

**DISTRICT EXPORTS
ACTION PLAN**

**HANUMAKONDA
DISTRICT**

DISTRICT EXPORT HUB DISTRICT EXPORTS ACTION PLAN-HANUMAKONDA DISTRICT



INTRODUCTION

DISTRICT AS AN EXPORT HUB

The idea is to transform every district in to an Export Hub. The Indian economy is the fifth largest economy in the World, but the share in the world exports is disproportionately low at less than 2 percent. Export is seen as a specialized activity pursued by few big houses in India.

Planning for export growth in India has historical been a centralized process. Now the new approach is a decentralized planning process, but also puts at its centre for most valuable stakeholders i.e., local producers and manufacturers. The District is planned an idea ideal administrative level to integrate the rural economy wit Industrial economy and to create a green channel for the MSME Sector to access international markets.

VISION

To transform every District into an export power house, competitive with and integrated into the technologically advanced global market through a participative approach, which emphasizes and values the local connects the rural and urban economics seamlessly and produces sustainable and equitable economic development.

MISSION

The mission of this plan is to synergize the efforts of the Central and State Government and to create institutional mechanism to promote trade. This institutional structure will be setup at the district and will act as both the creator and the implementer of sustainable district level export promotion strategies.

The institutional mechanisms will focus on translating the demands of modernization into scalable solutions for MSMEs as well as industry leaders to enter and succeed in the field of export. These solutions will aim to increase the competitiveness of domestic industry, boost exports through both an increase in volume and through value addition, create sustainable employment-generating economic growth and lead to rapid socio-economic development.

OBJECTIVES

The objectives of the Export Plan are:

- To enhance the volume of exports from the district.
- To create a flexible and permanent institutional mechanism with participation from all Stakeholders to act as a facilitator and guidance system for export incentivization.
- To identify lead products and sectors for targeted and continued interventions for export promotion
- To synergize various schemes at the center, state and district level which address agriculture, industry and service exports.
- To provide support both domestically and internationally to local industry from the Production stage to the export stage.
- To increase efficiency in the supply chain and augment export infrastructure
- To augment both supply and demand through product and market diversification.

STRATEGY

The choice of strategy is determined by the opportunities offered by decentralized local level planning as well as the constraints presented by the lack of official district level data on exports. Therefore, the approach adopted includes broad-based consultations with district administration, district industries center, local industry including exporters, Export Promotion councils, industry associations, lead banks, inspection and control authorities etc. The information gathered from these consultations is intended to augment the limited official data through qualitative first hand testimony regarding the condition of export in the district.

An assessment of the current situation will help in the creation of an economic profile and an export profile of the district. This is used to identify the lead export products and sectors in the district as well as the major challenges and opportunities for the export community and the MSMEs. Based on the product and the problems indicated by the industry, specific solutions are designed for implementation at the district level as well as to be recommended to the state and central government.

This exercise is not intended to be a one-time activity. The District Export Promotion Committee will seek to set up a mechanism to provide continuous facilitation to the industry in dealings with the complexities and concerns in the export procedures. These committees will be composed in a manner which can best serve all the needs of the industry and trade in the district.

The strategy for export promotion will not be limited to measures related to export only but will comprehensively address all aspects having direct and indirect impact from farm to fork and factory to consumer. A study of the entire value chain, particularly in the lead sectors and products is critical for this purpose. From such a study agenda points will be formulated to improve infrastructure, financing facilities, marketing and so on.

A policy with all good intentions may not yield any results without effective implementation. Mechanisms for implementing, reviewing and reporting on the policy will be also being outlined within this document. Such reviewing is intended to enable course correction based on the feedback received from the various stakeholders. Expected outcomes and timelines will be clearly outlined along with nodal agencies responsible for specific measures against which the efficacy of the policy can be assessed.

The policy will also consider the best technology based intervention to benefit exporters in the district. Digitization of processes to facilitate faster and simpler procedures will be encouraged.

DISTRICT LEVEL EXPORTS PROMOTION COMMITTEE (DLEPC):

To execute the vision of Hon'ble Prime Minister, Telangana State constituted District level Export Promotion Committee (DLEPC) vide G.O.Ms.No.22, dated:25.11.2020.

Sl. No.	Official/Department	Role
1	Collector & District Magistrate, Hanumakonda	Chairperson
2	Deputy Director, DGFT-RA, Hyderabad.	Co-Chair
3	General Manager, District Industries Center, Hanumakonda	Convener
4	Nominated member from the state Government (Commerce & Industries Department) Sri Sudhin Paul, Deputy Director.	Member
5	Lead Bank Manager, Hanumakonda.	Member
6	Representative-Department of MSME, Govt.of India Sri M.Srinivasa Rao, Assistant Director, MSME, Hyderabad.	Member
7	Representative Sector Specific Export Promotion Council (APEDA)	Member
8	Representative-Quality & Standards Implementation body (Scientist-C, BIS)	Member
9	Representative from District Trade/Commerce Associations President, Chamber of Commerce, Hanumakonda.	Member
10	Sector Specific Ministry in Government of India (Agriculture, Fisheries, plantation boards etc.)	Member
11	Sector Specific Ministry of the State Government	Member
12	Sectoral Agencies specific to Product identified in each District (NABARD etc.)	Member
13	Other State Government Representative (As per requirement)	Member

S.No	Terms of Reference
1	Bench marking base line export performance of District Present Export Performance
2	Identification of potential export products from the District
3	Creation of District export action plan with quantifiable targets
4	Creation of sub-groups for each identified potential export product involving stake holders like manufactures, artisans, exporters of the identified products
5	Resolution, escalation and monitoring of issues in exports from the District for identified potential products through regular meetings
6	Identification of bottlenecks for exports of potential products
7	Identifying training and development needs of District industries and co-ordination for training with other departments;
8	Dissemination of information through trainings, seminars, guest lectures, Practical training, exchange visits with other District level
9	Act as one point facilitator for export promotion at District level
10	Liaison with and report progress to state Level export promotion committee
11	Update DGFT's Online DEPC Progress Monitoring Portal

The role/functions of the District Export Promotion Committee broadly includes:

1. Prepare a time-bound, detailed District Export Action strategy / plan for the district to develop as an export hub.
2. Benchmarking baseline export performance of the district, including identification of products and services currently exported with export volumes, destinations etc. and additional products/services with good promise of targeting export markets.
3. Comprehensive analysis of the strength of each district and the gaps in product quality / design, production efficiency / competitiveness, infrastructure, logistics, utilities, enforcement of standards etc. with a view to identifying interventions to enhance export of existing goods and services being exported and achieving the potential available for export of new goods and services.
4. Goods and services being manufactured/produced in the district, identify the export potential of items available in such districts (including GI products).
5. Map the existing trade infrastructure available for thrust sector in the districts.
6. Identify major bottlenecks and challenges hindering export of thrust sector in the districts.
7. Identify thrust Items/GI Products/Agricultural items from export perspective for further in-depth analysis.
8. Identifying training and development needs of District industries and coordination for training with other departments.
9. The exercise will be carried out through interaction with a wide array of district based stakeholders ranging from producers, exporters etc. and relevant stakeholders outside the district also. Towards this end consultation meetings, seminars, workshops may be organized.
10. Entry of all district level data/ information/progress into the portal being developed by DGFT and through the portal activate a virtual engagement/interaction forum for involving evolving and reaching out to all stakeholders in the district, by enabling/facilitating them to come on board.
11. Act as a grievance redressal forum for exporters and follow up with the concerned Central and State agency.
12. Facilitate in organizing buyer-seller meets, exhibitions, trade fairs etc. in the District to encourage the industries to showcase their products to the world.
13. Implementing the District Export Action Plan in a phased manner to ensure the District achieves the targeted export growth.

Broad Reform Areas to be taken in each district :

- **PRODUCT DEVELOPMENT**
- **BENEFICIARY ASSISTANCE**
- **SALES IMPROVEMENT**
- **INSTITUTIONAL SUPPORT**
- **INFORMATION DISEMINATION**

PRODUCT DEVELOPMENT: Action Points

- Number of Workshops/trainings conducted for up skilling
- Product Diversification – Number of unique prototypes created.
- Tools/Toolkits provided for Quality Standardization of products
- Physical Infrastructure established for improvement in production
- Number of registration for UID of product (Organic certification/Product Code etc)
- Branding (Unique Brand Name)
- Promotion of district as synonymous to ODOP product through various means (Social Media/Print Media/Digital Media/Newspaper and other promotional efforts)
- Quality Assurance(quality testing lab/tie-up)
- Packaging Improvement- efforts for sustainable packaging and branded packaging with product code.
- Novel Technology introduced for ease of /increasing production technology showcase awareness program for schemes availment
- R&D infrastructure (In-depth research for product improvement):- Product Action Plan Report, Additional reports

BENEFICIARY ASSISTANCE : Action Points

- Number of Artisans/Weavers/Farmers who received trainings for upskilling
- Number of beneficiaries registered with Artisan card/ Weaver Card /Pehchain ID /Farmer ID
- Empanelled CS/CA for ODOP product stakeholders
- Empanelled Account Manager for Total Sales of Product.
- Number of beneficiaries that received Financial Assistance

- List of beneficiaries identified (Sellers/Producers/Manufacturers/Farmers)
- Domestic Exposure to sellers (Trade Fairs/Expos)
- International Exposure(Trade Fairs/Expos)
- Central Schemes Awareness generation programmes
- State schemes Awareness generation Programmes

SALES IMPROVEMENT : Action Points

- Increase in procurement of product by State Government/Central Government.
- GeM registration
- Trade Facilitation(Domestic)- Increase in Buyer Seller Meets
- Trade Facilitation(International) – Increase in Buyer Seller Meets
- Export Promotion: Border Haats/trade Promotion Centers, cold chains/export warehousing, Export Certification Labs/Tie ups
- Increase in trade through transport logistics e.g. Land customs stations/dry ports /road / Aviation, Railways, Ports/ Airports cargo terminuses, SEZs
- Availability in State Emporium, Delhi & Others.
- Dedicated Store Front(Physical/Virtual)
- E-Commerce On boarding(List of E-Com websites with links)
- Number of Trainings conducted for improvements of Sales Force
- Number of IECs issued.

INSTITUTIONAL SUPPORT : Action Points

- Showcase of Product (Exhibitions/Promotional Events)
- Tie Ups with academic/specialized institutions/ industry
- Implementation of Unique Projects in collaboration with national(1) and international organization (1)

The following products have a potential of export in the Hanumakonda District.

- GRANITE
- RICE
- CHILLY
- TEXTILE PRODUCTS

HANUMAKONDA DISTRICT PROFILE

Hanumakonda district, (formerly **Warangal Urban district**) is a district in the State of Telangana. The district headquarters are located at Hanumakonda. The district bounded with the districts of Jangaon, Karimnagar, Warangal, Jayashankar Bhupalpally and Siddipet.

The district was formed in 2016 by carving out Warangal Urban district from the erstwhile Warangal district. In August 2021, the Warangal Urban district was renamed as Hanumakonda district.

The Geographical area of the district is 1679.09 Sq.KMs. The district lies between 18°16'568" of Latitude and 79°51'398" Longitude.

Parameters	Units	Hanumakonda
DEMOGRAPHICAL PROFILE		
1. Population as per 2011 Census		
Total	Nos	9,08,744
a) Males	Nos	4,55,343
b) Females	Nos	4,53,401
c) Sex Ratio (Females per 1000 Males)		996
d) Rural	Nos	4,98,618
e) Urban	Nos	4,10,126
f) Rural Population	(%)	54.87
g) Urban Population	(%)	45.13

No.of Villages	Revenue	No. of GPs	No.of Mandals	No.of Municipalities
163		208	14	2

Main crops in the District are Rice, Maize, Cotton, Chillies.

Parameter	Units	Hanumakonda district.
1)Rice	Acres	2,65,929
2)Maize	Acres	63,073
3)Chillies	Acres	6,323
4)Cotton	Acres	82,319

Hanumakonda District has (821) MSME units with an investment of Rs.661.85 Crores and providing employment to 6190 persons.

Sl.No.	Type of Industry	No.of Units
1)	Granite Cutting & Polishing	101
2)	Raw Rice Mills	65
3)	Parboiled Rice Mills	15
4)	Granite Quarries	40
5)	Seed Processing	30
6)	Textiles	97
7)	Cement, Cement& Concrete products, fly ash bricks	159
8)	Engineering works	79
9)	Food Processing	74
10)	Wood and Leather	43
11)	Ready mix plants	25
12)	Stone Crushers	35
13)	Paper and Printing	27
14)	Plastic and Rubber	31
	TOTAL	821

Particulars	Details	Comments	Instructions
(I) General Information			
(1) State/Union Territory	Telangana	---	---
(2) District	Hanumakonda	---	---
(3) Product/ Service	GRANITE	---	---
(4) HS code of the Product	68022390/68029300	---	---
(5) Whether GI Tagged	No	---	---
(6) Industry	Agro Based Industry (Cotton Ginning & Pressing)	---	---
(7) Is the product perishable?	No	---	---
(8) Concerned Line Ministry, State departments And Boards	CAPEXIL	---	---
(9) Concerned Industry Associations	Granite Industries Association, Hanumakonda	---	---
(II) Current status of the product/service			
(1) Production capacity (in units)	51 lakh sft/month	---	---
(2) Production capacity (in number of processing units)	101 Units	---	---
(3) Composition of production units in Small / Medium / Large Enterprises	101 Small Enterprises	---	---
(4) Any marginalized section of society engaged in the production	NO	---	---
(5) Demand in India in the last 6 months (in units)	Approx. 8-10 million tonnes	---	---
(6) Supply in India in the last 6 months (in units)	51 lakh sft/month (Approx. 12-15 million tonnes)	---	---
(7) Demand in the international market in the last 6 months (in units)	Approx. 30-35 million tonnes	---	---
(8) Supply in the international market in the last 6 months (in units)	1 lakh sft (Approx. 40 million tonnes)	---	---
(9) Top importing countries	UAE, EUROPE		

(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 unit s)	---	---	---
(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	Monuments, Artifacts	---	Scope to setup ancillary units.
(12) Is the value-Added product perishable?	NO	---	---

(IV) Problems in the supply chain, Interventions required and Responsible Authority			
(1) Tech related	---	---	---
(2) Standards and certification Related	---	---	---
(3) Quality of output related	---	---	---
(4) Awareness related	---	---	---
(5) Infrastructure / Ecosystem related (other than logistics)	---	---	---
(6) Logistics related	Dry port, More rakes for Transportation required	---	---
(6) Workforce availability or training related	Training required on latest Technologies.	---	---
(7) Working capital related	---	---	---
(8) Investment related	---	---	---
(9) Policy & Regulations related	---	---	---
(10) Infringement / duplication / counterfeit related	---	---	---
(11) Any other	---	---	---
(V) Potential for other products / services			
(1) Other products / services with potential for Export	---	---	---

Particulars	Details	Comments	Instructions
(I) General Information			
(1) State/Union Territory	Telangana	---	---
(2) District	Hanumakonda	---	---
(3) Product/ Service	RICE / PADDY	---	---
(4) HS code of the Product	10061000	---	---
(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	APEDA, CCI	---	---
(9) Concerned Industry Associations	Rice Millers Association	---	---
(II) Current status of the product/service			
(1) Production capacity (in units)	6,36,384 Tons/Year	---	--
(2) Production capacity (in number of processing units)	80 units	---	---
(3) Composition of production units in Small / Medium / Large Enterprises	80 Small Enterprises	---	---
(4) Any marginalized section of society engaged in the production	NO	---	--
(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	--		

(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 unit s)	---	---	---
(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)	105-106 million MT	---	---
(7) Supply of the value-added product in India in the last 6 months (in units)	130-132 million MT	---	---
(8) Demand of the value-added product in the international market in the last 6 months (in units)	738-740 million MT	---	---
(9) Supply of the value-added product in the international market in the last 6 months (in units)	740-745 million M	---	---
(10) Top importing countries of the value-added product	INDONESIA, SAUDI ARABIA, PHILIPPINES, USA, CHINA	---	---
(11) Scope for value addition	Food Processing Industries	---	Agri. Processing industries.
(12) Is the value-Added product perishable?	NO	---	---

(IV) Problems in the supply chain, Interventions required and Responsible Authority			
	Food Processing Testing Lab		There is a need to setup Rice Products Testing Lab.
(1) Tech related		---	
(2) Standards and certification Related	--	---	--
(3) Quality of output related	---	---	---
(4) Awareness related	---	---	---
(5) Infrastructure / Ecosystem related (other than logistics)	---	---	---
(6) Logistics related	Dry Port	---	--
(6) Workforce availability or training related	--	---	---
(7) Working capital related	---	---	---
(8) Investment related	---	---	---
(9) Policy & Regulations related	---	---	---
(10) Infringement / duplication / counterfeit related	---	---	---
(11) Any other	---	---	---
(V) Potential for other products / services			
(1) Other products / services with potential for Export	--	---	---

Particulars	Details	Comments	Instructions
(i) General Information			
(1) State/Union Territory	Telangana	---	---
(2) District	Hanumakonda	---	---
(3) Product/ Service	CHILLI	---	---
(4) HS code of the Product	09042110	---	---
(5) Whether GI Tagged	YES	---	---
(6) Industry	Agro Based Industry	---	---
(7) Is the product perishable?	YES	---	---
(8) Concerned Line Ministry, State departments And Boards	SPICE BOARD and District Horticulture Officer	---	---
(9) Concerned Industry Associations	FPOs	---	---
(ii) Current status of the product/service			
(1) Production capacity (in units)	55,000 Tons	---	---
(2) Production capacity (in number of processing units)	Nil	---	---
(3) Composition of production units in Small / Medium / Large Enterprises	Nil	---	---
(4) Any marginalized section of society engaged in the production	NO	---	---
(5) Demand in India in the last 6 months (in units)	Approx. 1.5-2 million tonnes	---	---
(6) Supply in India in the last 6 months (in units)	Approx. 2.91 million tonnes	---	---
(7) Demand in the international market in the last 6 months (in units)	Approx. 25-30 million tonnes	---	---
(8) Supply in the international market in the last 6 months (in units)	Approx. 36 million tonnes	---	---
(9) Top importing countries	Australia, Canada, United States, United Arab Emirates and Vietnam		

(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 unit s)	---	---	---
(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	Chilli Powder, Oleoresin	---	--
(12) Is the value-Added product perishable?	yes	---	---

(IV) Problems in the supply chain, Interventions required and Responsible Authority			
	Aflatoxin is predominant in Chillies	---	There is a need to setup Chilli Testing lab to promote chilli export
(1) Tech related			
(2) Standards and certification Related	--	---	--
(3) Quality of output related	---	---	---
(4) Awareness related	---	---	---
(5) Infrastructure / Ecosystem related (other than logistics)	---	---	---
(6) Logistics related	--	---	---
(6) Workforce availability or training related	--	---	---
(7) Working capital related	---	---	---
(8) Investment related	---	---	---
(9) Policy & Regulations related	---	---	---
(10) Infringement / duplication / counterfeit related	---	---	---
(11) Any other	---	---	---
(V) Potential for other products / services			
(1) Other products / services with potential for Export	--	---	---

Particulars	Details	Comments	Instructions
(I) General Information			
(1) State/Union Territory	Telangana	---	---
(2) District	Hanumakonda	---	---
(3) Product/ Service	COTTON BALES/SAREES	---	---
(4) HS code of the Product	5201	---	---
(5) Whether GI Tagged	NO	---	---
(6) Industry	Agro Based Industry (Cotton Ginning & Pressing), Powerlooms, Sarees.	---	---
(7) Is the product perishable?	NO	---	---
(8) Concerned Line Ministry, State departments And Boards	Procurement by Cotton Corporation of India, Ministry of Textiles, AEPC, TEXPROCIL	---	---
(9) Concerned Industry Associations	Cotton Ginning Association. Powerlooms Association.	---	---
(II) Current status of the product/service			
(1) Production capacity (in units)	1110 bales/day	---	---
(2) Production capacity (in number of processing units)	6 units	---	---
(3) Composition of production units in Small / Medium / Large Enterprises	6 Small Enterprises	---	---
(4) Any marginalized section of society engaged in the production	NO	---	---
(5) Demand in India in the last 6 months (in units)	369.25 lakh bales	---	---
(6) Supply in India in the last 6 months (in units)	375.96 lakh bales	---	---
(7) Demand in the international market in the last 6 months (in units)	1979.38 lakh bales	---	---
(8) Supply in the international market in the last 6 months (in units)	2004.96 lakh bales	---	---
(9) Top importing countries	China, Bangladesh, Vietnam, Turkey, Pakistan		

(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 unit s)	---	---	---
(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)	(Cotton textiles) approx. 12 million 480 lb. bales	---	---
(7) Supply of the value-added product in India in the last 6 months (in units)	Approx.. 12.7 million 480 lb. bales	---	---
(8) Demand of the value-added product in the international market in the last 6 months (in units)	Approx.. 60 million 480 lb. bales-	---	---
(9) Supply of the value-added product in the international market in the last 6 months (in units)	Approx. 60 million 480 lb. bales	---	---
(10) Top importing countries of the value-added product	China, Bangladesh, Vietnam, Turkey, Pakistan	---	---
(11) Scope for value addition	Cotton ear buds, surgical cotton, Cotton Mattresses	---	Scope to setup ancillary units based on Cotton & diversity cotton usage from Textiles.
(12) Is the value-Added product perishable?	NO	---	---

(IV) Problems in the supply chain, Interventions required and Responsible Authority			
(1) Tech related	Cotton Testing Lab	---	There is a need to setup Cotton Quality Testing Lab to promote ginning activity.
(2) Standards and certification Related	Technology Mission on Cotton	---	Currently, certification is done in Mumbai, making it essential to establish a sub-centre within North Telangana for more accessible and efficient services.
(3) Quality of output related	---	---	---
(4) Awareness related	---	---	---
(5) Infrastructure / Ecosystem related (other than logistics)	---	---	---
(6) Logistics related	High Transportation Cost	---	Spinning Mills are currently located in Coimbatore and Guntur, which are far from Hanumakonda, resulting in high transportation costs and time. However, once the spinning mills in Warangal Textile Park become fully operational, transportation costs for the cotton ginning industries will drop drastically.
(6) Workforce availability or training related	---	---	---
(7) Working capital related	---	---	---
(8) Investment related	---	---	---
(9) Policy & Regulations related	---	---	---
(10) Infringement / duplication / counterfeit related	---	---	---
(11) Any other	---	---	---
(V) Potential for other products / services			
(1) Other products / services with potential for Export	---	---	---

SWOT ANALYSIS:

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT Analysis is a technique for assessing these four aspects of our export plan.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
1. Hanumakonda District is endowed with huge deposits of black and colour granite. There are (40) Granite quarries. 2. Proximity to Railway line from Kazipet and Warangal 3. Availability of skilled and semiskilled workers	1) Lack of infrastructure i.e., exclusively in Industrial Parks and development of Roads and Drains and Power Lines etc. 2). Lack of knowledge on export policies and procedures. 3). Lack of access to ports due to long distance causing more transport cost.	Increasing demand 1. Availability of quality Raw-material. 2). Incentives offered by State Government 3) Well connected Railways from North to South and to Ports. 4). Upcoming Air Port at Mamnoon for attracting National & International traders.	1) High cost of labour 2) Competition from International suppliers. 3). Fluctuating marketing trends. 4). Depletion of Raw-material reserves

ISSUES, PROBLEMS AND RECOMMENDATIONS:

Consultation and discussion with various stakeholders have been regularly done by District Administration as well as Regional Authority of DGFT. The unit holders are not having enough knowledge and they need to be provided hand holding services at least for a year to gain confidence to export their product.

Sl.No	Issue/Problem	Recommendation
1	Lack of administrative support: Lack of awareness about IEC and other central and state government incentive schemes. Lack of market information for small scale players. The players are not able to understand new trends and developments in the global market.	Regular awareness meetings should be conducted for industry players to know the various government schemes. Buyer seller meets at regular intervals shall be organized to know new trends in the market.
2	Lack of branding facilities: Lack of branding facilities, Quality control and assurance and certification measures and packaging facilities: Quality control measures, certification measures and good packaging facilities will enhance customer satisfaction and thus increasing demand for industry. These measures will also enhance value addition of the product and increase revenues to the players. These measures will have a long term impact on industry and promote its brand value in the international market.	Branding facilities on cluster basis to industry players at affordable cost shall be established. Quality certification agencies shall establish their centers in these clusters. Industry players shall be incentivized to go for branding and quality certifications. Logistics centers shall be established at the clusters to facilitate attractive packaging at affordable cost. Industry players incentivized to take foreign certifications which are accepted globally.

3.	Lacking of credit support: Lack of credit support and working capital. The industry works on order basis and most of the players are small scale players. Because of uncertainty in business they are not able to get capital from banks. The main source of funds for the industry is from informal sources. The capital they get is at high interest rates and because of this the industry works at low margins.	Banks shall be asked to provide credit at low interest rates. Lead bank for a cluster shall be established to get required business for the bank and to meet special needs of industry players. Since overseas trade is prone to many risks, some part of risk premium shall be borne by central/state government so that the working capital needs can be met by exporters. Exporters shall make use of Advance authorization and duty draw back schemes to meet their working capital needs.
4.	Lack of skilled artisans and Lack of awareness on new trends: Lack of skilled manpower. Design sensitization training is required. Lack of midterm and long term strategic plan to address manpower needs.	To meet the regular needs of skilled manpower a skill development centre shall be established. It should offer various certificate based courses in various industry related activities to meet industry needs. It should be based on global standards.
5.	Lack of Research and development : Lack of R & D activities to develop new designs and invent cost effective methods	A centre of excellence shall be established to conduct R&D activities to develop new designs and to develop cost effective methods in designing and making.
6.	Logistics cost is high: Since the customs clearance is only at airport the travel time as well as cost is high. Small value exports need support from department of post as there are no foreign dispatches through DOP from Hyderabad.	There is a need for establishing custom clearance at a central location near to industry so that the transport time and cost can be reduced. Department of Posts shall be asked to start foreign dispatches from Hyderabad.
7.	Lack of marketing support: Need to access overseas markets.	The industry players shall be incentivized to participate in overseas market fairs and exhibitions to demonstrate their products. They should be provided entrepreneurship training to expand their businesses.
8.	Lack of common processing facilities and facilitation centre	The industry should adopt cluster based location model to use common processing facilities to be established. It will reduce working capital needs.

District Exports Action Plan
Hanumakonda District

S.NO	Challenges Addressed	Implementing agency/ department	Action Plan	Timeline
1	Identification of base line exports	DIC along with MSME, Agriculture, Horticulture, Mines and Textiles 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, leveraging data and inputs from key departments such as Agriculture, Horticulture, Textiles and Mines, Industries, as well as officials from the Directorate General of Foreign Trade (DGFT). This strategy aims to enhance export capabilities among local entrepreneurs.	12 Months
2	Comprehensive database on exporters from the district	DIC, Hanumakonda	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, Mines, Handlooms & Textiles Departments 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 Months
3	Single desk system at the district level	District Administration and DIC, Hanumakonda	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.	6 months

4	Creation of an online one-stop portal	Technical Team, DIC Hanumakonda	Creation of an online portal: In this digital era, creation of digital facilitation is essential. The action plan envisages that the 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	Spice board of India	The action plan includes training programs on chilli processing, production, and value addition, to be conducted in collaboration with the Spice Board, Government of India. Additionally, training on organic farming will be provided to farmers by the Agriculture and Horticulture Departments of Hanumakonda	1 year
6	Facilities, if any	Through State and Central Sponsored Schemes	Chilli, Rice Granite and Textile products are having export potential in the district. However, lack of quality testing laboratories hinders export opportunities. Establishing Granite, Rice, Chilli, Textile Common Facility Centres. Establishing these facilities will enable entrepreneurs to export high-quality products. Enhancing the skill development and utilizing the marketing opportunities with the help of MSME Schemes will improve exports.	1 Year
7	Identify new products for exports	District Administration and DGFT	Identification of New Export Products: This action plan will enable the DLEPC to identify potential new products for value addition and export, in close collaboration with concerned departments and the 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
Textile & handlooms	1. Fitter-Post Spinning
	2. Fitter- Ring Spinning
	3. Open End Spinning Tenter
	4. Hand Spinning Operator
Granite	Skill development, Capacity building of Granite Cutting and Polishing technicians.

For effective implementation of the action plan, product-specific sub-committees have been formed. These sub-committees will meet in every three months to discuss emerging issues and recommend effective steps for resolution.

The product specific sub committees formed are as below:

1) Rice	1)General Manager DIC(Chairman and Convenor) Members: 2) District Agriculture Officer. 3) Representative of DGFT RA 4) Representative from APEDA. 5) Lead District Manager. 6) Representative from FPO 7) President, Rice Mills Association 8) District Marketing Officer. 9) Asst.General Manager, NABARD. 10)Representative of Chamber of Commerce
2) Chilli	1)General Manager DIC(Chairman and Convenor) Members: 2) DD Spice Board. 3) District Agriculture Officer. 4) District Horticulture Officer. 5) Representative of DGFT RA 6) Representative from APEDA. 7) Lead District Manager. 8) Representative from FPO 9) District Marketing Officer. 10) Asst.General Manager, NABARD. 11)Representative of Chamber of Commerce
3)Textile Products	1)General Manager DIC(Chairman and Convenor) Members: 2) District Sericulture Officer. 3) AD Handlooms and Textiles. 4) Representative of DGFT RA 5) Representative from APEDA. 6) Lead District Manager. 7) Representative of Hand Loom weavers Association.
4)Granite	1)General Manager, DIC (Chairman and Convenor) Members: 2)Assistant Director, Mines & Geology Department 3)Representative of DGFT-RA 4)Lead District Manager 5)President, Granite Association 6)Representative of Chamber of Commerce

During the discussions held on 30-12-2024 in the District Level Exports Promotion Committee (DLEPC) Meeting, the Convenor has been directed to obtain the base data of Exporters, quantity, challenges faced in improvement of exports from the line departments.

The Chilli exporters wanted to have Certification Centre within and around the district. In this regard, a request will be sent to Spice Board.

The Deputy Director, DGFT-RA, Hyderabad has emphasized to utilize the e-commerce web-sites in improving the exports with a brand name.

The Assistant Director, MSME, Hyderabad has highlighted to utilize the Procurement Marketing Scheme of MSME and the District Collector has directed to give awareness to traders and industrialists on Marketing Schemes of MSME Department.

The sub-committees will have to meet regularly to provide their inputs for the effective implementation of the District Export Action Plan.



General Manager, DIC/Convenor
District Export Promotion Committee
Hanumakonda.



District Collector/Chairman
District Export Promotion Committee
Hanumakonda.