



DISTRICT EXPORT
ACTION PLAN
MANDYA,
KARNATAKA



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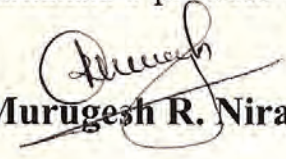
Message

Karnataka, a land of plenty with its bountiful economic and human resources prides to be traversing on its next and higher trajectory of growth. A dynamic mix of factors including industry and investor-friendly climate and policies, ease of doing business, and a committed and skilled workforce have buoyed the ecosystem for delivering the best that the state can offer,

As the State takes a giant leap in its mission and clarion call for entrepreneurship – 'Udyamiagu, UdyogaNeedu' from the prospective stakeholders and youth brigade, it is extremely heartening to witness the surge of interest that the subject has evinced from across the districts of the State. This presents a marvellous opportunity for those concerned to leverage the Government of India's 'Developing Districts as Export Hubs' initiative to fruition. Districts are the lifeline of the economy, the industry and the local people. I am proud to state that each district of Karnataka is a significant powerhouse of resources, knowledge and skills, presenting unique potential across each region.

In this regard, I must say that the District Export Action Plans formulated by the Visvesvaraya Trade Promotion Centre in close coordination with the District Administrations by involving all the stakeholders at the behest of the Government of India presents a mine of opportunities to explore and synergise in the export endeavour. It is heartening to observe that in Phase 1, three districts namely Bengaluru, Mysuru and Chikkamagaluru have been shortlisted by the DGFT for pilot implementation.

Without a doubt, the Action Plan/roadmap that has been prudently formulated for implementation would enable districts to introspect and utilise its full potential across both the merchandise and services sector. This would add further steam to the inflow of FDI, manufacturing and exports from the State. Importantly, we believe that the initiative would stimulate employment generation and unleash the latent potential of each district and its workforce to further amplify Karnataka's prowess to the world.


(Dr. Murugesh R. Nirani)

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DR. E.V.RAMANA REDDY, IAS

Additional Chief Secretary to Government



Government of Karnataka

ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕೆ ಇಲಾಖೆ

Commerce & Industries Department

Note

The District as Export hub initiative of the Government of India is to transform each district into an export hub, The quintessence behind the initiative was to harness and unleash the hidden potential that sums up each district of the country and its diverse potpourri of strengths.

Karnataka's rapid strides across industry and economic verticals and in particular the recent ranking of number 3 in the Export Preparedness Index (EPI) - 2021 is a welcome move towards achieving greater heights. Further, our state's merchandise exports stood at 25.87 billion USD, surpassing the target pegged at 25 billion USD and Services exports accounted for around USD 102 billion, being leaders in the country. And with *District as Export Hubs* initiative gaining momentum, it only reaffirms the faith of the industry and partners in business to scale up and raise the bar.

The District Export Action Plans, an outcome of the initiative of 'Developing Districts as Export Hubs' provide a great opportunity to review district plans holistically to cover precisely the sunrise and new emerging sectors in the State's economy. The Road Map/action plans suggested for each district reflect the unique potential of the region in the economic landscape. The thrust being provided currently to initiatives like the integrated development of the Logistics Sector, Champion Services, etc. are cardinal steps in realizing the true potential of developing districts as export hubs.

Karnataka looks forward to ramping up exports, manufacturing and employment at the grassroots with the Districts taking on the onus of export-led growth towards self-reliance and sufficiency.

(E.V Ramana Reddy)

Additional Chief Secretary to Government
Commerce & Industries Department

ಕೊಠಡಿ ಸಂ.106, 1ನೇ ಮಹಡಿ,ವಿಕಾಸ ಸೌಧ, ಡಾ: ಬಿ.ಆರ್.ಅಂಬೇಡ್ಕರ್ ವೀಧಿ, ಬೆಂಗಳೂರು - 560001

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Message

The Government of India's vision towards self-reliance and initiatives like Vocal to Local, and Local to Global present a plethora of opportunities for a State like Karnataka across all the districts replete with unique potential and prospects.

The exports from Karnataka have reached new heights by crossing 25 USD Billion in the FY 2021-22. *Developing Districts as Export Hub* places the spotlight on districts as active stakeholders and partners in trade promotion across goods and services.

Karnataka has successfully seized the opportunity to develop Districts as Export Hubs by identifying export potential of each district and working out institutional mechanisms for its implementation. It's heartening that the initiative provides thrust to sectors like Aerospace & Defence, Precision Engineering, EV, FMCG, ESDM, R&D, IT/ITES, Agro-Food processing and traditional products including GI tagged/ legacy products etc.

District Action Plans formulated as a fallout of the District as Export Hub Initiative provides cues towards leveraging products and services that could 'go to market' on a global canvass. Each District Export Action Plan is an incisive compendium with a SWOT analysis of the district coupled with a feasible Action Plan for effective implementation. The Government of Karnataka is committed to enabling its MSMEs, FPO's and Micro-enterprises to realise the benefits of exports, and the various opportunities in global markets, with a spotlight on District led Export Growth. The objective is also to nurture innovation and leverage cutting edge technology for creating an enabling environment for exporters.

Lowering transaction costs, employment generation and making inroads into international markets through e-commerce and digital marketing would be key inputs in this endeavour. And towards this end, Karnataka is engaging itself with leading players in the space. Initiatives like identification/creation of plug-and-play infrastructure through various projects identified across sectors like Aerospace, Textiles, multi-sector, etc., are small steps in this direction.



(Gunjan Krishna)

Commissioner for Industrial Development and
Director of Industries & Commerce

Bangalore

Date : 15.06.2022

Context

Background

Hon'ble Prime Minister's announcement on Independence Day to transform every district into an export hub and realise the goal of Atmanirbhar Bharat is intended to accelerate economic growth, generate employment and promote rural development.

Districts as Export Hubs is the first such initiative of Government of India which tries to target export promotion, manufacturing and employment generation at the grass root level and is expected to help realize the true potential of each district.

Through this transformative initiative, Government of India intends to bring about a structural change in the lives of the rural population by linking the local production houses to the global supply chains and contribute to the Atmanirbhar mission.

Central Nodal Agency - Directorate General of Foreign Trade (DGFT)

Directorate General of Foreign Trade (DGFT) is an organisation working under the aegis of Ministry of Commerce and Industry, Government of India. Right from its inception till 1991, when liberalization in the economic policies of the Government took place, this organization has been essentially involved in the regulation and promotion of foreign trade through regulation. Keeping in line with liberalization and globalization and the overall objective of increasing of exports, DGFT has since been assigned the role of "facilitator". The shift was from prohibition and control of imports/ exports to promotion and facilitation of exports/ imports, keeping in view the interests of the Nation.

This Directorate, with headquarters at New Delhi, is responsible for formulating and implementing the Foreign Trade Policy with the main objective of promoting India's exports. The DGFT also issues scrips/ authorization to exporters and monitors their corresponding obligations through a network of 24 regional offices.

Bengaluru has a regional office which is headed by the Additional Director General of Foreign Trade. This office caters to the needs

of exporters and importers situated in the State of Karnataka. This office implements the various provisions of the Foreign Trade Policy at field level. It also functions as a Foreign Trade facilitator, co-ordinating with other related Export Promotion Organizations.

<https://www.dgft.gov.in/CP/> &

<https://jdgt-bangalore.kar.nic.in/>

State Nodal Agency - Visvesvaraya Trade Promotion Centre (VTPC)

Visvesvaraya Trade Promotion Centre (VTPC) is the mandated nodal agency for the promotion of international trade from the State of Karnataka under the aegis of the Department of Industries & Commerce, Govt. of Karnataka. Since its inception in 1965, the Centre has been at the forefront in handholding and facilitating budding exporters to make a mark in the global market. Through a range of programmes, schemes, policies, incentives and concessions, VTPC provides impetus to the Export Units & SEZ's. It acts as a catalyst in representing the grievances/issues in trade to the right authorities for redressal.

The objectives of VTPC are to:

1. Provide a stable and sustainable environment for both the service and merchandise exports in international trade in line with national policy
2. Promote diversification of the State's export basket by assisting various sectors in the state to attain global competitiveness
3. Provide a mechanism for regular appraisal to rationalize imports and reduce the trade balance.

Implementing Agency - District Industries Center (DIC) in Karnataka

The District Industries Center (DIC)s play a key role in the Industrial Development in the Districts and are the field units of the Department of Industries and Commerce. They were set up with an objective of providing all the services and support to MSME's under a single roof for the effective development of industrial fabric in the widely dispersed rural areas.

The DIC's are being headed by the Joint Director and facilitate the implementation of the various State and Union Government Schemes and programmes to promote, facilitate and develop of the enterprises to provide employment opportunities in rural and semi-urban areas.

<https://industry.karnataka.gov.in/>

Karnataka Export Strategy

VTPC in coordination with Federation of Indian Export Organisation (FIEO) has developed export strategy for Karnataka. The strategy is valid for a period of five years. The strategy focuses on facilitating Karnataka's exports via various measures related to policy, infrastructure, common facility, ease of doing business, promotion, etc.

Following are the key features of this strategy:

- ▶ Generating awareness via state's website, sector skill council, etc.
- ▶ Promotion and awareness of GI products of the State
- ▶ Participation in international trade fairs
- ▶ Present focused research by reputed agencies/consultants/EPCs enabling the State to penetrate various international markets
- ▶ Constitution of Strategic Implementation Unit under the Chairmanship of the State Export Commissioner, which will act as an advisory body for export promotion.
- ▶ Dissemination of information on country wise standards and certification requirements for the products

The plan outlines the strategy to create towns of export excellence among other interventions.

In order to promote exports at district level, VTPC has formulated district wise export plans for each district of Karnataka.

Committees for Promoting Exports

To create a conducive and favorable export ecosystem and promotion of exports, State Level Export Promotion Committee (SLEPC) & District Level Export Promotion Committee (DLEPC) have been constituted vide G.O. No. CI 168 CSC 2015, Bangalore, dated 22nd July 2015 and G.O. No. CI 21 SPI 2019 (E), Bengaluru, dated 10th February 2020 respectively (Details are enclosed as annexure).

District Export Action Plan

District Export Action Plans have been developed for each district with an aim to promote exports.

Objectives

- ▶ To enable MSMEs, farmers and small industries get the benefit of export opportunities in the overseas markets and have concerted focus on district led export growth for self-sufficiency and self-reliance
- ▶ To focus on existing export industries, and to provide them with the necessary support which would further boost exports from these industries
- ▶ To encourage capacity building for consistently upgrading the quality of exports
- ▶ To attract investments in the district to boost manufacturing and exports and provide an enabling ecosystem for innovation/ use of technology at district level to make the exporters competitive.
- ▶ To provide a simplified, transparent, and responsive regulatory environment for unhindered growth in exports.

Overview of Karnataka's Exports



Karnataka is the bright spot in the developmental story of India. It epitomizes the best of many worlds. The State is a land of ancient heritage, scenic beauty, thriving wildlife, and rich culture. It is also a land of innovation, industry and a rich talent pool.

The State is a significant growth engine of the national economy with the GDP valued at Rs 20.49 lakh crore (\$268 Bn GSDP) for the FY 2021-22, with a projected growth rate of 9.5%. Karnataka ranks 1st in attracting FDI (40%+) in India, 1st in IT and ITeS exports, 1st in total exports across all states. It is home to many large-scale industries across major sectors such as IT & ITeS, Machine Tools, Aerospace & Defence, ESDM, Biotechnology, R&D, and Engineering Design. From Silk to Precision Manufacturing, the State covers the entire tapestry of industry. As a result, it has emerged as an important link in the global supply chain. The State is driven by Bengaluru - the largest technology base of Asia, and the fourth-largest technology hub in the world.

Karnataka has a thriving export ecosystem and was ranked 3rd in the recently released NITI Aayog's Export Preparedness Index (EPI) Report 2021 state rankings. This has also reflected in the state's export successes – it exported merchandise goods worth USD 25.9 bn (INR 1,93,064 Cr) in FY 2021-22, accounting for 6.1 percent of India's total exports. Karnataka is a leader in the country's services export with its contribution of 41% in the national share valued at USD 102 bn in FY 2021-2022.

While these achievements are significant, the Government of Karnataka is also aggressively working towards further improving the ecosystem through assisting SME's, FPO's, and traders by developing export infrastructure across the state through the Government of India's Trade Infrastructure for Export Scheme (TIES). As a result, the state is one of the leading states to get approvals under TIES.

It is a major exporter of petroleum products, electrical machinery, aerospace components, precision engineering, auto and auto components, organic chemicals, readymade garments, apparels & made-ups, pharmaceuticals, plastic components, Jewellery and commodities such as coffee, spices, silk, cashew nuts, incenses and handicrafts.

Bengaluru is one of the biggest success stories of economic development in India, becoming a global hub for multiple sectors. Inspired by the growth of Bengaluru, the government has turned its attention towards other cities in Karnataka under its 'Beyond Bengaluru' initiative to bring about a similar growth trajectory for these cities. This is operationalized by strategic policy interventions and by creating a dynamic ecosystem with sharp focus on infrastructure development, increasing the talent availability and bettering market access. It is expected that such initiatives should lead to increasing demand from IT/GCC/ESDM companies to spread their wings in Tier II & III cities.

Karnataka is creating conducive environment for industrial growth and is guided by transparent sectoral policies that provide extensive support for new industries and entrepreneurs. Karnataka is a leader in the

Ease of Doing Business. Its business friendly environment, transparent processes, and simplified government rules and regulations have made it easier not just for large companies but also for MSMEs and startups.

Trade and Commerce will be one of the key enablers for India's economic growth, as India plans to achieve USD 1 trillion exports each in goods and services by 2030. The Government of India has also recognized the importance of focusing upon districts as development hubs, coming out with several initiatives such as the Aspirational Districts, District as an Export Hub Initiative and others.

As India lays down a roadmap towards achieving the Hon'ble Prime Minister's Vision of a USD 5 trillion economy, a major enabling factor would be transforming districts into export hubs. It will require each district to build upon their capabilities to boost production and connect businesses to foreign markets. Visvesvaraya Trade Promotion Centre (VTPC) is the mandated nodal agency for promotion of international trade for the State of Karnataka under the aegis of the Department of Industries and Commerce and has developed district wise export plans in active participation of District administration, DGFT, DIC's, Industry associations and all the stakeholders for each of the 30 districts.

MANDYA



1. District Profile - Mandya

Mandya District consists of seven talukas - Srirangapatna, Pandavapura, Mandya, Maddur, Nagamangala, Malavalli and K R Pete. The district is bounded on the North by Hassan and Tumakuru, East by Ramangara, South by Chamarajanagara and West by Mysore

1.1 District Fact sheet

Geography	Coordinates	Population (Census 2011)
Located in the Northern Interior of Karnataka	North Latitude: 12°13' to 13°04'N East Longitude: 76°19' to 77°20' E	Total: 18,50,467 Males: 9,05,085 Females: 9,00,684
No. of Villages	No. of Hoblis	No. of Gram Panchayats
1,477	45	233
No. of Municipalities	Talukas	Sex Ratio
7	7	995 females per 1000 males
Area (Sq.km.)	Language	Literacy Rate
4,962	Kannada, Urdu, Telegu	70.40%

1.2 Economic Profile

Economic Indicators	Gross District Domestic Product GDDP* (INR Cr)	Net District Domestic Product NDDP *(INR Cr)	Per Capita Income (INR)
	37,518	33,430	1,72,467
Share in State	2.5%	2.1%	NA
Sectoral Contribution to GDDP	Primary Sector	Secondary Sector	Tertiary Sector
	17.7%	23.5%	58.8%

Source: Economic Survey of Karnataka 2020-21

*Current prices

1.3 Agriculture Profile

There are diverse agro-geo climatic conditions within the district, which are suitable for cultivation of certain crops. Further, there is a strong emphasis of sugar and jaggery in the region, with the presence of 5 sugar factories and a cluster of jaggery making units

Major produce of the district includes Paddy, Maize, Jowar, Tomato, Brinjal, Ladyfinger, green chillies, Beans and sugarcane.

Major export items include Rice, Sugar, Jaggery.

1.4 Industrial Profile

Major Sectors

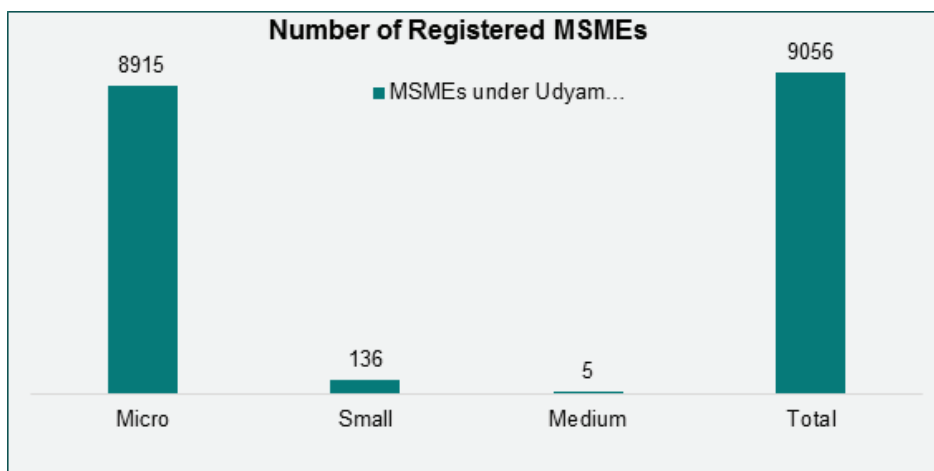
Textile: Mandya has a robust ecosystem for the garment industry with the presence of industry majors like Welspun, Shahi Exports, Page Industries Acquerala which are among many others clearly indicating the potential of this sector.

Silk Saree: The global export of Silk sarees is estimated to be above USD 678.7 mn, demonstrating the potential of silk sarees in the global market vis-à-vis Mandya district. Kodiyala in Mandya is famous for Kodiyala sarees which are being manufactured in this village, with every lane having weavers manufacturing these sarees - there is no dearth of skilled workers and production capacity.

Honey: The global honey market is USD 2200 mn, within which India's contribution is 3.7% demonstrating potential for Honey exports. The district already has several bee yards and big players within the sector like Nectar fresh operating within, making it the promising sector.

Number of Industrial Units

The district has presence of 12 Large Scale Industries / Public Sector Undertakings¹, and 9056 registered MSMEs.



Some of the major Industries are as below:



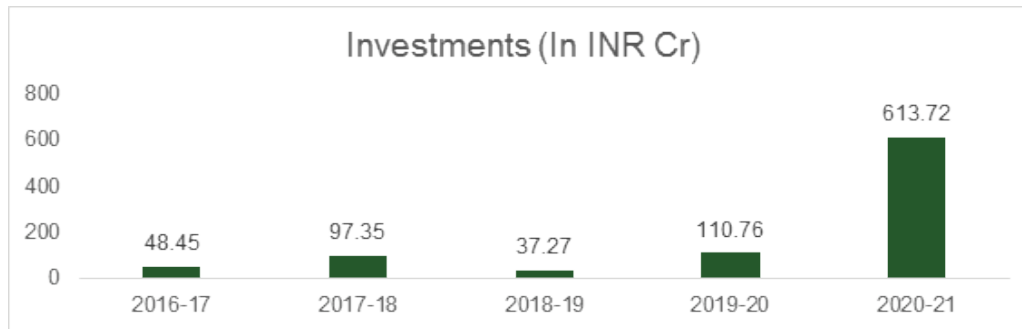
¹<https://cdn.s3waas.gov.in/s3d5cfead94f5350c12c322b5b664544c1/uploads/2021/08/2021081160.pdf>

Key Industrial Areas & Corridors

The district has presence of 4 Industrial Areas & 7 Industrial Estates.

Key Investments (During 2016-2021)

Approximately INR 907 Cr. worth of investment applications were approved by the High-Power Empowered Committee during the period 2016-21. The key investments were largely from sectors comprising Food Processing, and textiles.



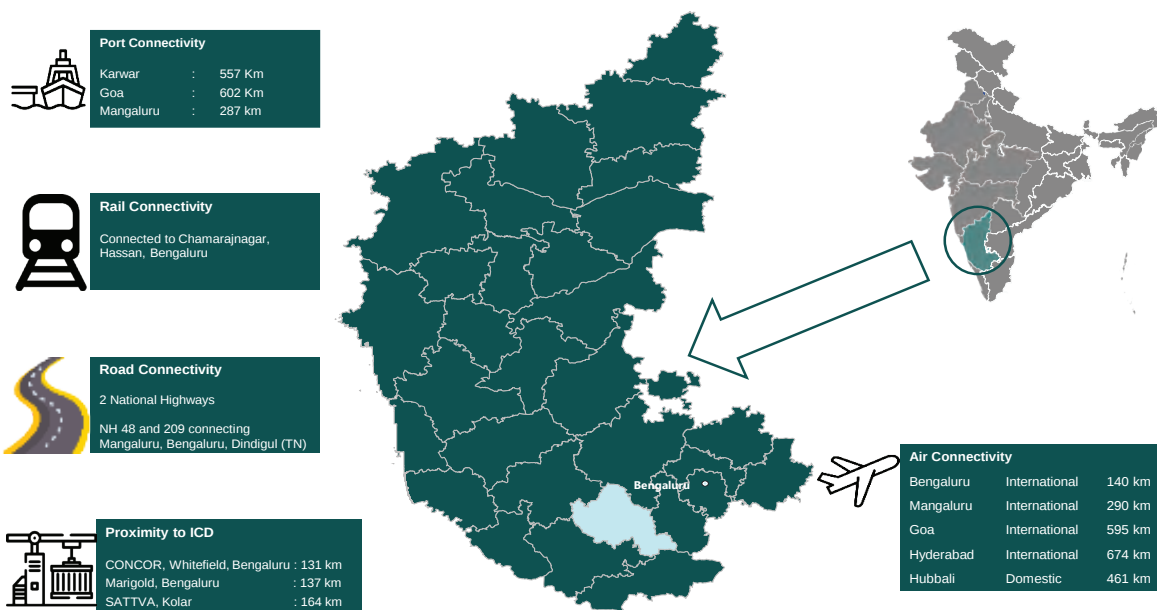
Source: Karnataka Udyog Mitra, <https://kum.karnataka.gov.in/IndustryDetails.aspx>

Major Investors



1.5 Logistics & Connectivity

The district has good connectivity in terms of Roads, Air, Rail & Ports

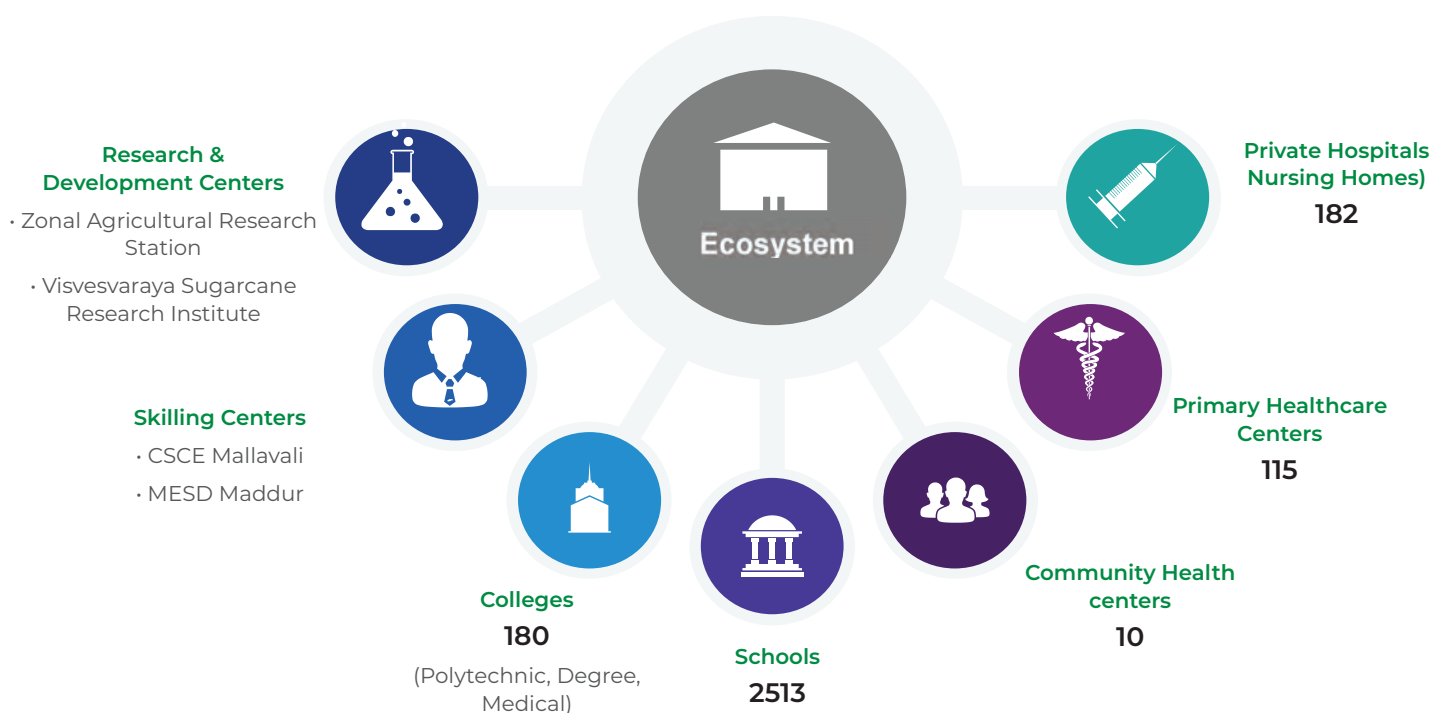


1.6 Utilities

1. **Water Supply:** The district has access to the following rivers - Cauvery, Hemavathi, Shimsha, Lokapavani, Veera Vaishnavi and Paschimavahini. Further, it also has access to two major reservoirs - Krishnaraja Sagar and Hemavathi.
2. **Power Supply:** Power transmission in Mandya is done by Chamundeshwari Electricity Supply Corporation Limited (CESC).

1.7 Support Infrastructure

A well-developed support ecosystem and infrastructure exists at Mandya, comprising of state-of-the-art facilities, schools & colleges, hospitals and research facilities.



1.8 Tourism in Mandya

Mandya is an upcoming tourist destination and lies close to Hampi—a World Heritage Site. The architecture at Mandya reflects the richness of its varied past. Following are some of the major tourist attractions of the city:

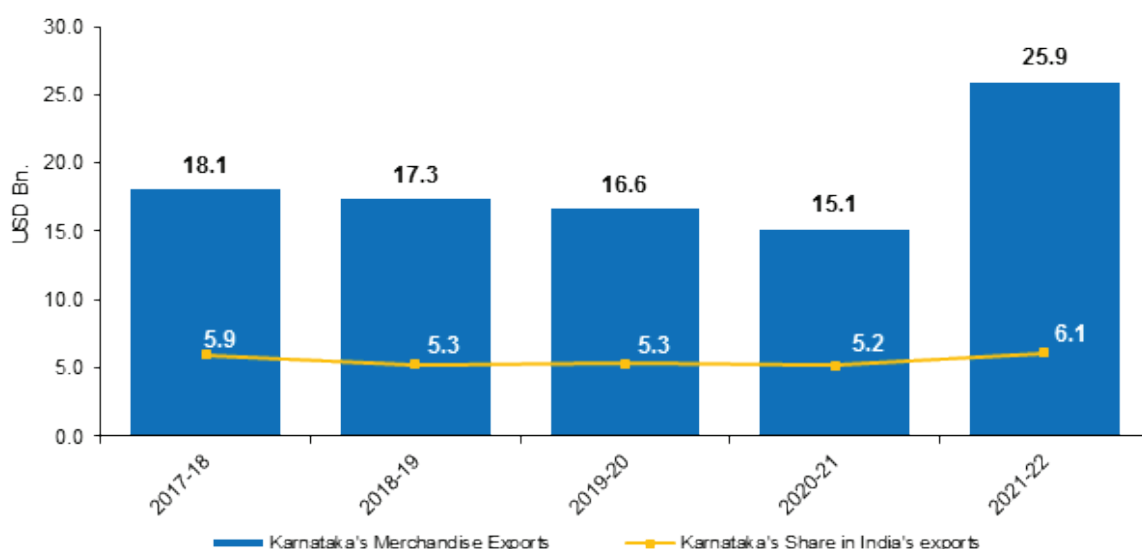
- Hemagiri falls
- Gumbaz
- Shivanasamudra
- Krishna Raja Sagar dam and Brindavan gardens
- Ranaganthittu bird sanctuary

2. Export Scenario - Mandya

2.1 Karnataka's Exports

Karnataka is one of the top exporting states in India and is ranked 3rd in the recently released NITI Aayog's Export Preparedness Index (EPI) Report 2021. For the FY 2021-2022, the state is ranked 4th in Merchandise exports and 1st in Services exports.

During FY 2021-22, Karnataka exported goods worth USD 25.9 bn (INR 1,93,064 Cr), accounting for a 6.1 percent share of India's exports. Karnataka's merchandise exports have shown a tremendous growth of 71.5% in 2021-22 as compared to 2020-21.



Source: DGCIS 2021

2.2 Analysis of Karnataka's Exports

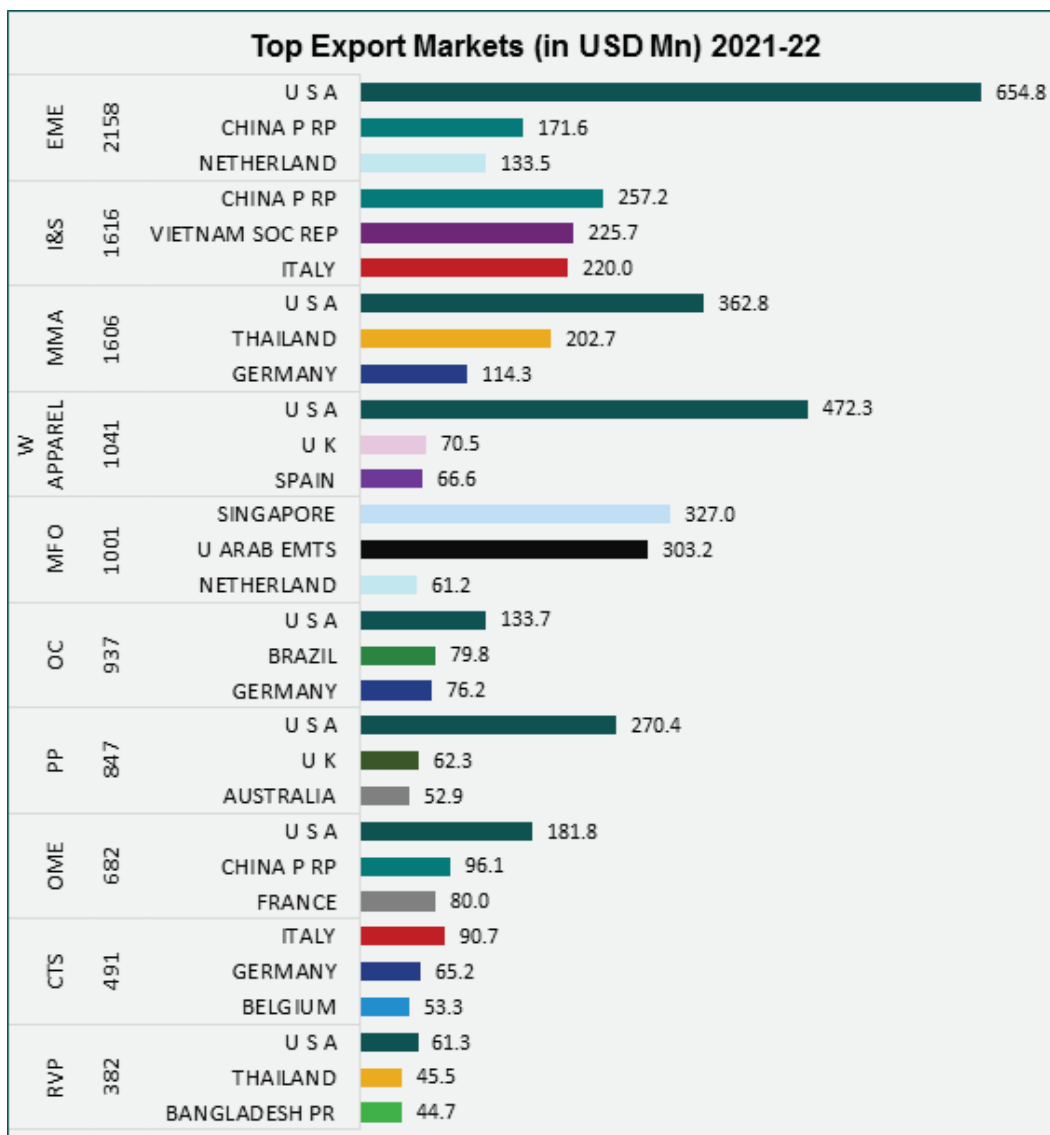
Top Commodities

Karnataka exports more than 5,140 products. Its Top 10 products contribute 71 per cent of the total merchandise exports.

The top 10 exported products include electrical machinery & equipment, iron & steel, machinery and mechanical appliances, garment, mineral fuels and oils, organic chemicals, pharmaceutical products, optical & medical instruments, coffee & spices, road vehicles & parts.

Top Markets

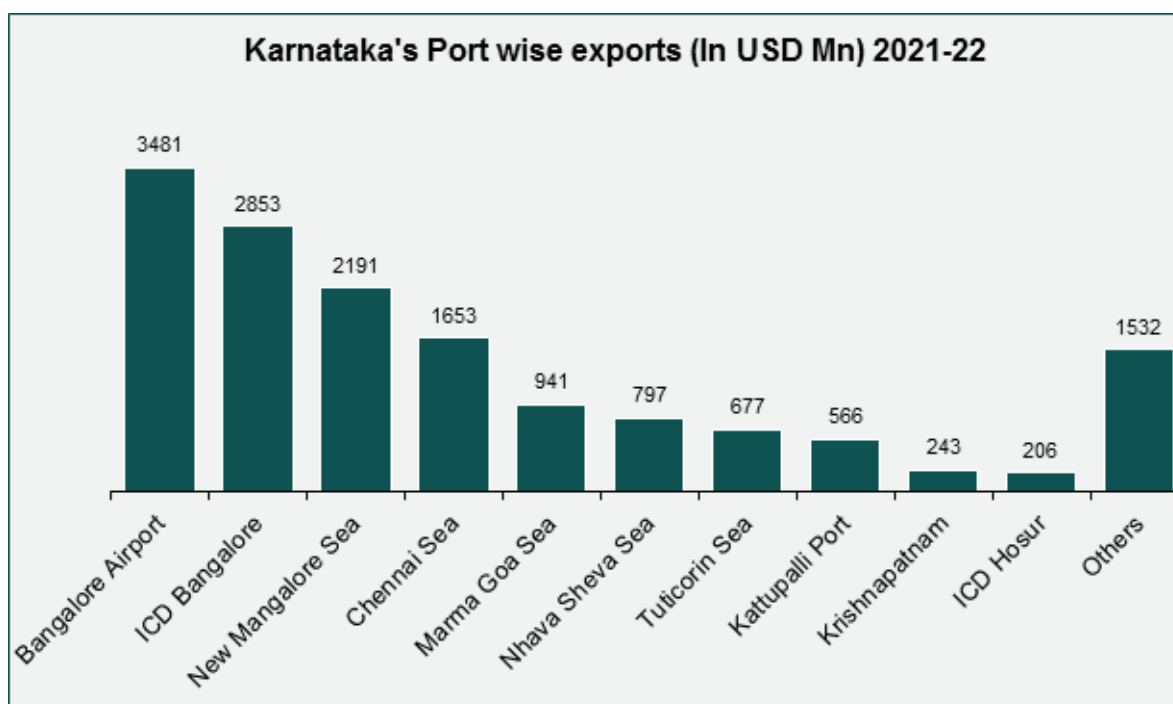
Karnataka's Top 15 markets contribute 69 per cent to its exports. Major markets are USA (21.1%), China (7%), UAE (5.1%), Germany (4.1%), Singapore (3.9%), UK (3.6%), Italy (3.5%), Netherlands (2.9%), Thailand (2.9%), France (2.9%), Vietnam (2.8%), Belgium (2.6%), Japan (2.2), Spain (2.1%) & Bangladesh (1.9%).



Source: DGCI&S

Product	Electrical Machinery	Iron & Steel	Machinery	Apparel	Mineral Fuels & Oils
Abbreviations Used	EME	I&S	MMA	W Apparel	MFO
Product	Organic Chemicals	Pharmaceutical Products	Optical & Medical Equipments	Coffee, Tea & Spices	Road Vehicles and Parts
Abbreviations Used	OC	PP	OME	CTS	RVP

Port-wise exports: 10 ports account for 90 per cent exports from Karnataka.



Source: DGCI&S

2.3 Export Performance - Mandya

The total exports from Mandya during April 2021 – March 2022 amounted to USD 51 Mn (INR 381.8 Cr). The top export commodities from Mandya are as mentioned below :

S. No.	HS Code	Commodity Description	Exports by Value*	
			(in USD Mn.)	(In INR Lacs)
1	1006	RICE	23.21	17376.3
2	6205	MENS OR BOYS' SHIRTS	9.50	7087.1
3	7318	SCREWS, BOLTS, NUTS, COACH SCREWS, SCREW HOOKS, RIVETS, COTTERS	4.90	3676.7
4	4202	TRUNKS, SUIT-CASES, VANITY-CASES, EXECUTIVECASES, BRIEF-CASES, SCHOOL SACHELS	3.20	2391.7
5	1701	CANE OR BEET SUGAR AND CHEMICALLY PURE SUCROSE, IN SOLID FORM	2.70	2029.9
6	8803	PARTS OF GOODS OF HEADING 8801 OR 8802	1.71	1273.6
7	6109	T-SHIRTS, SINGLETS AND OTHER VESTS, KNITTED OR CROCHETED	1.52	1137.1
8	6104	GIRLS' SUITS, ENSEMBLES, JACKETS, BLAZERS, DRESSES, SKIRTS, DIVIDED SKIRTS	0.91	686.8
9	6304	OTHER FURNISHING ARTICLES, EXCLUDING THOSE OF HEADING 9404	0.64	479.2
10	7325	OTHER CAST ARTICLES OF IRON OR STEEL	0.58	433.4

Source: DGCI&S,

3. SWOT Analysis– Mandya



4. Target Export Products - Mandya

The target export potential products for this action plan are as identified below by agencies of Government of India (GoI) and Government of Karnataka (GoK).

Government Body	Scheme/Initiative	Identified Product
ODOFP product identified by State Government under GOI scheme	PM Formalization of Micro Food Processing Enterprises Scheme (PMFME)	• Jaggery
High visible product identified by DLEPC	Developing Districts as Export Hubs	• Banana • Organic jaggery • Sugar • Ragi • Millets • RMG • Jack fruit • Honey • Papaya • Mango • Coconut • Kodiyala silk sarees

In accordance with the above, following products with export potential have been identified for Mandya.

- | | |
|--------------------------|---------------------|
| i. Honey | ii. Organic jaggery |
| iii. Sugar | iv. Papaya |
| v. RMG | vi. Coconut |
| vii. Banana | viii. Manga |
| ix. Jackfruit | x. Millets (Ragi) |
| xi. Kodiyala silk sarees | |

Brief Profiles of Target Products

i. Honey

HS code (6 digit)	040900*
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn)	0.01
Share of Karnataka in India's Exports ³	0.01%
Potential Target Markets	• US • Germany • Japan • France • UK
Potential Opportunity (e.g. Value added products)	• Jellies • Honey wax

*HS code 040900 indicates natural honey

ii. Jaggery

HS code (4 digit)	1702*
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn)	25.04
Share of Karnataka in India's Export	34.43%
Potential Target Markets	• Indonesia • China • USA • Malaysia • Nigeria
Potential Opportunity (e.g., Value added products)	• Organic sweetener • Sugar derivatives • Traditional recipes & desserts • Flavored beverages • Syrups • Confectionery products • Alcoholic beverages

*HS code 1702 indicates other sugars, including jaggery

iii. Sugar and related items

HS code (6 digit)	080720
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn) ²	142
Share of Karnataka in India's Export	0.9%
Potential Target Markets	• US • Indonesia • Malaysia • China • KSA • Kuwait
Potential Opportunity (e.g., Value added products)	• Confectionery like Candies, Fruit chips, juices • Example: Ice cream, bakery products

iv. Betel Vine

HS code (6 digit)	080720
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn) 2020-21 ³	0.11
Share of Karnataka in India's Exports	3.9%
Potential Target Markets	• France • Hungary • Bahrain
Potential Opportunity (e.g., Value added products)	• Confectionery like Candies, Fruit chips, Papaya juice • Skin care products like face mask, essential oil, essence for hair and face. • Example: Ice cream, puree, papaya paste

² <https://tradestat.commerce.gov.in/eidb/ecomq.asp>, DGCI&S

³ DGCI&S Data

v. Apparel / Ready Made Garments (RMG)

HS code (4 digit)	5003	Silk Waste
	5208	Woven Fabrics of Cotton
	5601	Wadding of Textile Materials and Articles Thereof
	5607	Twine, Cord, Rope And Cables
	5906	Rubberized Textile Fabrics, Others
	5911	Textile Products and Articles, For Technical Uses
	6103	Suits, Ensembles, Jackets, Blazers, Trousers, Bibs
	6114	Other Garments, Knitted or Crocheted
	6203	Men's Or Boys Suits, Ensembles, Jackets
	6204	Women's or Girls Suits, Ensembles, Jackets, Blazers,
	6206	Women's or Girls Blouses, Shirts and Shirt-Blouses
	6211	Track Suits, Ski Suits And Swimwear, Other Garments
	6307	Other Made-Up Articles, Including Dress Patterns
Production Cluster	-	
Processing Cluster	-	
Karnataka's Exports (in USD Mn)	482.08	
Share of Karnataka in India's Exports	11.81%	
Potential Target Markets	• South Korea • Brazil • Poland • Hong Kong • Russia	
Potential Opportunity (e.g., Value added products)	• Apparel and Clothing Accessories • Knitted clothing products • Cut and Sew Products • Medical Garments and Accessories	

vi. Coconut and Coconut products

HS code (6 digit)	080119
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn)	0.67
Share of Karnataka in India's Exports	1.48%
Potential Target Markets	• UAE • Hong Kong • Saudi Arabia • Qatar
Potential Opportunity (e.g., Value added products)	• Coconut desiccated powder • Coconut oil • Coconut confectioneries

vii. Banana

HS code (6 digit)	080390*
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn) ⁴	1.76
Share of Karnataka in India's Exports ⁵	0.57 %
Potential Target Markets	• US • Iran • Bahrain • UAE • Saudi Arabia • Oman • Qatar • Kuwait • Nepal • Sri Lanka
Potential Opportunity (e.g., Value added products)	• Banana Chips • Banana Bread • Banana Jam • Banana Sauce • Banana Vinegar • Banana Powder

⁴ Source: DGCI&S

⁵ Source: DGCI&S

viii. Mango

HS code (6 digit)	080450
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn)	9.30*
Share of Karnataka in India's Exports	6.42%
Potential Target Markets	• China • USA • Netherlands • Germany
Potential Opportunity (e.g., Value added products)	• Mango pulp, nectar, ice-creams • Candied and sundried products • Mango Juices • Paste, squash • Fresh, dried, sliced products • Pickles, preserved • Canned products • Jams

ix. Jack fruit

HS code (6 digit)	081090
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn)	2.42%
Share of Karnataka in India's Exports	11.08%
Potential Target Markets	• Qatar • Germany • Singapore • Oman • Maldives • Canada • UK • Spain
Potential Opportunity (e.g., Value added products)	• Pulp and powder • Jams • Juices

x. Millets

HS code (4 digit)	1008
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn)	0.68
Share of Karnataka in India's Exports	1.50%
Potential Target Markets	• Indonesia • Germany • Belgium • Korea • Turkey
Potential Opportunity (e.g., Value added products)	• Flour • Confectionery products - o Cookies - o Donuts - o Cakes - o Ladoo - o Barfi - o Peda

xi. Silk Sarees

HS code (4 digit)	5007*
Production Cluster	-
Processing Cluster	-
Karnataka's Exports (in USD Mn)	12.83
Share of Karnataka in India's Exports ⁵	23.36%
Potential Target Markets	• UA • Japan • Hong Kong • Turkey • Korea
Potential Opportunity (e.g., Value added products)	• Traditional Dresses • Ready-to-wear outfits • Traditional Recipes

*HS code 5007 indicates other silk fabrics as well

5. Export Action Plan- Mandya

Sl. No	Intervention	Strategy	Action	Responsibility
1	Trade Promotion	Promote local product through various mediums - digital/ physical	Promote local products through various mediums - digital/ physical/ events/ B2B/ buyer seller events etc	DLEPC and Export Promotion Councils as in Annexure 7.2 & 7.3 respectively
			Tie up with various e-commerce players to market products on their online platforms	DLEPC & VTPC
		Enhance international access for exporters	Facilitate tie ups with international buyers of products through participation in trade fairs, global events, engagement with trade bodies for identified markets	Export Promotion Councils as in Annexure 7.3
		Enhance participation in GOI/ GOK Schemes for export promotion	Develop a compendium of schemes where assistance is available to exporters.	VTPC
			Karnataka Vanijya Mitra online platform to actively target and track various schemes developed by GoI/ GoK	VTPC
2	Market Intelligence Cell	Identify target markets and develop export intelligence trends	Karnataka Vanijya Mitra online platform to identify target markets, export trends	VTPC
		Identify and develop new products with export potential or value-added exports	• Invite Investors to harness the potential of value addition. • Support MSME's to setup units • Continuous engagement with exporters, associations, Trade Bodies etc to identify new avenues for exports • Engaging with Missions abroad to identify the potential buyers.	DLEPC

3	Infrastructure Augmentation	Conduct an infrastructure assessment study	To undertake an infrastructure assessment study for identified products	DLEPC
			Demand Assessment Study for setting up of Cold Chain infrastructure in the district	DLEPC
			Capitalize on the existing TIES scheme to develop export Infrastructure (comprising of cold storages, testing labs, R&D facilities etc)	DLEPC
		Develop processing infrastructure (cluster/ parks)	Set up of near farm processing clusters with integrated facilities such as cold storage, pack house, etc	DLEPC
		Develop Agri Export Zone	Identify and propose Agri Export Zones in consultation with the State Agriculture/ Horticulture Department	DLEPC
		Good Agri practices	The State Agriculture/ Horticulture Departments should engage the FPO's for adopting the best agriculture and health practices	DLEPC
4	Skill Development	Provide skill development training for Manufacturing/ processing	Tie up with skill development councils as in Annexure – 7.4	DLEPC
			Draw the calendar of events for training	
			Conduct Exposure tours across the country	
		Provide training on Export procedures	Tie up with export promotion councils and bodies as in Annexures- 7.3, 7.4 & 7.5, for understanding the following:	DLEPC & VTPC

			• Licenses & Processes • Regulations • Labelling • Skills • Certifications • Standards such as Codex	
5	Facilitation of exporters	Establish Grievance redressal cell/ help desk	Karnataka Vanijya Mitra online platform to provide all information required by exporters such as	VTPC
			• Export processes • Registration / certification requirements • Documentation both commercial and regulatory • Banking • Custom procedures • NTBs • FTAs/ PTAs • Logistics	
		Outreach	Organize outreach programs/ workshops for the farmers/exporters	DLEPC

6. TIES Action Plan- Mandya

1. Necessary plug and play infrastructure required for export promotion to support the MSME's to be established with the support of TIES funding available under the Ministry of Commerce, Government of India.
2. Necessary Product quality testing and certification labs for Phyto sanitary requirements for the export obligation to be established by the facilitating Government agencies and private players in PPP mode under TIES scheme.
3. The option of up-gradation of infrastructure projects with overwhelming export linkages like the cold storages, trade promotion centres, CFS's/ ICDs/ dry ports, export warehousing and packaging, airports cargo terminuses and last and first mile connectivity projects related to export logistics to support trade to be considered.
4. In addition, studies related to Export logistics including identification of sector specific infrastructure gaps and mapping of assets created may be worked out for funding under TIES Scheme.
5. Any export infrastructure gap regarding the first and last mile connectivity to be proposed for funding by convergence of State schemes for funding under the TIES Scheme and PM Gathi Shakti Special Assistance Scheme.

7. Annexure

7.1 State Level Export Promotion Committee (SLEPC)

G.O.No.CI 168 CSC 2015 Dated 22-07-2015, G.O.No. CI 19 SPI 2019 Dated 29-04-2019, G.O.No. CI 19 SPI 2019 Dated 23-09-2019, G.O.No. CI 19 SPI 2019 Dated 26-02-2020

1.	Chief Secretary to Government of Karnataka	Chairman
2.	The Additional Chief Secretary, Commerce and Industries Department	Member
3.	The Additional Chief Secretary, Public Works Department	Member
4.	The Additional Chief Secretary, Finance Department	Member
5.	The Additional Chief Secretary, Labour Department	Member
6.	The Additional Chief Secretary, Infrastructure Development, Ports & Inland Water Transport Department	Member
7.	The Additional Chief Secretary, Energy Department	Member
8.	The Additional Chief Secretary, Forest, Ecology and Environment	Member
9.	The Additional Chief Secretary, Water Resource Department	Member
10.	The Commissioner for Customs, Bengaluru	Member
11.	The Commissioner for Central Excise, Bengaluru	Member
12.	The Principal Secretary, Agriculture Department	Member
13.	The Principal Secretary, Transport Department	Member
14.	The Joint Secretary, TPD (Services), Ministry of Commerce, Department of Commerce & Industries, GOI	Member
15.	Convenor of SLBC, Syndicate Bank, Bengaluru	Member
16.	The Deputy Director, FIEO	Member
17.	The Director (Exports) and Managing Director, VTPC	Member
18.	The Secretary & CEO, Coffee Board	Member
19.	The Managing Director, KAPPEC	Member
20.	The Deputy General Manager, APEDA	Member
21.	The Deputy Director, Spice Board	Member
22.	The Commissioner for Industrial Development and Director of Industries and Commerce	Member-Convener
23.	The Additional Director General of Foreign Trade	Co-Convener
24.	The Commissioner for Commercial Taxes, Bengaluru	Invitee
25.	Member Secretary, Karnataka State Pollution Control Board	Invitee
26.	The President, FKCCI	Invitee
27.	The President, KASSIA	Invitee
28.	Representatives of Export Promotion Councils (viz., EPCH, AEPC, EEPC, Basic Chemicals)	Invitee
29.	The Chairman, Karnataka Committee, Confederation of Indian Industry	Invitee
30.	The Chairman, Karnataka State Council, FICCI	Invitee
31.	The Regional Council Chairman, Assocham	Invitee
32.	The President, Laghu Udyog Bharati	Invitee

7.2 District Level Export Promotion Committee (DLEPC)

G.O. No: CI 21 SPI 2019 (E), Bengaluru Dated: 10-02-2020

1	The Deputy Commissioner of District	Chairman
2	The Additional Director General of Foreign Trade	Co-Chairman
3	Additional Director & In-charge Nodal Officer of the District, Department of Industries & Commerce, Government of Karnataka	Member
4	The President, District Chamber of Commerce & Industries	Member
5	The President, District Industries Association	Member
6	Prominent Exporters from District [to be co-opted by the Deputy Commissioner on year-to-year basis – minimum 2, limited to 5 members]	Member
7	The District Lead Bank Manager	Member
8	The Joint Director, Agriculture Department	Member
9	The Deputy Director, Mines & Geology	Member
10	The Senior Horticulture Officer, Horticulture Department	Member
11	The Deputy Director, Animal Husbandry and Veterinary Department	Member
12	The Assistant Director, Fisheries Department [only coastal District]	Member
13	A Representative of Mining Industry [only in Ballari District]	Member
14	The Deputy Commissioner to co-opt Departmental officers/ industry representatives/ associations in specific subject in specific districts as may be necessary based on the needs of the export basket of the concern District	Member
15	The Joint Director, District Industries Centre	Member Secretary

7.3 List of Export Promotion Councils

#	Council /Agency Name	Address	Contact No.	Email id
1	Engineering Export Promotion Council (EEPC)	Embassy Square, 103, 1st Floor, No: 148, Infantry Road, Bengaluru-560001.	8197622255	eepcsroblr@eepcindia.net
2	Agricultural and Processed Food Products Export Development Authority (APEDA)	Regional Office- Bangalore 1st Floor, Beeja Bhavan, Bellary Road, Hebbal, Bengaluru-560024.	9891532180 080-23419272/ 29731200 9986593017	apedablr@apeda.gov.in ravindra@apeda.gov.in
3	Apparel Export Promotion Council (AEPC)	No: 17-G, 40th Main Road, 2nd Stage, Industrial Suburb, Yeshwanthpur, Bengaluru-560022.	080-41573399 09448311416	aepcbangalore@aepcindia.com
4	Federation of Indian Export Organisations (FIEO)	Jain Heights-Solus, Unit no. C-06, 6th Floor, No.2, 1st Cross, J C Road, Near Poornima Theatre, Bengaluru 560002	080-22862266/ 9902272168	soma@fieo.org
5	Plastic Export Promotion Council (PLEXCONCIL)	No.5, Ground Floor, Vivekananda Road, Off Spur Tank Road, Chetpet, Chennai 600031	9840053930	ruban.hobday@plexconcil.org
6	Pharmaceutical Export Promotion Council (PHARMEXCIL)	No.201, Aditya Trade Centre, Ameerpet, Hyderabad-500038	40-23735462 / 5464/5466	ayush@pharmexcil.com
7	Spices Board	2976, 17th Cross, K.R Road, Banasankari II Stage, Bengaluru-560070	080-26767335	spicesboard.blr@gmail.com
8	Coffee Board	PB No.5366, Dr. B.R.Ambedkar Veedhi, Bengaluru - 560 001, Karnataka	080-22252917	secretary.coffeeboard@gmail.com
9	Marine Products Export Development Authority (MPEDA)	1st Floor, Sri Vinayak Krupa Building, Anand Shetty Circle, Attavar Katte, Mangalore – 575 001,	0824-2985988	sro.man@mpeda.gov.in

10	Basic Chemicals, Cosmetics and Dyes Export Promotion Council (CHEMEXCIL)	S-610, South Block, Manipal Centre, #47, Dickenson Road, Bengaluru-560042	948 354 9037 8147 650 530	robengaluru@chemexcil.gov.in
11	Export Promotion Council for Handicrafts (EPCH)	302, 3rd Floor, Cears Plaza, No. 136, Residency Road, Bengaluru-560025	9910036194	sreedevi@epch.com
12	Export Promotion Council for EoUs & SEZ Units (EPCES)	#120-C, SEZ Bhavan, Ground Floor, CSEZ Office, EPIP Whitefield, Bangalore-560066	7259836644	rdbangalore@epces.in chidananda.y@gmail.com
13	Council for Leather Exports (CLE)	No.1, Sivaganga Road, Nungambakkam, Chennai – 600034	044 48684380-84 (5 lines)	rd-south@cleindia.com
14	Gems & Jewellery Export Promotion Council (GJEPC)	113, G N Chetty Road Ankur Plaza 3rd Floor T Nagar Chennai 600 017	9884426661	surya@gjepcindia.com

7.4 List of Skill Development Council/ Agencies

#	Council /Agency Name	Address	Contact No.	Email id
1	National Skill Development Council	301, 3rd Floor, West Wing, World Mark 1, Asset 11, Aerocity New Delhi – 110037	+91-11-47451600-10	
2	Aerospace and Aviation Sector Skill Council	11, Dynamatic Park, Peenya, Peenya Industrial Area, Bengaluru-560058	Chetan S 9008885522	chetan@aassc.in
3	Society of Indian Aerospace Technologies & Industries (SIATI)	Society of Indian Aerospace Technologies and Industries Aeronautical Society Buildings Surnjandas Road, (off) Old Madras road Bangalore -560075	Wg Cdr(Retd) Venugopal Menon, Senior Executive Officer +91 80 25275262 / 25219951	office@siati.org

4	Agriculture Skill Council of India	6th Floor, GNG Tower, Sector 44, Gurgaon, Haryana-122 003	Shyam Lal Navatiya 01244814659	shyam@asci-india.com
5	Apparel Made-ups & Home furnishing Sector Skill Council	Flat No. A-312 To A-323 , Third Floor, Somdatt Chamber-I, Bhikaji Cama Place, New Delhi-110066	Ashish Srivastava 7835027705	dopl@sscammh.com
6	Automotive Skills Development Council	153, GF, Okhla Industrial Area Phase 3, New Delhi 110020	Priyanka Gupta 9654395229	info@asdc.org.in
7	Beauty & Wellness Sector Skill Council	5B, Upper Ground Floor, 23 Himalaya House Kasturba Gandhi Marg, Connaught Place New Delhi-110001	Ms Barnali Sen Mazumdar 9811358303	info@bwssc.in
8	Capital Goods Skill Council	C/O, AWFIS, L29, Outer Circle, Cannought Place , Next to Haldiram, New Delhi 110001.	7011228581	dm-ae@cgsc.in
9	Construction Skill Development Council	CPB – 201 & 202, Block-4B, DLF corporate Park, Phase – III, MG Road Gurugram – 122002	Akansha Mehrotra 9717552392	akansha@csdcindia.org
10	Electronics Sector Skill Council	602, Ansal Chamber 2, Bhikaji Cama Place, New Delhi-110066	Deepak Singh 9971366057	deepak@essc-india.org
11	Food Industry Capacity & Skill Initiative	3rd Floor, Shriram Bharatiya Kala Kendra, 1, Copernicus Marg, New Delhi-110001, Opposite: Doordarshan Bhawan	Faraz Faridi 8130786880	faraz.faridi@ficci.com

12	Gems & Jewellery Skill Council	Gem & Jewellery Skill Council of India, 4th Floor, BFC Building, SEEPZ SEZ, Andheri East, Mumbai-400 096	Kiran Padture 9930684522	gmops@gjsci.org
13	Handicrafts & Carpet Sector Skill Council	OCF, Plot No-2, Pocket-9, Sector-B, Behind JIMS Institute, Vasant Kunj, New Delhi-110070	Arjun Singh 8588979818	Project.cen@hcsc.in
14	Healthcare Sector Skill Council	Extn. # 113 Office No. 520-521, DLF Tower-A, Jasola District Center New Delhi-110025	Seemonti Bhattacharya 01140505850	Seemonti.sarkar@healthcare-ssc.in
15	Hydrocarbon Sector Skill Council	9th Floor, Hindustan Times House, KG Marg, New Delhi-110001	Vishal Sharma 9911746601	vishalsharma@hsscindia.in
16	Indian Iron & Steel Sector Council	Karigori Bhavan, Plot No.B-7, Action Area-III, 5th Floor, Room No.509, Near Hazra Kalibari, Opposite UNI World City New Town, Kolkata, West Bengal, PIN-700156	Varsha Tibrewal 9681692725	varsha@iissc.org;
17	Infrastructure Equipment Skill Council	No.6, Avik Royale-First Floor, (Beside Bank of Baroda Bank) 50 Feet Main Road, Avalahalli Extension, Girinagar, Bengaluru-560 026	Kamal Kumar Khosh 9886495592	kkg@iescindia.com
18	IT-ITeS Sector Skill Council	Plot No 7-10 Sector 126, Noida (UP)	Kirti Seth 9811953608	Ceossцит@nasscom.in
19	Leather Sector Skill Council	GCV House, 1st Floor, 85, Nungambakkam High Road, Chennai-600034	Rajesh Rathnam 9910884436	rathnam@leatherssc.org

20	Life Sciences Sector Skill Councils	# 14,Palam Marg,Rear 2nd Floor, Vasant Vihar, New Delhi-110057	Anshul Saxena 9650433002	anshul.saxena@lssdc.in
21	Logistics Sector Skill Council	Temple Tower, No.476, Ground Floor, Anna Salai, Nandanam, Chennai-600 035	Sai Saravanan S 9790711544	saravanan@lsc-india.com
22	Media & Entertainment Skill Council	522-524, 5th Floor, DLF Tower A,Jasola, New Delhi-110025	Ms.Roshni Sehgal 011 49048335, 49048336	projects@mescindia.org
23	Power Sector Skill Council	Plot No-4, CBIP Building, Malcha Marg, Chanakyapuri, New Delhi-110021	Vishakha Chaudhary 8287322144	Vishakha.chaudhary@psscindia.org
24	Telecom Sector Skill Council	Plot no.126, 3rd floor, sector 44, Gurugram, Haryana-122003	K N Jha 9560030438	kn.jha@tsscindia.com
25	Textile Sector Skill Council	14-H, 14th Floor, Hansalaya Building, 15, Barakhamba Road, New Delhi-110 001	Dr. Vijay Yadav 9311180831	vijay@texskill.in
26	Tourism & Hospitality Skill Council	404/407, 4th Floor, Mercantile House, KG Marg, Connaught Place, New Delhi-110001	Arun Ujjwal 011 - 41608056/ 57	ujjwal.arun@thsc.in
27	Skill Development Entrepreneurship and Livelihood (SDEL) Department, Government of Karnataka	Kaushalya Bhavan, Near Dairy Circle, Bannerghatta Road, Bangalore, Karnataka	080-2448 2558	skilldev.2017@gmail.com

7.5 List of Food Processing Council / Agencies

#	Council /Agency Name	Address	Contact No.	Email id
1	Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC)	No.17, General K.S. Thimayya Road (Richmond Road), Bengaluru-560025.	080-22271194, 22243082	kappec1996@gmail.com
2	All India Food Processors' Association	206, Aurobindo Place, Aurobindo Marg, Hauz Khas, New Delhi – 110016	Tel.: +91 11 26510860, 41550860	aifpa@aifpa.net
3	Food Industry Capacity & Skill Initiative (FICSI)	Shriram Bhartiya Kala Kendra Building (3 Floor, Copernicus Marg, New Delhi, Delhi 110001	97112 60230	helpdesk@ficsi.in
4	Confederation of Indian Food Trade and Industry (CIFTI)	FICCI Federation House, Tansen Marg, New Delhi, 110001	91-11-23738760-70	foodprocessing@ficci.com
5	National Institute of Food Technology, Entrepreneurship and Management - Thanjavur (NIFTEM-T)	Pudukkottai Road, Thanjavur, Tamil Nadu	+91 4362 228155	info@iifpt.edu.in
6	ICAR - Central Institute Of Post-Harvest Engineering & Technology	P.O. PAU LUDHIANA (PUNJAB)	0161-2313103	director.ciphet@icar.gov.in
7	National Institute of Agricultural Extension Management	Rajendranagar, Hyderabad-500 030, Andhra Pradesh	91 -040-24594509	E-mail: helpline@manage.gov.in
8	National Institute of Agricultural Marketing (NIAM)	Bambala, Kota Road, Jaipur-302033, Rajasthan	0141-2770027	dgccsniam@gmail.com

9	Coconut Development Board	Kera Bhavan, SRVHS Road, Kochi, Kerala-682011	0484- 2375216, 0484- 2377737	kochi.cdb@gov.in
10	National Dairy Development Board (NDDB)	PB No 40, Anand-388 001	02692- 260148/ 260149/ 260160	anand@nddb.coop
11	National Horticulture Board (NHB)	Ministry of Agriculture, Government of India, 85, Institutional Area, Sector-18 Gurgaon-122015, Haryana	91 0124- 2342992, 2347441, 2342989-90	md@nhb.gov.in
12	National Mission on Oilseeds and Oil Palm (NMOOP)	DACFW Krishi Bhawan, New Delhi 110 001	011-23381176	pradeepsingh. negi@gov.in

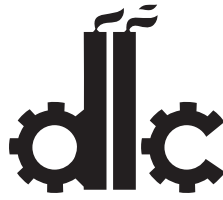


Government of India,
Ministry of Commerce & Industry, Department of Commerce,
Office of the Additional Director General of Foreign Trade,
6th Floor, Kendriya Sadan, C and E Wing, Koramangala 2nd Block,
17th Main Road, Bengaluru - 560 034,
Contact No.: 080-25537215, Email: bangalore-dgft@nic.in



Visvesvaraya Trade Promotion Centre

VTPC Building, Kasturba Road, Bengaluru - 560001.
Contact No.: 080-2286 0644
Email: vtpc@karnataka.gov.in
Website: www.vtpc.karnataka.gov.in



The Joint Director, District Industries Centre,
Room No: 203, 2nd floor, Zilladalith Bhawan, Beerasandra Village, Devanahalli,
Doddaballapur Main Road, Kundana Hobli, Devanahalli 562110
Contact No.: 080-23145216 / 23142151
Email: jd-bang-r@karnatakaindustry.gov.in
jddicrural@gmail.com