



सत्यमेव जयते

VIKRAMJIT SINGH SAHNEY
MEMBER OF PARLIAMENT
(RAJYA SABHA)

14-06-2024

Respected Narendra Modi Ji,

Subject: Request for Extension of PLI Scheme to Bicycle, Toy, and Leather Industries

At the onset I would like to take this opportunity to extend my regards to your goodself for winning consecutive third term as Prime Minister of our great nation. I am writing to bring to your attention the pressing need for the extension of the Production-Linked Incentive (PLI) scheme to the bicycle industry, along with the toy and leather industries which is under consideration of your good office.

As you must be well aware, the bicycle industry, particularly in Punjab, is a significant contributor to our economy. Ludhiana, often referred to as the 'Manchester of India,' accounts for a staggering 75% of the country's total bicycle production and 92% of bicycle parts manufacturing. The city's factories churn out over 60,000 bicycles every day, showcasing the sector's immense potential for growth and development.

However, despite its promising outlook, the bicycle industry has been facing numerous challenges, particularly in the realm of exports. The recent decline in bicycle exports, as highlighted by the All India Cycle Manufacturers Association (ACMA) data, is a cause for concern. In the fiscal year 2023-24, total bicycle exports dropped to 436,720 units from 557,523 units in the previous year.

One of the primary obstacles hindering the industry's growth is the lack of incentives and support for innovation and quality improvement. To compete effectively in the global market, especially in regions like Europe, where great demand for Indian bicycles exists. Moreover, logistical challenges, such as high inland freight costs from Ludhiana to Mundra Port in Gujarat, coupled with import duties on Indian bicycles in Europe, further exacerbate the industry's competitiveness. Compared to other bicycle manufacturing Asian countries.

In light of these challenges, I urge you to consider extending the PLI scheme to encompass the bicycle industry, along with the toy and leather industries. This extension would provide much-needed incentives and support for manufacturers to enhance quality, innovate, and compete effectively in the global market. By reducing the development costs of components and accessories and addressing logistical hurdles, we can bolster the 'Make in India' initiative and make our products more competitive on the international stage.

Looking forward for a positive response from your goodself.

With Warmest Regards

Dr. Vikramjit Singh Sahney, Padma Shri

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