



Uttarakhand Export Policy (Draft Version)

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1. Preamble

Located at the foothills of the Himalayan mountain ranges, Uttarakhand shares international borders with China (Tibet) in the north & Nepal in the east and inter-state boundaries with Himachal Pradesh in the west & northwest and Uttar Pradesh in the south. The state is in close proximity with the National Capital Region which gives it access to an important market as well as raw materials and upstream industries.

The state is rich in natural resources and has export potential in the sectors such as organic agricultural products, agro based & processed food, aromatic & medicinal plant-based products, pharmaceuticals, nutraceuticals and service sectors like tourism & wellness.

After its creation in 2000, Uttarakhand witnessed rapid growth in its Industry sector on the back of policy interventions by the State and Central Government. The State, through its agency SIIDCUL, developed world class industrial infrastructure. The State has also notified a policy for private industrial estates. The industry friendly policies and conducive environment for industrial development has helped Uttarakhand emerge as an attractive investment destination.

This has resulted in the Gross State Domestic Product (GSDP) of the State expanding at a compound annual growth rate (CAGR) of 11.16 per cent to INR 2.18 trillion (US\$ 33.76 billion) between 2011-12 and 2017-18. The cumulative FDI inflows in Uttarakhand stood at around US\$ 652 million between April 2000 to December 2017¹. During 2013-14 to 2017-18, exports from Uttarakhand registered a positive CAGR of 6.79 per cent to reach USD 1.46 billion against a negative growth of -0.89 per cent in India's overall exports.

In the Ease of Doing Business ranking conducted by Department for Promotion of Industry and internal trade (DPIIT) in collaboration with World Bank under Business Reform Action Plan (BRAP) 2019-20, Uttarakhand stood amongst the top-ranking states of India.

The state has also placed itself at the 1st position (Top performing state) among the Himalayan states category, by ensuring presence of basic export facilities & infrastructure, a conducive business & export environment and export performance, according to Export Preparedness Index (EPI) 2020 report released by NITI Aayog, Government of India in August 2020. Despite being facing some of the inherent challenges of being a hilly state and in terms of the overall ranking, the State stands at 13th position which is fairly well, and the State strives to achieve an incremental improvement in this area going forward

The state being land locked have cost disadvantage over suppliers in other states as they have to incur more logistics cost in bringing raw material to their premises. Despite these challenges, Uttarakhand exported goods worth of US\$ Mn 2280 during 2019-20²

The State has been placed at 19th position in terms of mobility of goods and efficiency of logistics chain, according to the Logistics Ease Across Different States (LEADS) index released by the Ministry of Commerce & Industry, Government of India in March 2019.

With this backdrop and aligning with the Central Government's vision to make India a 5 trillion-dollar economy, the Government of Uttarakhand intends to extend its support to new and existing exporters of the State for promoting international trade from Uttarakhand. This policy aims at strengthening the industries of the state by facilitating them with fiscal and non-fiscal assistance.

¹ Source: Department for promotion of Industry and Internal Trade (DPIIT)

² www.dgciskol.gov.in

2. Policy Vision & Objectives

Vision

To develop Uttarakhand as one of the leading states in exports by leveraging its natural resource profile at domestic as well as global level and creating an adequate export infrastructure, enabling a friendly ecosystem and promoting trade across emerging sectors.

Objectives

- ▶ Provide a simplified, proactive and responsive institutional mechanism for rapid growth of exports
- ▶ Develop new and strengthen existing export infrastructure such as warehouses, inland container depots (ICDs), cold storages, rail-road connectivity from industrial estates / clusters etc.
- ▶ Enhance export potential of traditional & focus export sectors such as pharmaceuticals, handicrafts, handlooms, and automobiles through value addition and quality competitiveness
- ▶ Provide fiscal and non-fiscal incentives to exporters to boost exports from Uttarakhand
- ▶ Provide handholding support to existing and new exporters of the state
- ▶ Coordinate with all national and global agencies connected with promotion of exports

3. Uttarakhand Export Profile

Export Profile

Out of the 99 Indian Trade Clarification based on Harmonized System (ITC HS) chapters, Uttarakhand has recorded its export presence in 91 ITC HS chapters with top 20 contributing to 92% of the State's export. The export profile of the State is as follows:

S. No.	ITC HS Chapter	Sector	Exports from Uttarakhand 2017 (US\$ Mn)	In INR cr. *
1	30	Pharmaceuticals	103.11	685.96
2	87, 75, 78	Engineering (includes Automobiles)	144.69	962.58
3	29,33,34	Chemical & Allied	90.19	600
4	39	Plastic	88.38	587.97
5	04,10	Agri & Allied	32.96	219.27
6	63,57,55	Textile & Allied	26.78	178.16
7	94	Furniture	7.02	46.70

³Export Profile | *Dollar Rate: 66.5275 INR

³ Source: Directorate General of Commercial Intelligence and Statistics (DGCI&S), 2017 Data

4. Policy Targets & Implementation

Policy Targets:

- I. Increase share of exports from 0.48% to 1% of State's GSDP
- II. Create additional employment opportunity for 50,000 individuals
- III. Attracting investment of 10,000 Cr. In the Export Oriented Units (EOUs).

Implementation of the Policy

- ▶ This policy will come into effect on the date of its notification and will remain in force for a period of 5 years
- ▶ This policy may be modified with necessary amendments or supersession as may be required, and notified from time to time
- ▶ In case of any amendment in this policy, if any package of incentives is already committed by the State government to any unit, it shall not be withdrawn and the unit shall continue to remain entitled to the benefits

5. Focus Areas / Sectors

The key areas identified in the Uttarakhand Export Strategy prepared by Federation of Indian Export Organization (FIEO) are enlisted below. These are based on revealed comparative advantage with respect to India and the world and constitute more than 50% of overall exports from Uttarakhand.

1. Agri and Allied

Uttarakhand is one of the leading fruit cultivating states in India. It is ranked no. 1 in production of peaches and plums, ranked no. 2 in production of walnuts and pears and ranked no. 3 in apple cultivation amongst all states in India. The State has vast export potential for fruits and agricultural products such as honey, mushroom, rice, maize cereals, etc., spices, horticulture and floriculture.

a) Basmati Rice

The state has a variety of Doon Basmati Rice which is famous for its rich aroma and distinctive flavour. The Doon valley has Agro climatic conditions where the rice can be grown organically and has good markets in various parts of the world.

b) Tea

The State is known for its orthodox variety of tea that has a distinct taste and aroma and is also good for health owing to its anti-oxidant properties. The agro-climatic condition in the State is also suitable for this variety of tea. At present, the State has five tea estates (four of which are state owned, and the remaining is a private owned tea estate) with approximately 1,100 hectares area under tea cultivation. The four tea estates, each equipped with a tea processing unit, yield around 70,000 kg of tea annually.

Uttarakhand Tea Development Board has developed approximately 1,185 hectares of tea farming in the hilly areas of the State which shall further boost the export potential in this sector.

c) Honey

The State has abundant production of honey and exported honey worth INR 80 crores in FY 2017-18. There are around 5000 bee-keepers in Uttarakhand and this industry provides vast opportunities of employment to the youth of the State.

d) Mushroom

The weather conditions of Uttarakhand favour production of mushroom which is rich in protein and has a good export potential.

e) Basmati Rice

The state has a variety of Doon Basmati Rice which is famous for its rich aroma and distinctive flavour. The Doon valley has Agro climatic conditions where the rice can be grown organically and has good markets in various parts of the world.

f) Organic:

Absence of use of chemicals & fertilizers by growers in hilly region provides immense scope for promoting organic farming in the State.

g) Food Processing

Uttarakhand is one of the leading fruit cultivating states of India. Availability of robust infrastructure, including Two Mega Food Parks, 4 Food Processing Clusters, 49 Food Processing Units in the State and 60 Farmer Producer Organisations (including NABARD promoted FPOs) further boosts the export potential in this sector.

h) Livestock

There is lot of scope of scientific livestock production and animal breeding is very much due to weather condition of the Uttarakhand. The state may take initiatives to encourage goat farming, sheep farming, rabbit farming, buffalo farming, etc. This will also give birth to courage woollen industry and leather from the state.

i) Floriculture

Uttarakhand has favourable Agro-climatic conditions which increases the productivity of flowers per hectare.

It is also proposed that going forward, State Government will identify the requirement of common infrastructure facilities in potential agriculture sector i.e. Pack houses, Processing Units, Cold Storages etc. to enable the small and medium exporters who can not afford to set up such facilities to use common facilities. Value addition needs to be encouraged in the Agri and Allied sector and incentivisation is required for addressing the logistic connectivity disadvantage of the state.

In line with “Strategy to implement Agriculture Export Policy (AEP) in Uttarakhand State”, State Government will accord priority and focus on Agri export activities in this policy.

2. Wellness & AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa Rigpa and Homoeopathy)

AYUSH in Uttarakhand is growing at close to 25% to 30% per annum and is likely to continue at the same level for the next 2-3 years. Rishikesh is known as the “yoga capital of the world”. The State has 272 pharmacies operating in Ayurvedic and Unani medicines, 206 AYUSH wings being operated with allopathic hospitals and 10 Ayurvedic centres available for development & operation on PPP mode. The State has geographic advantage in cultivation of aromatic and medicinal plants and is home to more than 200 unique plants with medicinal properties.

3. Pharmaceuticals

Pharmaceutical industry of Uttarakhand caters to 20% of the country’s domestic requirement and the State is on its track to become a global pharma hub. To facilitate pharmaceutical industries in the State, a well-developed infrastructure is established at Pharma City, Selaqui Industrial Area, Dehradun. There are more than 300 pharmaceutical units engaged in manufacturing at Uttarakhand. Currently, this sector employs more than 1,00,000 people in the State. With such a strong base, this sector has immense potential for boosting Uttarakhand’s image as an export focused state.

4. Automobile and Allied sector

Uttarakhand is home to auto majors like Hero Motors (world’s biggest 2-wheeler manufacturer operating the world’s largest integrated 2 wheeler plant in Haridwar), Tata Motors (World’s 2nd largest truck manufacturer), Bajaj Auto (World’s largest 3 wheeler manufacturer), Ashok Leyland (4th largest manufacturer of buses in the world) and has a presence of a large number of ancillary units in the districts of Udham Singh Nagar & Haridwar. The State offers locational advantage due to its proximity to important markets of National Capital Region as well as emerging markets of North India.

5. Tourism and Hospitality

Being geographically situated on the foothills of Himalayas, Uttarakhand encompasses in its fold numerous hill stations, wildlife sanctuaries, pilgrimage sites and hot water springs which attract tourists from India as well as abroad, thus earning foreign exchange for the exchequer. The state can cater to all segments of tourism sector including adventure & water sports, pilgrimage/ spiritual activities, nature & wildlife, health& wellness, rural tourism and aroma tourism.

a) Film Shooting:

With existence of large number of beautiful locations, Uttarakhand is an ideal destination for films shooting. More than 150 films have already been shot in the State since its inception.

b) Yoga Retreats

The ‘Land of Yoga’, Uttarakhand is the perfect place for your body where it will release all the negativity within leaving you calmed, relaxed and refreshed. Charming hill stations juxtaposed against snow-capped peaks, quaint villages along winding mountain roads, serpentine rivers carving their way through the hills, world renowned conservation parks like ‘Jim Corbett Tiger National Park’ and ‘Asan Wetland Conservation Reserve’, world heritage

sites like 'Valley of Flowers' and 'Nanda Devi Biosphere Reserve', waterfalls hurtling down slopes and serene lakes shimmering amidst beautiful towns – that's Uttarakhand for you.

6. Handloom & Handicraft

Uttarakhand has a long tradition and great history of silk production. Known as the “Bowl of Bivoltine Silk in India”, it is the only state in India producing all four kinds of cocoon viz. Mulberry, Oak Tassar, Muga and Ericulture. With the establishment of a Silk Park in Dehradun district, a well-known infrastructure base has been laid down through implementation of Silk Emporium, Silk Exchange, Design Studio, Weaving Workshop, Silk Fabric Sale Counter, CFC Yarn Dyeing Unit and CFC Fabric Processing Unit.

7. Educational Services

Uttarakhand is a leading centre for education and learning in India. The State has many notable schools and institutions offering various professional courses. Further, the State has a potential for developing itself as an education hub for students from Asia and Africa which will lead to FDI inflows

6. Policy Features

6.1. Export Infrastructure

The state's strategic location & proximity to the National Capital Region (NCR), makes it favourable for mobility of goods through efficient logistics & supply chain. Presence of 2 National Industrial Corridors, Amritsar Kolkata Industrial Corridor (AKIC) and DMIC (Delhi Mumbai Industrial Corridor) also adds up to meet the infrastructural requirement for facilitating trade & exports.

The State government will undertake the following measures to enhance the export infrastructure of the state:

1. Enhancing Warehousing and Container Facilities and Air Cargo Facilities

- ▶ The State will set up new ICD / Dry facilities in key industrial hubs of the state so that there are no difficulties in cargo storage, customs clearance and container availability at these locations
- ▶ A Land Custom Station (LCS) at Banbasa, Champawat will be set up as an Integrated check Post (ICP) by Land Port authority of India (LPAI)
- ▶ Upgrade the existing ICDs at Kashipur and Pant Nagar & key airports at Jolly Grant & Pant Nagar
- ▶ Increase the air connectivity by starting new flights to destinations including metro cities of India
- ▶ The State will set up a cargo terminal at the airport along with integrated facilities for cold chain and warehousing to facilitate agri/horticulture/floriculture exports
- ▶ Improvement & maintenance of the existing road infrastructure across the Industrial regions to increase the cargo inflow / outflow, thereby reducing the transactional cost incurred by the exporters
- ▶ Increase the rail connectivity across regions
- ▶ Ongoing Projects like Rishikesh - Karanprayag Rail project, All Weather Chardham Road project and Bharatmala road project aims to enhance the connectivity to the remotest parts of the state

Multimodal Logistics Park

As part of the National Perspective Plan, prepared under the Sagarmala Programme of the Ministry of Shipping, 7 Multi-Modal Logistic Parks (MMLPs) were proposed in different states of India, out of these, one park has been setup under an area of approximately 38 acres, in Pant Nagar, Uttarakhand. The domestic operations have already been initiated at this facility and the State government will facilitate international operations. This park will support industries located at IIE Pant Nagar, and adjoining areas like Rudrapur, Kashipur, Kiccha and Khatima where major industry players are located. The park will operate as a rail linked MMLP.

The MMLP shall have all requisite facilities for trade facilitation, including warehousing, customs clearance of export/import cargo and transportation of containers and cargo through rail and road. In addition, the facility will also have dedicated areas for handling rail wagons for loading of conventional commodities, including auto cars, agri commodities, etc.

2. Encourage new product development

- ▶ Identifying primary & secondary sector export products
- ▶ Promoting new innovative technology for product manufacturing

This would provide impetus for the growth of industries in the State and would curb the high freight charges as faced by the industries.

3. Establishment of Growth Centres

Government of Uttarakhand has adopted Growth Centre Scheme for promoting local products / services in the domestic and global markets and generating employment opportunities. The development of growth centres will **enable backward and forward linkages** which will help in strengthening the export eco system in the state.

The objectives of these growth centres will be as follows:

- ▶ Identification and development of Lead exportable products/ services by critical gap analysis and expanding the economic activity
- ▶ Facilitating the MSME manufacturers and service providers through a cluster approach
- ▶ Development of common facilitation centres (CFCs), design centres, exhibition cum trade centres, testing labs, and skill development programs
- ▶ Technical assistance on design, packaging and marketing activities for promising sectors in the export market
- ▶ Educating investors on policies and schemes provided by state / central government
- ▶ Promoting and facilitating industries for e-marketing and participation in domestic as well as international trade fairs and exhibition thereby promoting trade and export

4. Uttarakhand - One District - One Product (ODOP) Scheme

The state government aims to encourage the scheme of One District One Product, by leveraging the strengths & the true potential of the specialized products of its districts, which will give new business and expansion opportunities to Entrepreneurs and MSMEs across manufacturing & service sector comprising of organic produce , aromatics and medicinal plants produce, natural fibres, wellness & tourism etc., Through the implementation of this scheme, the state emphasizes on raising the quality of the products so as they can compete in the international market.

The proposed scheme would cover each district of the State and promote skilful production & market promotion strategies.

5. Development of Testing and Research Laboratories

To boost & strengthen the existing export ecosystem, the state government will encourage development of new laboratories / in-house research laboratories in industries etc. These labs will be recognised by international / national bodies like Quality Council of India (QCI), National Accreditation Board for Testing and Calibration Laboratories (NABL) / Bureau of Indian Standards (BIS) / Export Inspection Council (EIC) etc. and shall provide services to exporters to facilitate the trade. Apart from the above, tie-ups with various public and

private sector R&D laboratories across different regions in the state will be established to leverage their existing R&D setup, know-how and expertise like Uttarakhand State Council for Science and Technology (UCOST), Dehradun, CSIR – IIP, Dehradun, CSIR - Central Building Research Institute, Roorkee, Defence Electronics Application Laboratory (DEAL) , Dehradun, Defence Institute of Bio-Energy Research (DIBER) , Haldwani, Indian Institute of Technology (IIT), Roorkee, ICAR- Indian Institute of Soil and Water Conservation, Dehradun, ICAR-Directorate of Cold Water Fisheries Research, Bhimtal, Nainital, G. B. Pant University of Agriculture and Technology, University of Petroleum & Energy Studies, Dehradun , Dehradun Institute of Technology etc.

In addition, a Public Food & Drug Testing Laboratory and R&D Centre to cater to the sectoral requirements will be set up by the State which will be in collaboration with pharma & food majors in the state. The main activities will include testing samples and conducting contract R&D for small units in the state, It will also support the manufacturers/ exporters for obtaining regulatory certification, conducting studies / analysis like Trace Analysis, Shelf Life Studies and Nutritional (food) & Drug Labelling etc., enabling them to not only comply with the global standards but also to make their product globally competitive and well-integrated with the supply chain.

6. Establishment of Agri Export Cell

A dedicated Agri Export Cell will be created in the Export Promotion Cell setup in the Directorate of Industries, Uttarakhand and will contribute towards facilitating and promoting exports of agriculture & allied products (other than plantation crops - tea, coffee and spices products).

6.2. Export Promotion Institutional Setup

Export Promotion Empowered Committee

In order to create a conducive & favourable export ecosystem and promotion of exports, State Level & District Level Export Level Committee are formed

State Level Export Promotion Empowered Committee

I.	Chief Secretary, Govt. of Uttarakhand	Chairperson
II.	Principal Secretary / Secretary, Industries	Member
III.	Principal Secretary / Secretary – Science & Technology , Aayush (Service Exports)	Member
IV.	Principal Secretary / Secretary - Finance	Member
V.	Principal Secretary / Secretary – Agri, Horticulture & Food Processing	Member
VI.	Principal Secretary / Secretary – Tourism	Member
VII.	Director General / Investment Officer – Industries	Convener
VIII.	Deputy DGFT, Regional Authority of Uttarakhand	Co-Convener

Roles & Responsibilities

- ▶ To promote and facilitate the service exports from the State
- ▶ Policy initiatives for promotion of standards and certifications to adhere with International norms
- ▶ Coordinating with the Central ministries / Departments regarding various export related schemes and Policies of Government of India
- ▶ Planning sector wise export promotion activities with help of state Departments / Agencies
- ▶ Strategy for improving the export volumes of potential products / services
- ▶ To formulate comprehensive plans for addressing the issues faced by exporters of the state by strengthening the export ecosystem of Uttarakhand
- ▶ Planning for upgrading / developing export infrastructure
- ▶ Development across sectors with special emphasis on Focus areas as identified in the export policy of state.
- ▶ Timely approvals and disbursements of Incentives proposed under export policy.

District Level Export Committee

I.	District Magistrate	Chairperson
II.	Chief Development Officer	Member Secretary
III.	Chief Agricultural Officer	Member
IV.	Chief Education Officer	Member
V.	Representative from a Leading bank	Member
VI.	District Horticultural Officer	Member
VII.	District Tourism Officer	Member
VIII.	District Development Officer – NABARD	Member
IX.	District Handloom & Handicraft Officer	Member
X.	Regional Officer – SIIDCUL	Member
XI.	Regional Officer – DGFT	Member
XII.	Representative from District Level Export Promotion Council	Member
XIII.	Representatives from District Level Industrial Associations – 2	Member
XIV.	Prominent Exporters – 2	Member
XV.	General Manager, District Industries Centre	Member

Roles & Responsibilities of District Level Export Committee

- ▶ Identification and mapping of products having export potential
- ▶ Preparation of District Export Plan in line with the vision of converting each district into an export hub
- ▶ Preparation of Database of the existing export units
- ▶ Formation of working groups and subgroups (within the identified potential export products) which will involve stakeholders comprising of manufacturer, artisans & exporters etc.,

- ▶ Strategy for improving the export volumes of potential products / services
- ▶ To formulate comprehensive plans for addressing the issues faced by exporters of the state by strengthening the export ecosystem of Uttarakhand
- ▶ Identifying Training & Development, Capacity Building Needs
- ▶ Act as a One-point facilitator from District

6.3. Ease of Doing Exports

The State Government intends to set up a conducive environment for the growth of exports and streamline the current procedures and processes involved in getting the required approvals from the concerned Departments. For ease of doing exports, the Government will reduce the procedural formalities by re-engineering and digitizing the current processes involved in application submission and approval. An online system integrated with Single Window System will be developed for online application submission, payment, tracking and approval etc., which shall remove the physical touch points across levels unless there is a need for physical verification. To make sure that the application is approved within time limit, fixed timelines as per The Uttarakhand Enterprise Single Window Facilitation and Clearance Act, 2012 would be followed.

6.4. Award of Excellence in Exports

To promote exports and encourage best practices, Government of Uttarakhand will provide awards and accolades to exporters operating in the State as per the below categories:

- a. **Best Export Award:** The exporter with the highest exports in terms of the value of exports for the evaluation year will be awarded with the Best Export Award. (Proposed Categories - Platinum, Gold, Silver)
- b. **Quality Award:** The exporter who delivers exports without any damage / loss, in the evaluation year will be awarded with the Quality Award
- c. **Certificate of Excellence:** The exporter who achieves more than 20% growth in the export value from the preceding year will be awarded with the Certificate of Excellence.

6.5. Export Incentives (Indicative)

To create a friendly environment for the growth of exports from the State, Government intends to provide following incentives, concessions and facilities to the exporters (New units as well as the existing units undergoing substantial expansion).

- i. **Reimbursement on Land Cost:** A reimbursement of 25% on the rate / premium fixed for (institutional/ commercial/ industrial) plots available with SIIDCUL. The reimbursement will be made over a period of 4 years in equal tranches subject to the condition that unit derives 50 % of its revenues from exports for each of the year
- ii. **Reimbursement of Land Conversion Charges:** 25% land conversion charges from agriculture use to industrial use, limited to INR 15 Lakhs will be reimbursed to Export Oriented MSMEs. The reimbursement will be made over a period of 4 years in equal tranches subject to the condition that unit derives 50 % of its revenues from exports for each of the year

- iii. **Transport Subsidy***: To compensate the high transportation cost for exports, the State Government will reimburse **50%** of the actual cost incurred on transportation of exportable goods from factory to the nearest port, up to maximum **of INR 10 lakhs** during the financial year for an exporter.

To support exporters, incentives will be provided to C&F agents.

- iv. **Marketing Assistance***: Reimbursement of 75% of the space rent with a ceiling of INR 2 lakh per year for 100% Export oriented units for setting up stalls to extend their business interests in international exhibitions and conferences, after certification by ITPO, New Delhi or the Export Promotion Councils and subject to prior approval. If the exhibition is held within India, 50% of the space rent with a ceiling of INR 50,000 would be provided.

An additional benefit of 15% will be provided to women entrepreneurs.

- v. **Skill Development Support**: To encourage export of products and services from the state, Department of Industries (DoI) will coordinate with the sector export promotion agencies like Agricultural and Processed Food Products Export Development Authority (APEDA) & Export Promotion Council for Handicrafts (EPCH) etc., to provide orientation & training to the local manpower. The state will contribute **50%** of the cost involved in training/ skill upgradation limited **to INR 10,000 per person***.
- vi. **Financial incentives for Research & Development**: The Government of Uttarakhand proposes a matching contribution of up to **INR 25 lakhs** for **pharma related projects** of public importance where an equal amount has been funded by private/public sector companies. The research outcomes will be reviewed by Govt.
- vii. **Assistance towards Certification***: The State will refund expenses incurred for global certification marking like Conformity European (CE), China Compulsory Certificates (CCC) etc. to the extent **of 50 percent of expenses subject to a maximum of INR 2.00 Lakh per unit per annum for 100% and other export-oriented units.**
- viii. **E-Assistance (selling of products on e-commerce platforms)***: The State Government would aid up **to INR 1 lakh per annum per enterprise to sell their products through online national & global platforms such as Snapdeal, Amazon, Alibaba etc., for the commission paid to the e-commerce companies and towards the logistic / transportation cost incurred.**

Creation of Corpus Fund: In order to build the export ecosystem in Uttarakhand, the State Government proposed to create a Corpus Fund of **INR 25 Crores**. The fund will be utilized for the following:

- ▶ Creation and upgradation of export infrastructure
- ▶ Provide market development support to the State industries for venturing into overseas market
- ▶ Provide trainings and conduct capacity building programs for exporters and industrial associations
- ▶ Branding of the products manufactured in Uttarakhand

- ▶ Provide real time market information on products and markets which will help SME exporters to enter export market directly.

6.6. Partnerships

The state Government will assist in identifying the potential export markets. It will establish linkages with export promotion desks by tying up with trade centres in embassy offices of foreign countries.

To enhance export competitiveness in the state, Government will leverage schemes like Trade Infrastructure for Export scheme (TIES), Micro & Small Enterprises Cluster Development Program (MSE-CDP) etc.

The state Government will also collaborate with Export Promotion Councils like FIEO, IIFT, EEPC, SEPC, ECGC, Tea Board etc. for strengthening the existing export ecosystem and also setting up of camp offices of relevant export councils

The state will coordinate with various export promotion councils and facilitate exporters in accessing information on various export commodities

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ⁱ Please Note:

- *applicable to existing units
- One type of incentive can be availed from one policy only
- Substantial Expansion: 'Substantial expansion' means increase by not less than 25% in the value of fixed capital investment in Plant & Machinery of an industrial unit for the purpose of expansion of capacity / modernization and diversification