**Press Release**

         Study focuses on Agri & Food Products, Drugs & Pharmaceuticals, Dimensional Stones

         Moots Setting Up of  Testing Laboratories of international standards

**WTC IDENTIFIES 10 SECTORS WITH POTENTIAL FOR EXPORT IN RAJASTHAN**

Jaipur, 11 August: The World Trade Centre (WTC), which launched its Trade Services in Jaipur on Wednesday (10 August), has identified 10 sectors with potential for export inRajasthan. This identification is on the findings of a Research Study entitled 'Export Potential of Rajasthan' conducted by M. Visvesvaraya Industrial Research and Development Centre (MVIRDC), promoter of WTC in India. The Study was released by the Rajasthan Industries Minister, Mr. Gajendra Singh Khimsar on the occasion of the launch.

The sectors identified are Agro & Food Products, Electrical, Electronics & Computer Software, Plastics & Linoleums, Drugs & Pharmaceuticals, Leather & Leather Products, Dimensional Stones, Marbles, Granites & Articles of Stones, Chemical & Allied, Engineering, Readymade Garments and Gem & Jewelry.

The study opines that Rajasthan being an agrarian economy holds excellent potential for exports, particularly in the food sector. Processed food is one of the major industries, which the government is giving a major impetus. The state has been long known for production of spices which hold a huge potential in countries like the United States, Malaysia, United Arab Emirates (UAE) and United Kingdom (UK). The State has not exploited its potential to export juices, herbal medicines and camel milk for therapeutic utility, the study reveals.

Similarly, the study states that generic drugs and nutraceuticals also offer a huge potential and can be the ‘pharmaceutical export basket for generic drugs’. It also recommends that the State Government should set up new inland container depots or dry port facilities with the assistance of the Centre at shipment centers so that there are no difficulties in cargo storage, customs clearance and container availability.

The report also focuses on the need to be set up Testing Laboratories of international standards under public-private-partnership for different kind of export commodities so that exporters from the state can save time and money by not depending on facilities in cities like Delhi and Mumbai.

Furthermore, exporters need to be kept updated on usage of newer technologies and their adoption in the manufacturing process to improve its overall long-term viability.