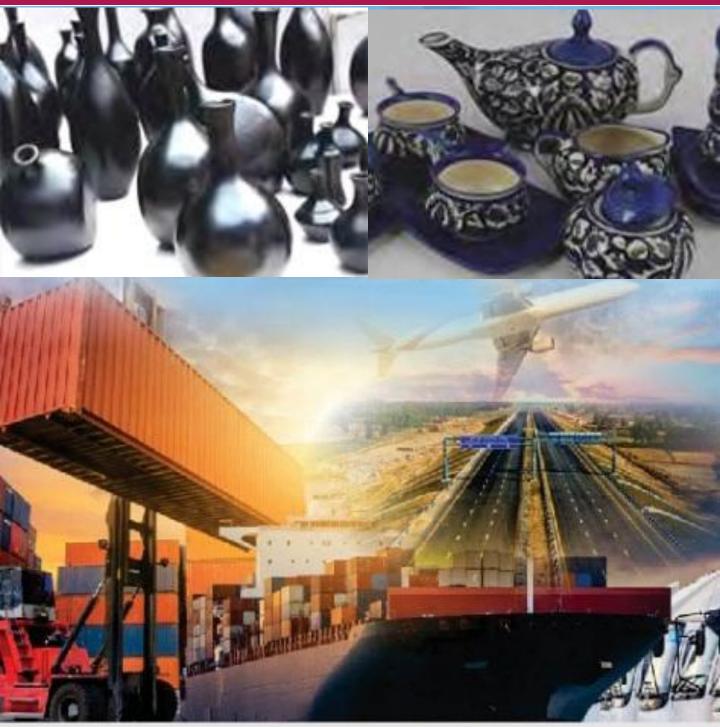




#### A monthly newsletter

September 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,

The exports from Uttar Pradesh has shown a growth of ~30% during April -August 2022. In FY 21-22, UP exported of INR 57,308 Crore total of а commodities, which increased to INR 74,414 Crore value of exports in FY 22-23 for the period of April – August 2022. Electricals and electronics sector remained the largest exporting sector. The exports from the sector have almost doubled this year, clocking a total of INR 17,000 crore from April – August 2022.



Editor-in-chief Amit Mohan Prasad, ACS, Deptt. of MSME & Export Promotion

This September edition of 'Niryat Patrika' discusses in detail about the Ceramics & Glassware sector, their global export trends, key products & markets, manufacturing & export capabilities present in Uttar Pradesh, UP's export performance. The newsletter also attempts to briefly showcase the ODOP clusters of ceramic and glassware in Uttar Pradesh, where artisans are practicing their traditional manufacturing methods maintaining the legacy & uniqueness of the products, like Bulandshahr, Firozabad, Azamgarh etc.

The state is actively engaging with the Indian missions in select markets to drive export promotion agenda for UP's products, identify demand trends and create visibility for state's MSMEs and artisans.

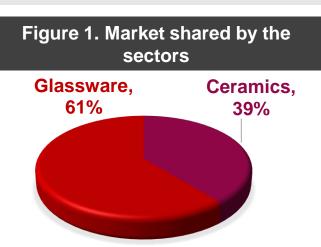
Our telephonic and email helpdesk is available at your disposal for any export related queries. I would like to encourage you to reach-out on the same regarding your queries and grievances.

# Feature article

# Sector in Focus – Ceramics & Glassware

The global import of ceramics and glassware sector were valued at USD 60 Bn and USD 88 Bn for the year 2021. The imports for the ceramic sector have grown by 32% from a base value of USD 46 Bn in 2017 and has grown by 19% for the glassware sector from USD 74 Bn in 2017

The import increased for the ceramics and glassware sector at a CAGR of 7% and 4% respectively.

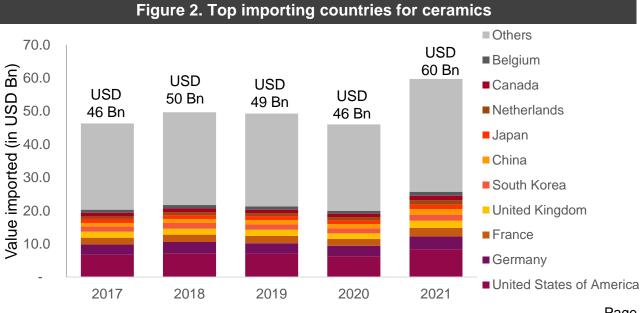


#### Key countries for Ceramic & Glassware articles imports

The key importers for ceramic products are USA, Germany, UK, France, South China. Japan, Netherlands. Korea. Canada, and Belgium accounting for 43% of the total imports in the sector.

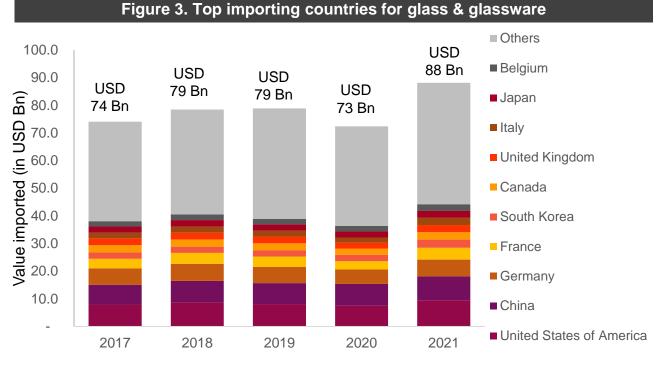
The key importing markets for glassware products are USA, China, Germany, France, S. Korea, Canada, UK, Italy, Japan and Belgium accounting for 50% of the total import from the sector.

The global import of Glassware & Ceramic sectors have rebounded by 20% and 30% respectively, post 2020 pandemic.



### Key countries for Ceramic & Glassware articles exports

The key exporters for ceramic products are China, Italy, Spain, Germany, USA, India, Japan, Turkey, Mexico and Poland accounting for 79% of the sector's export. The key exporters for glassware products are China, Germany , USA, France, Hong Kong, Japan, Italy, Poland, Belgium and S. Korea, accounting for 65% of the sector's export

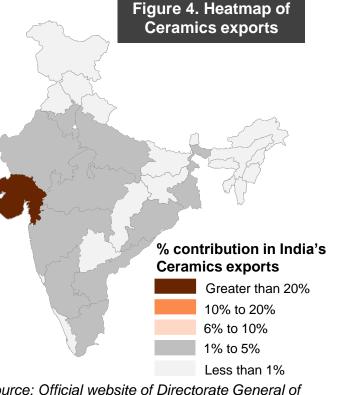


#### **Ceramics exports from Uttar Pradesh**

The state exported USD 19 Mn value of ceramics products averaged over the period 2019 - 2021. For the year 2021 UP exported USD 23 Mn value of products from this sector. UP contributes to ~1% of India's Ceramics exports.

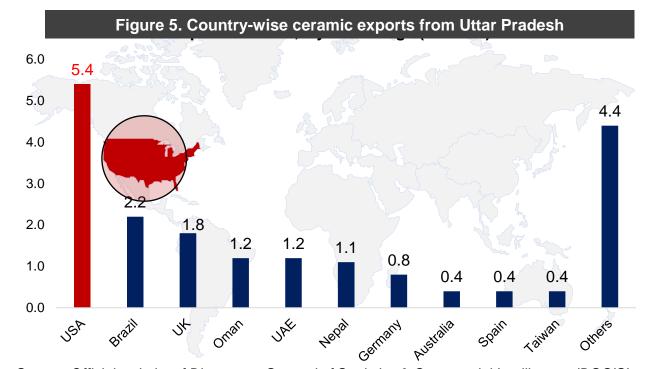
The top 10 destination markets of exports from Uttar Pradesh are USA, Brazil, UK, Oman, UAE, Nepal, Germany, Australia, Spain and Taiwan. These markets accounts for 77% of the Ceramic exports from the state.

In addition to the existing markets, exporters may explore Belgium, Thailand, Netherlands, Sweden, France, Canada, etc. as potential markets for upscaling & diversification.



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

Source: Official website of ITC TradeMap



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

The key commodities that are being exported from the state are Ceramic articles, Tableware, kitchenware, other household articles, Ceramic flags, Ceramic articles of porcelain, Refractory bricks, blocks, tiles, Ceramic wares for laboratory, chemical, Household and toilet articles , etc. The key commoditis accounts for accounts for ~97% of total glass and glassware exports from Uttar Pradesh.. The key products at HS 6 level, along with their average value of exports from Uttar Pradesh have been detailed in Table 1 below.

	Table 1. Export data for ceramics being exported from Uttar Pradesh			radesh	
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	691490	Ceramic articles, n.e.s.	8.79	45.4%	USA, Oman, UK
2	691200	Tableware, kitchenware, other household articles and toilet articles, of ceramics other than porcelain or china	3.92	20.3%	Brazil, USA, UAE
3	690721	Ceramic flags and paving, hearth or wall tiles, of a water absorption coefficient by weight <= 0,5	2.72	14.1%	Taiwan, Australia, Thailand
4	691410	Ceramic articles of porcelain or china, n.e.s.	1.34	6.9%	USA, Germany, S. Korea

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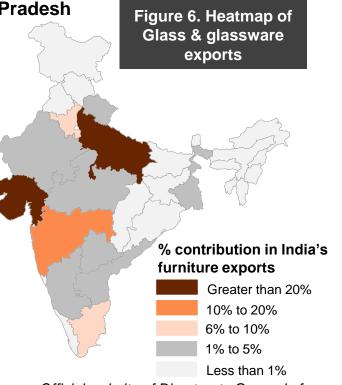
	Table	1. Export data for ceramics b	eing exported f	rom Uttar P	radesh
S. N.	HS Code	Description	UP's exports, 3-year av., 2019- 2021 (USD Mn)	% Share in total exports	Top 3 markets served by UP
5	690723	Ceramic flags and paving, hearth or wall tiles, of a water absorption coefficient by weight > 10 %	0.43	2.2%	Nepal, USA, Fiji
6	690290	Refractory bricks, blocks, tiles and similar refractory ceramic constructional goods	0.36	1.9%	UK, Nepal, Nigeria
7	691110	Tableware and kitchenware, of porcelain or china	0.34	1.8%	USA, Nepal, Brazil
8	690220	Refractory bricks, blocks, tiles and similar refractory ceramic constructional goods containing, by weight, > 50% alumina, silica or a mixture or compound of these products	0.34	1.7%	UK, Ecuador, Guatemala
9	690722	Ceramic flags and paving, hearth or wall tiles, of a water absorption coefficient by weight > 0,5 % but <= 10 %	0.29	1.5%	Nepal, Qatar, Fiji
10	690911	Ceramic wares for laboratory, chemical or other technical uses, of porcelain or china	0.17	0.9%	USA, Germany, Japan
11	691190	Household and toilet articles, of porcelain or china	0.09	0.5%	USA, Nepal, Norway
		Others	0.55	2.8%	
		Total	19.34	100%	

#### **Glass & glassware exports from Uttar Pradesh**

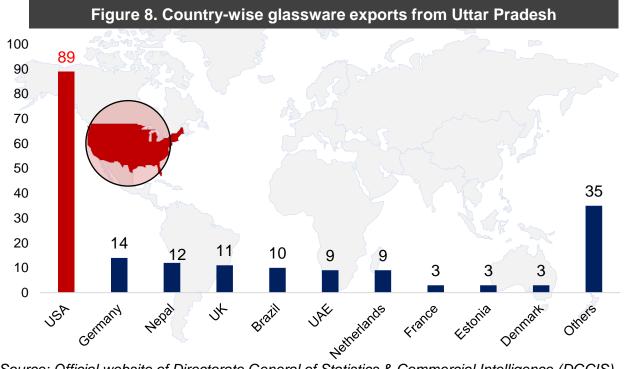
Uttar Pradesh is the second largest state in India in terms of Glass & glassware exports. The state exported at total of USD 198 Mn of glass and glassware products averaged over the period 2019 - 2021. For the year 2021 UP exported USD 265 Mn worth of products under this sector. UP contributes to ~25% of India's glass and glassware exports.

The top 10 destination markets of exports from Uttar Pradesh are USA, Germany, Nepal, UK, Brazil, UAE, Netherlands, France, Estonia and Denmark.

In addition to the existing markets, exporters may explore Canada, China, Sweden, Saudi Arabia, Spain, etc. as potential markets for upscaling & diversification.



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



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

The top 10 markets accounts for 83% of export from the state under the glass and glassware sector. The key commodities accounts for ~98% of total glass and glassware exports from Uttar Pradesh. These commodities are Articles of glass, Glass mirrors, Bottles & flask, Jar & pots, Glass beads, Glassware of a kind used for toilet, office, indoor decoration or similar purposes, Tube of alass. Glassware for table or kitchen purposes, rear view mirror, etc. The key products at HS 6 level, along with their average value of exports from Uttar Pradesh have been detailed in Table 2 on page 06.

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	Table 2. I	Export data for glass & glasswa	are being export	ed from Utt	ar Pradesh
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	702000	Articles of glass, n.e.s.	139	70%	USA, Germany, Brazil
2	700992	Glass mirrors, framed	24	12%	USA, UK, France
3	701090	Carboys Glass mirrors, jars, pots, phials and other containers, of glass, of a kind used for the commercial conveyance or packing of goods, and preserving jars, of glass	12	6%	Nepal, Rwanda, UAE
4	701810	Glass beads, imitation pearls, imitation precious or semi- precious stones and similar glass smallwares, and articles thereof (excluding imitation jewellery); glass eyes (excluding prosthetic articles); statuettes and other ornaments of lamp-worked glass (excluding imitation jewellery); glass microspheres with a diameter of <= 1 mm	10	5%	USA, Nepal , UK
5	701399	Glassware of a kind used for toilet, office, indoor decoration or similar purposes	4	2%	USA, UK, Netherlands
6	700239	Tubes of glass, unworked	4	2%	Bangladesh, Russia, France
7	701349	Glassware for table or kitchen purposes	2	1%	USA, UK, Sweden
8	700910	Rear-view mirrors, whether or not framed, for vehicles	1	1%	USA, Indonesia France
		Others	4	2%	
		Total	198	100%	

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

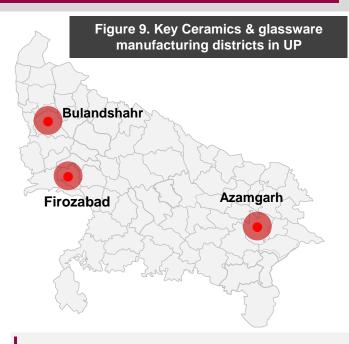
# Ceramic & Glassware manufacturing in UP

Among the various indigenous products that are manufactured in the districts of UP, Ceramics and Glassware are also one of them. The states is a hub of artisan based, indigenous products, being manufactured across different regions of the state.

Uttar Pradesh produced a total manufacturing output of INR 3,324 Crore and INR 15,146 Crore from the Glassware and Ceramics sectors respectively sector and INR 2188 Crore of manufacturing of wood and wood products, the GVA for the respective sectors were INR 547 Crore and INR 3,372 Crore.

The government of Uttar Pradesh has identified Bulandshahr and Azamgarh for Ceramic and Firozabad for Glassware in the One District One Product (ODOP) program.





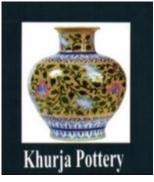
#### Firozabad glassware products are manufactured using the traditional 'Mouth Blowing' technique by the artisans.

In addition to the above, Khurja, Hapur, Lucknow, Meerut Mirzapur Saharanpur and Varanasi are also few of the clusters that are manufacturing pottery products.

There are various export promotion councils and industry associations that provides the required support for the exporters to access new markets and increase their export potentials. To name a few there is Trade Promotion Council of India and Indian Council of Ceramic Tiles and Sanitaryware, export promotion councils for Ceramics sector. and Products Chemicals Allied & Export Promotion Council for Glass and glassware sector.

The industry associations available for ceramic exporters are Indian Ceramics Asia, Indian Ceramic Society, All India Pottery Manufactures' Association and All India .Association of Industries. And for glassware exporters they have All India Glass Manufacturers' Federation and Indian Glass Manufacturers' Association.

### G.I. registration of Bulanshahar Khurja Pottery



In picture: Registered logo for Bulandshahar Khurja Pottery

Khurja pottery is a traditional Indian pottery work manufactured in Bulandshahar district of Uttar Pradesh. Khurja is one of the oldest centers of glazed pottery in India. The potters are commonly known as "Multani Kumhars". Khurja is famous for its white wares and pottery for more than 600 years.

During the past several 100 years Khurja and pottery have become synonymous to each other. Khurja potterys preparation starts making of red clay pottery followed by pasting a layer of white clay paste. On this white clay various designs are made followed by putting glaze of borax and glass over it. Finally, the pottery is baked to produce the final product.

Khurja pottery has a wide range of applications from kitchenware to scientific labouratory instruments. This combined with low price point of Khurja pottery make it consumer friendly and reliable. The salient features of the products manufactured in Bulandshahar includes unique blue glazed pottery. The pottery work initially started with red clay but later moved on to blue glazed, that adds a uniqueness to the products. The other features are the products are decorated with Mughal art; identifiable floral patterns in blue and brown colors designed on an off-white background; Persian motifs that are painted using free hand brush work, stencil and sponge work, etc.

The surface is painted using ceramic colors and then coated with glass forming coatings through spraying technique. This coating gives a transparent shining glaze to the products on firing. The products are fired upto 2-3 times for embedding the unique designs.

The Bulanshahar Khurja Pottery was awarded the GI Tag number 219 to the Khurja Pottery Manufacturers Association on 23 March 2015 by the Registrar of Intellectual Property Rights. The key chief products are Stoneware pottery, Bone China Pottery, Earthenware pottery, Terracotta and Artistic ware pottery.





In picture: Potteries being manufactured in Bulanshahar, Uttar Pradesh

### G.I. registration of Varanasi Glass Beads



In picture: Registered logo for Varanasi Glass Beads

Varanasi glass beads uses a technique called lamp winding. It is this technique which makes it unique. The glass is transformed into rods or sticks, called canes, which are melted and wound around a wire. While the glass is hot, the bead is shaped and given colour.

Glass bead manufacturing doesn't need heavy investments or machines, it is generally carried out in small units or independently by artisans. Most of the production is based in rural areas. Kerosene oil is predominantly used as a fuel in glass beads burners.

The craft is passed on orally as a new artisan has to learn on the job. The originality of the craft is solely based on the excellent craftsmanship and practical knowledge passed on from generation to generation.

The quality and integrity of the glass beads depends on the quality of glass rods and

tubes melted to manufacture the glass beads. The quality is assessed by the finish and toughness of the bead. The experts test the beads before packaging and delivery.

The salient features of the glass beads manufactured Varanasi products in includes the beads are handmade, and each bead is different from the other beads. They may seem strikingly similar, but each manufactured bead is unique. The size of the beads' ranges from 0.5 inch to 3 inches, and each bead has a se through hole of diameter ranging from 2 The beads mm to 5 mm. are manufactured using Hydrocarbon fueled lamps and are not manufactured in furnace.

The Varanasi Glass Bead was awarded the GI Tag number 276 to Varanasi Glass Beads Manufacturers' Association on 10 November 2016 by the Registrar of Intellectual Property Rights. The number of authorized users are 2.

The key chief export destinations for Varanasi Glass Beads are Iran, Austria, USA, Mauritius, Australia, Hong Kong, UAE, Netherlands, Denmark, Japan, Senegal, Kenya



In picture: Glass beads being manufactured in Varanasi, Uttar Pradesh

### G.I. registration of Firozabad Glass



Firozabad Glass

In picture: Registered logo for Firozabad Glass

Firozabad is the glass bangle capital of the world. It is the only mouth blown glassware and glass bangle manufacturing in India. The cluster dangerous Mouth-blown manufacturing technique skilled requires and experienced craftsmen to work with melted glass and blow it into required shape.

The cottage industry started in Jasrana sub-division of Firozabad in the 18th century. The exquisite products pass through multiple processes, outsourced to different craftsmen and manufacturing this interdependence units. Due to economical manufacturing of glassware is feasible at Firozabad only. The wide and vivid range of glassware at Firozabad tackles competition and ensures that the cluster remains within this geography. Almost entire skill is learned and mastered in real working condition, hence, orally transmitted from one generation to the other.

The salient features of the glass bangles manufactured in Firozabad are that theses bangle goes through as many as 54 craftsmen before being a finished product; for manufacturing them mouth blowing technique is used in which involves taking melted glass on a hollow stick and blowing it in required shape by mouth. This process is executed by highly skilled craftsmen; the manufacturing process is carried out at a very high temperature, ranging above 1000 degree Celsius.

The cluster is identified for its products worldwide. Industries specialize in their product segment and have received recognition for the quality products manufactured

The Firozabad Glass was awarded the GI Tag number 276 to The Glass Industries Syndicate on 31 March 2014 by the Registrar of Intellectual Property Rights.

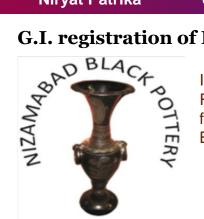
The key export destinations are UAE, USA, Germany and the chief products are Bangles, Beads, Chandeliers and other decorative items





In picture: Glass bangles being manufactured in Firozabad, Uttar Pradesh

### G.I. registration of Firozabad Glass



In picture: Registered logo for Nizamabad Black Pottery

Nizamabad black pottery is a unique dark lustrous clayware making craft practiced in Azamgarh district of Uttar Pradesh. The art pieces are recognized for their floral patterns and flowing lines. The art originated in Kutch, Gujarat. It was brought to Nizamabad during the Mughal rule.

Azamgarh potters use locally available light yellow and olive coloured clay. The clay has a very fine texture. The characteristic shine is obtained by a traditional process to impart the lustrous surface. The articles are dipped in a solution of clay and vegetable matter. Post drying, it is rubbed with vegetable oil and baked. The silver ornamentation is carried out on the baked surface.

The salient features of the black potteries are that for the characteristic black colour the pots are dipped in solution of clay and vegetable and the black shiny surface is prepared on burnishing with mustard oil. The pots also carries silver ornamentation designs of floral patterns, geometric designs, flowing lines wherein the silver engraving and ornamentation incorporated into the pottery was developed by influence of Bidri metalwork brought in by Muslims from Hyderabad.

The vibrant hues on black pottery makes the black pottery eye-catching, and for the final finishing mercury, ranga and lead are used for the along etched areas. A special type of water pots, called Surahis, are made of green-blue glazes with plain surfaces.

The Nizamabad Black Pottery was awarded the GI Tag to Yuva Jagriti Pottery Shilp Samiti on 16 November 2015 by the Registrar of Intellectual Property Rights. There is only 1 authorized user.

The range of products include Surahis, Vases, Cups, Saucers, Dinner sets. Jugs, Jars. Plates. Flower pots, Tableware, etc.



In picture: Potteries being manufactured in Nizamabad, Uttar Pradesh

# Success Story – Banaras Beads



In picture: Logo of Banaras Beads Limited

Banaras Beads Limited was established in 1940 by Late Mr. Kanhaiya Lal Gupta, father of Mr. Ashok Kumar Gupta, who currently is the MD and Chairman of the company.

The company is ISO 9001:2015, certified Export House recognized by the Government of India for the last 4 decades. Banars Beads is a public limited company with more than 6000 shareholders, and is listed in the stock exchanges like BSE and NSE as well.

The company is headed by Mr. Siddharth Gupta, CEO and MD and son of Mr. Ashok Kumar Gupta. The BBL group is one of the few international manufacturers that has the production capacity to meet the needs of multistore brands like Michaels, Walmart, Jo Ann Stores, Hobby Lobby etc. with its wide range of beautiful, iewelry components of beads. The products of the company meets the various regulatory standards and are BIS SA - 8000 certified. The company is a Green Status holder of Walmart, held by only 5% companies around the world.

Banaras Beads is one of the largest employer in the region, helping to improve the livelihood of many. The company also focuses on women empowerment making them financially, socially and culturally independent making them self-dependent to face incredible situations.

The vision of the company in Reuse, Repurpose and Recycle, which is well inculcated among the employees working in the organization.

#### Snapshot of product profile of Banaras Beads



# Success Story –K S Exports



In picture: Logo of K S Exports

K S Artware came into existence in 1998, and hade operations in states like Delhi, Gujarat, Jaipur, etc.

The business was growing and flourishing well in the sector, which led the company to think about starting to export their products in the international market. Hence, in 2004, the company finally started exporting to the overseas market.



In picture: Mr. Gautam Sachdeva received the State Export Award

K S Exports' customers are mainly based out of U.S.A., and several countries of Europe and Middle East. The company has done appreciable work in catering to the needs of these markets and has awarded as the second largest exporter.

Snapshot of product profile of K S Exports



### Upgradation of Export Promotion incentives, GoUP

GoUP 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
	Participation in	60% of Stall charges	Rs. 2 lakhs	60% of Stall charges	Rs. 1 Lakh
1	International trade events, B2Bs etc.	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	_	_
	Participating in Domestic	60% of Stall charges	Rs. 50,000	_	_
3	events of international scale	50% of economy class air fare, rail or bus fare	Rs. 25,000	_	_
		<b>75%</b> of expense incurred by the organizing agency	Rs. 75 Lakhs	_	_
4	Organizing trade fairs, Buyer seller meets in foreign nations	<b>90%</b> 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	<b>75%</b> of expense incurred by the organizing agency	Rs. 50 Lakhs	_	_

Uttar Pradesh Export Promotion Council

September 2022

S. N.	Area	Revised Incentives	Revised Ceiling	Incentives provided earlier	Old Ceiling
6	Organizing virtual trade fairs	<b>75%</b> 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	<b>75%</b> of the expense incurred	Rs. 1 Lakh	75% of the expense incurred	Rs. 50,000
9	Certification and quality testing	<b>50%</b> 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 September 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, government also included the state 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.

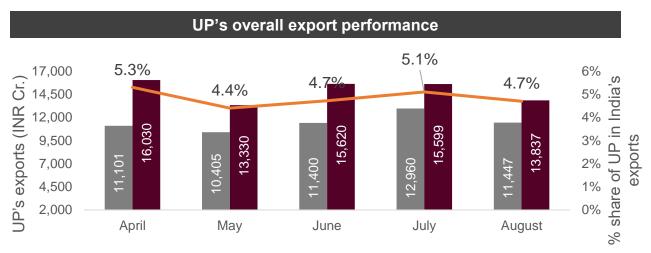
Keeping in view the surge in freight charges globally, the state increased the subsidy rates of air freight subsidy scheme and gateway port subsidy scheme. The rates & ceilings of both the schemes have been almost doubled as compared to the previous rates & ceilings.

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.

### **UP's Export Performance**

### UP contributed to ~5% of India's export during April – August 2022

Uttar Pradesh's maintained its ~5% The exports for the month of August share in India's export. The export from increased by 20% from INR 11,447 the state has grown by 30% from INR Crore in August 2021 to INR 13,837 57,308 Crore in April – August 2021 to Crore in August 2022. INR 74,414 Crore in April – August 2022.

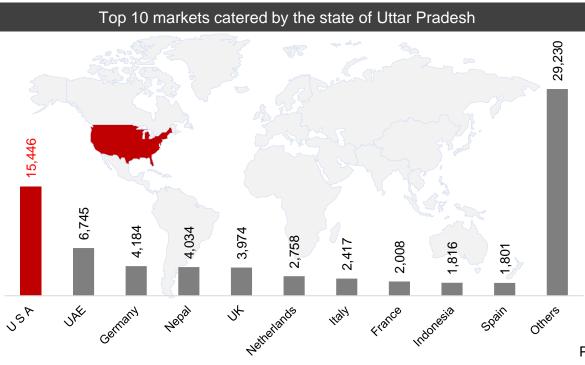


UP's exports, 2021-22 UP's exports, 2022-2023 ---- UP's share in India's exports

Uttar Pradesh's exports maintained their momentum in the key geographies of USA, UAE, Germany, Nepal, UK and Netherlands. The state also explored several other geographies with a high potential for scaling up, like, Egypt

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

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



## District wise share in UP's exports

S.No.	District	Total exports Apr. – August. 2022(INR Cr)		Heatmap for exports from Uttar Pradesh (April 2022 – August 2022)	
	Uttar Pradesh (All districts)	74,414	100.0%	Saharanpur Bijnor Moradabad	
1	GB Nagar	34,061	46%	Ghaziabad Hapur Sambhal	
2	Ghaziabad	5,438	7.3%	GB Nagar Bulandshahr Bareilly Aligarh	
3	Moradabad	4,701	6.3%	Mathura Agra	
4	Kanpur nagar	3,935	5.3%	Kanpur Lucknow	
5	Agra	2,857	3.8%	nagar,	
6	Aligarh	2,644	3.6%	Bhadohi	
7	Sonbhadra	1,894	2.5%	E 23 month for the second	
8	Bhadohi	1,780	2.4%	Sonbhadra	
9	Unnao	1,712	2.3%	Legend:	
10	Bulandshahr	1,692	2.3%	More than 10% 2% - 5% Less   5% - 10% 1% - 2% than 1%	
11	Gonda	1,180	1.6%	376 - 1076	
12	Meerut	1,158	1.6%	Total exports % share	
13	Amroha	1,120	1.5%	S.No. District Apr. – August in state's 2022 (INR Cr) exports	
14	Rampur	745	1%		
15	Mathura	744	1%		
16	Sambhal	702	0.9%		
17	Kanpur dehat	581	0.8%	30 Varanasi 243 0.3%   Others 2,569 3.5%	
18	Lucknow	560	0.8%	011013 2,000 0.070	
19	Hapur	511	0.7%	The top 10 exporting districts from the state	
20	Saharanpur	503	0.7%	are namely as follows: G.B. Nagar (46%),	
21	Barabanki	445	0.6%	Ghaziabad (7%), Moradabad (6%), Kanpur	
22	Bareilly	397	0.5%	Nagar (5%), Agra (4%), Aligarh (4%),	
23	Firozabad	389	0.5%	Sonbhadra (3%), Bhadohi (2%), Unnao	
24	Mirzapur	358	0.5%	(2%) and Bulandshar (2%).	
25	Deoria	338	0.5%	G.B. Nagar remained the highest exporting	
26	Bijnor	319	0.4%	district from the state accounting for 46% of	
27	Maharajganj	311	0.4%	the export from the state.	

## Commodity wise export analysis

Hs Code	Commodity Description	UP's exports, April – August 2022 (INR Cr.)	UP's exports, April – August 2021 (INR Cr.)
	Total	74,414	57,308
85	Electricals & electronics	17015	8,862
02	Meat And Edible Meat Offal	6158	5,393
62	Apparels, Not Knitted or Crocheted	5750	4,081
64	Footwear, Gaiters, similar articles & their accessories	3268	2,485
87	Road Vehicles And their parts	2902	2141
76	Aluminium & Articles Thereof	2752	2135
73	Articles Of Iron & Steel	2685	2481
84	Machinery & equipment 2628		2373
57	Carpets And Other Textile Floor Coverings	2400	2050
10	Cereals	2068	1938
94	Furniture, Bedding, Lighting, Fittings & other articles	1975	1587
29	Organic chemicals	1749	1641
42	Articles Of Leather , Saddlery Harness etc.	1657	1480
27	Mineral fuels & oils	1656	944
61	Apparels, Knitted or Crocheted	1608	1135
17	Sugars And Sugar Confectionery	1288	2025
63	Other made up textile articles	1050	968
44	Wood & Articles Of Woods ; Wood Charcoal	1013	953
71	Gems & Jewellery	972	687
83	Miscellaneous articles of Base Metal	893	937
39	Plastics And Articles Thereof	882	850
72	Iron & Steel	863	604
70	Glass & Glassware	783	849
33	Essential Oils, perfumes, Cosmetics & similar prep.	716	682
95	Sports Equipment and Toys	691	497
	Others	8,989	7,530

## For budding exporters

### Journey map of an exporter

Getting export ready

**Obtaining the first** 

order



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Obtain company registration with PAN, IEC, RCMC, etc.

Identify product with export potential and target market



Obtain product specific licenses, certificates, etc.

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Market assessment and export compliance risk assessment



Reach out to the importers via different marketing channels

Undertake digital/

physical marketing

markets

activities in targeted

**F** 

Participate in product specific trade shows/ exhibitions for visibility

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Obtain orders from 3<sup>rd</sup> party agencies like, import agents, commission agents, etc.

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Establish the payment terms

Manufacturing, quality & certification conformity



Identify the buyer specifications & trade barriers

Obtain necessary

certificates

quality conformity

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Sample testing & approval from the importer

Packaging, palletization and crating

Transport



Establish the Delivery terms, export insurance, etc.



Custom clearances and documentation

End to End Logistics management – seller's location to buyer destination

Exports order fulfilment

September 2022

### The editorial board



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