



Uttar Pradesh Exports

Board of Trade Meeting

13th Sept'24



Overview of Exports in UP

Uttar Pradesh aspires for doubling the exports, thereby contributing significantly to India's \$2 Tn Export target by 2030

\$20.57 Bn

Value of Exports

Steady growth over last 6 years

~5%

Share in India's Exports

5th largest exporter state

8.4%

CAGR of Exports

FY19 to FY24

214 Countries

Export Market

Diversified Export Market

7th Rank

Niti Aayog's EPI

3rd Rank - Land Locked States

2nd Rank

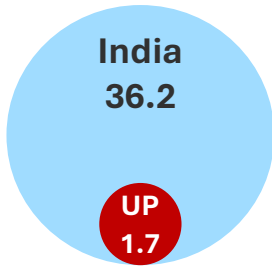
Geographical Indicators

77 GIs

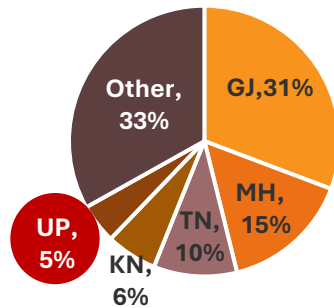
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Exports Contribution

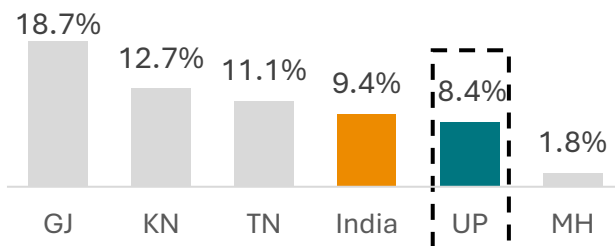
Total Exports
(In ₹ lakh crores)
(FY 23-24)



% Share of Top 5 State's Exports in India (FY 23-24)

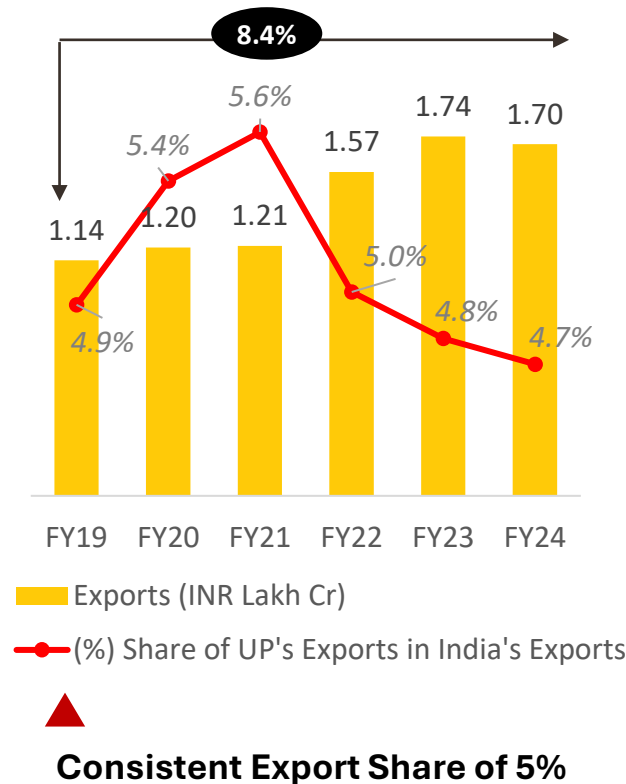


Exports Growth Rate (FY 19 to FY 24)



2

Exports trend over last 6 Years



3

Exports Growth

Parameter	UP	India
Growth in Export from 2012-13 to 2023-24	186%	122%

- Top 8 destination for UP's exports in FY 2023-24

Country	INR Th Cr
USA	32.5
UAE	14.1
UK	9.8
Nepal	8.7
Germany	8.6
Vietnam	5.7
Austria	5.6
France	5.4

Other Potential Countries for driving UP's Exports:

- **America:** Canada, Mexico, Brazil
- **Europe, Middle East:** Belgium, Denmark, Poland, Sweden, Spain
- **Asia Pacific:** Australia, Bangladesh, Indonesia, Japan, Taiwan

Achievements of UP's Exports

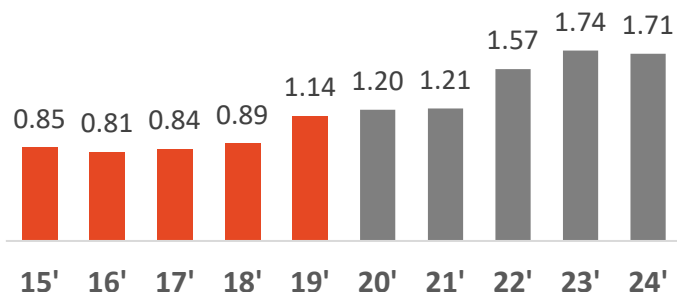
Exports from Uttar Pradesh has doubled and entered new markets



Overall Export Growth

UP recorded a **growth of 8.4%** (CAGR) in the period FY 19 to FY 24

Total Value of Exports in last 10 years (In INR Lakh Cr)



Product Diversification

UP expanded its **product portfolio by 6.4%**, adding **240 new products**, with **3,961 unique products** in FY 2024 compared to **3,721** in FY 2019.



Market Diversification

UP **expanded its global reach by 6%**, now exporting to **214 countries** compared to 202 in FY 2019

Sector	FY 19	FY 24	Growth %
Mining, Petro, Gems	71	106	49%
ESDM	153	169	10%
Food Processing	113	141	25%
Toys, Games & Sports	118	130	10%
Leather	143	149	4%

*Number of countries exported to by UP



Other Achievements

- ₹ 25 Cr of Exports related subsidy disbursed
- 61% growth in Export credit in priority sector lending (₹ 225.59 Cr in FY 24 vs ₹140.05 Cr in FY 23)
- ₹ 20,000 Cr of Export Insurance issued in FY 24: ECGC
- Increase in **new IEC holders -2789**, 2nd after Gujarat



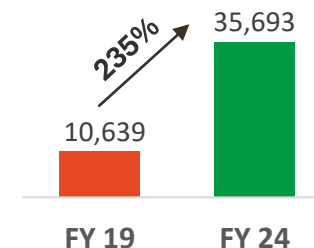
Key Success Stories

Product wise success story over last 5 years

1

Telecom Instruments

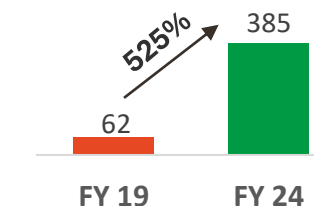
Total Value of Exports (In INR Cr)



2

Fresh Fruits

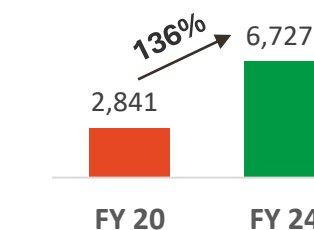
Total Value of Exports (In INR Cr)



3

Pearls, Precious or Semi - Precious Stones / Metals

Total Value of Exports (In INR Cr)



Initiatives taken to Boost Exports in UP (1/3)

Critical success factors: Institutional Framework



Institutional Framework

Export Promotion Bureau (EPB), UP

- ▶ Exclusive wing of the State to promote exports
- ▶ Headed by Export Commissioner (Principal Secretary, MSME & Export Promotion Dept)
- ▶ Facilitates exporters in managing export procedures
- ▶ Coordinates with central and State Government departments to ensure facilities and assistance offered by them
- ▶ Oversees the state's overall export activities
- ▶ Interaction with trade bodies, export promotion councils, DGFT, Ministry of External Affairs

Uttar Pradesh Export Promotion Council

- ▶ The first ever state level Uttar Pradesh Export Promotion Council
- ▶ A non-profit, Section 8 company under the Companies Act, 2013 incorporated in 2016
- ▶ Formation of 15 Panel Committees for product groups: Agriculture and Meat, IT C Electronics, Pharmaceuticals, Handicraft, Handlooms and others
- ▶ Give a thrust to a particular product / services
- ▶ Prepare strategy for growth of prominent sectors
- ▶ Organizes institutional participation in Domestic/ International Trade Fairs, buyer seller meet and exhibitions
- ▶ Regular interaction with exporters

District Export Promotion Committees

- ▶ Headed by District Magistrate in all 75 districts
- ▶ Conduct comprehensive analysis of the strength of each districts and the gaps in product quality/design, production efficiency, infrastructure, logistics etc.
- ▶ Map the existing trade infrastructure available for thrust sectors
- ▶ Identify major bottlenecks and challenges hindering exports of such sectors in the district
- ▶ Identify training and development needs of district industries
- ▶ Act as a grievance redressal forum for exports

Creating an attractive and facilitative ecosystem for exports across the State

Initiatives taken to Boost Exports in UP (2/3)

Critical success factors: Schemes and Subsidies



Financial Support



- Incentives under different schemes such as MDA (sending samples, quality certification, participation in trade fairs), Gateway Port, Air Freight rationalization
- Interest Subvention on export loans
- Export Credit Guarantee: Partnered with banks to mitigate risk to exporters
- Reimbursement of SGST for certain EOUs

Export Infrastructure



- **Trade Infrastructure for Export Scheme (TIES)**
 - Trade Promotion Centre, Lucknow
 - Packhouse and Processing Facility for Agri Products, Mirzapur
 - Testing Lab and training center for packaging in Lucknow in collaboration with Indian Institute of Packaging
- **Niryat Awasthapan Vikas Yojana (NAVY): Dedicated Scheme of State to fill Export Infrastructure gaps**
 - 4 CFCs including Leather Testing Lab and Design Studios, Agra, Glassware Designing and Packaging, Firozabad
- **CFCs under ODOP**
 - 27 CFCs including Testing Labs and Raw Material bank for Apparel & Textile, G.B. Nagar, Button Processing and Polishing unit, Sambhal etc

Market Access



- Institutional participation in National/ International Trade fairs such as AFL Artigiano, IESS, Autumn Fair etc through UPEPC
- Incentives for individual participations under MDA Scheme
- On-boarding of MSMEs on E-commerce platforms like Amazon
- UPITS - UP International trade Fair and other sectoral trade fairs (Bhadohi carpets)
- Organizing buyer-seller meets

Capacity Building Programs



- Tie up with Centre for WTO Studies, IIFT New Delhi to conduct workshops on Basics of Exporting for MSMEs, Export Marketing Strategies, Managing Logistics; Supply Chain for Exports, Foreign Trade Policy and Incentives, Incoterms etc.
- Export Conclaves in collaboration with FIEO

Geographical Indicators



- Export Promotion Bureau: nodal department for GI Registration
- GI board constituted under the chairmanship of Chief Secretary, U.P.
- Total 77 GIs including 42 ODOP Products

Market Analytics



- Study of Export Eco-system of the State
- Identification of prominent 15 sectors constituting UP's export basket for scaling up and diversification

Initiatives taken to Boost Exports in UP (2/2)

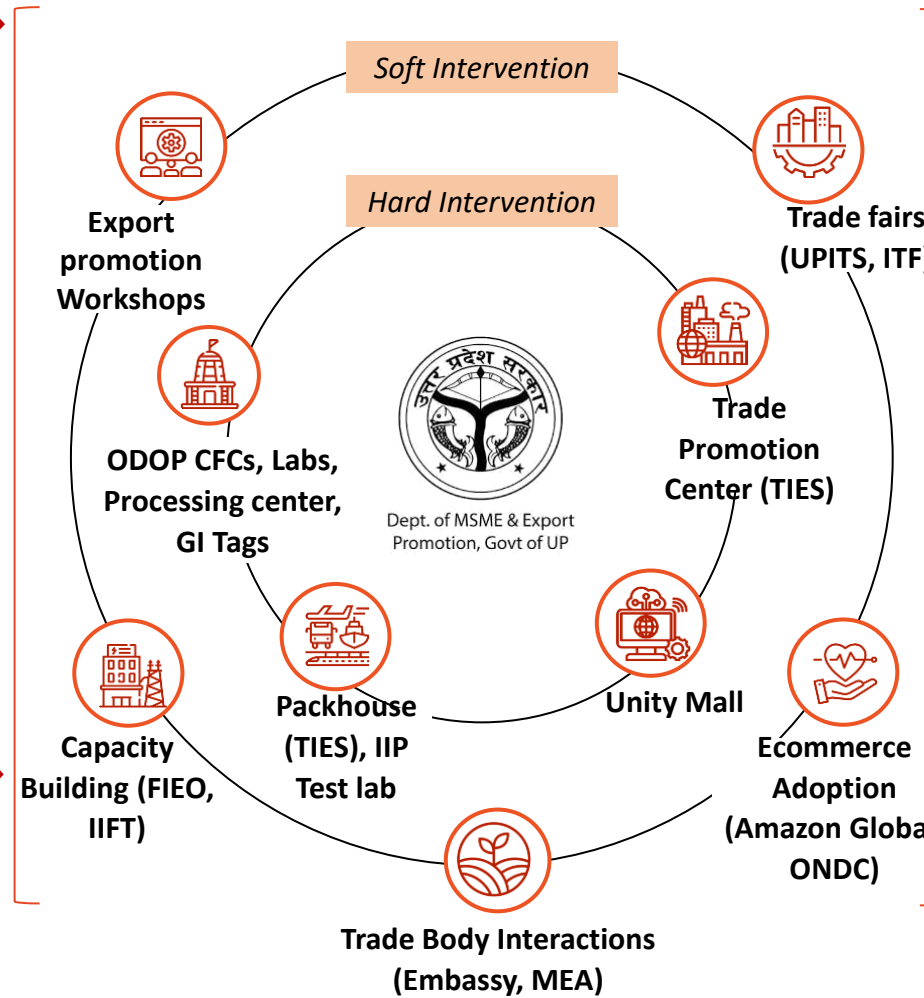
Critical success factors: Infrastructure & Regulatory Reforms



INFRASTRUCTURE

(Achievers in LEADS 2022 & 2023)

- 14 operational SEZs and 21 notified SEZs
- 3 Export Promotion Industrial Parks (EPIP) in GB Ngr, Kanpur & Agra
- 5 international airports incl. Jewar, 25 domestic airports (9 operational)
- Dedicated Eastern and Western Freight Corridor
- India's first 1,100 km inland waterway from Prayagraj to Haldia, with a Multi-Modal Terminal at Varanasi
- Sector specific industrial parks (Defence Corridor, Medical Device Park, Bulk Drug Park, Toy Park, Apparel Park)
- 11 Town of Export Excellence
- 23 IT/ Pharma Parks, 2 Mega Leather Clusters, 2 Electronic Manufacturing Clusters (EMC)
- 2nd largest network of roads (> 400,000 kms)
- Largest railway network (> 16,000 kms)
- A Multi-Modal Logistics and Transport Hub set to be developed in G.B. Nagar
- 100 acre Freight Village under development in Varanasi to enhance cargo shipment facilities



REGULATORY REFORMS

(Achievers in BRAP, 2021-22)



- 20+ Sectoral policies
- UP Export Promotion Policy 2020 – 25
- 75 District Export Action Plans
- Helpdesk for Exporters
- Export Excellence Awards
- Online Incentive Management System
- Single Window Clearance System: "Achiever in Business Reform Action Plan" (BRAP)
- Provision for Export Booster in UP Industrial Investment & Employment Promotion Policy 2022

QUALITY ASSURANCE



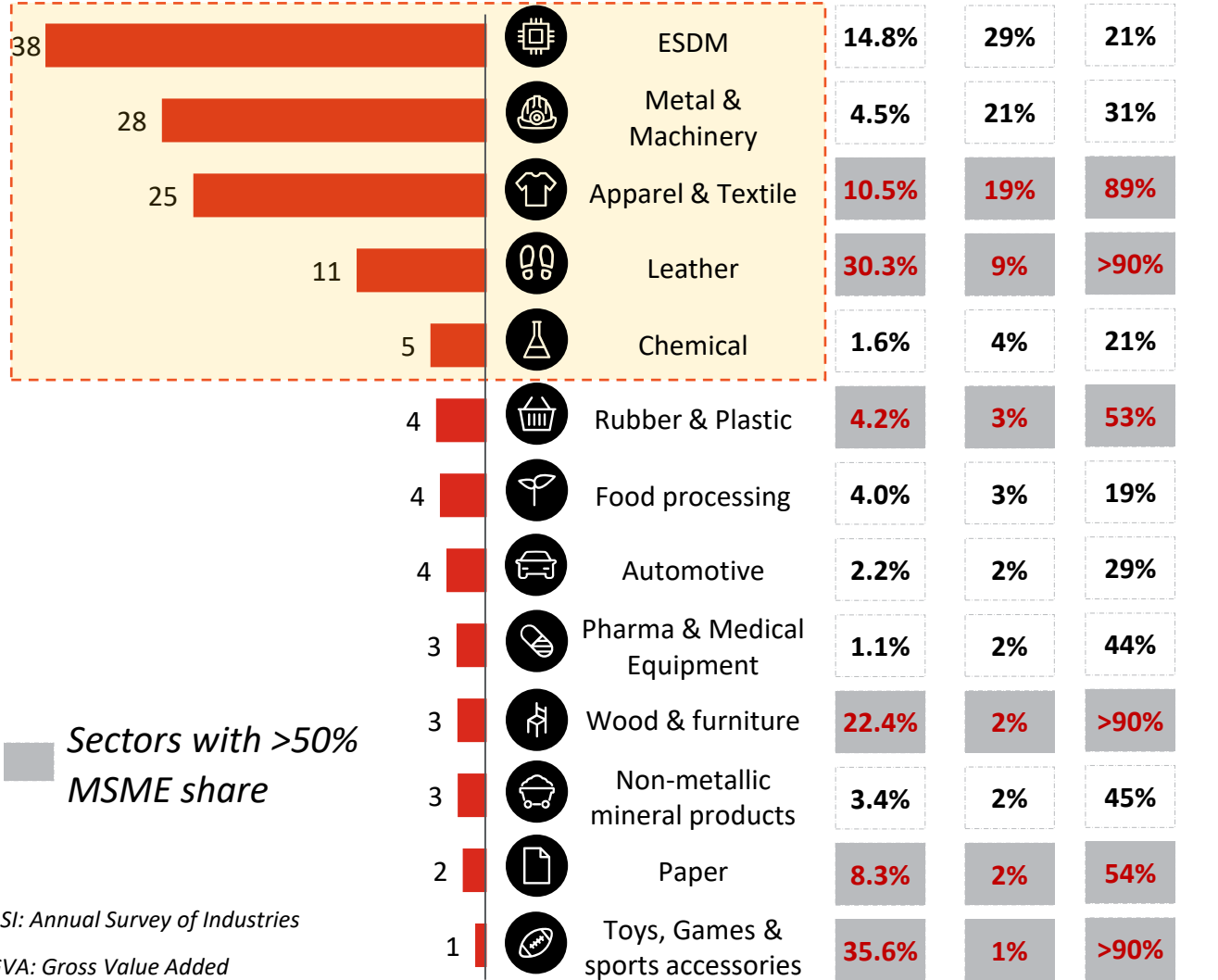
- MoU with Quality Council of India, National Institute of Fashion Technology (NIFT) and Indian Institute of Packaging for ODOP products
- Incentives for getting Quality Certification



UP's Champion sectors and Export markets

Sector and market wise export details

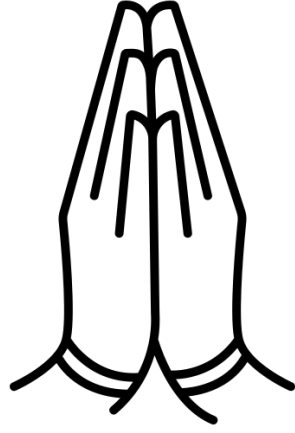
Exports from key sectors in FY24 (INR thousand Cr.)



ASI: Annual Survey of Industries
GVA: Gross Value Added

Top 5 markets and their share in UP's sectoral exports

AUSTRIA	14%	U S A	11%	UAE	10%	GERMANY	8%	U K	6%
U S A	28%	U K	6%	GERMANY	5%	UAE	4%	KOREA RP	4%
U S A	36%	U K	9%	SPAIN	7%	GERMANY	6%	UAE	6%
U S A	14%	GERMANY	12%	U K	11%	ITALY	8%	FRANCE	6%
U S A	15%	NEPAL	9%	U K	7%	GERMANY	5%	UAE	5%
U S A	18%	NEPAL	8%	U K	6%	SA	6%	UAE	5%
U S A	18%	UAE	11%	BANGLADSH	6%	THAILAND	5%	NEPAL	5%
BRAZIL	14%	U S A	12%	TURKEY	7%	ITALY	7%	GERMANY	6%
U S A	23%	NETHERLAND	6%	NEPAL	4%	CHAD	4%	BRAZIL	3%
U S A	58%	GERMANY	5%	NETHERLND	5%	U K	4%	AUSTRALIA	3%
U S A	49%	NEPAL	6%	GERMANY	4%	BRAZIL	4%	UAE	4%
U S A	22%	UAE	9%	NEPAL	8%	U K	7%	NETHERLAND	5%
U S A	41%	U K	13%	GERMANY	10%	AUSTRALIA	5%	NETHERLAND	4%



Thanks

