



# मिशन निर्यातिक बनो 2.0

REVOLUTIONARY STEP TO BOOST EXPORT BY GOVERNMENT OF RAJASTHAN

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## Mission Nirvyatak Bano – A Revolutionary Step

The export journey of Rajasthan has been a transformative odyssey, witnessing the State evolve into a key player in the global market. From traditional industries to a diversified, export-oriented economy, Rajasthan has strategically taken advantage of the flourishing sectors like engineering goods, handicrafts, textiles, and gem and jewellery and capitalized on the opportunities at the global level to create brand RAJASTHAN.

Government initiatives, coupled with infrastructure development, have propelled the State's goods into international markets. Through "Mission Nirvyatak Bano 2.0" the State aspires to become a regional economic leader through an export oriented strategy. It is a visionary initiative aimed at transforming individuals into global ambassadors treating the entire world as one market place. This mission fosters the Rajasthani entrepreneurial spirit, and promotes the business leaders/houses in becoming the being the catalysts of the economic growth of the State.

## Objectives

The **"Mission Nirvyatak Bano 2.0"** has following strategic objectives.



## Action plan

The strategic implementation of **"Mission Nirvyatak Bano 2.0"** is through a systematic 6-step export facilitation process:

*The steps are as highlighted below:*

- **Identification and Connection:** Identifying potential exporters through comprehensive workshops conducted in every district, fostering awareness and registration within the industry.
- **Documentary Preparedness:** Ensuring the readiness of essential documents for exports, such as PAN card, Aadhaar card, and bank account details, streamlining the documentation process for exporters.
- **IEC Generation and GST Registration:** Facilitating the seamless application and generation of the Import Export Code (IEC) and GST registration process.
- **Membership in REPC:** Integrating new exporters into the Rajasthan Export Promotion Council (REPC), providing them with a platform for networking, collaboration, and access to industry insights.
- **End-to-End Facilitation:** Implement end-to-end facilitation for exporters through user-friendly e-portals, enhancing efficiency in export processes by providing targeted support by offering Export Documentation Training, insights on exportable commodities and international markets through export analytics, empowering exporters with informed decision-making tools with handholding till first shipment.

## ● **Networking:**

- Conduct four quarterly business sales meetings for strategy discussions and performance evaluation.
- Organize six seminars throughout the year, covering various topics related to exports, market trends, and business development.
- Host an annual international and national expo to showcase products, encourage collaborations, and create networking opportunities.
- Launch the Rajasthan State Export Helpline to provide comprehensive support and information for exporters.
- Establish REPC office for efficient handling of export-related queries and concerns. Set up State Land Export Facilitation Centers to streamline export processes.
- Provide export promotion training for officers and staff to enhance their knowledge and skills.
- Introduce the Export Facilitation Guide, MNB 2.0 to assist businesses in navigating export processes seamlessly.

### **The Department of Industries and Commerce,**

serves as a pivotal entity driving economic growth and industrial development in the state. Established to facilitate and promote industrial activities, the department plays a crucial role in formulating and implementing policies that foster a conducive environment for businesses. It is committed to attracting investments, supporting the establishment of industries, and enhancing the overall competitiveness of the industrial sector.

### **The Rajasthan Export Promotion Council (REPC),**

established under the Department of Industries and Commerce, Government of Rajasthan, operates as a not-for-profit organization. Aligned with the Foreign Trade Policy of the Government of India and the policies of the Government of Rajasthan, REPC is dedicated to fostering export promotion in the state. It actively engages in the comprehensive development of manufacturing, service, and business sectors, focusing on entrepreneurship, export infrastructure, and the overall export ecosystem in Rajasthan.

## **Key Stakeholders**

### **Rajasthan State Industrial Development & Investment Corporation Limited**

acts both as a financial institution, providing loans to various projects, and as an administrator of 408 Industrial Areas, covering about 92,000 acres. The corporation's efforts have attracted investments of around 98 billion, generating employment for approximately 1.13 lakh individuals, reflecting its significant contribution to Rajasthan's economic development.

### **The Bureau of Investment Promotion (BIP)**

is the central agency overseeing investment promotion and single-window clearances in Rajasthan. As the State Investment Promotion Agency, BIP acts as a liaison between investors and the government, focusing on investments exceeding INR 10 crore. Their comprehensive services span the entire investment process, from providing information during the exploratory phase to facilitating permits and addressing operational needs.

## Initiatives and Results

Rajasthan government's Industrial Department and Rajasthan Industrial Development and Investment Corporation (RIICO) are on a joint mission to handhold the local traders willing to expand their business to foreign countries

- In 2021-22, Under Phase-I of the MNB, 8500+ new Import Export Codes (IECs) have been issued with help of GM, DIC and Unit Manager, RIICO.
- Divisional Level and District Level Training Programmes.
- Vanijya Utsav (State Level exhibition on export) and Exporters' Conclaves in all Districts of Rajasthan.
- Export linkage (MoUs with Amazon, Walmart, Flipkart are under process).
- In 2022-23, Under Phase-II of the MNB, Training Programs on Export Promotion, Documentation and Procedure have been organized in 27 districts of the State by Rajasthan Export Promotion Council.

## Enabling Business Environment in Rajasthan

- Pioneering the Single Window Act, Rajasthan has streamlined processes to simplify administrative procedures for businesses.
- Offering online accessibility to land allotment and business clearances, the state ensures efficiency and convenience in establishing and expanding enterprises.
- Maintaining an excellent law and order situation throughout the state, Rajasthan provides a secure environment conducive to business operations.
- The Rajasthan Micro, Small and Medium Industries Facilitation Act exempts new businesses from initial approvals and inspections for a duration of 5 years, fostering a conducive environment for entrepreneurial growth.
- Under the mission "Mission Niriyatak Bano," the state actively promotes employment and entrepreneurship, welcoming aspiring exporters to join through the Expression of Interest (EOI) form.
- With over 58% of its area falling within the influence area of the Delhi-Mumbai Industrial Corridor (DMIC), Rajasthan strategically positions itself for economic development.
- Approximately 8,380 square kilometers of the state falls within the National Capital Region (NCR), further enhancing its economic significance.
- The state boasts an availability of a skilled and educated workforce, contributing to its attractiveness for businesses seeking a knowledgeable and capable workforce.

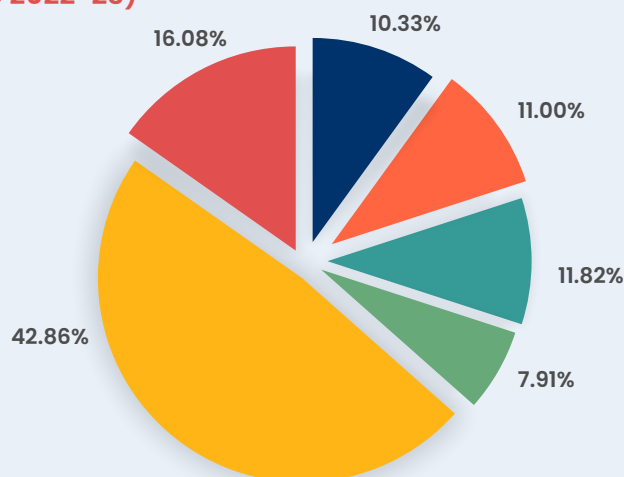
## Rajasthan's Export Potential

Rajasthan's economy exhibits diversity, flourishing in agriculture, industry, tourism, and mining. The private sector, particularly in textiles, gems, and chemicals, plays a pivotal role. The state is a significant contributor to cement production and excels in traditional exports such as handicrafts, gems, and agricultural products. With a broad export portfolio covering textiles, engineering, gems, and more, Rajasthan emerges as a dynamic force shaping India's economic landscape.

Rajasthan has a global recognition in exports of Engineering goods, Metals, Gems & Jewellery, Textiles, Agro & food products, Paper products and Chemicals. The state has obtained 11<sup>th</sup> rank in terms of the value of merchandise Exports among States/UTs in FY 2022-23.

## Export oriented sectors of Rajasthan

(2017-18 to 2022-23)



## Existing Export Infrastructure

Sr.no.	Infrastructure	Location
1.	EPIP	Jaipur, Boranada (Jodhpur) & Neemrana
2.	Handicraft Parks	Shilpgram (Jodhpur & Jaisalmer)
3.	Agro Food Parks	Kota, Boranada (Jodhpur), Sriganganagar, Alwar,
4.	Apparel Parks	Mahal Road, Jagatpura (Jaipur)
5.	Stone Parks	Mandore at Jodhpur and Dholpur
6.	IT Parks	Jaipur, Jodhpur, Kota & Alwar with incubation centre
7.	Textile Parks	Ajmer, Kishangarh, Pali and Jaipur
8.	SEZs	Mahindra SEZ (Jaipur), RIICO Phase- I Sitapura SEZ, RIICO Phase- II Sitapura SEZ.
9.	Japanese Investment Zones	Neemrana & Ghiloth
10.	Software Technology Parks of India (STPIs)	Jodhpur and Jaipur
11.	ICDs	Bhiwadi & Bhilwara (RSIC), Khatuwas & Mandhan –Alwar, Jaipur, Kota & Jodhpur (CONCOR), Jodhpur & Hindaun (private)

## Proposed Export Infrastructure in the state

- Air Cargo Complex at Inland Container Depot, Mansarovar, Jaipur – Export Infrastructure Project approved Under TIES (Trade Infrastructure for Export Scheme)
- Extension of Inland Container Depot, Jodhpur 2nd Phase – Rs. 95.00 cr. has been provided under part – II of the Scheme for Special Assistance to States for Capital Investment 2022-23 of Govt. of India
- FinTech Park and Gem Bourse in Jaipur: 44,000 sq mtr. land at Sitapura for state of art Gem Bourse and Fintech Park.
- Setting up of Unity Mall in Jaipur, Rajasthan to promote the concept of ODOP – Rs. 202.00 cr. has been allocated to the State under part – VI of the Scheme for Special Assistance to States for Capital Investment 2023-24.
- Special investment regions under DMIC project.

## Opportunities for Investment in Rajasthan



### Strategic Location

Access to ~40% of India's Market  
Industrial Corridors and 39% of DFC pass through Rajasthan



### Skilled Manpower

100+ Engineering Colleges  
1,600+ ITIs, 220+ Polytechnics  
Dedicated Skill Universities



### Natural Resources

The largest producer of:  
Solar Power – 13k MW  
Zinc, Limestone, Silver, Copper  
Onshore Crude Oil & Gas Producer



### Robust Infrastructure

408 Industrial Parks  
30+ Sector Specific Parks



### Effective Governance

One Stop Shop' for Approvals and Clearances  
Exemptions to MSMEs for the first 3 years

**FY 2023 GSDP:** USD 180 B (CAGR 10% - 10 Years)

**Roads:** 10,477 km of NH, 3rd Largest in India

**Exports:** INR 77.77k Cr. (2022-23) (CAGR 11% - 5 Years)

**Railways:** 9,190 Km of Network, 2nd Largest in India

**FDI:** USD 967.45 M (Dec 2022)

**Airports:** 7 Domestic | 1 International | 1 Air-Cargo

## Export Promotion Schemes And Policies

### of Government of India

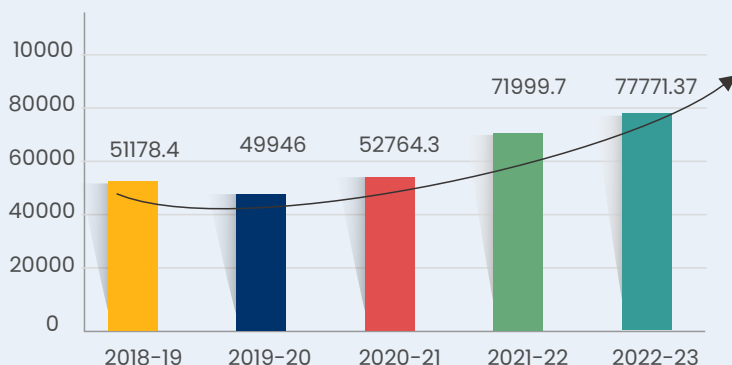
- Merchandise Exports from India Scheme (MEIS Scheme)
- Rebate of Taxes and Duties on Export items (RoDTEP Scheme)
- Service Export from India Scheme (SEIS Scheme)
- Advance Authorisation Scheme (AAS)
- Duty-free Import Authorisation (DFIA Scheme)
- Duty Drawback Scheme (DBK Scheme)
- RoSCTL Scheme: Rebate on State and Central Taxes and Levies
- Export Promotion Capital Goods Scheme (EPCG Scheme)
- EOU/EHTP/STP/BTP Schemes
- Transport And Marketing Assistance Scheme ( TMA Scheme)
- Market Development Assistance (MDA) Scheme
- Towns Of Export Excellence (TEE)
- Interest Equalization Scheme (IES)
- NIRVIK Scheme
- Market Access Initiative (MAI Scheme)

### of Government of Rajasthan

- Ground Rent Subsidy Scheme
- Rajasthan Agro-processing, Agri-business & Agri-Export Promotion Policy, 2019
- Rajasthan Investment Promotion Scheme 2022
- Rajasthan Handicraft Policy 2022
- Rajasthan MSME Policy 2022

## Total Exports & Exports Growth in Rajasthan

Total Exports (in Cr.)



### Documents required to obtain Export License (IEC)

- Active e-mail, ID, mobile number and copy of PAN card of the proprietor for proprietorship firms/copy of PAN card of the entity for partnership firm or company.
- Copy of Passport (first and last page)/Voter ID Card/UID (Aadhaar Card)/ Driving License/ PAN of Manager (any one of these with name of the person signing the application).
- Fee for new application is Rs 500 and fee for amendment/update is Rs 200. In case of partnership firm/company, copy of partnership deed/ company registration certificate.
- Sale Deed if the business premises is self-owned: or Rental/ Lease Agreement, if the office is on rent/lease; or latest electricity/ telephone bill
- Bank certificate as per ANF 2A or canceled check with pre-printed name of the applicant entity and account number.

### Steps for IEC Registration

- First of all, go to DGFT website and start the registration process.
- Enter the information required for registration.
- Enter the OTP received on your e-mail ID/mobile number.
- After validation of OTP, you will be given a temporary password which you will have to change once you login.
- Existing importers/ exporters can link IEC after completing the registration process and logging in. Can apply for new Import Export Code (IEC).

### Basic Requirement For Export



Firm/ Company Registration



Import Export Code (IEC)



Bank Account (Open current account in a reputed bank with international banking services)



Required licenses (if any)



GST Registration Certificate (Goods and Services Tax)

### Rajasthan State Export Helpline

Rajasthan Export Promotion Council (REPC) has launched Rajasthan export promotion helpline number to provide the detailed information related to export schemes and policies, help exporters to increase their international market.

**8448 505 506**

<http://repc.in>

## Related Departments/ Organisations

### DIRECTORATE GENERAL OF FOREIGN TRADE (DGFT)

3<sup>rd</sup> Floor, Udyog Bhawan, Tilak Marg, Jaipur-302005  
Website: <https://www.dgft.gov.in>  
Toll Free: 1800-111-550

### DEPARTMENT OF INDUSTRIES AND COMMERCE

Udyog Bhawan, Tilak Marg, Jaipur-302005  
Website: <https://industries.rajasthan.gov.in>  
Ph: 0141-2227727-29

### RAJASTHAN STATE INDUSTRIAL DEVELOPMENT AND INVESTMENT CORPORATION (RIICO)

Udyog Bhawan, Tilak Marg, Jaipur-302005  
Website: <https://industries.rajasthan.gov.in/riico>  
Ph: 0141-2227751-755 & 4593201-205

### BUREAU OF INVESTMENT PROMOTION (BIP)

Udyog Bhawan, Tilak Marg, Jaipur-302005  
Website: <https://industries.rajasthan.gov.in/bip>  
Ph: 0141-2227713, 2227812, 2227188

### FEDERATION OF INDIAN EXPORT ORGANISATIONS (FIEO)

Niryat Bhawan, Rao TulaRam Marg, Opp. Army Hospital Research & Referral, New Delhi -110057  
Website: <https://www.fieo.org>  
Ph: 011-26150101-04/46042222

### MSME - SUPPORT AND DEVELOPMENT OFFICE

22 Godam Industrial Estates, Jaipur-302 006  
Website: [dcdi-jaipur@dcmsme.gov.in](https://dcdi-jaipur@dcmsme.gov.in)  
Ph: 0141-2210553

### INDIA EXIM BANK

Centre One Building, Floor 21, World Trade Centre Complex, Cuffe Parade, Mumbai - 400 005  
Website: <https://www.eximbankindia.in>  
Ph: 022-22172600

### EXPORT CREDIT GUARANTEE CORPORATION OF INDIA (ECGC)

Second floor, Anand Bhawan, Sansar Chandra Road, Jaipur - 302001  
Website: <https://www.ecgc.in> | Ph: 0141-2367292  
Email: [jaipur@ecgc.in](mailto:jaipur@ecgc.in)

### COMMERCIAL TAXES DEPARTMENT (CTD), GOVERNMENT OF RAJASTHAN

Kar Bhawan, Bhawani Singh Road, Ambedkar Circle, C-Scheme, Jaipur- 302005  
Website: <https://www.rajtax.gov.in>  
Ph: 0141-2227967

### RAJASTHAN STATE AGRICULTURAL MARKETING BOARD (RSAMB)

Pant Krishi Bhawan, Bhagwan Das Road, Ashok Nagar, C-Scheme, Jaipur-302005  
Website: <https://www.rsamb.rajasthan.gov.in>  
Ph: 0141-2227914

### EXPORT INSPECTION COUNCIL OF INDIA

H697+X47, Block A, East Kidwai Nagar, Kidwai Nagar, New Delhi -110023  
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