

**MINUTES OF THE DISTRICT LEVEL EXPORT PROMOTION COMMITTEE
MEETING HELD ON 07.01.2025 AT 3.00 PM UNDER THE CHAIRMANSHIP OF THE
COLLECTOR & DISTRICT MEGISTRATE, NAGARKURNOOL DISTRICT.**

**Present: Sri BADAVATH SANTHOSH, I.A.S.,
District Collector & Chairman, DLEPC,
NAGARKURNOOL Dist.**

The following Members have attended the Meeting

1. Sri K. Raghunath, GM, DIC, Nagarkurnool District,
2. Smt K.V.S. Sailaja, Principal Private Secretary, Addl. Director General of Foreign Trade,
Hyderabad
3. Sri Sudinpaul, Deputy Director, C&EP, Hyderabad
4. Sri Dinesh Kumar, Asst. Director, MSME DFO, Hyderabad
5. Sri M. Chandra Shekhar, Dist. Agriculture Officer, Nagarkurnool
6. Sri D. Bhoopal Reddy, CPO, Nagarkurnool
7. Sri L. Sreenivasa Rao, LDM, Nagarkurnool
8. Sri Kanna Jagan, DHSO, Nagarkurnool
9. Sri B. Ravi Kumar, Rice Mills Association, Nagarkurnool
10. Sri D. Rajavardhan Reddy, Cotton Mills Association, Nagarkurnool

I. INTRODUCTION

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

II. DISCUSSION ITEMS:

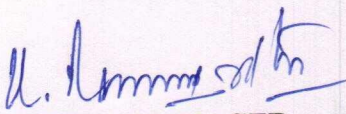
The Committee discussed the prospect commodities of the district for exporting and emphasised on identifying potential exporters apart from already existing exporters by conducting awareness programmes with the associations and potential entrepreneurs.

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 on the potential products for exporting.
- d. To conduct and attend Trade fairs 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
DIC, NAGARKURNOOL


DISTRICT COLLECTOR
CHAIRMAN DLEPC,
NAGARKURNOOL

(2/3)

DISTRICT ACTION PLAN

DISTRICT AS EXPORT HUB

NAGARKURNOOL

DISTRICT EXPORT ACTION PLAN - NAGARKURNOOL DISTRICT

GENERAL CHARACTERISTICS OF DISTRICT

Nagarkurnool is a new district formed on 11 October 2016 in Telangana state, it was previously in erstwhile Mahabubnagar District. The new district has four (04) revenue divisions viz., Nagarkurnool, Achampet, Kalwakurthy and Kollapur with (20) twenty mandals and (461) villages. The town has a great history and it was a district headquarter in Nizam's rule. It is the business and education center for the surrounding villages and towns. The District headquarters also has Government Medical college and Hospital.

Nagarkurnool has a history dating back more than 500 years. One version of the story says that Nagarkurnool was named after the Kings Nagana and Kandana, brothers who ruled the present day Nagarkurnool and surrounding area. The village Naganool (which was named after Nagana) still exists, approximately 1 km southeast of Nagarkurnool. Around 110 or 120 years ago, Nagarkurnool was a main junction for transport and district headquarters for most of the south Telangana region. Farmers traveling in this area would buy and apply kandana (grease) for their carts. This story says the name of the town comes from the name "**Kandanool**", meaning "he who sells kandana", which eventually became Kurnool and then Nagarkurnool.

Topography

Geography	Coordinates	Geographical Area (Sq.Kms)
Located at 18.0°N 79.58°E	Latitude: 16.48333 N Longitude: 78.3333 E	6545
Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Net Groundwater Availability
644.9	22-23°C	41,082ha.m.
Major Crops	Major Minerals	
Rice, Cotton and Groundnut	Quartz, Feldspar&Granite	

Demography

Population (Census 2011)	Literacy Rate	Languages
8,61,766	54.38%	Telugu, Urdu, Lambadi
% of Urban Population	Sex Ratio	% of Working Population
10.19%	968	60.5%
Per Capita Income (2022-23)	GDP@Current Price (2022-23)	Total Livestock (in lakhs)
Rs. 2,10,915	Rs. 21,27,673 Lakhs	15.21

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, Nagarkurnool
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	:	Rice Millers Association, Nagarkurnool
Production related details	:	Para-Boiled Rice&Raw Rice

3) Groundnut

HS code of the product	:	20081100, 1202, 12024190, 12024210
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 Oil seeds corporation
Concerned Industry associations	:	Nagarkurnool
Production related details	:	Groundnut

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
307	1994	4971

Industrial Structure in Nagarkurnool District

Industry Category	No. of units	Investment (Rs. in Crores)	Employment
Micro	282	114.49	1399
Small	235	373.22	2861
Large	15	124.186	2601
Grand Total	532	611.896	6861

Prominent Industrial activities & their distribution

Industrial Activity	Number of units	Location
Cotton Ginning & Pressing industries	14	Mostly in Nagarkurnool, Kalwakurthy, Achampet
Cotton Spinning	02	Kalwakurthy, Urkonda
Paraboiled Rice Mills	10	Nagarkurnool, Kollapur, Kalwakurthy
Stone Crushers	6	Nagarkurnool, Achampet
Rice Mills	140	Nagarkurnool, Kollapur, Kalwakurthy
Coffee	01	Veldanda
Solar Power Plants	11	Nagarkurnool, Achampet, Kalwakurthy
Gherkins	01	Veldanda

UDYAM Registered units till 2023-24

	Micro	Small	Medium	Total
Manufacturing	724	64	5	793
Services	9623	149	3	9775
			Grand Total	10568

Industrial Estate in Nagarkurnool

Name of Industrial Park	: Industrial Park, Palem	Industrial Park, Sarvareddypally
Extent in Acres	: 32.03 Acres	415.2 Acres
Plots Developed	: 49	135
Plots Allotted	: 38	1
Vacant Plots	: 3	132

Major Exportable products

- Cotton
- Rice
- Groundnut
- Coffee
- Mango
- Quartz lumps

Potential areas for service Industry

- Tourism and Hospitality - Eco-tourism (Amrabad Tiger Reserve, MallelaTeertham Waterfalls), Cultural & Religious Tourism (Somasila Temple, Uma Maheshwaram Temple, Maddimadugu Temple)
- 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	Quartz Lumps	32.87
2	Cotton	17.78
3	Kernels	11.89
4	Cotton Yarn	9.26

SWOT OF NAGARKURNOOL DISTRICT

Strengths:

Nagarkurnool District is mostly rural with large geographical area including forest area and consists of good water sources, good land bank and natural resources for setting up of new industries mostly in agro and food based sectors. The District now has proposed Hyderabad-Tirupati Highway passing through it and also in close proximity to Hyderabad-Bengaluru Highway.

Weakness:

- 1) Lack of infrastructure facilities like railway network
- 2) Lack of awareness in exports and also on various interventions of State and Central Governments on export promotion.
- 3) Lack of capacity to compete with traders from major markets

Opportunities:

- 1) Potential to diversify economic activity through exports
- 2) Potential to boost income of agripreneurs and farmers especially through export of Mango.

Threats:

- 1) Lack of standardization of export products, leading to high level of rejection
- 2) Fear psychosis related 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
Infrastructure	Lack of post-harvest facilities like cold storages to create value addition i.e, processing etc.

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 Nagarkurnool District
- b) Proposal to set up more cold storage facilities through agencies like APEDA, DGFT by involving FPOs to tap the export potential of Mango from the District

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
- c) Creating more awareness and encouraging farmers to tap into the export potential.

3) Branding and Marketing

- a) Digital Platforms: Palem Agriculture University and other technical institutes need to be involved to make agro products 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 and cotton based product clusters in Nagarkurnool for export-oriented production
- c) Awareness Programs: Organize at least 1 awareness program in each quarter from FY 2025-2026 in order to encourage mango /maize/fish processing activities

DATA CAPTURED FOR NAGARKURNOOL DISTRICT

Particulars	Details	Comments
(I) General Information		
(1) State	Telangana	---
(2) District	Nagarkurnool	---
(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, Nagarkurnool	---
(II) Current Status of the Product / Service		
(1) Production Capacity (in Units)	4.2 lakh bales	400 Gins (24 gins - 12 hrs - 100 bales) – 140 days season
(2) Production Capacity (in number of processing units)	10	---
(3) Composition of Production units in Small/ Medium/ Large enterprises	10 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 / color / trash are tested in faraway places like 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-center in Telangana especially south 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 Nagarkurnool. 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	---	---

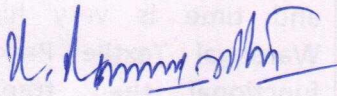
(V) Potential for Product/ Service

(1) other products/ service with potential for export	a) Mango and its products	Farmers and producers lack awareness of international quality standards like ISO, HACCP, or APEDA certifications. Further, poor awareness on value – addition.
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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.



**GENERAL MANAGER
DISTRICT INDUSTRIES CENTRE
NAGARKURNOOL**



**DISTRICT COLLECTOR
CHAIRMAN DLEPC,
NAGARKURNOOL**

