

MINUTES OF THE DISTRICT LEVEL EXPORT PROMOTION COMMITTEE (DLEPC)
MEETING HELD ON 6th JANUARY, 2025

Present: Sri Adarsh Surabhi, I.A.S.,
District Collector & Chairman, DLEPC, Wanaparthy

The following members were present: -

SARVASRI:-

1. Smt T.Sujatha, Joint Director, BIS, Hyderabad.
2. Sri Kaushal Kishor Pandey, Lead District Manager, Wanaparthy.
3. Smt. Umadevi, DRDO, Wanaparthy.
4. Sri P.Govindaiah ,Assistant director, Handlooms & Textiles, Wanaparthy.
5. Sri G.Sinivas, Director SBIRSETI.
6. Sri K.Govind Naik, Dist. Agriculture Officer, Wanaparthy.
7. Sri D.Bhoopal Reddy ,Chief Planning Officer, Wanaparthy.
8. Sri Nethula Suresh , Assistant director, Horticulture Department, Wanaparthy.
9. Sri K.Raghunath, General Manager, DIC, Wanaparthy (Convenor).

I. INTRODUCTION

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

II. DISCUSSION ITEMS:

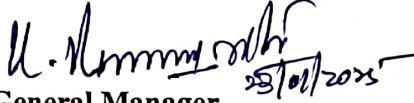
The Committee discussed the prospect commodities of the district for exporting and emphasised on identifying potential exporters apart from already existing exporters by conducting awareness programmes with the associations and potential entrepreneurs.

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, Handlooms 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
DIC, Wanaparthy


District Collector
Wanaparthy Dist.

DISTRICT ACTION PLAN

DISTRICT AS EXPORT HUB

WANAPARTHY



DISTRICT EXPORT ACTION PLAN - WANAPARTHY DISTRICT

GENERAL CHARACTERISTICS OF DISTRICT

Wanaparthi District has been carved in accordance with the Reorganization of the Districts ACT, 2016 of the bifurcation of Telangana State. Wanaparthi Revenue Division Comprising 8 Mandals as part of the Mahabubnagar District was Already existing and Madanapuram, Revally, Chinnambavi & Srirangapur mandals are newly formed mandals carved from Atmakur, Amarchintha, and Narva mandals from Narayanpet Division of Erstwhile Mahbubnagar District, at Present (15) Mandals are existing in the District.

Wanaparthi District is a newly formed District bifurcated from the erstwhile Mahabubnagar District and occupies an area of 2164.59 Sq.km with a total population of 577758 as per Census 2011 of which 92288 is urban population and 485470 rural population. The density of the population is 267 per Sq.km. The percentage of the rural population in the District is 84.03 and that of the urban is 15.97. The scheduled caste population in the District forms 16.13% of the total population, while scheduled tribes account for 7.97% of the total population. Wanaparthi town is the largest urban unit in the District. Total Literacy as per the 2011 census is 55.67% in which Male literacy is 65.73% and female literacy is 45.27%

Topography

Geography	Coordinates	Geographical Area (Sq.Kms)
Located in the Southern Part of Telangana	Latitude:16 ⁰ and 17 ⁰ degrees Longitude: 77 ⁰ degrees and 78 ⁰ degrees	2164.59
Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Net Groundwater Availability
988	16.9°C in winter to 41.5°C in summer	27,579 ha.m.
Major Crops	Major Minerals	GI Products
Paddy, Groundnut, Jowar, Maize, Red gram, Castor, Cotton, and Chilies	Quartz, Feldspar, Limestone & Laterite	

Demography

Population (Census 2011)	Literacy Rate	Languages
5,77,758	55.67%	Telugu, Urdu, Lambadi
% of Urban Population	Sex Ratio	% of Working Population
15.97%	960	51.25%
Per Capita Income (2022-23)	GDP@Current Price (2022-23)	Total Livestock (in lakhs)
between 1.7 lakh and 1.98 lakh	Rs. 10,128	19.67

GENERAL CHARACTERISTICS OF THE PRODUCTS

1) Ground Nut

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, GOI State Depts - Dept of Agriculture Boards - Indian Council of Agricultural Research (ICAR) – Directorate of Groundnut Research (ICAR-DGR)
Concerned Industry associations	:	Groundnut Industrial Association, Wanaparthy
Production related details	:	Groundnut

2) Paddy

HS code of the product	:	100620,10063010,10063090,100640
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 Mill Association , Wanaparthi
Production related details	:	Para-Boiled Rice, Raw Rice & Basmati Rice

3)Kothakota and Amarchinta Weaving Sarees

HS code of the product	:	5208,520811,520812,52081120
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Textiles(GOI) State Depts - Ministry of Textiles(Telangana) Boards – 1) Handicrafts Advisory Board,GOI 2) All India Handloom Board ,GOI3) All India Handicrafts Board,GOI ix) Cotton Advisory Board,GOI 4) Textiles Committee.5) TESCO Limited,HYD,Telangana
Concerned Industry associations	:	HWCS Limited Kothakota, HWCS Limited Amarchinta
Production related details	:	Handloom Weaving Sarees

4)Veltoor Woolen Blankets

HS code of the product	:	5105,51051000
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Textiles(GOI) State Depts - Ministry of Textiles(Telangana) Boards – Central Wool Development Board
Concerned Industry associations	:	WICS Limited, Veltoor, Wanaparthi
Production related details	:	Weaving Woolen Blankets

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
183	2071	4583

Industrial Structure in Wanaparthi District

Industry Category	No. of units	Investment (Rs. in Crores)	Employment
Micro	110	83.08	1792
Small	48	130.63	976
Medium	1	18.13	80
Large (solar power plant)	3	433.75	924
Mega (solar power plants)	2	599.19	495
Grand Total	164	1264.78	4267



Prominent Industrial activities & their distribution

Industrial Activity	Number of units	Location
Groundnut Units	12	Distributed across the district
Parboiled Rice Mills	10	Pebbair, Srirangapur
Stone Crushers	15	Distributed across the district
Rice Mills	180	Distributed across the district
Saw Mills	16	Distributed across the district
Cement Pipe Industries	03	Kothakota
Solar Power Plants	04	Peddmandadi, Ghanpur, Madanapur

UDYAM Registered units till 2022-23

	Micro	Small	Medium	Total
Manufacturing	1131	33	0	1164
Services	3432	39	0	3471
Grand Total				4635

Proposed Special Food Processing Zone/IP in Wanaparthy

Name of FP Zone	:	Special Food Processing Zone, Sankireddipalle and Kanaipalle Villages
Extent in Acres	:	164.11 Acres
Name of Industrial Park	:	Industrial Park, Velgonda, Chinnambavi
Extent in Acres	:	150 Acres

Major Exportable products

- Groundnut
- Rice
- Kothakota and Amarchinta Weaving Sarees
- Veltor Woolen Blankets

Potential areas for service Industry

- Tourism and Hospitality – Saralasagar Project, Sri Ranganayakaswamy Temple, Pangal Khilla, Ghanpur Khilla, Wanaparthi Rajagari Bungalow
- 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	Area
1	Rice	62601 Hectors
2	Groundnut	8165 Hectors

SWOT OF WANAPARTHY DISTRICT

Strengths:

1) Wanaparthi district located in close proximity to the state capital of Hyderabad and National Highway connectivity to Bangalore city, Rajiv Gandhi International Airport and has abundant resources like manpower, minerals and horticulture and agriculture resources.

Weakness:

- 1) Lack of awareness in exports
- 2) 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

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

INTERVENTIONS REQUIRED FOR DISTRICT TO BE EXPORT HUB

Action plan for future recourse

1) Infrastructure Development

- Proposal to set up Groundnut Research Center in Wanaparthy District
- Tap the potential of Hyderabad – Other States for efficient exports

2) Quality Enhancement

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

3) Branding and Marketing

- Digital Platforms: Technical institutes need to be involved to make onboard e-commerce activity, diversifying its market base
- Trade Fairs: Encourage locals to participate in trade fairs and exhibitions to showcase products

4) Export Promotion Schemes

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

5) Local Industrial Support

- Groundnut Industry: Develop Groundnut based units for value-added exports
- Agro-Processing Clusters: Establish rice-based product clusters in Wanaparthy for export-oriented production
- Awareness Programs: Organize at least 1 awareness program in each quarter from FY26 in order to diversify Groundnut related activities.

DATA CAPTURED FOR WANAPARTHY DISTRICT

Particulars	Details	Comments
(1) General Information		
(1) State	Telangana	---
(2) District	Wanaparthy	---
(3) Product/Service	Groundnut	---
(4) HS Code of the Product	20081100,1202,12024190, 12024210	---
(5) Whether GI Tagged	No	---
(6) Industry	Groundnut Decorticating, Oil Extraction, peanut butter, peanut oil, peanut cake, groundnut chikki, roasted groundnut, groundnut milk, and more industries.	---
(7) Is the product perishable	No	---
(8) Concerned Line Ministry, State Departments, & 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)	---
(9) Concerned Industry Association	Groundnut Industrial Association, Wanaparthy	---
(II) Current Status of the Product / Service		
(1) Production Capacity (in Units)	4.5 lakh tons	---
(2) Production Capacity (in number of processing units)	12	---

(3) Composition of Production units in Small/ Medium/ Large enterprises	12 (Micro & Small)	---
(4) Any Marginalized Section of society engaged in the production	No	---
(5) Demand in India in last 6 months (in units)	10.18 Million metric Tons	---
(6) Supply in India in last 6 months (in units)	7.829 Million metric Tons	---
(7) Demand in International market in last 6 months (in units)	--	---
(8) Supply in International market in last 6 months (in units)	--	---
(9) Top 5 importing countries	Indonesia, Vietnam, Malaysia, the Philippines, and Thailand.	
(II) Current Status of Value Added Products		
(1) Name of value-added product	Groundnut	
(2) Scope for value addition	peanut butter, peanut oil, peanut cake, groundnut chikki, roasted groundnut, groundnut milk, and more	Scope to setup ancillary units based on production of groundnuts
(3) Is VA product perishable	No	
(IV) Problems in supply chain, interventions required and responsible authority		
(1) Tech related	Groundnut Research Center	Indian Council of Agricultural Research (ICAR) – Directorate of Groundnut Research (ICAR-DGR)
(2) Standards and Certification related	ISO, HACCP, FSSAI and APEDA approvals	ISO, HACCP, FSSAI and APEDA Authorities.
(3) Quality of Output related	Rapid loss of groundnut seed viability during storage is a common problem in seed production	---
(4) Awareness related	a)lack of timely market information,lack of remunerative prices ,improper weighment, fluctuation in market prices, involvement of middle men, high cost of labour.	ISO, HACCP, FSSAI and APEDA Authorities, Agriculture , Marketing and other line Departments.
(5) Infrastructure / Ecosystem Related (other than logistics)	---	---

(6) Logistics Related	High Transportation Cost	---
(7) Workforce or training related	Organize at least 1 awareness program in each quarter	---
(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.


 General Manager
 DIC, Wanaparthy District


 District Collector
 Wanaparthy District