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2018

EXPORT STRATEGY OF GOA



FEDERATION OF INDIAN EXPORTS ORGANIZATION

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KEY DELIVERABLES OF THE STRATEGY

- ❖ The Strategy overall aims towards facilitating exporters in the State through various measures which could related to Policy, infrastructure, common facility, ease of doing business, promotion etc
- ❖ Strategy aims to identify the potential sectors as new focus areas where exports are presently not encouraging, however, the same holds export potential.
- ❖ Strategy covers in-depth scenario of potential sectors within the State and enlists bottlenecks and possible suggestions pertaining to them.
- ❖ Besides, strategy also covers various ease of doing business measures and issues where State is required to coordinate with Centre.
- ❖ Logistics plays an important role in connecting State to the World. Hence, the report also highlights scenario of logistics in state and issues & possible suggestion for various modes of transport that trade utilize.
- ❖ Strategy also aims to flag various infrastructure requirements which could benefit trade.
- ❖ For market diversification, strategy covers major world imports for the potential items, and also provides comparative analysis of imports of the identified markets from Goa vis-à-vis India.
- ❖ For sensitising entrepreneurship in the field of exports and also to encourage existing exporters as well as to impart knowledge, several promotional measures are also suggested in the strategy.

1. OVERVIEW

- Goa is the smallest state in India by area and the fourth smallest by population. It is bordered by Karnataka to the east and south, Maharashtra to the North and the Arabian Sea all along its coast. Goa comprises of 2 districts, each of which has 6 talukas. Of the 12 talukas, 7 talukas have been designated as backward talukas viz. Pernem, Sattari, Sanguem, Quepem, Canacona, Bicholim and Dharbandora.
- The Gross State Domestic Product of Goa at current prices increased at a Compound Annual Growth Rate (CAGR) of 8.14 per cent from 2011-12 to 2016-17. Goa's net state domestic product (NSDP) rose to Rs 51847 crores in 2016-17 from INR 42367 crores in 2011-12¹. Goa's economic growth is driven by the strong performance of industrial sectors like tourism and pharmaceuticals.
- In April 2017, 6 rivers of Goa – Mandovi, Zuari, Chapora, Sal, Mapusa & Cumbharjua – have been notified by the union government as national waterways under the National Waterways Act, 2016.
- The state has high potential due to the availability of a combination of port, rail, road and airport for efficient logistics, plentiful water resources along with an excellent lifestyle and availability of social infrastructure.
- Pepper, Nutmeg and Kokum are important spices grown in the state of Goa. Ginger, turmeric and chillies are also grown in the state of Goa.
- Goa is an established base for the pharmaceuticals industry and is an emerging destination for knowledge-based industries such as biotechnology and IT.
- State also has inflow of international tourists driving tourism revenue.
- Goa-IDC has established 20 industrial estates, spread across the State & is currently working on the expansion of existing industrial estates as well as establishing new ones. District wise Industrial estates are placed in **Annexure I.**

¹ Source: CSO, Ministry of statistics and programme implementation

1.2

EXPORT PROFILE OF GOA

Goa stood as the 16th largest exporting State from the Country in 2017-18, occupying a share of 0.69 per cent in India's overall exports.

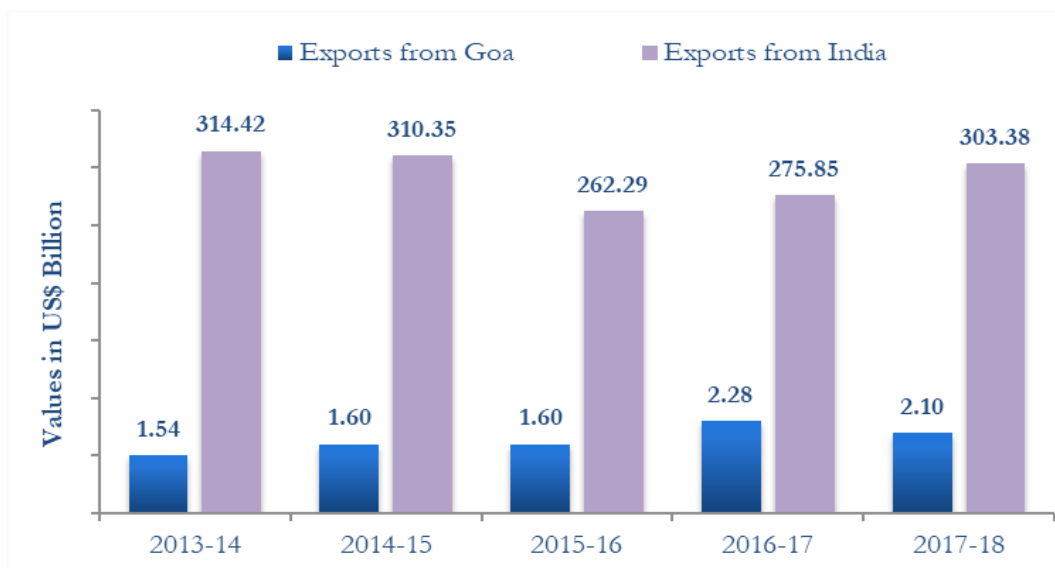
(in US\$ Mn)

Rank	States	2017-18
1	Maharashtra	69731.48
2	Gujarat	66818.03
3	Tamil Nadu	29754.22
⋮	⋮	
16	Goa	2103.17

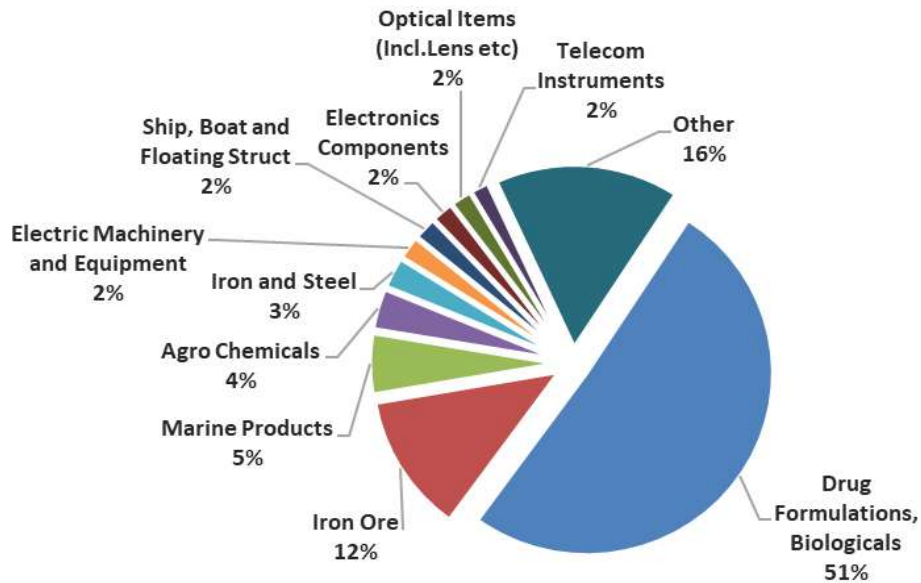
Source: DGCI&S

EXPORTS FROM GOA vis-à-vis INDIA

During 2013-14 to 2017-18, exports from Goa witnessed a positive CAGR of 8.09 per cent to reach US\$ 2.10 billion against a negative CAGR of -0.89 per cent in India's global exports.

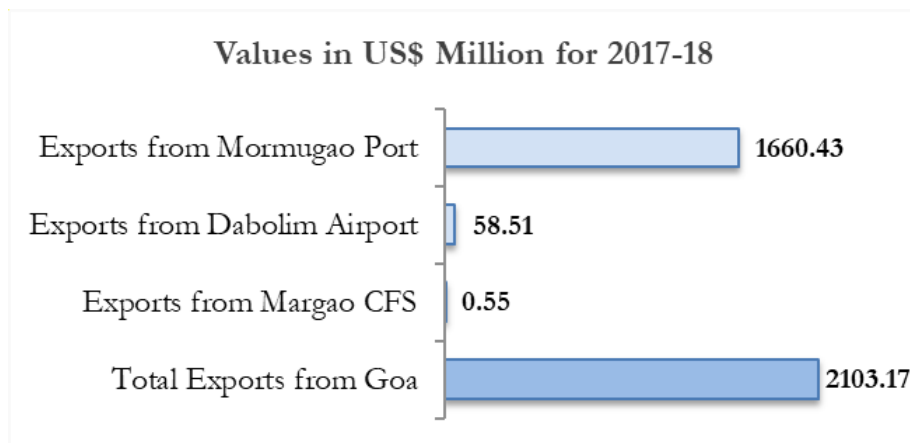


COMPOSITION OF MAJOR EXPORTS FROM GOA IN 2017-18



EXPORTS FROM STATE OF GOA

In terms of export value, Mormugao seaport is the major port, followed by Dabolim airport. At present, exports from ICD is negligible. The exports from Goan ports comprise of exporters of Goa as well as surrounding states.



Source: DGCI&S

IDENTIFICATION OF STATE EXPORT BASKET

Based on the DGCI&S data for the 2017, State has export presence in 82 ITC HS chapters (2-digit HSN Code), out of 99. To identify the sectors of prime importance of the State, the following parameters were taken into consideration:

- ❖ Have revealed competitive advantage (RCA) either w.r.t India or World or both.
- ❖ Recorded a positive CAGR in the last 5 years, i.e., from 2013-14 to 2017-18.

Accordingly, 7 export items emerged as “Champion Export Sectors” of the State, carrying an export value worth US\$ 1.16 billion with a share of 76 per cent in overall exports from Goa.

“Champion Export Sectors” of the State are as follows:

Sector	HS Code	Commodity	Exports from Goa 2017 (US\$ Mn)	CAGR (2013-14 to 2017-18)	Goa's Ranking in the Country	Top 3 Exporting States
Pharma	30	Pharmaceutical Products	785.69	4.92%	4 th	Maharashtra, Gujarat, Telangana
Mineral	26	Ores, Slag and Ash	143.08	147.23%	2 nd	Odisha, Chhattisgarh
Marine	3	Fish and Crustaceans, Molluscs and Other Aquatic Invertebrates	86.14	5.55%	9 th	Andhra Pradesh, Kerala, Gujarat
Electronics	85	Electrical Machinery & Equipment & Parts Thereof; Sound &	76.52	1.90%	14 th	Maharashtra, Tamil Nadu, Karnataka
Optical Fiber	90	Optical, Measuring, Medical & Similar Instruments & Parts	48.24	16.02%	11 th	Maharashtra, Karnataka, Haryana
Chemical	28	Inorganic Chemicals; Compounds of Precious Metals, Or Rare-E	12.93	24.11%	11 th	Gujarat, Odisha, Maharashtra
	32	Dyeing, Tanning Colouring Matter	10.96	10.27%	11 th	Gujarat, Maharashtra, Rajasthan

Certain sectors from the State have been categorized as “Focus Sectors”. As noted during field visits, IT, shipbuilding, Tourism and agri & allied sectors are some of the key sectors having export potential from the State.

Top 20 commodities from Goa at 8-digit HS code can be referred from Annexure II.

**2. FACILITATING TRADE
ENABLING
INFRASTRUCTURE**

2.1 DEVELOPING INDUSTRIAL AREAS OF THE STATE

It is important that basic infrastructure like power, water, waste management etc. as well as proper connectivity should be provided to all Industrial estates. All roads in industrial estates should be of high quality with life expectancy of 20 years so that logistics cost is reduced.

It is understood from trade that a common ETP are being set up for similar processing unlike in other States where the concentration of sea food processing units are high. On the similar lines, the sea food processing units in various industrial estate in Goa have requested for a common ETP, which could process the waste and such water could be used by other industries present in the industrial estate.

Some industrial estates also feel that erratic power supply and insufficient water supply are the main issues which need attention. Similarly, internal road/ Approach roads in industrial estates of Verna Industrial Estate are in a bad shape which needs attention of State Government. Repair work has not been done for few years and patch work is done which again gets damaged due to rains.

2.2 DEVELOPING LOGISTICS INFRASTRUCTURE

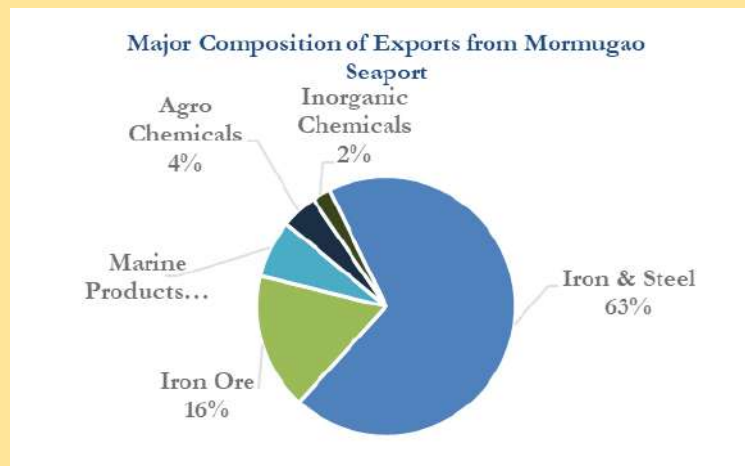
Infrastructural support plays a crucial role in international trade as it enhances export competitiveness and reduces cost and time of doing business. Export sector require quality infrastructure in the complete supply chain and also at Port, Airport/ICD etc. The State may pursue to facilitate export segment in this regard.

2.2.1 FACILITATING EXPORTS FROM SEAPORT

Mormugao port was accorded status of “Major Port” in 1963. The Port has completed a state-of the art three storey new cruise terminal building having facility for customs, immigration, and Cruise Berth in a total Area of 1300 sq. mtrs.

TRAFFIC HANDLED BY MORMUGAO PORT

The graph below depicts the cargo handled by MPT. It is noteworthy that Mormugao port accounted an increase in cargo traffic by 59.7% in 2016-17 as compared to previous year. However, as per provisional figures for 2017-18, the cargo traffic is expected to get declined by 18.97% i.e (26.8 Mn tonnes)



Iron & Steel, Iron Ore, Marine products, Agro Chemicals and Inorganic Chemicals constitute a share of over 90 per cent in total exports from Mormugao seaport.

ISSUES AND SUGGESTIONS

- There is only one feeder vessel that comes at MPT. It Comes to Mundra port, then goes by adopting Goa-Mangalore-Cochin-Colombo route. It takes around one week to turnaround. Besides, the time, it also cost high for trade to export from MPT.

In the past feeder vessel were deployed on MPT to JNPT rout but has been stopped due low volume of containers. The trade feels that that there should be one more feeder vessel particularly to JNPT.

It is understood from the trade that around 150 containers of Pharma are being sent to Mumbai on daily basis for export from JNPT. The option of feeder vessel could be once again explored provided it has backing from industry in a consolidated manner and such vessel should get priority berthing at JNPT. However, in view of limited resources available with Port to financially support such movement, such initiative may require support of trade and State Govt initially. Further, MPT find exporters in Northern Karnataka and Southern Maharashtra, who are willing to use its facilities.

Government may constitute a task force committee of MPT and exporters to examine this issue.

Sea food exporters represented the issue of lack of reefer plug points in MPT. However, the MPT due to ban on iron ore, doesn't have sufficient funds for building new reefer plug points. State may co-ordinate with MPT to examine the possibility of putting proposal under the TIES scheme for creating such facility.

MPT may examine the possibility of putting proposal under TIES scheme for creating such facility

- Due to space constraints explained above, MPT have only two berths, due to which foreign vessels have to often wait which incur demurrage. This causes reluctance for foreign ships to revisit. There is a need for a separate berth for container/feeder which could only be possible once encroachment of land is removed.
- Hazardous cargos when imported through MPT are directly loaded on the trailers and till the time custom clearance is done, trailers are held up for 2-3 days adding to additional cost. This issue may be taken up by the Export Promotion Committee of the State with appropriate authority.
- ***This issue may be taken up by the Export Promotion Committee of the State with the appropriate authority.***
- While imports under Concessional rate of duty (ICCID) under Notification No 10, importer can clear the shipment on intimation and custom can seek justification if needed. Clearance of such shipment at Mumbai goes smoothly. However, on imports at MPT, it was informed that importers have to clear the licenses within 15 days while Notification No 10 doesn't specify anything regarding it. It causes hurdle to exporters.
- It was suggested that vessel Customs clearance should be possible during anytime. Night Pilotage should be available for movement of vessels and draft at port should also be improved.
- The berth today that MPT have is for 300-metre boats, whereas the minimum need for cruise ships is 450 metres.

2.2.2 FACILITATING EXPORTS BY AIRPORT

❖ Dabolim Airport

Goa has one airport at Dabolim, which functions as a domestic as well as an international airport. The state ranks among the top 10 in all-India air traffic, most of which is tourism related. Being a small airport, it has limited facilities of air cargo. With respect to the scope of exporting perishable commodities, Goa at

present is net importer of vegetables as they are being procured from nearby states like Maharashtra & Karnataka. Flowers like orchids are exported from Dabolim airport. Air cargo facility for small shipments was started just one year before. In general cargo, export of ophthalmic products is taking place.

At present, there are three International flights viz Oman Air, Qatar airways & Air Arabia are operating A330/A320 & B&37 aircrafts.

ISSUES & SUGGESTIONS

- **Lack of space:** Due to lack of space availability at Dabolim airport, the customs are not able to expand the warehouse and the goods are required to be factory stuffed. Packing facility is also not there at the warehouse.
- **Absence of plant quarantine officer:** Plant quarantine office is there in Dabolim airport but officer is located at the harbor. He should permanently sit in Dabolim airport and should be on call at the harbor.
- **Absence of Palletisation facility for pharma:** There is a lot of scope of the export of pharma products but dabolim airport does not have the capacity to carry the palletized cargo as Pharma products move in pallets. Only 2-3 wide body cargo is coming (chartered flights). Pharma companies in Verna industrial area mentioned that they have 1 tonne of load every day, but still pharma products are not getting exported from Dabolim airport as facilities are not available.

Initiatives requiring large investment to facilitate trade through Dabolim seems unviable in view of development of Mopa airport, the first phase of which is likely to be completed in 2020.

Government should ensure that adequate cargo carrying capacity is available at the upcoming MOPA airport

- **Absence of RA3 certification:** Since July 2014, the European Union (EU) has made it mandatory for airports in countries from where cargo is being imported in EU to have RA3 (regulated agents) certification. Due to the absence of RA3 certification at Dabolim airport, perishables export can't happen directly from Goa to the EU. This affects the movement of EU destined cargo during winters when there is arrival of charters which could carry such cargo.
- EDI facility is not present at the Dabolim airport, as a result, the same is being done at the harbor.
- Currently there is no direct connectivity viz USA, UK, France, etc
- Till Mopa Airport comes, following facilities to be provided at Dabolim airport:
 - ✓ Stacking facility inside the warehouse.

- ✓ As per norms for dealing with pharma products, there is a need to have SGS certification ensuring cleanliness.

Mopa Airport

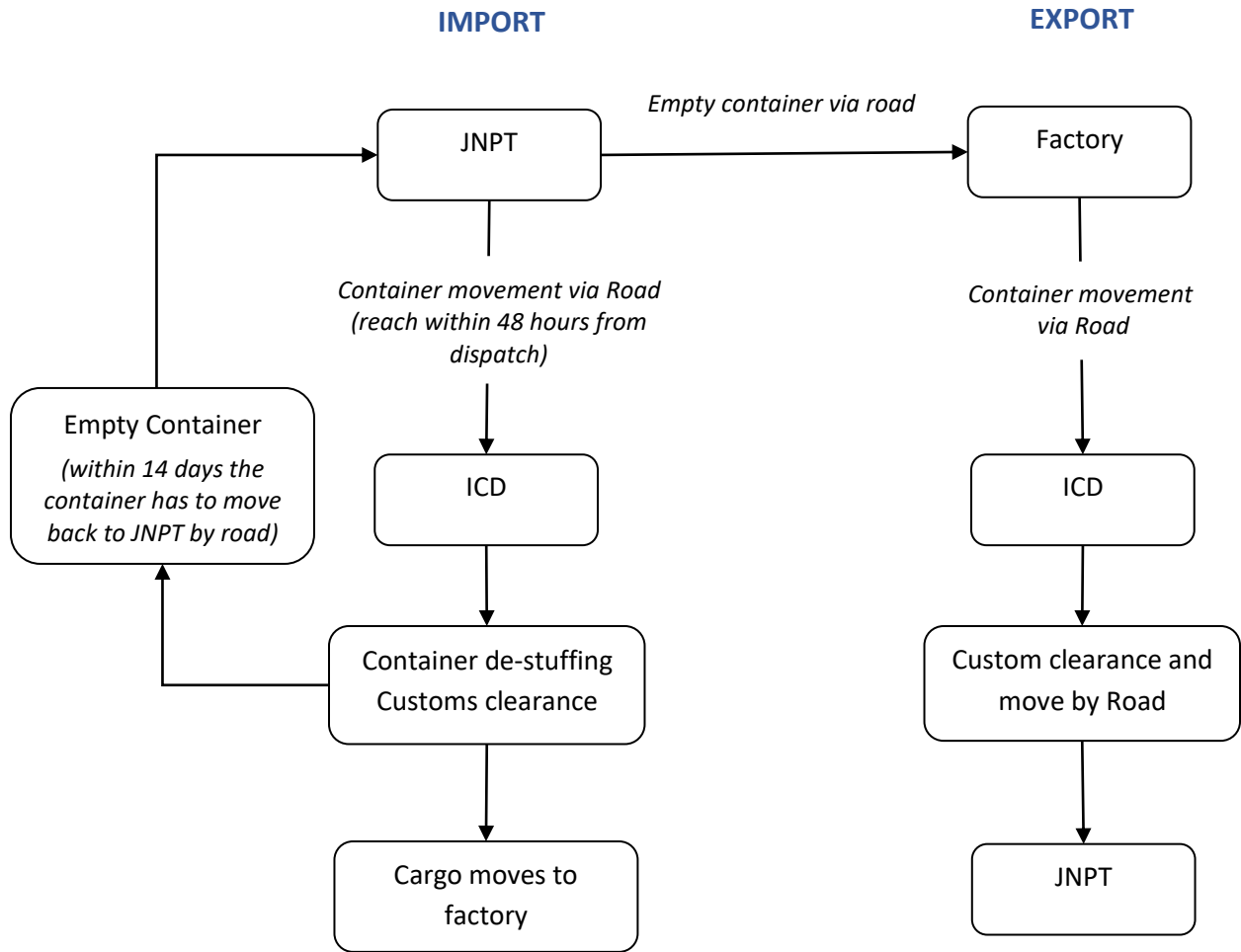
Apart from Dabolim airport, Mopa Airport is an under-construction greenfield airport being built at Mopa in Pernem taluka, North Goa district in the State of Goa, India. The phase I of Mopa airport is expected to be commissioned in September 2020

Exploring possibility of connecting Mopa airport by rail to Konkan railways:

Konkan railways or south western railways can connect Mopa airport by rail to the nearest railway route (approximately 11 kms), then seamless rail connectivity from Mopa airport to Karnataka and Maharashtra will be possible. Within Goa it will open the possibility of broad gauge metro on the existing konkan railway and south western railway lines which needs to be taken up by Government of India. This will provide seamless connectivity with road, port and airport within a radius of 80 kms catapulting Goa into a major logistics hub. This will become major boost for exports and will also boost tourism by providing connectivity to airports and cruise terminals to entire Goa

2.2.3 FACILITATING EXPORTS THROUGH INLAND CONTAINER DEPOTS

There is one Inland container Depot (ICD) in Goa operating at Verna industrial estate and being managed by Central Warehousing Corporation. Presently export/import containers are being handled in limited numbers. EDI facilities are present.



Major import item is white goods particularly Modems which are imported by D-link through JNPT port using Van Hai shipping lines (Chinese). Export consignments are not regular in nature with limited volumes of alcohol, paper box etc. Nearly 90% of the total volumes are related to imports. The total number of TEUs for the last three years are as below:

	Import	Export
2015-16	661	144
2016-17	334	94
2017-18	316	57
2018-19 (till July)	160	16

Containers sometimes stay back at port for longer duration, in case of storage constraints at importers premises, and based on the instruction from the importer, the container is moved to ICD and reaches within 48 hrs. Once the container is arrived, the clearance and de-stuffing process is done the same day.

- ✓ All import containers are going as empty container to Mumbai.
- ✓ There is only limited number of companies using ICD.

- ✓ Exporters are not using the ICD due to the fact as only feeder vessel comes at Mormugao port. Hence exporters who are exporting to different destinations or wants to get their custom formalities done locally send their consignments through ICD

SUGGESTION

- **Shift from Road to rail:** There is a need to shift the movement of containers from road to rail. During rainy season, the container are stopped mid-way leading to detention charges. Shifting the container movement to rail will ease out the road burden and could also be cost effective adding to competitiveness, ensure timeliness and would also ensure the safety of the cargo.
- **ICD set up at Balli will be advantageous:** CONCOR has set up a multi modal logistics park at Balli which is around 50 kms from Verna. The facility has a rail siding and operations has been started for Punjab. It is well connected to Nhava Sheva (Dronagiri). The facility is proposed to be made ICD in future. Once it is established with customs, then the facility shall be beneficial for exporters/importers and it will attract sufficient volumes. Hence, State may pursue for its notification and ICD Verna can be used for warehousing purpose.

As an interim measure export can get customs clearance at ICD Verna and can move to JNPT by rail from Balli. Similarly, import container can move from JNPT to Balli. This arrangement can be done for a line being till Balli facility is notified as ICD.

2.2.4 PRESENCE OF MULTIMODAL LOGISTICS PARK

Multi Modal Logistics Park at Balli Station near Madgaon in Goa was recently inaugurated in early 2018. The park is located on Konkan Railway route. It has been set as per MoU entered between Konkan Railway & Container Corporation of India Ltd (CONCOR). It will benefit trade and industry from economic transport solutions and state of art facilities.



The facility is initially spread over 81,300 square meters with scope for expansion with traffic growth in future. It can handle both domestic and exim container traffic. In addition, it can also handle commodities transported by both open and covered wagons. It has 5000 square meters of Custom Bonded Warehousing space. It will also provide host of value-added services like stuffing, repackaging etc. The container depot at multimodal logistics park will reduce time required to cover distance between JNPT port (Mumbai) and Goa from 30-40 hrs (by road) to 16 to 18 hrs. Thus, it will save time, along with cost of transportation and relieve congestion on road and fuel.

State may actively pursue for notification of MMLP Balli as Inland Container Depot. The industry is also in favour of the same and it was also vetted during the Export Committee meeting held on 9th October 2018

2.2.5 ENHANCING ROAD CONNECTIVITY

As of February 2018, Goa had 293 km of national highways, 232 km of State highways and 815 km of district highways. NH-17 runs along India's West Coast & links Goa to Mumbai in the north & Mangalore to the south. NH-4A running across the state connects Panaji to Belgaum (Karnataka) in the east.

Following national highways pass through Goa

a.	NH17 (New NH66)	-Patradevi border to Pallem border	-length 137 kms.
b.	NH4A (New NH748)	-Anmod Border to Panaji	-length 70 kms.
c.	NH17A	-Cortalim Circle to Mormugao Port	-length 17 kms.
d.	NH17B	Farmagudi to Vasco	-length 38.50 kms.

A lot of development work is currently going on the State which will connect North to south Goa as well provide seamless connectivity for movement of cargo and timely completion of the same would indeed facilitate the trade

NH	Requirement	Road stretch
17	4 laning	<ul style="list-style-type: none"> • Patradevi Border to Karaswada -25 Kms. • Karaswada to bambolim - 18 kms • Zuari Bridge and its approaches on Panaji side and Margao side – 14 kms. • Margao bypass – length 12 kms. • Canacona bypass –length 8 kms.
4A	4 laning	<ul style="list-style-type: none"> • Khandepar bridge –length 7 kms. – work in progress.
17B		<ul style="list-style-type: none"> • Dhavli bypass –length 4 kms- in process. • Missing link at verna – length 4 kms- in process. • Varunapuri to Mormugao Port – length 5.50 kms. – work in process.

Source: Inputs from PWD, Government of Goa

Logistics mapping of Goa can be referred from annexure III

3. FACILITATING SECTORAL EXPORTS

Regulatory compliance adherence of Goa based pharmaceutical companies is very high and most of the companies are exporting to regulated markets like US where the business is very competitive. This is a USP of Goa based companies from quality point of view. Big companies are exporting to regulated markets. Medium level companies are exporting to emerging markets like Asia, Middle East or Africa. The business in markets like US is available but companies are often hesitant to expand on account of the various issues below which pose challenge to Management while deciding on their future investment/expansion plans. Providing a conducive environment would facilitate the existing units as well as strengthen the pharmaceutical sector in Goa.

ISSUES & SUGGESTIONS

❖ **Uninterrupted supply of Power**

Power is a critical input for any continuous process industry. For the last four years, the Power disruptions are very high and. In pharma, there are many equipment's which are required to be run continuously and industry is required to keep full back up for which they use DG sets. In addition to disruption, availability of power is also an issue. Cost of power from diesel is three times the cost of state electricity.

Industry feels that electricity is a key burning issue and if they are able to get continuous and quality power supply most of their issues will be resolved. Efforts may also be made to shift to enhancing the solar power which could also help the industry barring a couple of monsoon months during which sun light will be a concern.

❖ **Uninterrupted supply of water**

The Pharma sector has to use the highest quality of water. Much higher purity than can be consumed by humans. Water from IDC is treated water and this water is best suited for the industry but the amount of water available through this mode is hardly sufficient to meet only 5% of the total requirement. For remaining 95%, industry is dependent on borewell or tankers from external agencies. External water is a problem area for the industry due to its variability in its quality. Further, there are restrictions on borewell and companies cannot have new borewell.

The industry demands that at least continuous supply of 'RAW' water may be made available to them which they can treat internally as most of the companies have internal water cleaning plants and if raw water can be supplied this could solve the issue to certain extent.

❖ **Waste management**

The industry in general requires three kind of facilities for dealing with waste as below:

- ✓ Landfill site for non-hazardous waste
- ✓ Incinerators for treatment of hazardous waste
- ✓ Effluent treatment plants

Out of the three, most of the companies have their own ETP and after treatment water is used back in their garden. However, keeping in view the fact that running an ETP is a cost and companies which outsource would be benefited from a common ETP. In view of scatter nature of industry, having a common ETP for whole of Goa seems difficult, but, as a facilitation, setting up a common ETP in few of the industrial estates may be examined.

The State has long pending proposal for a land fill site and progress has been too slow except earmarking the land and the same be expedited. Normally, the States have common ETP, Landfill site and incinerators at one location. In addition, an incinerator located at the land fill site at the same time for hazardous waste. This will help in handling both hazardous and non-hazardous waste at one single location.

Companies are sending the hazardous waste to Mumbai and due to over burden of capacities in Mumbai, the companies are looking at other options in Hyderabad. As per the norms, pharma companies have to sign a contract with hazardous waste management agencies who treat as per the requirement based on the nature of the product like degradable, waste, carcinogenic etc. Pharma is becoming very competitive and moving hazardous waste currently costs around Rs 45 per kg plus transportation. Few units have tied up with the cement plants for incineration as they use the residual as a raw material for their industry. However, it is required to be sent to other places. Secondly, there could be a regulatory constrains in future for movement of hazardous waste from State to other State.

It is understood that all units in Verna Industrial Estate have paid around Rs 12-15 lakhs in 2006 for such facility and till date it is under dispute. Companies are sending the hazardous waste to Mumbai and other places incurring huge cost. Some of the companies proposed to set up their own incineration too.

❖ **Limitation related to Human resource**

There are sufficient colleges in Goa for B Pharma (PES, Pharmacy college) and the number of pass outs are also enough as per the industry needs. However, there is an artificial shortage due to gender imbalance which is posing challenge. Pharma companies are required to work in three shifts

and most of the pass out were girls (nearly Ninety percent) and due to regulatory and cultural issues, the companies are facing challenge.

The main challenge which the companies face due to this gender imbalance is the regulatory framework which limits their production shifts. It is a sensitive issue having regulatory as well as cultural angle. At times, companies are forced to discriminate by employing a less competitive male skill rather than female due to the rule of they cannot work in second shifts. Further, due to ongoing discussions of hiring 80% Goans for availing benefits, the industry expressed their willingness to do so but face issues with regard to availability of resource locally.

The current labour laws does not permit working by women beyond 10 pm in factories. The issue may be examined and discussed with GoI so as to ensure that this does not affect negatively the employability of girls.

Reference: Pg 362 of Goa factories rules 1985: 15. Prohibition of employment of women (section 66).- No women shall be required or allowed to work in any factory except between the hours of 7 a.m. and 7. P.m. The State Government may vary these limits or exempt this restriction in case of women working on fish-curing or fish-canning factories.

❖ **Skill development**

Besides pharmacy, other skills are also relevant to the sector. Industrial training institutes in goa are under equipped. Most of them are imparting courses related to welder trade, fitter trade etc and nothing tailor made for the pharmaceutical industry as such. There is issue with recruiting skill for shop floor activities and companies need to employ around 400-500 people for shop floor activities. Due to lack of understanding companies have to invest around one and half year to make them adept to practical operations. There is a need to introduce some tailor-made programmes which can cater to the needs of Pharmaceutical industry and can be employed directly. For e.g. ITI in States like Maharashtra and Gujarat have chemical plant operator programme for chemical/agro chemical industry and also train people for going into pharmacy industry. Such courses are not there in Goa and possibility of running such course in Goa may be examined depending on the intake capacity of the industry. Similarly, courses like Diploma in Pharmacy are also important.

To promote skill development, industry and academia should come together to fine tune the syllabus, wherever required and also give exposure to students through training and field visits. In fact introducing an institutional mechanism may be examine where Companies are required to furnish on annual basis the trainings/field visits given by them

and accordingly they may be honoured or incentivised in one way or the other would encourage such practice.

To cater to the industry needs, it is understood that academia is willing to extend assistance for any specific knowledge/skill. An assurance to the colleges about the recruitment of such manpower would also be critical in augmenting this phenomenon. For e.g. GPMA informed in the past, Goa University accepted request to introduce a specialization course in analytical chemistry and recently started a Post graduate course. Now institutes are looking for industry support to sponsor their labs, equipment's etc.

Industry and academia can also be encouraged for cross training i.e. faculties can train the employees and companies can train the students. PHD students can also do projects in companies.

GPMA, who are also on board for syllabus formulation in colleges, is keen to lead in this direction and intend to organise regular interaction inviting all stake holders so as to work out a modal where both engineering colleges, pharmacy college students and companies can have a win situation. A wish list of such different training courses/modules can be made and consulted with academia State Govt. may like to corroborate with GPMA and monitor the developments in this regard.

- ❖ There is only feeder vessel to Colombo from MPT. Industry feels the immediate need of one more feeder vessel to JNPT and there are enough volumes which presently move by road. However, it is important to access consolidated demand. Moreover, it will also help in shifting cargo movement from road through western Ghat which is also riskier route..
- ❖ Currently most of cargo moves to JNPT via road and each truck from Goa to Mumbai cost around Rs 60,000. The other option could be movement of containers via rail from MPT or newly constructed facility at Balli as suggested in the report earlier.
- ❖ Hazardous cargo when imported through MPT are directly loaded on the trailers and till the time custom clearance is done, trailers are held up adding to additional cost.
- ❖ Industry is facing disadvantage of both cost and time while using MPT. There is a time delay of around 7-12 days when using MPT or even higher. Moreover, it is expensive as the cargo have to be offloaded and connected to generators at transit location to maintain temperature. There is a waiting time at Colombo also. Earlier, exports were managed by companies through their Mumbai office but now with the introduction of e-sealing, exports have been taking place from Goa itself. The concern of cost and

time once addressed through more feeder/Balli ICD would provide much relief to the sector.

Difference of time and cost is reflected as per table below:

Destination	Loading Port	Pre-Carriage Cost	Custom clearance charges (Incl. THC)	Sea Freight	Total Cost in INR	Transit Time Port to Port
Australia	Nhava Sheva	65,700	38,244	118,620	222,564	29 days
Australia	Marmagao	21,240	49,908	199,437	270,585	35 days
Germany	Nhava Sheva	65,700	41,123	138,240	245,063	28 days
Germany	Marmagao	21,240	52,717	154,022	227,979	45 days
UK	Nhava Sheva	70,500	41,123	138,060	249,683	28 days
UK	Marmagao	21,240	37,577	150,898	209,715	45 days

- ❖ Basic amenities need to be provided in Industrial estates. Verna Industrial Estate, which is considered as the best estate in Goa and houses some of the best domestic and international companies, lacks basic amenities. Companies are paying maintenance charges to IDC regularly but expressed dissatisfaction on the facilities in industrial estates. Facilities for truck parking space should be provided in Verna along with sufficient facilities for drivers.
- ❖ Companies also reported issues about administrative/bureaucratic hassles and requested for more facilitation approach from authorities like IDC, Factory inspectors etc. Ambiguities in interpretation cause delays. State may like to organize regular meetings with various State govt officials sensitizing them on the importance of export sector. To enhance ease of doing business, GoI has made changes by enhancing the limit of overtime hours from the present limit of fifty hours per quarter to one hundred hours per quarter with a provision to further increase to 125 hours. State may like to align itself to this change
- ❖ Most of the companies have in-house testing and if required the approved lab is available. Chowksi Lab is there which is approved by the drugs & cosmetic Act by the State Department which is sufficient at the movement. Overall, testing is not an issue faced by the industry.
- ❖ Central Drug Authorities (CDSCO) is coming out shortly with a Sugam application wherein all the utilities shall be made available online. This software will be for pan India for all the States. At the state level, presently, the manufacturing part is not online but for the retail and wholesale, the process is online.
- ❖ In export sector, the requirement of foreign country prevails over the domestic laws. Bar coding, though it is a good initiative is posing challenge

for the industry. Countries like UK accepts Indian bar coding but Australia does not allow to do bar coding as they have their own norms and double bar coding creates confusion. Industry seeks exemption for such countries.

- ❖ Approval of New Drug for R&D/Research work, process of approvals may be simplified and approvals/NOC may be accorded on fast track basis. For control item like Narcotic/Psychotropic drugs it takes round three months to complete the formalities to start working. Approval of such drugs for R&D work should be done on fast track.
- ❖ For the benefit of Pharma industry in general, there is a need to encourage Active Pharmaceutical Ingredients (API) manufacturing in India as currently the industry is dependent primarily on China. Currently there is an issue of pricing as well availability while importing from China as lot of companies has closed down there. The starting material (n-2 stage) also comes from China which again poses challenge. Although this a general industry issue across the country but State may like to insist GoI for framing conducive policies for promoting API industry in India. API being a polluting industry is not suited for Goa.

As per the regulatory requirement, exporters are required to use the material on First in First out basis, else it makes them GMP non compliant. On the other side material imported for export to Australia cannot be used for export to UK. Industry seeks flexibility in operation of regulation to manufacturer exporter to use the material with a proper control would definitely enhance their ease of operations.

Often to meet export commitment deadlines, companies are also sending air shipments by road to Mumbai for further exports. It was also reported that boxes are being opened by Customs at Mumbai which could be taken up suitably.

Goa being a small state is dependent on its neighbouring states for milk, poultry and vegetables. Rice that is cultivated in the rains from June to September is the major crop followed by cereals like pulses and small millets. The areca nut, coconut, cashew are the other major plantation crops here and the garden crops include pineapple, mango, bananas and jackfruits. Also, from the forest various types of barks and bamboo canes are harvested.

However even though one fourth of the population is sustained by agriculture in Goa, it contributes to only 15 to 16 percent to the income of the state. Due to rapid urbanization, the availability of agricultural land is reducing. The State of Goa has around 56000 ha land for Cashew cultivation, 26,000 ha for coconut cultivation, 30,000 ha for paddy around 13000 ha of land is fallow, which is suitable for field crops.

as reported during industry interactions, 78 percent of the agricultural area is still rain fed, irrigation is insufficient and commercial farming is ruled out as 80 percent of land holdings are below 2 hectares and the sizes of the fields are small. As reported by trade, there are around 1200 farmers which supply vegetables regularly. On adoption of Good agricultural practices and integrated pest management and assurance of a buying agency for export purpose, Goa has the potential to export 600-800 tonnes annually. In Goa, there are around 2000 spice growers and 20,000 rice produces.

**Major Agri Commodities having Export Potential
(As reported during industry interactions)**

Following commodities hold potential for exports from the State which can be harnessed through proposer strategies:

- ✓ Rice: Goan rice is of good quality but there exists a problem of aggregation of produce and milling.
- ✓ Legumes: Local Cow pea (Alsando) is also grown, but as of now production is low (around 4000-5000 tonnes). Surplus can be generated by adopting practices like micro irrigation but adequate marketing practices needs to be adopted.
- ✓ Spices: Black pepper and Nutmeg. Around 280 tonnes of pepper is being produced. The State has less number of large spice farms. The production of Kokkum is scattered in State but there is scope for it as it has medicinal properties. Annual production of Kokkum is estimated to be 1000 tonnes.
- ✓ Flowers: Orchids, Anthuriums have scope of export potential from State.
- ✓ Fruits: There is demand for mangoes in Asia pacific market.
- ✓ Vegetables: Climatic condition in Goa is ideal for Bhindi, cluster beans, bottle gourds, green chilli. Organic jackfruit
- ✓ Coconut: Coconut oil, derived from Coconut has a very different aroma and taste as compared to Karnataka and Kerala.

I

KEY ISSUES AND SUGGESTIONS PERTAINING AGRI EXPORTS

- **Encouraging contract farming:** In order to insulate land ownership rights of the farmers from any potential infringement from the sponsors or the buyers due to tenancy act, Contract farming is one of the efficient step towards land utilization and increasing the production from the State. Contract farming, besides creating new markets for farmers' produce, can also positively impact the production process by facilitating better access to technology, crop diversification, extension services, financing and crop insurance.
- **Absence of APEDA approved pack house:** There is no APEDA approved pack house in Goa which needs to be created containing facilities of testing, cold storage and plant quarantine all under one roof. Looking at the future perspective, it should be close to MOPA airport.
- **Phyto sanitary Certification** is being handled at Dabolim Airport by an officer from the Central Integrated pest Management Centre, Mormugao. The Officer comes to airport only on call and it is demanded by the industry that that he should be permanently located at Dabolim airport and should be on call at the harbor.
- **Plant quarantine facility:** Plant quarantine is not registered for imports at Dabolim airport and this is the reason seeds are not coming to Goa and they go to Mumbai. Goa needs to be connected to South Maharashtra and North Karnataka. Goa can become hub for horticulture commodities like Chilli.
- **Agriculture not practiced by Goan youth:** Goans are moving out of their State in search of lucrative jobs. This is one of the reasons why Agriculture sector in the State has not flourished. Cost of cultivation in Goa is very high as the daily wages of workers is around 700/ day, as compared to other states which are around Rs 300-400/day. Thus, making agriculture a non-preferable occupation. Entrepreneurship needs to be promoted in the State and for this govt should provide fiscal incentives to the budding entrepreneurs.
- **Encouraging community farming:** Community farming in the State needs to be encouraged so that local farmers could derive maximum benefits from the government schemes. One harvesting machine can be used by collective group of farmers. The collective approach is accepted by the farmers in the state, who are scheduling their farming time-table in sync with one another.

- **Promotion of organic farming:** Government may constitute a committee involving industry experts, APEDA and concerned State Department to provide the necessary knowledge in organic farming to the local farmers.
- **Promoting “Brand Goa:** “Goa’s produce is Goa’s pride”- This need to be marketed in products like Cashew, Coconut oil, Feni etc. Proper marketing strategies need to be adopted in order to improve and boost the export potential of agricultural commodities.
- Goa State Horticultural Corporation is playing the role of aggregator as they have got procurement centres in each taluka, where farmers sell their vegetables. Reach of procurement centres should be extended to villages by trucks.
- If proper facilities are provided at Dabolim airport for perishable cargo, the export can go up to 25 mt from Goa on daily basis.
- Cold storage should be established. Goa State Horticultural Corporation Ltd. (GSHCL) operates one such cold storage located at Panaji market which is normally used by fruit/ vegetable traders.
- There is no certified organic cultivation in Goa in horticulture.
- Packaging awareness programmes may be organised in association with Indian Institute of Packaging. Common facility, if needed at a later stage, may be developed in consultation with trade.
- From a holistic view for the promotion of agri sector as a whole, there is a need for a regular dialogue with APEDA.

❖ **FOCUS CASHEW**

Worldwide, Goan Cashew, is in great demand and considered special because of unique harvesting system, practiced in Goa for decades. Most of the units are organic by default. Cashew in Goa, unlike other states, is unique as the cashew fruit is not plucked from the tress in Goa unless it is fully ripe. The ripe cashew apple is utilized for production of “Feni” due to which the cashew nuts gets sufficient time to mature. Further 45-50% production is in forest area and nuts are organic and also said to have anti-cancer properties.

The state is having about 30 small and big cashew processing industries and only few groups are active in exports. In the year 17-18, state had exported 908 metric tons worth Rs.69.48 cr. However, apart from the above two, no other processor has emerged as exporter from Goa all these years. There is need to understand the gaps and address them.

Issues and Suggestion for promoting Cashew Exports

▪ **Enhancing availability of local raw cashew & getting Organic tag**

In India, currently 50% of the cashew is imported, mainly, from the States of Karnataka and Kerala. But the quantum of imports of cashew in Goa is comparatively less than other states. It is obtained locally till November-December and then imported from east Africa or Indonesia. About 50% raw cashew nuts are grown in Goa, comes from the Forest area, which are Organic by default. The harvesting rights are auctioned every year, to self-help Groups in the bidding process.

GFDC (Goa Forest Development corporation) can obtain Organic certification for the cashews grown in their area as no pesticides are used in forest. Organic cashews have high demand in export market. Such cashews can be sold through self-help groups at a premium than the ongoing market price to cashew exporters. Thus, the corporation should channelize the supply chain for export of cashew nuts. This will be Win Win situation for all the stake holders in the supply chain.

❖ **Utilisation of Vacant land**

Land of around 8000 ha is vacant at Goa Forest Development Corporation for several years which can be judiciously utilized for cultivation purpose. Nurseries can also be built in as they are not available currently to produce saplings, for giving it to the farmers.

❖ **Infrastructure facilities**

The infrastructure facilities are very poor. This includes movement of containers, clearance of cargo at port. In many places, the minimum distance from road to power cables across the roads are not maintained and often leads to clashes with local residents (both service as well as service connections) whenever, containers brush the overhead cables. A minimum of 5.00 mts need to maintain. Whenever any exporter complains about such issues, the Dept. of Electricity has to immediately act upon it. Such mechanism needs to be created.

The consignment at Tuticorin and Mangalore is cleared in a day or two, but it takes about 5-7 days in Goa. Clearance process needs to be expedited.

❖ **Market Cess**

Market cess is one more burden on the industry. It is fact that, in India we produce about 7,00,000 mts of raw cashew and industry needs about 18,00,000 lakhs per annum. Presently this gap is filled by imports, till India accelerate its domestic production. In Maharashtra, Agriculture Produce

Marketing Committee (APMC) has exempted the imported raw cashew nuts from payment of market cess. In Karnataka too, market cess is not collected on raw cashew nuts imported for processing and further export. However, in Goa, market cess is collected by APMC on:

- Raw cashew nuts produced within the state
- Raw cashew nuts imported from other states and countries for processing and re-exporting
- Cashew kernels imported for the purpose of packing and exporting

The need of the hour is to exempt raw cashew nuts imported from market cess (or even purchased from outside state) and cashew kernels brought into state for packing and export.

❖ **Value Addition and Mechanization**

- Cashew is a product which requires a boost to be exported in value added form. Currently, less than 4% of cashew exports are in value added form. A significant quantity of cashew exports head to countries which conduct limited value addition and re-export it. There is a strong need to complement the cashew re-plantation and area expansion with high-value cashew product development. Presently, no value addition is done except for domestic market. About 25% to 40% value addition is possible, by mechanization, better packing, longer shelf life processing as per international standards.
- There also exists a threat to the cashew industry with the countries like Vietnam because of increased mechanization and low cost of production. There is a need to urgently adopt the techniques of mechanization in cashew processing.
- To bring value addition, exporters have to do lot of investments in mechanization. The suggestion here is to support the exporters of the product, by giving 50% grant for a limited period, on mechanization and upgrading to the new technology.

❖ **Raw Material banks**

In Goa, most of the processors buy cashew for entire year up to December, so they have very high capital investment, which is blocked, around 75% is already in Godown as a result of which lot of funds are blocked. This is done because the quality of cashew in Goa and Maharashtra is best as compared to other states. The industry suggests that raw material banks can be created by Agriculture Department.

❖ **Awareness Programmes**

With regard to export awareness to the existing processors, experts from Export Promotion Council, could actually give proper guidance in this matter.

❖ **GI for Goan Cashew**

For GI, **Goa Cashew Manufacturers Association** can work with GCCI and various other institutions. The intervention of the state government is also required in the process.

A committee under secretary Agriculture, where in APEDA, NIO, Dist. Collector, Director Agriculture, ICAR and ATMA (Agricultural Technology Management Agency) can be formed.

State of Goa is contributing 1.6% of the total foreign exchange earned from seafood exports in the country and there is scope and potential to increase production and exports. Goa holds a huge scope in the fisheries development, particularly through brackish water and marine production. Marine fishing is the major activity which is carried out for a period of ten months in a year. The marine fishing season starts from the mid of August till the end of May. The monsoon fishing ban which is the temporal fishery regulation is from 1st June to 31st July in Goa. Fisherman prepares themselves for the fishing season during this closure period by mending their nets, maintenance of the fishing vessels, boats and preparing new nets.

It is estimated that Goa has 1800 Ha Khazan lands and mangrove vegetation, 3,300 hectares of fresh water bodies and inland water tanks around 250 Ha area. Hence, unutilized potential areas may be identified and developed in the state. Other items having export potential from the State is ribbon fish, scuttle fish, tuna and squid.

Out of 6 major fish landing centres, the Government has proposed to upgrade the four major fish landing centres i.e Cutbona, Cortalim in South Goa and Chapora, Malim in North Goa. It is to state that the Government of India has approved the proposal for development of four fish landing centres under the Centrally Sponsored Scheme under component of Establishment of Fishing Harbour and Fish Landing Centers of Centrally sponsored scheme on Development of marine Fisheries Infrastructure and Post Harbour Operation”.

The State Government has further approved to carry out the works of the four fish landing centres in the state of Goa through the Goa State Infrastructure Development Corporation Ltd. (GSIDC).

With respect to events, fairs and exhibitions, Fisheries department organized Aqua Goa Mega Fish Festival 2017 in Panaji Goa from 7-10th December 2017. The main motto was to organize the fish festival was to boost the Goan fisherman community and provide opportunities to the fisherman, fish farmers, entrepreneurs to exhibit their products and create awareness amongst the people. The departments also have various schemes for the fisherman.

With respect to training programmers, Fisheries department provides training to 20 fisher youths, every year for 6 months along with the stipend of Rs 1000/ month as per the existing pattern of assistance. The Directorate also deputed the candidates for training courses at central institute of fisheries, nautical and engineering, department of Animal husbandry, Dairying and fisheries, Government of India, Fine arts avenue, cochin and its units at Chennai and Vishakhapatnam for vessel navigator course (24 months course) and marine fitter Course (24 months course).

Short term training programmes are also being organized which includes training on Shrimp farming, ornamental fish breeding, fabrication of Aquarium tanks, value added sea food product operation etc.

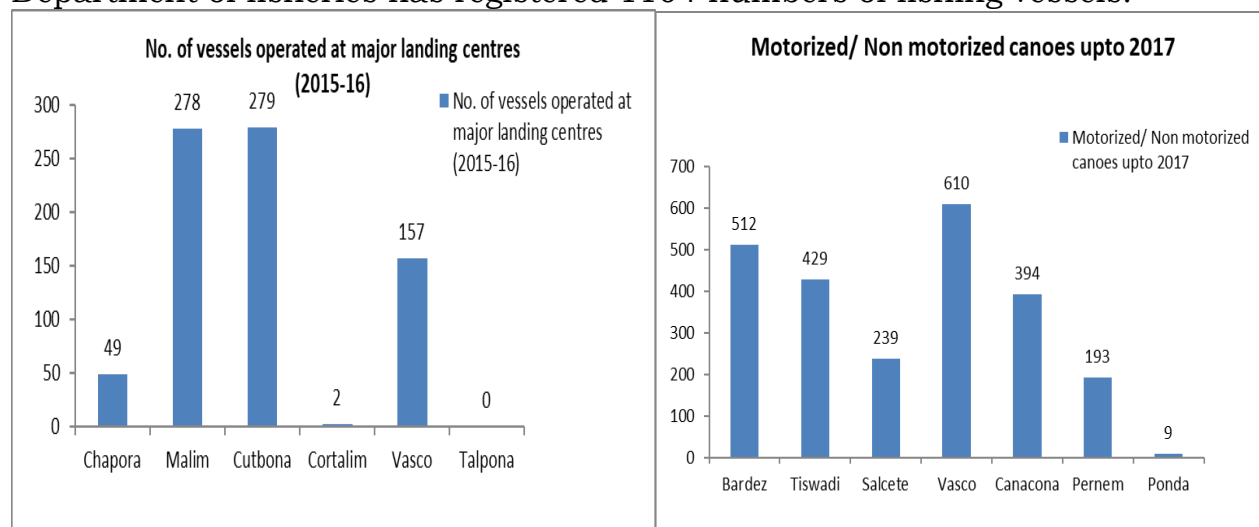
Facilities provided at each Jetty by the Fisheries Department in the State:

Sr. No.	Location of the Jetty	Facilities Available
1	2	3
1.	Malim, Bardez	Fishing Jetty, Net Mending Shed, Workshop, Auction Shed, Administrative Building, Overhead Water Tank, open Space for operation of HSD outlet, Canteen, Open Space for setting up of Ice Plant, Parking facilities, Sulab Souchayalaya Complex.
2.	Chapora, Bardez	Fishing Jetty, Auction Shed, Open space for operation of HSD outlet, Approach road.
3.	Cortalim, Mormugao	Fishing Jetty, Net Mending Shed, Auction Shed, Parking facilities.
4.	Cutbona, Salcete	Fishing Jetty, Net Mending Shed, Workshop, Auction Shed, Administrative Building, Overhead Water Tank, open Space for operation of HSD outlet, Space for setting up of Ice Plant, Parking facilities, Sulab Souchayalaya Complex, Approach road.
5.	Talpona, Canacona	Fishing Jetty, Net Mending Shed, Administrative Building.

SUPPLY CHAIN

Prominent species which is being caught in the State is Mackerel and Tuna. Purse-seiners and Trawlers are the big boats used for catching fish for export market, otherwise, from Goa, fish is mainly caught for local market. Trawler generally goes for 6 days. Around 5-7 tonnes of fish are generally caught per trawler. Fish once caught is brought to the landing centre and it gets loaded in insulated trucks containing ice. From Goa, it is taken to many other places for export and local consumption.

Department of fisheries has registered 1104 numbers of fishing vessels.



VISIT TO MALIM JETTY ON 10th August 2018



Auctioning/ segregation/ grading / icing is being carried out directly under the sun on the boat itself.

ISSUES & SUGGESTIONS

❖ ICE PLANT REQUIRED AT MALIM JETTY

As per FIEO's field visits to Malim jetty, there is a requirement of an ice plant with bigger capacity as the present ice plant is small and does not suffice the fisherman's requirements. Fisheries dept may examine requirement of such facility and therefore may avail under TIES scheme.

❖ UNFAIR PRACTICES

The trawlers go outside 12 nautical miles, which is illegal and does not come under the purview of state govt. Also, LED lights are being used to attract fish beyond 12 nautical miles. It is one of the reasons that small boats are unable to catch fish. State should promote sustainable fishing as per world norms.

As per the MFR Act the Department is issuing licensing for trawler/ Purse-seiner for fishing in territorial waters of the State. However, the registered

fishing vessel can also do the fishing beyond territorial water, such fishing is not illegal. The state Government has banned LED light fishing in territorial water whereas, Central Govt. has ban LED light fishing beyond territorial water and same is implemented by State Government and Central Government.

❖ **CREATION OF A LAB FACILITY**

There is no Lab facility at Goa for seafood exports. All samples have to go to Mumbai. State may consider submitting a proposal under Trade Infrastructure for Export Scheme (TIES).

As regards the laboratory facility for seafood exporters is concerned, the SGPDA, Margao, Goa has given space for Export Inspection Agency at Margao to set up the laboratory and the work is under process.

❖ **BRANDING**

Aqua Marine Park: The Aquamarine Amusement Park is envisaged to promote the public with knowledge and experience of the enchanting underwater world of the fish and other aquatic resources besides add-on Tourism Avenue to the tourist visiting the State.

A committee under secretary fisheries where in MPEDA, NIO, Director Fisheries, ICAR can be formed.

MEASURES TO PROMOTE FISHERIES PRODUCTION IN GOA

❖ **THROUGH AQUACULTURE**

- **Setting up of hatcheries:** Private farms are there in aquaculture that produces prawns and sea bass but local fishermen are not encouraging this practice. Setting up of hatcheries of the Seabass or Mud Crab species in Goa would go a long way in the process of diversification of aquaculture in the state. Sea bass culture can be promoted to boost exports from Goa. MPEDA could extend assistance to the Government of Goa in setting up of hatcheries.
- Require sufficient supply crablets of Mud crab to initiate pen culture of Mud crab in mangrove forest in backwater. There could be a focus on development of hatchery of Mud crab.
- **Traceability:** Improving the traceability system in aquaculture farm produce in collaboration with MPEDA. This would involve joint registration/ enrolment of farms to avoid duplication and to ensure 100% coverage.
- **Labs:** Promoting aquaculture labs in farming areas for disease diagnostic, water quality analysis and residue detection in shrimp, aquaculture

inputs, etc. Technical assistance, if any, would be provided by EIC and MPEDA.

- **Antibiotic Use:** Effective control of antibiotic use in aquaculture farming is vital to produce residue free shrimps. In this regard, Notification issued by Government of Andhra Pradesh may be looked at. Also, a disease diagnostic and antibiotic testing facilities may be set up nearer to farming area.
- **Adoption of BMP's:** Goa is promoting aquaculture of different species. Aquaculture farmers may adopt Better Management Practices (BMPs) advocated by MPEDA for carrying out sustainable farming. Fisheries department may implement BMP's in the State of Goa.
- **Aquaculture Leasing policy:** Formulating a leasing policy for open water bodies and coastal waters for promoting aquaculture and cage culture in reservoirs, lakes, rivers and canals, estuaries, brackish water areas etc. will boost marine production, thus, boosting export.

FINDING SUITABLE WAYS TO PRESERVE MARINE LIFE

Extension of the ban period: In order to conserve marine wealth during their natural breeding season, there is fishing ban of 61 days from June 1 to July 31st, every year. It has been observed that in spite of the ban period, the fish, mainly mackerel which is caught is mainly gravid (bearing eggs) in its nature. Catching fish at this stage brings a question mark on their sustainability for the next generation. This also adds to increased cost of the fish. Since fish breed in two seasons, the state may examine the suggestion of export committee to further introduce fishing ban for both the breeding seasons.

Mesh size regulation: Govt may set up a digital surveillance mechanism in jetties so that net with proper mesh size can be used while fishing. Government may consider issuing a notification on Mesh Size regulation, promotion of square mesh, limiting fishing vessel engine capacity.

Inland Riverine Cage farming: Cage Farming of fish to increase the inland Fish Production since Goa has a large number of Inland water tanks.

Reservoir Cage Fish Farming: Cultivation of Basa, (*Pangasius* sp) in the three major reservoirs viz. Anjunem, Amthame & Selaulim and a number of smaller reservoirs.

Implementation of BMP should be implemented through farming clusters.

I. Tourism Services

Goa is a leading tourism and hospitality hub. Scope for medical tourism is high if world class infrastructure is developed. As per field observations, IT, Insurance and financial accounting can also be developed for service exports. Engineering design can also be promoted as there are a large number of engineering graduates in Goa.

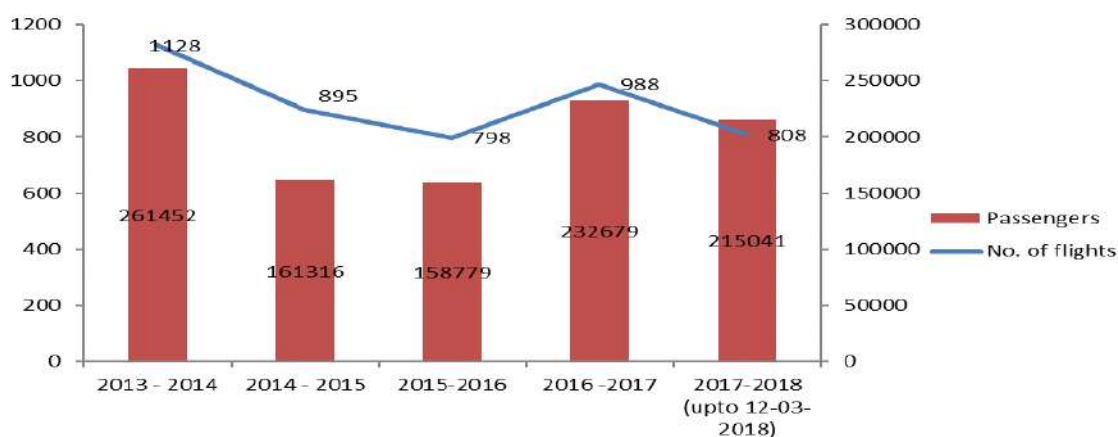
❖ GENERAL TOURISM

Goa is a popular tourist destination due to its natural beauty and bountiful avenues for leisure and relaxation and has facets like heritage tourism, festival tourism, eco-tourism, adventure tourism, cuisine etc. In 2016-17 the arrival of domestic tourists was 48.96 lakhs while arrival of foreign tourists was 4.29 lakhs respectively. Out of the 12 sites for development under Iconic Tourist sites one is in Goa i.e. Colva Beach. The process for identifying beaches under the Blue Flag certification programme is in process. All the criteria and parameters will be followed in selecting the most suitable beaches under this programme.

Miramar beach in Goa has been identified for blue flag certification. Every year it is being monitored. Once certified under blue flag, the no. of tourists coming to Miramar beach will be doubled.

Goa airport is a defense airport with a civilian enclave. It remains shut between 8:30 AM to 12 PM except on Sunday to allow naval findings. Goa has become costly for the tourist destination and the State is losing its international feel due to various factors. South Asian nation can be visited at a lower cost than Goa.

ARRIVALS BY CHARTER FLIGHTS DURING SEASON



Union Ministry for Tourism under the Swadesh Darshan scheme has considered Goa's proposals and sanctioned Rs 200 crore. While Rs 100 crore was sanctioned in the first phase, another Rs 100 crore was sanctioned in the second phase. Coastal areas both in North and South Goa will be covered in both phases. Infrastructure projects like public conveniences namely toilets, changing rooms and lockers, parking facilities, illumination, tourist information centres, etc. will be provided on the beaches and coastline of the State. Also, there is a state component of Rs 70 crore which would be used for tourism infrastructure.

INITIATIVES BY GTDC

GTDC has launched several adventurous activities like hop-on, hop-off bus services in the north and hot air ballooning services in the south. These activities have attracted tourists in large numbers. GTDC is also working towards launching few more activities like duck boats, seaway tours, bungee jumping, horse riding etc. GTDC is the special purpose vehicle for tourism infrastructure projects. In addition to providing basic infrastructure facilities on the beaches, GTDC is working on providing projects that will work as tourism attractions. Government is working towards developing Aguada jail into a museum which will be a major attraction in the state of Goa.

With respect to monopoly of taxi players in the State, Goa Tourism Development Corporation's (GTDC) has launched a taxi-hailing app, 'Goamiles', This application has brought relief to citizens and tourists looking for convenient modes of transportation. The Greenfield airport at Mopa will help boost tourism and curb congestion at Dabolim airport.

ISSUES & SUGGESTIONS

- **No provision of night parking facility, resulting in less charter flights coming in:** Dabolim airport is unable to provide night parking facility to the charter flights. This is the reason why charter flights unable to land in Goa, as a result of which the number of international tourists is also declining. Because of the connectivity issue due to infrastructural constraints, foreign tourists have to land to some other airport like Mumbai or Delhi. Charter flights land at Goa airport and return to their point of origin and return to pick up passengers at a scheduled date. Once the night parking facility is created, charter flights will be able to land late at night and leave prior to 8:30 PM.
- **Connectivity needs to be enhanced:** Connectivity needs to be expanded to European & Asian countries like Indonesia and Malaysia. Sri Lanka is very strong in marketing and posing challenge as a competitor.
- Consultation with trade may be held to see possibility of devising night tours or Ho-Ho services. In south goa tourist is not retained even though there are 5-star hotel. There is a need to explore the USP of each location.

- **Set up of physical information desk:** There is a need to set up a physical information desk in Goa at different places. GTDC website is there, but need to set up physical points.
- Set up of Goa Tourism board, which is under consideration would push this sector.
- Unutilized barges could be used for making floating markets for attraction of tourist.
- All the island countries like Maldives have huts inside the sea, the same needs to be introduced in Goa. At present restriction has been imposed from Coastal regulation Zone (CRZ), these activities are not allowed.
- Role of embassies needs to be strengthened in order to boost Goa tourism.
- Stakeholders reported that their foreign customers do often complain about the street dogs which are in abundance. State may like to rope in panchayat bodies/NGO to find a solution to this issue. It may have one dog farm where all the dogs may be kept.
- Foreign exchange can be increased through introduction of floating bays and refurbishment of unutilized barges into vessels for wedding and events.

❖ **MICE TOURISM**

MICE Tourism is a service industry which brings under one roof a host of products and services. Large no of stakeholders are participant to this industry, which can be grouped broadly under three major heads, the first and the most important one is the physical infrastructure, which comprises of the space in which the actual meetings, conferences and exhibitions take place, next in line are the Organizers of the meetings and then the Peripheral subcontractors, who bring on board a host of services to make the occasion successful.

MICE tourism is also picking up extensively and many tourists visit the state for work cum leisure. Goa is one of the most sought-after destinations of India and is also popular to visitors from different parts of the world. The location does not need any extra effort in marketing itself as Robust MICE infrastructure is already present. The congregation of sun, sand, sea and entertainment gives tremendous incentive to a visitor. Moreover, Goa hosts the International film festival every year, showcasing its power as a MICE tourism hotspot. Goa is a permanent venue for IFFI and a convention centre is being built in the State which can be used for MICE tourism.

ISSUES & SUGGESTIONS

- **Convention centre:** Goa is popular as a tourist destination and ideal destination for MICE tourism as well. A convention centre is being planned to be developed in Dona Paula. Initial phase has been started. This may be expedited.

- **Promoting Goa for MICE tourism:** Goa can be promoted as a wedding destination but promotion is required. Shows needs to be organized in India as well as abroad.
- Introduction of floating bays through use of unutilized barges for wedding and events.
- Tourist zones may be notified with relaxation in norms w.r.t noise pollution
- **Clearances take much time.** Single Window clearance is the need of the hour in a time bound manner. No online mechanism is currently there. Stakeholders have reported that there is delay in getting approvals and there is always an uncertainty attached to it as at present, there is no defined time frame for the clearances. Making it online and specific time delivery norms will increase the number of events.

❖ CRUISE TOURISM

The cruise service from Mumbai –Goa commenced in April 2018 and State could consider promoting itself as a cruise tourism destination to generate employment as well as growth. Hotel industry too will benefit from cruise tourism. Iconic sites like colva beach has been selected as an iconic place. Foreign tourists come by air as well as by cruise. Among the 30 vessels which arrived in Goa, for only 10 vessels, Goa was the direct port of call. In 2018, 32 cruises are expected to dock to Goa. In Goa, cruise tourism is increasing day by day.



ISSUES & SUGGESTIONS

- **Lack of high-quality immigration processing facility-** Presently there is facility for inbound tourists. It is emphasized that cruise tourism will require outbound immigration processing facility.
- **Facilitating tourists through e- visas and landing cards:** Once they are introduced for tourists and cruise ship crew members, it would mitigate

some of the woes of cruise ship passengers and crew. At present, the government is unwilling to accept mere identity cards or dispense with biometric tests at ports where cruise ships land. This is unfortunate because tourists do not like the idea of having to stand in queues before immigration and customs officers at each Indian port along the way. International ports have special processes for cruise tourists which exempt them from this exasperating exercise.

- **Adequate infrastructure:** Another problem is infrastructure – right from decent waiting areas, good baggage handling facilities, to building more berths for cruise boats so that they can come and berth whenever they are nearby, instead of being asked to wait for days till the berth becomes vacant.
- **Absence of a quick dispute resolution mechanism for tourists:** In many countries, tourists can complain to an ombudsman whose job is to ensure that their interest are protected and even resolved within a couple of days.
- **Easing e- visa process:** Immigration officer can go to the ship, complete all the formalities and get the e-Visa done. This will prevent the tourism from standing in queues. The practice is being followed in gulf countries. E- visa is there for the cruise also.

II. IT Services

The State has witnessed the growth of IT & ITes sector in the last couple of years. There are around 170 companies operating in the sector of which 60% are the startups i.e. companies who are established in the last 7 years. Around 40% of the companies are into the software development and the rest have very little presence of BPO's. Exports of around 85 crores have been generated by just 30 companies in Goa which are purely into exports.

The state govt has a dedicated IT policy for the promotion of this sector under which various kinds of assistance/ incentives are given like internet subsidy/ power subsidy etc. Goa IT Policy focuses on infrastructure development, fiscal incentives, governance and human resource development. The policy offers special incentives for solar power-based units, internet subsidy and assistance for campus recruitment. There is a special provision for capital investment subsidy for Goan diaspora. Goa carries the capability to lead Indian IT sector.

The sector is understood to employ around 5500 skilled manpower and in view of emergence of new companies in this sector at the rate of 30%., it is expected that the IT sector could prove to be a major sector for generation of employment in the State. The following concerns affect the industry and suitable measures for their resolution shall facilitate the sector and also help in competing with other states.

The department of information and technology is in the process of framing the land allotment policy and building regulations for the Electronic System and Design Manufacturing Park and IT Park at Tuem and Chimbel.

ISSUES AND SUGGESTIONS

- ❖ **Internet:** only G- wave is considered to be the reliable service provider by the stakeholders and nearly all of them use it. But in view of their requirement and interim obstructions, most of the companies have two connections i.e G- wave as well as Ethernet express. The cost of g- wave is extremely high and for 40 mbps speed, companies have to pay Rs 50,000 and even after subsidy this is on a higher side, whereas on the other States companies can get 250 mbps connection for Rs 30,000. Although Ethernet gives 150 mbps line for Rs 12,000, it is considered to be non-reliable. Reliable internet facility at competitive rates is required. Goa's internet connectivity needs to be cost effective and reliable. Fibre optic network needs to be strengthened. The State IT Department working to address this issue.
- ❖ **Lack of public transport:** In order to compete, companies are often required to work as per the needs of the customer i.e. a US client might have to work as per US timings i.e. late night and they are not able to do so as public transport is bad and there is no connectivity from North Goa to South Goa in night. The last public transport from Mudgaon to Panaji is at 10 PM and for that matter from Panaji to Mapusa, the last connection is at 8 PM. This is extremely important which needs attention and will help them to employ more people.
- ❖ **Visa facility:** IT companies in Goa have to send their employees abroad on client location for work. Timely issue of work visa is important to ensure that business deadlines are met. However, currently the Visa office in Goa is open on alternate days. Also, Visa applications for US and some other countries are not processed in Goa. The industry requires an office of VFS Global in Goa. VFS Global is the world's largest outsourcing and technology services specialist for governments and diplomatic missions worldwide. The company manages the administrative and non-judgmental tasks related to visa, passport, identity management and other citizen services for its client governments
- ❖ Set up of National Institute of Electronics and Information Technology centre needs to be expedited. This will provide digital skilling and training to IT professionals in Goa.
- ❖ Venture capitalists shy away from backing new start ups in India, the same is reflected in Goa too.
- ❖ According to municipal act 2000, IT companies does not need trade license, but the same is still being asked by the Municipal Council

Goa has a rich heritage of handicrafts and village industries to create employment avenues. Around 800-900 individual artisans are enrolled with the GHRSSIDC (Goa handicraft Rural & Small-Scale Industries Development Corporation) in Goa. Small clusters are located all over the Goa. At present, products are being sold in Goa only through handicraft emporiums. Around 10 emporiums are there in Goa.

Products such as Coconut craft, Batik wall paintings, shell craft, Jute fibre handicrafts, Cane and Bamboo craft, cultured ivory handicrafts, wood craft, brassware, wax candles, soft toys are made in Goa. Artisans sell their products to GHRSSIDC through either consignment mode or approval mode. Consignment involves placing items for sale with the agreement to get paid only when the products are bought by customers. If the product has good and continued demand, it is generally sold through approval mode and artisans get the price just after selling the item. Earlier, there was no such limit; however, this is not applicable if an artisan wants to sell his product through consignment mode.

Goa Handicrafts Rural and Small-Scale Industries Development Corporation has been set up with an intention to promote the traditional arts and crafts fashioned by Goan artists/artisans. Besides this the Corporation performs various other functions such as procurement and distribution of indigenous and imported raw materials and also assists the SSI Units to procure raw materials and market their products. Through establishment of Emporia their products are exhibited and sold.

Lokotsava is a national level folk Festival organized by Directorate of Art & Culture, Government of Goa, since last 18 years at Panaji Goa. It is one of the major festivals of the State. The period of the festival is 10 days. The main objective of organization of this festival is to give platform to the traditional crafts persons and folk performing artists from all over the Country. The festival creates amalgamation of mini India through music and dance. Through this festival, Government of Goa endeavors to showcase the art and crafts of different states of India along with its rich folk culture and also strives to revive the dying crafts of the Country to the limelight by providing decent platform.

Department sets up a special pavilion with grand performing stage surrounding with more than 600 stalls for this festival. The stalls are provided to the craftsperson to display and sale their handmade craft items, handlooms, jewellery, traditional cuisines, etc. during the festival period. Department arranges and provide local hospitality to all the artisans and performing artists. Year after year festival is gaining huge popularity. All the art lovers and also the general public eagerly wait for this particular festival every year.

During the festival, local handicrafts are exhibited by the artisans for sale. Goa is frequented by global tourists. Department of Tourism/GTDC may device strategies to attract foreign tourists to such festivals, particularly Lokotsav festival, so that local handicrafts get due exposure and also get global publicity, to create scope and demands for the products from other countries.

GOA SARAS

Goa Saras is an exhibition that showcases rural talent on a State platform. The prime aim and mission of the exhibition is to encourage the local artisans as well as the traditional artisans from various parts of the country. It gives rural artisans an opportunity to compete with their counterparts from various States of India.

HANDICRAFT PRODUCTS MADE IN GOA



SHELL BASED PRODUCTS



**COCONUT
BASED
PRODUCTS**



ISSUES AND SUGGESTIONS

- ❖ **CFC required in Goa:** Requirement to set up a common facility centre in Goa, having design studio in order to make products that are accepted internationally, a packaging unit and an official who is well versed with export procedures.
- ❖ **Limited access to markets:** The demand of handicrafts products in the domestic as well as international market is huge and varied, majorly governed by the buyer's demand and requirements. Despite such a high demand, only a fraction of artisans engaged in this sector have been able to utilize this opportunity; while most of the artisans have only been able to access just the local markets. Same story is reflected in Goa too as artisans sell their products to emporiums only. Newer and better markets need to be linked to them directly so as to facilitate the development of the entire sector.
- ❖ **Upgradation in designs:** With the change in time, designs needs to be upgraded and it is not currently being provided.
- ❖ **Branding:** A 'Handmade in Goa' brand can be created with a logo which will characterize all Goan handmade products.
- ❖ **Participation, internationally:** Artisans should be encouraged to participate in international exhibitions. Handicraft board takes artisans domestically at present.
- ❖ **Fund Shortage:** Goa Handicraft rural and small-scale Industries Corporation is currently facing the problem of shortage of funds, as a result of which, much orders is not being realized by Goa's artisans. Secondly, as funds are not available, the corporation is unable to impart training to the State's artisans. Both of these factors together limit the capability, efficiency and enthusiasm of State artisans to innovate new products. Training and skill development of artisans should be there in order to know trends, colour scheme.
- ❖ **Selling through private parties:** Artisans need to sell their products to private parties. Selling products through digital platforms like amazon and e-bay also needs to be encouraged.
- ❖ **Shortage of salesman at the emporiums:** At various emporium in Goa, there is a salesman shortage which is one of the main issues of sales going down. As sales are going down, artisans are not getting orders.

- ❖ Export Promotion Council of Handicrafts needs to be set up in Goa.

In regard to the Handicrafts artisans the following initiatives needs to be taken by the State Government:

1. Advance training needs to be arranged regularly to the handicrafts artisans so as to develop their skills and productivity keeping in view the needs of modern design and architectural needs.
2. Workshops of Rewarded/Acclaimed Traditional Handicrafts Masters may be arranged to provide guidance to the local artisans on incorporating superior and more sophisticated elements in their product, so that the product gets global appeal and national/international market and demands.
3. Special Study Tours may be arranged for the local traditional artisans to other states of India to understand and learn various types of handicrafts produced across the country, so that they can expand the perspective of their ideas and concepts and incorporate the same handicrafts items produced by them without affecting the basic ingredients /elements.

3.6

ENGINEERING

Goa has 5 engineering colleges with nearly 1300 seats. In 2010, Goa got a National Institute of Technology and Indian Institute of Technology in 2016.

Due to ban on mining, activities like Barge building, vessel repairing has been completely stopped. Around 100-odd barges carrying iron ore from different jetties to the Mormugao Port and Panaji Port have been rendered jobless, due to current ban on exports of iron ore from Goa imposed by the Supreme Court.

ISSUES & SUGGESTIONS

▪ SHIP BUILDING INDUSTRY

In Goa, mainly small vessels are manufactured. There are 6 private companies that are involved in shipbuilding in Goa. India's share in global shipbuilding industry is 0.4%.

- **MEIS (Merchandise Export from India Scheme) benefits without class requirement:** On exporting vessels to smaller countries like Maldives or African countries, class requirement is not there. Vessels are registered directly under the flag because of which shipbuilders are unable to take concessions which are under export house. To get the class, shipbuilders need to spend 3%. MEIS benefit should be extended irrespective of the class, depending upon the registration certificate from the third country.
- **Access to capital:** As per EXIM bank clause, similar vessels need to be manufactured, which can't be possible in ship building. In ship building, each vessel is different. The bank does not give line of credit benefit as a result of which shipbuilders lose market. Currently banks don't understand nature of business hence some coordination or familiarization activities to give them insight into the technology intensive sector will help bridge the gap. In shipbuilding, internationally the term loan for vessel is given for 15 years with low rate of interest is also low (3-4%). In India, it has to be paid within 5-7 years which becomes difficult for the trade.
- **Infrastructure status:** Ship building should be given infrastructure status which will help the industry to fetch loans with low rate of interest.
- **Transaction cost:** Shipbuilding is a very long process as building a ship takes around 1-1.5 years. There is a problem with respect to GST, as during imports GST of 18% has to be paid. The imported product has to be kept in stock for 1.5 year as a result of which interest cost on the material paid through GST goes up by 3-4% and this makes the trade uncompetitive in international market.
- **Import of second-hand vessels:** Customs duty on import of second-hand vessels is 5% as a result of which industry become ineffective to build local vessels. Either Second hand vessels should be completely banned or customs duty needs to be increased.
- **MIP (Minimum Import Price) needs proper monitoring:** On buying steel, third party certification is being done, so there is no question on quality of steel. Due to minimum import price, trade faces difficulty in competing globally as steel availability has become an issue. MIP should be checked as it is affecting raw material. The cost also gets escalated by 35%.
- **Carrying long distance cargo through inland waterways:** Coastal vessels can go up to 4-5 nautical miles. Inland vessel should be allowed to operate from 5 nautical miles from base land. Govt should have proper coordination with Inland waterway authority of India. Goa has 105-km-long coastline and its water has been declared as partially smooth, which

will give a right to the ships from the state to travel up to 12 nautical miles in the sea.

- **Financial assistance from govt. to participate in international Marine Exhibitions:** It's very important to get necessary exposure to showcase to the world our service capabilities. Clue should be taken from countries like Netherlands, Germany & China which always has national pavilion at all major maritime & shipbuilding exhibitions which provides space for their local industries at subsidised pricing. As a start, at least provide some grant if not a complete national pavilion.
- **Govt. Tenders to suit local possibilities:** Most tender ask for proven design, when every ship is unique in its nature to have proven design is extremely rare except in shipbuilding economies like in Europe or Japan etc wherein their industry has matured and has almost all types of ships. So, in such case, instead of proven design provision, a possibility to give CFD (computational fluid dynamics) based suitability report will help along with possibilities to tie up with foreign collaborators. This way indigenous capability can be slowly built within our country.

Access to tank testing facilities at IIT – Kharagpur, NSDR (national ship design & research centre) – Vizag. A ship designed on software and plus proven in tank testing facility has more credibility. Currently these are accessible at very steep pricing i.e. in the range of Rs. 5 lakhs to Rs. 15 lakh per model at IIT Kharagpur. So, for a company such investment can be done only during a real project which also then adds to the design cost.

Instead, if a marginal fee is given for at least coming 4-5 years then companies can invest as part of R&D expense and prepare their own design portfolio. This can be then used in India and even exported to international market. It will add huge credibility to inhouse R&D, which already takes/has lakhs of investment in other naval architectural software's to design particular ship.

- Customs ask for Practicing engineer certificate, every time when the equipments go for calibration.

OPTICAL LENSES

- **Nonexistence of courier companies:** Courier companies like DHL, fedex operate from Mumbai and not from Goa, as a result of which transit time becomes very high. Transit time can be reduced by 2 days, if these offices becomes operational in Goa.

**4. KEY ATTENTION AREAS
FOR CENTRE AND STATE**

In order to address the challenges of any Central Government for enabling conducive policy environment in the State, a Co-ordination cell under Industries Department, may be established to regularly review the progress of developments important for State exports. Such cell may include members of trade, Ports or any other as deem fit. The meeting may be held on quarterly basis. The following sectoral concerns may be pursued by the cell:

Key Attention Areas: Centre

TOURISM	<ul style="list-style-type: none"> ❖ Tourism should be recognized as deemed export and 20% of GST levied for five-star hotel should be reduced. The taxes on such hotels in Sri Lanka and Thailand ranges from 5-7%. Also, mechanism may be developed, wherein GST may be refunded at airports with a certain ceiling on purchase, similar to that of Singapore, Thailand, etc ❖ On foreign exchange earnings, Duty credit scrips was 10% earlier, now it has been reduced to 3-5%. The same needs to be increased to 10%.
PHARMA	<ul style="list-style-type: none"> ❖ The pharma products have to be transported under specified condition(s) which is less than 25 degree and containers are sealed at the factory and opened at the factories of respective countries where they are unloaded. Smooth movement of such containers ensuring non-opening of containers during transit within the state needs to be ensured as few cases of opening of containers were reported by trade. Opening leads to variations in temperature which can lead to rejection of the batches. ❖ Implementation of DGFT bar codes on products effecting exporters as importing countries have their own requirements of labeling and DGFT has its own requirement. Also, additional loading of codes on DAVA portal results in exporting delays and customer dissatisfaction. ❖ Also, there are several hurdles in getting Reference samples for regular testing of medicines due to frequent application of licenses/NOCs. Compliant samples of investigations are held up at the ports.
SHIP BUILDING	<ul style="list-style-type: none"> ❖ Encouraging R&D: Investing in design, research & development, helps in reducing production cost. Through use of modern ship design software, cost incurred in corrections of design faults in construction stage is eliminated. ❖ The duty structure for importing new vessel and second-hand vessel is the same. Due to this second-hand vessel are coming in large number from south east Japan, making it difficult for

	the domestic ship building companies.
MARINE	❖ White Category: Government may approach Department of Commerce, GoI, to approach to Ministry of environment, science and technology with a proposal to identify “white category” activities under CRZ which may include pisciculture and all above activities for a facilitative and preferential regime in the CRZ notification.
MMLP Balli	❖ Notification of CONCOR’s Balli facility as ICD
Airport	❖ RA3 certification
DGFT officer	❖ There is no permanent officer in Goa DGFT. Deputy DGFT comes only once a week i.e. Friday from Mumbai. Empower zonal DGFT's to resolve exporters issues at State levels ❖ Bar coding rules effecting pharma exporters
Port	❖ Lack of reefer plug points in MPT, affecting Seafood exports.

Key Attention Areas: State

INDUSTRIAL ESTATES	<ul style="list-style-type: none"> ❖ Review progress of infrastructure and connectivity at all Industrial Estates ❖ Uninterrupted supply of power needed ❖ Continuous supply of water from IDC ❖ Examine request for ETP at various industrial estates
PHARMA	<ul style="list-style-type: none"> ❖ Need for Industrial training institutes offering Diploma in Pharmacy ❖ To examine possibility to supply raw water to pharma units in Verna ❖ Need to review the labor laws w.r.t liberal working of women in Pharma units ❖ Expedite landfill site for Pharma units
AGRI & ALLIED	<ul style="list-style-type: none"> ❖ Organic certification of Goan Cashew. ❖ GI tag for Goan Cashew ❖ Exemption of raw cashew nuts from market cess, imported (or even purchased from outside state) and cashew kernels brought into state for packing and export.
MARINE	❖ Examine suggestion to introduce fishing ban for both the breeding seasons.

MMLP Balli	❖ Notification of MMLP Balli as ICD
ELECTRONICS & IT	<ul style="list-style-type: none"> ❖ Expediting Set up of National Institute of Electronics and Information Technology centre ❖ For Ease of doing business, especially a single-window system for approvals would also be helpful. IT companies with even 10-25 employees are made to obtain permissions from local panchayats, fire and emergency services, health and labour department which is time consuming.
TOURISM	❖ Setting up a single window mechanism for Beach weddings and other such events.

5. ENCOURAGING MARKET DIVERSIFICATION

Market analysis has been performed for the identified items under “Champion Export Sectors”. The analysis aims to provide a gist of global markets which the State may take into consideration for implementing suitable promotional strategies such as participation in international trade fairs, organizing buyer-seller meets, etc. This would further enhance the visibility of the export products of the State. The analysis comprises of the following components:

- A. Identification of major export destinations of the State
- B. Comparative analysis of imports of the identified markets from State vis-a-vis India
- C. Identification of major world importers

Markets identified have more than 1 per cent share and in-total constitute over 70 per cent of exports from the State

SECTOR: PHARMA

Topmost product at 6-digit		Major Export destinations of Goa		
HS Code	Product description	Market	Export from Goa (in US\$ Mn)	Exports from India (in US\$ Mn)
300490	Other Medicine Put Up for Retail Sale	U S A	403.00	3873.42
		U K	41.01	342.31
		Germany	23.42	127.00
		South Africa	20.15	429.04
		Australia	17.17	176.26
	Sub total		504.76	4948.03
Total exports		701.27	9665.17	
Share in total exports		72%	51%	

Product: 300490 Medicaments consisting of mixed or unmixed products for therapeutic or prophylactic purposes, ...		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
USA		50570.74
Germany		22515.48
Belgium		15058.15
UK		14729.00
Switzerland		14670.41

MARKET FOR DIVERSIFICATION

- BELGIUM
- SWITZERLAND

SECTOR: MINERAL

Topmost product at 6-digit		Major Export destinations of Goa		
HS Code	Product description	Market	Export from Goa (in US\$ Mn)	Exports from India (in US\$ Mn)
260111	Iron Ores and Concentrates Non-Agglomerated Other than Roast	China	117.59	588.55
		Japan	19.15	118.18
	Sub total		136.74	706.73
	Total exports		142.43	757.69
	Share in total exports		96%	93%

Product: 260111 Non-agglomerated iron ores and concentrates (excluding roasted iron pyrites)		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
China		74278.72
Japan		7883.81
South Korea		4988.90
Germany		1926.98
Netherlands		1820.98

MARKET FOR DIVERSIFICATION

- SOUTH KOREA
- GERMANY
- NETHERLANDS

SECTOR: MARINE

Topmost product at 6-digit		Major Export destinations of Goa		
HS Code	Product description	Market	Export from Goa (in US\$ Mn)	Exports from India (in US\$ Mn)
030354	Frozen Mackerel (Scomber Scombrus, Scomber Australasicus,..)	Thailand	43.38	137.16
		Malaysia	3.57	15.60
	Sub total		46.95	152.76
	Total exports		47.13	157.42
	Share in total exports		99.64%	97%

Product: 030354 Frozen mackerel "Scomber scombrus, Scomber australasicus, Scomber japonicus"		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
Egypt		257.27
Nigeria		191.49
China		171.83
Russia		146.26
Philippines		133.70

MARKET FOR DIVERSIFICATION

- EGYPT
- NIGERIA
- CHINA
- RUSSIA
- PHILIPPINES

SECTOR: ELECTRONICS

Topmost product at 6-digit		Major Export destinations of Goa		
HS Code	Product description	Market	Export from Goa (in US\$ Mn)	Exports from India (in US\$ Mn)
851769	Other:	U S A	7.12	22.04
		Netherlands	2.91	5.08
		Australia	2.81	5.07
		Indonesia	2.36	4.34
		Brazil	1.99	2.03
	Sub total		17.18	38.55
	Total exports		23.01	82.55
Share in total exports		75%	47%	

Product: 851769 Apparatus for the transmission or reception of voice, images or other data, incl. apparatus ...		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
USA		1902.35
India		1368.91
Germany		468.34
Netherlands		379.70
Taiwan		361.53

MARKET FOR DIVERSIFICATION

- GERMANY
- TAIWAN

SECTOR: OPTICAL FIBRE

Topmost product at 6-digit		Major Export destinations of Goa		
HS Code	Product description	Market	Export from Goa (in US\$ Mn)	Exports from India (in US\$ Mn)
900110	Optical Fibres, Optical Fibre Bundles and Cables	Germany	5.13	17.936
		Poland	4.14	27.723
		Denmark	2.87	11.608
		Morocco	2.59	4.091
		U S A	1.87	20.881
		U K	1.77	20.861
	Sub total		18.38	103.10
Total exports		25.70	282.58	
Share in total exports		72%	36%	

Product: 900110 Optical fibres, optical fibre bundles and cables (excluding made up of individually sheathed ...)		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
China		391.97
USA		177.18
Germany		125.38
France		107.63
Hong Kong		85.11

MARKET FOR DIVERSIFICATION

- CHINA
- FRANCE
- HONG KONG

SECTOR: CHEMICAL

Topmost product at 6-digit		Major Export destinations of Goa		
HS Code	Product description	Market	Export from Goa (in US\$ Mn)	Exports from India (in US\$ Mn)
283324	Nickel Sulphate	South Korea	6.25	14.69
		China	3.68	9.13
		U S A	2.15	2.96
	Sub total		12.09	26.78
	Total exports		12.32	27.92
	Share in total exports		98%	96%

Product: 283324 Sulphates of nickel		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
Japan		154.58
South Korea		62.28
China		23.97
Canada		15.48
Germany		14.54

MARKET FOR DIVERSIFICATION

- JAPAN
- CANADA
- GERMANY

Topmost product at 6-digit		Major Export destinations of Goa		
HS Code	Product description	Market	Export from Goa (in US\$ Mn)	Exports from India (in US\$ Mn)
320500	Colour Lakes	Bangladesh	6.54	10.60
		Iran	0.76	1.78
		South Africa	0.20	5.03
	Sub total		7.49	17.41
	Total exports		8.31	46.63
	Share in total exports		90%	37%

Product: 320500 Colour lakes (other than Chinese or Japanese lacquer and paints); preparations based on colour ...		
Major World Importers	Trend (2013-2017)	Import Value 2017 (US\$ Mn)
Belgium		18.03
Mexico		16.77
Netherlands		15.71
South Korea		15.09
China		14.54

MARKET FOR DIVERSIFICATION

- BELGIUM
- MEXICO
- NETHERLANDS
- SOUTH KOREA
- CHINA

**6. ADOPTING
PROMOTIONAL
MEASURES**

❖ **PARTICIPATION IN INTERNATIONAL TRADE FAIRS**

- To enhance the visibility of Goa based products in international market, Investment Promotion Board shall organize Goa Pavilion in important international events based on the export markets identified in the Study.
- Investment Promotion Board may also formulate its own annual calendar of events by tying up with various trade related associations/export promotion council/ FIEO which annually organize participation in over hundred international events and accordingly, host on their website.

❖ **AWARENESS FOR EXPORT PROMOTION**

▪ **Search engines in State website**

To keep States' exporters abreast about the domestic events/workshops/B2B meetings being organized within the State/India among the exporters, all events may be hosted on the Investment Promotion Board website along with the following recommended search engines for upgrading exporters' knowledge on trade trends:

- ✓ Weblink of India's Trade Statistics from the Ministry of Commerce & Industry
- ✓ Weblink of e-IEC
- ✓ Weblink of Indian Trade Portal

▪ **SECTOR SKILL COUNCILS**

Sector Skill Councils (SSC), set up by NSDC, play a vital role in bridging the skill gaps by creating occupational standards and qualification bodies; developing competency framework; conducting trainer programs; conducting skill gap studies etc. The State may coordinate with various established SSCs for developing skill in key areas of interest.

▪ **BETTER COORDINATION WITH DGFT**

The District Industries Centre and local authorities may tie up with Regional offices of DGFT to conduct seminars on International Trade at various clusters in collaboration with active local trade bodies and associations.

▪ **TRAINING OF TRAINERS**

Training can improve delivery of services for stake holders. Investment promotion Board may focus on giving training to officials in various departments which are directly or indirectly related to export segment. This will equip them to address the requirement of exporters in an effective manner either directly or through coordinating with various other agencies related in exports. Similarly, sensitization of district level officers may also be considered for facilitating exports from ground level.

❖ **MARKET RESEARCH**

International trade is dynamic and effected by various parameters. In order to identify suitable market entry strategies, export challenges and opportunities for potential export products, it is important to have a focused research by reputed agencies/consultants/EPCs enabling the State to penetrate various international markets. Such research may be based on the potential product specific markets identified in this Study. Sufficient allocation of funds on annual basis may be allocated for this activity and the results be measured in terms of increase in exports of identified products in selected markets.

❖ **PROMOTING GI OF THE STATE**

A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. It provides legal protection, better realization and higher exports.

To create awareness about GIs and benefits of its registration amongst the consumers and GI producers, the Government may examine following actionable measures involving concerned line Ministries:

- ✓ Creating a State Nodal Department for GI
- ✓ Establishing Facilitation Cells (FC) for each GI in the State for addressing
- ✓ Quality issues, IP infringement issues and ensuring Logistics Support for accessing offline/online market places.
- ✓ Ensuring Consumer Awareness
- ✓ Ensuring Orientation, Financial Literacy and Training of GI producers in collaboration with e-Commerce Platforms

❖ **EXPORT AWARDS**

To create a spirit of competitiveness and appreciate the export performance among the exporters of Goa, “State Export Award” will be distributed to the exporters of the state for their outstanding contribution in exports in different product groups. Export awards may be instituted by Investment promotion Board, in categories like

- a. Best exporter award earning highest foreign exchange in the State.
- b. Award for recording highest YoY growth
- c. Award for best exporter in various sectors including
- d. Award for exporters in services sector
- e. Award to best new exporter
- f. Award to women entrepreneur in the field of exports

❖ **CREATING TOWN OF EXPORT EXCELLENCE**

Investment promotion Board may coordinate with various other departments in identifying towns which could be notified as TEE and invite proposals from recognized associations regarding export promotion projects for marketing, capacity building and technological services. The State may pursue with the same with DGFT and facilitate financial assistance under the Market Access Initiative Scheme (MAI) of the Government of India.

❖ **PROMITING E-COMMERCE**

E-commerce has unleashed yet another revolution, which is changing the way of business around the globe. The Foreign Trade Policy 2015-20 has also extended export benefit for exports using e-commerce. Investment promotion Board may promote this segment as it will help small & medium companies to expand their business and also in terms of higher realization of their goods

❖ **BUDGET ALLOCATION FOR EXPORT PROMOTION**

State may consider allocating sufficient budget particularly for export promotion measures that can cover various activities including skill development / promotion/market research etc focused towards export promotion.

ANNEXURE

INDUSTRIAL ESTATES

North Goa

1. Tuem
2. Colvale
3. Bicholim
4. Tivim
5. Mapusa
6. Honda
7. Pissurlem
8. Pilerne
9. Corlim
10. Kundaim
11. Bethora
12. Madkaim

South Goa

1. Sancoale
2. Verna
3. Shiroda
4. Margao
5. Kakoda
6. Sanguem
7. Cuncolim
8. Canacona

ANNEXURE II

TOP 20 COMMODITIES FROM GOA (AT 8 DIGIT)

Values in USD Mn

HS Code	Commodity	2016	2017	Growth/ Decline
30049099	OTHER MEDCNE PUT UP FOR RETAIL SALE N.E.S	847.91	421.19	-50.3%
26011142	55% FE OR MORE BUT BELOW 58% FE	291.31	114.73	-60.6%
38089199	OTHER INSECTICIDE NES	80.77	55.54	-31.2%
3035400	MACKEREL (SCOMBER SCOMBRUS, SCOMBER AUSTRAL ASICUS, SCOMBER	40.42	47.13	16.6%
72011000	NON-ALLOY PIG IRON CONTNG <=0.5% PHOSPHRS	9.46	41.65	340.3%
30049069	OTHER NONSTEROIDAL ANTIINFLAMATORY, ANALGESTICS AND AN	57.84	39.89	-31.0%
89069000	OTHER UNDER HDNG 8906		36.52	
30049081	PHENOBARBITONE,MEPHOBARBITONE,PRIMIDONE, PHENYTOIN,CARBAMAZ	26.07	34.82	33.6%
90011000	OPTCL FIBRS, OPTICAL FIBRE BUNDLES & CABLES	29.92	25.70	-14.1%
30049079	OTHER ANTIHYPERTENSIVE DRUGS	24.56	24.57	0.0%
85176990	OTHR APARTUS,FR CARRIER/DIGITAL LINE SYSTM	16.78	22.61	34.7%
30049071	CAPTOPRIL, ENALAPRIL, LISINOPRIL, PERINDOPRIL AND RA	11.22	18.09	61.2%
3061719	OTHER SCAMPI	12.14	15.24	25.5%
26011141	BELOW 55% FE	15.99	15.24	-4.7%
30049029	OTHER ANTHELMINTICS DRUGS; ANTIAMOEEBIC AND OTHER ANTIPROTOZOA	39.29	14.94	-62.0%
30049059	OTHER ANTIMALARIAL DRUGS	11.36	14.78	30.1%
30049049	OTHER ANTICANCER DRUGS	4.36	13.12	200.8%
84212190	OTHERS	17.05	13.04	-23.5%
30049039	OTHER ANTINISTANINICS ,ANTACIDS,ANTIULCER,ANTIEMITICS & OTHE	9.75	12.90	32.4%
30049066	MEPHENAMIC ACID, DACTOFENAC SODIUM, PIROXICAM, TENOXIC	16.19	12.55	-22.5%

ANNEXURE III

LOGISTIC MAPPING OF THE STATE

Present	Absent
Dabolim Airport	Cold Chain
CFS at Verna	Food parks
Major port at Mormugao and 5 Non-Major Ports*	APEDA approved labs and Pack Houses
6 National Waterways**	MPEDA approved labs and packhouses
24 NABL accredited labs	

* Non-Major Ports:

1. Panaji
2. Chapora
3. Betul
4. Talpona
5. Tiracol

** 6 National Waterways:

1. NW-25 (Chapora River)
2. NW-27 (Cumberjua Canal)
3. NW-68 (Mandovi River)
4. NW-71 (Mapsua River)
5. NW-88 (Sal River)
6. NW-111 (Zuari River)

Out of the 8 new National Waterways 3 are in Goa and are operational (NW 27 Cumberjua, NW 68-Mandovi and NW 111- Zuari).

GLOSSARY

TEU	<p>TEU stands for Twenty-Foot Equivalent Unit which can be used to measure a ship's cargo carrying capacity. The dimensions of one TEU are equal to that of a standard 20' shipping container. 20 feet long, 8 feet tall</p>
HSN	<p>HSN code or Harmonized System Nomenclature code number is an internationally adopted commodity description and coding system developed by the World Customs Organization (WCO).</p> <p>Under GST, there are three different types of HSN Codes a dealer can use. There are two, four, or eight-digit HSN codes for commodities, and their use depends on the dealer's turnover in the previous financial year for a domestic transaction (No HSN for <Rs 1.5 cr, 2-digit for >Rs 1.5 cr & < Rs 5 cr, 4-digit HSN for > Rs 5 cr). However, <i>In the case of import or export of goods, using the right HSN codes of eight digits is compulsory.</i></p>
RCA	<p>The study used an indicator called Revealed Comparative Advantage to identify sectors where Odisha should increase its focus based on India's export comparative advantage. The formula for RCA is as follows: -</p> $\text{RCA} = (\text{X}_{ij} / \text{X}_{it}) / (\text{X}_{nj} / \text{X}_{nt})$ <p>Where X represents exports, i is a country, j is a commodity (or industry), t is a set of commodities (or industries) and n is a set of countries.</p> <p>Significance of the tool: RCA measures a country's exports of a commodity (or industry) relative to its total exports and to the corresponding exports of a set of countries. A comparative advantage is "revealed", if $\text{RCA} > 1$. If RCA is less than unity, the country is said to have a comparative disadvantage in the commodity / industry.</p>
TIES	<p>Under TIES (Trade Infrastructure for Export Scheme) of GoI, grant-in-aid, normally not more than the equity being put in by the implementing agency or 50% of the total equity in the project. The grant in aid shall, normally, be subject to a ceiling of Rs 20 Cr for each infrastructure project. The Central and State Agencies, including Export Promotion Councils, Commodities Boards, SEZ Authorities and Apex Trade Bodies recognized under the EXIM policy of Government of India; are eligible for financial support under this scheme.</p>