

DISTRICT ACTION PLAN

DISTRICT AS EXPORT HUB

NIRMAL

DISTRICT EXPORT ACTION PLAN - NIRMAL DISTRICT

GENERAL CHARACTERISTICS OF DISTRICT

Nirmal derives its name from the king Nimma Rayudu, who played a pivotal role in the development of the region. In 2016, Nirmal District has been formed as per the Re-Organization of the Districts of Telangana State.

Nirmal district comprises of (03) municipalities, (19) mandals, and (431) villages. The district is situated on the Deccan Plateau comprising fertile lands drained by the Godavari River, that flows along its southern boundary. The district is landlocked; It shares boundaries with Adilabad to the north, Komaram Bheem to the northeast, Mancherial to the east, Jagityal and Nizamabad (along with the Godavari) to the south and Nanded District of Maharashtra to the west.

Topography

Geography	Coordinates	Geographical Area (Sq.Kms)
Located in the North west of Telangana	Latitude: 19.096413 Longitude: 78.342972	3845
Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Net Groundwater Availability
1127.7	27.7 °C	50,467 ha.m.
Major Crops	Major Minerals	GI Products
Rice, Cotton, Soya, Maize, Red Gram	Quartz, Building Stone & Road Metal	Nirmal Toys, Nirmal painting & Nirmal furniture

Demography

Population (Census 2011)	Literacy Rate	Languages
7,09,418	58%	Telugu, Urdu, Marathi, Lambadi, Gondi
% of Urban Population	Sex Ratio	% of Working Population
21%	1046	53.11%
Per Capita Income (2022-23)	GDP@Current Price (2022-23)	Total Livestock (in lakhs)
Rs. 2,03,326	Rs. 16,95,576 Lakhs	9.38

GENERAL CHARACTERISTICS OF THE PRODUCTS

1) Cotton Bales

HS code of the product	:	52010015
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Textiles, GOI State Depts - Dept of Agriculture and Cooperation, Dept of Handlooms and Textiles Boards - Cotton Corporation of India (CCI), Textile Committee (Under Ministry of Textiles), Indian Council of Agricultural Research (ICAR) – Central Institute for Cotton Research (CICR)
Concerned Industry associations	:	Cotton Ginning Association, Nirmal
Production related details	:	Cotton Bales

2) Rice

HS code of the product	:	10063010,10063020,10063090,
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Agriculture and Farmer welfare, Ministry of Consumer Affairs, Food and Public Distribution (GOI) State Depts - Dept of Agriculture and Dept of Civil Supplies Boards – FCI, TSCSC, ICAR – Indian Institute of Rice Research (IIRR)
Concerned Industry associations	:	Raw Rice Mill Association and Para-Boiled Rice Mill Association, Nirmal
Production related details	:	Para-Boiled Rice, Raw Rice & Basmati Rice

3) Nirmal Toys

HS code of the product	:	95030010
Whether GI tagged	:	Yes
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Textiles, Ministry of Commerce and Industry State Depts - Dept of Handlooms & Textiles, Dept of Tourism Boards – Telangana state Handicrafts Development Corporation (TSHDC), Export Promotion Council for Handicraft (EPCH)
Concerned Industry associations	:	Nirmal Toys Society
Production related details	:	Wooden Toys

STATUS OF INDUSTRIES AND PRODUCTS/ SERVICES IN THE DISTRICT

Industrial Profile

TS-iPASS Approved units data (2016-17 to 2022-23)

No. of units approved	Investment (Rs. In Crores)	Employment
278	1057.5	2430

Industrial Structure in Nirmal District

Industry Category	No. of units	Investment (Rs. in Crores)	Employment
Micro	244	31	1809
Small	115	138	1584
Medium	1	7	100
Large (solar power plant)	1	118	15
Mega (solar power plants)	2	721	16
Grand Total	363	1013	3524

Prominent Industrial activities & their distribution

Industrial Activity	Number of units	Location
Cotton Ginning & Pressing industries	16	Mostly in Bhainsa
Paraboiled Rice Mills	11	Bhainsa division, Nirmal, Khanapur
Stone Crushers	12	Nirmal, Soan, Sarangapur, Bhainsa, Dilwarpur
Rice Mills	74	Distributed across the district except Tanoor, Kubeer
Saw Mills	19	Bhainsa, Nirmal, Khanapur
Cement Pipe Industries	03	Nirmal
Solar Power Plants	03	Mudhole, Sarangapur, Dilawarpur

UDYAM Registered units till 2022-23

	Micro	Small	Medium	Total
Manufacturing	835	49	6	890
Services	3838	85	2	3925
Grand Total				4815

Industrial Estate in Nirmal

Name of Industrial Park	:	Industrial Park, Nirmal
Extent in Acres	:	42.97 Acres
Plots Developed	:	74
Plots Allotted	:	73
Vacant Plots	:	1

Major Exportable products

- Cotton Bales
- Rice
- Nirmal Toys & Nirmal Paintings
- Jute Bags
- Agro-products – Turmeric (Haldi), Maize, Soybean

Potential areas for service Industry

- Tourism and Hospitality - Eco-tourism (Kawal Wildlife Sanctuary) & Cultural Tourism (handicrafts)
- Retail and E-commerce - Retail Hubs & logistics
- Food and Beverage Services - Restaurants and Cafés, Cloud Kitchens and Food Delivery

District Level export data for 2023-24

Sl.No.	Item exported	Export Value (in Rs. Crores)
1	Rice	25.82
2	Cotton Bales	3.50
3	Quartz	6.94

SWOT OF NIRMAL DISTRICT

Strengths:

- 1) Strategic Location: Nirmal District is at the centre of proposed Hyderabad-Nagpur industrial corridor
- 2) Rich Craft Heritage: District is known for Nirmal painting and toys, which have GI tag
- 3) Agricultural Base: In Telangana, Nirmal has highest cropping intensity as per Socio-economic survey 2024 and has high production of cotton and soybean, which can support export-oriented agro-industries

Weakness:

- 1) Lack of Industrial Base: Minimal presence of export-oriented manufacturing units. Limited large-scale industries to process agricultural or craft products for global markets.
- 2) Inadequate Infrastructure: Insufficient cold storage facilities and warehouses for perishable goods. Lack of modern training centers for artisans to adapt to contemporary designs and global demands.
- 3) Marketing Challenges: Limited digital marketing and e-commerce adoption by local producers and artisans. Poor branding and inadequate participation in recognized trade fairs.

Opportunities:

1. Promotion of Handicrafts: Increased demand for eco-friendly and handmade products globally. Government support schemes like ODOP (One District One Product) can boost handicraft exports.
2. Agro-Processing Units: Establishing export-oriented cotton ginning, rice mills, maize/turmeric based units and soybean oil extraction units would provide opportunity to increase exports.
3. Technology Adoption: Leveraging e-commerce platforms like Amazon and Flipkart for global sales of handicrafts. Use of digital tools to train artisans and farmers in global best practices.

Threats:

1. Competition: Stiff competition from other craft hubs in India and abroad offering similar products. Over-dependence on traditional designs could limit global appeal.
2. Climate Vulnerability: Dependency on monsoon for agriculture exposes farmers to weather risks, affecting export quality and quantity.
3. Middlemen Exploitation: Artisans often lose out on profits due to intermediaries, leading to reduced motivation for export ventures.
4. Economic Fluctuations: Changes in global demand due to economic downturns, trade barriers, or currency volatility.
5. Fear psychosis: Fear of export compliance and payments among people

IDENTIFYING BOTTLENECKS

Problems	Example
Administrative support for exports	Very low awareness camps, no proper guidance at field level
Standardization challenges	Lack of information on accepted quality of product in various countries
Market support	Lack of import data, branding & sector-specific analysis
Supply chain	Insufficient utilization of e-commerce and integration of digital & physical logistics hinder the optimization of export value

INTERVENTIONS REQUIRED FOR DISTRICT TO BE EXPORT HUB

Action plan for future recourse

1) Infrastructure Development

- a) Proposal to set up Cotton testing lab in Nirmal District
- b) Tap the potential of Hyderabad – Nagpur industrial corridor for efficient exports

2) Quality Enhancement

- a) Standardization: Ensure products meet global standards through certifications like ISO, HACCP, and APEDA approvals
- b) R & D: Collaborate with agricultural universities to improve crop quality and develop export-oriented products

3) Branding and Marketing

- a) Digital Platforms: IIIT Basar & other technical institutes need to be involved to make Nirmal Toys onboard e-commerce activity, diversifying its market base
- b) Trade Fairs: Encourage locals to participate in trade fairs and exhibitions to showcase products

4) Export Promotion Schemes

- a) Government Support: Disseminate schemes like MEIS (Merchandise Exports from India Scheme) and RoDTEP (Remission of Duties and Taxes on Exported Products)
- b) APEDA Assistance: Work with APEDA to access financial support for quality certification, packaging, and export promotion

5) Local Industrial Support

- a) Textile Industry: Develop cotton based units for value-added exports
- b) Agro-Processing Clusters: Establish rice-based product clusters in Nirmal for export-oriented production
- c) Awareness Programs: Organize at least 1 awareness program in each quarter from FY26 in order to diversify cotton related activities and to encourage maize / turmeric processing activities

DATA CAPTURED FOR NIRMAL DISTRICT

Particulars	Details	Comments
(1) General Information		
(1) State	Telangana	---
(2) District	Nirmal	---
(3) Product/Service	Cotton Bales	---
(4) HS Code of the Product	5201	---
(5) Whether GI Tagged	No	---
(6) Industry	Cotton Ginning & Pressing industry	---
(7) Is the product perishable	No	---
(8) Concerned Line Ministry, State Departments, & Boards	Procurement by Cotton Corporation of India, Ministry of Textiles	---
(9) Concerned Industry Association	Cotton Ginning Association, Bhainsa	---
(II) Current Status of the Product / Service		
(1) Production Capacity (in Units)	4.2 lakh bales	745 Gins (24 gins - 12 hrs - 100 bales) – 140 days season
(2) Production Capacity (in number of processing units)	16	---
(3) Composition of Production units in Small/ Medium/ Large enterprises	16 Small	---
(4) Any Marginalized Section of society engaged in the production	No	1 Women Entrepreneur
(5) Demand in India in last 6 months (in units)	351 lakh bales	* Source: Meeting of Committee on Cotton Production and Consumption (COCPC) held on 24.06.2024 2023-24 (Provisional)
(6) Supply in India in last 6 months (in units)	398 lakh bales	---
(7) Demand in International market in last 6 months (in units)	--	---
(8) Supply in International market in last 6 months (in units)	40 lakh bales	Surplus Cotton Bales in India exported to international market
(9) Top 5 importing countries	China, Bangladesh, Vietnam, Turkey, Pakistan	

(II) Current Status of Value Added Products		
(1) Name of value-added product	N/A	
(2) Scope for value addition	Cotton ear buds, medical bandages, surgical Cotton	Scope to setup ancillary units based on Cotton & diversify cotton usage from Textiles
(3) Is VA product perishable	No	
(IV) Problems in supply chain, interventions required and responsible authority		
(1) Tech related	Cotton testing lab	Cotton length / mic / staple / colour / trash are tested in Adilabad or Aurangabad. So, there is a need to setup Cotton Testing lab to promote ginning activity
(2) Standards and Certification related	Technology Mission of Cotton	Certification is done at Mumbai. So, there is a need to setup sub-centre within North Telangana
(3) Quality of Output related	---	---
(4) Awareness related	---	---
(5) Infrastructure / Ecosystem Related (other than logistics)	---	---
(6) Logistics Related	High Transportation Cost	Spinning mills are located in Coimbatore or west Maharashtra, which are far from Nirmal. As a result, the transportation cost and time is very high. Once Warangal Textile Park is fully functional then transportation cost to Cotton ginning industries will drop drastically.
(7) Workforce or training related	---	---
(8) Working capital related	---	---
(9) Investment related	---	---
(10) Policy & regulations related	---	---
(11) Infringement / duplication/ Counterfeit related	---	---
(12) Any other	---	---

(V) Potential for Product/ Service		
(1) other products/ service with potential for export	a) Rice & its products	Farmers and producers lack awareness of international quality standards like ISO, HACCP, or APEDA certifications. Further, poor awareness on value –addition.
	b) Nirmal Toys & Painting	It has brand value but local Toy association is yet to explore export market and online business. Major concerns for exploration are <u>packaging costs</u> for toys made out of delicate wood and return policy of e-retailing
	c) Turmeric & its products	2 nd best turmeric quality in Asia is available in Nirmal and surrounding districts. But, there is lack of value-addition / processing units and awareness with respect to exports
	d) Other agro products (Maize, Soya bean)	Poor awareness on value – addition. As a result, maize is sold to intermediaries or local wholesalers at very low price
	e) Jute Bags	Export of jute bags would provide gainful employment to SHG members


 General Manager
 DIC, Nirmal District


 District Collector
 Nirmal District