

**MINUTES OF THE DISTRICT LEVEL EXPORT PROMOTION COMMITTEE MEETING
HELD ON 09.01.2025 AT 3.00PM UNDER THE CHAIRMANSHIP OF THE
COLLECTOR&DISTRICT MEGISTRATE, MEDCHAL – MALKAJGIRI DISTRICT.**

File No.670/ODOP/2020

Dated:18-01-2025

**Present: MS. Radhika Gupta, IAS,
Additional Collector (LB),
Medchal – Malkajgiri Dist.**

The following Members have attended the Meeting

1. M/s. Radhika Gupta, IAS, Additional Collector (LB), Medchal – Malkajgiri District
2. Sri D. Prashanth Kumar, GM, DIC, Medchal – Malkajgiri District,
3. Smt. K.V.S Sailaja, PPS(DD), DGFT, Hyderabad.
4. Smt. N. Sumathi, Asst Director, MSME-DFO, Hyderabad.
5. Sri Akhil Purna, DDM, NABARD.
6. Sri C. Siva Prasad, LDM, Medchal-Malkajgiri District.
7. Sri. Amit Kumar, Chief Manager, Canara Bank , Alwal

I. INTRODUCTION

The General Manager, DIC welcomed all the Members of the Meeting and appraised about the agenda items.

II. DISCUSSION ITEMS:

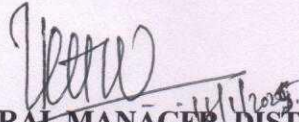
The Committee discussed the prospect commodities of the district for exporting and emphasised on identifying potential exporters apart from already existing exporters by conducting awareness programmes with the associations and potential entrepreneurs.

III.SUGGESTED ACTIONS:

- a. Identifying the products having export potential, and forming sub committees for each product to promote exports from our district.
- b. To setup an e-Commerce cell for promoting district as a brand.
- c. To gather information from Agriculture department, Mines department on the potential products for exporting.

- d. To conduct and attend Trade fares to identify genuine exporters.
- e. To encourage MSMEs also for exporting their products.
- f. To inform DGFT officials in the export promotion activities taken up by GM DICs.

The Meeting ended with vote of thanks.


**GENERAL MANAGER, DISTRICT
INDUSTRIES CENTER, MEDCHAL-
MALKAJGIRI DIST.**


**ADDITIONAL COLLECTOR
(LOCAL BODIES),
MEDCHAL-MALKAJGIRI DISTRICT**

(2/3)

DISTRICT ACTION PLAN

DISTRICT AS EXPORT HUB

Medchal Malkajgiri

DISTRICT EXPORT ACTION PLAN – MEDCHAL MALKAJGIRI DISTRICT

GENERAL CHARACTERISTICS OF DISTRICT

Medchal – Malkajgiri Carved out of erstwhile RangaReddy district, the new district of Medchal – Malkajgiri with an area of 1084 Sq.Km is a true blend of all the requisite components that make an ideal district for establishment for Industries. It embraces a wide range of industries, education institutions, and natural resources. One can find a delicate fusion of the urban and the rural in this new district. Medchal – Malkajgiri is a well connected district with 3 national highways and 2 state highways apart from many roadways running across the district. The district can be described as the link between Hyderabad and the north Telangana, with long ORR connecting to International Air Port in very proximity.

HS Code: The HS code of Pharma is 3006.

GI TAG: Hyderabad Haleem has got GI TAG and it is exported to other countries from many prominent restaurants commonly present in Hyderabad and Medchal Malkajgiri districts as the district is contagious to Hyderabad.

The district has two revenue divisions namely Keesara and Malkajgiri.

The District consists of (162) Revenue Villages, (15) Mandals , (8) GHMC Circles, (13) Municipalities and (33) Gramapanchyaths in the District.

The District is having prominent Industrial Training Institutions like NI-MSEME, CIPET, CFTRI, Prominent Educational Institutions like ISB, HCU, NALSAR, Osmania University College of Engineering , IICT, CCMB, NAC are in very proximity to the district, which provide quality human resources varying from Skilled/Semi skilled to High level Management Professionals.

There is a very good scope for so many upcoming industries in the sectors of Aerospace, Pharma, General Engineering , Confectionary and Food based industries.

Topography

Geography	Coordinates	Geographical Area (Sq.Kms)
Located at 17.6°N 78.48°E	Latitude: 17.6297°N Longitude: 78.4814°E	1084
Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Net Groundwater Availability
781.051	32 ⁰ C	7754 Ha.m.
Major Crops	Major Minerals	
Cotton, Maize, Mango, Grape, Guava, and Papaya	Quartz, Feldspar, Road metal	

Demography

Population (Census 2011)	Literacy Rate	Languages
24,40,073	82.49%.	Telugu, Urdu, Lambadi
% of Urban Population	Sex Ratio	% of Working Population
91.40%	957	40%
Per Capita Income (2022-23)	GDP@Current Price (2022-23)	Total Livestock (in lakhs)
Rs. 1,66,607 Lakhs	Rs. 88,86,672 Lakhs	42.34

GENERAL CHARACTERISTICS OF THE PRODUCTS

1) Pharma:

HS code of the product	:	3006
Whether GI tagged	:	No
Is the product perishable?	:	Yes

Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Pharma & Chemicals, DPIIT State Depts - Dept of Industries & Commerce Boards - Drug Controller General of India, Pharmaceuticals Export Promotion Council of India-PHARMEXCIL
Concerned Industry associations	:	Bulk Drugs Manufacturing Association of India, FABAA/Federation of Asian Biotech Associations.
Production related details	:	Formulation of the drugs, Capsules, Vaccines

2) Precision Engineering goods:

HS code of the product	:	9031
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Industries & Commerce, DPIIT, GoI State Depts - Department of Industries & Commerce, Engineering Export Promotion Council of India.
Concerned Industry associations	:	
Production related details	:	Spare Parts related to Defense, Automobiles, Machineries, Precision components manufacturing

3) Food Products (confectionary Items)

HS code of the product	:	17049030
Whether GI tagged	:	No
Is the product perishable?	:	yes
Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Food processing, Ministry of Consumer Affairs, Food and Public Distribution , DPIIT, (GOI)

		State Depts - Dept of Industries & Commerce, Telangana Food Processing Society
Concerned Industry associations	:	Medchal Malkajgiri
Production related details	:	Biscuits, Breads, Cakes & Confectionary

STATUS OF INDUSTRIES AND PRODUCTS/ SERVICES IN THE DISTRICT

Industrial Profile

TS-iPASS Approved units data (2016-17 to 2023-24)

No. of units approved	Investment (Rs. In Crores)	Employment
5399	22171	153897

Industrial Structure in Medchal Malkajgiri District

Category	No. of units	Investment in Crores	Emp
Micro	8716	1090.84	73177
Small	4841	6861.93	126782
Medium	106	1076.49	15589
Large	60	2697.75	14086
Mega	11	4141.8	8787
Total	13734	15868.81	238421

Prominent Industrial activities & their distribution

Products can be manufactured in the district:

S.No	Industrial Activity	Number of units	
1.	Food Processing & Cold Storage Industries	48	Medchal, Uppal
2.	Packaging Materials	220	Kapra , Medchal
3.	Electrical & Electronics	348	Kapra
4.	Textile/Ready Made Garments	410	Medchal, Shamirpet
5.	Pharmaceuticals & Biotech Products including R&D	634	Shamirpet
6.	Precision Engineering & Defence /Aerospace Components Bore wells drilling equipments	520	Kapra, Medchal, & Balanagar, IDA Cherlapally (Kapra)

7.	Plastic Moulded Articles	387	Medchal, Keesara, Kapra
8.	LED Lamps & Solar Panels	276	Medchal, Keesara, Kapra
9.	Dairy Products	85	Keesara, Ghatkesar, Shamirpet, Medipally, Medchal
10.	Seed Processing	62	Medchal, Shamirpet

UDYAM Registered units till 2023-24

	Micro	Small	Medium	Total
Manufacturing	27170	1142	49	28,361
Services	60867	2679	328	63,874
			Grand Total	92,235

Industrial Estate in Medchal Malkigiri

Medchal – Malkajgiri District is having (32) Industrial Estates/IP/SEZs(Details at **Annexure –I**).

Major Exportable products

- Pharma & Chemical Products
- Engineering Works
- Food and beverages
- Metals
- Plastic and other Products
- Wood/ Furniture
- Salt & Minerals
- Textiles/Cloth/Fabric
- Dairy and Animal Products

Potential areas for service Industry

- Tourism and Hospitality - Adventure-tourism District has many resorts and adventure games park , Cultural & Religious Tourism (Keesara Temple, Bhairavakona , Ravalkole , Chiryala Lakshmi Narasimhaswamy Temple, Mahankali temple, Rastrapathi Bhavan, Bollaram)
- Retail and E-commerce - Retail Hubs & logistics.
- Food and Beverage Services - Restaurants and Cafés, resorts.

District Level export data for 2023-24

Sl.No.	Item exported	Export Value (in Rs. Crores)
1	Pharma & Chemical Products	22421.00
2	Engineering Works	1251.00
3	Food and beverages	1074.66
4	Metals	525.00
5	Plastic and other Products	91.14
6	Wood/ Furniture	44.42
7	Salt & Minerals	22.23
8	Textiles/Cloth/Fabric	14.30
9	Diary and Animal Products	1.30
	Total	25445.05

SWOT OF MEDCHAL MALKAJGIRI DISTRICT

SWOT (STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS) OF THE DISTRICT

Strengths of the District:

The district is having strong existing infrastructure background in the areas of infrastructure such as Developed Industrial parks, Transport connectivity, Electrical power supply, Water supply etc. Also having major Pharma Industries and their ancillaries.

Weakness of the District:

Most of the areas of the District is urbanized, Residential areas came up in the surrounding areas of the existing industrial parks / areas and scope of availability of land their by reduced causing hindrance to expansion of the existing industries and for establishment of new units.

Opportunities of the District:

As the district is having strong existing Pharma Industrial base and already many of the units are exporting their products since so many years, there is a scope for coming forward for the newly established units for export in the established lines of the exports to other countries by the existing industries.

Threats of the District:

As the urbanization of the district is increasing year by year and more residential areas are spreading in the district, the demand for shifting of the industries is increasing day by day.

Skills Demand of the District:

- Fitters, Welders, Electrician, Machinist, Carpentry, Masonry, Draftsmen, Plumber, Diesel Mechanics, CNC machine professionals
- Electronic Technicians, Data entry operators, Networking professionals, Computer Hardware professionals
- Tailoring/Fashion designing, Architecture & Fashion designing, Gems & Jewellery designers, CAM professionals
- Management professionals, Pharma related professionals, Financial/Accounting Managers, Administrative, HR and Marketing professionals, Engineers of Civil, Mechanical, Electrical, Automobile, Chemical, IT, Electronics, and automobiles

Infrastructure profile of the district:

1. Three national highways connecting the district
2. A modern international airport in close proximity to the district.
3. Railway connectivity to all the parts of India.
4. Sufficient water supply to industrial sector planned in 'Mission Bhageeratha.'
5. Uninterrupted power supply to Industrial sector
6. Availability of abundant skilled, Semi-Skilled, and professional manpower
7. Lot of reputed institutions to make high profiled professionals like ISB, Central University, IIIT Hyderabad and NIRD, NIMSME, etc are in close proximity to the district.
8. Contiguous to state capital Hyderabad, which is hub of IT, Financial solutions

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

STRATEGY TO MAKE THE DISTRICT AS AN EXPORT HUB

- To organize regular meetings with the stake holders of the industry such as awareness camps / seminars / workshops regularly to improve the industry from the production stage to the exporting stage and to provide informative material on various incentives of the Central and State Governments for exports. Planned to organize one meeting in a month.
- Planned to organize DLEPC meeting at regular intervals under the chairmanship of the District Collector with the concerned line departments to enhance logistics and infrastructure, and to take measures for better utilization of the existing infrastructure.
- To organize buyer seller meets duly inviting foreign buyers utilizing the government of India schemes atleast on quarterly basis.

Objective: Facilitating Exports of Indian Pharmaceuticals and Allied products

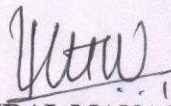
- Biologicals/ vaccines
- Bulk Drugs (APIs) & Intermediates
- Finished Dosage Forms (Human & Veterinary)
- Nutraceuticals
- Herbal & Ayurvedic Products
- Surgical products & Diagnostics
- Research & Development Activities
- Clinical Trails
- Pharma related products & services



SALIENT FEATURES AND CONCLUSION

To make a hassle free export environment in the district Planned to:

- By way of inducing awareness and export process knowledge among the prospective exporters
- Updating the latest export documentation and technical process to be followed by the enterprises
- Making a common single platform at the district level involving all the stake holders
- Introducing mentor services by the established exporters to make the district as an export HUB.


18/11/2015
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