EXPORT POTENTIALITY OF ODISHA: A SURVEY

DIPAK KUMAR SAHU

RESEARCH SCHOLAR IN ECONOMICS
RAVENSHAW UNIVERSITY,
CUTTACK, ODISHA.

ABSTRACT: Odisha is one of the smallest and poorest states of the Indian union. It is located in the east coast of India. In view of rich natural and mineral resources, traditional expertise and craftsmanship availability in Odisha, there exists enormous potentiality to be tapped for industrial and export growth. The present study is based primarily on secondary data. IIFT Team undertook the export potentiality survey with the following objectives i.e.to assess the scope for establishing export/or import substitution oriented industries in the state; To suggest specific measures to step up exports from Odisha; To examine the scope for the development of industrial complexes around Rourkela, Talcher and Jajpur Road; To survey the potentiality of Tourism; and To focus on the need and scope of the state’s assistance for export promotion. The following 64 selected commodities and products were the focus points of the survey. Out of the 64 commodities covered in the study, most of the items have excellent export prospect. Accordingly, some pinpointed and careful recommendations have been put forth. It was evident from the undertaken study that Govt. of ODISHA have so far, not given due attention to export business. A serious and continuous strive in this direction was necessary to produce good results since the process of industrial development was yet to commensurate with the resource endowment.

KEYWORDS: Odisha, export, potential, commodities, scope, recommendations.

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