alcohol	4.24
Scientific Instrument	90183990	Needles, catheters, cannula and the like, used in medical, surgical, dental or veterinary sciences (excl. syringes, tubular metal needles and needles for sutures): Other	2.40
Agro processing	21039040	Mixed, Condiments and Mixed Seasoning	1.35
Mushroom-Agri & allied	07123100	Mushrooms of the genus Agaricus, dried, whole cut sliced broken	1.35
Ayush	12119094	Basil, Hyssop, Rose Mary Sage, Savory	1.08

**(major commodities under concerned ITC HS Chapter have been represented)*

A. AIRPORT

There is an urgent need to upgrade the Jolly Grand Airport, Dehradun. The state government may take up with the matter with AAI to have discussions with leading players who are operating flights from various destinations to this airport to examine possibility to start some late evening flights to Delhi and other destinations as the airport is about 60-75 minutes' drive depending upon traffic from main city and in the interest of business travellers, late evening flights to Delhi and other destinations would be an added advantage.

- ✓ Need to set up cargo terminal at the airport along with cold chain and warehousing facilities, to facilitate agri/horticulture/floriculture exports from state.
- ✓ Display centres displaying various existing products of the state and various Tourism destinations at the airport as lot of foreign tourists choose this mode of transport in reaching the state.
- ✓ Presence of only one authorized taxi stand at airport was also reported to be an issue as it leads to monopolistic charges. To facilitate economically sensitive tourist, options of allow City transport/private taxi may also be examined.

B. LAND CUSTOMS STATIONS (LCS)

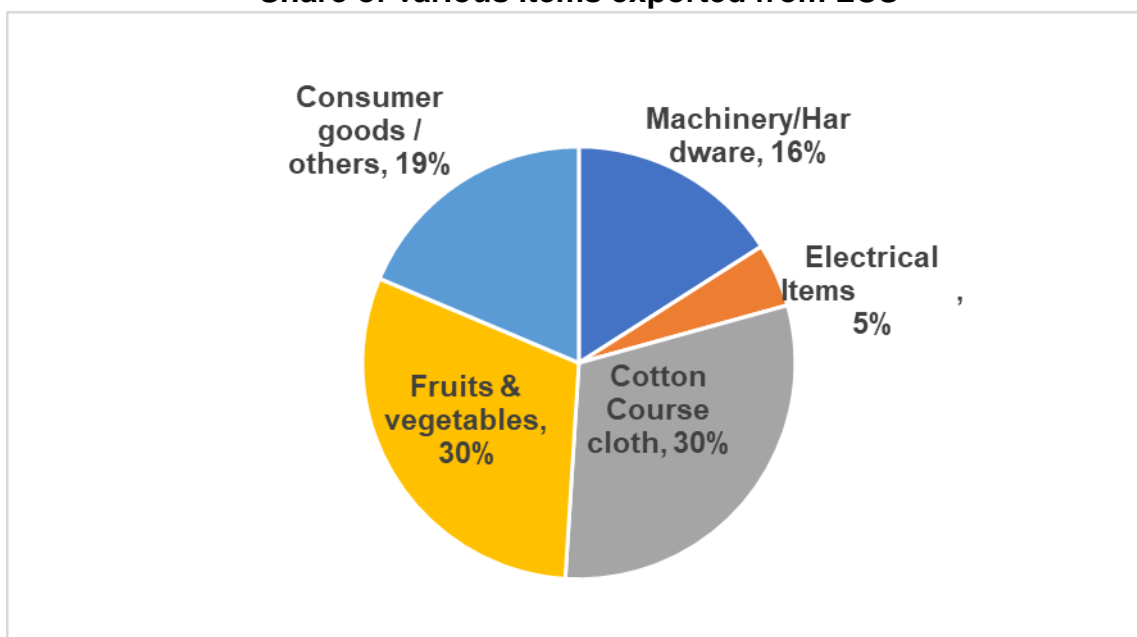
Land Customs Stations (LCS) also play a vital role in terms doing EXIM trade with the neighbouring countries. Strengthening the facilities, connectivity etc at LCS could also helping in pushing exports. The State, due to its geographical location, has four Land Customs and their profile is placed below:

Name of LCS	Bordering	Profile
LCS Banbasa	Indo-Nepal	<p><i>Exports:</i> Fresh Fruits, Green Vegetables, Potatoes, Stationary, Male goats, Onions, Fabrics, Footwear, Machine & Machinery parts, Hardware goods, Automobile parts, Agricultural machine & tools, Tractor trolley, E-rickshaws.</p> <p><i>Imports:</i> Handicrafts, Essential Oils, Nepali Jari – Boti, soapstone powder</p>
LCS Gunji	Indo-China	It opens only some time in a year and is mainly used for daily use items.
LCS Dharchula & Jhulaghta	Indo-Nepal	The people from both sides usually use this LCS for their daily use items

Out of the four LCS, the major LCS from where the exim trade takes place in LCS Banbasa. As per the Customs, the trade pattern for this LCS is as below:

Year	Export (Value in Rs)	Import (Value in Rs)
2015-2016	79,40,92,992	2,18,18,751
2016-2017	80,44,76,720	2,36,61,153
2017-2018	66,06,32,552	2,63,02,887

Share of various items exported from LCS



MAJOR ISSUES/SUGGESTIONS CONCERNING LCS

BANBASA	<p>✓ As per the Customs, though there are no authentic / documentary evidences of reasons for shortfall in reduction of volume of export but from the discussions with the trade the major reason for shortfall in exports is the GST impact. In the pre-GST era, export on small vehicles say, cycles, tangas, motorcycles etc. had a big share in total export who were carrying the bills below 25,000/- and the goods were purchased from small shopkeepers having no IEC code. But now, for export IGST invoice is mandatory which cannot be issued by small shopkeepers who are registered in 'samadhan scheme' under GST and paying only one percent tax only. As such, export on small vehicles is nil now. Opening a help desk in this regard could facilitate exports.</p> <p>✓ After implementation of GST and demand if remains the same, the trade might have been same if there would have been possibility of increasing the trade on big vehicles i.e. on trucks. But in LCS Banbasa, no. of big vehicles cannot increase due to bridge (on Mahakali river) which has several limitations. This bridge is open for movement of vehicles for only 7 hours, a day. Since the bridge has one-way movement, it can be understood</p>
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	<p>that 3.5 hours a day is for entry and 3.5 hours a day is for exit from the said barrage. Further, the bridge has weight limitation and bridge authorities do not allow weight more than 10 tonnes (including the wt. of the vehicle). Thus, the increase in number of big vehicles is not feasible at this port. Addressing this constraint would push exports through big vehicles.</p> <ul style="list-style-type: none"> ✓ In view of above, most of the trade has shifted to other customs ports where, obviously volume of export has increased. ✓ As regards decrease in volume of fruits / vegetables, it has been brought to the notice that due to business tussle in Nepal (they were not allowing import of Indian banana) the fruits/vegetable suppliers of India, had stopped their all supplies in protest. Now the issue has been settled and trade of this article will be normalised. <p>Besides there are some other gaps which need to be addressed like:</p> <ul style="list-style-type: none"> ✓ A road may be constructed from Tanakpur Road to Bambasa ✓ Warehousing facilities may be built near LCS as major trade with LCS happens through this LCS ✓ At present, customs check goods on roads as there is no proper facilities in the LCS, the State Government may also pursue the case with the office of Commissioner, Customs (Preventive), Lucknow to build proper facilities. ✓ The trade submitted that the EDI system at LCS has net connectivity issues as there is poor connectivity from BSNL. The exporters have to wait for hours to get their cargo cleared. The State Government may address the issue with BSNL. ✓ There is a narrow bridge which connects Nepal and opens for cargo for merely 3 and half hours for one way. The Trade demanded that a new bridge may be constructed to facilitate movement.
GUNJI	<ul style="list-style-type: none"> ✓ The condition of this LCS is not good and the officers are finding very difficult to even sit in the LCS as there is only a Hutment in the extreme climatic conditions. ✓ This LCS borders with China and is not opened round the year. ✓ There is lot of internet connectivity issues in the region which may be addressed ✓ The shape of roads is very bad ✓ There is a need of good power supply ✓ The condition of road to Gunji LCS is very bad and is not motorable. ✓ There are not enough warehousing facilities
Jhulaghat & Bharchula	<ul style="list-style-type: none"> ✓ There is an urgent need to build a bridge as at present the movement of goods is on foot

LCS	<ul style="list-style-type: none"> ✓ There is no connectivity for trucks and cargo vehicles ✓ The State Government may build proper roads in the area for smooth movement of goods ✓ There is lot of internet connectivity issues in the region which may be addressed ✓ There is a need to build warehouse at both the LCS
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C. INLAND CONTAINER DEPOT (ICD)

The state has 2 Inland container depot – one in Pantnagar and other in Kashipur. They are located near the industrial hubs of the state. In spite of being located near the industrial hubs, these ICDs witness very less amount of cargo due to various infrastructural and connectivity issues leading exporters to send their cargo by road to other dry ports or directly to ports which add on to their transaction cost as well as time.

The EXIM trade trends of these two ICDs, as reported by Customs are as below:

(Value in crores)

	ICD Pant Nagar	ICD Kashipur
Exports (2016-17)	468.68	NIL
Exports (2017-18)	4175.33	543.40
Imports (2016-17)	6.54	NIL
Imports (2017-18)	544.49	330.07

ISSUES /SUGGESTIONS CONCERNING ICDS

<p>ICD – Pant Nagar</p> <p>Export items: Zinc ingots, soap stone powder</p> <p>Import Items: Chemicals and allied products.</p>	<ul style="list-style-type: none"> ✓ The trade prefers to send their cargo to ICD – Tughlakabad (Delhi), ICD Faridabad, ICD Gurgaon & Sonipat which is far away as compared to ICD Pant Nagar because of poor condition of infrastructure facilities ✓ There is a need for good roads ✓ Irregular time schedule of goods train ✓ There is a need to allot space for CHA and shipping lines ✓ Many shipping lines are also not providing services to ICD Pant Nagar, which may be addressed ✓ It was also informed that both the ICDs have problems at gateways ports i.e. Mumbai, JNPT & Mundra, etc. and there is a delay to reach consignment at both the ICDs.
<p>ICD – Kashipur</p> <p>ENA, polyester film and acrylic fibre</p> <p>Waste pulp and paper</p>	<ul style="list-style-type: none"> ✓ The trade demanded that the roads leading from industrial estates to ICD Kashipur should be properly maintained. ✓ The State Government may also write to Indian Railways to increase the frequency of their goods trains to the region. ✓ There is a need to allot space for CHA and shipping lines ✓ Many shipping lines are also not providing services to ICD Kashipur, which may be addressed

Need for Setting up of ICD near Roorkee/ Haridwar

- ***Current Scenario:*** At present a majority of export cargo from Uttarakhand is being sent to ICD-Tughlakabad or Dadri in case of Full Container Load (FCL) and ICD- Patparganj in case of Loose Container Load (LCL). Some of the cargo is also diverted to ICD – Moradabad.
- ***Problems:*** The trade demanded that they are being forced to shell out Rs 10000 per trip to send their export cargo to these places and it takes about upto 3 days to clear their cargo in case of ICD-TKD as there is always heavy rush there and lot of parking issues are being faced by transport operators. It was also brought to notice that there is damage of some consignment while sending the cargo to these ICDs as they are more than 200 km from Haridwar and Dehradun. It was also mentioned during stakeholders meeting at Rudrapur and Pant nagar that exporters from these belts are also sending their cargo to ICD-TKD, ICD-Dadri, ICD-Loni.
- ***Trade Demand:*** During stakeholders' meetings at Dehradun, Roorkee, Haridwar, the trade demanded setting up of ICD near Haridwar urgently to facilitate import and export cargo. The trade demanded that there is a huge patch of land at Roshnabad, Haridwar which can be used for setting up of ICD. This will also facilitate cargo movement to ports as rail connectivity can easily be connected to this place. The setting up of ICD-Haridwar will also ease cargo traffic at other ICDs like ICD-TKD, ICD-Dadri, ICD-Loni, etc. It will also facilitate exporters from districts like Muzaffarnagar, Meerut.

The pharmaceutical cluster is located at about 25 kilometers from Dehradun in Selaqui industrial area. The industrial area is spread in about 50 acres of land. The pharmaceutical industries were set up during 2003-04 when a policy stimulus package including new industrial policy and other concessions were announced for the state of Uttarakhand, Himachal Pradesh and Jammu & Kashmir to encourage the setting up of industry in these states and help in creating jobs.

More than 50 pharmaceutical units are situated in the cluster of which more than 30 units belong to small scale category. The major product of the cluster is bulk drugs and formulations in various dosage forms such as tablets, capsules, liquid orals, ointments and injectable. The State exports Pharma products worth over USD 100 million in 2017-2018 observing the growth of 11%. Some companies are manufacturing for big companies like Cipla and their products are sold domestically or indirectly exported. Most of the units have medium sized production facilities, however some enterprises have enhanced the level of their facilities and are in the process of overseas registrations for initiating their exports.

Addressing the following concerns of the Pharma sector could boost competitiveness, ease of doing business and push Pharma exports from state:

- **Power**

The availability and quality of power is extremely important for pharma sector as they are required to maintain temperature and humidity during all stages of production cycle. They are also required to maintain the air quality during production process. Moreover, the machines are PLC based and any interruption damage the machine, programming & effect production cycle. The State has poor and erratic power quality with long power cuts forcing the trade to use alternate modes. In the absence of quality of power, most of the units have placed Genset/UPS which increase their production cost and companies using Genset creates pollution too. The trade feels that good quality of power is the biggest issue and may be resolved.

Moreover, in the interest of eco-friendly environment of the state in the long run, State Government may give incentives to industries to set up Solar Panels as initial cost is too high for e.g. E.g. it was informed that the cost for placing solar panels for an area of 25000 sq ft would cost to be Rs 50 lacs with return of investment in 5 years. In such scenario, State may sponsor solar panels and should pay the initial cost. For a defined period, industry should pay fixed amount of cost of electricity to the state and after state recovers the cost, then the ownership of the material should move to industry without any charge for electricity use.

- **Pollution Compliance**

The formulation industry is far more less polluting sector compared to APIs. However, certain degrees of checks and balances are important that need to be maintained. The Selaqui region does not have common treatment plant for the waste generated by the units and all the units are maintaining hazardous waste tank inside their units, which is taken by the appointed agencies by the Government for further treatment. It was reported that although the

government has nominated 12 such agencies to carry waste but the trade is unaware as they are exposed to only one agency which means the situation is monopolistic in nature and adds to their transaction cost. Multiple vendors should be listed and their prices should be approved by PCB and listed on PCB State website and central Govt Pollution Board website. Moreover, units are also required to pay Rs 5000 for the movement of hazardous waste. It was also suggested that to maintain the export competitiveness of the state vis-à-vis with other states as well as competing countries, such transaction may be subsidized for exporting units. The Industry also feels that they may be allowed to transport hazardous waste to the nominated places on their own which would help them to save cost.

The Industry also feels that the cost burden for them for waste transport is high. They are also required to pay an annual fee for NOC to pollution board of Rs 60,000/- per year to the State Pollution Agency which is extremely high considered to Drug Manufacturing License which is Rs 15,000/ for 5 years and also the nature of units being MSME. These charges should be in line with what other States are charging like Himachal Pradesh and.

- **State Drug Authorities to shift to Online Mode**

To save transaction time and to enhance ease of doing business, the State Drug Licensing Authority may completely shift their processes online, which is currently in physical form and units are required to send their officials for this purpose to Dehradun which is time consuming. Once the units have submitted all documents as per the check list, processing/approvals may be accorded in time bound manner. It may be mentioned that States like Gujarat and Maharashtra have moved to online mode

- **Limited role of Central Drug Authorities**

Earlier, for obtaining loan license, units were only required to approach State Authorities. But, presently, they have to approach authorities both at Centre as well as State which leads to duplication of exercise as well as inspection is done by both. For Loan license, the State Drug Authority should have a final say and no inspection should be done by authorities at central level as was the case earlier (*the loan license is taken by the companies who intend to use the manufacturing capacities of other companies in fulfilling their requirements without mentioning their names in the final product. E.g: Cipla has loan license companies in the State*).

Another related issue is inspection at multiple times in case of addition in client/product. Once a company is already accorded a license, they are again inspected by State/Central authorities in case another company wish to get manufactured from them the same drug. The industry feels that this provision may be examined to make it smoother and the role /relevance of central authorities in such cases may be reviewed as it may not be required as the officers at State level may be equally competitive.

- **Integrated Warehouse**

Due to medium sized nature of units where production, packaging as well as warehousing is done, the industry feels that there should be a common warehouse facility which they can use as extended storage & delivery point.

Further, to optimize available resources present in Industrial estate, the industry also suggested that units which are working below their capacities / units having additional space, may be allowed to lease out such space to other units for warehousing purpose. This will help the units to free their spaces in their units and can use it for production. The Government may like to devise suitable mechanism for this which should be convenient to trade.

Couple of transporters may be nominated for such warehouses to offer the services at fixed rates.

- **Skilled Manpower**

In spite of roast of educational institutes in Dehradun offering B Pharma degrees, the industry reported that the level of skill locally available is not competent to be inducted in their units. They need to invest lot of time to make them aware about basic understanding prior to assigning jobs. Moreover, once the skill is developed, they move to other units in pursuit of career. It is proposed that the Pharma units has lot of old machines which have become redundant and the Government may consider to set up a model pharma unit for the upcoming students of nearby colleges. It was also suggested that the course modules of Institutes may be reviewed and State Drug Authorities may also access the curriculum, faculty and quality of students passing out from such colleges. Industry is willing to support academia in improving the quality of education. Model Pharma unit on the similar lines is available in Baddi. Besides Skilled manpower, the Pharma units also need lot of manpower at the packaging state which is easily available.

- **Testing Facility**

Most of the pharma units there have in-house testing labs but in view of the variety of test needed, arranging all instruments in house becomes unviable for units. Stakeholders pointed that there is testing labs in and around industrial area and samples are sent to other States/cities leading to extra time and delays. A Testing lab in Dehradun or Haridwar would help the trade and could be even set up through a SPV

- **Dedicated Cell for Promoting API Industry**

API's are the primary ingredient for Pharma units. Most of the API's are either imported from China and Uttarakhand based units purchase them from importer distributor in India. Some are procured domestically from units in Maharashtra and Gujarat as the raw material is available there. With China putting attention on their environment, most of the API industry in China is affected of have been shut down due to which the prices of API imports have increased substantially. Stakeholders feel that promoting API industry in Uttarakhand will benefit the overall pharma sector in the State. Some segment of industry was willing to invest in APIs industry but was apprehensive that the cost of raw material for a similar unit shall be much cheaper compared to a

similar unit in Uttarakhand due to transportation cost. Stakeholders feel that Govt should earmark a space of 100 acres to develop API on the lines being developed by Himachal Pradesh. A focused discussion with industry may be done at Government level with stakeholder to examine the possibility of benefits that can be given to API promotion in State while considering the environmental concerns.

- **Limitations in Expansion**

The industry has informed that the provisions for expanding their units, in case they wish to do so, by taking more land is difficult. Some of the units are empty and still their requests to take over such spaces are pending for years.

- **Promoting Indian Pharmacopia**

A lot of countries including African countries insist on US Pharmacopia or British Pharmacopia in spite of Indian pharmacopeia equally good due to which companies inspite of having data and material are not able to secure business as they have to do the exercise as per other standards. There is a need for recognition of that Indian Pharmacopia for acceptability in African countries which would enable companies to sell the same drugs in domestic as well export market. Testings are done as per these standards. It will save double inventory as well as double testing.

- **Freight Disadvantage**

The state being land locked have cost disadvantage over suppliers in other States as they have to incur more cost in moving raw material to their premises. For e.g making Ibuprofen painkiller, there is a need of 17 ingredients and one kg of each will result in making 1 kg of finished goods. For a unit around Mumbai, the cost of moving raw material to their premises would be much economical compared to Uttarakhand. Movement of goods from Dehradun, Haridwar and Roorkee region to Delhi ICD TKD is costly and to remain competitive trade feels that Transport subsidy may be provided based on Bill of Lading copy by the exporter

Trade has reported several issues with regard to even availability of transport leaving aside the rates due to lack of transporters and vehicle availability. Pharma units in Selaqui are not calling the empty containers and using e-sealing facility and have to rely solely on transport. It is understood that companies with influence are able to manage close body trucks easily otherwise it takes 2-3 days to make such arrangement It was also reported that collusion and extortion by transporters is rampant. Presently most of them are sending their goods to ICD-Dadri and few are sending to ICD-TKD. Alternatively, it is suggested that State should tender for transport vehicles and fix prices. A centralized portal can also be developed wherein exporters can request and book trucks for direct supply and prices governed by State. This will give enhance ease of doing business.

- **DGFT server**

DGFT website is slow, poorly maintained and hardly works which creates difficulty for the exporters in the region. The site should be revamped and should be made compatible on all browsers and not only internet explorer. The state may like to take up this issue with Central Govt.

The State is basically an Agrarian state and there exists vast potential for different Agri products. There exists lot of products which have got export potential like Tea, Mushroom, Rice, Maize, Cereals, etc. During Stakeholder's consultations with Trade Associations & bodies, farmers, State Boards, etc. the following issues and suggestions emerged:

▪ Key Issues

- ✓ There is very little surplus produce of Agri products in the state.
- ✓ The farmers are cultivating mostly traditional crops which are giving low yield.
- ✓ The trade is still using traditional methods of farming and that is the reason that per Hectare yield is very low.
- ✓ It was mentioned that lot of yield is destroyed by wild animals and monkeys, the State Government may address the issue in association with various social organizations and NGOs.
- ✓ The Farmers and members of the trade are finding difficult to get loans from banks without collateral.

▪ Key Recommendations

- ✓ There is a need to switch from traditional crops to cash crops at certain places where production is very low.
- ✓ Need for opening of seasonal collection centres at various districts and it may be linked with mandis to facilitate farmers. Besides, opening of Packaging and Grinding Centres in agriculture farming areas/districts.
- ✓ There is need to develop Backward and Forward linkages
- ✓ The State Government may examine possibility for building Ropeways to carry farm produce to low/plain areas in the high hilly regions where road connectivity is poor or difficult to maintain.
- ✓ A separate State Fund may be created to give Financial assistance to the start-ups willing to enter in this field and a nodal officer may be deputed to answer all the queries being raised by them.
- ✓ The State Government may examine possibility to install Solar Water Pumps at various Hilly regions as power problems are there as it will address the irrigation issues at High hilly regions.
- ✓ The trade also demanded that in order to encourage Organic Farming, the State may in association with APEDA conduct various training programs.
- ✓ **Research/Knowledge Institutes:** There are at present 2 Agri Research Institutes in the state, one is G.B. Pant University, Pant Nagar and other one is University of Horticulture, Garwal. There is a need to open more Research institutes. This will boost the production of this sector from the state and will also help in generating migration.

As far knowledge imparting agencies are concerned, except for Vivekanand Krishi Anusandhan Kendra, Uttarakhand have no specialised courses or dedicated university for horticulture, agriculture, floriculture, etc. So policy level intervention is needed either by establishing new university or increasing the role of existing universities.

- ✓ At National level there are number of schemes for establishing small godown, ware houses, pre-cooling chambers, etc. but these are either absent, very rare or not planned in a targeted manner at state level. Thus, state government should promote these facilities/schemes in the region, so that produce self-life could be increased.
- ✓ There will be a need for assessment of the State's potential in key agricultural sectors and drawing up an action plan to support the infrastructure

Potential Supply Chain Areas

Based on stakeholders' consultations at various places and considering present and future scope of productivity and quality, following are the major potential supply chain could be promoted by the State Government:

- ✓ Potato: from Boarder district and foot hills
- ✓ Peach: Nainital
- ✓ Amaranthus Boarder district
- ✓ Ginger from Dehradun, Tehri district
- ✓ Basmati rice from Dehradun and Tarai region, Udham Singh Nagar, Nainital, and Haridwar
- ✓ Floriculture: Uttarkashi, Dehradun, Nainital, Pantnagar etc.
- ✓ Medicinal & Aromatic plants: Uttarkashi, Chamoli, Pithoragarh, Dehradun, Nainital, Haridwar and Udham Singh Nagar
- ✓ Honey and Mushroom: Dehradun, Ramnagar, Chamoli and Bageshwar
- ✓ Horticulture crop like apple from Harsil, Mori of Uttarkashi and Chakrata block Dehradun

❖ **TEA**

Orthodox variety of tea grown in State has a distinct taste and aroma is also good for health owing to its anti-oxidant properties. The agro-climatic condition in the state is also suitable to the Orthodox variety of tea. Undulating topography, which doesn't retain water, is yet another local condition favourable for tea cultivation. At present the state has around 1100 hectares under tea cultivation with only five tea estates, four of which are state owned and the remaining one is a privately-run tea estate. While the privately-run tea estate lies unproductive, the remaining four tea estates, each equipped with a tea processing unit, produce 70,000 kg of tea.

There is a need to promote tea cultivation by giving conducive framework so that local farmers could lease out their land to investors for tea cultivation.

There is an immense scope for production of Tea in the state due to favourable climatic conditions. During stake holders' interactions with members of the trade engaged in this sector and with the representatives of Uttarakhand Tea Development Board, it was pointed that the board has developed about 1185 Hectares of Tea Farming in Hilly areas of the state which further paves the way of export opportunities of this sector. The total production of Tea for 3 years is as under

Year	Production (in Kg)
2016-2017	67201
2017-2018	65597
2018-2019 (expected)	75000

Potential Districts where Tea farms are being developed / can be developed with the support of State Government - Bageshwar, Nanital, Almora, Pithoragarh, Champawat, Chamoli, Rudrapur, Paudi.

- ✓ **Quality Testing Labs:** The Trade demanded that a Quality Testing Facility Centre for Tea may be opened with the financial help of the State Government as it will facilitate the members of the trade and Board.
- ✓ **Packaging:** The State Government in association with Uttarakhand Tea Development Board may organize Training programme on Packaging Standards as it will help to increase the freshness and quality of Tea being exported. This may be organized with Indian Institute of Packaging.
- ✓ **Marketing:** There is a need to market "Made in Uttarakhand" Tea in International markets. The trade needs awareness about the latest buyers taste and varieties of Tea being sold in International markets like Flavoured Tea, etc. There is a need to train members of trade about Sourcing Buyers in International markets. The State Government may participate in various Food Fairs of the world with representatives of the Tea sector to showcase their product. The various financial assistance of Centre Government in participating in International exhibitions may be availed.
- ✓ **Other Recommendations**
 - There is a need to promote tea cultivation by giving conducive framework so that local farmers could lease out their land to investors for tea cultivation.
 - The State Government may provide medical insurances to the workers involved in this sector.
 - Government Schools and colleges may be opened in the regions where there are Tea Farms / production/cultivation as it will stop migrating the people to plain areas for providing good facilities to their families.
 - Tea Gardens may be developed by Private Entrepreneurs.

❖ **SANDALWOOD**

There is high potential of Sandalwood in the state as climatic conditions and soil of the state favours its plantation. Moreover, it also offers high rate of return and the. There are not many sandalwood growers in the state and State may encourage farmers to plant sandal wood trees in the hilly and remote regions. Its produce have good demand both in domestic and International markets.

❖ **Honey**

The state produces good amount of Honey and it is understood that the state exported Honey worth Rs 80 crore in the last financial year. It is understood that there are about 5000 bee-keepers in the state and this industry can give a good number of employments also to the youth of the state. The following suggestions could boost export of this sector:

- ✓ There is a need of state controlled good quality control laboratory centre and bee-keepers should be given training for the production of organic honey as it has good demand in the world markets.
- ✓ The state has one Bee-keeping centre at Nainital and may promote 2-3 bee-keeping centres at Tehri, Chamoli.
- ✓ The training programmes may be organized in association with District Industries Centre in districts like Dehradun, US nagar, Nainital and Pauri districts.
- ✓ There is a need to boost morale of bee keepers and regard them as an important stake holder in progress of the state. The growth of this sector will also help in migration of manpower to other states.

❖ **Sugarcane**

There is immense potential of Sugarcane cultivation, which further increases the scope of exports various products like Sugar, Confectionary items, etc. It was mentioned during stakeholders' consultations that the state does not have high production of sugarcane, despite favorable climatic conditions. The farmers are not willing to grow sugarcane in their fields as they find it difficult to get payments from mill owners and sometimes they get payment after months of knocking doors.

- ✓ The State Government may devise a mechanism for speedy payment to the farmers as it will encourage them to grow the same in uncultivated areas too and this will increase state production in turn processing as well as exports.

❖ **MUSHROOMS – POTENTIAL SECTOR**

The weather condition of the state also favour good production of mushrooms which is rich in protein and have good export potential. The Mushroom cultivation also don't require large investment and heavy infrastructure. The farming can happen in high hilly region also which can boost the exports of this sector.

- ✓ The unemployed youth and the people living in remote areas of the state may be trained for Mushrooms cultivation. During Stakeholders interaction, it was mentioned that some start-ups have started their operation of Musrooms cultivation and processing in the state and have written successful story in generating good revenues and employment opportunities.

- ✓ **Create awareness:** It was reported that most of the growers have migrated to other trade due to lack of awareness about the different schemes and incentives being offered by the Government, non-availability of funds and loans, delayed payment from the sale of produce. State may conduct programmes for creating awareness.
- ✓ **Infrastructure Requirements:** Most of the people engaged in mushrooms sector don't have the resources to have their own cold storage facilities as mushrooms requires a certain temperature for a good shelf life. The state may examine possibility of opening cold storage facilities at Dehradun, Seriadhara, Pant Nagar, Nainital. Reefer transport facility would also be critical as farms are at distant locations from the markets and they have to depend upon middlemen who offer them low rates. Moreover, the condition of the roads needs to be upgraded where mushrooms are cultivated as in most of the high hilly regions, it is difficult for the growers to send their produce to the main markets in short period as the shelf life is short and there is lack of refrigerated transport facilities which need to be addressed.
- ✓ **Marketing:** The cooperative marketing societies may be enrolled to boost this sector. Further, proper institutional arrangements are required to supply the good quality of spawn at reasonable prices and in desired quantities to the mushroom growers.

❖ **Basmati Rice**

The state has a rich variety of Doon Basmati Rice and its famous for its rich aroma and distinctive flavor. The land where it was being grown has reduced massively and have been limited to areas like Haripur, Dgagrani, Dharmwala, Pratipur, Amabawadi to name a few.

- ✓ The Doon valley have agro climatic conditions where the rice can be grown organically and have good markets in various parts of the world. The State Government may engage with APEDA for promoting it as the farmers are switching to other sectors due to lack of marketing support and other subsidies.

❖ **Organic**

Presently the organic sector of Uttarakhand is constrained by low productivity, high cost of production, lack of post-harvest infrastructure, fragmented supply chain, lack of market led extension and poor market access. The State Government may address following issues in order to boost and improve organic sector from Uttarakhand:

- ✓ Promote Value added based organic exports
- ✓ Development of organic export Zones by applying an integrated approach
- ✓ Marketing and branding of by using tag line "Produce of Uttarakhand"
- ✓ Need to develop uniform quality and packaging standards for organic produce
- ✓ Promotion of R&D for new product Development by using /highlighting health benefits e.g. gluten free, starch free etc. which having good demand in western countries.
- ✓ Awareness of compliances and certification process in simplified manner
- ✓ Capacity building of producers, state agencies and allied institutions on norms of international level organic certification for export.

Status of present infrastructure and agri extension services:

- ✓ Presently Uttarakhand Krishi Utpadan Mandi Parisad (UKUMP) is key and apex body to facilitate agricultural marketing in the state. It has limited decentralised level of marketing yard
- ✓ There are 25 APMCs in Uttarakhand out of which only 4 are situated at Hill district while 80 % are at plain area. Need to give thrust on promoting decentralised level MANDI at potential production zone (potential production zone's' commodities are apple, flowers, vegetable etc.)
- ✓ Cold storages: As per the data 15 cold storages have been set up in the state- 1 by the cooperative sector, 2 by the public sector and 12 by the private sector. Besides, one cold storage has been set up by private sector for storage of apples in Naugaon, district Uttarkashi. But it also need to re assess its feasibility and optimisation it terms of utilisation and future scope of production.

❖ Food Processing

There is immense potential for Processed Food sector in the State. There are about 49 Food processing units in the state. During Stakeholders consultations, the trade mentioned that there is a need to develop state of start Processing Units at places like Chamoli, Bageshwar, Rudraprayag, Uttar Kashi, Nanital, Muteshwar, Almora for Food products like Juices, Jams, Sauces, etc. This will boost "Made in Uttarakhand" processed items

Issues and Suggestions:

- ✓ The Processing units are using old techniques which is not matching with International standards.
- ✓ Difficulty in getting loans from banks without collateral to upgrade infrastructure facilities
- ✓ The cost of the land is very high, which is pushing away new start-ups
- ✓ The manpower engaged in this sector is migrating to other sectors due to absence of good educational institutions, hospitals near to Farms or units. The basics of life are missing in High hilly regions where the Horticulture cultivation is there.
- ✓ There is a need to transfer information to the farmers from Research institutes / universities about the latest techniques to increase quality production. District Industries Centres may organize Training programs at various places in association with APEDA. A nodal officer may be deputed for dissemination of information related to various schemes/circulars of Ministry of Food processing to trade bodies from time to time. Besides, exchanging information and knowledge on product and production standards, codes of conduct.
- ✓ The State Government in association with Trade bodies may organize events highlighting various Food Certifications and approvals needed for export to various regions/countries. Raising awareness about the supply-chain approach and about the importance of public private partnerships

- ✓ The national scenario of post-harvest losses in agriculture produce is about 9 to 10% and even Uttarakhand is also not untouched by this. So, there is a need of vertical integration for improving production and processing of agriculture produce. Post-Harvest Infrastructure supports for smooth logistical movement of agri produce is an essential part of product or produce supply. By improving this, it will help to improve direct co-relationship in increasing export volumes, assuring quality & ensuring better price realization per unit. Thus, following are the key area by which commodity export could be emphasis:
 - **Promote Better quality compliance:** Post Harvest processing of agri-produce, such as waxing of fruits, sorting of bad/damaged fruits/produce, will increase shelf life of the produce and will be helpful in maintaining quality of the produce for distant markets.
 - **Facilitates logistic handling** will assure better handling of produce, result in decreasing wastage, increase marketable surplus quantity. Thus, better logistic arrangement by liaisoning and negotiation with Indian Railways and airport authority to make cost effective and efficient supply chain of flower and other high value commodity specially from Dehradun and Pantnagar
 - **Establishment of commodity specific pack house** will help increase marketable surplus by assuring quality through grading & primary processing of produce. So same could be establish at potential production zone of horticulture and floriculture zone of Uttarakhand.
 - Mapping potential surplus commodity and plan for establishing centralized/de-centralized processing facility for value addition.
 - **Improve aggregation process:** Aggregation models should be developed by promoting cluster level production zone, be establishing network of assembly points, collection centres. Government of Uttarakhand should invest in specialized markets and market infrastructure to handle organic and conventional produce. Thus, a systematic plan for investment, establishing institutions framework and capacity building of producers and stakeholders in market led extension is a key task to improve export orientated supply chain.
 - **Producer Participation in Value Chain:** Smallholder participation in markets is limited by lack of access to markets and support mechanisms and is further dependent upon their ability and willingness to participate in the markets along with functionality of markets. Thus, core emphasis in value chain approach should be given.
 - **Testing labs:** Government should establish product testing labs with strong infrastructure in Uttarakhand region to support export of conventional and organic produce.

❖ Livestock

The purposes of scientific livestock production is to increase the animals & their output. As Uttarakhand is mainly a hilly region and there exists scope of scientific livestock production and animal breeding is very much due to weather conditions. As per Livestock Census 2012, in Uttarakhand, the cattle & buffalo population is 2993828 (2006053 cattle & 987775 buffalo) and breedable cattle & buffalo population is 1377961 (799615 cows & 578346 buffalo). Out of this breedable population of 799615 cows only 256946 cows are of crossbred/ improved. Nine hilly districts of State of Uttarakhand comprising of Chamoli, Uttarkashi, Rudraprayag, Tehri, Pauri, Almora, Bageshwar, Champawat & Pithoragarh is having 62.99% breedable cows i.e. 503704 cows, of which only 18.18% are crossbred/ improved.

- ✓ Thus, the gap exists for the improvement of production potential of non-descript cows in hilly area of the State through organized breeding input services. Shortage of availability of trained man power for providing artificial insemination services in sustainable manner along with difficult geographical terrain is limiting factors towards achieving the desired output.

The Livestock Products in Uttarakhand in 2016-17 is as below:

S. No.	District	Milk Production (in thousand Metric Tonne)	Egg Production (No. in Lakh)	Wool Production (in Thousand Kg.)	Meat Production (in Lakh Kg.)
✓ 1	Almora	147.312	92.030	6.434	12.201
✓ 2	Bageshwar	61.141	46.026	32.088	5.140
✓ 3	Chamoli	70.930	29.397	138.478	5.940
✓ 4	Champawat	55.631	42.916	0.00	5.521
✓ 5	Dehradun	168.014	552.044	16.179	35.855
6	Haridwar	311.424	85.109	7.975	51.956
7	Nainital	162.970	126.128	0.00	38.008
8	Pauri	117.802	77.198	27.258	24.186
9	Pithoragarh	126.452	55.180	79.310	9.205
10	Rudraprayag	43.858	29.008	16.375	5.117
11	Tehri	116.400	59.479	49.015	12.548
12	Udham Singh Nagar	247.879	2881.654	2.429	69.558
13	Uttarkashi	62.604	42.948	162.703	8.805
Total		1692.417	4119.117	538.244	284.04

As there is a Global Demand for A2 Milk. A2 Milk is Cow's milk which is obtained from Indigenous Breed of Cattle. The unique benefits of A2 Milk are it is easily digestible as compared to A1 Milk and is suitable for the patients suffering from Lactose Intolerance. If efforts are made to export the Sexed Semen of Indigenous Breeds like Red Sindhi, Sahiwal, Gir after production to Foreign countries, a new demand can be generated globally.

Other key issues & suggestions are as below:

- ✓ Lack of Infrastructure and sufficient man power.
- ✓ Difficult Artificial Insemination Services access in highly hilly terrain. The State may develop Infrastructure by strengthening of Artificial Insemination Centres along with increasing coverage of by opening new centres.

- ✓ Lack of awareness and reach of Animal Insurance services.
- ✓ Lack of availability of Emergency Veterinary Aids in interior areas. Development of Connectivity to interior areas for better availability of veterinary aids, by Mobile Van.
- ✓ Majority of Un-productive animals and their generations. Requirement of high genetic merit Breeding Bulls for Natural Breeding in high hilly terrain where delivery of artificial insemination services is difficult.
- ✓ The state may take initiatives to encourage goat farming, sheep farming, rabbit farming, buffalo farming, etc. This will also give birth to courage woollen industry and leather from the state.
- ✓ Encourage youths in hilly areas may be encouraged to enter into this sector as it will also give them high returns and. The Animal Husbandry department may provide training to the start-ups, youth for breed improvement, milk processing, milk powder processing and fodder management

❖ Floriculture

Cultivation of flowers provides opportunity to farmers to earn a better livelihood and harvest more profit per unit area. Floriculture has received considerable interest in India in recent years and Government of India has identified floriculture as a sunrise industry and accorded it 100% export-oriented status.

Owing to steady increase in demand of flower floriculture has become one of the important Commercial trades in Agriculture. Hence commercial floriculture has emerged as a potential export sector. The country has exported 20703.46 MT of floriculture products to the world for the worth of Rs. 507.31 crores/ 78.73 USD Millions in 2017-18 to countries like USA, Netherland, U K, Germany and UAE, etc. The main are cut flowers, pot plants, cut foilage, seeds bulbs, tubers, rooted cuttings and dried flowers or leaves.

The usage of this sector is sought in different sectors and are used in various ways in domestic and social activities and in industries such as essential oils, dry flowers, natural dye extraction etc.

The important floricultural crops in the international cut flower trade are rose, carnation, chrysanthemum, gargera, gladiolus, gypsophila, liastris, nerine, orchids, archilea, anthuriu, tulip, and lilies. Floriculture crops like gerberas, carnation, etc. are grown in green houses. The open field crops are lilium, chrysanthemum, roses, gaillardia, lily marygold, aster, tuberose

✓ Advantage Uttarakhand

The State has good potential to develop and flourish this money spinner industry which don't require investments on heavy machinery, equipments, etc. The farming of Floriculture is spreading across districts of Chamoli, Pauri Garhwal, Joshimath, Nanital, Dehradun, etc. The following advantages may add to further push this sector both in domestic and international markets:

- The State has favourable Agro-climatic conditions which helps to increase the productivity of flowers per Hectare. The Winter season in Uttarakhand is not very cold as compared to other Flower exporting countries of the World and is suitable for quality cut flower production

without the extra expense of greenhouse heating. Meanwhile demand is in peak because of festivals, like Christmas, New year day & Valentine day in domestic as well as international markets.

- The State has availability of farmers who know farming techniques.
- The large part of the State is under Hilly region which gives ample scope.
- There is a growing awareness for quality production in nurseries and development of several intensive tissue culture units. The Government has also floated many schemes to accelerate this sector.

✓ **Key Issues & Recommendations**

- **Flower mandi:** There is a need to establish Flower Mandi near Airport with proper infrastructure so as to establish linkages with markets in NCR and overseas. Presently due to absence of proper transport facilities, flower are not able to retain the quality of the flower till it reaches bigger mandis like Delhi.
- There is a need for setting up of Plant Banks of quality planting material, fertilizers, etc
- To encourage more players, concerned department may provide updated information (based on the season) on areas/ districts where cultivation can be done along with other necessary guidelines so as to provide a single stop point.
- The Trade said that they are lacking advanced production technology like planting geometry, seed rate, nutrition, irrigation, management, grading, PP measures, etc. The State Government may address the issue.
- The Farmers and Research Institutes are not aware of the Buyers preferences which change from time to time in the main export markets. They are stick to their traditional farming. The State Government may consider to appoint consultants who are well versed of these parameters and is approachable.
- There is a need to establish backend and forward linkages which are not so active to boost this sector.
- There is a need to establish a Research and Development Institute for Floriculture in the state.
- The State Government in association may organize various programmes on Trade promotion, Sourcing Buyers, etc. This may be held under the coordination with District Industries Centres of various districts.

❖ **Other Recommendations**

- ✓ **Quality:** State lacks in High Grade Quality production of the produce and “A” Grade cultivation of various Horticulture products is needed to boost exports. The State Government may also consider to enroll Agri Experts from various institutes and may have regular interactions with farmers, Agri Bodies, Mandis, etc. There is lack of Quality seeds and Planting Material in the state and the farmers are forced to sow low quality seeds/plants.

- The State Government may develop State of Art Nurseries to boost production and exports from the state. It will reduce the dependency of quality planting on other states at higher price and sometimes from non-authentic source.
- State agriculture and horticulture departments should have state plant quarantine policies/act, where before introduction of any new variety of agri-horti crop, the planting material should be tested and trialed at the scientific institutions and universities for its further approval or verification of its adoption in the state. This will not only ensure the quality of the plants but also reduce the chances of intrusion of any kind of foreign pest or disease in the state.
- ✓ **Marketing:** The State Government may participate in various Food related International exhibitions of the world with members of the trade engaged in this sector.
- ✓ The Horticulture Department need to sensitize the farmers on harvesting techniques. E.g.: Any horticulture plant needs to be sown in 3x1x1 mt. pit. There is a lot of wastage in case of Chrysanthemum
- ✓ To promote the horticulture sector state govt should give thrust on development of Progeny cum demonstration orchards (PCDOs), so the increasing demand of quality planting material can be met within state.
- ✓ Need to sensitization or capacity building of stakeholders on state export policies and incentive.
- ✓ Institutions like cooperatives, farmer's producer organizations (FPO) could play a vital role to run small scale industries/processing units to increase export share of the state.
- ✓ The State Government may facilitate to product development for indigenous commodities and value addition. There is presence of Malta Orange in Chamoli. With the initiative of the State Government, farmers were encouraged to produce Malta in Chamoli District, which has high comparative as it can be processed into value added products which is greatly under-utilized. No local processing and value addition of Malta Oranges are there, which could be due to its short shelf life.
- ✓ Area under agriculture is decreasing drastically due to natural calamities, road constructions, urbanisation, etc. Role of Corporate Sector may be encouraged by facilitating funds in marketing and investing in post-harvest sector. Use part of their CSR fund to small holder farmers for increasing their productivity
- ✓ Re-defining the role of marketing agencies (like marketing board, corporation, etc.) for facilitating demand forecast, fair price. To make it possible theses agencies should be brought under state policy frame work.
- ✓ Non-consistency in hills agriculture production data, thus it should be authenticated frequently agronomist or state government so that regional and export demand and supply could be materialized.

AYUSH in Uttarakhand is growing somewhere near 25% to 30% per year, which is likely to continue at the same percentage in next 2-3 years. The state has geographic advantage of cultivation of Aromatic and Medicinal plants and more than 200 unique plants with medicinal properties are found in the state. The number of cultivators and area under cultivation has increased due to increase in its demand. The state has large tracts of cultivated land in high altitude villages suitable for growing high value medicinal plants & Aroma varieties. Infact, medicinal plants can also be grown in the poor soil conditions in the hilly areas where other crops can't grow and the farms are not required to be fenced due to the fear of getting spoiled from wild animals as they are not being eaten by them.

Most of investments are reported to have been done in plain areas of Uttarakhand like Dehradun, Rudrapur, Selaqui etc, leaving little scope for employment and business in hilly regions. Encouraging investments in hilly areas in AYUSH by offering subsidies, tax benefits etc to start ups could redefine the stature of this sector.

Weather in areas like Bhimtal and nearby belts are best suited for medicinal plants and some of the rare medicinal plants are found in this belt. There are about 350 medicinal plants clusters in the state, leaving a vast scope of lots more.

The sectors need to be promoted globally through participation in various health and medical exhibitions around the world to project this alternative course of treatment which is cost effective and shows good results. Further, the Government may consider to encourage leading universities and institutes to open Ayurveda, Unnai and Homeopathi colleges in Hilly regions of the state where other industries may find difficult to set up their production units. This will give employment to the local people and will also give a natural environment while learning to the students enrolled.

- ✓ Scarcity of Yoga trainers and trainers and if available, they lack knowledge of different types of Yogas. It is suggested that the state may organize short term certificate courses in Yoga in association with some renowned institutes at various places as it is important that the trainers should have the full knowledge about the subject.
- ✓ Initiative may be taken to set AYUSH cluster Park in the state covering Ayurveda, Yoga, Unani, Siddha and Homeopathi.
- ✓ **CFC:** Trade reported need for Common Facility Centres (CFC) for washing, drying, packaging and warehousing facilities for medicinal plants. The state may explore to establish the same under PPP model.
- ✓ **Testing:** There is a need of setting up of testing labs for aromatic produce at various places. It is learnt that Government is giving some tax benefits and concessions on fee charges towards testing of aromatic produce which is a good initiative for the sector.
- ✓ State may promote cultivation of cancer treatment herbs as it will yield good returns to the growers and will invite good number of foreign and domestic footfalls in the state.

- ✓ Need for linkage between the farmers and herbal & medicinal companies as the growers are not finding much buyers for these plants and also they are not getting good rates which are not prompting new farmers to enter in this field.
- ✓ Need to organize regular workshops/interactive meets at Rishikesh, Dehradun, Bhimtal, Pathoragarh belts to educate farmers about latest cultivation techniques of medical plants and increase interaction of farmers, growers with representatives of companies, thus, decreasing role of agents.
- ✓ As the herbs and medicinal plants are bought by Ayurvedic /Herbal pharma companies, the state may organize regular interactions of these companies with the cultivators through District Industries Centres so that they cultivate the herbs that are in demand and also as per the standards
- ✓ The State may also explore opportunities of subsidies being assisted by National Medicinal Plants Board (NMPB).
- ✓ The state may invite various companies and institutes to open R & D centers in the state to explore producing various products using aroma produce. These products have good margins and growers will be motivated to produce more as there are ready buyers offering good rates.
- ✓ The state may further have some MOU with institutes to conduct training programmes for setting up of the storage rooms which are well ventilated /lit - without insects /fungus etc.
- ✓ The state may explore to provide land at concessional rates in hilly areas for such purpose especially in Bhimtal, Nanital, Muteshwar, Champawat areas.

Uttarakhand has presence of key players like TATA, Ashok Leyland, Bajaj, Hero Group, ITC, Birla Tyres, etc which paves the way for lot of potential for manufacturing and export of auto components. The state has Auto components industries in districts like Pant Nagar in Kumaon, Rudrapur, etc.

ISSUES AND SUGGESTIONS

- ✓ **Land allocation:** As reported by trade, there is sufficient land, available at SIDCUL, apart from sufficient manpower in the region, good ground water availability. State Government may allocate land for Auto Cluster in Kumaon region.
- ✓ **Organising interactive meets:** The State Government may hold Interactive meets with the members of Automotive Component Manufacturers Association of India (ACMA) & Society of Indian Automobile Manufacturers (SIAM) and invite them in setting up of their auto components units in the state. This will provide ample job opportunities for the unemployed youths of the state.
- ✓ **Imparting Training:** The leading players of the auto industry like Tata Motors and Ashok Leyland may be invited to open Training Centres for Repair of Truck & Car engines at Rudrapur and Kumaon belt as qualified and trained mechanics will be accommodated in the upcoming industries. The State Government may give land at concessional rates for this purpose. Lots of students passing out from ITIs and VTs have limited exposure in operating CNC functional machines. Currently, the students lack practical exposure and end up doing low paid job in garage and workshops. Skill development and up gradation in automobile repair is required and there is a need to upgrade existing courses, course material, curriculum and structure of courses, with more focus on practical aspects than theoretical.
- ✓ **Promoting Startups:** The State Government may promote start-ups for setting up E-rickshaws units as low investment is required for its set-up. The State Government may give financial assistance under State Start-up fund or under MSME fund as proposed. There is market potential for setting up plants for Two Wheelers, LCV, Tractor, E-rickshaws.
- ✓ **Driver's Training Centers:** To boost auto sector in the state, it is suggested that Driver Training Centers may be set up, which will give a boost to logistics sector also. The trade also reported that there is shortage of trained drivers as expert drivers are needed for driving various types of commercial vehicles. The State Government may address this issue as it will give job opportunities for the youths of the state.
- ✓ **Facilitating Air and rail connectivity:** The trade demanded that Air and Rail connectivity for cargo movement in addition to uninterrupted power supply is needed and State Government's assistance in arranging financial funds for SMEs in Rudrapur and Kumaon region will help in boosting the sector.

- ✓ **Marketing support:** The State Government may facilitate the trade to participate in International Trade shows & exhibitions related to Auto sector. Central Government MDA assistance may be availed in such participations.
- ✓ Following facilities are also required for flourishing of Auto Ancillary in Kumaon region:
 - R & D and Testing Facility at Kumaon
 - Tool Manufacturer at Kumaon
 - Material Handling Hubs

There is good potential for Textile and Spinning mills in the State but there are handful of units that are operating in Uttarakhand. The State, in spite of having a Textile policy giving various kind of benefits (interest subsidy, power assistance, mandi tax exemption, rebate on stamp duty), is not able to attracting new investments and new start-ups. During Stakeholders consultations with the members of trade, the following issues/ suggestions were raised:

- ✓ SIIDCUL land cost is very high which needs to be addressed and a quick mechanism may also be devised for land procured from independent sources
- ✓ **Enhance ease of doing business:** Various licenses and permissions are required to be obtained for initiating work for the industry is a herculean task, there comes a long list of such approvals like NOC from environment and pollution control board, central ground water authority, approval of maps from SIDA etc. The trade demanded that submission of such approvals should be through single window and an officer from DOI district centers should be deputed to complete the formalities and make follow up with these departments with time bound schedule.
- ✓ **Electricity:**
 - Provision of electricity connection; it takes long to settle the issues with the electricity department for sanction of load and thereafter the line setup which always becomes a hectic job for an industrialist to tackle.
 - 24 hours continuous supply is backbone to any industry. The provision of electricity in the State needs to improved, further, for 24 hours continuous electricity supply industrialist has to cough 10% extra on the tariff rate. It needs to be considered.
 - The complaint redressal system is very slow in the State, complaints lie for long, which need to be addressed.
- ✓ The roads are the basic transportation system in the State which needs to be taken care of.
- ✓ The trade desired a hassle-free environment for establishment of industry within the State. The policy should be specific and a stable one. There should be no principal changes in the policy once its floated, since an industrialist and considering the benefits being extended frame the viability of its project.
- ✓ State Udyog Bandhu meeting may be organised every month.

Prevailing Policies in State

- Mega Textile Policy 2014” floated on 11.12.2014
- “Mega Industrial and Investment Policy 2015” floated on 28.07.2015
- Guidelines on the policies were issued on 18.05.2016.
- Amendment in policy on 22.12.2016
- Amendment in policy on 25.05.2018

❖ **Khadi & Handloom based Industry**

- ✓ **Challenges:** The usage of traditional techniques used in Khadi and outdated designs are few of the challenges that the industry is facing.
- ✓ **Promotion:** In view of not finding enough buyers and good rates, there is huge migration from manpower of this industry to other industries. The State government may promote Khadi and Handloom products of the state aggressively. Exposure to artisans through trade shows may be encouraged
- ✓ **Training:** Khadi products are being produced using old machines. There is a need to train manpower engaged in this sector on 'jacquard looms' that are compatible with the latest design trends. At present there is shortage of trained workforce to operate these machines. There is little innovation in designs as per buyers tastes & preferences. The Infrastructure and training support may be extended to place like Almora District where the presence of River View Khadi and Handloom Factory that can be strengthened.
- ✓ The state has large variety of handcraft things with easy availability of raw materials. The member of the trade engaged in this industry are small artisans who have limited resources. There is a huge scope for traditional crafts in European markets. The artisans are not very well versed with the new designs and modern taste, though they have the skills to produce the new designs as per the buyer's taste. It is submitted that the design workshop s may be organized at Pittoragarh, Dehradun, etc. so as to make them aware so new designs in demand.
- ✓ **Testing:** Further, it was also understood that a small-time entrepreneur who is sending the sample for testing has to shell out huge money to get it tested, sometimes around RS 18000. So, the government have explore to have some testing centres with pre-defined rates.

❖ **Silk**

The State of Uttarakhand has a unique distinction of being the only state in the country producing all for major types of Known commercial silk, namely Mulberry, Tasar, Eri & Muga. The state has got good potential of silk and silk products. There is a positive growth of raw silk on year to year basis. Production of Raw silk for last 3 years

Item	2015-2016	2016-2017	2017-2018
Raw silk production (MT)	30.01	31.30	33.18

Silk items having Export potential from the State include:

- ✓ 3 to 4A Grade Silk Yarn
 - ✓ Fabric made ups
 - ✓ Readymade garments
 - ✓ Silk Carpet
 - ✓ Vanya Silk Product
 - ✓ Stole etc
- ✓ **Key Issues & recommendation**
 - Price Fluctuation
 - Absence of proper market linkages

- Poor international market information and market trend – Proper Training programmes may be organized in association with Silk Board to highlight latest fashion trends in silk and buyers' preferences.
- Lack of awareness in domestic market to respond/meet demand driven by export market.
- Lack of infrastructure to produce end use product – There is hardly any modern Silk Garment manufacturing unit in the state. The State Government may take up with Indian Silk EPC/ Silk board for encouraging units to have presence in State.
- **Infrastructure:** The following infrastructure will boost export from the state:
 - Product units for Silk Garment
 - CFC for Silk Sector
 - Handloom Production unit
 - Natural Dying unit
 - Training institute for fine silk weaving
 - Power loom units, etc
- **Recommendations**
 - Initiatives for product development.
 - Brand promotion of Uttarakhand silk organic Prakriti silk

*The following schemes /projects presently running by the state for development of silk in the state:
Mulberry Silk production –extension*

- Plantation Development Programme
- Construction & Renovation of Chawki Building
- Organic Sericulture Development Programme
- Working Capital to Silk Co-operative societies
- Strengthening of UCRF
- Silk Fabric Development
- Sericulture Training Programme
- Support for supply of Chawkei Silk Worm
- Vanya Sericulture Development Scheme
- Incentive for Monsoon Crop
- Reeling Unit Operation Scheme
- Operation of Silkworm Grainage Scheme
- Centrally Sponsored CSS Scheme

❖ FISH FARMING

- ✓ Uttarakhand has good scope for Fish Farming. The state has large area covered under Hilly region which increases the scope of Fish Farming. There is a good demand of frozen Fish food in the International markets. Fish and fish product has huge and increasing demand throughout the globe.
- ✓ **Support:** The State Government may provide financial assistance to the Start-ups and youth who are willing to enter in farming business to build crafting ponds, vehicles for transport, plumbing arrangements, several tanks, oxygen meters etc.
- ✓ **Training:** The State Government may invite some institute / Government running farms for organizing training programmes for breeding, hatching, rearing, fish feed, Commercial shrimp farming. The entrepreneurs may also be trained for selection of right species in fish hatchery business. Some species that are commonly raised in hatcheries include Pacific oysters, shrimp, Indian prawns, Carp fishes, salmon, tilapia, and scallops.
- ✓ **Egg Banks:** The State Government may invite private players to open centres for fish eggs, fingerlings and fish feed as they are very crucial in fish farming business.

The natural attractions of the state allure commendable number of visitors from far and near. The varied geographical features of the state are itself an attraction on its own. Being geographically situated on the foothills of Himalayas, the state encompasses in its fold numerous hill stations which attract tourists from India as well as abroad, thus earning foreign exchange for the exchequer. Apart from hill stations, wildlife has also been a major attraction particularly sanctuaries such as Corbett National Park, Rajaji National Park, Nandadevi Biosphere Reserve etc. The State is also blessed with many religious destinations particularly Hindu pilgrimage sites, which attracts spiritual seekers from around the world. There is immense scope of Travel & Tourism in the state which also can be attributed from the following:

- ✓ The State is endowed to cater to all segment of tourism sector including adventure & water sports; Pilgrimage/spiritual; nature & wildlife; health& wellness and other sightseeing.
- ✓ The State Govt has given industry status to tourism sector which will become applicable to all hotels and resorts across the state and tourism on the whole will benefit from the MSME policy against the earlier provision of such benefit to hotels in hilly region only. Moreover, they shall be benefited on account of electricity tariff as State has three categories of electricity tariff is in the state.
- ✓ It has presence of exceptional geographical features, rich in natural resources especially water and forests with many glaciers, dense forests and rivers. Presence of some highly distinctive Himalayan mountain villages and towns makes the state favourable for Rural Tourism.
- ✓ Besides, Govt of India has introduced e-Tourist Visa Facility (eTV) scheme for various countries for E-Tourist VISA, E-Business VISA, E-Medical VISA.
- ✓ Government of India has set up 5 Special Tourism Zones (STZs) in partnership with states to boost tourism in India

In spite of potential, Uttarakhand, in 2016, occupied merely 0.47% share of the total foreign tourists visiting the country and was ranked 20th which is cause of concern as state has to go a long way in attracting foreign tourists.

The Ministry of Tourism has adopted a system of approving and classifying the hotels on the basis of the facilities and services provided by them. Although the system is voluntary in nature but is a reflection of the adoption of such initiative. There are around 26 hotels in the State who have participated in this system having 475 rooms falling under various categories. The B&B establishments are highest recording 21 facilities. More hotels from the state may be encouraged for this classification so as to have better reflection of State at national level statistics.

Similarly, in order to provide quality services to tourists, the Ministry of Tourism grants recognition to inbound tour operators, travel agents, tourist transport

operators, adventure tour operators and domestic tour operators in the country. Against the pan India registration of 823 players, State has only 3 registered players in adventure tourism and one in inbound segment. In view of presence of large players in the state, they may also be encouraged to opt for this system for better reflection of State at National level.

STATE/UT-WISE DOMESTIC AND FOREIGN TOURIST VISITS, 2015-16

S. No.	State/ UT	2015		2016		Growth Rate	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Andaman & Nicobar Island	296684	14674	384552	15466	29.62	5.40
2	Andhra Pradesh	121591054	237854	153163354	341764	25.97	43.69
3	Arunachal Pradesh	352067	5705	385875	6598	9.60	15.65
4	Assam	5491845	24720	5160599	12685	-6.03	-48.69
5	Bihar	28029118	923737	28516127	1010531	1.74	9.40
6	Chandigarh	1073842	29538	1182504	31549	10.12	6.81
7	Chhattisgarh	18327841	6394	16534471	9220	-9.78	44.20
8	Dadra & Nagar Haveli	527782	1797	589074	1891	11.61	5.23
9	Daman & Diu	790911	5858	826201	5669	4.46	-3.23
10	Delhi *	25258051	2379169	28460832	2520083	12.68	5.92
11	Goa	4756422	541480	5650061	680683	18.79	25.71
12	Gujarat	36288463	284973	42252909	343752	16.44	20.63
13	Haryana	7395496	303118	7382995	331291	-0.17	9.29
14	Himachal Pradesh	17125045	406108	17997750	452770	5.10	11.49
15	Jharkhand	33079530	167785	33389286	169442	0.94	0.99
16	J&K	9145016	58568	9414579	63207	2.95	7.92
17	Karnataka	119863942	636502	129762600	461752	8.26	-27.45
18	Kerala	12465571	977479	13172536	1038419	5.67	6.23
19	Lakshadweep	17241	1173	8716	753	-49.45	-35.81
20	Madhya Pradesh	77975738	421365	150490339	363195	93.00	-13.81
21	Maharashtra *	103403934	4408916	116515801	4670049	12.68	5.92
22	Manipur	146169	3260	150638	3064	3.06	-6.01
23	Meghalaya	751165	8027	830887	8476	10.61	5.59
24	Mizoram	66605	798	67238	942	0.95	18.05
25	Nagaland	64616	2769	58178	3260	-9.96	17.73
26	Odisha	11786117	66971	12842766	76361	8.97	14.02
27	Puducherry	1297192	106153	1398289	117437	7.79	10.63
28	Punjab	25796361	242367	38703326	659736	50.03	172.21
29	Rajasthan	35187573	1475311	41495115	1513729	17.93	2.60
30	Sikkim	705023	38479	747343	66012	6.00	71.55
31	Tamil Nadu	333459047	4684707	343812413	4721978	3.10	0.80
32	Telangana	94516316	126078	95160830	166570	0.68	32.12
33	Tripura	363172	34886	370618	36780	2.05	5.43
34	Uttar Pradesh	204888457	3104062	211707090	3156812	3.33	1.70
35	Uttarakhand	29496938	105882	30505363	117106	3.42	10.60
36	West Bengal	70193450	1489500	74460250	1528700	6.08	2.63
	Total	1431973794	23326163	1613551505	24707732	12.68	5.92

Source: State/ Union Territory Tourism Departments.

*: Estimated using all India Growth rate.

The following table depicts the arrival of foreign and domestic tourist arrivals at main tourist destinations:

Name of Tourist destinations	Domestic Tourist arrivals	Foreign Tourist arrivals	Total
Sightseeing / Recreation Tourism			
Dehradun	2118533	27956	2146489
Nainital	910323	8329	918652
Mussourie	2794108	1865	2795973
Religious Tourism			
Haridwar	20985975	23123	21009098
Kotdwar (including Swargashram & Chilla)	350111	12786	362897
Tehri	1425732	37092	1462824
Almora	108178	4524	112702
Adventure Tourism			
Rishikesh	673226	4815	678041
Wildlife Tourism			
Corbett National Park	248526	5972	254498

The GoI has identified fifteen thematic circuits for development under Swadesh Darshan scheme and Uttarakhand falls under the Eco circuit. Only one project from the State is approved grant for Integrated development of Eco tourism, adventure sports, associated tourism, related Infrastructure for Development of Tehri Lake & Surroundings as New Destination-District Tehri. Similarly, under the PRASHAD scheme in 2014-15, Badrinath and Kedarnath has been identified, however, fund have been sanctioned only in respect of Kedarnath during 2015-16.

The State has an active Tourism Department and has framed various kinds of policies for the promotion of tourism in the state which does not require elaboration in this Study. However, the following issues/suggestion of stakeholders may be examined which could facilitate export of this sector:

- The stake holders propose that big industrial plots near to tourist places like Nainital, Bhimtal which are vacant and are with SIDCUL may be allotted for hotels, resorts or amusements parks.
- The State may promote investments under PPP model to develop new tourists destinations in the areas like Auli and Tehri.
- In order to attract more tourists, the trade feels that the rope ways tourism may be developed for long distances at places like Nainital, Bhimtal, etc. It is understood that Government is considering developing of ropeway between Dehradun and Mussourie.
- The tour operators demanded to build more public toilets on hilly areas as the domestic and foreign tourists face severe problem in addressing nature calls on hilly areas.

- Good accessibility in terms of roads, rail capacity and air are key parameters to boost Travel & Tourism sector. Similarly, other areas of infrastructure like garbage disposal, maintaining clean river beds, street lighting, waste management etc may be given priority in attracting foreign tourists.
- Need to develop infrastructure facilities surrounding all lakes near Bhimtal as there is untapped tourism potential in these areas.
- Need to encourage entertainment facility as guest needs to enjoy and spend time in a relaxed mood. There are very few places where people made attractions are located; it is only in Dehradun, Mussoorie and Haridwar, apart from these, other places are not well developed for tourist attraction
- With the rising number of tourists, there is a need for proper parking facilities as tourists are often forced to park in private parkings.
- Lack of trained guides at major tourism destinations (presently availability is limited at National Parks).
- Need to increase awareness of potential of Ecotourism among stakeholders
- Need for more efficient public transportation;
- **Home stay Policy:** The State Government has recently come up with Home Stay policy, which is indeed a step forward to promote tourism, encourage self-employment and curb migration in the rural & hilly region. The following areas would be critical for the success of this initiative
 - ✓ Easy access loans from banks for developing facilities as the trade has reported issues in this regard and state may examine the same.
 - ✓ It is required to achieve a cluster approach as per the policy i.e. any village having more than six homestay facilities, as they shall get attention to be equipped with infrastructure.
 - ✓ Need for structured training for home stay owners in keeping with the high standards of the hospitality industry like courtesy, hygiene, clean water. Moreover, residential premises particularly at rural areas need to be equipped with English toilets instead of Indian toilets.
 - ✓ Need to monitor the condition of access roads to home stays as well as internet facilities.
 - ✓ The performance of approved home stays may be monitored and a system of introducing feedback by tourists should be encouraged.
- **No-Single Guest Hotel Policy:** It was reported by trade that No- Single guest policy is being adopted by most of the hotels at various places including Haridwar, Rishikesh, etc. The Travel sector was forced to follow this rule due to administration guidelines. It is submitted that the business travelers and most of the foreign tourists travel alone. So, in the interest of the trade, a circular may be issued from the concerned department modifying the rule to boost inbound tourism in the state and it will help to reduce the role of touts.

- **Adventure Tourism**

The State Government may invite institutes to give proper training and knowledge of safety guidelines to the youths willing to indulge in this potential sector. The promotion of this industry will also promote integrated industries like Protective clothing & equipment and insurance.

The State Government may examine the possibility to tie up with Nehru Institute of Mountaineering to start courses at various places. The District Industries Centres may act as local points for registrations.

- ❖ **Herbal parks for tourists & aroma tourism**

As many medicinal plants are found in Uttarakhand only, there is immense scope of developing of Herbal Parks. The State Government may develop the same under PPP model. This new area of Herbal Tourism will also give loads of employment opportunities for transporters, hotel industry, etc.

- ✓ Herbal parks may be opened in remote areas for tourism purpose. Both domestic and foreign tourist may be lured by marketing the same at various International Airports where there are flights to Dehradun, Inter-state Bus terminals to visit these parks.
- ✓ There is also a good potential for Aroma Tourism which can be promoted on hilly regions of the state as on date the major tourist destinations are Nainital, Mussoorie among others, which have also forced migration from remote hilly areas to these regions due to employment opportunities.

- **Film Shooting:** The State of Uttarakhand has many natural beautiful locations that could attract film makers, production houses who are looking for natural locations for their outdoor shoots. The State Govt is actively pursuing in this direction and have established single window facility also. Following areas need attention:

- ✓ There is need to develop infrastructure near the places which can attract film production and cine houses.
- ✓ The State Government may form a committee comprising members of the Film and Cine associations. Planning a focused approach on the development of one specific location, to begin with, would help.
- ✓ The State Government may examine to appoint a nodal officer and may tie up with acting institutes to open branches/organize courses in Direction, production, technicians, acting, etc for the youths of the states. The nodal officer may interact with production houses based abroad to shoot their scenes in the state. This move will also help in promoting Tourism in the state. E.g. – The shooting of a film held at Forest Research Institute, Dehradun some time ago, is now attracting tourists at that place.
- ✓ State may prepare a brochure/video pertaining to facilities and establish tie ups with Indian missions abroad for marketing the state as a preferred destination for film shooting.

- ✓ In order to lure producers, directors to choose state's location, the State Government may regularly interact/ invite members of various Film association like Indian Motion Pictures Producers Association.
- ✓ Further in order to provide job opportunities to the youth of the state, the State Government in consultations with stake holders may develop Film City, with studios, editing shops, etc, in the state at a location in consultation with Federation of Film and Cine Associations/bodies. Trade during interactions have suggested that same may be set up in Dehradun or Doon-wala.
- ✓ In order to provide conducive environment in terms of human resource, State may also maintain database of technicians/assistants who could be made available locally to support film makers
- ✓ Necessary infrastructure like roads, power, security, fire stations, etc would also facilitate the sector.

▪ **Educational Services**

The state has many educational institutes and universities, offering various professional courses. The natural climatic conditions also offer a good environment of education services which is also environment friendly. Cluster of higher education facilities in Dehradun offers opportunities for advanced environmental centre combining research, education and general conservation/Ecotourism awareness among students and visitors.

The trend of foreign students enrolled in the state are as below:

	India	Uttarakhand
Post Graduate, PHD, M.Phil category	7600	144
PG Diploma and diploma category	>36000	682

Source: All India Survey on Higher Education 2015-16

The State may form a core group including academia and Govt to identify the courses and evaluate curriculum viz a viz other competing states and align them accordingly and develop promotional campaigns/exchange programmes in nearby countries from where majority of students come including like Nepal, Bhutan, Sri Lanka, Afghanistan etc. Understanding the case studies of Karnataka and Tamil Nadu would also facilitate as they attract the largest number of foreign students.

The state may invite study groups from various countries in order to boost this sector apart from encouraging & offering various incentives to leading universities of the state to participate in various education fairs of the world to lure enrollments of foreign students.

- **Creation of NRI Cell in State Tourism Department:** A good number of NRIs visit country every year and visit tourists' destinations like Taj Mahal, etc are witnessing huge footfalls of NRIs during their visits to India. State may consider to set up a NRI cell to attract such people in the state during their visits in the country. Nearby States like Delhi attracts over 25 lakhs tourist and UP attracts over 30 lakhs tourists. Special tailor-made tour packages with respect to

Religious Tourism, Adventure Tourism, Wellness tourism, etc may be made for such people which should be widely publicized through Indian and Foreign Missions as well as through trade fairs.

- State may annually organise Ambassadors Meet where of All foreign Missions based in New Delhi may be invited.
- The State may organize regular Interactive meets with travel agents, guides associations, Trade associations dealing in Travel & Tourism sector to give due weightage to this sector. This will also help in projecting Uttarakhand as a preferred destination for NRIs during their tours in the country.

Satisfied tourist will, generally, give greater publicity to tourism by publicizing happy experiences of their visit to a tourist site. Hence, State may examine to introduce a mechanism for regular survey of foreign tourist for assessing the infrastructural and other gaps at tourist destinations. Alternatively, kiosks at important entry/exit/destination points may be set up enabling foreign tourist to share their feedback.

There is an immense potential for IT sector in the State particularly Dehradun region, as there is well developed communication network including both wired and wireless connectivity. The existence of Software Technology Park of India at Dehradun had also paved the way to accelerate this potential sector. At present the IT sector generated revenue around Rs 126 crore and there is potential for this industry which is growing at a greater pace as compared to other sectors.

The State already has an IT policy in place, however, stakeholders reported that its benefit has not reached as expected. Addressing the following issues reported by trade could facilitate this sector:

Issues & Suggestions

- The space in IT park may be allotted to companies engaged in IT sector as at present offices of financial institutions/ banks are also there. The State Government may give the land on the condition that they have to start operations in a stipulated time, else land confiscated. It was mentioned that lot of companies have purchased the land years back and have still not constructed building also.
- Big companies can come in if they are allowed to rent space. The current policy of the IT park doesn't allow that. 1-2 big companies coming in can make a big difference to the whole ecosystem as around them many other companies can be built. Tax holidays for them could be an option.
- More land should be allotted for IT park and new may also be come up at other locations. Option could be to invite companies that have a low skill requirement or put up IT parks in areas where talent is available. Else, companies will face the same challenge that we have faced till now.
- Need for IT hub for start-ups was also felt by trade. To encourage start-ups, the following areas are vital
 - Infrastructure (In form of Co-Working spaces, Incubators)
 - Access to mentors by having events and people sharing their stories
 - Access to capital (Debt and Equity)
- Setting up of Animation labs will further accelerate this sector and concerned State Department may take up this aspect in consultation with industry.
- It was also demanded that preference may be given to companies located in the state in IT projects of State Govt. with flexibility in Tender norms so that they get an opportunity to bid or get the tender.
- Tax Holiday- To attract IT industry to invest in Uttarakhand we request to provide at least five years' tax holiday for Uttarakhand, as of now there is no income tax exemption on exports.
- *Infrastructure Requirements:* The trade demanded that there is need to create advanced infrastructure to facilitate IT/ITES, as at present there is only one STPI

incubation center in Uttarakhand. There should more incubation centres to provide all facilities to SME's/ start-ups and this will boost employment opportunities too. Incubation facilities may also have FABLAB/MAKERSPACE viz. IOT, Shooting etc.

- **Training:** The State Government may allocate a separate fund in annual budget for Training related to IT sector to enhance skills of youths
- The State Government may create a Tender Portal and all tender related to IT requirements may be loaded and quotations may also be submitted online.
- In order to provide support to the IT companies, it is suggested that there should be tax credit on cab services being availed for employees pick and drop.
- The State Government can organize a Networking Events in association with various Trade promotion bodies/associations, inviting members of the trade engaged in IT/ITES & related sectors which includes Venture Capitalists and Investors so as to promote start up culture in the state.
- The nodal department of the State Government may pour efforts to create brand awareness of Uttarakhand based companies in foreign countries.
- **Human resource**
In spite facility to employ large people, units are struggled to go beyond 50 employees on account of two reasons:
 - ✓ Since there aren't many companies' operating in the IT park a lot of employees especially women are reluctant to stay late at work because they feel unsafe. Letting other companies come in shall help as it ensures that the It park is better utilised.
 - ✓ There aren't many skilled people available in the market. It lacks an ecosystem of multiple companies. Supporting start-ups to come can solve that especially if incubators are set up.
 - ✓ Companies which hire freshers and train them and after training they pick up jobs in Delhi which costs them.
 - ✓ Few states have started giving incentives in the form reimbursing Rs12000 a month for every lady employee hired for the first two years (Goa has done it and we just signed an MOU with them to hire a large team there. Our first batch started on 1st September with 25 people)

Possible option could be to incentivise corporates to train freshers by both subsidising them and accrediting them.

GENERAL ISSUES AND RECOMMENDATIONS

- Infrastructure, basic amenities, accessibility, connectivity, parking bays and trained skill still remain a challenge for the State as it is reported by nearly all sectors. An aggressive actional plan as well as a high-level export committee may be constituted to monitor the various developments which have direct/indirect relation with export promotion from the State
- **Uninterrupted Power Supply:** The Industries based in Roorkee, Rudrapur, Udham Singh Nagar and other places are witnessing frequent long power cuts and they have to depend upon the mercy of the local power house officials for getting good power. The trade submitted that they have to use their Gensets for long hours and this add to increase in their cost and also rise pollution levels.
- **Freight Disadvantage:** The state being land locked have cost disadvantage over suppliers in other States as they have to incur more cost in moving raw material to their premises. Movement of goods from Dehradun, Haridwar and Roorkee region to Delhi ICD TKD is costly and to remain competitive trade feels that Transport subsidy may be provided based on Bill of Lading copy by the exporter.
- **Parking & Good Traffic Management:** The trade reported that as there are lot of Industrial Units in various belts like Rudrapur, Haridwar, Selaqui and lot of cargo that leave from such units are destined for ICD-TKD, ICD-Loni, etc. The empty container is brought from various depots to such places also to further destined to various ICD's after loading. In Roorkee/Haridwar region, on the pretext of Traffic jams, bad roads, etc, the cargo trucks are forced by Administration to park in private parking for hours delaying cargo movement to its destination and adding to transaction cost.
- **Need for state of art exhibition cum conference complex:** It was submitted by the trade during stake holders' consultations that a State Fair Complex may be constructed in Dehradun and Nainital where all artisan, members of the trade engaged in Handicrafts sector, apparels. The state may apply the same under TIES scheme of Government of India.
- **Setting up of Export Promotion Fund:** The State may set up a Separate Export Promotion fund and may allocate a reasonable amount in the budget every year for it. This fund may be used to give a fixed amount to the start-ups or members of the trade engaged in potential sectors towards printing of brochure/catalogue, cost of booth in international trade fairs, etc. This initiative will help new entrepreneurs/start-ups to showcase their products to global buyers.
- There is a need of Phyto-Sanitation Certification agency in Dehradun may be and actionable The State Government through various leading institutes may create a batch of trainers of various sectors. The services of the trained trainers may be used in Training programs organized at various places. The state may associate with various Export promotion countries, trade bodies to organize such programs.
- There is always a risk of Forest fire and that's the reason most of the industrial units do not prefer to set up their units near such places as its very hard to dose fire in forests. The state Government may set up Fire Stations in Industrial units that are set up near forests.

- Training programs on various sectors may be organized particularly for Packaging as in case of perishable products.
- The state may allocate plots and land in Industrial areas and estates only to industries who have submitted their action plan to set up. It was mentioned by the trade that Investors, property brokers are buying land in Industrial estates and are holding it and further selling it at premium rates.
- In spite of having an Institute of world's recognition i.e.: IIT Roorkee, the trade feels that there is hardly any advantage to them as they are not benefited by its presence. For a single test, NADBL labs are charging Rs 300-500 and to get same test done by IIT Roorkee, its time consuming as well as costly by over 3 times. The state Government may take up the matter suitably with Government of India to get a dedicated facility from IIT for various tests and that too at economical rates.
- The Uttarakhand Tourism may install help desks at prominent tourists' destinations to guide both domestic and foreign tourists. This will help in eliminating harassments by touts. These helpdesks may provide contacts for Government registered Guest Houses, Hotels, Transport operators, Guides & places to visit. The same may also be installed at visible locations at inter-state bus stands and tourist locations.
- **Training to Officials of DIC and Concerned Departments:** There is a demand of the trade that the officials of all trade related departments may be given training on various schemes and incentives being provided by the Central & State Government. The trade also urged that to have an Export Promotion Officer in Dehradun so that the trade can seek his assistance regarding various issues and problems that they are facing while exporting.
- **Services Export Incentive Scheme (SEIS):** As there is huge potential for services sector in the state, most of the districts do depend upon Travel and Tourism for their livelihood. The Government of India gives benefits under SEIS scheme which during stake holders meeting was felt that the members of the trade engaged in these sectors are not aware of. The state may organize programmes to address the need at Haridwar, Dehradun, Mussorie and Nainital which will help the trade to know about such schemes. The same may be organized in association with the regional office of DGFT.
- **An Empowered Committee**, which will act as an advisory body for export promotion, shall be constituted under the Chairmanship of the Chief Secretary for export related inter-departmental co-ordination and policy formulation. The Empowered Committee will meet at least twice in a year to review export performance; progress of export related infrastructure; issues faced by exporters; statutory difficulties etc. Stakeholders including Government Departments, FIEO/Export promotion councils, Trade associations, Exporters, Port, customs etc shall be its members, which shall be decided by Industries Department.
- **Facilitating free movement of export goods**
As per Para 1.23 of the FTP 2015-2020, consignments of items meant for exports shall not be withheld/ delay for any reason by any agency of state government. It was reported by trade that consignments get stopped by various agencies during transit. A clear instruction may be issued to this effect.

PROMOTIONAL STRATEGIES

Exporters, members of the trade at various stake holders' consultations mentioned that the authorities have not focused on the important parameters in the past to promote exports from the state which included marketing support for sourcing buyers, establishment of State Fair Complex, participation in International trade fairs and exhibitions. The following recommendations may be pursued:

Participation in International Exhibitions	<p>The state may participate with members of the trade engaged in Travel & Tourism sector in leading Travel & Tourism Fairs of the world like ITB – Berlin, Fitur, Spain which witness footfalls of Travel agents, inbound & outbound tour operators.</p> <p>In this context, the State Government may do the same exercise in case of Exports of Merchandise products and may formulate its own annual calendar of events by tying up with various export promotion councils and trade bodies who participate in loads of fairs around the year with members of the trade. Exporters, inspite of participating under MAI scheme of GoI through EPC, face challenge due to cost burden of air far, which state may like to extend assistance only for participation in MAI approved events of GoI</p>
E-commerce	<p>E-commerce trade have witnessed huge sales across states in the recent times. State may encourage exporters to opt for this route for better realization particularly handicraft sector. An initial level, assistance towards catalogues/registration with portals may be supported by the State Government</p>
Branding under “Made in Uttarakhand” products	<p>The state have many religious places apart from hilly tourism destinations. The State Government may promote handicrafts, honey, mushrooms, organic tea produced in the state as “Made in Uttarakhand” product at these places apart from display places at Jolly Grand Airport, Dehradun and all roadways bus stands. The state may also open its selling outlets at these places. This will help in employment generation also.</p>
Awareness Programmes	<p>In order to keep abreast of the exporters & new start-ups of Uttarakhand about the domestic events/workshops/B2B meetings being organized within Uttarakhand/India, all events which are/could be of interest of the exporters may be hosted on the Department of Industries website. Further, the events/seminars/training programs of their related departments like Horticulture, Travel & Tourism, Agriculture may also be hosted in Department of Industries website. It may organize participation of state's exporters in events organized in India by all concerned EPCs/FIEO with a view that exporters can also be benefited from participation in such events. The State Government may facilitate such group participation but without any assistance to individual companies towards boarding/lodging. Seminars on good logistics management need to be provided. Webinar needs to be organised.</p>

Market Research	The State Government may allocate separate funds on annual basis for conducting Market Research for understanding the scope / issues of different products and services from time to time. There is change in Customers/buyers preferences from time to time, so that product may be produced / designed accordingly. These market Research will help the state in addressing
Effective Coordination with the o/O DGFT	The Department of Industries (DOI) may have good understanding and coordination with the Regional office of DGFT in the state. DGFT have budget allocated under Niryat Bhandu Schemes, DOI may conduct Trade promotion and export related events in association with the office of DGFT at various places, clusters to boost exports and encourage young entrepreneurs to enter into exports business.
Digitization	Examining scope for arranging Live Streaming of important trade events, covering all awareness programs, workshops organized by trade related organizations such as FIEO, FICCI, CII, ASSOCHAM, to name a few and further hosting such videos for the benefit of exporters.
Start-up Fund	The main problem faced by the start-ups is arranging finances at the initial level which financial institutions are reluctant to give without collaterals. The State Government may allocate a separate fund in annual budget for this fund and lay guidelines for the start-ups to avail the loan.

CASE STUDY OF ROORKEE BASED EXPORT UNITS

▪ **Drawing and Survey instruments**

- ✓ The birth place of this important sector is considered to be in Roorkee. Barring last few years, all the development work in the country is understood to have been executed by the surveying instruments made in Roorkee.
- ✓ **Research & Development:** The industry had died down inspite of the potential due to technological advancement taken place around the world. Inspite of being the pioneer sector, the industry lack due to focus attention from the government. The trade feels that this sector has a potential & enough inheritant talented manpower that it can be revived to mark its presence. The primary need of the trade is that the government may provide technical support and set up a R & D centre enabling the local players to understand and adapt the present technology in their manufacturing.
- ✓ **Marketing:** The members of the trade are not well versed about marketing their product in the International markets. The trade is unaware about the various market development assistance being provided by the Central Government. The state Government may disseminate the information and schemes through District Industries Centres.

▪ **Carved Wooden Furniture**

- ✓ The state has good availability of wood which paves the way of potential of Solid Wood Furniture.
- ✓ **Design Centres:** During stakeholders' interactions, the trade demanded opening of Furniture Design Centres in the state. Such Centres may be opened in Haridwar, Dehradun, Rudrapur and Nainital. The various institutes and universities in the state may be advised to explore opportunities in starting such courses. This will also help in boosting exports of Solid Wood Furniture which has good scope in International markets.
- ✓ **Marketing & Financial Assistance:** The State Government may offer financial assistance to the start-ups willing to enter in this business as there is abundance of raw material availability of this sector in the state. This will help generating employment opportunities also. There is a good demand for solid wood furniture in the international markets, so sessions related to exports may be organized under Niryat Bhandu Scheme of GDFT at various places in Uttarakhand.

The exporters there propose to have a Common Facility Center along with a tool room and testing lab. With the help of this facility, the trade is confident to improve their productivity, final finishing & quality of their products, develop new products and thereby boosting exports. In addition to the below facilities, they will also be able to develop Auto Level and Digital Theodolite, which will save foreign exchange of the country as they are currently being imported.

Specifications of Common facility Centre at Roorkee

- a. Modern Tool Room equipped with CNC Machines like Wire Cut – To develop new & and effective dies & tools for existing products, as well as to develop new products. Other machines to be included like – CNC, Lathe & Milling. General machines of Tool Room, Precision Requirement – Centre Lathe, Horizontal & Vertical Milling Machine, Vertical & Radial Drilling Machine, Cylindrical Grinder. Belt & Surface Grinder, Hydraulic Power Saw.
- b. Latest computer equipped with designing software like Autocad, ProE, MasterCam – to help in designing new dies and products.
- c. Power Press Shop – consisting of Pneumatic Presses from 10 Ton. 50 Ton & 100 Ton capacity. Shearing & Bending Machine, Pipe Bending Machine.
- d. Pressure Die Casting for aluminium & Brass up to 2 Kg. Electric Furnace formelting, Belt Grinder etc. for final finishing. (Also, a provision of Sand Casting– Mould Making Equipments, Various types of Patterns, Mixer, etc.)
- e. Welding shop – Arc welding set, MIG welding set, Spot/gas Welding set etc.
- f. Electroplating Plant & Powder Coating Plant – so that a standard form of surface finish can be achieved to improve the aesthetic look of the existing products. Also, it will I help a lot in controlling pollution. Provision of Thickness & S.S.T Testing is also required.
- g. Provision of Chemical and Mechanical Analysis of Material –
- h. Chemical Composition Test for various metals.
- i. Physical Properties Test – like Hardness, Strength, Compression, Elongation, Cupping Test, etc.
- j. Testing of Electrical properties for Copper and Aluminium
- k. Basic Measurement and Test Apparatuses – Surface table, Optical Profile Projector, Tool Makers Microscope, Outside and Inside Micrometers, Vernier Height Gauge, Vernier Caliper, Depth Gauge, Dial Indicators, Magnetic Base Stands, Vernier Bevel Protector, Bore Gauge, Straight Edge, Slip Gauge set, Magnetic V blocks, Weighing balances, Automatic Collimator (for optical instruments)
- l. Basic Tools – Hammers, Screw Driver set, Pipe Wrench set, Adjustable Wrench set, Alen key set, Pliers set, Files set, Steel Rulers, Soft Hammer, Engineers Square, Chisels, Centre Punch, Numbering Punch, Hacksaw Frames, etc.
- m. Material Handling Equipments – Small Floor type Over Arm Crane – Trolleys, etc
- n. Basic Furniture – Tables, Chairs, Almirah for tools and equipments.
- o. D.G. Set for alternate power source
- p. Compressive Strength Testing Machine (30-600 MPA) (Machine available from Hemetek Techno Instruments Pvt Ltd)
- q. UV Spectrophotometer (Machine available from Shimadazu India)
- r. HPLC: Machine available from Agilent India

MARKETS FOR CHAMPION EXPORT SECTORS




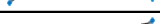

Market analysis has been performed for the identified items under “Champion Export Sectors”. The analysis aims to provide a gist of global markets which the State may take into consideration for implementing suitable promotional strategies such as participation in international trade fairs, organizing buyer-seller meets, etc. This would further enhance the visibility of the export products of the State. The analysis comprises of the following components:

- A. Identification of major export destinations of the State
- B. Comparative analysis of imports of the identified markets from State vis-a-vis India
- C. Identification of major world importers

SECTOR: PHARMA

ITC HS CH 30

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
300490	Other Medicine Put Up for Retail Sale	U S A	22.41	3873.42
		Russia	5.16	333.20
		Australia	4.36	176.26
		Nigeria	4.24	230.13
		Japan	3.86	41.43
	Sub total		40.03	4654.45
	Total exports		85.01	9665.17
	Share in total exports		47%	48%

Product: 300490 Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic purposes, ...		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
USA		50570.74
Germany		22515.48
Belgium		15058.15
UK		14729.00
Switzerland		14670.41

MARKET FOR DIVERSIFICATION

- GERMANY
- BELGIUM
- UK
- SWITZERLAND

SECTOR: ENGINEERING

ITC HS CH 87

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
870421	Goods vhcls,with cmprsn igntn intrnl cmbstnpstn engn(diesl/se	Bangladesh	21.80	51.04
		Vietnam	4.22	5.16
		South Africa	0.96	22.02
		Thailand	0.95	2.48
		Indonesia	0.69	4.34
	Sub total		28.61	85.04
	Total exports		29.20	220.95
	Share in total exports		98%	38%

Product: 870421 Motor vehicles for the transport of goods, with compression-ignition internal combustion piston ...

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
Australia		5101.10
UK		4773.01
France		4407.99
Belgium		3399.90
Germany		2905.97

MARKET FOR DIVERSIFICATION

- AUSTRALIA
- UK
- FRANCE
- BELGIUM
- GERMANY

ITC HS CH 85

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
850790	Parts of Accumulators	South Korea	4.20	5.24
	Total exports		4.26	20.64
	Share in total exports		99%	25%

Product: 850790 Plates, separators and other parts of electric accumulators, n.e.s.

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
USA		1479.72
China		360.51
Viet Nam		354.40
Singapore		271.22
Germany		248.26

MARKET FOR DIVERSIFICATION

- USA
- CHINA
- VIETNAM
- SINGAPORE
- GERMANY

ITC HS CH 78

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
780110	Refined Lead	Taiwan	11.03	34.23
		U S A	10.95	119.79
		Vietnam	5.76	14.40
		South Korea	2.16	50.56
		Bangladesh	0.46	21.41
	Sub total		30.36	240.39
	Total exports		30.49	283.62
	Share in total exports		99.9%	85%

Product: 780110 Unwrought lead, refined		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
USA		1219.94
Viet Nam		311.08
India		288.11
Turkey		273.17
Germany		259.36

MARKET FOR DIVERSIFICATION

- TURKEY
- GERMANY

SECTOR: CHEMICAL & ALLIED

ITC HS CH 29

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
290531	Ethylene Glycol (Ethanediol)	U S A	23.59	36.34
		Netherland	4.17	5.55
		Taiwan	3.94	4.35
		Indonesia	3.17	6.14
		South Korea	2.57	2.58
	Sub total		37.45	54.95
	Total exports		41.65	61.20
	Share in total exports		90%	90%

Product: 290531 Ethylene glycol "ethanediol"		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
China		7387.21
India		1023.01
USA		663.57
Indonesia		386.49
Netherlands		329.19

MARKET FOR DIVERSIFICATION

- CHINA

ITC HS CH 33

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
330499	Other Beauty/Make Up Prpns Nes	Pakistan	1.10	3.50
		UAE	0.61	21.60
		Bangladesh	0.46	10.28
		Nepal	0.39	20.00
		Sri Lanka	0.27	6.62
	Sub total		2.84	61.99
	Total exports		3.98	132.58
	Share in total exports		71%	47%

Product: 330499 Beauty or make-up preparations and preparations for the care of the skin (other than medicaments), ...

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
China		5078.69
Hong Kong		3674.85
USA		2796.19
Germany		1633.61
Singapore		1593.70

MARKET FOR DIVERSIFICATION

- CHINA
- HONG KONG
- USA
- GERMANY
- SINGAPORE

ITC HS CH 34

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
340213	Non-Ionic W/N for Retail Sale	U S A	2.72	11.76
		Turkey	0.39	8.60
		Australia	0.35	1.83
		Bangladesh	0.29	2.55
		Taiwan	0.05	0.52
	Sub total		3.79	25.25
	Total exports		3.85	87.70
	Share in total exports		98%	29%

Product: 340213 Non-ionic organic surface-active agents, whether or not put up for retail sale (excluding soap)

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
China		479.83
Germany		328.03
France		270.08
Netherlands		268.40
Belgium		266.78

MARKET FOR DIVERSIFICATION






- CHINA
- GERMANY
- FRANCE
- NETHERLANDS
- BELGIUM

SECTOR: PLASTIC

ITC HS CH 39

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
392062	Plates Sheets etc of Polyethylene Terephthalate	Belgium	7.58	15.11
		U S A	7.12	21.18
		Colombia	1.98	3.46
		Peru	1.28	3.37
		Israel	1.15	7.15
	Sub total		19.10	50.27
	Total exports		28.07	256.97
	Share in total exports		68%	20%

Product: 392062 Plates, sheets, film, foil and strip, of non-cellular poly"ethylene terephthalate", not reinforced, ...

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
China		2063.30
USA		778.56
Japan		450.93
Germany		427.99
South Korea		421.22

MARKET FOR DIVERSIFICATION






- CHINA
- JAPAN
- GERMANY
- SOUTH KOREA

SECTOR: AGRI & ALLIED

ITC HS CH 4

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
040900	Natural Honey	U S A	8.12	83.77
		Saudi Arabia	2.81	4.57
		UAE	1.32	4.15
		Qatar	0.96	1.39
		Canada	0.63	1.43
	Sub total		13.85	95.31
	Total exports		15.04	104.04
	Share in total exports		92%	92%

Product: 040900 Natural honey

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
USA		568.77
Germany		281.94
Japan		143.04
UK		130.70
France		130.53

MARKET FOR DIVERSIFICATION

- GERMANY
- JAPAN
- UK
- FRANCE

ITC HS CH 10

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
100630	Semi/Wholly Milled Rice W/N Polished/Glazed	South Africa	7.48	74.47
		Benin	3.99	315.32
		Togo	1.25	42.01
		Ghana	0.60	30.45
		Senegal	0.53	22.39
	Sub total		13.85	484.65
	Total exports		15.39	6640.91
	Share in total exports		90%	7%

Product: 100630 Semi-milled or wholly milled rice, whether or not polished or glazed

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
China		1460.48
Iran		1027.58
Saudi Arabia		957.35
UAE		718.92
USA		670.10

MARKET FOR DIVERSIFICATION

- CHINA
- IRAN
- SAUDI ARABIA
- UAE
- USA

SECTOR: TEXTILE & ALLIED

ITC HS CH 63

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
630532	Flexible Intermediate Bulk Containers of Man-Made Textile M	U K	5.41	48.28
		France	2.39	31.52
		U S A	1.60	144.38
		Belgium	0.66	23.27
		Netherland	0.56	43.30
	Sub total		10.62	290.75
	Total exports		12.56	548.53
	Share in total exports		85%	53%

Product: 630532 Flexible intermediate bulk containers, for the packing of goods, of synthetic or man-made textile ...

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
USA		373.03
Japan		332.42
Germany		205.28
South Korea		191.70
France		135.58

MARKET FOR DIVERSIFICATION

- JAPAN
- GERMANY
- SOUTH KOREA

ITC HS CH 57

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
570232	Carpets and Textile Floor Coverings, Woven, of Manmade Textile Materials, Of P	U S A	1.91	29.68
		UAE	0.78	4.12
		U K	0.08	4.31
		Sub total	2.77	38.11
	Total exports		2.79	86.93
	Share in total exports		99%	44%

Product: 570232 Carpets and other floor coverings, of man-made textile materials, woven, not tufted or flocked, ...

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
Saudi Arabia		45.22
Poland		34.23
USA		28.20
France		26.21
UAE		18.79

MARKET FOR DIVERSIFICATION

- SAUDI ARABIA
- POLAND
- FRANCE

ITC HS CH 55

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
550953	Other Yarn of Polyester Staple Fibres Mixed Mainly/Solely With	Egypt	1.56	14.40
		Colombia	0.97	12.45
		Brazil	0.89	26.71
		Argentina	0.55	13.10
		Peru	0.40	7.88
	Sub total		4.36	74.54
	Total exports		5.21	171.25
	Share in total exports		84%	44%

Product: 550953 Yarn containing predominantly, but < 85% polyester staple fibres by weight, mixed principally ...

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
El Salvador		76.26
Colombia		54.00
South Korea		53.76
Portugal		40.55
Brazil		40.14

MARKET FOR DIVERSIFICATION






- EL SALVADOR
- SOUTH KOREA
- PORTUGAL

SECTOR: FURNITURE

ITC HS CH 94

Topmost product at 6-digit		Major Export destinations of Uttarakhand		
HS Code	Product description	Market	Export from Uttarakhand (in US\$ Mn)	Exports from India (in US\$ Mn)
940490	Other Mattress Support and Articles of Bedding etc	U S A	3.58	187.96
		U K	0.83	30.57
		Spain	0.28	7.59
		Netherland	0.13	18.89
		Belgium	0.09	5.78
	Sub total		4.91	250.79
	Total exports		5.14	389.64
	Share in total exports		96%	64%

Product: 940490 Articles of bedding and similar furnishing, fitted with springs or stuffed or internally filled ...

Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
USA		2673.51
Japan		1024.97
Germany		633.01
UK		402.34
Canada		348.01

MARKET FOR DIVERSIFICATION

- JAPAN
- GERMANY
- CANADA