



Export-Import Bank of India

RURAL INITIATIVES



EXIM BANK'S RURAL INITIATIVES

❑ DEPARTURE FROM TRADITIONAL ROLE OF EXIM BANKS

❑ OBJECTIVES:

1. Poverty Reduction through Export Linkage
2. Benefit of Globalisation to Grassroot Rural Enterprises

❑ Why these objectives :

INDIA

70% Rural

30% Urban

GLOBAL AVERAGE

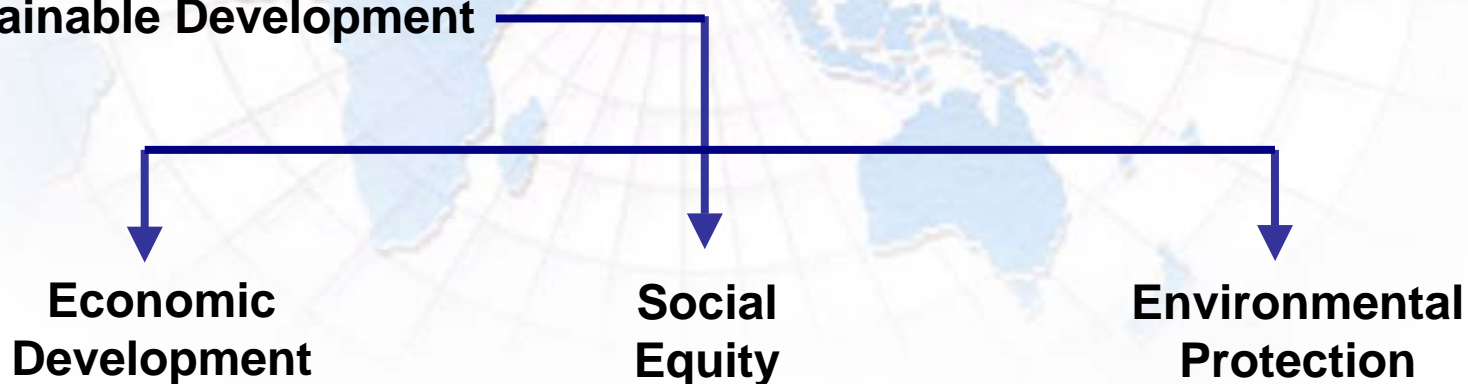
30% Rural

70% Urban

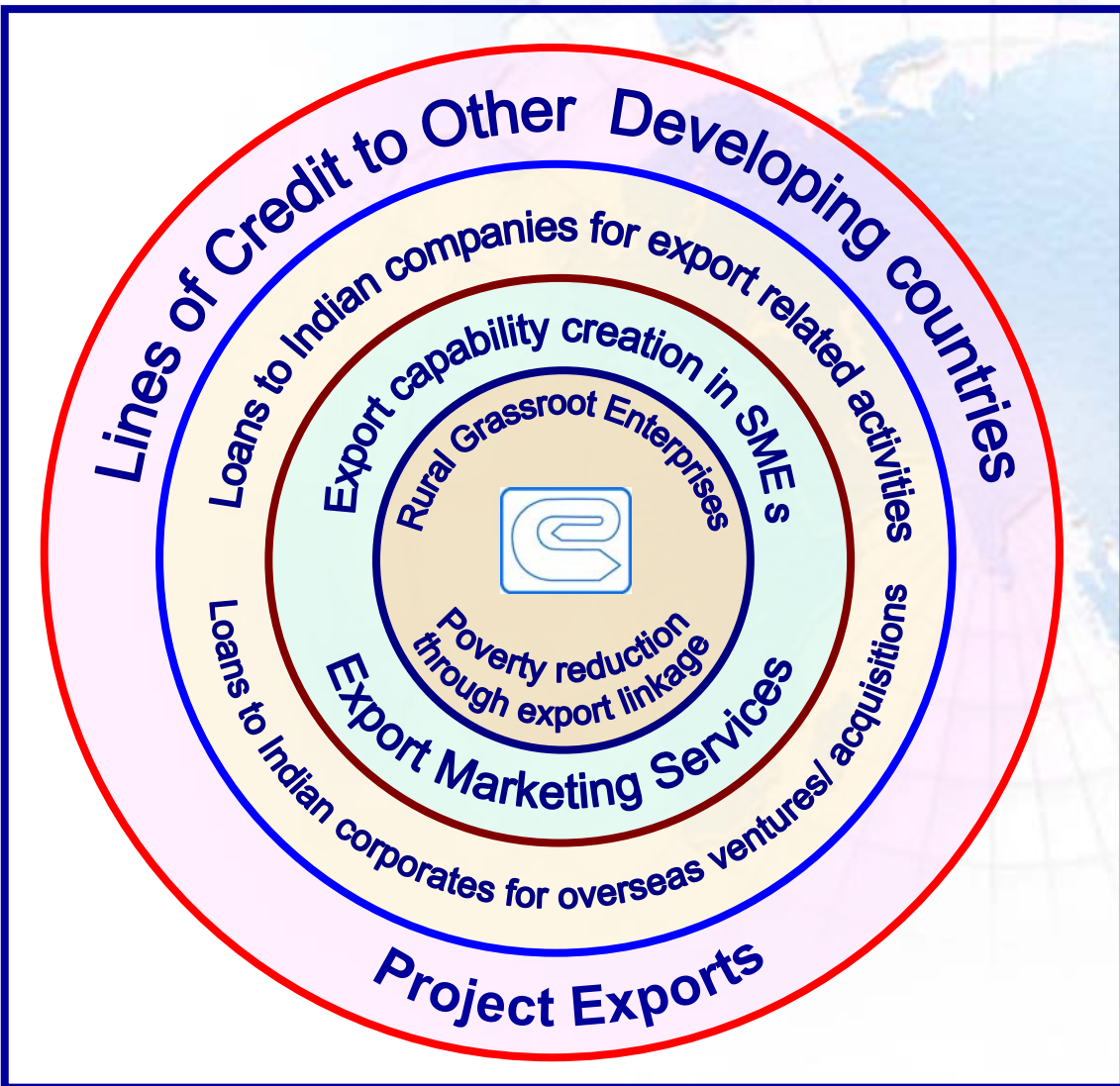
- ❑ Only 1 out of 4 enjoy globalisation benefits.
- ❑ 75% population out of globalisation process.
- ❑ Globalisation has become urban centric in India.

□ INDIA

- Agriculture : 22% of GDP, but 60% of population is dependent; therefore disguised employment
- Need for alternative economic activity
- Small grassroot business enterprises
- Sustainable Development



EXIM BANK'S RURAL INITIATIVES



- ❑ Rural initiatives : Core of Exim Bank's objectives / operations.
- ❑ Creation of Export Capability in Grassroot Enterprises.
- ❑ Enhance purchasing power of 'bottom of the pyramid'.
- ❑ Spin off benefit to other sectors of economy.

EXIM BANK'S RURAL INITIATIVES

- ❑ **Problems of Grassroot Enterprises**
 - ➔ **Image, quality, delivery, packaging (Finance is secondary)**
 - ➔ **Market access (Rural, National, Global)**
- ❑ **Exim Bank's Export Marketing Service (e.g. incense sticks, bamboo pens, etc.)**
- ❑ **Training in export marketing (Rural Marketing)**
- ❑ **Faculty from CBI (Netherlands), JETRO (Japan)**



EXIM BANK'S RURAL INITIATIVES



□ Exim Bank's Tie-Up with International Agencies

- ITC on Enterprises Management Development Services (EMDS)
- IFC on PANGEA Display cum Sales
- ATA on Market Access and Warehouse in USA



EXIM BANK'S RURAL INITIATIVES



□ Exim Bank's Tie-Up with NGOs

- **CNRI (Confederation of NGOS of Rural India)**
- **SEWA (Self Employed Women's Association)**
- **OORVU (Tribal SHG)**
- **BASIX (also in Papua New Guinea)**
- **Dhan (Indigenous Technology Export)**
(Handmade Floor Tiles)



EXIM BANK'S RURAL INITIATIVES



❑ Market Access and Capacity Building

- Fair Trade Certification (only 3 Indian products !)
- Linkage to corporates in India (gift articles, etc.)
- Students' Social Responsibility (large pool of untapped talent)
- Roster of retired / semi retired experts
- Capacity building through continuous training and updating technology
- Use of IT in Rural Enterprises



THANK YOU

www.eximbankindia.in