

**Government of Odisha
MSME Department**

NOTIFICATION

The 30th November, 2022

Sub: Odisha Export Policy, 2022

MSME-IPE-MISC-0005-2019- 8847/MSME, dated 30.11.2022

Considering the importance of Export sector, the State Government had notified Odisha Export Policy-2014 on 10.10.2014. With passage of time, it has become imperative to have a new Export Policy to cater to the demand of the changed circumstances.

On being approved by the State Cabinet in its 52nd meeting held on 29.11.2022, the Odisha Export Policy-2022, as enclosed herewith, hereby comes into effect from 30.11.2022.

ORDER-Ordered that the notification be published in the next issue in the extraordinary issue of Odisha Gazette and copy thereof forwarded to all Departments of Government/All Heads of Departments/ Accountant General(A & E) , Odisha/All RDCs/ All Collectors// All DICs/RICs

By order of Governor


(Saswat Mishra) 30.11.2022

Principal Secretary to Government

Memo No.8848 /MSME , Bhubaneswar dated 30.11.2022

Copy forwarded to the Director of Printing, Stationeries and Publication, Odisha, Cuttack with request to publish the Notification in the next extraordinary issue of the Odisha Gazette and supply 50 copies of the same to this Department.

MSM 30.11.22

Special Secretary to Government.

Memo No 8849 /MSM, Bhubaneswar dated 30.11.2022

Copy forwarded to the Odisha Gazette Cell - in - Charge, Odisha Gazette Cell, Commerce & Transport (Commerce) Department for information with a request to take appropriate action to publish the Notification in the next extraordinary issue of the Odisha Gazette.

MSM 30.11.22

Special Secretary to Government

Memo No. 8850/MSME, Bhubaneswar dated 30.11.2022

Copy forwarded to PS to Hon'ble Minister, MSME/ PS to Chief Secretary/ PS to DC-cum-ACS/ PS to Principal Secretary to Government, MSME Department/ PS to Principal Secretary to Government, Finance Department for kind information of Hon'ble Minister, MSME/ Chief Secretary/ DC-cum-ACS/ Principal Secretary, MSME Department/ Principal Secretary, Finance Department respectively.

MSM 30.11.22

Special Secretary to Government.

Memo No. 8851/MSME, Bhubaneswar dated.30.11.2022

Copy forwarded to All Departments of Government / All Heads of Department/ Accountant General, Odisha, Bhubaneswar /All Collectors/ / All DICs/RICs/ All PSUs under the administrative control of this Department.

MSM 30.11.22

Special Secretary to Government

Memo No. 8852 /MSME, Bhubaneswar dated 30.11.2022

Copy forwarded to Director of Industries, Odisha, Cuttack/ Director of EPM, Odisha, Bhubaneswar for information.

MSM 30.11.22

Special Secretary to Government

Memo No.8853/MSME, Bhubaneswar dt.30.11.2022

Copy forwarded to All Officers/ All Sections of this Department.

MSM 30.11.22

Special Secretary to Government.

Government of Odisha

MSME Department

Odisha Export Policy -2022

Table of Contents

1. Preamble	3
2. Current Export Scenario	3
2.1 Performance of Champion Export Sectors of Odisha	5
2.2 Product- Market Matrix of Champion Export Sectors of Odisha	6
3. Vision, Mission & Objective	7
3.1 Vision	7
3.2 Mission	7
3.3 Objective	7
4. Strategy	8
5. Policy Period	8
6. Focus Sectors	8
7. Export Facilitation and Ease of Doing Business	9
8. Enhancing Export Related infrastructure	10
9. Facilitating Export Logistics	12
10. Encouraging Quality & Standards	13
11. Encouraging Value addition & Diversification	14
12. Skill Development and Capacity Building	15
13. Cluster Development	16

1



30.11.2022

**Principal Secretary
MS & ME Department**

14. Encouraging Presence of Export Bodies	17
15. Facilitating Town of Export Excellence	17
16. Recognizing Exporters	17
17. Encourging Startups in the State	18
18. International Trade Fairs, Outreach programmes	18
19. Promoting E-Commerce	18
20. Market Research	19
21. Promoting Geographical Indicators of the state	19
22. Fiscal Incentives	20
23. Governance	22
23.1 State Export Promotion Committee	22
23.2 District Export Promotion Committee	23
23.3 Sector-specific Task Force	23



**Principal Secretary
MS & ME Department**

1. Preamble

Odisha, situated geographically in Eastern India, has West Bengal in the Northeast, Jharkhand in the North, Andhra Pradesh in the South, and Chhattisgarh in the West as the neighboring States. It is a land of diversified culture & splendors. Abundant natural resources, 10 Agro-climatic zones, extensive coastline of 480 kms and the sprawling Chilika lake makes Odisha the veritable hub of multi-dimensional products ranging from Minerals to Agri products, Handicrafts, Handlooms and Petrochemicals etc.

From time immemorial Odisha has been a gateway of International Trade. The Odisha Export Policy is a proactive initiative to take Odisha to the league of top 5 exporting States of the country.

The State exports have grown at 7.53 percent from 2018-19 (Rs.48,119.60 crore) to 2019-20 (Rs. 51,742.32 crore) in 2019-20 and again by 55.42 percent in 2020-21 to Rs. 80,419.33 crore. Odisha continues to be on a high growth trajectory. The export turnover of Odisha has more than doubled during the last five fiscal years (2017-2022) and shown growth of 58.17 percent during the last financial year despite the adverse impact of Covid- 19 and a global pandemic. Odisha also aims to achieve a target of Rs 3.5 lakh crore exports by 2026-27. With each passing year the State has recorded significant growth in the exports sector. The efforts and resilience of the export fraternity has ensured consistent growth in exports.

Historically Odisha's exports are Mineral & Metal Products. However, in the last decade the export of other products has shown immense growth potential. Export of Marine products and services have made remarkable strides, in addition to the export of Agri products, Horticulture, Handicrafts, Handlooms, Chemical and Allied sectors. The Government of Odisha is leaving no stone unturned to enhance the export landscape through adequate Infrastructure support and a robust Policy framework. IT & ITES have also been a vital domain in recent years and the govt has focused on the growth of this sector through various initiatives.

The Odisha Export Policy provides a roadmap and framework to promote exports of Goods and Services, employment generation and value addition in line with the "Make in India" program. It aims to address the evolving and dynamic changes in International Trade landscape and meet global challenges and surmounting trade barriers. Exports are an indispensable tool for the growth of GSDP and the overall economic growth.

There has been a concerted effort to make the Odisha Export Policy concurrent with Foreign Trade Policy 2022-2027 with periodic reviews and updates.

2. Current Export Scenario

The exports of the State have grown exponentially from Rs. 19082.10 crore in 2015-16 to Rs. 40872 crores in 2016-17, showing a growth of 114% which led to Odisha being


30.11.2022

declared the "Champion State" in export growth in the year 2016-17 by the Govt. of India. Since then, Odisha export turnover has doubled in the last 5 years reaching Rs. 80,419.33 crore in 2020-21 despite the Covid – 19 induced global pandemic in 2020-21.

Odisha was the 8th exporting state of India in 2020-21, occupying a share of 3.51% in India's overall exports.

Odisha is currently the 7th largest exporting State of India (2021-22)

Table 1: Major exporters of India. (Export value in USD Million)

State	2016-17	2017-18	2018-19	2019-20	2020-21
Gujarat	54309.67	66818.03	67412.15	63439.89	60587.00
Maharashtra	67724.15	69731.48	72809.28	64915.27	58405.96
Tamil Nadu	26562.37	29754.22	30525.91	30015.11	26154.67
Karnataka	19404.61	18052.34	17341.29	16642.09	16842.34
Uttar Pradesh	12570.92	13803.9	16289.17	16989.21	16390.07
Andhra Pradesh	12005.05	13019.53	14085.63	14787.81	15141.19
Haryana	10738.15	13263.41	13833.25	12056.16	11593.18
Odisha	6095.42	7585.01	6303.37	6655.69	10228.44
West Bengal	8253.69	9148.22	10057.13	9490.84	8968.21
Telangana	6013.26	6568.71	7168.26	7359.33	8707.19
Delhi	10606.58	8713.88	9464.6	10374.09	7595.21
Rajasthan	5792.27	6952.05	7061.61	6629.59	6659.08
Madhya Pradesh	4445.83	5249.96	6382.37	5318.32	6477.32
Punjab	5295.57	5788.25	6038.07	5605.9	5299.51
Kerala	4899.57	7308.07	9834.25	10146.89	3940.62
Dadra & Nagar Haveli	1569.03	2051.25	2143.38	2177.41	2645.35
Chhattisgarh	943.37	1522.7	1244.1	1278.69	2320.29
Goa	2291.95	2103.17	2063.64	2000.42	2306.43
Uttaranchal	899.76	1455.46	2351.18	2279.78	2137.28
Himachal Pradesh	1062.14	1221.67	1323.43	1392.91	1661.89

In Rupee terms, the value of exports from Odisha has gone up by 296.80% since 2015-16, whereas in US\$ terms, exports from Odisha have grown 3.5 times in USD in 2020-21 from USD 2.9 bn in 2015-16. Odisha registered export turnover of 75,718.32 crore which is USD 10.22 bn in merchandise export during 2020-21.



Mineral & Metal Sector recorded a major share in Odisha's export basket. This sector is dominated by Aluminum, Iron & Steel, Petroleum products and Iron Ore, which contributed to nearly 89% of the total export of Odisha. Besides, the State has export potential in Marine Products, Residual Chemical and Allied Products. It is noteworthy that in 2020-21, the processed minerals contributed a share of 3.45% in Odisha Exports. Similarly, the petroleum products contributed 7.99% followed by the marine products with a 4.11% share in Odisha's Exports respectively.

2.1 Performance of Champion Export Sectors of Odisha

Table 2: Share of Odisha's Exports in India's Exports (in Percentage)

Share of Odisha's Exports in India's Exports(in Percentage)						
Champion Export Sectors	At 2-digit HSN Code	Commodity	2017-18	2018-19	2019-20	2020-21
Minerals & Metals	26	Ores, Slag and Ash	41.33	41.37	53.89	61.22
	27	Mineral Fuels, Mineral Oils & Products; Bituminous Substance	1.99	1.23	0.74	3.08
	69	Ceramic Products	4.12	3.83	3.21	2.95
	72	Iron & Steel	20.97	20.84	21.56	22.57
	76	Aluminum & Articles thereof	53.21	28.70	29.38	41.48
Marine	3	Fish and Crustaceans, Molluscs and Other Aquatic Invertebrate	6.78%	6.31	6.82	7.74
	16	Preparations of Meat of Fish or Of Crustaceans, Molluscs of	3.49%	2.01	1.55	2.33
Chemical & Allied Product	28	Inorganic Chemicals; Compounds of Precious Metals, or Rare-Earth	27.21%	31.09	22.02	20.75

It is concluded that in 2021-22, Minerals and Metals stood as the topmost exporting sector from the State in terms of value, followed by marine products and chemical



products. The State needs to continue its momentum of boosting exports in these champion sectors.

2.2 Product- Market Matrix of Champion Export Sectors of Odisha

The export markets identified through secondary analysis comprise of around 70% of share in India's Export market in 2020. Identified focus sectors have strong presence in some of the conventional markets like USA, UK and UAE.

Table 3: Champion export sectors and Export Markets

Champion Export Sectors	HSN Code of top export item		Markets
	2 digit	6 digit	
Metal & Mineral	26	260112	China
	27	271012	UAE, USA, Singapore, Oman, China
	69	690320	Iran, Poland, Turkey, USA, Romania, Germany, Mexico, Ukraine, Saudi Arabia, UAE, South Africa, Bangladesh, Egypt, Bulgaria, Thailand, Netherlands
	72	720241	China, South Korea, Taiwan
	76	760110	South Korea, Malaysia, USA, Japan, Italy, Bangladesh
Marine	03	030617	USA, Vietnam, Japan, China, European Union
	16	160529	USA
Chemical	28	281820	UAE, Egypt, China

The Central Government has notified 37 Mega Food Parks of which two have been notified in Odisha; one is being developed as the Mega Sea Food Park at Deras, Khurda by IDCO and another MITS Mega Food Park Ltd. at Rayagada. The MITS Mega Food Park has been operational since 1st June 2017. The mega sea food park at Deras, Khurda is also operational. The Government has undertaken several other flagship industrial projects such as the Plastics Park at Paradip, Electronics Manufacturing Cluster at Info valley and the Aluminum Park at Angul to promote industrial output and exports

Approximately 25,000-hectare land has been identified in the State for organic cultivation. Out of which 3,000 ha is earmarked for turmeric cultivation. The Horticulture



produce in the State is comprised of 49.59% vegetables, 23.6% fruits, 11.2% spices, 0.5% floriculture and 14.8 % of other plantation crops.

The export of services from Odisha has grown from Rs.4000 crore in 2018-19 to Rs.4701 crore in 2020-21. The state holds immense potential in sectors like IT and Eco Tourism. The State Forest Department is promoting eco-tourism in destinations such as Daringbadi, Satkosia, Rajhans, Chilika, Simlipal, Bhitarkanika etc. The pristine beaches, Chilika lake, deep forests with its unique flora and fauna, the nesting grounds of Olive Ridley Turtles are all Odisha's collective patrimony.

3. Vision, Mission & Objective

3.1 Vision

To take Odisha to the league of the top five exporting States of India.

3.2 Mission

To achieve an export target of Rs.3.5 lakh crore by 2026-27.

3.3 Objective

The Export Policy-2022 is aimed to achieve the following objectives:

- a. Facilitate incremental growth of export of products identified in the focus sectors
- b. Promote product diversification through value addition
- c. Promote initiatives to enhance product quality & standards and support certification of products exported from the State
- d. Promote market diversification with a special focus on access to new markets
- e. Promote skill development and capacity building to improve competitiveness of the export units
- f. Promote entrepreneurship in the field of exports
- g. Facilitate Whole-of-Government approach to improve export competitiveness of the State
- h. Facilitate regulatory reforms to improve ease of exporting
- i. Facilitate the development of trade infrastructure in the State

4. Strategy

To achieve the objectives of this policy, the following strategy shall be adopted:



**Principal Secretary
MS & ME Department**

- a. Sector and product specific export promotion strategies with interventions and reforms designed to be implemented in the medium and long-term.
- b. Engagement of export promotion councils, local trade associations, logistic providers, export service providers and other important organizations associated with trade, in the design and implementation of export promotion interventions.
- c. Promote coordinated approach to design, plan and implement export promotion initiatives and facilitate policy implementation through robust institutional structures.
- d. Demand driven approach to conceptualize new infrastructure projects. Mobilize and incentivize private sector participation, where needed, to address gaps in existing infrastructure network.
- e. Leverage schemes (such as the PM GATI Shakti, TIES) implemented by Centre /State to develop or rejuvenate export-oriented infrastructure in the State.
- f. Set-up physical infrastructure, mobilize knowledge partners and promote capacity building to support Quality and Standards initiatives (testing facilities, certification, etc.).
- g. Ensure development/revamp of sector-specific requirements pertaining to common facility center, processing center, raw material banks, etc. in line with the product demand.
- h. Implement measures for capacity building and encouraging trade such as sector specific awareness/outreach & skilling programmes, State Export Newsletter to address information gaps, recognizing exporters through award programmes.
- i. Design and deliver initiatives to promote marketing. Promote Made in Odisha products in domestic and international markets. Improved visibility of State exporters in National and International platform.

5. Policy Period

The Export Policy of Odisha shall come into force from the date of notification.

6. Focus Sectors

The export promotion initiatives of the State will focus on products and services in the following sectors.

- Mineral & Metals
 - Ores, Slag and Ash
 - Mineral Fuels, Mineral Oils & Products; Bituminous Substance
 - Ceramic Products



- Iron & Steel
- Aluminum & Articles thereof
- Marine
 - Fish and Crustaceans, Mollusca, and Other Aquatic Invertebrates
 - Preparations of Meat of Fish or of Crustaceans
- Chemical & Allied Product
- Handloom
- Handicraft
- Agriculture
- Horticulture
- Non-Timber Forest Product
- IT & ITeS
- Tourism

7. Export Facilitation and Ease of Doing Business

State shall facilitate the following initiatives:

- a. The State will create a one-stop platform for dissemination of all export related information. This platform (website and/or kiosks) will provide details on export procedures, international market and their import patterns, market demand for products aligned to focus sectors, potential export linkages, Central and State Government schemes for exporters etc.
- b. The platform will feature an Online grievance redressal mechanism which will be set up under the Director DEPM to address the concerns of exporters, through regular interaction, and to ensure timely redressal of their issues in coordination with respective stakeholders.
- c. The platforms shall promote the "Made in Odisha" brand. The platforms will have FAQs on exports, details of export related events organized by various EPCs and provide link to important trade websites like DGFT, Department of Commerce, Indian trade portal.
- d. The State will enhance the role of DIC and facilitate capacity building for export promotion.
- e. The State will review the role of Utkalika, Boyanika and Ekamra Haat to boost exports in the handicrafts sector.
- f. The State will facilitate ASI non antiquity certification in case of export of all metallic statues / souvenirs.
- g. The State will facilitate exporters connect with FPO/Farmers for direct procurement of Agri and horticulture products.
- h. Presence and active involvement of trade organizations like EPCs/Boards in the State. Setting up of a Regional Office of APEDA in Bhubaneswar will boost the exports of perishable air cargo in the State.


30.11.2022

- i. A "Special Export Facilitation Center" will be established at the district level in a phased manner. Dedicated Export Promotion Officers will manage the operations of the proposed facilitation center.
- j. This center will provide the exporters with the details on country specific demand for various goods, their quality standards, certification requirements and necessary regulatory support.
- k. This center will mobilize partners to facilitate production of value-added products through use of well-equipped machinery.

8. Enhancing Export Related infrastructure

Establishment of Common Facility/ Processing Centre

Marine

- a. The State Govt. will examine the availability of infrastructure facilities for freezing, freeze drying, ready-to-cook, chilling, canning, retort pouched, dried and surimi to boost marine products export
- b. The State Govt. will conduct a feasibility study to upgrade the existing infrastructure and establishment of new infrastructure in major production hubs to enhance export of marine products
- c. Integrated Common Facilities having processing and storage facilities, to facilitate post harvesting infrastructure shall be explored under schemes like TIES/ MSE-CDP/ Schemes of the Dept. of Animal Husbandry and Dairy.
- d. Promote infrastructure development to improve the export of dry fish from the state.
- e. The State Government will leverage Central Government SEZ scheme to establish SEZ for marine products at potential sites
- f. The state will evaluate the prospects of setting up pre-processing centers at potential landing sites and mobilize relevant stakeholders to implement such initiatives

Metals & Minerals

- a. The state will create dedicated MSME Parks/ Industrial Parks with supporting infrastructure to facilitate exports of Ceramic, Iron & Steel, aluminum from downstream units in the state
- b. Promote growth of downstream Aluminum and steel exports with a focus on value added products mapped to the following- Aluminum casting, extruded products, power cables, precision tools, steel fabrication, food grade steel containers & machinery, Stainless steel pipes

Chemicals and Allied Industry



10

Principal Secretary
MS & ME Department

- a. The State Govt. will explore the possibility of creating downstream Industry under Chemicals and Allied Industry Sector to create export diversification from the state.
- b. The state shall collaborate with CSIR-IMMT (Institute of Minerals & Materials technology) to identify a downstream product line under Chemicals and Allied Sector and will devise a comprehensive plan for infrastructure development to support the growth of this sector.

Horticulture & Agriculture

- a. The state will create dedicated warehouse facility to store, preserve agriculture and horticulture products to reduce distress sale and enhance export.
- b. Establish Integrated Pack house/cold chain/refrigerated vans for Agriculture and Horticulture Sector.
- c. The State will make a provision to create/ enable a Container Depot for storing horticulture and agriculture Products.
- d. Development of Integrated Common Facility Center for Agriculture and Horticulture Products having facilities like sorting, grading, steam sterilization, processing, and packaging solution will be prioritised.
- e. A mechanism will be devised by which exporter or group of exporters can submit their common facility requirements to State Government, which in turn can be pursued for assistance under the Trade Infrastructure for Export Scheme (TIES)/ SFURTI/ MSE-CDP/ District as Export Hub scheme of Government of India and Cluster Development Fund scheme of Small Industries Development Bank of India (SIDBI).

Handloom & Handicrafts

- a. Integrated Common Facility Center for silver filigree artisans having facilities like advanced casting, finishing, training and packaging.
- b. CFCs/Flatted Factory Set up/Testing facility/Packaging facility etc. for handicraft and handloom sector.
- c. State will design interventions to address raw material issues faced by the exporters.
- d. Advanced dyeing facilities shall be established in major handloom clusters in the State to improve the dyeing quality as per international standard.

IT Services

- a. The State will examine the expansion of existing IT Parks/ establishment of new IT parks to enhance export from IT services.

Tourism



11

**Principal Secretary
MS & ME Department**

- a. The State will design and deliver programmes to market major tourist centers to domestic and international tourists
- b. The State will aim to develop theme-based tourist circuits on the principles of high tourist value, competitiveness, and sustainability in an integrated manner to enrich tourist experience under Swadesh Darshan Scheme.
- c. The State will promote development of heritage handloom/ craft clusters in Odisha which could be transformed into heritage village with facility like local art & craft museum, live classrooms, home stay facility to promote Art & Craft tourism in the state.

Non-Timber Forest Products (NTFPs)

- a. The State shall promote value-addition to the exiting NTFP products like honey, sal leaves, amla, kendu leaves, mahua, bamboo etc.
- b. Establishment of Common Facility Centre shall be emphasized to ensure the value addition and exportability of minor forest products in the state.
- c. Odisha ranks 9th in bamboo resources among the Indian states, hence the state will encourage common infrastructure to introduce products like bamboo toothbrush, laminated bamboo sheets, plywood, activated bamboo charcoal, vinegar etc. on pilot basis.

Details of the existing trade related infrastructure facilities in the State is included in Annexure-II.

9. Facilitating Export Logistics

Efficient, Cost-effective, and timely logistics is crucial for enhancing the competitiveness of merchandise exports. Sea Ports, Inland Container Depot (ICD), Airports and Inland waterways are important hubs in the overall EXIM chain which could facilitate export of goods. The State has one major port i.e. Paradip port, one International Airport at Bhubaneswar and one functional Multi Modal Logistic Park and Inland Container Depot (ICD) at Jharsuguda. The State shall leverage the benefits of the National Logistics Policy which aims at providing a unified logistics interface platform to promote digitization in the transport sector and provide exporters with a single platform to streamline processes and reduce logistics cost associated with export.

Although logistics infrastructure is created by agencies of the Central Government and State has limited role in such initiatives, the following areas will be pursued at the State level.

- a. A mechanism enabling exporters to submit their concerns relating to exports from ports or airport which can be pursued with the concerned authorities.
- b. Examining creation of necessary non-major ports in the State.
- c. Explore the possibility of export of fresh produce and other agriculture commodities from Paradip and Dhamra seaports.



12

**Principal Secretary
MS & ME Department**

- d. The State will endeavor to improve facilities (reefer container, plug points, cold chain) at the Gopalpur Sea port for export/import of perishables
- e. Adequate airport infrastructure including a multi-product cold store facility and chill room for export of chilled fish. The State will endeavor to set up facilities to secure key clearances and export certifications (Customs clearance, No Objection Certificate from Plant Quarantine department, Phytosanitary Certification) inside the airport.
- f. Consistent and meaningful liaison with relevant stakeholders to improve connectivity from Bhubaneswar Airport to markets like S. E Asia, Middle East, Far East, Europe and USA.
- g. Creation of adequate number of Inland Container Depot / Container Freight Station at potential sites to improve movement of goods from Dhamra and PICT
- h. Facilitate exports by air for sectors like fruits, vegetables, marine products, appliqué works, stone artifacts, handicrafts, processed food etc.
- i. Enhanced rail / road connectivity in the State wherever required based on industry inputs.
- j. Any other area as and when approved under this policy by the Empowered Committee.

10. Encouraging Quality & Standards

International standards and quality have played an important role in both protection of health and safety of consumers and facilitation of international trade. Various non- tariff agreements under WTO have rapidly changed the global trade scenario. Technical Barriers to Trade (TBT) are measures relating to technical regulations and standards, and procedures for assessment of conformity. These are increasingly emerging as a challenge for exporters. It is even more important for sectors like agriculture and marine which remains one of the most protected sectors for majority of the trading nations.

At State level, there is a need to address the twin challenges of inadequate research and development facilities as well as good quality lab network services to improve and upgrade product qualities as per requirements.

The following programmes will be explored with concerned agencies/line departments:

- a. To ensure Made in Odisha products meet globally accepted Quality standards, the State will support setting up of Quality Control and Certification labs, in a phased manner, to aid exporters in the key focus sectors established in this policy.
- b. Dedicated campaign for marine sector to create awareness on hygiene standards at fishing harbors, use of antibiotic etc. Pursue for presence of a Plant and animal quarantine office in Bhubaneswar.
- c. NABL (National Accreditation Board for Testing and Calibration Laboratories) accredited food testing laboratory and Organic Certification Laboratory. There is no quality testing laboratory for testing of Agri-export consignments in the State. Testing facilities for commodities/ finish products through Spices Board, MPEDA,



- APEDA, Shellac and Forest Product Export Promotion Council (SEPCI) and Odisha State Organic Certification Agency (OSOCA).
- d. Setting up of Steam sterilization unit in proximity to key production centers.
 - e. Testing lab for handicrafts through State Institute for Development of Arts & Crafts (SIDAC).
 - f. Awareness among textile manufactures and handloom producers may be encouraged to certify their products through certifications like Zero Discharge of Hazardous Chemicals (ZDHC), Certificate of Origin for Textiles & Made ups, Certificate of origin under Generalized System of Preferences through REX (Registered Exporter System), Tariff Rate Quota Certificate etc.
 - g. Closer co-ordination with Ministry of Commerce for updates on alerts by foreign countries which could be centrally hosted on the DEPM website.
 - h. Popularizing information sources managed by Export Promotion Councils which provides market intelligence and includes exhaustive information pertaining to MFN (Most-Favored-Nation) /Preferential tariff, Rules of origin, alerts on SPS (Sanitary & Phytosanitary measures)/TBT (Technical Barriers to Trade) requirements, global trade/tender queries, item wise import/export policy of India, drawback, Scheme for "Remission of Duties and Taxes on Export Products" (RoDTEP), Scheme for Rebate of State and Central Taxes and Levies on export of garments and made-ups (RoSCTL)"and other relevant export schemes for all the potential sectors.
 - i. The Government will facilitate trainings to improve production as per Sanitary and Phyto sanitary standards/export certifications and conduct special trainings on Good Agricultural practices and Integrated Management Practices for exporters from the State.
 - j. The Government will facilitate awareness sessions to improve the acceptance of products in global markets with a specific focus on target markets.

11. Encouraging Value addition & Diversification

Value addition and diversification of export basket plays a vital role in boosting the exports of a country as it helps in higher realization of foreign exchange and benefit the economy through increased economic activity. State may pursue with related agencies, programmes in various sectors to promote value addition. Support in terms of any common infrastructure to achieve this objective may also be facilitated. The State will endeavor to mobilize relevant stakeholders and partners to promote secondary and tertiary processing of key exportable products.

Some of the sectors where value addition initiatives will be pursued include:

Marine

- a. Programmes for branding Black tiger Shrimp from Chilika in frozen & chilled forms will be organized
- b. Mangrove crab which can be exported in live forms will be promoted



- c. Promote export of high value fishes in chilled form (Pomfret, Mullet, Seabass, etc.) to destinations like Middle East, UK, Singapore, etc.
- d. Explore short term lease for government owned brackish water areas
- e. Support research in new technologies to improve aquaculture (Shrimp)
- f. Explore possibilities of diversification to harvest globally popular fish like tuna in the State

Handlooms & Handicrafts

- a. Collaboration with premier Institutes like NID and NIFT shall be encouraged to improve marketability of "Made in Odisha" products
- b. Craft potential in Applique segment will be explored
- c. Innovation in Dokra craft will be encouraged

Agriculture & Horticulture

- a. Relevant collaborations will be explored to facilitate technology adoption for sorting, grading, processing, and packaging.
- b. The State Govt. will endeavor to work closely with Institute like ICAR, IARI, CTCRI, CPRI to bring in best practices in agriculture and horticulture sector

12. Skill Development and Capacity Building

With the changing trade dynamics at global level, it is also of paramount importance to apprise the exporting community of latest developments in trade policies, free trade agreements, packaging, documentation etc. on a regular basis through awareness programmers. Hence, there is a need to conduct Workshops /Seminars / Conferences regularly on different aspects of international trade across different sectors in the State. Desired skills are indeed crucial for the industries in general and exporters in particular, as a lot of product customization may be needed to meet the demands of the international buyers.

State in co-ordination with concerned agencies/Line Departments will pursue for:

- a. Programmes on foreign trade policy through DGFT/FIEO on a regular basis
- b. Programmes on exporting under the GST regime, free trade agreements etc.
- c. Export awareness programmes for farmers, FPOs/FPCs/RIs, State Agri Officers and entrepreneurs.
- d. Training and skill development to improve awareness at an NTL level to minimize wastage and diversify export portfolio
- e. A study tour/farmer visit to progressive states to understand the export-oriented production of horticulture crops, pack house procedures etc.
- f. Study tour to Centre for perishable cargo at the international airport at Mumbai and other advanced centers to understand Phyto sanitary requirements etc.
- g. Training on packaging through institutes of national and international repute
- h. Training on marketing and branding to target international buyers.



- i. Export oriented training to Agri-exporters preferably in centralized integrated pest management center, Bhubaneswar (Plant quarantine and APEDA).
- j. Collaboration with institutes of national repute such as NID, NIFT, Indian Institute of packaging, IITs, NITs to be considered to improve product marketability of handloom and handicraft products
- k. Training for diversification and value addition in Marine sector through MPEDA.
- l. Training to onboard producers on Hortinet in addition to capacity building of the State Agriculture Officers to promote awareness on Hortinet in the state as there are no registered producer/farmer in Hortinet system for a wide range of products. Recent Initiatives to promote registration of mango orchards in Hortinet is to be replicated and scaled-up for other products.
- m. The State will focus on imparting training to officials in various departments who are directly or indirectly related to export segment particularly at the level of DICs.
- n. State owned University/ Private Specialized Institutions may encourage to introduce tailor-made courses related to Foreign Trade, Global Supply Management in the state to attract/ nurture new talents in to export trade/ business
- o. State will encourage to set up facilities such as- Tool Rooms, Testing Labs, R&D centers etc. in major manufacturing zones within the State.
- p. State will endeavor to set up Research & Technology Fund with adequate corpus to improve product, process, and performance efficiency of exporting units through adoption of advanced technology.
- q. Increase awareness on Central Government schemes for the adoption of cutting-edge technology and processes by MSMEs such as Credit Linked Capital Subsidy Scheme (CLCSS), Technology and Quality upgradation Scheme (TEQUP), Quality Management Standards and Quality Technology Tools (QMS and QTT), Lean Manufacturing Competitiveness Scheme, Zero Effect Zero Defect (ZED) etc.

13. Cluster Development

Holistic Cluster Development approach plays a crucial role in enhancing the productivity and cost competitiveness. The State will identify potential clusters to promote the growth of export-oriented units in the key focus sectors and mobilize relevant stakeholders and partners to design and implement cluster development programme in existing and emerging growth-zones.

Feasibility studies for development of new product-specific clusters or upgrade of existing clusters will be undertaken to promote export of the following products:

- a. Mango, chilly, ginger, watermelon
- b. Black tiger shrimp, mangrove crab, chilled fish
- c. Handloom (Maniabandha, Bomkei, Sambalpur)
- d. Handicrafts (Silver filigree, stone craft, wood carving)


30.11.2022

**Principal Secretary
MS & ME Department**

Rejuvenation of existing clusters to improve their productivity will be prioritized.

14. Encouraging Presence of Export Bodies

Trade organizations play a pivotal role in boosting exports from a particular state through various promotional & support activities. The Government of Odisha has already taken steps to bring all trade related major agencies namely, the DEPM, Marine Products Export Development Authority (MPEDA) and Federation of Indian Export Organizations (FIEO) under one roof at Raptani Bhawan, Bhubaneswar.

The State shall pursue through Central Govt. to have presence of other Export Promotion Councils like Agricultural and Processed Food Products Export Development Authority (APEDA), Handloom Export Promotion Council (HEPC), Export Promotion Council for Handicrafts (EPCH), Basic Chemicals, Cosmetics & Dyes Export Promotion Council (CHEMEXCIL), Chemicals and Allied Products Export Promotion Council (CAPEXIL), Services Export Promotion Council, Engineering Export Promotion Council (EEPC), Spices Board, Gem & Jewelry Export Promotion Council (GJEPC).

Details of existing Export trade related Organizations have been included in Annexure-I.

15. Facilitating Town of Export Excellence

Bhubaneswar is a notified Town of Export Excellence (TEE) for marine products. State may consider forming a committee involving concerned Stakeholders to regularly review needs and challenges of this TEE. Recognized associations may also be invited to send proposals for requirement of any common facility centers and other infrastructure needs which the State can pursue with Central Govt. under TIES, MAI etc. State may also coordinate with various other line Departments, through the Sector specific task force in identifying other towns which could be notified as TEE aligned to focus sectors established in this policy.

16. Recognizing Exporters

To create a spirit of competitiveness and appreciate the export performance among the exporters of Odisha, "State Export Award" will be organized on annual basis where the following categories of awards shall be given:

- a. Award for highest foreign exchange earner in the State.
- b. Award for recording highest YoY growth of exports.
- c. Award for the best exporter in various sectors including the service sector.
- d. Award to exporter of new value-added product in the focus sectors.
- e. Award to exporter to virgin market
- f. Award to women entrepreneurs in the field of exports.



**Principal Secretary
MS & ME Department**

- g. Award to startups in the field of exports.
- h. Award to exporting units in additional categories such as promoting innovation, best global presence, and adopting best practices (clean manufacturing, adoption of new-age packaging techniques etc.)

17. Encouraging Startups in the State

Odisha has one of the best Startup Ecosystem in the Country with more than 1400 startups. Government of Odisha aims to emerge amongst the top 3 "Startup Hubs" in India through strategic partnerships, conducive ecosystem, investment, and policy interventions. To encourage startups, numerous provisions and incentives are extended by the State which are covered in the Startup policy of Odisha.

Initiatives to promote startups engaged in exports, development of technology solutions to address challenges faced by exporters and SMEs, technology solutions to support scale-up of production of export products, facilitate / support market access shall be explored.

18. International Trade Fairs, Outreach programmes

- a. To enhance the visibility of Odisha based products in international market, the State would organize Odisha Pavilion in important international events based on the export markets identified in the Market Research Study.
- b. State will also formulate its own annual calendar of events through collaboration with various trade related associations / organizations recognized by Central / State Government and annually organize participation in major International Events
- c. State will create awareness on Govt Schemes such as MAI which incentivises exporters' participation in EPC led trade fairs/Buyer sell meet/conferences abroad to explore new market for export of their product.
- d. The State will also leverage market access initiatives under ODOP scheme such as buyer seller meets to connect with large international buyers.
- e. Display and sale of products like silver filigree, GI products, marquee handicraft items etc. at major Airports, major hotels, flagship National and State events will be explored

19. Promoting E-Commerce

With advantages of low costs, convenience and no geographical restrictions, e-commerce is emerging as a trend for business, especially those of small and medium sizes, to boost exports and introduce their products to potential partners globally. Odisha State Co-Operative Handicrafts Corporation (OSCHC) Ltd. has established a tie-up with reputed e-commerce companies like Snapdeal, Flipkart and India mart for online marketing of handicrafts of Odisha, which will be further expanded by seminars



and handholding through trade bodies. The State will examine the possibility of collaborating with ecommerce companies to facilitate market access for Made in Odisha products mapped to the key focus sectors. The DEPM will collaborate with various Government departments to conduct capacity building initiatives for listing of products in various e-commerce platforms. Development of e-commerce hubs in high movement zones, closer to demand locations and periphery of emerging cities/hubs to be explored.

20. Market Research

International trade is dynamic and affected by various parameters. To identify suitable market entry strategies, export challenges and opportunities for potential export products, it is important to have focused research by reputed agencies/EPCs enabling the State to penetrate various international markets. Export Promotion councils such as Marine Products Export Development Authority (MPEDA), Agricultural and Processed Food Products Export Development Authority (APEDA), Handloom Export Promotion Council (HEPC), Export Promotion Council for Handicrafts (EPCH), Basic Chemicals, Cosmetics & Dyes Export Promotion Council (CHEMEXCIL), Chemicals and Allied Products Export Promotion Council (CAPEXIL), Services Export Promotion Council, Engineering Export Promotion Council (EEPC), Federation of Indian Export Organizations (FIEO) will be engaged to publish Newsletters comprising sector and product specific market research. Information on target markets mapped to key products, scope for value addition to meet global demand, sector specific R&D to improve product marketability, new market entry strategies will be the major focus in such publications. State will allocate funds for this activity on an annual basis.

The State Govt will collaborate with EPCs to create awareness on financial assistance schemes to support market research study.

21. Promoting Geographical Indicators of the state

Intellectual property is gaining importance at global level as it helps to protect interest of a nation as well as fetch better margins for a product. The State has registered GI tag for 17 products pertaining to Handicraft, Agricultural and Textile sectors.

To create awareness on GIs and benefits of its registration amongst the consumers and GI producers, the State will pursue the following along with the concerned line Ministries:

- a. Support to the GI producers through the grievance redressal system to address quality issues, IP infringement issues and ensure Logistics support to access offline /online marketplaces.
- b. Facilitate Consumer Awareness campaigns
- c. Ensuring Orientation, Financial Literacy and Training of GI producers in collaboration with e-Commerce Platforms
- d. Identifying scope for GI Tourism



List of registered GIs of the State in Handicraft, Agricultural and Textile sectors have been listed in Annexure III.

22. Fiscal Incentives

a. Export Development Assistance Scheme:

Presently Market Development Assistance (MDA) is provided by Govt. of India to exporters for participation in international trade fairs which is limited in nature thus restricting scope for MSMEs. On similar lines, State will extend Export Development Assistance to MSMEs for participation in approved National / International Trade Fairs, Buyer seller meets organized by ITPO / EPCs / All India Trade and Industries Organizations like FICCI, CII, Indian Chamber of Commerce, ASSOCHAM etc.

Table 4: Export Development Assistance Schemes

Scheme	Eligibility	Details
International Exhibitions / Trade Fairs taking place in India and Abroad	<p>(a) MSME exporters registered with concerned DIC / Merchant exporters having annual turnover of less than Rs.5 Crore</p> <p>(b) MSME exporters with valid IEC number (active or renewed), UAM registration and /or Exporters /Merchant Exporters</p> <p>(c) Having valid Passport</p>	<p>(a) The State Government shall select the product specific International Trade Fairs/exhibitions for participation based on the inputs received by DGFT and Export promotion Councils</p> <p>(b) The stall rent for the selected exporters will be borne by the State Government.</p> <p>(c) Selected exporters sponsored for participation in the trade fair shall be provided travel expenses in respect of not more than one person for a firm subject to 50% of the total air fare in economy class limited to Rs.50,000/-.</p>
Support to delegations from the State of Odisha to other countries	The delegation comprising representatives from the State Government and Private sector, visiting other countries for trade related consultation/s with a similar	The delegates shall be provided travel expenses in respect of not more than one person for a firm subject to 50% of the total air fare in economy class

	delegation abroad will be supported by this scheme when such a visit is facilitated/planned in consultation with Indian diplomatic missions to explore new export markets	limited to Rs.50,000/-.
--	---	-------------------------

Conditions

- The scheme will be administered by the Director, EP&M.
- Exporting company can avail benefit of one exhibition (international or domestic) and one buyer seller meet (international or domestic) in one financial year.
- Exporting organizations availing travel support from Government of India under similar scheme shall not be eligible for the above-mentioned State Incentives.
- Selection of the exporters for participating in the International Trade Fair shall be made by a committee constituted by the Government.
- Any other condition as and when approved under this Policy

b. Reimbursement of RCMC Fee/ Charges

Table 5: Reimbursement of RCMC fee/Charges

Scheme	Eligibility	Criteria
A one-time reimbursement of the Registration-Cum-Membership Certificate (RCMC) charges / fee paid by the first-time exporter to relevant Export Promotion Councils up to Rs. 40,000/-.	<ol style="list-style-type: none"> 1. Updated IEC Code not more than 02 years old. 2. RCMC fee receipt (with GST Invoice) 3. RCMC (Attested Copy) 4. Company & Product Profile (Max 03 Products) 	The scheme will be administered by the Director, EP&M

- One-time reimbursement shall be available for obtaining organic certification, quality certification@ 50% of the total outlay subject to a ceiling of Rs.10 lakh.
- One-time reimbursement of 50% of the cost incurred in obtaining quality certification for manufacturing processes or any other certification for export (compulsory markings such as Conformity European (CE), China Compulsory Certificates (CCC) etc), issued by any Government agency or any agency authorized by Central or Govt of Odisha, subject to a ceiling of Rs. 50,000.

- e. Reimbursement for obtaining testing certification @ 50% of the total cost subject to ceiling of Rs.10,000/- per export shipment.
- f. Reimbursement of cost incurred by an exporter for first 3 years towards country specific Certification & Quality Standards for a new product/ value added product, exported to a virgin market @ 50% of the cost incurred towards certification subject to a ceiling of Rs. 10,000/- per export shipment.
- g. The State Government will provide one-time reimbursement of 50% of the total cost incurred subject to ceiling of Rs. 5 lakhs to acquire advanced technology aimed at improving product Standards / marketability from state institutes like OUAT, CIFT, CIFA and premier national institutions such as IIS, NID, IIT, NIT and CSIR to improve product quality standards for international market acceptance.

23. Governance

DEPM shall act as a secretariat and nodal agency for implementation of this policy and will be designated as the Export Commissionerate. The nodal agency shall coordinate with various Central and State departments, agencies for export promotion activities. Director (DEPM) will act as a convener/ co convener of various committees formed under this policy. A designated nodal officer will be established in each department to coordinate with the DEPM on all export related agenda.

An Export Facilitation Cell will be established within the current DEPM to provide handholding support to the local exporters. While the Facilitation cell will be headed by a Senior Government official, the core functions will be outsourced. The facilitation cell will comprise the following personnel, to be hired as contractual staff.

- Knowledge Partners to provide technical know-how for product development, value addition, sector-specific market insights etc.
- Quality certification and Testing experts
- Marketing and Branding experts
- Foreign trade management experts

23.1 State Export Promotion Committee

State Export Promotion Committee has been constituted vide Notification No.5127/MSME, dt.28.08.2019 under the chairmanship of Chief Secretary to

- Act as an Advisory Body of the State Government for export promotion.
- Inter Departmental Coordination and Policy formulation.
- Oversee statutory difficulties on export business in different Government Departments at the level of State and Centre.
- Device strategy for boosting export from the State.


30.11.2022

**Principal Secretary
MS & ME Department**

The State Export Promotion Committee will sit quarterly to review the export performance of the State and the progress of different export infrastructure work. The copy of the notification of State Export Promotion Committee is enclosed as Annexure-V.

23.2 District Export Promotion Committee

District Level Export Promotion Committee (DLEPC) has been constituted vide Notification No.1067/MSME, dt.15.02.2020 under the chairmanship of Collector & District Magistrate for formulation of District Export Action Plan for export augmentation of identified products for export from the district.

District Export Promotion officers will be appointed in all the districts in a phased manner. The copy of the notification of District Level Export Promotion Committee is enclosed as Annexure-VI.

23.3 Sector-specific Task Force

A Sector-specific task force will be constituted under the Chairmanship of the Principal Secretary, MSME Department for seamless interdepartmental coordination and monitoring of policy implementation. The Committee will be consisting of the following members:

- Principal Secretary, MSME Dept: Chairperson
- Director, Directorate of Industries: Member
- MD, IDCO: Member
- DM, DLEPC: Member (Districts mapped to sectors of the product identified for export promotion)
- Director, IED: Member
- Director, EPM: Member-Convenor
- Director, Institutional Finance, Finance Dept: Member
- Director, Fisheries & ARD Dept: Member
- Director, Agriculture Dept: Member
- Director, Textiles & Handloom Dept: Member
- MD, Forest Development Corporation: Member
- Commissioner, Transport Dept: Member
- CEO, OCAC: Member
- Director, Tourism: Member



- Additional DGFT Kolkata: Member
- Representative from CONCOR: Member
- Commissioner, GST, Central Excise & Customs: Member
- Convenor SLBC
- Branch Manager, ECGC: Member
- Assistant Director, EIA: Member
- Representatives from relevant trade/industry associations
- Representatives from Export promotion councils
- Representatives from Port and Airport authorities

The task force will develop product / product group specific action plan with a focus on the following:

- a. Monitor the utilization of schemes of the State and Central Government for exporters
- b. Periodic review/assessment of data management practices within respective department to gather insights on existing and new export promotion initiatives
- c. Periodic review of projects complementing export infrastructure readiness
- d. Mobilize external partners to design strategic interventions to promote export
- e. Steer partnerships with stakeholders involved in standards and corresponding certification, export finance and insurance, etc.
- f. Periodic review of implementation of the State export promotion policy
- g. Promote the convergence of various export promotion initiatives led by institutions engaged in supporting international trade within the State and with the Central Government.
- h. Promote capacity building initiatives in collaboration with the DGFT and Export Promotion councils
- i. Review the progress of implementation of the district export action plan of all 30 districts in a phased manner
- j. Facilitate Center and State coordination with respect to continuity in trade policy
- k. Review Implementation of District as an Export Hub Initiatives
- l. Monitor the implementation of the TIES scheme at state level



30.11.2022

**Principal Secretary
MS & ME Department**

ANNEXURE-I

Table 6: Trade related organizations

ORGANISATION	ADDRESS	PHONE & FAX	E-MAIL
DGFT	Office of the Additional Director General of Foreign Trade, Ministry of Commerce & Industry, Govt. of India, 4, Esplanade East, Kolkata-700069	Tel. No-033-22481228 / 22485892 Extn-901	E-mail: anindita@nic.in
MSME-DI	MSME Development Institute, Vikas Sadan, College Square, Cuttack-753003	Tel: 0671-2548049, 0671-2548077 Fax: 0671-2548006	Email: dcdi-cuttack@dcmsme.gov.in
DIRECTORATE OF INDUSTRIES	Directorate of Industries Killa Maidan, Buxi Bazar-753001 Cuttack, Odisha	Tel:0671-2301892; Fax:0671-2301227	Email: diorissa@nic.in
DEPM	Directorate of Export Promotion & Marketing 1 st Floor, RaptaniBhawan, Near Indradhanu market, Nayapalli Bhubaneswar-751015	Tel: 0674-2552675 Fax: 0674-255268	Email: depmodisha@gmail.com
NSIC	NSIC Ltd., 3 rd Floor, IMDC Building, Mancheswar Industrial Estate, Bhubaneswar-751010, Odisha	Tel: 0674-2580630	Email: nsshobhub@nsic.co.in
EIA	Export Inspection Agency, Kolkata, Sub Office: IDCO Pot No.45/A/1, Chandaka Industrial Estate, Patia, Near Sai Intl. Comm. College, Bhubaneswar-751024	Mobile No-7749909768	Email: eia-bhubaneswar@eic.gov.in
ECGC	611-3rd Floor, Sahid Nagar, Bhubaneswar-751007, Odisha	Tel.0674-2543592/2547772	E-mail: bhubaneshwar@ecgc.in
EPC'S/	Marine Product Export Development Authority (MPEDA) Coir Board, Regional Office, Jagamara (Udyogpuri), Po-Khandagiri, Bhubaneswar-	Mobile No-8129846835 Tel/Fax: 0674-2350078	E-mail: sro.bhu@mpeda.gov.in E-mail: robbsrcoirboard@gmail.com

ORGANISATION	ADDRESS	PHONE & FAX	E-MAIL
	751030, Odisha Coconut Development Board (State Centre), Pitapally, Khurdha- 752055	Tel: (06755)- 211505, 212505	E-mail: cdborissa@gmail.com
FIEO (Odisha Chapter)	2 nd Floor, Raptani Bhawan, Near Indradhanu Market, Nayapalli, Bhubaneswar- 751015	Tel: 0674- 2553510, 2556674	E-Mail: fieobbsr@fio.org
GST & CUSTOMS	Commissioner GST & Customs, Office of the Principal Commissioner GST & Central Excise, Bhubaneswar Commissionerate, C.R. Building, GST Bhawan, RajaswaVihar, Bhubaneswar- 751007	0674-2589350	commissioner2bhubanesw ar@gmail.com
COMMERCIAL TAX	Commissioner of Commercial Taxes and GST, Buxi Bazar, Cuttack	0671- 2305033, 2307797	
CONCOR	In-charge Odisha Project, Container Corporation of India Limited, 1 st Floor of Angul - Sukina Railway Limited, Plot No-7622/4706, PressChhak, Gajapati Nagar, Bhubaneswar- 751005, Odisha	Tele Fax No: 0674- 2301251 M. No: 9437231526	dkrisna17@gmail.com
EXPORT INSPECTION AGENCY	Export Inspection Agency, Kolkata, Sub office- Bhubaneswar, IDCO Plot No- 45/A/1, Chandaka Industrial Estate, Patia, Near Sai Intl-Comm. College, Bhubaneswar 751024, Odisha	M. No: 7749909768	E-mail: Eia-bhubaneswar@eic.gov.in



Table 7: Testing laboratories of Directorate of Export Promotion & Marketing

Testing Laboratories of Directorate of EP&M		
Name of the Laboratory	Contact	Email id
Government Testing Laboratory Cuttack Industrial Estate, Madhupatna, Cuttack-753010	0671-2344740	epm_tlc.orissa@yahoo.co.in
Government Testing Laboratory Rourkela Industrial Estate, P.O Panposh, Rourkela- 769004, Dist Sundargarh (Odisha)	0661-2504681	epm_tlc.orissa@yahoo.co.in
Government Testing Laboratory- Bolangir Industrial Estate, Dist- Bolangir- 767001	06652-232275	tlblngr@rediffmail.com
Government Testing Laboratory Berhampur Industrial Estate, Berhampur, Dist Ganjam- 760008	0680-2290136	dr_manas_2000@yahoo.com
Government Testing Laboratory Balasore Industrial Estate, Balasore, Dist-Balasore-756001	06782-263812	testinglabbls@gmail.com
Government Testing Laboratory Angul, Industrial Estate, Angul, P.O Hakimpada, Dist- Angul- 759143	06764-236479	odtctlangl@gmail.com

Table 8: SEZ across the State

Sl. No.	SEZ	TYPE OF SEZ
1	Orissa Industrial Infrastructure Development Corporation (IDCO) Chandaka Industrial Estate, P.S. Chandrasekharpur, Tehsil-Bhubaneswar, District-Khurda, Odisha	IT
2	Orissa Industrial Infrastructure Development Corporation (IDCO), Village Gaudakahipur and Arisal, P.S. – Jatni, Tehsil – Jatni, District Khurda, Odisha	IT (Knowledge Park)
3	Vedanta Aluminium Limited, Brundamal and Kurebaga Villages, Tehsil and District – Jharsuguda, Odisha	Manufacture & Export of Aluminium



27

Principal Secretary
MS & ME Department

ANNEXURE-II

Table 9: Existing trade related infrastructure

ORGANISATION	ADDRESS	PHONE&FAX	E-MAIL
Accredited Certification Agency under NPOP	Odisha State Organic Certification Agency (OSOCA) Plot No.- 326, Baramunda, Bhubaneswar, Odisha- 751003	(0674) 2563639/2561	ceosoca@gmail.com; directorosca@rediffmail.com
Mineral Testing Laboratory	Directorate of Geology (for minerals, gemstone, diamond) Bhu-Bigyan Bhawan Bhubaneswar- 751 001	+91674 2392374; Fax: +91 674 2391776	directorgeology_odisha@yahoo.in, dir.geology@orissaminerals.gov.in
Functional ICD	Container Corporation of India Ltd, Balasore (for domestic purpose only). ApeejayInfralogistics, Kalinganagar.		
Sea Food Park	Chief General Manager (P&C), Odisha Industrial Infrastructure Development Corporation (IDCO), Janpath, Odisha, Bhubaneswar- 751022	0674-2542784/ 2540820	cmd@idco.in
Operational Port	PARADIP PORT TRUST	(06722)-	chmppt@paradipport.gov.in
	Paradip Port- 754142, Odisha	222256	
	DHAMARA PORT	0674-	reach.dhamaraport@dani.com
	HIG-20, BDAColony, JayadevVihar, Bhubaneswar- 751013	2304500, 2303828 (F)	
	GOPALPUR PORT	06811-	sales@gopalpurport.in
	Arjeepalli, Ganjam, Odisha- 761020	257699/	



28

**Principal Secretary
MS & ME Department**

ORGANISATION	ADDRESS	PHONE&FAX	E-MAIL
Operational Airport	Biju Patnaik International Airport	0674- 2596302,	apdbbsr@aai.aero
STPI	Software Technology Parks of india, STPI-ELITE Building, Plot no. 2/A, IDC Industrial Area, Gothapatna, Bhubaneswar Odisha-751003	2596317 91-674- 2623000	Manas.panda@stpi.in dir.bbioffice@stpi.in
Entrepreneur Park, Bhubaneswar (ESDM Incubation)	SOFTWARE TECHNOLOGY PARKS OF INDIA , STPI-ELITE Building, Plot no. 2/A, IDC Industrial Area, Gothapatna, Bhubaneswar Odisha-751003	91-674- 2300425	bbs.ep@stpi.in



**Principal Secretary
MS & ME Department**

ANNEXURE-III

Table 10: Details of registered geographical indications of Odisha

Sl no.	Time Period of Registration	Geographical Indications	Goods (As per Sec 2(f) of GI Act 1999)
1	April 2005- March2006	Kotpad Handloom fabric	Handicraft
2		Orissa Ikat	Handicraft
3	April 2008–March2009	Konark Stone carving	Handicraft
4		Orissa Pattachitra	Handicraft
5		Pipli Applique Work	Handicraft
6		Khandua Saree and Fabrics	Handicraft
7	April 2010–March2011	GopalpurTussar Fabrics	Handicraft
8		Ganjam Kewda Rooh	Agricultural
9		Ganjam Kewda Flower	Agricultural
10		DhalapatharParda & Fabrics	Handicraft
11	April 2011–March2012	Sambalpuri Bandha Saree & Fabrics	Handicraft
12		Bomkai Saree & Fabrics	Handicraft
13		Habaspuri Saree & Fabrics	Handicraft
14		Berhampur Patta (PhodaKumbha) Saree & Joda	Handicraft
15		Orissa Pattachitra (Logo)	Textile
16	April 2013 -March2014	Araku Valley Arabica Coffee	Agricultural
17	April 2018 -March2019	KandhamalHaladi	Agricultural
18	April 2019 - March 2020	Odisha Rasogola	Food Stuff

Source: Intellectual Property India



**Principal Secretary
MS & ME Department**

ANNEXURE-IV

Government of Odisha

MSME Department

NOTIFICATION

No.MSME-IPE-MISC-0036-2018/5127/MSME, Bhubaneswar dated.28.08.2019

Sub : **Constitution of "State Export Promotion Committee" for export related Inter Departmental Co-ordination and policy formulation.**

Pursuant to the communication received vide D.O. No.69 dated.12.07.2018 from Director General of the Foreign Trade M/o Commerce and Industry, Government of India and D.O. Letter No.7948 dated.15.07.2019 from Hon'ble Minister Railways and Commerce & Industry, Government in MSME Department have been pleased to constitute a State Export Promotion Committee under the Chairmanship of Chief Secretary for export related Inter Departmental co-ordination and policy formulation which will act as an advisory body of the State Government for export promotion. The State Export Promotion Committee will sit quarterly to review the progress of different export infrastructure work, export performance of the State and statutory difficulties on export business in different Government Departments at the level of the State and Centre. Besides, it will also devise strategy for boosting export from the State.

The Committee will consist of the following members :

S.No	Designation	Role
1	Chief Secretary	: Chairman
2	Development Commissioner	: Member
3	Secretary, M.S.M.E. Department	: Member
4	Secretary, Industries Department	: Member
5	Secretary, Finance Department	: Member
6	Secretary, Steel & Mines Department	: Member
7	Secretary, Fisheries & ARD Department	: Member
8	Secretary, Agriculture & FE Department	: Member
9	Secretary, Forest & Environment Department	: Member
10	Secretary, Revenue & Disaster Management Department	: Member
11	Secretary, Handloom, Textile & Handicraft Department	: Member
12	Secretary, Commerce & Transport Department	: Member
13	Secretary, I.T. Department	: Member
14	Secretary, Tourism Department	



Principal Secretary
MS & ME Department

S.No	Designation	Role
15	Joint Secretary, Commerce, Gol-cum-Nodal Officer	Member
16	Director of Industries	Member
17	M.D., IDCO	Member
18	President UCCI	Member
19	President C.I.I. (O.C.)	Member
20	President Seafood Exporters Association	Member
21	Joint D.G.F.T., Cuttack	Member
22	Deputy Director General, FIEO, Kolkata	Member
23	Commissioner, Customs Central Excise & Service Tax	Member
24	Branch Manager, ECGC	Member
25	Assistant Director, MPEDA	Member
26	Assistant Director, Export Inspection Agency	Member
27	M.D., IPICOL	Member
28	Director, STPI	Member
29	Director, EP&M	Convener
30	Deputy Director, DGFT, Cuttack	Co-Convenor

This supersedes the existing Empowered Committee for Export related Inter Departmental Co-ordination and Policy formulation notified vide MSME Department Notification No.III-MSME-59/2016/4356/MSME, dt.29.06.2016.

By Order of the Governor

Sd/-

Principal Secretary to Government

Memo No. 5128 /MSME, Bhubaneswar dt.28.08.2019

Copy forwarded to the Director, Printing, Stationery & Publication, Odisha, Cuttack with a request to publish the notification in the next issue of Odisha Gazette and supply 10 copies to this Department.

Sd/-

Deputy Secretary to Government

Memo No. 5129 /MSME, Bhubaneswar dt.28.08.2019

Copy forwarded to the Chairman and All Members of the Committee for information and necessary action.

Sd/-


Principal Secretary
MS & ME Department

Deputy Secretary to Government

Memo No. 5130 /MSME, Bhubaneswar dt.28.08.2019

Copy forwarded to All Departments of Government, All Heads of Department / Accountant General, Odisha, Bhubaneswar / All Corporation under the control of M.S.M.E. Department for information.

Sd/-

Deputy Secretary to Government

Memo No. 5131 /MSME, Bhubaneswar dt.28.08.2019 Copy forwarded to the Secretary, Ministry of Commerce & Industry, Government of India, Udyog Bhawan, New Delhi-110011 for information.

Sd/-

Deputy Secretary to Government

Memo No. 5132 /MSME, Bhubaneswar dt.28.08.2019

Copy forwarded to MSME-I-Section / Guard File (5) copies.

Sd/-

Deputy Secretary to Government



**Principal Secretary
MS & ME Department**

ANNEXURE-V

Government of Odisha

MSME Department

NOTIFICATION

No.MSME-IPE-MISC-0005-2020/1067/MSME, Bhubaneswar, dated.15.02.2020

Sub : **Constitution of District Level Export Promotion Committee (DLEPC) for creation of District Export Action Plan for augmentation of export from the district.**

Pursuant to the office memorandum No.01/36/218/01/AM-18/TC/PART-I/01, dt.26.12.2019 of Ministry of Commerce & Industry, Government of India, Government in MSME Department have been pleased to constitute the District Level Export Promotion Committee (DLEPC) under the chairmanship of Collector and District Magistrate for creation of District Export Action Plan for export augmentation of identified products for exports from the District.

The DLEPC may be held quarterly to review the progress of export promotion on the identified products for export from the district and send report to the Director, Export Promotion & Marketing, Odisha (DEPM) / MSME Department to place the same before State Export Promotion Committee constituted under the chairmanship of Chief Secretary.

The District Level Export Promotion Committee (DLEPC) will consist of the following members.

S.No.	Designation	Role
1	Collector & District Magistrate	Chairman
2	Additional Director General of Foreign Trade, Kolkata	Co-Chairman
3	Director, EPM or his representative	Member
4	Representative of MSME-DI, Cuttack	Member
5	Lead Bank Manager	Member
6	Representative from District Industries Association	Member
7	Representative of NABARD	Member
8	District Level Officers - Representative of Sector Specific Department of State Government (i.e.- Agriculture, Horticulture, Veterinary, Fisheries, Handicrafts, Handloom	Member



	etc.	
9	General Manager, DIC	Member Convenor

DLEPC Activities :-

- The DLEPC will draw an action plan for export augmentation of identified products for export from the district.
- Monitoring activities of export promotion through identified sub-groups for each product.
- Monitoring the issues in export from the District for identified potential products through meetings.
- Dissemination of information through trainings, seminars, guest lecturers, practical training, exchange visits with other district of excellence, updating progress monitoring portal, report progress to the State Export Promotion Committee headed by Chief Secretary.
- A Progress Monitoring Portal (PMP) to be developed by Director General of Foreign Trade (DGFT).
- Login based access to be provided to State Export Promotion Committee, Regional Authority of DGFT and DLEPC.
- DLEPC would be primary input providers for PMP.
- Assistance / Support for input to be provided by RAs of DGFT.
- State Export Promotion Committee at State Level would monitor progress and prepare summary report at State level.
- DGFT to monitor and collect national progress report and create district level performance indicators.
- Monitoring access would be shared with NITI Aayog, PMO etc.

After identification of potential products, the DLEPC will include the members from respective Export Promotion Councils and representative of sectors specific Central Government and State Government officials.

By the order of Governor

Sd/-

Principal Secretary to Government

Memo No. 1068 /MSME, Bhubaneswar dt.15.02.2020

Copy forwarded to the Director, Printing, Stationary and Publication, Odisha, Cuttack with request to publish the Notification in the next issue of Odisha Gazette and supply 10 copies to this Department.

Sd/-

Additional Secretary to Government



**Principal Secretary
MS & ME Department**

Memo No. 1069 /MSME, Bhubaneswar dt.15.02.2020

Copy forwarded to the Chairman and All Members of the Committee for information and necessary action.

Sd/-

Additional Secretary to Government

Memo No. 1070 /MSME, Bhubaneswar dt.15.02.2020

Copy forwarded to All Departments of Government / All Heads of Department/ Accountant General, Odisha, Bhubaneswar / All Corporation under the control of MSME Department for information.

Sd/-

Additional Secretary to Government

Memo No. 1071 /MSME, Bhubaneswar dt.15.02.2020

Copy forwarded to the Secretary, Ministry of Commerce and Industry, Government of India, Udyog Bhawan, New Delhi-110011 for information.

Sd/-

Additional Secretary to Government

Memo No. 1072 /MSME, Bhubaneswar dt.15.02.2020

Copy forwarded to the Additional Director General of Foreign Trade, 4, Esplanade East, Kolkata-700069, E-mail : sg.anindita@nic.in for information.

Sd/-

Additional Secretary to Government

Memo No. 1073 /MSME, Bhubaneswar dt.15.02.2020

Copy forwarded to IPE Section / Guard File (5) copies / Copy to DEPM, Odisha, Bhubaneswar.

Sd/-

Additional Secretary to Government



**Principal Secretary
MS & ME Department**