

# Niryat Patrika



A monthly newsletter

March 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*



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

Dear Reader,

Continuing with our sector in focus approach, the newsletter for March 2022, focuses on Leather goods like, belts, bags, apparels, saddlery, leather accessories and leather footwear.

Uttar Pradesh maintained the momentum of exports growth in this quarter as well. The state exported a total value of INR 1.11 lakh crore during the period of April – December 2021 as compared to INR 84 thousand Crore exports during April – December 2020, registering a 32% increase in commodity exports. The strong growth trend indicates a strong recovery and rebound from the COVID induced contraction.

This edition of 'Niryat Patrika' discusses on UP's exports performance in the leather sector, supporting ecosystem in the state of Uttar Pradesh and interventions & policies of the central and state government for development of the sector. The newsletter also features an article on 'Kanpur Saddlery', identified as a G.I. product, which is prepared with active participation of stakeholders involved in saddlery manufacturing ecosystem in Uttar Pradesh.

The state identified leather goods as an ODOP product for Agra & Kanpur districts and formulated strategic interventions for development of these clusters in the diagnostic studies undertaken by the state government.

We envisage that the strategic interventions being implemented by the government of Uttar Pradesh shall create an enabling ecosystem of export growth and support exporters in scaling up exports of leather goods from Uttar Pradesh.

We look forward to your feedback on this edition and inputs for the upcoming editions of this newsletter. Our telephonic and email helpdesk is also available at your disposal for any export related queries.

# Feature article

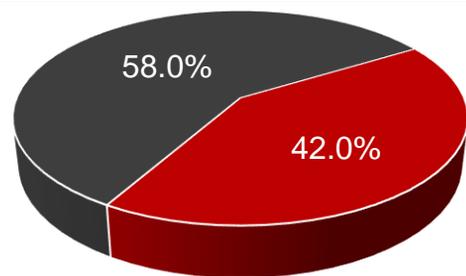
## Sector in Focus – *Leather goods*

The global imports of leather goods grew at a CAGR of 5.8% from USD 165 Bn in 2016 to USD 196 Bn in 2019. On an average, the footwear product segment contributed to 58% of the global imports of leather goods. Owing to the COVID induced pandemic and lockdowns, the imports of leather goods contracted by 16.6% in 2020.

The top markets contributing to ~60% of the global trade in leather goods are USA, Japan, China, France, Germany, Hong Kong, Italy, S. Korea and UK. The leading exporters of leather goods are China, Italy, Vietnam, France, Germany, Belgium, Hong Kong, Indonesia, Netherlands and India.

India has strengthened its position on the global trade map for leather goods, emerging as one of the top 10 exporters of leather goods, averaged over the last 5 years.

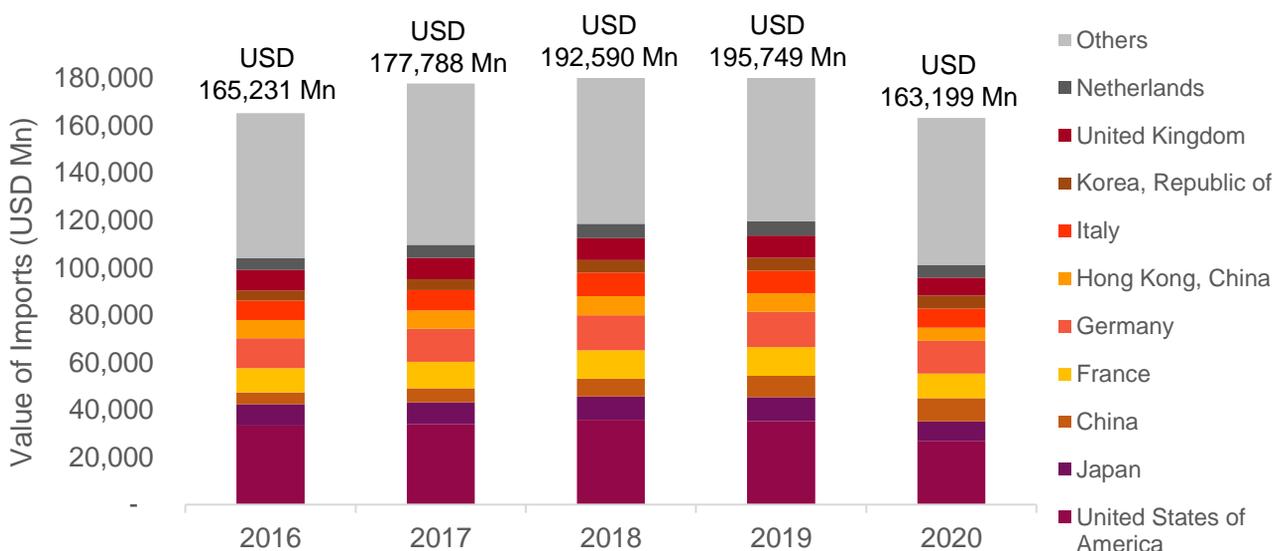
### Share of footwear and leather goods in Global imports



■ Footwear ■ Leather goods

Uttar Pradesh is the 2<sup>nd</sup> largest state in terms of exports of leather goods (3-year average, FY19–FY21), exporting an average of USD 1,142 Mn value of leather goods over the last 3 years. Leather goods exports from Uttar Pradesh have shown a strong rebound in the post COVID lockdown phase. Leather exports from Uttar Pradesh grew by approximately 35% during April to December 2021, as compared to the

### Top importing countries for Leather Goods



same time period in 2020. The strong rebound of the leather sector is itself a story of robust operations of the sector in the state. The key products being exported from Uttar Pradesh are listed in the table

below. Select 10 products contributes to 90% of UP's leather goods exports. The table also details on product wise top three markets where UP's exports were directed to.

### Top products exported from Uttar Pradesh (HS 42)

S. N.	HS Code	Description	UP's exports, 3-year average (USD Mn)	% Share in Leather goods exports	Top 3 markets
1	640391	Footwear with uppers of leather, covering the ankle and soles of rubber, plastic or composition leather	446	39%	UK, Germany, USA
2	420100	Saddlery or harness for any animal	151	13%	Germany, USA, UK
3	640399	Footwear with uppers of leather, soles of rubber, plastic or composition leather, excluding covering the ankle	103	9%	UK, Germany, Spain
4	640610	Uppers and parts thereof	71	6%	Russia, Indonesia, Germany
5	640340	Footwear with uppers of leather, incorporating a protective toe cap and outer soles of rubber, plastic, composition leather	67	6%	France, Netherlands, UAE
6	420310	Articles of apparel, made up of leather or of composition leather, like, jackets, jerseys, etc.	61.8	5%	USA, France, Denmark
7	420221	Hand-bags, whether or not with shoulder straps, including those without handles with outer surface of leather or composition of leather	45.7	4%	France, USA, Denmark
8	420222	Hand-bags, whether or not with shoulder straps, including those without handles with outer surface of sheeting of plastics or of textile materials	37.5	3%	USA, Spain, France
9	420330	Belts and bandoliers of leather or of composition leather	25.3	2%	Germany, USA, UK
10	420500	Other articles of leather or composition leather, like, welt, leather sofa covers, etc.	21.7	2%	USA, France, Spain
		Others	112	10%	
		<b>Total</b>	<b>1142</b>	<b>100%</b>	

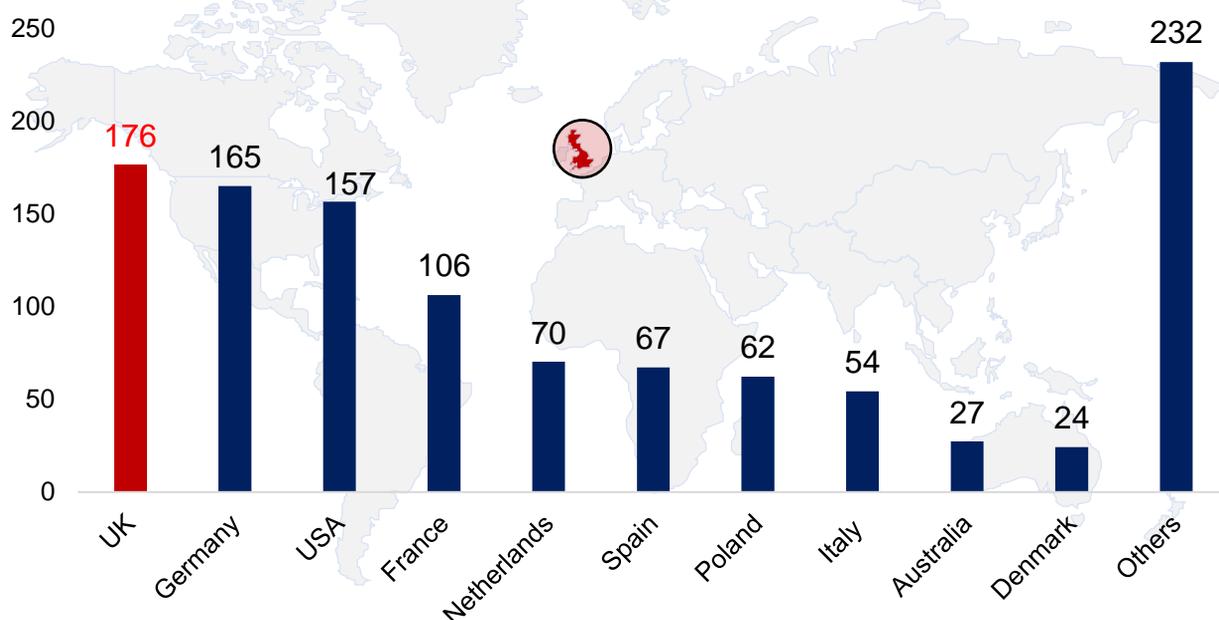
## Market Opportunities for UP's exporters

Uttar Pradesh caters to leather goods demand from more than 100 countries. However, the exports are largely concentrated in 10 markets. The top 10 markets accounts for ~80% of leather goods exports from the state. The growth of exports is largely driven by rapidly

growing penetration in markets, like, UK, Germany, USA, France, Netherlands, Spain, Poland, Italy, Australia and Denmark.

The figure below illustrates the average value of leather goods exported by Uttar Pradesh over the last 3 years.

**Leather goods Exports from UP, 3 year average (USD Mn)**



The table below illustrates other large size markets which may be explored by

leather goods exporters from a diversification point of view.

S. No.	Country	3-year average global imports, (USD Mn)	3-year average India's exports, (USD Mn)	3-year average UP's Exports, (USD Mn)
1	Japan	9,359	211	28
2	China	8,817	192	9
3	Austria	2,200	116	14
4	S. Korea	5,414	76	12
5	Singapore	2,578	23	5
6	Canada	3,431	147	35
7	Switzerland	3,289	104	5
8	Belgium	5,084	123	19
9	UAE	2,574	135	21
10	Mexico	1,711	87	2

## Supporting ecosystem in Uttar Pradesh

Leather goods is one of the key sectors contributing to exports from Uttar Pradesh. Agra, Kanpur and Unnao are the key districts that are actively involved in leather goods manufacturing and exports in Uttar Pradesh.

As per Uttar Pradesh ASI 2017-18 report, the leather goods manufacturing units in Uttar Pradesh produced a total manufacturing output of INR 5210 Crore, with a GVA of INR 894 Crore. Approximately 50% of this manufacturing output is generated from Kanpur Nagar. The leather goods manufacturing sector also generated employment opportunities for 37 lakh workers in the state.

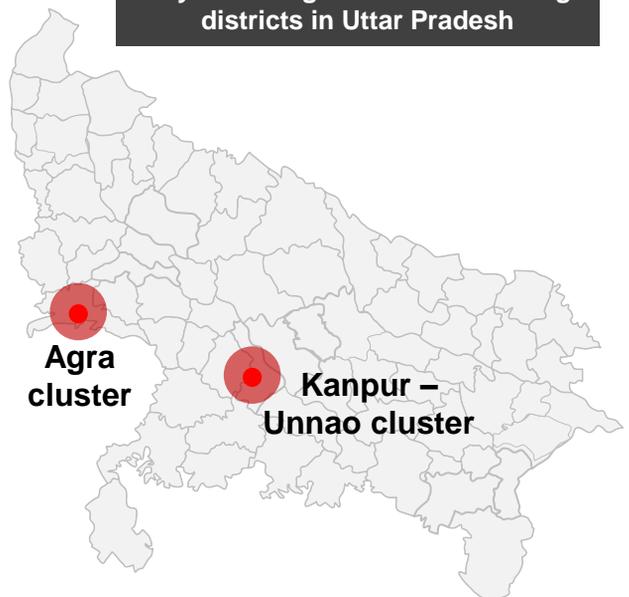
Agra and Kanpur are also identified as the ODOF districts for Leather products. The Agra cluster is largely focused on manufacturing of footwear and leather accessories, like, belts, bags and leather footwear.

The Kanpur-Unnao cluster specializes in tanning & dressing of leather, production of leather goods and leather saddlery. The Kanpur cluster is one of the largest origin of leather product exports in India. The key products being manufactured in the city are saddles & harness, leather garments, accessories, purse, belt, bags, etc. The saddlery products being manufactured in Kanpur have also been registered as a GI product.

The strength of the leather sector in Uttar Pradesh is based on a robust raw material sourcing, strong tanning base adapting to eco-sustainable processes, modern manufacturing units, skilled manpower, supporting R&D institutes, and experience in international markets.

To further support the sector and give a thrust to leather exports from the state, the state government, through Uttar Pradesh State Industrial Development

### Key Leather goods manufacturing districts in Uttar Pradesh

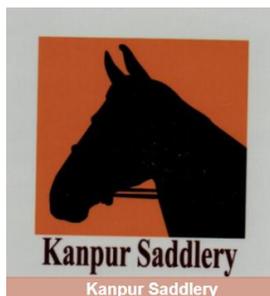


Authority, has proposed to develop two greenfield Mega Leather Cluster (MLC) Projects in Hardoi and Kanpur. The proposed mega leather park will be spread across an area of 150 & 625 acres respectively. The state also established a testing laboratory at Agra for supporting the exporters in complying with international quality standards.

Sectoral agencies like Council for Leather exports (CLE) and Footwear Design Development Institute (FDDI) further supports the exporters and manufacturers of Leather goods in Uttar Pradesh. FDDI provides Design, Testing, skill development, training and industrial consultancy services.

CLE operates in Uttar Pradesh through its regional offices in Kanpur and Agra. CLE is the apex body for leather goods export promotion in India, with ~3000 members across India. The agency supports exporters through a yearly membership model. The nature of services provided to the registered members includes dissemination of market intelligence, organizing/participating in trade events, exporter facilitation through export awards, etc.

## G.I. product – Kanpur Saddlery



The production of Leather Harness & Saddlery goods started at a professional capacity exclusively in the city of Kanpur in the 19th century.

The craft of making Saddlery was imparted to the local artisans by the Master Saddlers from UK brought in by the British at that time. The special kind of vegetable tanned harness leather required to make these products was also developed by the British in the Cooper Allen tannery at Kanpur (later known as TAFCO). At present, private tanneries located in Jajmau Leather Cluster, Kanpur, are manufacturing specialized equestrian leather which is being supplied to the Harness & Saddlery manufacturer-exporters in the region.

Approximately 270 manufacturing units in Kanpur & adjoining Unnao are 100% export-oriented units. This product segment is one of the most labour-intensive product segments in the leather sector generating employment opportunities for the economically & socially weaker sections of the society. Presently Kanpur & Unnao account for ~98% export share of Saddlery & Harness goods.

**Export Potential** – India is the largest manufacturer of saddlery products in the world, having an estimated capacity of more than 50 million pieces p.a. India is positioned as the 3rd largest exporter in the world during 2020-21 predominantly covering the markets of Europe, North & South America, Australia and Asia.

During this financial year India's export of Harness & Saddlery products was Rs.1346 crores or US\$ 182 Million despite the challenges of Covid pandemic accounting for about 10%

share in global Saddlery import. In the current financial year, it's likely to cross Rs.1500 crore mark.

**Trained Manpower** – A Saddlery Institute (IISTEM) was established at Banther Leather Park, in Unnao under NLDP project to promote the skill of Saddlery & Harness making. However, at present IISTEM was merged with FDDI. Onsite trainings to the artisans is provided under certain short-term skill development schemes, but the industry still lacks the formal and comprehensive training which IISTEM used to provide. Hence, a need to provide a comprehensive training at the cluster level by engaging with domain experts is identified.

**GI Registration** – Since the Harness & Saddlery industry is predominantly located in Kanpur & Unnao region from the last 150 years, the Saddlery Exporters Association has been granted the registration of Geographical Indication No.159 by the Registrar of Intellectual Property Rights. However, further support in terms of marketing and branding of such products shall be undertaken like, the G.I. Expo 2020 organized in Varanasi.

**Tapping new markets** – The traditional West European & North American markets where most of the Indian Saddlery exporters have been focused is almost saturated. Hence, the exporters may look forward to diversify to markets, such as, Canada, Turkey, Latin America, East-Europe, Middle-east etc. The exporters may explore such markets through participation in trade fairs, BSMS, etc. The support of agencies like CLE & Export Promotion Bureau – Uttar Pradesh shall be crucial for organizing and participating in such events to enable exporters to diversify into new markets.

*Article prepared with inputs from Harness & Saddlery Exporters Association, Harness & Saddlery Panel, CLE, U.P. Leather Industries Association, (Unnao Chapter)*

## Supporting policies for the leather sector

The central government approved the continuation of Central sector scheme 'Indian Footwear and Leather Development Programme (IFLDP)', with an approved budget of INR 1700 Crore till 31 March 2026 or till further review, whichever is earlier. The central

government has also decided to constitute an empowered committee, a steering committee and an advisory committee to ensure effective implementation of the scheme. The table below describes the incentives provided under the 6 sub-schemes under IFLDP

S. No.	Sub-Scheme	Incentives															
1	Sustainable Technology and Environmental Promotion (STEP)	<ul style="list-style-type: none"> <li>Central government assistance for establishment or upgradation of Common Effluent Treatment Plants (CETPs)               <ul style="list-style-type: none"> <li>80% of the total project cost for North eastern areas</li> <li>70% of the total project cost for other areas</li> <li>Ceiling INR 200 Crore, (for CAPEX only)</li> </ul> </li> <li>Preparation of vision document for Footwear and Leather industry – 100% of the project cost as one-time grant-in-aid, ceiling – 5 Crore</li> </ul>															
2	Integrated Development of Leather Sector (IDLS)	<p>The scheme provides incentive towards modernization of tanneries, footwear &amp; its component units, leather products and its accessories units, harness and saddlery units. The assistance being provided is:</p> <ul style="list-style-type: none"> <li>30% - 40% of the cost of plant and machinery to units established in North-east region</li> <li>20% - 30% of the cost of cost of plant and machinery to MSME units established in other regions</li> </ul> <p>for technology upgradation, modernization, expansion or establishment of new units.</p>															
3	Mega Leather, Footwear and Accessories Cluster Development (MLFACD)	<ul style="list-style-type: none"> <li>Gol assistance shall be up to 70% of the project cost for North-eastern areas or 50% of the project cost other regions.</li> <li>Following ceilings are applied, depending upon the area of the MLFACD:               <table border="1"> <thead> <tr> <th>S.No.</th> <th>Area of MLFACD (in acres)</th> <th>Ceiling (INR Crore)</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>60</td> <td>50</td> </tr> <tr> <td>2</td> <td>100</td> <td>70</td> </tr> <tr> <td>3</td> <td>150</td> <td>105</td> </tr> <tr> <td>4</td> <td>More than 151</td> <td>125</td> </tr> </tbody> </table> </li> </ul>	S.No.	Area of MLFACD (in acres)	Ceiling (INR Crore)	1	60	50	2	100	70	3	150	105	4	More than 151	125
S.No.	Area of MLFACD (in acres)	Ceiling (INR Crore)															
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3	150	105															
4	More than 151	125															

S. No.	Sub-Scheme	Incentives
4	Establishment of Institutional Facilities	<ul style="list-style-type: none"> <li>Assistance in the form of one-time grant for upgradation of existing infrastructure of campuses of Footwear Design and Development Institutes (FDDI).</li> </ul>
5	Brand Promotion of Indian Brands in Leather and Footwear Sector	<ul style="list-style-type: none"> <li><b>Eligible activities:</b> <ul style="list-style-type: none"> <li>Displays in international departmental store</li> <li>Publications of World Class Catalogues</li> <li>Registration Charges for Indian Brand/Logo overseas</li> <li>Publicity Campaign and Brand Promotion</li> </ul> </li> <li><b>Assistance:</b> <ul style="list-style-type: none"> <li>50% of total project cost for all eligible activities</li> <li>Ceiling of INR 3 Crore per brand per year for the next 3 years.</li> </ul> </li> </ul>
6	Development of Design Studios	<ul style="list-style-type: none"> <li>One design studio would be established or upgraded in one cluster within the premise or available space of the beneficiary.</li> <li>50% of total project cost, subject to a limit of INR 10 Crores to each design studio.</li> </ul>

### Export oriented incentives provided by GoUP

Incentives under marketing development assistance and gateway port schemes	
	60% subsidy under <b>Marketing Development Assistance (MDA)</b> ; (Subject to ceiling/ end use)
	INR 6,000 – INR 12,000 Gateway port subsidy <b>on cost of shipping containers</b> (Subject to ceilings/ container configuration)
	<b>50% of the quality certification cost</b> (Subject to ceiling)
	Sectoral/ product based advisory committees to support the growth of exports from select sectors
	<b>State export awards for exporters</b> selected on export performance evaluation
	Exporter helpdesk to facilitate grievance redressal for exporters

# Success Story – Gupta H.C. Overseas (I) Pvt. Ltd.



Established in 1987 by Shree Gopal and Abhay Gupta, Gupta H.C. Overseas (I) Pvt. Ltd. is a story of growth, growing from 48 pairs per day to 10,000 pairs per day at present, Gupta H.C. Overseas (I) Pvt. Ltd. is a manufacturer and exporter of high fashion ladies footwear. With an annual capacity of 2 million pairs of high quality ladies footwear the company has customers all over the globe, with Europe and the USA being the major markets.

The Guptas have attributed their continued success in the international market to their products' world-class quality and design. The company has enjoyed a leadership position in the industry and is the largest exporter in the Agra region (one of the key footwear manufacturing hub of India) for the last 14 years, with about 9% market share.

The company has three modern and energy efficient plants in Agra with high-tech machinery, robust R&D and a talented design team that consists of in-house European designers. The company has always been a step ahead in adopting the latest technology and resource – efficient manufacturing practices. This government recognized three-star export house employs European technicians who are well-versed in the demands and requirements of Western customers.

A new generation of Gupta brothers has now joined and is determined to go for a



In picture: Mr. Gopal Gupta, Director, Gupta HC Overseas, receiving the Niryat Shree award (Bronze) on 5<sup>th</sup> October 2012 at Vigyan Bhawan, Delhi

quantum leap. Gupta HC Overseas India Private Limited has recently added in-house sole manufacturing to its long list of advantages that they offer their customers. This facility is GRS certified also.

Guptas understand their environmental responsibilities and work constantly to make their products more sustainable by using chrome-free leathers, using all of the rooftops to generate 350 KW of solar power, complying with the Swedish Textile Water Initiative (STWI), being Higgs certified, etc.

Gupta H.C. Overseas (I) Pvt. Ltd. has also obtained key certifications & accreditations like SA8000, GSV, AEO (T2), SEDEX, SMETA, BSCI and SLCP.

The company has won key Indian export awards, including the coveted 'Niryat Shree' award twice. They are also the winners of the CIFA (Confederation of International Footwear Associations) International Footwear Design Competition 2019.

Gupta H.C. Overseas (I) Pvt. Ltd. brings a meticulously crafted collection of approximately a thousand articles every season and showcases them at large scale international footwear events like, expo riva schuh in Garda, Italy; the shoe event in Mica, Italy and Magic in the USA.



In picture: Manufacturing unit and corporate office of Gupta HC Overseas

# Success Story – Kings International Ltd.



KINGS INTERNATIONAL was established in 1977 as a family business to manufacture and export Saddlery & Harness goods at a small rented premises in Kanpur with a few skilled craftsmen. In 1994, the company envisaged to expand and established an in-house, modern Tannery at UPSIDA Industrial Area, Unnao to produce premium Leather for captive consumption having a capacity of 200 hides per day. A Smart Leather Goods Factory was later established. Both, the Tanning and Leather Goods divisions are partially powered by a Solar Plant of 200 KVA capacity. The company employs more than 350 workers at present.

The vertically integrated, multi-product and multi-brand Company is recognized as an export house and is manufacturing premium quality Finished Leather; using Indian & imported hides and value-added leather products, such as, Saddlery and Harness Goods, Bags, Belts, Leather Goods, Pets' Accessories and Hunting products.

Kings international is also ISO 9001, ISO 14001, ISO 45001, ISO 50001, SA 8000 and PAS 7000 certified by the British Standards Institute (BSI). Kings international has been qualified for the coveted Silver Rating by the Leather Working Group (LWG) and as a Compliance Partner by the Sustainable Leather Foundation (SLF), Rating and Benchmarking organizations of UK. Kings also had the honour of being the first Tannery in India to have been awarded the Tannery of the Year - Asia and Most Innovative Tannery Awards in 2016 and again as the most Innovative Tannery (INNA) by UNIDO in 2017.



In picture: Manufacturing unit and corporate office of Kings International Ltd.

Kings international has also been awarded several export performance awards from Council of Leather Exports (CLE), state government awards, Indo-German award, etc.

For its excellence in Environmental Management the Company has been awarded CII-ITC Sustainability Awards consecutively in 2017, 2018, 2019 & 2020 and similarly CAP 2.0 Climate Action Programme Award from CII-ITC and the National award for excellence in water management.

At present, to attain higher level of sustainability Kings international is implementing the Zero Liquid Discharge (ZLD) treatment of its tannery effluents through Electro-Oxidation & Electro-Coagulation processes developed by the Central Leather Research Institute (CSIR-CLRI) to recycle and reuse the wastewater.

KINGS has already implemented most of UNIDO's 17 sustainable goals in its customized business strategy to measure and manage its Sustainability contributions by 2022. Moving from 'doing no harm' to focusing 'doing better'.

## Success Story – Rahman Industries Ltd.



The Rahman group is a conglomerate with brand leadership in the field of Footwear & leather manufacturing; well equipped with the Modern Machinery and a highly trained & dedicated workforce. Rahman group produces all type of Footwear & specializes in Safety & Army Footwear, quality Leather & Leather Goods.

Rahman Group is a Multinational Group having a global presence with manufacturing facilities in India, France, Spain, South Africa, UAE, and China. The commitment to quality is reaffirmed by the company's passion towards Total Quality Management, thus, producing products of the highest standard, delivered with a quick and efficient customer service. The Rahman group is certified with ISO 9001:2008 Certification, EN ISO 20345 and 20347, Australian Standards Certification, Canadian Standard (CSA) and Standards Institution of Israel Certification.

Rahman group is the proud owner of the world-renowned brands like, LEMAITRE, SAFETIX, BOVA, MENDI, VULCA and OFMA. Being equipped with requisite infrastructure and strict adherence to high standards of quality, Rahman group is capable to meet global standards of quality.

With almost three decades of unrivalled performance, The Rahman Group has attained an annual turnover to the tune of USD 300 Million. With modern and state of the art Desma PU Direct Injection Machines, the company is able to manufacture World Class Safety and Military Footwear in India, France, UAE, South Africa and Spain.



In picture: Mr. Mohammad Razi Uddin, Director, Rahman Group being awarded the second place in CLE Export Excellence Awards 2020-21, 100-200 Crore exports category, by Smt. Anupriya Patel, hon'ble Minister of State for Commerce & Industry, Government of India

The group also has in-house eco-friendly tanneries which produces all type of leather like Buffalo, Buff Calf, Goat, Upholstery, Harness & Belting Leathers.

The Rahman group also has a state-of-the-art design studio at "LEMAITRE", France and in PERF Italy, powered by a team of designers from different countries. The company developed a composite toecap with their in-house facilities, which is now being manufactured in UAE.

The Rahman group has been honoured by Government Agencies for Excellence in exports and manufacturing. Rahman Industries was also awarded the first position for Export Excellence Award under the product category of finished leather during the Financial Year 2020-21 by the Council for Leather Export.

The company is also regularly involved in several community and social welfare programs.

# Export promotion activities of the council

## Discussion with Indian mission in Australia

February 2022

UPEPC envisaged to leverage the presence of Indian missions in select countries identified as potential export hotspots. With this background, UPEPC organized a discussion with the Indian high commission in Australia to identify the potential areas of cooperation which can be tapped on for scaling up of exports from Uttar Pradesh to Australia.

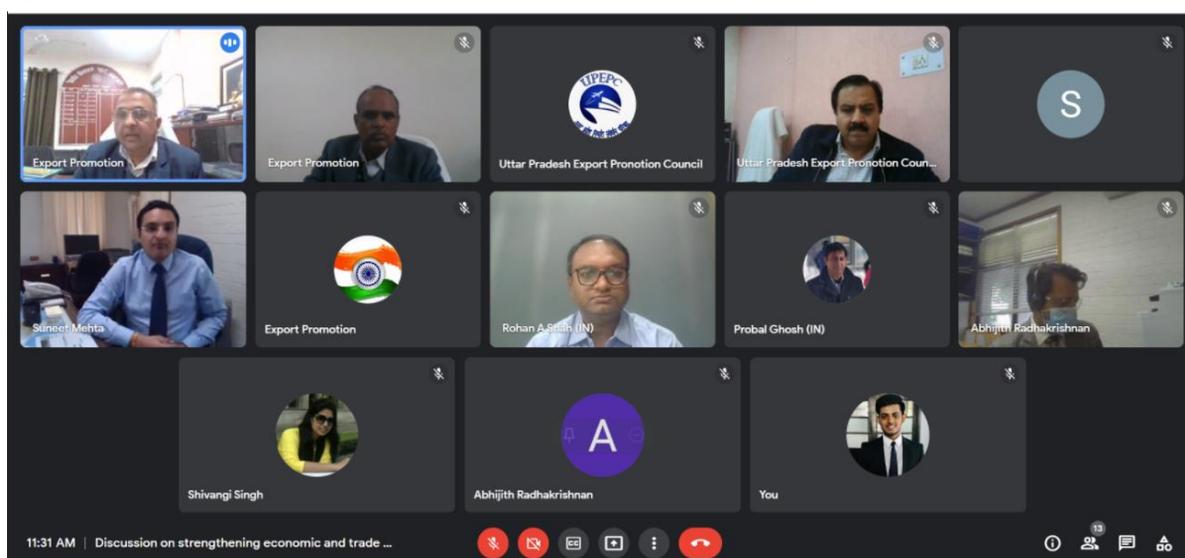
The UPEPC team also delivered a presentation on the trade profile of Australia and the capabilities of Uttar Pradesh which enables the state to play a larger role in the Australian market. Mr. Pawan Agarwal, Joint Commissioner, Exports also briefed on the key interventions undertaken by the Government of Uttar Pradesh for export ecosystem enablement, supporting exporters in exploring new markets, etc.

The Indian mission appreciated the state's efforts for scaling up of exports and creating an ecosystem conducive for growth of exports. Mr. Suneet Mehta,

Deputy High Commissioner, also briefly discussed on the ongoing bilateral dialogue for a comprehensive economic cooperation agreement (CECA) between India and Australia, which may potentially improve India's competitiveness in the Australian market.

Mr. Mehta also described the nature of support extended by the commerce wing of the high commission at present. The high commission responded to ~400 trade queries during this year through the commerce wing headed by Mr. Sanjay Kumar, Second Secretary (HCO, Eco & Com).

The discussion further envisaged the different areas of support which may be extended by the Indian mission, like, connecting with sectoral bodies, identifying importers, participation in virtual and physical trade events in Australia, identification of digital wholesale platforms prevalent in the Australian market, etc.



*In picture: Virtual meeting between Uttar Pradesh Export Promotion Council and the Indian mission in Australia*

## Virtual discussion – Business opportunities for Indian exporters in Turkey

February 2022

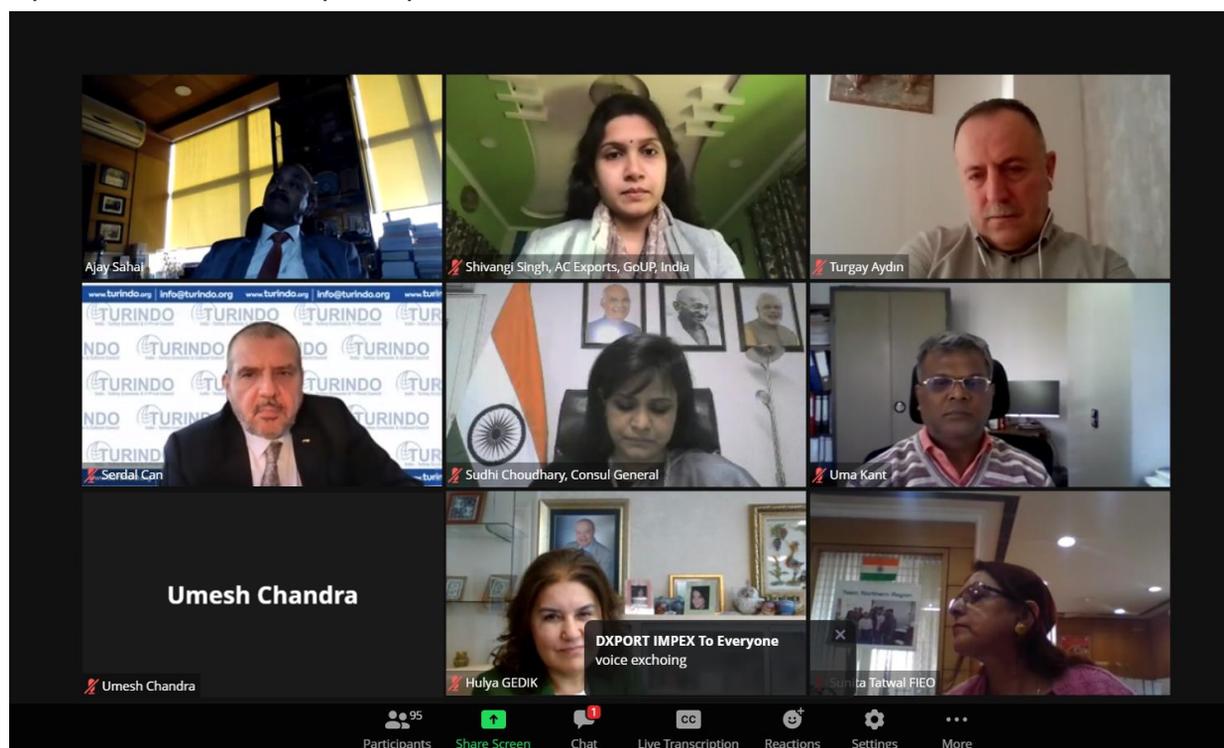
A virtual discussion on the potential export opportunities in Turkey was organized by FIEO. The discussion was a follow-up to Export Gateway to Africa trade event organized in Turkey, where 13 exporters participated from the state of Uttar Pradesh. The discussion was joined by **Ms Sudhi Choudhary**, Consul General (Designate), Consulate General of India, Istanbul, **Ms. Hulya Gedik**, President, Turkey-India Business Council of DEIK (Foreign Economic Relations Board), **Mr. Serdai Can**, TURINDO, **Mr. Ashwani Kumar**, Regional Chairman, NR, FIEO, **Mr. Umesh Chandra**, DC-EPB UP and other delegates from India and Turkey.

The discussion was facilitated more than 100 participants, including importers from key sectors of Turkey, exporters from India and members of business chambers from India and Turkey. The panel briefed the participants on the

potential areas of cooperation for businesses in India and Turkey while exploring both the markets.

Ms. Choudhary discussed on the key areas where the Indian mission in Turkey can support businesses in diversifying to the Turkish market. Ms. Gedik introduced DEIK, which acts as a gateway of Turkish private sector for stakeholders from foreign markets. Mr. Serdai briefly discussed the networking support provided by TURINDO by organizing B2B meets in Delhi, Mumbai, etc.

Mr Amit Pratihast, CFO, Hobi Kozmetik/Dabur, Turkey shared their success story while venturing into the Turkish market. Mr. Umesh Chandra, DC, EPB-UP extended a vote of thanks, briefly discussing the way forward for improving the trade relations between the two countries.



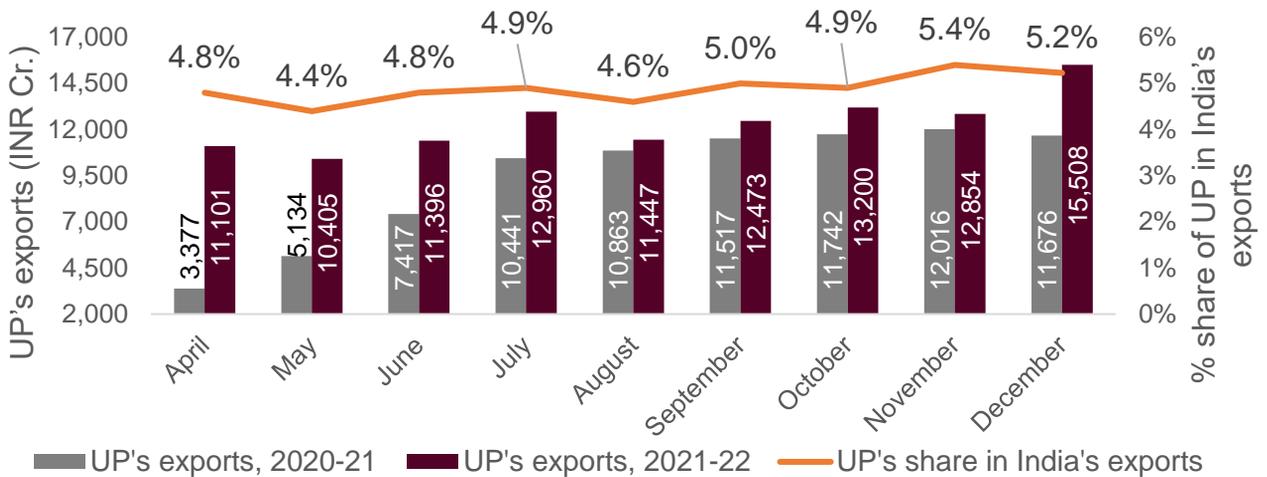
*In picture: Virtual discussion on “Business opportunities for Indian exporters in Turkey”, joined in by delegates from the Indian mission in Turkey, Turkey – India business council, FIEO, EPB-UP, etc.*

# UP's Export Performance

**UP contributed to ~5% of India's export during Apr-Dec 2021 - ranked 5 among all states**

Uttar Pradesh maintained ~5% INR 84,184 Crore during April 2020 – contribution to India's exports for the 4<sup>th</sup> December 2020 to INR 111,343 Crore consecutive month, showcasing a stable during April 2021 – December 2021. The export performance post the COVID state's exports registered an overall rebound. UP's exports increased from increase of more than 32%.

**UP's overall export performance**

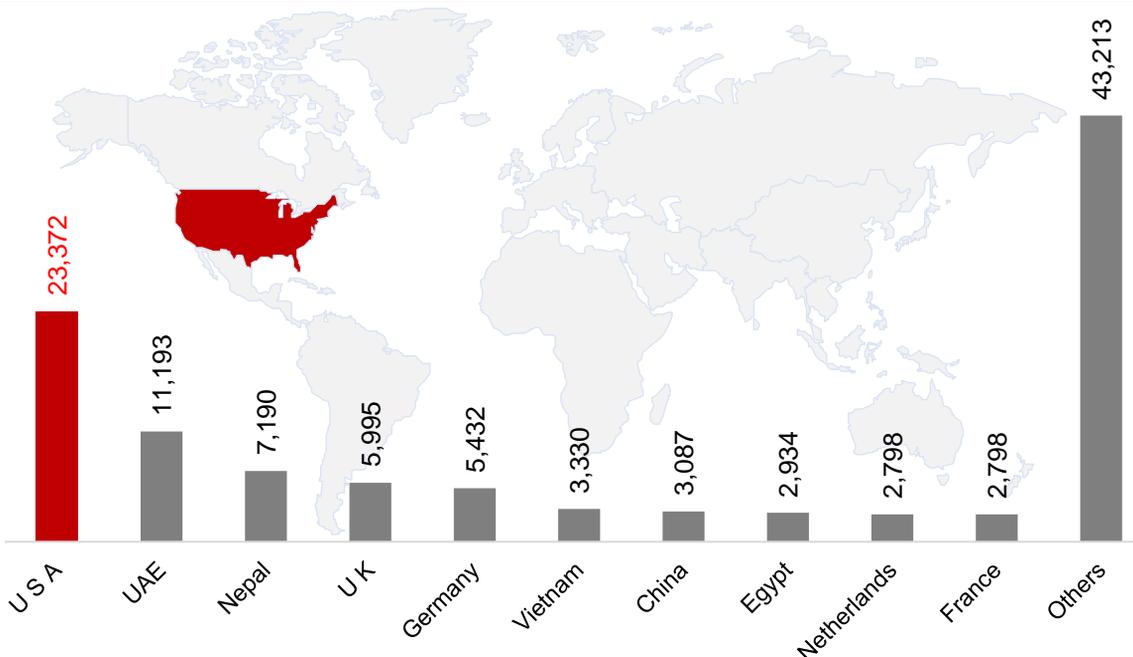


Uttar Pradesh's exports maintained their momentum in the key geographies of USA (21%), UAE (10%), Nepal (6%), UK (5%) and Germany (5%). The state also explored several other geographies with a high potential for scaling up, like,

**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**

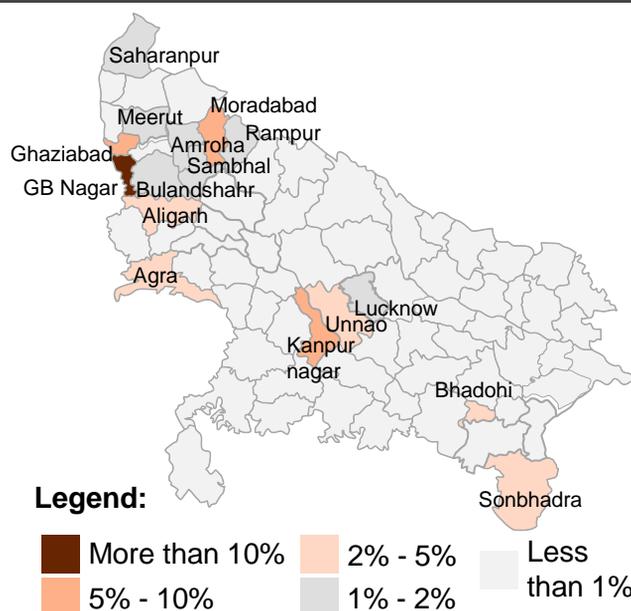


## District wise share in exports

The spatial distribution of exports originators in Uttar Pradesh indicate a concentration in North-western and central districts. Overall, 10 districts contribute to 80% of the state's exports. These districts in the order of their contribution in exports are GB Nagar, Ghaziabad, Moradabad, Kanpur Nagar, Aligarh, Agra, Unnao, Bhadohi, Sonbhadra and Amroha.

G.B. Nagar showcased an exceptional contribution of ~41% in the state's exports. The distribution of exports is also found to be inline export-oriented manufacturing capabilities. The table below describes the leading districts in terms of exports from Uttar Pradesh along with the value exported in the period of April 2021 to December 2021 and the district's share in state's exports.

### Heatmap for exports from Uttar Pradesh (April 2021 – December 2021)



S.No.	District	Total exports Apr. – Dec. 2021 (INR Cr)	% share in state's exports
	Uttar Pradesh (All districts)	111,302	100.0%
1	GB Nagar	46,056	41.4%
2	Ghaziabad	8,613	7.7%
3	Moradabad	8,406	7.6%
4	Kanpur nagar	6,931	6.2%
5	Aligarh	4,134	3.7%
6	Agra	4,028	3.6%
7	Unnao	3,013	2.7%
8	Bhadohi	3,012	2.7%
9	Sonbhadra	2,569	2.3%
10	Amroha	2,052	1.8%
11	Meerut	1,689	1.5%
12	Sambhal	1,491	1.3%
13	Gonda	1,441	1.3%
14	Saharanpur	1,393	1.3%
15	Rampur	1,300	1.2%

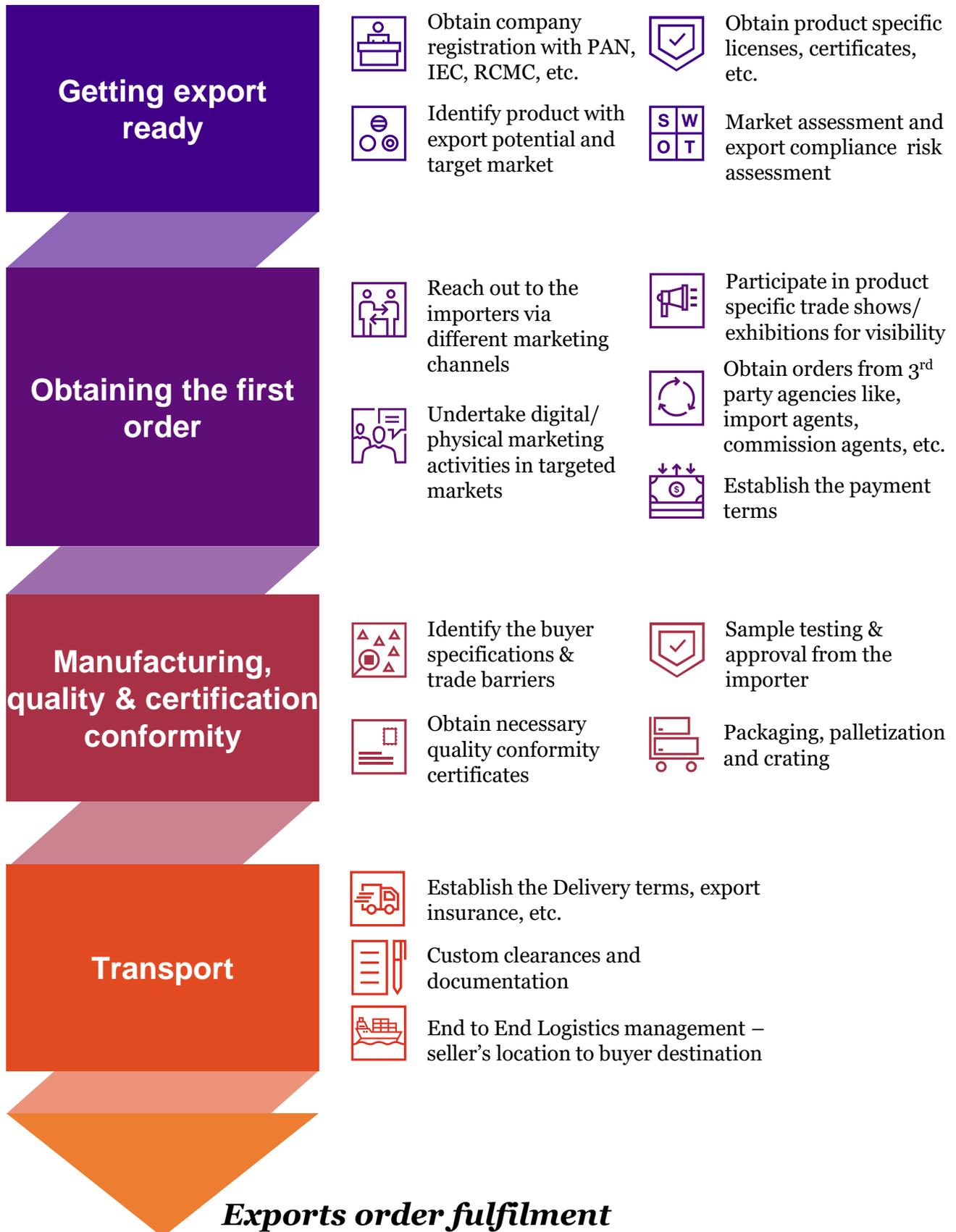
S.No.	District	Total exports Apr. – Dec. 2021 (INR Cr)	% share in state's exports
16	Bulandshahr	1,137	1.0%
17	Mathura	1,084	1.0%
18	Barabanki	1,062	1.0%
19	Lucknow	998	0.9%
20	Kanpur dehat	864	0.8%
21	Hapur	754	0.7%
22	Bahraich	713	0.6%
23	Maharajganj	692	0.6%
24	Mirzapur	674	0.6%
25	Bareilly	674	0.6%
26	Deoria	616	0.6%
27	Bijnor	555	0.5%
28	Firozabad	515	0.5%
29	Baghpat	497	0.4%
30	Varanasi	382	0.3%
	Others	3956	4%

## Commodity wise export analysis

Hs Code	Commodity Description	UP's exports, April – December 2020 (INR Cr.)	UP's exports, April - December 2021 (INR Cr.)
	<b>Total</b>	<b>84,184</b>	<b>111,343</b>
85	Electricals & electronics	14,197	19,456
02	Meat And Edible Meat Offal	10,783	11,098
62	Apparels, Not Knitted or Crocheted	5,020	7,338
73	Articles Of Iron & Steel	3,185	4,813
84	Machinery & equipment	2,984	4,626
64	Footwear, Gaiters, similar articles & their accessories	3,429	4,370
87	Road Vehicles And their parts	2,453	4,175
76	Aluminium & Articles Thereof	3,432	4,062
57	Carpets And Other Textile Floor Coverings	3,237	4,029
10	Cereals	3,083	3,675
94	Furniture, Bedding, Lighting, Fittings & other articles	1,819	3,367
29	Organic Chemicals	2,939	3,104
42	Articles Of Leather , Saddlery Harness etc.	1,890	2,827
17	Sugars And Sugar Confectionery	2,174	2,564
61	Apparels, Knitted or Crocheted	1,729	2,209
27	Mineral Fuels, Oils & their derivative products	1,134	2,136
44	Wood & Articles Of Woods ; Wood Charcoal	1,128	1,876
63	Other made up textile articles	1,235	1,741
83	Miscellaneous articles of Base Metal	1,040	1,718
39	Plastics And Articles Thereof	1,354	1,521
70	Glass & Glassware	1,094	1,509
71	Gems & Jewellery	1,084	1,427
72	Iron & Steel	610	1,305
33	Essential Oils, perfumes, Cosmetics & similar prep.	1,515	1,288
41	Raw Hides and Skins	980	1,257
	Others	10,655	13,851

## For budding exporters

### Journey map of an exporter



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