

MINUTES OF THE DISTRICT LEVEL EXPORT PROMOTION COMMITTEE (DLEPC)
MEETING HELD ON 27 TH JANUARY, 2025

Present:- Sri Kumar Deepak, I.A.S,
District Collector & Chairman, DLEPC, Mancheri

The following members were present:-

SARVASRI

1. Sri S.Kishan, D.R.D.O. Mancheri
2. Sri K.Thirupathi, Lead Dist. Manager, Mancheri
3. Sri K.Anitha, Dist. Horticulture Officer, Mancheri
4. Sri G.Chandar Nayak, Asst. Director, Mines & Geology, Mancheri
5. Smt.K.Bavyasri, Asst.Director, Fisheries Department.
6. Smt.Md.Farheen, Agriculture Officer, Agrl Dept. Mancheri
7. Sri C.Ravi Kiran, General Manager, DIC, Mancheri (Convenor)

I. INTRODUCTION

The General Manager, DIC, welcomes all the Members of the Meeting and apprised about the agenda items.

II. DISCUSSION ITEMS:-

The Committee discussed the prospect commodities of the district for exporting and emphasized on identifying potential exporters apart from already existing exports by conducting awareness programmes with the associations and potential entrepreneurs.

III. SUGGESTED ACTION:-

- a. Identifying the products having export potential and forming sub committees for each product to promote exports from our district.
- b. To gather information from Agriculture and Horticulture department on the potential products for exporting.
- c. Encourage organic farming in the district.
- d. Encourage MSME units in the identified commodities with export potential
- e. Export promotion activities to be taken by GM, DIC, in consultation with DGFT officials

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The District Level Export Promotion Committee (DLEPC) recommended the following actions to promote exports from the district:

S.N O	Challenges Addressed	Implementing agency/ department	Action Plan	Timeline
1	Identification of base line exports	DIC along with MSME and concerned Departments	As of now, the district does not export any products. To address this a comprehensive strategy will be developed over the next 12 months in consultation with line departments such as Agriculture , Horticulture as well as DGFT.	12 Month
2	Comprehensive database on exporters from the district	DIC MANCHERIAL	Comprehensive database on exporters from the district. There is need to create a database of exporters from the district. As a part of the District Export Action Plan, the General Manager of DIC, along with the officials of the Agriculture, Horticulture will create comprehensive data base of exporters for publication and administrative use. The DIC will be the Custodian of this data base. It will be electronically maintained and will be dynamic, with constant updating of new IECs. The Exporter data can also be a public document and if the DLEPC desires, can be published in various portals for more visibility for the exporters and their products.	6 Month
3	Single desk system at the district level	District Administration and DIC, MANCHERIAL	Single desk system at the district level-In order to address the numerous approvals and licenses required for manufacturing or setting up an export business, a Single Window System at the District Industries Centre needs to set up for any export related approvals or clearances at the district level. The Action Plan envisages setting-up of such a system for the ease of doing export business in the district and plan to operationalize it in two years. The district administration will work and operationalize the proposal under the leadership of the Chairperson of the DLEPC.	1 year

4	Creation of an online one-stop portal	Technical Team, DIC MANCHERIAL	Creation of an online portal: In this digital era, creation of digital facilitation is essential. The action plan envisages that the Service Export Promotion Council -SEPC may create an online portal, which will be a one stop access to all the links for all the digital requirements and compliances for any exporter. The Portal can also develop over the time to monitor the district-wise projects and disseminate exporter data.	1 year
5	Skill enhancement	Agriculture and Horticulture Universities	The action plan proposes to impart training on Mango processing ,Latest farming methods ,Organic Farming production and value addition in coordination with Agriculture ,Horticulture departments , MSME,GOVT OF INDIA.	1 YEAR
6	Facilities, if any	Through State and Central sponsored schemes	establishing Cold Storage Facility, Modernization of Rice mills, etc.	2 years
7	Identify new products for exports	District Administration and DGFT	Identification of new products for exports – Through this action plan, DIEPC will work to identify new potential products for value addition and exports in coordination with District Administration.	1 year

Training in the following areas will be imparted to entrepreneurs and farmers to enhance the export worthiness of their products.

Sector	Job-roles identified for Imparting Training
Agriculture	1. Organic farming
	2. Farm Management

To address sector specific issues , it is proposed that sector wise sub committees be formed , mandated to elicit interventions and responses from various stakeholder agencies.

The product specific sub committees to be formed are as below:

MANGO	1.General Manager , DIC (Chairman & Convener) 2.District Horticulture officer 3.Representative from DGFT RA 4. Representative from APEDA 5.Lead district Manager 6.Representative from FPO if any./ Mango plantations
RICE	1.General Manager , DIC (Chairman & Convener) 2.District Agriculture officer 3.Representative from DGFT RA 4. Representative from APEDA 5.Lead district Manager 6. Representative from Rice mills association

Under the guidance and leadership of the honorable Dist. Collector/Chairman, District Level Export Promotion Committee , these committees will meet regularly to provide their inputs for effective implementation of the district export action plan.

The District Export Action Plan sets the foundation for increasing the export potential of the District. By aligning efforts across stakeholders involved, we can achieve the desired targets.


General Manager/Convener,
Dist. Level Export Promotion Committee


District Collector/Chairman,
Dist. Level Export Promotion Committee



Districts
as Export Hubs

DISTRICT ACTION PLAN

DISTRICTS AS EXPORT HUBS

MANCHERIAL



ADMINISTRATIVE MAP
MANCHERIAL DISTRICT
Telangana State



Legend

- ▲ Revenue Division Headquarters
- Mandal Headquarters
- ★ District Headquarters
- National Highway
- Railwayline
- Revenue Division Boundary
- Mandal Boundary
- Reservoir
- River

0 3 6 12 18 24 KM

DISTRICT PROFILE

Mancherial District is carved out of erstwhile Adilabad District. It is surrounded by Asifabad (Komuram Bheem), Adilabad, Nirmal, Jagtial, Peddapally, Bhoopalapally districts and the Maharashtra state.

Historically, Mancherial has been the home of the Gondi people. It was a part of the Adilabad District, which had abundant forest resources but poor communications infrastructure; moreover, it was an area of little economic and Gonds mainly depended on farming for their livelihoods. After the Singareni Collieries Company coal mines were established in the region, Mancherial became industrialized. During the 1970s, an industrial training institute was opened in Mancherial.

The district comprises of 18 Mandals in two Revenue Divisions viz., Mancherial and Bellampally. There are and 7 Municipalities in the district viz., Mancherial, Luxettipet, Chennur, Naspur, Kyathanpally, Mandamarri and Bellampally.

Mancherial is well connected through its roadways and railways. Mancherial is one of the 'A' category stations of Secunderabad division and Bellampally is also a major railway station in region. The SH1, NH63 and Nagpur Highway, run through the district, making the entire region well linked. It has one RTC depot at Mancherial. Mancherial is just like a junction to both Maharashtra and Chhattisgarh States.

There are 3 Assembly constituencies in the district viz., Chennur, Bellampalli ,Mancherial.

District Fact Sheet

Geography	Coordinates	Geographical Area (Sq.Kms)
Located in the North East of Telangana	Latitude: 18.871454° N Longitude: 79.444361° E	 4016.46
No. of Villages	No. of Mandals	No. of Municipalities
382	18	07 Mancherial, Luxettipet, Chennur, Naspur, Kyathanpally, Mandamarri and Bellampally
Population (Census 2011)	Literacy Rate	Languages
807037	64.35%	Telugu, Urdu, Marathi, Lambadi, Gondi
% of Urban Population	Sex Ratio	% of Working Population
37%	998	45.00%
Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Net Groundwater Availability
1054.1	29 °C	109 million cubic meters (MCM).

Major Agricultural Crops

S.No	Name of the Crop	Cultivation Area in Acers
1	Paddy	158000
2	Cotton	156,000
3	Mango	15,000
4	Chilli	1000 approx.

One District One Product of Mancherial District:

Rice, Cotton and Mango are the major crops in the district. The Mango is the major horticulture crop and One District One Product.

Mancherial district is fast earning the moniker of the rice bowl of Telangana. It is currently registering over 3.5 lakh metric tonnes of paddy per annum. It is one of the largest producers of mangoes in the State. Nennal, Bheemaram, Bellampalli, Bheemini, Hajipur, Jaipur, Mandamarri and Mancherial mandals are known to produce a wide range of varieties of the king of the fruits.

DISTRICT INDUSTRIAL SCENARIO AT A GLANCE:

In Mancherial District, the Large, small and micro Scale Industries are located. The Coal & Cement industries, Ceramic industries, Solar power plants, Rice Mills and Fly Ash Brick Industries are concentrated in the District. And few Cotton based Industries also located in the District.

Total No. of Industries in Mancherial District

Sl. No.	Category of Industry	Numbers	Investment (in Lakhs)	Employment
1	Mega	3	704855.00	3315
2	Large	3	21460.00	50
3	Medium	2	1813.00	76
4	Small	116	15533.72	1953
5	Micro	304	554098.80	1647
	Total	428	1297760.52	7041

RESOURCE MAP:**a) INDUSTRIAL LAND BANK**

The TSIIC (Telangana State Industrial Infrastructure Corporation), Industries Department and Revenue Department jointly conducted land survey in the District during August, 2014 to October, 2014 and identified land suitable for establishment of new Industries as detailed below.

Sl. No .	Name of Division	Total Extent of land given (in Acs)	Extent of land verified / inspected for industrial use in Acs.	Land Identified			
				A (Plain Land)	B (Plain land covered with bushes, undulations)	C (uneven land covered with boulders & big trees)	(A+B+C) (suitable for inds.)
1	Mancherial	2374.05	2374.05	1759.05	110.00	0.00	1869.05

b) Human Resources

There are 2 Polytechnic colleges, 10 ITI colleges, one engineering college and few degree and PG colleges in the district to provide human resources required for the various industries.

C).MINERALS:

Mancherial District is endowed with various minerals of industrial use. Geologically, there are sedimentary and igneous formations in the District. The Proterozoic deposits of Godavari, Pranahita valley are rich in Limestone, Coal deposits. The District is very rich in mineral deposits like Lime Stone, White Clay, Coal, Quartz, Laterite, Stone & Metal, Iron Ore, Sand.

Number of Industrial Estates /Parks/ IDAS/SEZ existing in the Mancherial District

Sl. No.	Name & Area of the Industrial Estate/Park/IDA/SEZ	Number of Plots Developed	Number of Plots allotted to Industries
1	Industrial Park - Mancherial & 20.05 Acres	29	29

Large & Mega Industries in the district:

Sl. No.	UNIT_NAME	ADDRESS	ACTIVITY	Investment (In Rs. Crores)	Employment
1	2	3	4	5	5
1.	M/s RENEW MEGA SOLAR POWER PVT LTD	Andugulapet(V), Mandamarri(M)	Solar Power Generation	350	15
2.	M/s GRINIBHRIT SOLAR POWER LIMITED	Sy. No.103/19, Andugulapet(V), Mandamarri(M)	Solar Power Generation	57	15
3.	M/s SUVARCHAS SOLAR POWER LIMITED	Sy. No.103/20, 126/2 & 126/3, Andugulapet(V), Mandamarri(M)	Solar Power Generation	57	15
4.	M/s TATA POWER RENEWABLE ENERGY LIMITED	Sy. No.105, ANKEPALLE(V), TANDUR(M)	Solar Power Generation	100	20
5.	M/s ORIENT CEMENT LIMITED	Sy. No.103/19, Andugulapet(V), Mandamarri(M)	Cement	115	2500
6	M/s Singareni Thermal Power Plant	Pegadapally(V), Jaipur(M), Mancherial Dist.- 504216	Thermal Power Generation	5543	800

Present And Potential

The District has 422 MSME units with an investment of Rs.5709 Crores providing direct employment to 3673 persons.

Sl. No.	Type of industry	Number
1	Cotton Ginning	8
2	Rice Mills (Para boiled & Raw)	70
3	Ceramic units	21
4	cement	2
5	Stone crushers	3
6	Brick Unit	98
7	Plastic recycling	4
8	Water plant	20
8	Engineering and fabrication units	63
9	Flour mills	25
10	Hot mix plant	3
11	Cardboard or corrugated box and paper products	10
12	Poultry farm	10
13	Puffed rice (muri)	1
14	Chilling plant/ice making	3
15	others	81
16	TOTAL	422

Potential Industries:

Based on the availability of raw material in the district

- | <u>Activity</u> | <u>Suggested Places</u> |
|------------------------------------|--|
| 1) Mini Rice Mills & Flour Mill | : At Luxettipet, Bellampally, Bheemini, Kannepalli, Jannaram, Mandamarri and Dandepalli |
| 2) Mango Products | : The area under Mango grows is 15000 acres hence 3 to 4 units can be set up in the district fruit processing, pickles pulp, juice (Dandepalli, Bellampally, Jaipur, Kotapalli, Nennel). |
| 3) Fuel Briquettes from Agro Waste | : Jannaram, Luxettipet, Chennur, Bheemini, Kannepally |

- 4) Cold Storage : To preserve the Horticulture and vegetable crops in entire District
(Mancherial,Bellampally,Nennel,Chennur)
- 5) Cattle / Poultry feed : Luxettipet, Jannaram.
Mixing Plants
- 6) Readymade doors and : Mancherial, Bellampally, Chennur
Windows
- 7) Stone Ware Glazed Pipes : Ever growing demand as house construction and Civil works are increasing day by day. The required clay etc. are available (Luxettipet, Tandur, Mandamarry, Jaipur)
- 8) Sodium silicate : Used in soap and metallurgical Industries
Available at Kasipet mandal
.
- 9) Leather Tanning : Mandamarry, Jannram
- 10) Bread & Bakery Products : Mechanized units can be establishged at
(Mandamarry,Jannaram, Bellampally & Mancherial)
- 11) Paper Plates & Cups : The demand for paper plates and cups is increasing every day and everywhere and can be set up in every mandal.
- 12) Readymade Garments : Popular in Rural Areas due to economy and can be setup by Women entrepreneurs (Luxettipet, Mancherial, Bellampally, Mandamarry, Chennur, Jannaram)
- 13) Fly Ash Bricks : Come up due to increasing demand
(Mancherial,Bheemaram,Jaipur,Chennur, Jannaram,Luxettipet,Mandamarry,Bellampally & Tandur)
- 14) Dall Mill : Scope at Jannaram, Luxettipet, Mancherial, Bellampally,Tandur.

IDENTIFIED PRODUCTS FROM MANCHERIAL TO EXPORT:

1. MANGO (ODOP)
2. RICE

SWOT Analysis for the District's Export Potential: Strengths, Weaknesses, Opportunities, and Threats

STRENGTHS

- 1) **Fertile Land and Water Resources:** The district benefits from fertile soils and irrigation. Crops like paddy, cotton, maize, chilli, and oil palm are widely cultivated and hold export potential.
- 2) **Diverse Agricultural Output:** A variety of crops, fruits, and vegetables can cater to different export markets, especially organic and traditional food segments.
- 3) **Strategic Location:** Mancherial is well connected to major cities like Hyderabad and Nagpur via road and rail. This can facilitate smoother logistics and transportation for exports
- 4) **Government Support:** Beneficiary of state and central schemes for agriculture and exports, including subsidies, MSPs, and export incentives.

WEAKNESSES

- 1) **Lack of Value Addition:** Most agricultural produce is exported in raw form, reducing profitability and competitiveness in global markets.
- 2) **Inadequate Storage and Processing Facilities:** Limited cold storage units, warehousing, and food processing units hinder the preservation and quality of produce for export.
- 3) **Low Farmer Awareness:** Many farmers lack knowledge about global standards, certifications (e.g., organic certification), and export procedures.
- 4) **Dependence on Monsoons:** Despite irrigation projects, rain-fed farming still dominates, making agriculture vulnerable to climate variability.
- 5) **Skilled Labor Shortages:** Mancherial could face challenges in attracting highly skilled workers for industries that are essential for expanding the export base, such as technology, engineering, and logistics

OPPORTUNITIES

- 1) **High Demand for Organic Products:** Rising global demand for organic and sustainable agricultural products presents an opportunity for export-oriented organic farming.
- 2) **Value-added Products:** Investment in agro-processing industries for items like rice, mango and mango processing ,cotton textiles, oilseed products, and spices can increase export value.
- 3) **Export of Unique Crops:** Pulses and traditional varieties of rice grown in the district can be marketed as niche products in international markets.
- 4) **Leveraging Government Schemes:** Utilize programs like the Districts as Export Hubs initiative, agriculture export policies, and APEDA's support for certification and market linkages.

THREATS

- 1) **Global Market Competition:** Competes with well-established agricultural export hubs domestically and internationally.
- 2) **Market Volatility:** Fluctuations in global demand, pricing, and changes in trade policies or tariffs can impact export stability.
- 3) **Environmental Challenges:** Soil degradation, overuse of chemical fertilizers, and water scarcity could affect long-term agricultural sustainability.
- 4) **Infrastructure Bottlenecks:** Poor rural road networks, limited access to seaports/airports, and lack of efficient logistics increase costs and delays.

Recommendations to Improve Exports from Mancherial:

1. **Invest in Infrastructure:** Improve road, and port connectivity to streamline logistics, reduce transit times, and cut transportation costs for exporters.
2. **Training and Development:** Establish export-oriented training programs that can educate local businesses about international trade practices, export documentation, and market entry strategies.
3. **Promote Sectoral Diversification:** Encourage industries like agro-processing, textiles, engineering goods, and IT services to explore export opportunities beyond traditional sectors.
4. **Leverage Technology:** Use digital marketing tools and e-commerce platforms to access international customers and expand market reach.
5. **Collaborate with Export Promotion Agencies:** Engage with organizations like the Export Promotion Councils to get expert advice and participate in trade fairs and events
6. **There is a need for modernizing the existing rice mills with sortex machinery which will help the industry for exporting the rice to other countries. There is a request for establishment of dry port facility which will give impetus to the export of rice. At present some of the traders/ rice millers exporting the rice through third party and requested for finding more avenues of exporting rice by creating awareness to the farmers and industrialists about the export standards farming (organic) and in processing the paddy.**
7. **The mango produced in the district is sold in the local markets only. If awareness is created in the farmers for export of horticulture produce exports can be taken up in a big way.**

Particulars	Details	Comments	Instructions
(I) General Information			
(1) State/Union Territory	Telangana	---	---
(2) District	Mancherial	---	---
(3) Product/ Service	Rice	---	---
(4) HS code of the Product	1006	---	---
(5) Whether GI Tagged	No	---	---
(6) Industry	Agro Based Industry (Rice milling)	---	---
(7) Is the product perishable?	No	---	---
(8) Concerned Line Ministry, State departments And Boards	Procurement by Civil supplies Depart ,TG	---	---
(9) Concerned Industry Associations	Rice millers Association , Mancherial	---	---
(II) Current status of the product/service			
(1) Production capacity (in units)	160000tons	---	--
(2) Production capacity (in number of processing units)	70 Units	---	---
(3) Composition of production units in Small / Medium / Large Enterprises	70 Small Enterprises	---	---
(4) Any marginalized section of society engaged in the production	Yes	---	Women & sc are involved
(5) Demand in India in the last 6 months (in units)	---	---	---
(6) Supply in India in the last 6 months (in units)	---	---	---
(7) Demand in the international market in the last 6 months (in units)	---	---	---
(8) Supply in the international market in the last 6 months (in units)	---	---	---
(9) Top importing countries	Gulf countries		

(III) Current status of value-added products/ services			
(1) Name of the value-added product	NIL	---	---
(2) Production capacity of the value-added product (in units)	---	---	---
(3) Production capacity of the value-added product (in Number of processing units)	---	---	---
(4) Composition of production units In Small/Medium/ Large enterprises	---	---	---
(5) Any marginalised section of society engaged in the production of value-added products	---	---	---
(6) Demand of the value-added product in India in the last 6 months (in units)	---	---	---
(7) Supply of the value-added product in India in the last 6 months (in units)	---	---	---
(8) Demand of the value-added product in the international market in the last 6 months (in units)	---	---	---
(9) Supply of the value-added product in the international market in the last 6 months (in units)	---	---	---
(10) Top importing countries of the value-added product	---	---	---
(11) Scope for value addition		---	
(12) Is the value-Added product perishable?	NO	---	---

(IV) Problems in the supply chain, Interventions required and Responsible Authority			
(1) Tech related	Automation in rice milling	---	Ministry of Commerce
(2) Standards and certification Related	Lack of export certification labs	---	APEDA, NABARD
(3) Quality of output related	Need for standardized grading systems	---	District Agriculture Office
(4) Awareness related	Lack of global market awareness	---	Export Promotion Councils
(5) Infrastructure / Ecosystem related (other than logistics)	Modern warehouses and cold storage	---	Ministry of Food Processing
(6) Logistics related	High freight costs for exports	---	MSME Department, Private Logistics Firms
(6) Workforce availability or training related	Need for skill training on export standards	---	State Agriculture University
(7) Working capital related	Limited access to affordable credit	---	NABARD, Local Banks
(8) Investment related	--	---	---
(9) Policy & Regulations related	Simplify export tax procedures	---	DGFT
(10) Infringement / duplication / counterfeit related	Counterfeit rice brands in export markets	---	Ministry of Commerce, Legal Entities
(11) Any other	---	---	---
(V) Potential for other products / services			
(1) Other products / services with potential for Export	MANGO AND MANGO PROCESSING	--	---