

Niryat Patrika



A monthly newsletter

August 2022



Uttar Pradesh Export Promotion Council

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

From the Editor-in-chief's desk

Dear Readers,

We are pleased to present to you the August 2022 edition of 'Niryat Patrika' – the state's monthly newsletter on exports. Continuing with our sector in focus approach, this edition focuses on the Engineering Goods sector, specially the machinery & mechanical appliances and auto-components sub-segments.

These sub-segments have shown a significant post-pandemic rebound in terms of exports and are key contributors to the state's exports. This newsletter discusses the market opportunities present for the Sector, in terms of potential markets and key products for UP's MSMEs and exporters. We hope the trade data analysis presented in the newsletter encourages MSMEs to diversify their product and market base through product development and networking.

The state government has also been working on developing an export strategy for the champion services sectors identified for Uttar Pradesh. In pursuit of the same, an interactive session with the stakeholders of the education service export ecosystem was also organized. The session brainstormed on the key bottlenecks in attracting foreign students in Uttar Pradesh and the potential strategies that may be undertaken for promoting exports.

Uttar Pradesh maintained its export growth momentum throughout the first quarter of FY22-23, registering a growth of 32% in total export value as compared with the first quarter of FY21-22. We believe that we are on-track to achieve the target of doubling exports from Uttar Pradesh every 3-4 years. An analysis of UP's export performance at a sectoral and district level is detailed as well.

We look forward to your feedback and inputs. Our telephonic and email helpdesk is available at your disposal for any export related queries.



Editor-in-chief
Dr. Navneet Sehgal,
ACS, Deptt. of MSME &
Export Promotion

Feature article

Sector in Focus – *Engineering goods*

The size of global import market for engineering goods sector is estimated to be more than USD 4000 Bn in 2021. The sector has rebounded with a Y-o-Y growth of ~17% after a slowdown during the pandemic.

Snapshot of trade analysis

The global imports of the vehicle and auto-component sector increased from USD 1,457 Bn in 2017 to USD 1,493 Bn in 2021. During the same period, the imports of machinery & mechanical appliances increased from USD 2,125 Bn in 2017 to USD 2,550 Bn in 2021.

The key importing markets for auto-components are USA, Germany, China, France, Canada, UK, Belgium, Italy, Spain and Mexico accounting for 60% of the global imports.

Machinery, mechanical appliances and Auto-components are the two key segments for the sector. This newsletter discusses both of these sub-segments, including the potential products and their respective target markets.

Post COVID-induced disruptions in 2020, imports of auto-components and machinery have increased by 16% & 18% respectively

The key importing markets for machinery & mechanical appliances are USA, China, Germany, UK, France, Mexico, Japan, Hong Kong, Canada and Netherlands accounting for 54% of the global imports

Figure 1. Top importing countries for Machinery & mechanical appliances

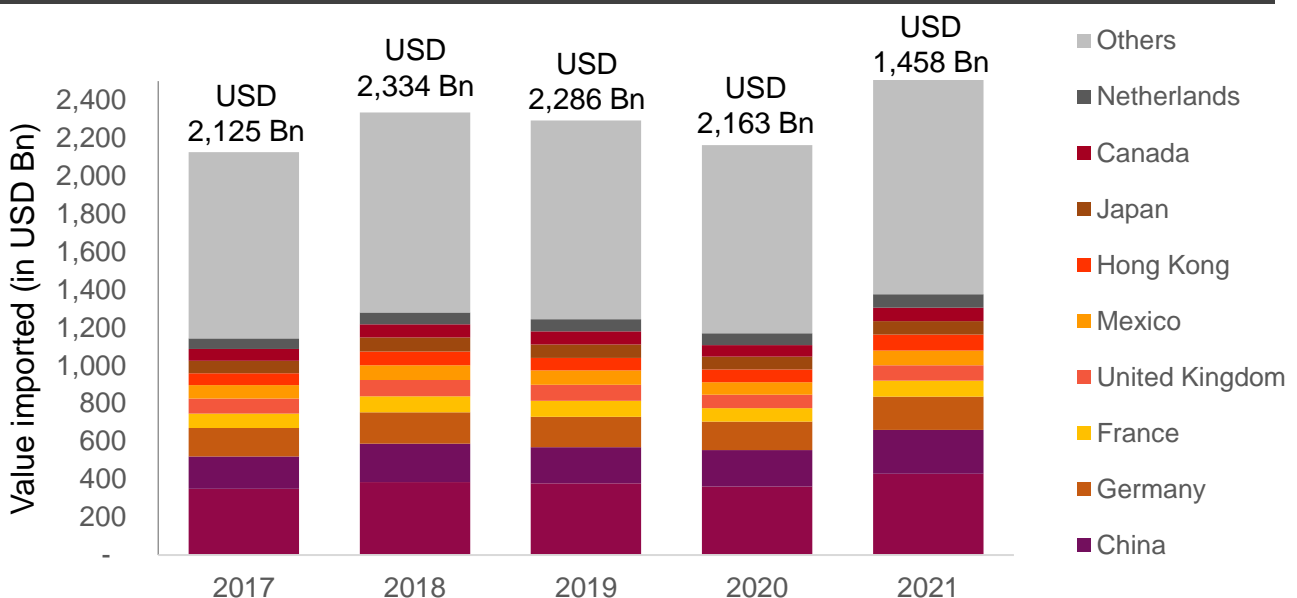
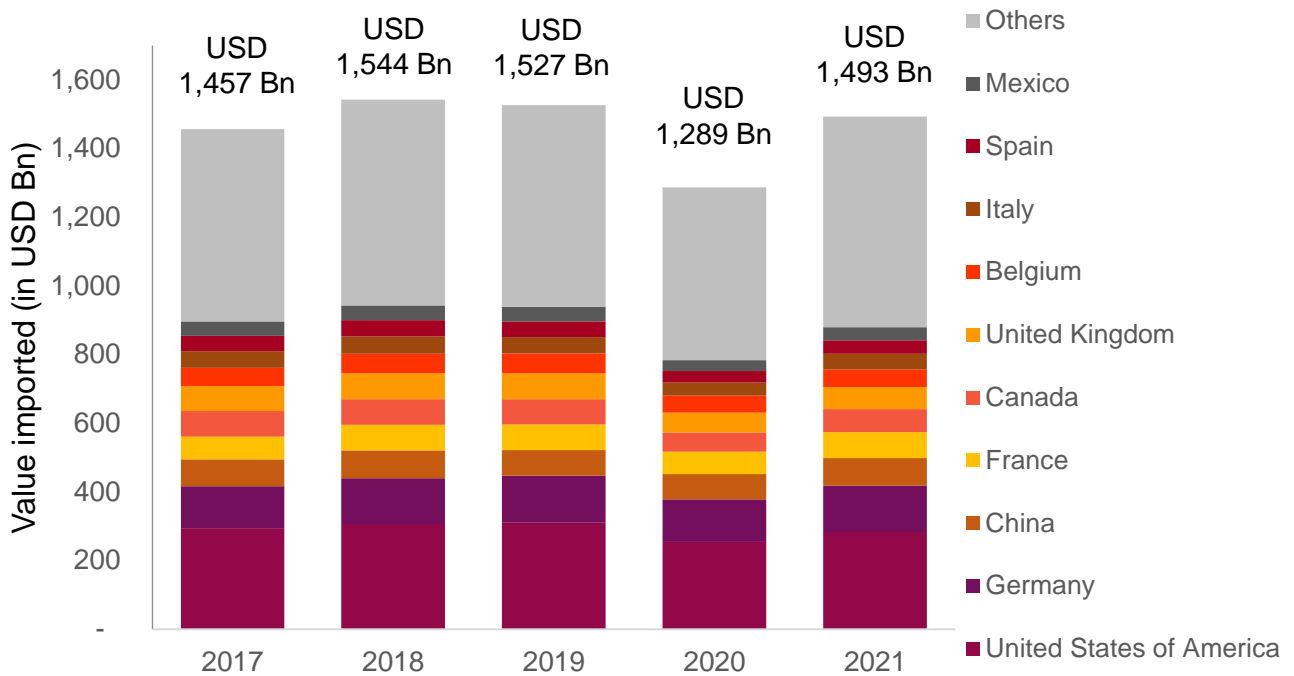


Figure 2. Top importing countries for Auto-components



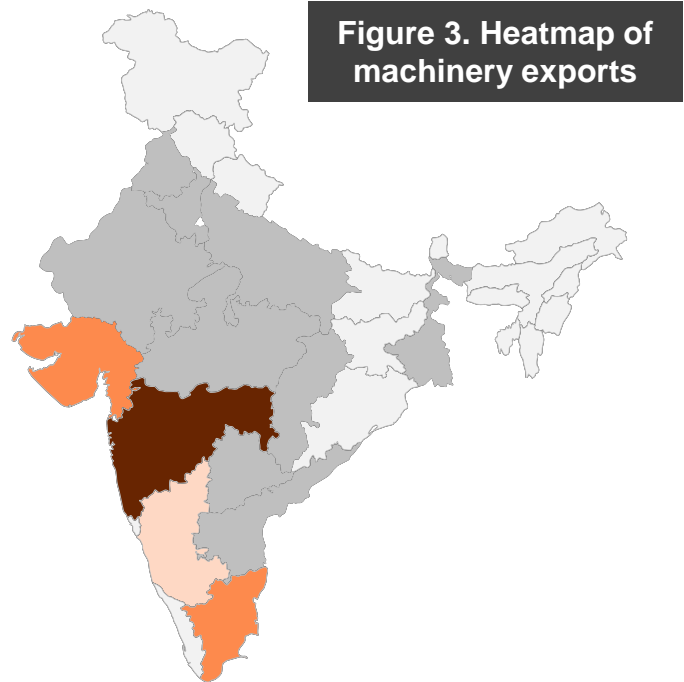
Machinery & mechanical appliances exports from Uttar Pradesh

UP contributes to 3% of India's export in the machinery & mechanical appliances sector averaged for the period 2019-2021. During the same period Uttar Pradesh exported a total value of USD 611 Mn of machinery and mechanical appliances. During 2021, the exports grew to USD 810 Mn. Rebounding with a jump of 138%.

The top 10 destination markets of machinery & mechanical appliances exports from Uttar Pradesh are USA, Nepal, Nigeria, Italy, Germany, Bangladesh, UAE, Indonesia, France and Japan. Figure 4 details on the country-wise value exported from the state.

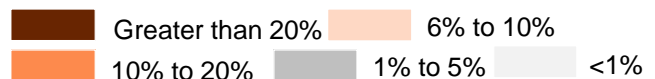
In addition to the existing markets, exporters may explore Brazil, Uganda, Egypt, Saudi Arabia, UK, Sri Lanka, etc. as potential markets for upscaling & diversification.

Figure 3. Heatmap of machinery exports



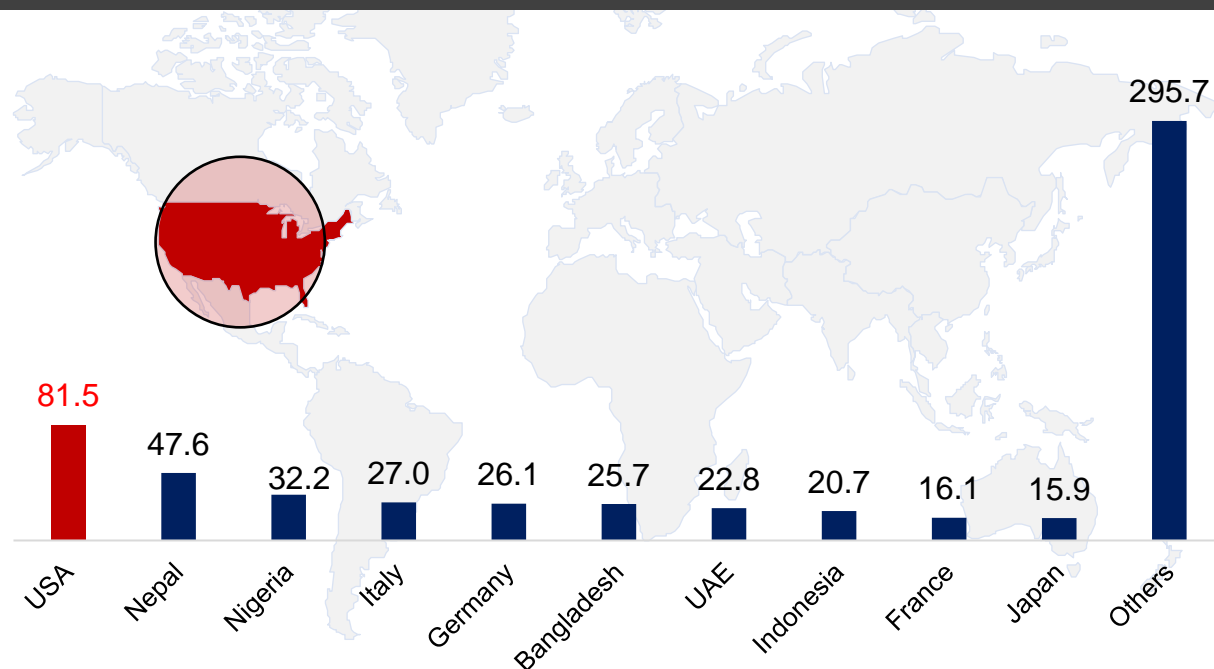
Legend:

% contribution in India's machinery exports



Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

Figure 4. Country-wise machinery & mechanical appliances exports from UP



Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

The export from the state has increased by 19% during the last 3 years from USD 682 Mn in 2019 to USD 810 Mn in 2021. The key commodities being exported that accounts for 50% of total machinery & mechanical appliances exports from UP are Transmission Shafts And Cranks, Parts suitable for engines, Air Or Vacuum Pumps, Pumps

For Liquids, Taps, Cocks, Valves And Similar Appliances, Parts suitable for machinery, Weaving machines, Refrigerators and Machinery for working rubber or plastics. The top 10 products at HS 4 level, along with their average value of exports and top 10 markets served from Uttar Pradesh have been detailed in Table 1.

Table 1. Export data for Machinery & mechanical being exported from UP

S. N.	HS Code	Description	UP's exports, 3-year av., 2019-2021 (USD Mn)	% Share in total exports	Top 3 markets served by UP
1	8409	Parts Suitable For Use Solely Or Principally With The Engines	64.0	10%	Germany, USA, Brazil
2	8483	Transmission Shafts And Cranks; Bearing Housings And Plain Shaft Bearings; Gears And Gearing; Ball Or Roller Screws; Gear Boxes And Other Speed Changers,	40.5	7%	Italy, Austria, USA

Table 1. Export data for Machinery & mechanical being exported from UP

S. N.	HS Code	Description	UP's exports, 3-year av., 2019-2021 (USD Mn)	% Share in total exports	Top 3 markets served by UP
3	8414	Air Or Vacuum Pumps, Air Or Other Gas Compressors And Fans; Ventilating Or Recycling Hoods Incorporating A Fan, Whether Or Not Fitted With Filters	38.4	6%	USA, South Korea, Indonesia
4	8413	Pumps For Liquids, Whether Or Not Fitted With A Measuring Device; Liquid Elevators	32.9	5%	Nigeria, USA, Nepal
5	8481	Taps, Cocks, Valves And Similar Appliances For Pipes, Boiler Shells, Tanks, Vats Or The Like, Including Pressure-Reducing Valves And The Rmostatically Controlled Valves	32.7	5%	Japan, Russia, USA
6	8431	Parts suitable for use solely or principally with the machinery	30.0	5%	USA, Brazil, Italy
7	8446	Weaving machines (looms)	24.8	4%	Vietnam, Bangladesh, Brazil
8	8477	Machinery for working rubber or plastics or for the manufacture of products from these materials, not specified or included elsewhere in this chapter	22.0	4%	Bangladesh, Vietnam, Nigeria
9	8418	Refrigerators, Freezers And Other Refrigerating Or Freezing	21.2	3%	Nepal, Sri Lanka, Bangladesh
10	8421	Centrifuges, Including Centrifugal Dryers; Filtering Or Purifying Machinery And Apparatus, For Liquids Or Gases	19.9	3%	Nigeria, Saudi Arabia, Netherlands
		Others	284.8	47%	
		Total	611.3	100%	

Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

Auto-components exports from UP

UP contributes to ~3% of India’s export in auto-component sector averaged for the period 2019-2021. During the same period Uttar Pradesh exported a total value of USD 423 Mn of auto-component products. For the year 2021, the exports were valued at USD 728 Mn, which is almost 1.5 times of the pre-pandemic export value.

The top 10 destination markets of exports from Uttar Pradesh are USA, Nepal, Brazil, Colombia, Bangladesh, Italy, Turkey, UK, Germany and South Africa.

In addition to the existing markets, exporters may explore Kenya, Indonesia, Japan, Mexico, Thailand etc. as potential markets for upscaling & diversification.

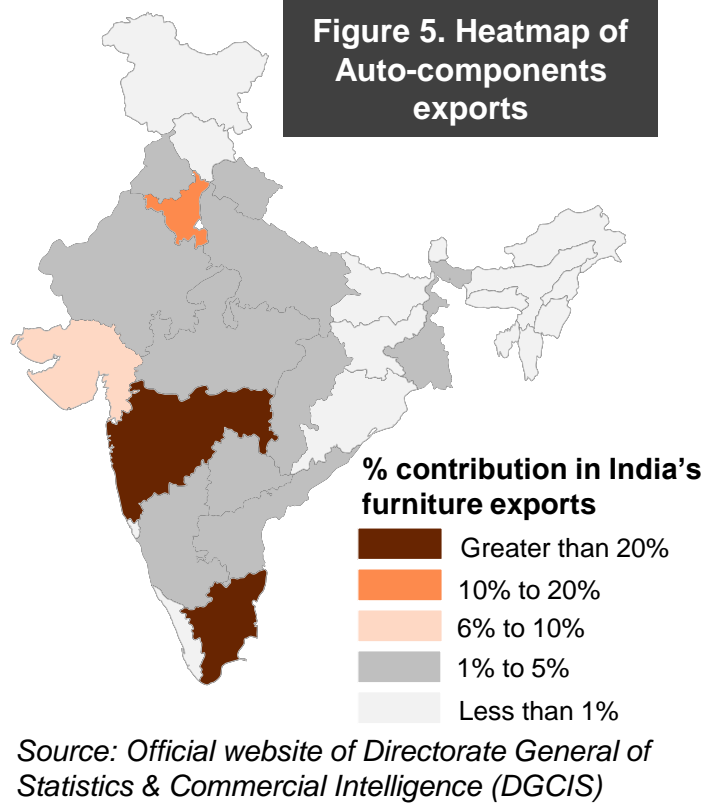
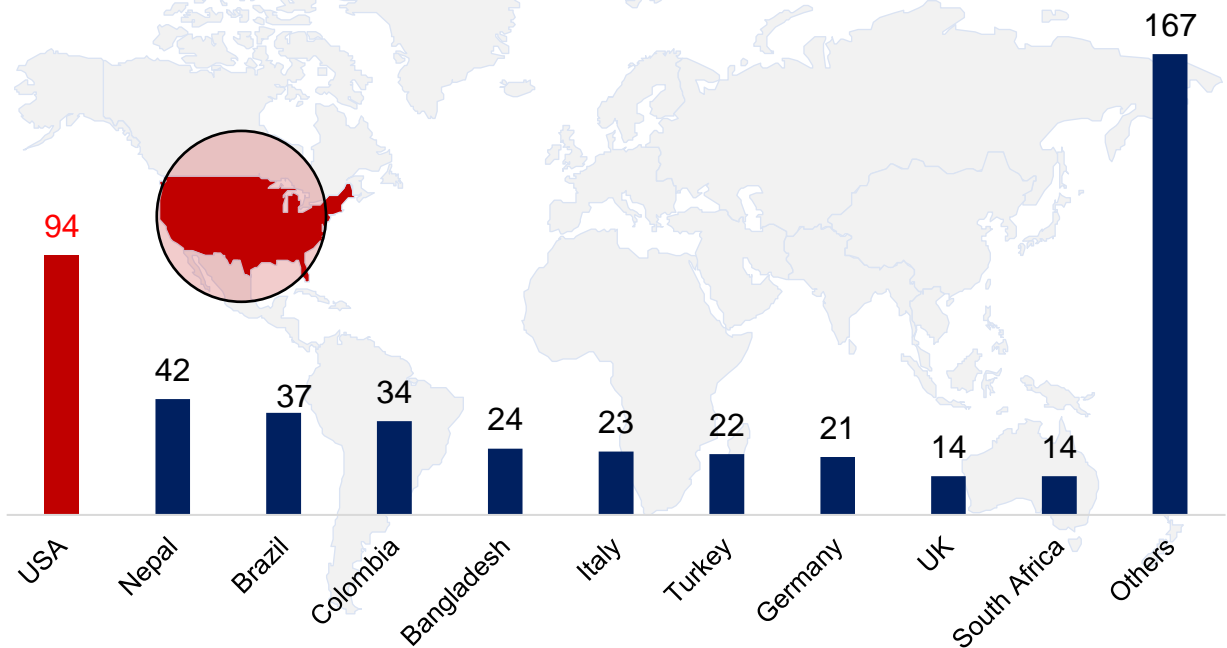


Figure 6. Country-wise auto-components exports from UP



Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

The export from the state has increased by 44% from USD 507 Mn in 2019 to USD 728 Mn in 2021. The key commodities being exported that accounts for 78% of total auto-component export from Uttar Pradesh are Parts and accessories, for tractors, motor vehicles, Tractors, with varied engine

power, Motorcycles, incl. mopeds, Parts and accessories of motorcycles. The top 10 products at HS 6 level, along with their average value of exports and top 10 markets served from Uttar Pradesh have been detailed in Table 2.

Table 2. Export data for Vehicle & auto-components being exported from UP

S. N.	HS Code	Description	UP's exports, 3-year av., 2019-2021 (USD Mn)	% Share in total exports	Top 3 markets served by UP
1	870899	Parts and accessories, for tractors, motor vehicles for the transport of ten or more persons, motor vehicles for the transport of goods and special purpose motor vehicles, n.e.s.	115	23%	USA, Italy, Turkey
2	870193	Tractors, of an engine power > 37 kW but <= 75 kW	112	23%	USA, South Africa, Kenya
3	871120	Motorcycles, incl. mopeds, with reciprocating internal combustion piston engine of a cylinder capacity > 50 cm ³ but <= 250 cm ³	89	18%	Colombia, Nepal, Bangladesh
4	871410	Parts and accessories of motorcycles, incl. mopeds, n.e.s.	45	9%	Brazil, Indonesia, Japan
5	870194	Tractors, of an engine power > 75 kW but <= 130 kW	25	5%	USA
6	870840	Gear boxes and parts thereof, for tractors, motor vehicles	13	3%	Japan, Thailand, China
7	870830	Brakes and servo-brakes and their parts, for tractors, motor vehicles	13	3%	UK, Germany, Russia
8	870850	Drive-axles with differential, whether or not provided with other transmission components, and non-driving axles, and parts thereof, for tractors, motor vehicles	11	2%	Tukey, Italy, USA
9	871499	Parts and accessories, for bicycles, n.e.s.	11	2%	Austria, Germany, Colombia
10	871493	Hubs and free-wheel sprocket-wheels for cycles	10	2%	Germany, Netherlands, Italy
		Others	49	10%	
		Total	493	100%	

Source: Official website of Directorate General of Statistics & Commercial Intelligence (DGCIS)

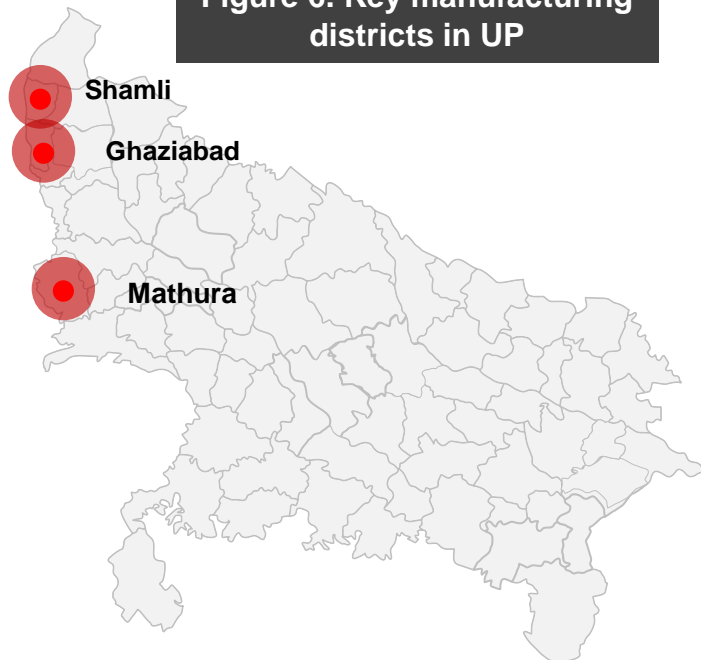
Engineering goods clusters under ODOP

The total manufacturing output of machinery and mechanical appliances from Uttar Pradesh was estimated to be ~ INR 15,035 Crore. Similarly, the total output of auto-components is estimated at INR 13,047 Crore. To further boost the manufacturing ecosystem of these sectors, Government of Uttar Pradesh has identified Engineering Goods as the focus product for Ghaziabad, Mathura and Shamli districts of Uttar Pradesh under the One District One Product (ODOP) program. In addition to the above, Agra, Aligarh and GB Nagar are other key districts that are also involved in manufacturing of engineering goods in the state.



There are several export promotion councils and industry associations that actively assist the MSMEs and exporters of these clusters through capacity building, marketing and networking events, policy advocacy etc. Some of the key agencies are Engineering Export Promotion Council, Process plant & machinery association of India, Indian construction equipment manufacturers association (ICEMA), Indian Machine Tool Manufacturers' Association (IMTMA), Textile Machinery Manufacturers' Association (TMMA), etc.

Figure 6. Key manufacturing districts in UP



ODOP cluster – Ghaziabad

Ghaziabad is the largest clusters of Engineering goods manufacturing and exports in Uttar Pradesh. As per ASI 2017-18 Ghaziabad alone produced a manufacturing output of INR 9033 Crore from the engineering goods sector.

The cluster has several units involved in manufacturing of spare parts of automobiles, machinery for sugar mills, heavy machinery parts, metal foundry products like, rolls, gears, shafts, steel tubes, etc. Ghaziabad is also one of the largest supplier of Engines across India.



Success Story – Ferolite Jointings



In picture: Logo of Ferolite Jointings Limited and CAPEXIL Special Export Awards

Headquartered at Delhi, Ferolite Jointings Limited (FJL), was established in 1991. Dr. A.K. Sharma started the journey with just one calendar machine. In 2001, the company ventured into Gland Packaging and Insulation Textiles and in 2016, it started production of PTFE Thread Seal Tapes. At present, the company has emerged as the largest manufacturer and exporters of Gasket Materials in India.

The products are supplied to various Refineries, Power Plants and Chemical industries around the globe. In order to building lasting relations with the clients the company continues to grow through adoption of modern production technology and invest in skill development of its workforce.

Ferolite has been certified with ISO 9001 : 2015 (Quality Management System), IATF 16949:2016 (Quality Management System Automotive), OHSAS 18001 : 2007 (Health and safety Management) and ISO 14001:2015 (Environment Management System).

The company is motivated towards employing futuristic technologies and techniques to aid the production of materials with least impact on the environment. Ferolite also supplies to several OEM players and automotive companies in India.

The company has received numerous awards namely Shri Janeshwar Mishra State Export Award 2015-16, Capexil Special Export Award for the years 2009 – 2010, 2010 – 2011 and 2014 – 15, Itid Quality Excellence Award for 2002, State Export Award (1999-2000)



In picture: Plant of the company and Products manufactured by the company

Success Story – Creative & Crofts



In picture: Logo of Creative and Croft Industries

The company is a joint venture of Creative Eye international and England Croft and Assinder Ltd, a Birmingham, England-based company. It started as Creative Eye International in 1996-1997 with its first buyer from the UK market and entering the Australian geography by 2005.

In 2005, England Croft showed interest for a joint venture with Creative eye international and a joint venture Creative & Crofts was formed.

The company manufactures, handles, knobs, made of brass, aluminum, zinc, iron, acrylic, plastics and ceramics. It also

manufactures door stoppers, hinges, wheel casters and other accessories for decorating kitchen, cabinets, etc.

The company has developed an in-house toolroom, where new designs and products are developed continuously. The new products and designs are developed using latest machinery with the support of a dedicated and hard working team. The buyers trust Creative & Croft for production capacity and reliable quality of the products supplied.

The firm has three working Directors, Mr., Chandrahas Sharma, Mr. Vishwarath Sharma and Mr. Harshvardhan Sharma.

The key exporting markets for the company include, U.K., U.S.A., England, Australia, Sweden, Germany, Denmark, etc.



In picture: Products manufactured by Creative & Crofts

Export promotion activities of UPEPC

Interactive session on Education services exports

August 2022

The Government of Uttar Pradesh has envisaged to prepare a strategy for promoting exports of champion services sectors. 5 such sectors viz., IT & ITeS, Tourism, Medical Value Travel, Education and Transport & Logistics are identified by GoUP as the thrust sectors for services exports. This event was one amongst the series of interactive sessions being organized for services exports.

Shri Nand Gopal Nandi, hon'ble minister, Industrial development, Investment & Export Promotion, NRI cell, GoUP also attended the event as the Chief Guest.

Shri Navneet Sehgal, ACS – MSME & Export Promotion, GoUP encouraged the stakeholders in his keynote address to provide their inputs and insights for development of a robust strategy for services exports. He encouraged the stakeholders to touch

upon the key bottlenecks in terms of policy, regulatory, institutional and infrastructural gaps for education services exports from Uttar Pradesh.

The session was also joined by Shri Alok Kumar, ACS – Medical Education, Shri Subhash Chandra Sharma, Principal Secretary – Technical education and Shri Manoj Kumar – Special Secretary – Higher education.

Education sector stakeholders from key institutions like, IIM – Lucknow, AKTU, Atal Bihari Bajpayee University of Medical Sciences, Lucknow University, Amity University, Sharda University, ABES Institute of Technology and IT College Society joined the session with their presentations, outlining the bottlenecks and potential interventions that shall be considered in the state's services export strategy.



In picture: Shri Nand Gopal Nandi, Hon'ble minister, Industrial development, Investment & Export Promotion, Government of Uttar Pradesh, Shri Navneet Sehgal, ACS, MSME & Export Promotion and Shri Pawan Agarwal, Joint Commissioner – Exports, Export Promotion Bureau-UP, GoUP

Export oriented incentives, GoUP

GoUP recently revised the export oriented fiscal incentives provided under the Uttar Pradesh Export Promotion Policy. The state increased the ceilings of MDA,

Gateway port subsidy, air freight assistance, etc. The details of the revised incentives are provided in the table below.

S. N.	Area	Revised Incentives	Revised Ceiling	Incentives provided earlier	Old Ceiling
1	Participation in International trade events, B2Bs etc.	60% of Stall charges	Rs. 2 lakhs	60% of Stall charges	Rs. 1 Lakh
		50% of economy class air fare	Rs. 1 Lakh	50% of economy class air fare	Rs. 50,000
2	Participation in virtual trade fairs	60% of expense incurred or Rs.25,000 per event	Rs. 1 Lakh	—	—
3	Participating in Domestic events of international scale	60% of Stall charges	Rs. 50,000	—	—
		50% of economy class air fare, rail or bus fare	Rs. 25,000	—	—
4	Organizing trade fairs, Buyer seller meets in foreign nations	75% of expense incurred by the organizing agency	Rs. 75 Lakhs	—	—
		90% of expense incurred by the organizing agency for markets with high export potential where UP's exports can be potentially scaled up	Rs. 75 Lakhs	—	—
5	Organizing trade fairs in India of international scale	75% of expense incurred by the organizing agency	Rs. 50 Lakhs	—	—

S. N.	Area	Revised Incentives	Revised Ceiling	Incentives provided earlier	Old Ceiling
6	Organizing virtual trade fairs	75% of expense incurred by the organizing agency	Rs. 25 Lakhs	–	–
7	Advertising, website development, catalogue printing	60% of the expense incurred	Rs. 75,000	60% of the expense incurred	Rs. 60,000
8	Cost of sending samples	75% of the expense incurred	Rs. 1 Lakh	75% of the expense incurred	Rs. 50,000
9	Certification and quality testing	50% of the expense incurred	Rs. 2 Lakhs	50% of the expenses incurred	Rs. 75,000
10	Air freight	25% of the air freight charge or Rs. 100 per kg	Rs. 5 Lakhs	20% of the air freight charge or Rs. 50 per kg	Rs. 2 Lakhs
11	Gateway port subsidy	Rs. 10,000 per 20' container & Rs. 20,000 per 40' container or 25% of the total expense on transportation	Rs. 20 Lakhs	Rs. 6,000 per 20' container & Rs. 12,000 per 40' container or 25% of the total expense on transportation	Rs. 12 Lakhs

The state notified the updated incentive structure on 13 August 2022. Significant revisions are proposed in the incentive ceilings of Marketing Development Assistance (MDA) Scheme, Air freight scheme and Gateway port scheme. In addition to revision of ceilings, the state government also included incentives for expenses incurred for participation in virtual trade events.

The revised scheme also incentivizes organizers of virtual/ physical trade events, buyer-seller meets, etc. with a subsidy of 75% - 90% of the expense incurred, with high ceilings of Rs. 25 – 75 Lakhs, depending on the type of event and attendees.

Keeping in view the surge in freight charges globally, the state increased the subsidy rates of air freight subsidy scheme and gateway port subsidy scheme. The rates & ceilings of both the schemes have been almost doubled as compared to the previous rates & ceilings.

To give a thrust to the quality of products and assist exporters and MSMEs in conforming to International quality standards, the ceilings for certification costs is also increased by more than 2 times.

The detailed GOs for all three schemes are attached on the next page for reference.

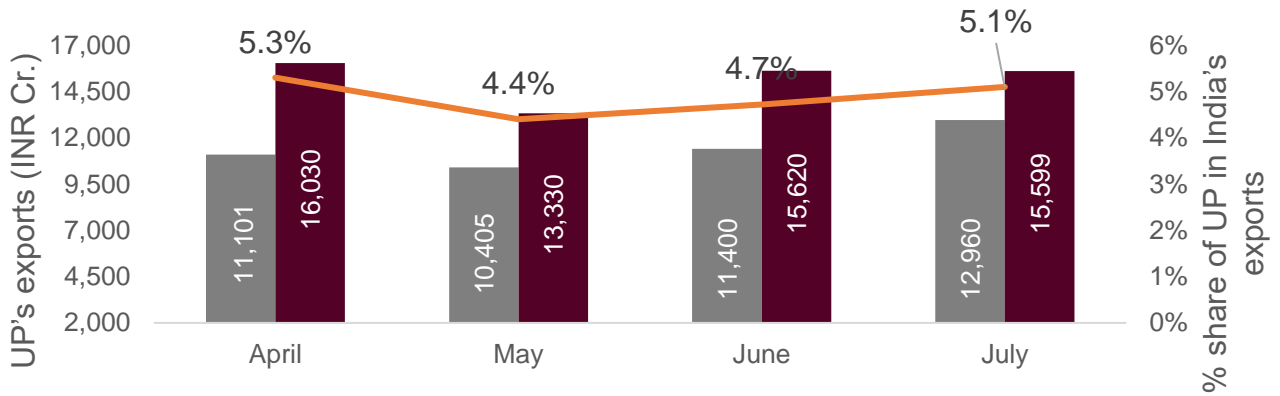
UP's Export Performance

UP increased by 32% from the last year for the period Apr- Jul

The export from the state has grown by 32% from INR 45,861 Crore in April – July 2021 to INR 60,577 in April – July 2022. The exports for the month of July has increased by 20% from INR 12,960

Crore in July 2021 to INR 15,599 Crore in July 2022. Uttar Pradesh also regained its 5% share in India's exports after a dip of 0.9% points during April 2022 to May 2022.

UP's overall export performance



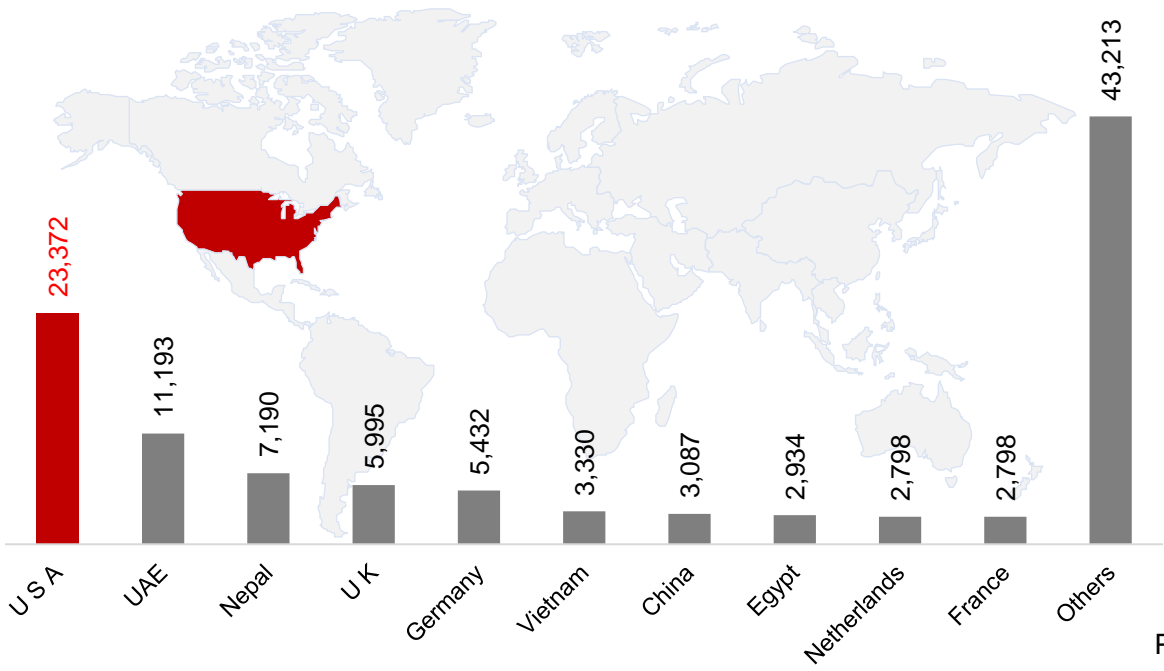
■ UP's exports, 2021-22 ■ UP's exports, 2022-2023 — UP's share in India's exports

Uttar Pradesh's exports maintained their momentum in the key geographies of USA (21%), UAE (10%), Nepal (6%), UK (5%) and Germany (5%). The state also explored several other geographies with a high potential for scaling up, like,

USA, UAE and Nepal are the top 3 trade partners of Uttar Pradesh, contributing to approximately 40% of the state's exports

Egypt, Netherlands, France, Italy, Spain, Malaysia, Bangladesh, Indonesia, etc.

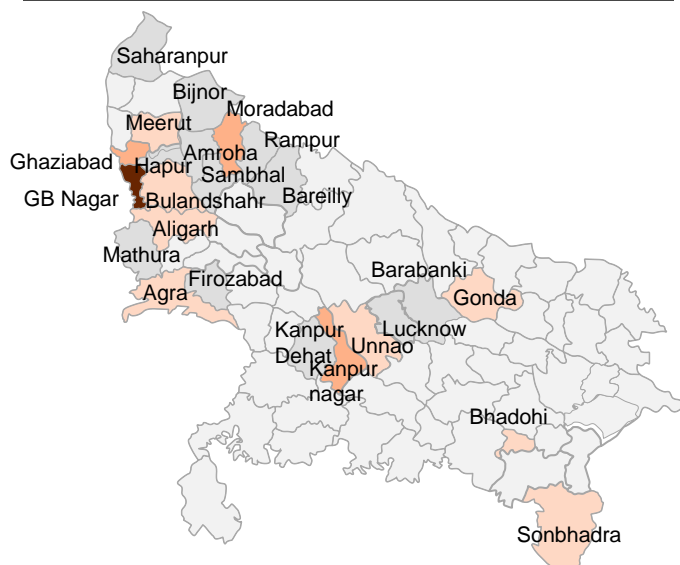
Top 10 markets catered by the state of Uttar Pradesh



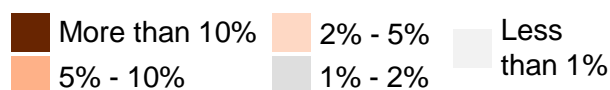
District wise share in UP's exports

S.No.	District	Total exports Apr. – Jul. 2022(INR Cr)	% share in state's exports
	Uttar Pradesh (All districts)	60,577	100.0%
1	GB Nagar	27,668	46%
2	Ghaziabad	4,455	7%
3	Moradabad	3,831	6%
4	Kanpur nagar	3,157	5%
5	Agra	2,268	4%
6	Aligarh	2,123	4%
7	Sonbhadra	1,608	3%
8	Bhadohi	1,442	2%
9	Bulandshahr	1,402	2%
10	Unnao	1,394	2%
11	Gonda	1,068	2%
12	Meerut	966	2%
13	Amroha	861	1%
14	Mathura	604	1%
15	Rampur	590	1%
16	Sambhal	546	1%
17	Kanpur dehat	451	1%
18	Lucknow	433	1%
19	Hapur	411	1%
20	Saharanpur	404	1%
21	Barabanki	373	1%
22	Firozabad	328	1%
23	Bareilly	312	1%
24	Bijnor	305	1%
25	Mirzapur	295	0.5%
26	Deoria	292	0.5%
27	Maharajganj	237	0.4%

Heatmap for exports from Uttar Pradesh (April 2022 – July 2022)



Legend:



S.No.	District	Total exports Apr. – Jul. 2022 (INR Cr)	% share in state's exports
28	Bahraich	219	0.4%
29	Varanasi	210	0.3%
30	Baghpat	200	0.3%
	Other	1,954	3.2%

G.B. Nagar remained the highest exporting district from the state accounting for 46% of the export from the state. The export from G.B. Nagar increased by 36% from INR 20,372 Crore in April – June 2022, to INR 27,668 Crore in April – July 2022.

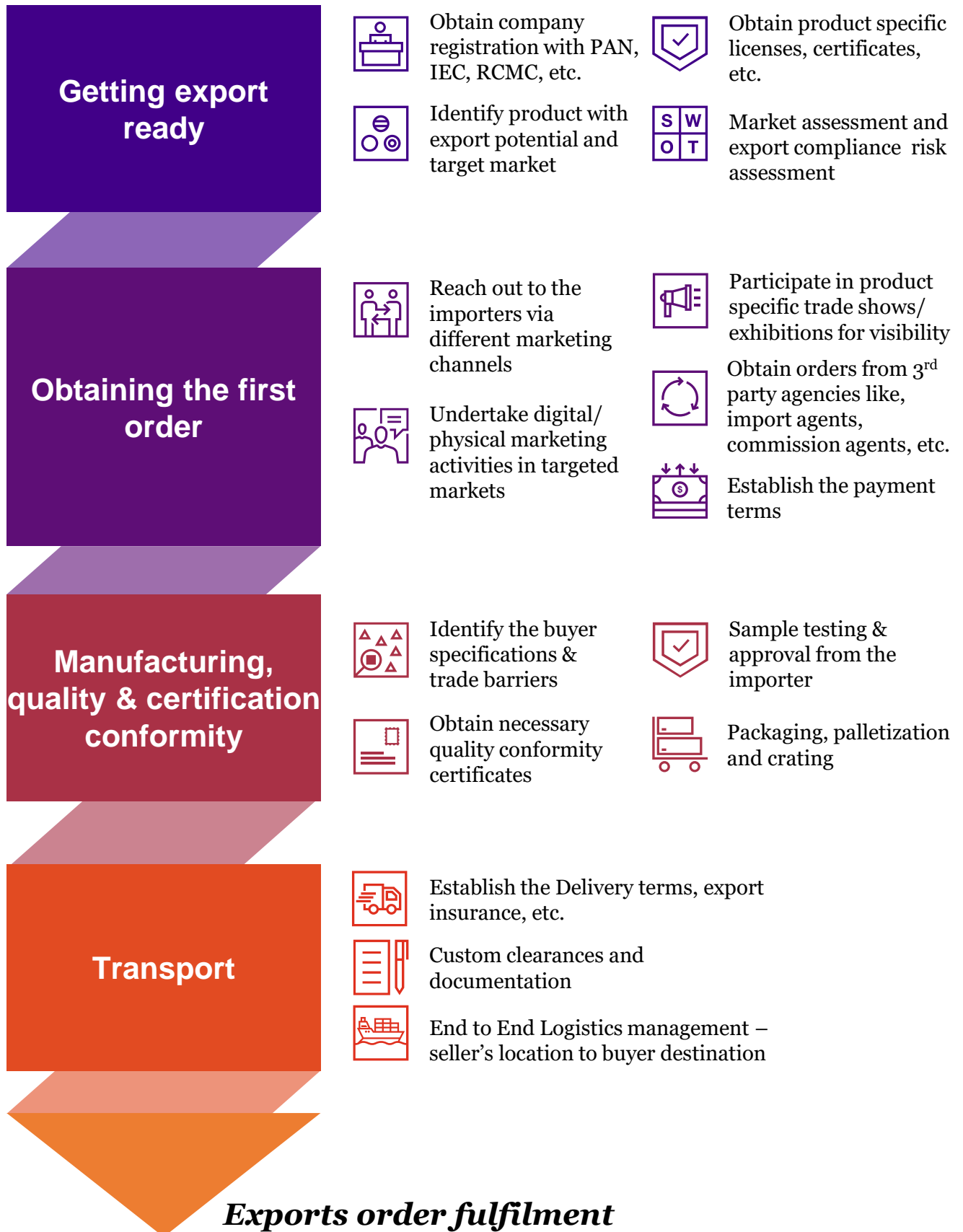
The top 10 exporting districts from the state are namely as follows: G.B. Nagar (46%), Ghaziabad (7%), Moradabad (6%), Kanpur Nagar (5%), Agra (4%), Aligarh (4%), Sonbhadra (3%), Bhadohi (2%), Bulandshahr (2%) and Unnao (2%).

Commodity wise export analysis

Hs Code	Commodity Description	UP's exports, April– July 22 (INR Cr.)	UP's exports, April - July 21 (INR Cr.)
	Total	60,577	45,861
85	Electricals & electronics	13,606	7,203
02	Meat And Edible Meat Offal	5,032	4,473
62	Apparels, Not Knitted or Crocheted	4,907	3,389
64	Footwear, Gaiters, similar articles & their accessories	2,579	1,911
87	Road Vehicles And their parts	2,390	1,656
76	Aluminium & Articles Thereof	2,304	1,684
73	Articles Of Iron & Steel	2,205	1,924
84	Machinery & equipment	2,071	1,857
57	Carpets And Other Textile Floor Coverings	1,956	1,621
10	Cereals	1,692	1,582
94	Furniture, Bedding, Lighting, Fittings & other articles	1,593	1,215
27	Mineral Fuels, Oils & their derivative products	1,403	781
29	Organic chemicals	1,345	1,257
61	Apparels, Knitted or Crocheted	1,330	893
42	Articles Of Leather , Saddlery Harness etc.	1,327	1,145
17	Sugars And Sugar Confectionery	1,227	1,888
63	Other made up textile articles	864	742
44	Wood & Articles Of Woods ; Wood Charcoal	840	745
71	Gems & Jewellery	752	481
83	Miscellaneous articles of Base Metal	712	749
72	Iron & Steel	698	474
39	Plastics And Articles Thereof	687	693
70	Glass & Glassware	634	674
33	Essential Oils, perfumes, Cosmetics & similar prep.	556	558
95	Sports Equipment and Toys	552	344
	Others	7,313	5,992

For budding exporters

Journey map of an exporter



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