



DISTRICT EXPORT ACTION PLAN

MURSHIDABAD,

WEST BENGAL



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1. District Profile- Murshidabad

The name 'Murshidabad' comes from the place known as "Muksudabad" which was the capital of Bengal during Murshid Quli Khan's rule. Before the advent of British, the city of Murshidabad was the capital of Bengal. It has a great significance in the Indian History as in 1757 the British defeated Siraj-ud-Daula in the Battle of Plassey, after which the entire nation was brought under the British Colonial Rule. Even after the conquest of Bengal by the British, Murshidabad remained for some time the seat of administration.

The town still bears memories of Nawabs with mosques, tombs, and gardens, and retains such industries as carving in ivory, gold and silver embroidery and silk weaving. Of historic interest are Nizamat Kila (the Fortress of the Nawabs) also known as the Hazaarduari Palace (Palace of a Thousand Doors), the Moti Jhil (Pearl Lake), the Muradbagh Palace and the Khushbagh Cemetery. Murshidabad today is a centre for agriculture, handicrafts and sericulture.



DISTRICT AT A GLANCE:

- **Area:** 5,324 km² (2,056 sq mi)
- **Population:** 71,02,430
- **Language:** Bengali, English
- **Literacy Rate :** 62.59%
- **Sex Ratio :** 958 female / 1000 male
- **Population Density (per sq. ml.):** 1,334/km² (3,460/sq mi)

1.1 Geographic Profile

The district comprises two distinct regions separated by the Bhagirathi River. To the west lies the Rarh, a high, undulating continuation of the Chota Nagpur plateau. The eastern portion, the Bagri, is a fertile, low-lying alluvial tract, part of the Ganges Delta. The district is drained by the

Bhagirathi and Jalangi rivers and their tributaries. Bhagirathi is a branch of the Ganges, and flows southwards from Farakka barrage where it originates from the Ganges. It flows southwards through the district and divides it into more or less equal halves. Dwarka River flows through Kandi and meet with Ganges. Most of the land is arable, and used as agricultural land. Commonly seen trees are Neem, Mango, and Jackfruit.

- **Landscape, Rivers and Vegetation**

The district comprises two distinct regions separated by the Bhagirathi River. To the west lies the Rarh, a high, undulating continuation of the Chota Nagpur plateau. The eastern portion, the Bagri, is a fertile, low-lying alluvial tract, part of the Ganges Delta. The district is drained by the Bhagirathi and Jalangi rivers and their tributaries. Bhagirathi is a branch of the Ganges, and flows southwards from Farakka barrage where it originates from the Ganges. It flows southwards through the district and divides it into more or less equal halves. Dwarka River flows through Kandi and meet with Ganges. Most of the land is arable, and used as agricultural land. Commonly seen trees are Neem, Mango, and Jackfruit.

- **Climate**

Murshidabad has a tropical wet-and-dry climate (Koppen climate classification). The annual mean temperature is approximately 27 °C; monthly mean temperatures range from 17 °C to 35 °C (approximate figures). Summers are hot and humid with temperatures in the low 30s and during dry spells the maximum temperatures often exceed 40 °C during May and June. Winter tends to last for only about two and a half months, with seasonal lows dipping to 9 °C – 11 °C between December and January. On an average, May is the hottest month with daily average temperatures ranging from a low of 27 °C to a maximum of 40 °C, while January the coldest month has temperatures varying from a low of 12 °C to a maximum of 23 °C. Often during early summer, dusty squalls followed by spells of thunderstorm or hailstorms and heavy rains cum ice sleet lash the district, bringing relief from the humid heat. This thunderstorm is convective in nature, and is locally known as Kal baisakhi (কালবৈশাখী, Nor'westers). Rains brought by the Bay of Bengal branch of South-West monsoon lash the city between June and September and supplies the district with most of its annual rainfall of approx 1,600 mm (62 in). The highest rainfall occurs during the monsoon in August approx 300 mm (12 in). Floods are common during Monsoon, causing loss of life, destruction of property, and loss of crops.

1.2 Logistics & Connectivity

• Rail

There are two major rail routes in this district. Both the major lines run in the North–South direction and connects the district to Kolkata.

- Barharwa-Azimganj-Katwa Loop, it also connects the district with North Bengal.
- Ranaghat-Krishnanagar-Lalgola Loop

There is also a branch line, Nalhati–Azimganj branch line, that branches out from the former one at Azimganj and connects the Sahibganj loop at Nalhati (Birbhum). Nashipur Rail Bridge is a ongoing project that will connect the two major routes of the district between Murshidabad Railway Station and Azimganj Junction Railway Station across the Bhagirathi River. This when completed will reduce the travel time between South Bengal and North Bengal.

• Road

Buses are the most common form of transport, and they are easily available, and run to a wide range of destinations within and without the district. Bus transport is cheap (For example, a journey of 182 km to Kolkata from Baharampur costs about Rs. 135) Trucks carry majority of goods transported in the district. Overloaded trucks on the road are also a common sight, and they are a major reason roads are in bad condition.

1.3 Economy Of The District

Most of the people depend on agriculture for their livelihood. There are some silk farms and some weaving machines, but they are losing out fast against the modern industries. Murshidabad is known for the quality silk produced here. Beedi industry is also there. Many of the India's major beedi companies are from this district. Trade and business are conducted primarily with Asansol, Burdwan and Kolkata. There were some discussions between India and Bangladesh to open an internal water transport link between Dhulian and Rajshahi but it has not materialised yet.

• Agriculture:

The economy of Murshidabad district is primarily based on agriculture. Cultivation constitutes the main source of livelihood for the people in the district. The line of low-lying area in the North upto the basin of the river Bhagirathi in the Nabagram Plain is very fertile and suitable for growing of paddy, wheat and gram etc. The Mayurakshi-Dwarka Plain is also very fertile and more suited for winter paddy crop. The climate here is drier than the Eastern tract and apart from paddy, wheat; gram, sugarcane, pulses, mustard are also cultivated in this region. Ganga-Bhagirathi Basin is actually a long and narrow strip of river-valley area and more suitable for cultivation of paddy, jute and other rabi crops. Paddy is the main crop of this region. Paddy is the

principal crop of Jalangi-Bhagirathi interfluvies also. Besides, potato, pulses and oilseeds are grown abundantly. Soil of Raninagar Plain is alluvial and fertile and very much suitable for cultivation of paddy, jute and other rabi crops. The principal agricultural crops of the district are Rice, Wheat, Pulses, Oilseeds, potato and jute. Sugarcane, Cabbage, Cauliflower and Brinjal are produced in considerable quantity throughout the district (Source: District census handbook 2011). The total cultivable land in the district amounts to 3,95,980 hectares. With the provision of good irrigation facilities, multiple crop cultivation has become feasible in certain areas of the district. In the district, the total irrigated area in the year 2013-2014 amounted to 2,20,090 hectares. The main sources of irrigation in the district are Government canals, deep and shallow tube wells along with river lift irrigation. Agriculture is a way of life to the people of Murshidabad district as it is the source of livelihood, employment and raw materials to leading industries. In 2011, cultivators formed 14.72% among all the class of workers of Murshidabad district along with 32.52% workers belongs to agricultural labourers. In the Mekhligunj sub-division, 41.39% of total workers are cultivators and agricultural labourers are 35.63%. In Kandi and Domkal sub-division cultivators formed 22% each, agricultural labourers formed 46% and 47% respectively of total workers. Jangipur sub-division is having lowest cultivators of 5.58% to total workers. Rice, jute, legumes, oilseeds, wheat, barley, and mangoes are the chief crops in the east; extensive mulberry cultivation is carried out in the west. The district is known for the quality and diversity of Mango produced. However, Mango is not a major produce of the Murshidabad district, unlike the adjoining district of Malda.

• **Horticulture:**

Murshidabad district is famous for cultivating various types of fruits and vegetables. According to statistics 2013-14, this district covered an area where fruits and vegetables are 28.34 and 87.84 thousand hectares respectively. As an individual fruit crop, mango has an important place in the district and heavy concentrations of mango trees are found in areas, like Lalgola and Bhagabangola. While jack fruit is another popular fruit crop, litchi, guava, black berry, rose berry, lemon, tamarind and such other fruits are also extensively grown. According to statistics 2013-14, the production of fruits is 215.42 thousand tones. The floriculture means the cultivation of various types of orchids, decorative plants, temperate and tropical flowers, etc. Flowers like Gladiolus, Tuberose, Marigold, Rose and seasonal flowers are famous of Murshidabad district. In this district the most popular flower is marigold. According to statistics 2013-14, the areas and productions of Marigold are found in 164 hectares and 1470.0 metric tons of Marigold is produced during that year. Production of Marigold is more than others flower of Murshidabad district.

- **Mining:**

The district is not very rich in mineral resources and there are no large mines in the district. However, collection of sand, stone and gravels from the river-bed of the hilly torrents are the minor mineral sources. These materials are primarily utilized for construction purpose.

- **Industry:**

Sl. No.	Type of Industry	No. of units	Investment (in lakhs)	Employment
1.	Agro Based (Micro)	1586	6399	4758
2.	Mineral Water	931	2793	1937
3.	Forestry(Yarn Harvesting)	938	1407	2934
4.	Wooden Based	1855	1433	533
5.	Paper Based	124	495	533
6.	Mineral Based(Stone Crusher)	25	150	180
7.	Metal Based (Fabrication)	44	2150	324
8.	Repairing and Servicing	2138	4299	4810
9.	Others	7641	3412	2033
10.	Tabaco Industries	92	48336	5368
11.	Beverages Industries	1	138	12
12.	Textile Industries	1	515	63
13.	Glass Industries	3	314	80

Source: B.A.E & S, and DIC, Govt. of West Bengal

- **Large Scale Industries / Public Sector undertakings:**

The District is having the largest Power Plant at Sagardighi 12 km from Raghunathganj and it also having a Central power plant at Farraka. NTPC Generating 1600MW power. A Hydropower project is upcoming in the district. The District has it largest manufacturer of Bidi most of the Women of the district are involved in manufacturing Bidi. The district also have one Iron & Steel Manufacturing Company, in the city of Jangipur, which is also the landmark in the district. The Town of Omarpur is the hub for manufacturing Plastic house hold goods. There is also a MEGA FOOD PARK located at Jangipur in the district of Murshidabad. The District is the largest manufacturer of Bidi and many women from the district are involved in manufacturing Bidi.

1.3 Handicraft Sector

The skill of gifted craftsmen can be seen in the district markets. Ivory carving has been patronized from the Nawabs time and about 99% of total production of ivory is exported, which draws a significant amount of Murshidabad's income. Sandalwood etching has become more popular than ivory carving now. Murshidabad is famous for brass and bell metal ware also.

Silk weaving industry constituted to be the principal cottage industry in Murshidabad. The raw silk weaving has been growing prominently since the pre – historic times. However the silk industry in West Bengal is concentrated in Murshidabad. The brand “Murshidabad silk” is not only famous across India, but also has a great demand throughout the world. Sericulture industry is the principal agro-based rural industry in Murshidabad.

- **Ivory and Wood Craft :**

The Ivory and Wood craft industry dates back to the time when the Nawabs of Bengal had their court at Murshidabad. As this industry was fully dependent for its prosperity on the support of a luxurious court and wealthy noblemen, it had to face a crisis when the Nawabs lost their power and their court disappeared.



- **Indian Cork (Shola):**

Sholapith is a milky-white sponge-wood which is carved into delicate objects of art. Shola is a plant which grows wild in marshy waterlogged areas. The biological name of shola is *Aeschynomene Indica* or *Aeschynomene Aspera* (bean family) and it is a herbaceous plant. The sholapith is the cortex or core of the plant and is 1 1/2 inch in diameter. The outer harder brown skin is removed by expert hands to reveal the inner soft milky-white and spongy material, almost similar to "Thermocol", artificially produced in a laboratory. However, sholapith is much superior to thermocol in terms of malleability, texture, lustre and sponginess. Artisans use it for making artefacts used for decoration and ornate head-wears of bridal couple. In Murshidabad the shola crafts are flowery designs, decorative head-wears of gods and goddesses, garlands, intricate

figurines like faces of gods and goddesses, elephant-howdahs, peacock-boats, palanquins and so on are made of sholapith.



- **Bell metal works:**

Bell-metal and brass utensils are manufactured in large quantities at Khagra, Berhampore, Kandi, Baranagar and Jangipur. They are exported as well as sold in the local markets. Locks and betelnut cutters of a superior kind are made at Dhulian and iron chests at Jangipur. The problem of getting raw materials for the brass and bell-metal artisans of the district is, however, acute. While delay in getting raw materials owing to the complicated procedural formalities involved in the submission of applications for raw materials has been almost a constant factor, the industry has also been affected by the change in consumers demand in favour of stainless steel, plastic and ceramic goods and crockery.

- **Bell metal works:**

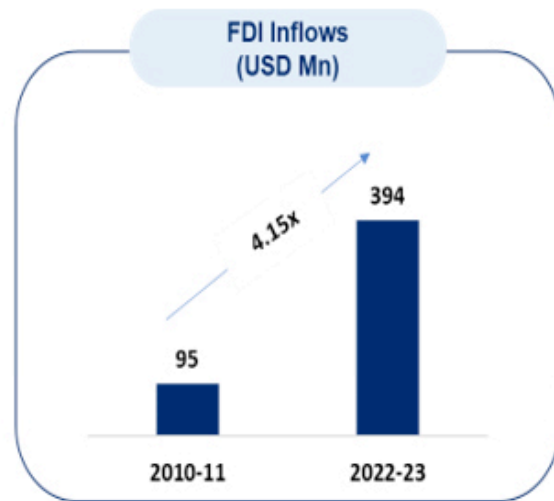
Silk is a natural protein fibre, some forms of which can be woven into textiles. The protein fibre of silk is composed mainly of fibroin and is produced by certain insect larvae to form cocoons. The best-known silk is obtained from the cocoons of the larvae of the mulberry silkworm *Bombyx mori* reared in captivity (sericulture). The shimmering appearance of silk is due to the triangular prism-like structure of the silk fibre, which allows silk cloth to refract incoming light at different angles, thus producing different colours. Silk is produced by several insects; but, generally, only the silk of moth caterpillars has been used for textile manufacturing. There has been some research into other types of silk, which differ at the molecular level.[2] Silk is mainly produced by the larvae of insects undergoing complete metamorphosis, but some insects, such as web spinners and raspy crickets, produce silk throughout their lives. Silk production also occurs in hymenoptera (bees, wasps, and ants), silverfish, caddisflies, mayflies, thrips, leafhoppers, beetles, lacewings, fleas, flies, and midges. Other types of arthropods produce silk, most notably various arachnids, such as spiders. Murshidabad silk (Bengali: মুর্শিদাবাদী রেশম) is produced in Murshidabad district of West Bengal. This silk is produced from mulberry silkworms (*Bombyx mori*) reared on mulberry trees. Murshidabad silk is known for its premium quality. This silk is very

fine, light weight and easy to drape. Two famous saris produced from Murshidabad silk are Baluchari and Gorood.

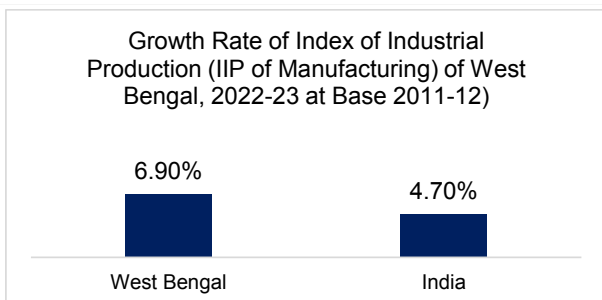


Historically, Bengal was the main silk-weaving center of India. Production of Murshidabad silk began in the 13th century, and foreign traders were attracted to this silk as early as the 17th century. Silk was one of the most important products of the Bengal economy, which enriching the economy of the region.

2. Export Scenario- West Bengal



In 2023-24, approximately 81% of West Bengal's GSDP came from industry and services. The State's growth in the Index of Industrial Production (IIP) for manufacturing is notably higher than the national average.

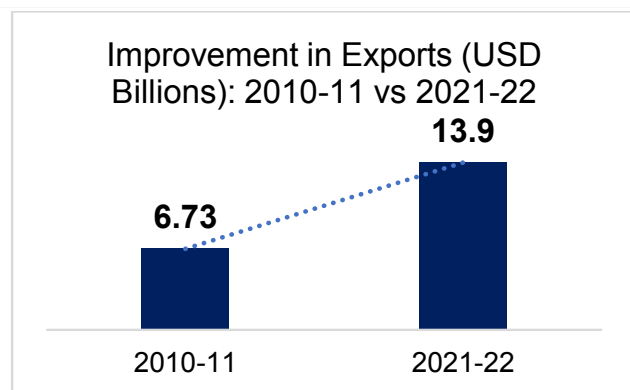


Source: Medium Term Fiscal Policy Statements & Fiscal Policy, Strategy Statement, West Bengal 2024-25

West Bengal's exports grew from USD 6.73 billion in 2010-11 to USD 13.9 billion in 2021-22. The reduction in bandhs has boosted productivity, while policies like the Industrial and Economic Corridor, Logistics, and Export Promotion policies have opened new export markets.

The State is home to nearly 90 lakh MSMEs, the second highest in the country, employing 1.35 crore people, with 43.51 lakh women in

the sector. The State has prioritized cluster development, expanding from 48 to 520 clusters in the past 7.5 years. Additionally, proactive efforts have driven a remarkable rise in bank lending to MSMEs, from ₹ 8,237 Cr. in 2011 to ₹1,48,132 Cr. in 2023-24, more than 17-fold increase



Source: West Bengal Industrial Development Corporation

3. Handicraft Potential Area in Murshidabad:

○ Nagar & Margram

1.	Name of Potential Area	Nagar & Margram
2.	Areas	15 Sq. KM. Vill-Nagar & Margram, Dist.- Murshidabad
3.	Important Products	
	List of Product(s) in order of priority	
(a)	Silk Kora Than	
(b)	Silk Shirting	
(c)	Mosquito Net	

The interventions provided for further development of the potential areas:

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving, dyeing & designing.
c) Basic Inputs	Supply of looms, accessories, revolving capital etc.
d) Physical infrastructure	Setting up of CFC and dyeing unit.
e) Marketing	Arrangement for proper marketing of the diversified products.

○ Samserganj

1.	Name of Potential Area	Samserganj
2.	Areas	Vill- Samserganj (Aurangabad), Dist.- Murshidabad
3.	Important Products	
	List of Product(s) in order of priority	
(a)	Napkin (17 NF)	
(b)	Cotton Lungi (60S)	

The interventions provided for further development of the potential areas:

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving.
c) Basic Inputs	Revolving capital.
d) Physical infrastructure	Setting up of dyeing unit, CAD center, House – cum- Workshed for weavers etc.
e) Marketing	Setting up of marketing complex.

○ **Tartipur under Hariharpara Block**

1.	Name of Potential Area	Tartipur under Hariharpara Block
2.	Areas	Vill- Tartipur, Dist.- Murshidabad
3.	Important Products	
	List of Product(s) in order of priority	
(a)	Napkin	
(b)	Cotton lungi (40S)	
(c)	Cotton jute furnishing fabrics & Tangail sarees (few)	

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving.
c) Basic Inputs	Revolving capital.
d) Physical infrastructure	Setting up of dyeing unit, CAD center, House-cum- Workshed for weavers etc.
e) Marketing	Setting up of marketing complex

○ **Islampur Chak under Block Raninagar**

1.	Name of Potential Area	Islampur Chak under Block Raninagar.
2.	Areas	Vill- Islampur, Dist.- Murshidabad
3.	Important Products	
	List of Product(s) in order of priority	
(a)	Matka Shirting	
(b)	Silk Kora Than	
(c)	Kethya / Matka Shirting, cotton khadi	

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation on weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving, dyeing & designing.
c) Basic Inputs	Supply of looms, accessories, revolving capital etc.
d) Physical infrastructure	Setting up of CFC and dyeing unit.
e) Marketing	Arrangement for proper marketing of the diversified products.

○ **Simulia Sonarundi under Bharatpur II Block**

1.	Name of Potential Area	Simulia Sonarundi under Bharatpur II Block
2.	Areas	Vill- Simulia Sonarundi, Dist.- Murshidabad
3.	Important Products	
	List of Product(s) in order of priority	
(a)	Cotton Saree upto 100S	
(b)	Cotton Dhuti 80S	
(c)	Cotton Yardage Material	

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Up gradation training on weaving and dyeing.
c) Basic Inputs	Supply of looms & accessories, revolving capital.
d) Physical infrastructure	Setting up of dyeing units and CFC.
e) Marketing	Arrangement for proper marketing tie up.

○ **Mirzapur**

1.	Name of Potential Area	Mirzapur
2.	Areas	Vill- Mirzapur Dist.- Murshidabad Dist- Nadia
3.	Important Products	
	List of Product(s) in order of priority	
(a)	Korial Saree, Garad Saree	
(b)	80 ^s X 80 ^s Saree	
(c)	Readymade / Apperal & Needle work on printed variety	

The interventions provided for further development of the potential areas

a) Technological upgradations	Arrangement for technological up gradation in weaving, dyeing & designing.
b) Skill Upgradation	Skill up gradation training on weaving, dyeing & designing.
c) Basic Inputs	Supply of looms, accessories, revolving capital etc.
d) Physical infrastructure	Setting up of CFC and dyeing unit.
e) Marketing	Arrangement for proper marketing of the diversified products.

Source: Directorate of textiles

4. Target Export Products-Murshidabad:

Bell-metal and brass utensils are manufactured in large quantities at Khagra, Berhampore, Kandi, Baranagar and Jangipur. They are exported as well as sold in the local markets. Locks and Betel nut cutters of a superior kind are made at Dhulian and iron chests at Jangipur. The problem of getting raw materials for the brass and bell-metal artisans of the district is, however, acute. While delay in getting raw materials owing to the complicated procedural formalities involved in the submission of applications for raw materials has been almost a constant factor, the industry has also been affected by the change in consumers demand in favour of stainless steel, plastic and ceramic goods and crockery.

4.1 Performance Of The Product In International Markets:

○ Silk

YEAR	2019	2020	2021	2022	2023
EXPORT VALUE (\$)	66971	59831	79674	70270	76697

○ Major Export Destinations:

1. United Arab Emirates
2. United State of America
3. United Kingdom
4. Singapore
5. Italy

○ Handicraft Products: brass and bell metal, Indian Cork (*Shola*), Wooden craft, silk products.

PRODUCT NAME	EXPORT VALUE (\$) 2017	EXPORT VALUE (\$) 2018	EXPORT VALUE (\$) 2019	EXPORT VALUE (\$) 2020	EXPORT VALUE (\$) 2021
Handicraft Product	26611	39274	38559	34317	51437

○ Major Export Destination:

1. United State of America
2. Australia
3. Canada
4. China
5. United Kingdom

5. Export Action Plan-Murshidabad

Sl. No	Intervention	Strategy	Action	Responsibility
1	Trade Promotion	Promote local product through various mediums - digital/ physical	Promote local products through various mediums - digital/ physical/ events/ B2B/ buyer seller events etc	DLEPC and Export Promotion Cell.
			Tie up with various e-commerce players to market products on their online platforms	DLEPC & Export Promotion Cell
		Enhance international access for exporters	Facilitate tie ups with international buyers of products through participation in trade fairs, global events, engagement with trade bodies for identified markets	Export Promotion Cell
2	Market Intelligence Cell	Identify target markets and develop export intelligence trends	West Bengal State Export Promotion Society (WBSEPS) identify target markets, export trends	WBSEPS
		Identify and develop new products with export potential or value-added exports	<ul style="list-style-type: none"> • Invite Investors to harness the potential of value addition. • Support MSME's to setup units • Continuous engagement with exporters, associations, Trade Bodies etc to identify new avenues for exports • Engaging with Missions abroad to identify the potential buyers. 	DLEPC

3	Infrastructure Augmentation	Conduct an infrastructure assessment study	To undertake an infrastructure assessment study for identified products	DLEPC
			Demand Assessment Study for setting up of Cold Chain infrastructure in the district	DLEPC
			Capitalize on the existing TIES scheme to develop export Infrastructure (comprising of cold storages, testing labs, R&D facilities)	DLEPC
		Develop processing infrastructure (cluster/parks)	Set up of near farm processing clusters with integrated facilities such as cold storage, pack house, etc	DLEPC
		Develop Agri Export Zone	Identify and propose Agri Export Zones in consultation with the State Agriculture/ Horticulture Department	DLEPC
		Good Agri practices	The State Agriculture/ Horticulture Departments should engage the FPO's for adopting the best agriculture and health practices	DLEPC
4	Skill Development	Provide skill development training for Manufacturing/ processing	Tie up with skill development organisations	DLEPC
			Draw the calendar of events for training	
			Conduct Exposure tours across the country	

6. Annexure

6.1 District Level Export Promotion Committee

Government of West Bengal
Department of Industry, Commerce & Enterprises
Commerce Branch
4, Abanindranath Tagore Sarani, Kolkata – 700 016

No.29- CI/O/COM/GEN-XPT/03/2017

Dated: 24th December, 2020

NOTIFICATION

In addition to the earlier steps and initiatives already been taken by the Government of West Bengal in regard to promotion of exports from the state, the State Government is now pleased to decide to constitute a District Export Promotion Committee (DEPC) for every district comprising of the following officials as mentioned below:

Sl. No.	Official / Department	Role
1.	District Magistrate	Chairperson
2.	Representative of DGFT	Invitee Member
3.	GM- District Industries Centre (DIC)	Convenor
4.	DI, West Bengal	Member
5.	Lead Bank Manager	Member
6.	Representative - Sector Specific Export Promotion Council as decided for individual district depending on export products	Member
7.	Representative from District level Trade/ Commerce Associations	Member
8.	Representative of Technical Education and Training Department	Member
9.	Representative of BIS and Legal Metrology	Member
10.	Representative of Agriculture, Fisheries, Horticulture Department in each district as required for products chosen for export promotion	Invitee Member
11.	Other State Government Representatives (as per requirement)	Member

N.B.: Invitee members will be requested to be present as and when needed.

The District Export Promotion Committee (DEPC) will function on the basis of following terms of reference:

Sl. No.	Terms of Reference
1.	Benchmarking baseline export performance of district – Present Export Performance
2.	Identification of potential export products from the district
3.	Creation of district export action plan
4.	Resolution, escalation and monitoring of issues in exports from the district for identified potential products through regular meetings
5.	Identifying training and development needs of district industries and coordination for training with other departments
6.	Dissemination of Information through trainings, seminars, guest lectures, practical training, exchange visits with other districts of excellence
7.	Act as one point facilitator for export promotion at district level

Besides, the following will be implemented in this regard-

- The MSME Facilitation Centres (MFCs) as Nodal Body for export promotion will function at district level.
- The nodal body would act as secretariat for the DEPC under the District Magistrate.
- The MFCs headed by GM DICs, will provide the necessary secretariat support for the DEPC.
- The GM, DIC will be the Nodal Officer for all district level export related work.