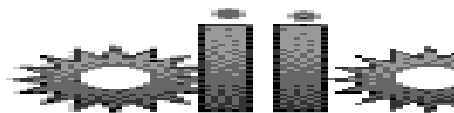


# **DISTRICT EXPORT ACTION PLAN 2020-21**



**DISTRICT INDUSTRIES CENTRE, PURI**

## TABLE OF CONTENTS

<b>Sl. No.</b>	<b>Content</b>	<b>Page No.</b>
1	Introduction	3
2	District Profile	4
3	District Level Export Promotion Committee	6
4	District Office Details	7
5	Product Identified for Puri District	7
6	Exportable Product Description – Marine Product	7
7	Exportable Product Description – Pattachitra	12
8	Potential - SWOT Analysis of Puri District	14
9	Strategies & Recommendations	15
10	Action Points to be done during Financial Year 2020-21.	15

## **(1) INTRODUCTION**

The District Export Action Plan (DEAP) is focussed to make the district as Export Hub for any particular product concentrated to that district and nearby districts as Product Clusters. The goods or a service chosen for the particular district is based on the natural as well as comparative advantage in all terms justifying the export potential.

In this document, the DEAP of Puri district for the export of Marine Products & Pattachitra is explained. The chosen product has huge production in this district and can be made a suitable item of export for the future. The objective of this document is to streamline the production, plug the loopholes in the supply chain and provide district level administrative handholding by forming a District Level Export Promotion Committee (DLEPC).

This document also explains the existing level and process of production and enlists the present industries and exporters involved in the export of Marine Products & Pattachitra. The objective of this DEAP is to become the basis for the formation of DLEPC at the district level. It also targets export as an important activity for the local people. The benefits of production and price realization reaching to the ground level will have a much larger impact in doubling the annual income of the Fishermen Communities & Pattachitra Artisans. This DEAP will make sure to guide DLEPC to involve all stakeholders, collection and logistics, primary processing industries, wholesale marketing business houses, government, research labs, banking and financial institutions, etc. to streamline the production.

## **(2) DISTRICT PROFILE**

Puri is a coastal district of Odisha famous for historic antiquities, religious sanctuaries, architectural grandeurs and it's moderate climate. It holds a sea of attractions for the visitors. It boasts of continuous history from 3<sup>rd</sup> century BC to the present day of its unique monuments like those of Lord Jagannath, Puri and the Sun God at Konark are famous in the world. It has the Chilika Lake, the largest brackish water lake in India.

The district is famous for presence of temple of Lord Jagannath, handicraft products, applique works of Pipili and enriched cultural heritage & sculpture depicted on the walls of Sun Temple at Konark. The Jagannath Temple of twelfth century, the Konark Temple of thirteenth century and Chilika Lake are the major centers of tourist attraction of the district. The major rivers flowing through the district are Daya, Vargabi, Kushabhadra, Luna, Prachi, and Makara & Rajua. Three of these rivers viz. Kushabhadra, Luna and Prachi flow to the Bay of Bengal, while rests flow into Chilika Lake.

### **LOCATION**

Centrally located district in Odisha, between 85<sup>o</sup> to 86<sup>o</sup> east longitude and 19<sup>o</sup> to 20<sup>o</sup> north latitude and bounded by the Khurdha district in north, Bay of Bengal in south, Jagatsinghpur district in east and Ganjam district in the west. The Coastal line is stretched to 150.4 Kms.

The administrative set up along with some relevant information pertaining to Puri district is as follows.

<b>DISTRICT PROFILE</b>			
01	<b>Name</b>	<b>PURI</b>	
02	<b>No. of Blocks / Villages</b>	a) No. of Blocks -11 b) No of Mouzas (Census Village) -1714	
03	<b>Rainfall (M.M.)</b>	1463.4 MM	
04	<b>Agriculture</b>	Total Area	270655(H.A.)
		Cultivated Area	165221(H.A.)
		Fallow Land	23616(H.A.)
		Land not available for Cultivation	81818(H.A.)
05	<b>Irrigation (Potential Created)</b>	<b>Kharif (In H.A.)</b>	<b>Rabi (In H.A.)</b>
	a) Net Irrigated Area	90052	90052
	b) By Channels	68046	68046
	c) By Wells	560	560
	d) By Other (L.I.Points)	7784	7784
	e) Other Sources	12097	12097
	f) MIP	127	127
	g) WHS (Water Harvesting Structure)	157	157

06	<b>Land Holding Pattern</b>	<b>Area ( in H.A.)</b>
	a) Less than 1 ha.	93267
	b) Between 1 and 2 ha.	33078
	c) Above 2 ha.	11812
	<b>TOTAL</b>	<b>145157</b>
07	<b>Animal Husbandry</b>	1995(Census)
	a) Plough Animals	132660
	b) Dairy Animals	162094
	i) Cattle	9958
	ii) Buffaloes	
	c) Sheep/Goat	185500
	d) Poultry (No. of Birds)	3,30,200
08	<b>Population (As per 2011 Census)</b>	16,99,000
	a) Male	8,66,000
	b) Female	8,33,000
09	<b>Classification of Workers</b>	
	a) Total Cultivators	158000
	b) Out of (a) Small & Margin Farmers	132000
	c) Agricultural Labourers	113000
	d) Artisans/People engaged in Cottage Industries	13000
	e) Allied/Agro Activities	15034
	f) Other Workers	90375
10	<b>Banking/Credit Profiles</b>	<b>No. of Branches</b>
	a) No. of Nationalized Banks	124
	b) No. of Gramya Banks	56
	c) Co-operative Banks	13
	d) Private Bank Branches	22
	e) District Aggregate	215
11	<b>Infrastructure Available</b>	<b>In Kms</b>
	National Highway	132.18
	State Highway	09
	Major Road	85
	Other Dist. Road	287
	Forest Road	19
	Gram Panchayat Road	7282
	Village Road	796
12	<b>Railway Line &amp; Passenger Halts</b>	Puri
		Malatipatpur
		Janakadeipur
		Sakhigopal
		Birapurusottampur
		Jenapur
		Delang
		Kanas Road
		Motori

13	<b>Power Consumption of the District</b>	181.51 Million Units
14	<b>Nearest Air Port</b>	Bhubaneswar
11	<b>Accommodation</b>	More than 1,000 Hotels Existing
12	<b>Major Water Source</b>	Dug Well & River Water

### **BANKING NETWORK OF PURI DISTRICT**

The district has wide Banking Network which has been extended to all blocks. UCO Bank is the Lead Bank of the district.

<b>Total No. of Bank Branches</b>	<b>215</b>
Total No. of Rural Branches	139
Total No. of Semi-Urban Branches	22
Total No. of Urban Branches	54

The positions of ATM Network in the district are as follows.

<b>Total no. of Offsite ATMs</b>				<b>Total no. of Onsite ATMs</b>				<b>Grand Total</b>
Rural	SU	Urban	Total	Rural	SU	Urban	Total	
35	32	88	155	69	29	33	131	286

( Source – Lead District Manager, Puri)

### **(3) DISTRICT LEVEL EXPORT PROMOTION COMMITTEE (DLEPC)**

The District Level Export Promotion Committee (DLEPC) has been constituted by the District Magistrate & Collector, Puri on 02.06.2020 with the following members.

- |     |  |   |                 |
|-----|--|---|-----------------|
| 1.  | Collector & District Magistrate  | - | Chairman        |
| 2.  | Additional Director General of Foreign Trade, Kolkata  | - | Co-Chairman     |
| 3.  | Director EP&M or his representative  | - | Member          |
| 4.  | Representative of MSME-DI, Cuttack   | - | Member          |
| 5.  | Lead District Manager  | - | Member          |
| 6.  | Representative of District Industries Association  | - | Member          |
| 7.  | Representative of NABARD   | - | Member          |
| 8.  | Chief District Agriculture Officer, Puri   | - | Member          |
| 9.  | Deputy Director, Horticulture, Puri  | - | Member          |
| 10. | Chief District Veterinary Officer, Puri  | - | Member          |
| 11. | Dy. Director, Handlooms & Textiles, Bhubaneswar. (in charge of Puri district)                      |   |                 |
| 12. | District President / Secretary, OASME, Puri<br>(Representative of District Industries Association) | - | Member          |
| 13. | General Manager, DIC   | - | Member Convener |

#### **(4) DISTRICT OFFICE DETAILS**

General Manager, District Industries Centre, Chakratirtha Road, Puri, Pin-752002.

Phone – (06752) 223394 , Mobile – 9437323967, E-Mail ID – dicpur@nic.in

#### **(5) PRODUCT IDENTIFIED FOR EXPORT IN PURI DISTRICT.**

The products identified for export in Puri district in the first DLEPC meeting held on 20.10.2020 are as given below.

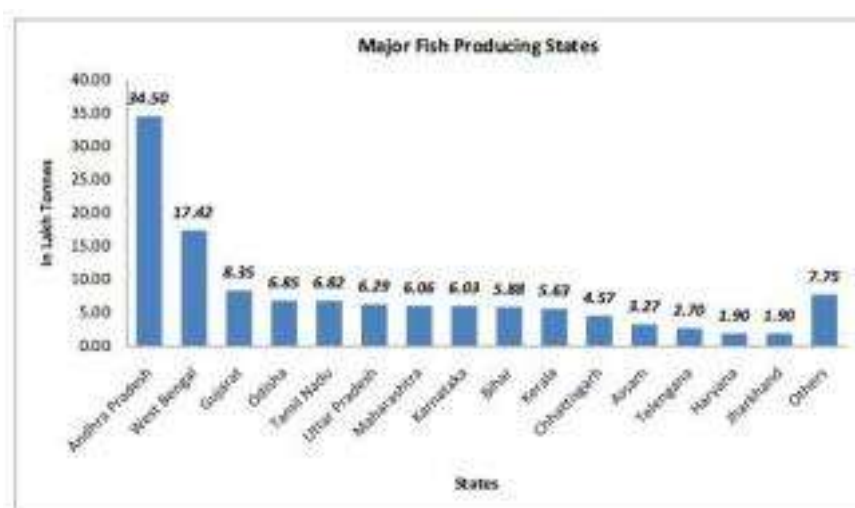
- (i) Marine Products.
- (ii) Pattachitra

#### **(6) EXPORTABLE PRODUCT DESCRIPTION - MARINE PRODUCTS**

##### **Marine Products in India**

Fisheries are an important sector in India. It provides employment to millions of people and contributes to food security of the country. With a coastline of over 8,000 km, an Exclusive Economic Zone (EEZ) of over 2 million sq km, and with extensive freshwater resources, fisheries play a vital role. Presently India is the second largest fish producing and second largest aquaculture nation in the world after China. Marine Fisheries contributes to food security and provides direct employment to over 1.5 million fisher people besides others indirectly dependent on the sector. There are 3,432 marine fishing villages and 1,537 notified fish landing centres in 9 maritime states and 2 union territories.

The following graph shows the share of fish production among states in India.



Source: Department of Fisheries

Odisha is at 4th position in total fish production in India. However, only in Marine production, Odisha is at 8th position.

## **Marine Products in Odisha**

Odisha is one of the major maritime States, offering vast scope for development of inland, brackish water and marine fisheries. The State's 480 km long coastline with 24,000 sq. km area within the continental shelf has ample potential for marine fisheries development. The State's brackish water resources are of the order of 4.18 lakh hectare with a breakup of 0.79 lakh hectare (ha) of Chilika Lake, 2.98 lakh ha of estuaries, 32,587 ha of brackish water area and 8,100 ha of backwaters. By judiciously harnessing these resources, the fish production from capture and culture based capture fisheries could be substantially augmented to meet the domestic market demands, increase in export apart from creating employment and income generating opportunities for the rural poor and enhance their food, nutritional and livelihood security.

Total Coast Line in Odisha	480 Kms.
Coast Line in Puri district	155 Kms

## **Trade Analysis of Existing & Potential Markets.**

India is the second largest producer of fisheries in the world. Odisha holds a good position in terms of marine fisheries export as one of its niche items. Marine fisheries and related products are already being exported from Odisha in general and from Bhubaneswar in particular. However, the true potential can be realized if existing and potential markets can be analyzed well to suit the export in favour of India.

The Government has put up resources and other machinery to plug the loopholes and augment the export with larger benefits reaching to ground level that is real fishermen communities. The present trend in the international market can change by various regulations like trawling, sanitary measures, quality, etc. Therefore, exporters have to be cautious in making profitable long term exports. This DEP and above market analysis will provide guidance to hold the present ground and make inroads into markets with better diversity.

### **Export Destinations**

USA, China, Japan, Vietnam, Thailand, UAE, Spain, Italy and other Gulf Countries.

## **Marine Products in Puri District**

The wide stretch of Bay of Bengal and a major portion of Chilka Lake constitute the vast sources of marine resources for Puri district. The major marine products of the district are Marine Fish, Prawn and other Sea Shell products. The goods to be exported are mostly marine catch such as fish, prawns, etc.

The information on disposition of catch (marine) of Puri district for the financial year 2019-20 are as given below.

Sl. No.	Item	(Qnty in MT)						(Value Rs. In Lakhs)	
		<b>Export of Fish</b>						Local Consumption of Fish	
		Foreign Countries		Neighboring States		TOTAL		Qnty.	Value
Qnty.	Value	Qnty.	Value	Qnty.	Value	Qnty.	Value		
1	2	3	4	5	6	7	8	9	10
1	FISH	2252.18	2927.83	6434.80	6977.00	8686.98	9904.83	16087.00	11260.90
2	PRAWN	840.90	2102.25	1135.22	1362.26	1976.12	3464.51	2018.16	2018.16
Sl. No.	Item	<b>Dried Fish</b>						<b>Grand Total</b>	
		Drying		Salt Curing (Salting prior to drying)		TOTAL		Col. 7+9+15	Col. 8+10+16
		Qnty.	Value	Qnty.	Value	Qnty.	Value	Qnty.	Value
1	2	11	12	13	14	15	16	19	20
1	FISH	3217.40	1608.50	4182.62	2091.00	7400.02	3699.50	<b>32174.00</b>	<b>24865.23</b>
2	PRAWN	210.225	168.18	---	---	210.23	168.18	<b>4204.50</b>	<b>5650.85</b>

The mostly exported species of marine products are as given below.

- (i) Shark
- (ii) Tuna Fish
- (iii) Ribbon Fish
- (iv) Prawns / Shrimps
- (v) Seer Fish / Mackerels
- (vi) Penaeus Morodon
- (vii) Penaeus Indicas
- (viii) Oil Sardine / Lesser Sardine
- (ix) Metapneaus Species

( Source – Dist. Fishery Office, Puri)

The list of Marine Products Processing MSME Units engaged in export in Puri district are as given below.

Sl. No.	Name & Address of the Unit	Item of Production	Date of Establishment	Country to which exported	Importer-Exporter Code No.
1	M/s.Bijay Marine Products, Prop.- Naba Kishore Dash, Atharanala Patana, Gopinathpur, Puri Sadar Ph.-(06752) 225206 / 220547	Frozen / Processed Prawns	26.08.1977	Japan, Hongkong, Belgium, Natherland, German	2395000761
2	M/s.S.Chanchala Combines, Prop.- Naba Kishore Dash, Atharanala Patana, Gopinathpur, Puri Sadar Ph.-(06752) 225206 / 220547	Frozen / Processed Prawns	01.10.1991	China, Japan, Hongkong, Sharjah, Dubai	239900226

## **Comparative Advantages**

The locational advantage of Puri with long coastline along with nearby to port of Paradip is also a major advantage for the development of the export of marine products. The number of fishermen communities along the sea coast provides a natural way of choosing these products.

## **Preference in Free Trade Agreements**

**ASEAN:** Many of the ASEAN countries are one of the largest importers of our marine products. In this regard, the FTA signed with ASEAN also augment to boost export of such products.

**CEPA / CECA :**The agreements signed with Japan and South Korea are very helpful in penetrating their food markets in terms of marine products. However, stringent food safety regulations can be overcome by maintaining quality products with proper standard certification.

## **Export Procedure of Marine items**

Fisheries and other edible marine products are exported only after ascertaining the following procedure duly followed.

- Fisheries/prawns etc. - Catch or Deep sea fishing or Aquaculture
- Sorting and grading based on size, type and durability of fish
- Frozen system for keeping marine products for long shelf life
- Provide certificates - Like -
  - Export fish/fishery product application form
  - Catch Certificate
  - Health Certificate
  - Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) form for Queen Conch, Dolphin Samples and Marine Turtles.
  - The exporter shall provide the Department of Marine Resources with the required information to complete the fish and fishery product export application form.
  - Authorized officers at the Department of Marine Resources will inspect the fish/fishery product(s).
- Proper palletizing inside reefer containers.

It is possible to trade from the catching vessel itself. However, many times in India the catch is collected at landing seaports (harbours) then rest processing is followed to make it export ready.

## **Relevant Export Promotion Councils (EPCs)**

**MPEDA** (Marine Products Export Development Authority) is one of major institutions to provide all possible support for the promotion of export of marine items. The production, grading, sorting, quality control, etc. are all major activities provided by MPEDA. MPEDA is working to increase the export of marine items in the countries.

Apart from MPEDA, **FIEO** is also working hard to make exports profitable in all possible manner.

## Infrastructures for Export

Better Infrastructures are key for better exports.

- **Ports** - Odisha is the coastal state along the Bay of Bengal with many small and minor ports. However, there is a major port as well i.e. **Paradip** in Odisha. **Gopalpur** port is also nearby which can be used for export.
- **ICDs** - Inland Container Depots have been created at Balasore in Odisha. However, there are no other ICD in the other places in Odisha yet there are other infrastructure facilities augmenting exports. In Bhubaneswar, there are many private facilities for storing and exporting marine products.
- **Labs / Testing facilities** - MPEDA Quality control Lab in Bhubaneswar is one the best facilities for testing of marine products to its exportable quality.
- **Warehousing / Cold storage** - The export of fisheries and shrimps depend upon proper cold storage and warehousing. The transport also must be done in Refrigerated containers. Presently, exporting companies invest in cold storage and warehousing along with sophisticated ships for catching and packaging for export.
- **Infrastructures** - Puri is well connected by Roadways and Railways. It is well connected to nearby ports through railways and roadways as well. Bhubaneswar is also well connected by airways. The movement of people, entrepreneurs, and businessmen is very easy for doing export related activities. Banking infrastructures are well developed. The requirement of money for doing export import business, various branches of different banks are available in the city.

## Government of Odisha Schemes to augment export.

Odisha is one of the fastest growing states in terms of exports. Recently, state government schemes have been very successful in promoting exports.

- Best Exporter's Award for launching the new product, launching into a new market, improvement in design and quality.
- Certificate of Excellence Award.
- **Matasya Pokhari Yojana** -
- Implementation of "**Odisha Fisheries Policy, 2015**" to double fish production of the State and to reach the export to Rs.20,000 crores.
- **Integrated Coastal Zone Management Project, Odisha (ICZMP)** - Alternative Livelihood Option for Fisher Folk
- **Odisha World Fish project** – World Fish is an international organization and one of 15 CGIAR research centres with headquarters in Penang, Malaysia. The World Fish Mission is to strengthen livelihoods and enhance food and nutrition security by improving fisheries and aquaculture.

## **(7) EXPORTABLE PRODUCT DESCRIPTION - PATTCHITRA**

Pattachitra is a traditional painting of Puri district. These paintings are based on Hindu mythology and specially inspired by Sri Jagannath and Vaishnava sect. All colours used in the Paintings are natural and paintings are made in fully old traditional way.

- (1) Area / Villages engaged in Pattachitra –
  - (i) Raghurajpur, Nayak Patna, Dandasahi, Khasposak, Malatipatpur, Janakadeipur, Chandanpur & nearby villages of Puri Sadar Block.
  - (ii) Puri Town
  - (iii) Nimapara Block
  - (iv) Tipuri of Kanas Block
  - (v) Sriramchandrapur, Sakhigopal of Satyabadi block
- (2) No. of Handicraft Artisans engaged in Pattachitra Craft - 1200 (Approax.)
- (3) Handholding support provided by DIC to Pattachitra Artisans. -
  - (i) Conducting Handicraft Trainings like Guru Sishya Parampara, Master Craftsman, Craft Village Programme, Design Development Programme etc.
  - (ii) Providing financial assistance to Pattachitra Artisans through subsidy linked Government Schemes like Prime Minister's Employment Generation Programme (PMEGP), Silpi Unnati Yojana (SUJ) etc.
  - (iii) Providing Housing cum Workshed to eligible Pattachitra Artisans.
  - (iv) Marketing support to Pattachitra Artisans through different National Level & State Level Exhibitions.
  - (v) Linking artisans with online platforms like GeM, Amazon for better exposure & sale of products.
  - (vi) Conducting different exposure tours to other state Handicraft Hubs.
- (4) The Export Promotion Council for Handicrafts (EPCH) is the organization of trade and industry for promotion of Handicrafts in country. During the year 2017-18, Handicraft Products amounting Rs.1.63 Crores have been exported from Odisha.

The list of Handicrafts Manufacturing Units engaged in export in Puri district are as given below.

Sl. No.	Name & Address of the Unit	Item of Production	Date of Establishment	Country to which exported	Importer-Exporter Code No.
1	Sudarshan Crafts Museum, Managing Partner - Rabi Narayan Sahoo , Station Road, Puri, Phone- (06752) 222474, 220474	Stone Statues	01.07.1987	USA, France, China	2388001536
2	Diamond Applique Workshop, Prop- Jabbar Khan, At/Po-Pipili, Phone-(06758) 240777	Applique Products	01.10.1991	USA, UK, China	

## Relevant Export Organizations / Facilitators

1	<p><b>Export Promotion Council For Handicrafts</b>  “EPCH HOUSE” Pocket 6 &amp; 7, Sector-C ,  L.S.C Vasant Kunj, New Delhi-110070  Tel: 26135256 E-mail-epch@vsnl.com  Fax-26135518/19 web-www.epch.in</p>
2	<p><b>The Marine Products Export Development Authority</b>  (Ministry of Commerce &amp; Industry, Govt. Of India)  Regional Division, 2<sup>nd</sup> Floor, Raptani Bhawan,  IRC Village, Nayapalli, Bhubaneswar-751015, Odisha  Off:0674-2362161 Mob :08129846835  E-mail: neenupeter@mpeda.gov.in  Website:http://mpeda.gov.in</p>
3	<p><b>Mani Overseas</b>  K-9, Lajpat Nagar-II, New Delhi-110024, India  Ph-(011)6831223,6831212, Fax:(011)6841230  E-mail - maniover@del 3.vsnl.net.in  Web site- www.mani-overseas.com</p>
4	<p><b>HINDOLA</b>  D/56, Prasanna Jeevan Society, Eksar Road, Borivali(W),  Mumbai-400092, Ph-8078438</p>
5	<p><b>Central Cottage Industries Corporation of India Ltd</b>  ( A Govt. of India Undertaking, Ministry of Textiles)  Weavers Service Centre, Bharat Nagar, Delhi-110052  Tel (off): 01127306962 Telefax: 011-27306779  Mob-: 9540044887 E-mail:  ccicbuying18@rediffmail.com  Website: www.thecottage.in</p>
6	<p><b>The Agricultural Promotion and Investment Corporation of Odisha Ltd</b>  (A Wholly Owned Corporation of Govt. of Odisha)  Plot No-326, Baramunda, Bhubaneswar-751003, Odisha  Tel:91-674-2354125, Fax-:2354006  E Mail: -info@apicol.co.in, apicol96@yahoo.com  Website: - www.apicol.co.in, www.apicol.nic.in</p>
7	<p><b>Export Oriented Show Room</b>  (A Govt. of Andhra Pradesh undertaking)  A.P Handicrafts Development corporation Ltd.  Hastakala Bhavan, OPP. Telephone Exchange,  Musheeraba, Hyderabad-500020  E-mail-eoslepakshi@vsnl.net  Web: http://www.lepakshinhandicrafts.gov.in</p>
8	<p><b>Export Promotion Council for Handicrafts</b>  Regional Office, Kolkata  53/1, Sambhunath Pandit street, 1<sup>st</sup> Floor  (Opp. Bangur Institute of Neuro Science &amp; Psychiatry),  Kolkata – 700025  Telephone: - 91-33-24191744 / Mob: -91 9818076163  Fax: -91-33-24191745  E Mail: - Kolkata[at]epch[dot]com</p>

## **(8) POTENTIAL – SWOT ANALYSIS OF PURI DISTRICT.**

- **STRENGTH** - Puri is the largest tourist city in the state with a huge contribution to state GDP considering the world famous Lord Jagannath Temple, Konark Sun Temple & Blue Flag Certified Sea Beach. Literate population engaged in different types of economic activities makes it the best suited location for various businesses. The main products for export are Marine Products & Pattachitra. The location of Puri along with clean & long coastline is also an advantage for capturing sea fishes and other marine products. Further many handicraft artisans, especially, in Pattachitra craft are producing world class exportable products. The locational advantage of Puri gives more strength to its exporting business activities. The link of Puri to Paradip port is convenient and efficient with less cost. Odisha is also recognized as the champion state in the export category.

Other strengths are -

- Strategic location
  - Positive investment climate
  - Innovative public service management
  - Availability of skilled & unskilled labour
- 
- **WEAKNESS** – Puri is surrounded by sea beach and there is very less scope for growing the city in a planned manner.
    - Unplanned city with informal settlements
    - No direct export organization
    - Weak public transport system
    - Nearest Air Port is at Bhubaneswar at distance of 65 Km.
- 
- **OPPORTUNITIES** - Puri has enough opportunity in terms of development. It has natural advantage like
    - World Heritage City
    - High potential for development of handicraft export oriented units as Puri is the largest tourism city of the State.
    - Sustainable finance and growing investment in the state.
    - Development as central tourism city
- 
- **THREATS**- Puri has some threats like –
    - Multi-hazard risks natural disasters like cyclones, floods, etc.
    - Migration of local people

## **(9) STRATEGIES AND RECOMMENDATIONS**

A well integrated strategy needs to be adopted to make inroads into global markets. The strategy should be focused on capacity building of all stakeholders. It includes -

- **Marketing Linkage and Product Promotion** - Development of web portals, Buyers - Sellers meet & aggressive promotion.
- **Training of fishermen and processors** - Linking them to Self-Help Groups (SHGs) and Farmers' Producers Organizations (FPOs).
- **Credit Lending facilities** - Majority needs proper funding at various stages of marketable production and linking to Financial Institutions.
- **Use of Technology** - such as motorization of boats, safety of fishermen at sea by the help of new technologies, integrated vessels with catch refrigeration and trade from sea itself.
- **Project based approach and target based implementation.**
- **Plugging the loopholes in the infrastructure sector** - like warehousing, cold-storage, refrigerated containers and transportation, etc.
- **New Market Identification** based on the demand and local needs of the importing countries - The export can be improved if market studies are done and analysed in its favour.
- **Reliable stock estimates & assessment** of the efficacy of the existing fishing regulations, present economic status of fishing operations, formulation of key management interventions, and above all, allocation of adequate funds are a few major issues that demand immediate attention to ensure sustainability of marine fisheries

## **(10) ACTION POINTS TO BE DONE DURING FINANCIAL YEAR 2020-21.**

- (1) The Export Oriented Product Cluster will be identified and promoted in the district. Brahamgiri, Krushna Prasad & Astarang blocks for marine products and Puri Sadar, Nimapara & Kanas block for Pattachitra may be given priority for Cluster.
- (2) The trainings, seminars, meetings, workshops and exchange visits with other district of excellence will be conducted in the district for dissemination of information to stakeholders.
- (3) Buyer-seller meet will be conducted in the district for creating marketing platform for the product.
- (4) The monitoring of export promotion will be done through identified sub-groups for each product.
- (5) The manufacturing units will be tied up with export mechanism.
- (6) Infrastructure / Logistic support / E-Commerce / Skill Development Training will be provided for better implementation.
- (7) The DLEPC will provide primary input to Progress Monitoring Portal (PMP) to be developed by Director General of Foreign Trade (DGFT).

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