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MSME DEPARTMENT

NOTIFICATION

The 10th October 2014

No. 6048—III-MSME-57/2014-MSME.—Government of Odisha was contemplating to bring out the Odisha Export Policy, 2014 aiming at boosting exports from the State of Odisha both in traditional and non-traditional sectors and compete favourably in the global market adopting the new technologies and undertaking the skill upgradation and diversification etc. which will have a significant impact on the overall industrial climate of our State. Apart from that, it also aims at increasing the income of entrepreneurs with employment generation opportunities in industrial sector with an objective to achieve significant growth above the present level of export of the State.

The proposal was under active consideration of State Government for some time past. After careful consideration of the proposal, the State Cabinet in their 5th meeting held on the 8th September 2014 have been pleased to approve the Odisha Export Policy, 2014.

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

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ODISHA EXPORT POLICY, 2014

1. Preamble :

1.1 The ongoing process of opening up of the economy, changing Industrial and trade policies over the last two decades have given rise to stiff challenges as well as tremendous opportunities for Indian industry as a whole and for MSME sector in particular. The entire World today is treated as a single market due to globalization. Keeping in view to boost the exports from the Country, Government of India have initiated a number of measures to promote exports of both primary and manufactured products as also services. Allocation of funds to States for export promotion activities under ASIDE (Assistance to States for Developing Export Infrastructure & Allied Activities) Scheme, Market Access Initiative (MAI) Scheme, Market Development Assistance (MDA) Scheme are some of the initiatives taken by Government of India. Allocation of States under ASIDE is linked to export performance of the State. The State Level Export Promotion Committee (SLEPC) has been empowered to sanction projects under ASIDE Scheme. It is, therefore necessary that a comprehensive State Export Policy with appropriate strategies should be announced in order to fully utilize the opportunities offered by Government of India under different schemes.

1.2 Odisha has a long tradition of overseas trade. Situated in Eastern Coast of India, Odisha in the past had established trade relationship with several countries like Java, Sumatra, Bali, Bournio etc. The State has been endowed with rich and abundant natural resources ranging from minerals to marine, along with agricultural products and a vast reserve of untapped resources of energy. Besides, there is a tremendous potentiality for export in the sector like Handicrafts, Handlooms, Computer Software etc. not to forget the human skill and talents which needs to be explored. Due to liberalized policy of the State Government, Odisha has already emerged as favourite destination for both National and International investors for establishment of Large and Mega Projects in Steel, Power, Petrochemicals and Aluminium Sector and a number of MoUs have been signed in the recent past with leading Steel, Aluminium and Cement manufactures. This indicates an excellent potential both for industrial development of the State for boosting exports.

1.3 Exports play a vital role in the State economy. As the global market is a highly competitive place, by participating in this marketplace, the entrepreneurs of our State would get an opportunity to improve quality of their products. In order to compete favourably in the global market, export units of our State need to improve quality, adopt new technology and undertake skill upgradation, diversification etc. which will have a significant impact on the overall industrial climate of our State. Further, exports would enable the entrepreneurs of the State to expand their market and increase production as well as employment which would benefit State's economy. Hence, there is a need for the State to promote exports.

Projected Export figure of Odisha for the next 10 years i.e. from 2013-2014 to 2022-2023

(Rs. in crores)

Sl. No.	Name of the Product	Average of last 5 years 2008-09 to 2012-13 base year	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
1	2	3	4	5	6	7	8	9	10	11	12	13
1	Metallurgical Product	5046.50	5551.15	6106.26	6770.88	7447.96	8192.75	9012.02	9913.22	10904.54	11994.99	13194.48
2	Engineering	538.21	592.03	651.23	716.35	787.98	866.77	953.44	1048.78	1153.65	1269.01	1395.91
3	Mineral	6977.45	7675.19	8442.70	9286.97	10215.66	11237.22	12360.94	13597.03	14956.73	16452.40	18097.64
4	Agriculture	3.00	3.30	3.63	3.99	4.38	4.81	5.29	5.81	6.39	7.02	7.72
5	Marine (15%)	548.86	631.18	725.85	834.72	959.92	1103.90	1269.48	1459.90	1678.88	1930.71	2220.31
6	Handloom	0.17	0.18	0.19	0.20	0.22	0.24	0.26	0.28	0.30	0.33	0.36
7	Handicraft	0.38	0.41	0.45	0.49	0.53	0.58	0.63	0.69	0.75	0.82	0.90
8	Textiles	16.67	18.33	20.16	22.17	24.38	26.81	29.49	32.43	35.67	39.23	43.15
9	Pharmaceuticals	0.73	0.80	0.88	0.96	1.05	1.15	1.26	1.38	1.51	1.66	1.82
10	Softwares	1440.12	1584.13	1742.54	1916.79	2108.46	2319.30	2551.23	2806.35	3086.98	3395.67	3735.23
11	Service Exporter	6.45	7.09	7.79	8.56	9.41	10.35	11.38	12.51	13.76	15.13	16.64
GRAND TOTAL		14578.54 or (2429.75 Million US Dollar)	16063.79	17701.68	19562.08	21559.95	23763.88	26195.42	28878.38	31839.16	35106.97	38714.19 or (6452.36 Million US Dollar)

N. B.— The figure arrived at Column No.3 has been taken as base year calculated on taking the average of last 5 years of Export Data i.e. from 2008-09 to 2012-13. As the growth rate in Marine Sector has already exceeded 10% growth future 10 years growth has been set at 15% other than the rest of the sectors, which have been calculated @ 10% growth in each year. The value of US dollar has been taken as per the present rate i.e. Rs. 60/- per dollar.

The Odisha Export Policy, 2014 aims at achieving the export turnover from the present level of export of the State of 2429.75 million US dollar during 2012-13 to 6452.36 million US dollar during 2022-23 within a span of 10 years at an average growth rate of 10% per annum except the marine products which is in 15% growth rate per annum.

2. Objectives :

In achieving this Mission, the focus will be on the objectives set out below :—

- 2.1. To focus on existing exporting industries and to provide them with necessary support to give further boost to exports from these industries.
- 2.2. To motivate Industries in Odisha exporting through Merchant Exporters in other State to export directly.
- 2.3. To encourage Industries / Traders with products having good export potential to enter the export field.
- 2.4. To provide a conducive environment for motivating new export oriented units to set-up their base in Odisha.
- 2.5. To bring about technology and skill upgradation in the traditional export sectors like Mineral based products, Marine products, Handicrafts, Handlooms, Agriculture and Processed Food products to enhance value addition and quality competitiveness.
- 2.6. To enhance the export potential of non-traditional sectors like Electronics and Software, Services etc.
- 2.7. To facilitate creation of hi-tech ITES clusters in different locations in the State
- 2.8. To encourage capacity building for consistently upgrading best practices in exports
- 2.9. To promote innovation for export of new value added products
- 2.10. To increase the unit value realization of exports through technical and design inputs, modernization of production processes and skills.
- 2.11. To provide institutional framework for developing pool of human resource talent in specialized trades.
- 2.12. To provide a simple, transparent responsive, regulatory but supporting environment for unhindered growth in exports.

3. Strategy :

In order to achieve these objectives, the following strategy will be adopted :—

- 3.1 To create a strong networking with Export Promotion Councils, Commerce & Transport Department, FIEO, ITPO and Product Sectoral Associations to give impetus to Public-Private Partnership.
- 3.2 To provide e-Governance support to exporters in Odisha

- 3.3 To establish a B2B exchange, which would facilitate even the small and tiny unit in the State to take up online trading activity.
- 3.4 To create an inclusive strong and analytical database on exports and exporters in Odisha
- 3.5 To promote Public-Private initiative in developing competitive export infrastructure
- 3.6 To set-up an institutional mechanism in the State for promoting exports like State Level Export Promotion Council, State Level Export Promotion Committee and District Level Export Promotion Committee and specific clusters.
- 3.7 To strengthening and restructure the Export Wing of the Directorate of EPM, which shall be the Nodal Agency for export promotion to plan and execute strategies to sustain Odisha as a global hub for international trade.
- 3.8 To identify sector specific support measures required for acceleration of exports in sectors in which the State has competitive advantages and to encourage them in consultation with the concerned sectoral association.

4. Identification of Focus Product Groups :

Basing on the possibilities of export to overseas countries and potentialities of the State specific product groups have been identified and grouped into six main categories—

- I. Agriculture and Forest Products
- II. Handloom Product
- III. Handicraft Product
- IV. Marine Product
- V. Engineering and Allied Product
- VI. Service Export (Computer Software, Tourism, Medical services, Education services, Engineering Consultancy & Export Management service).

5. Product Promotion Group :

To provide for closer interaction with manufacturers and exporters and a stronger support system for identified export sectors, Product Promotion Groups comprising of exporters, manufactures and exports will be established. The groups will be as follows :—

- Handicraft Product Promotion
- Handloom and Textile Product Promotion
- Engineering, Chemical and Allied Product Promotion
- Agriculture, Forest Product, Food Processing and Value Addition activity Promotion
- Marine Product Promotion
- Mineral and Metallurgical Product Promotion

- Pharmaceutical Product Promotion
- Electronics and Software Product Promotion
- Gems Jewellery Product Promotion

6. Empowered Committee :

An Empowered Committee will be constituted under the Chairmanship of the 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 Empowered Committee will sit at least twice in a year 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 State and Centre. Besides, it will also drive strategy for boosting export from the State. The Committee will be consisting of the following members :—

- | | | |
|-----------------------------------------------------|---|----------|
| 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 Department | : | Member |
| 9. Secretary, Forest & Environment Department | : | Member |
| 10. Secretary, Revenue & Disaster Management Deptt. | : | Member |
| 11. Secretary, Textiles & Handlooms Department | : | Member |
| 12. Secretary, Commerce & Transport Department | : | Member |
| 13. Secretary, I.T. Department | : | Member |
| 14. Secretary, Tourism Department | : | Member |
| 15. Director of Industries | : | Member |
| 16. M.D., IDCO | : | Member |
| 17. President, UCCI | : | Member |
| 18. President, C.I.I. (O.C.) | : | Member |
| 19. President Seafood Exporters Association | : | Member |
| 20. Joint D.G.F.T., Cuttack | : | Member |

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|--------------------------------------------------------|-------------------|
| 21. Deputy Director General, FIEO, Kolkata | : Member |
| 22. Commissioner, Customs Central Excise & Service Tax | : Member |
| 23. Branch Manager, ECGC | : Member |
| 24. Assistant Director, MPEDA | : Member |
| 25. Assistant Director, Export Inspection Agency | : Member |
| 26. M.D., IPICOL | : Member |
| 27. Director, EP&M | : Member-Convenor |

7. Regional Export Promotion Committee (REPC) :

To promote the exports at the Regional Level, the Regional Export Promotion Committee (REPC) shall be formed under the Chairmanship of Revenue Divisional Commissioner (RDC) and by taking the members such as District Collector, General Manager, DIC / RIC, Leading Exporters, Local Industries Associations, Lead Banks, etc. The REPC shall meet once in a quarter to look into the problems of the district and to draw up a strategy for development of export in the district.

The Chairman of the REPC shall submit the activities report to the DEPM for review by the Empowered Committee at the State Level. The REPC in all the districts will be constituted comprising of the following members :—

- | | |
|-------------------------------------------------------------------------|-------------------|
| 1. Revenue Divisional Commissioner | : Chairman |
| 2. Concerned District Collectors | : Member |
| 3. G.M., D.I.C. / R.I.C. | : Member-Convenor |
| 4. Representative of local Chamber of Commerce / Industries Association | : Member |
| 5. Two prominent Exporters from the Region | : Member |
| 6. Lead Bank Managers | : Member |
| 7. Concerned District Level Department Officers | : Member |
| 8. Joint D.G.F.T., Cuttack | : Member |
| 9. FIEO, Odisha Chapter | : Member |

The REPC will chalk out a time bound and effective action plan to—

- (a) Prepare a comprehensive database on existing exporters in the district
- (b) Identify industries / traders who are exporting through other merchant exporters
- (c) Identify the industries / traders with potential products for exports
- (d) Resolve local problems of exporting community

The REPCs will adopt following strategies to augment and accelerate exports :—

- (a) Identify the bottlenecks / problems faced by the existing exporters and resolve them.
To take initiatives to increase exports and create an export conducive environment.

- (b) The industries / traders who are exporting their products through other merchant exporters will be trained to export directly by giving them intensive training in exports, providing regular market information and other related information on a regular basis.
- (c) Since their products have already been accepted in the overseas markets, these industries/ traders are expected to become exporters within a short time and help in increasing their business significantly.
- (d) After the REPC has identified the potential exporters in the district, the DEPM in co-ordination with local DIC / Chamber / Industry Association will Counsel and train the industries/ traders to export their products.
- (e) The REPC will also submit suitable proposals for developing export infrastructure in their districts to be considered under ASIDE Scheme for all round development of export infrastructure.

8. Exporter's Card (Green Card) :

Exporters' Card shall be issued to the exporters of Odisha having good track records for early passage of export consignment at check gates of the Government on priority basis subject to condition that the provisions of rules, regulations, instructions, etc. issued by the Government then prevailing are not violated. The Exporters' Card shall be issued basing on the following criteria :—

1. 100% EOUs as defined under EXIM Policy of Government of India or Units in the SEZ.
2. Export House, Star Export House, Trading House, Star Trading House, Premier Trading House status holders given by DGFT, Ministry of Commerce, Government of India.
3. (a) Average Annual Export Turnover of Rs. 1 crore or more in the last 3 years
 - (b) The exporter should not have pending cases or tax dues beyond 6 months other than normal appeals.
 - (c) Has not been ever convicted under cases of tax evasion or fraud
 - (d) Prompt in payment of taxes by Self Assessment.
 - (e) Prompt in depositing P.F. amounts

Facility—

The Exporters' Card would entitle the holder to minimum inspection and speedy clearance of all proposals by all Departments of the State Government. A few of the areas where this can be of great help to exporters are detailed below :—

- * Trucks carrying cargo of card holders would have minimum inspection at check post and would not be detained.
- * Issue of statutory forms on demand without rationing
- * Special Grievance Cell for Exporters' Card Holders relating to all Departments
- * Single Window Agency for all State Department for license / permission / compliance / renewals etc.
- * Surprise visits by none other than jurisdiction assessing officer or else visits with prior intimation only. A senior officer would verify information received first.

9. How the System should work :

- 9.1 Issuing Authority shall be issued by DEP&M with seal and signature of Secretary, M.S.M.E. Department, Odisha and Commissioner, Commercial Taxes, Odisha.
- 9.2 Validity of the Card would be for 3 years (Smart Card)
- 9.3 Unique computer generated identification code would be given to the card holder
- 9.4 Stiff penalties for willful defaults
- 9.5 The Exporter's Card holder would provide self-certification / affidavit in the lieu of the relaxations / exemptions provided.

10. Supply of Raw Material and Fuel :

The Odisha Small Industries Corporation Limited (OSIC) will supply raw material and fuel (such as coal, etc.) to the exporting units on priority basis.

11. Training Programmes and Workshops :

This will be organized at various levels by the DEPM in collaboration with EPCs / FIEO to bring about a change in the mindset and improve the efficiency of functionaries involved in the work of export promotion.

12. Infrastructure Development :

Sound physical infrastructure with easy availability of key utilities is a dream scenario for any investor. The State is aware of the fact that at present, the investment in industry overshoots the investment in infrastructure. While, this may offer faster economic growth in the short run, it might ultimately prove to be unsustainable. Therefore, both industry and infrastructure should keep pace with each other so that the balance of regional development is not affected. To hasten the pace of infrastructure development, projects with smaller financial magnitude may be identified and implemented with the help of private sector investment immediately. Development of infrastructure is the top priority on the State agenda. At present, there is a State Level Export Promotion Committee (SLEPC) constituted under the Chairmanship of Chief Secretary for export infrastructure development of the State under ASIDE Scheme of Government of India. As of now, 13 SLEPC meetings have been organized and several projects under this scheme have been completed and some of them are under ongoing stage. New projects under this scheme will be considered by the SLEPC in the 14th forthcoming SLEPC meeting. In this way, through gap funding system under ASIDE Scheme / through PPP mode, new projects coming up in future for export infrastructure development in the State will help in boosting the export trade from the State. The agencies like FIEO, FICCI, CII, etc. shall be requested to identify appropriate infrastructure projects meant for export development.

13. Setting up of Export Park and Trade Center :

Export parks will be set up for the various export products so that all the necessary infrastructure facilities are available at one place and regular monitoring is possible. Such parks are proposed to be set up in the first instance at Balasore, Cuttack, Berhampur and Sambalpur. Also State of the Art Trade Centers equipped with all traderelated facilities for display of goods, conduct of buyer-seller meets, etc. will be made available to desirous exporters. A Trade Centre is proposed to be set up at the first instance in the DEPM and then will be extended to other important places of the State.

14. Show Casing of MSME Product of the State :

MSME Products manufactured in the State should be displayed in the prominent places of the country permanently to attract National/International buyers through State Govt. participation as a result of which marketing our products in International market will reach a new high. At the initial stage four prominent places of the country like Delhi, Mumbai, Kolkata & Chennai are selected where already State Govt. infrastructure exists.

15. Establishment of WTO Cell :

The aim and objective of WTO cell is to disseminate WTO related matter to all stock holders of International trade in order to keep them updated on the happenings across the globe. Besides, necessary capacity building and expert support services could be provided by this cell. Hence, a WTO cell shall be established in the DEP&M to provide necessary support services to the exporter of Odisha.

16. Establishment of Trade Information Centres :

Trade Information Centres/KIOSKS would be establish initially at six Industrial growth centre of the State viz. Rourkela, Cuttack, Balasore, Berhampur, Angul, Balangir to provide first hand information to the exporters of this State.

17. Warehousing and Container Facilities :

ICD / Dry port facilities will be provided at different locations of the State so that there are no difficulties in cargo storage, customs clearance and container availability for the exporters.

Paradip Port is one of the major ports of India and is the main outlet and inlet of the sea borne trade not only of the State of Odisha but the entire eastern region as well. Paradip Port has specialized in handling bulk-cargo and also handles containerized cargo. Paradip Port shall be provided with Container facility and refer container facilities so that there will be no difficulty in cargo storage, custom clearance and container availability.

18. Common facilities :

Facilities for conduct of exhibitions, sales, workshops and conferences will be created at major export Centers. Assistance will also be provided for establishment of common effluent treatment plants and other technical facilities / services on PPP basis.

19. Establishment of a NABL accredited/ISO certified Food Testing Laboratory :

Considering the tremendous export potential in Food Processing Sector, Ministry of Food Processing Industries, Government of India has lunched scheme of setting up / upgradation of Food Testing Laboratories in the country. In the 11th five-year Plan there is proposal to establish 74 Food Testing Laboratories in the country. A strong and effective Food Processing Sector plays a significant role in diversification and commercialization of agriculture, improves value addition of agricultural produce, generates employment, enhances income to farmers and creates surplus for export of agro foods. Food Testing Laboratories are the only way to enhance safety and quality of food produced by Regulatory Authorities, exporters, importers, processors, farmers and consumers.

The growth rate of Food Processing Industries has risen from 7% to 13.14% per annum in the last five years and it is expected to go up to 20% in the next five-years enhancing the share in global market from 1.6% to 3%. So to provide quality support to the Food Processing Industries to be set up in Food Park and Mega Food Park in the State and to certify the food products as per relevant standards, a Food Testing Laboratory shall be set up in the State at Testing Laboratory, Cuttack functioning under the Directorate of Export Promotion & Marketing, Odisha. The Laboratory shall be accredited by National Accreditation Board for Testing & Calibration Laboratory (NABL), Ministry of Science & Technology, Government of India who is the Apex Body in India for Laboratory Accreditation and has understanding with more than 45 countries for mutual acceptance of test report and ISO certified for acceptance of test report at national and international level.

20. Export Promotion:

20.1 High Level Clearance Authority (HLCA) under the Chairmanship of Chief Minister to look into various issues pertaining to export promotion for foreign direct investment.

20.2 Odisha Investment and Export Promotion Office (OIEPO) in the office of the Resident Commissioner, Government of Odisha, New Delhi shall network with Embassies, Industries Associations, Chamber of Commerce and Industries to promote Odisha as an attractive investment destination and to facilitate investment related approval and clearances in respect of coming up Industrial projects in the State liaising with Government of India Ministries and other agencies concern.

21. Fiscal Incentive :

21.1 Export Development Assistance Scheme (EDAS) :

At present, the Government of India has a Market Development Assistance (MDA) scheme under which export houses, trading houses and star trading houses are assisted for the conduct of market surveys, product development and participation in international trade fairs.

These facilities are not available to the MSME exporters. Hence, the State Government will initiate a similar Market Development Assistance scheme named as Export Development Assistance Scheme (EDAS) in Odisha on lines of the Government of India scheme for participation in International Trade Fairs at National, International, State level, Buyer Seller meet and for exploring new markets for exporters organized by ITPO / EPCs / Commodity Boards, etc. both in National and International level. The scheme will be administered by DEP&M.

For participation in International Trade Fairs of repute in India and abroad, travel expenses in respect of not more than two persons from a firm shall be permitted. Subject to 50% of the total travel expenses limited to Rs.50,000. Firms availing travel support from Government of India under similar scheme shall not be eligible for the State incentive.

21.2. Support service for development of Website for Publicity of Exporters of Odisha :

A State portal shall be developed immediately by MSME Department which could depict the details of export firms and their export potential.

21.3. Export Freight Subsidy :

Due to lack of container cargo handling facilities in the ports of the State the exporters of Odisha are compelled to send their export cargo to the ports of neighboring States like Vizag, Kolkata & Haldia, etc. which is cost in-competitive in International market *vis-a-vis* industries/exporters of nearby ports. Keeping in view of these problems, the State Government shall take necessary steps to create containerized facilities in the port located within the State in consultation with the concerned Port Authorities, so that the exporters of the State will get the facilities to export their goods through the ports located in the State. Steps shall also be taken for setting up of ICDs / Dry Ports in different location of the State as an alternative arrangement for the exporters where port facilities are not available.

21.4 Visits of Foreign Trade Delegations :

Visits of Foreign Trade delegations from different countries would be organized frequently with State Government participation to take them to industries at various locations in the State. This will expose them to the products of the State & boost exports. In this way, number of unidentified exportable products could be exported to foreign countries.

21.5 State Export Award :

To create a spirit of competitiveness among the exporters of Odisha, "State Export Award" will be distributed annually among the exporters of Odisha for their outstanding export performances in the State in different product group. In this connection, Government in MSME Department have notified the State Export Award Scheme vide Notification No.3500, dt.04.07.2013 to give away the State Export Award to the best Exporters of Odisha. The highlight and criteria of the scheme is as follows :

(a) BEST EXPORTER's AWARD :

Best Exporter's Award along with a certificate of merit will be given to one exporter only for outstanding achievements, i.e. for highest export in terms of value during the year of consideration to be decided by the Selection Committee from among the product groups mentioned in Para. 2.

Provided that if more than one exporter has made export of the same value then the following factors will be taken into consideration for deciding the best exporter's award.

1. Expansion into new market.
2. Launching of new products in the export market.
3. Conduct of market survey, trade delegations sent abroad, participation in International Trade Fairs / Exhibitions and attending buyers-sellers meet.
4. Improvement made in quality and design, etc. including ISO-9000 certification.

(b) PRIZES / TROPHIES / CERTIFICATES :

The prize / trophy along with certificate of merit will be awarded to the selected exporters of each of the product groups mentioned in Para. 2. There shall be two prizes / trophies in each product groups, one for Micro and Small Enterprise and another for all other categories of exporters. The prizes will be given to the exporters showing outstanding export performance, i.e. registering a sustained growth in export with the minimum export growth of Rs.10.00 lakh in case of Micro / Small Enterprise and Rs.1.00 crore in case of all other categories of exporters. For this purpose, the Free on Board (FOB) value of export during the year of consideration, i.e. Award Year and the preceding two years will only be considered to decide the prizes / trophies. While giving Export Awards take special focus shall be on micro and small / non-traditional sectors.

(c) CERTIFICATE OF EXCELLENCE :

The certificate of excellence will be given to the exporters who recorded a minimum growth of 15% in terms of value during the year under consideration (Award year) over and above the export made during the preceding year subject to minimum export of Rs.5.00 lakh and growth of Rs.1.00 lakh in any of the product groups and provided that an exporter gets a prize / trophy as mentioned in Para. (b) shall not be given certificate of excellence.

(d) SPECIAL CERTIFICATE:

Any unit exporting for the first time with a minimum export of Rs.5.00 lakh during the year of consideration (Award year) will be awarded a special certificate.

21.8 Export Credit :

DEP&M will conduct interactive session from time to time with the Exporters & Bankers to facilitate Export finance.

21.9 Organization of Buyers and Sellers Meet :

International Buyers and Sellers meet at Bhubaneswar needs to be organized annually to boost the export from the State. In this connection, it is mentioned here that Government of Odisha notified vide Notification No.930/MSME., dt.01.06.2012, that MSME Trade Fair would be conducted on annual basis starting from 1st January of every year with a duration of 15 days. The first edition of such fair has been conducted named as Odisha MSME International Trade Fair, 2013 from 1st January to 5th January, 2013 at IDCO Exhibition Ground, Bhubaneswar.

22. Introduction of "Export-Import Management" course in all University Syllabuses :

Keeping in view the importance of Export-Import business in the State and to educate the younger generation in the field of international business an academic course such as "Export-Import Management" covering all the aspects of export business may be introduced in all universities syllabus in the State.

23. Function of the DEPM :

The Directorate of Export Promotion & Marketing will co-ordinate with all Government Departments and Export Promotion Councils to provide a favourable environment for the exporter.

The DEPM shall interact with the exporters in one hand and the EPCs, Exporters Association, State and Central Government bodies on the other hand, so that the implementation of State Export Policy can be ensured and the problems of the exporters sorted out in time and redressed.

The DEPM will organize buyers-sellers meet at regular intervals and arrange participation of exporters in trade fairs and exhibitions both in the country and abroad. It will also conduct project studies keeping in view the international market condition.

The DEPM shall—

- (a) Act as the Nodal Agency for undertaking all export promotion activities in the State.
- (b) Co-ordinate the export promotion activities of all the Departments / Agencies of the State Government.
- (c) Liaison between the exporters and the various Government of Odisha and Government of India Departments / Agencies for redressing the problems being faced by the exporters of the State.
- (d) Liaison between Government of Odisha and Government of India to co-ordinate the implementation of the various export promotional schemes / projects of Government of India in the State and to explore the funds available in the Government of India for the development of export related infrastructural facilities such as Assistance to States for Export Infrastructure Development (ASEID), Market Access Initiative (MAI), Development of Towns of Export Excellence and Industrial Clusters, Special Economic Zone (SEZ), Agricultural Export Zone (AEZ), Brand Promotion & Quality Promotion Programmes, etc. for the State.
- (e) Act as the Convenor of the State Level Export Promotion Committee (SLEPC) and other such export promotion related Committees.
- (f) Formulate the export policy and export strategy for the State.
- (g) Organize road shows, exhibitions, trade fairs, seminars and workshops both in and outside the country to promote exports and to attract investors.
- (h) Ensure entry of the State code in the export documents by the exporters of the State for preventing the outflow of the export turnover and to ensure correct allocation of ASEID fund and other export related grants to the State.

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- (i) Render guidance to the exporters regarding Exim Policy and Exim procedures and documentation formalities.
 - (j) Disseminate market information and overseas trade enquiries by maintaining a proper and effective up-to-date database and an updated investor friendly comprehensive website with International Portal placement.
 - (k) Publish Export Directory of Odisha and other export related brochures, interactive CDs, etc. to popularize Odisha's products in the international market.
 - (l) Give Annual Awards to the deserving exporters of the State.
 - (m) Organize District Level Export Awareness Campaign by involving the district level Government functionaries like Collector, General Manager, DIC and others.
 - (n) Organize product specific export seminars and buyer-seller meets, road shows, etc. in the country and abroad.
 - (o) Organize training programmes for educating the local industries and entrepreneurs in the interest of International Trade.
 - (p) Organize "**Made in Odisha Campaign**" both in and outside the country to promote Odisha's products by providing information about the exporters / manufacturers of Odisha, availability of products, infrastructural set up and to promote Trade, Culture and Tourism.
 - (q) Participate in the national and international trade fairs to enable the industries of the State to show case their products for the national and overseas markets.
 - (r) Maintain a "**Market Development Fund**" to provide Market Development Assistance to the industries of Odisha for venturing into overseas markets.
 - (s) Conduct product-area export potential studies and submit to the Government to focus activities for export promotion.
 - (t) Conduct export awareness and export documentation training programmes for the exporters of the State.

By order of the Governor

P. DASH

Secretary to Government