

DISTRICT ACTION PLAN

DISTRICT AS EXPORT HUB

YADADRI BHUVANAGIRI DISTRICT GENERAL CHARACTERISTICS OF DISTRICT

Yadadri Bhuvanagiri District Carved out of erstwhile Nalgonda district, the new district of Yadadri Bhuvanagiri with an area of 3795 Sq.Kms 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 folks in this new district. Yadadri Bhuvanagiri is a well connected district with 2 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. Also there are many premier institutions in the near proximity District. The district is know for Handloom sector specially the 'Ikkat' brand and Bulk drug& Pharma Industries.

HS Code: The HS code of Ikkat Fabric is 52

GI TAG: Pochampally Ikkath Sarees has got GI TAG and it is exported to other countries from many as the district is contagious to Hyderabad.

The district have two revenue divisions namely Bhongiri and Choutuppall

The District consists of (427) Revenue Villages, (17) Mandals , (6) Municipalities 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 17.51°N 78.88°E	Latitude: 17.51'83.45''°N Longitude: 78°88'59.5689''°E	3795 Sq.Kms
Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Net Groundwater Availability
743.7	33.65°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
3,50,03,674	66.54%.	Telugu, Urdu, Lambadi
% of Urban Population	Sex Ratio	% of Working Population
15.98%	974	46.69%
Per Capita Income (2022-23)	GDP@Current Price (2022-23)	Total Livestock (in lakhs)
Rs. 2,67,605 Lakhs	Rs. 22.499 Crores	56.92

Industrial Structure in Yadadri Bhuvanagiri District:

S.No	Category	No. of Units	Inv. In Crs	Emp
1	Micro	604	296.46	6839
2	Small	424	1225.38	18342
3	Medium	66	1524.00	13325
4	Large	13	1115.05	2240
5	Mega	7	3102.88	1354
	Total	1114	7263.77	42100

Prominent Industrial activities & their distribution

Products can be manufactured in the district

S.No	Industrial Activity	Number of units	Remaks
1.	Bulk Drugs & Pharma	34	
2.	Explosives	06	
3.	Packaging Materils	03	
4.	Precision Engineering & Defence/Aerospace	15	
5.	Handloom	8	

Industrial Estate in Yadadri Bhuvanagiri District

Yadadri Bhuvanagiri District is having (3) Industrial Estates/IP/SEZs

1. IP Dandu Malkapur :

- I. Total No of Plots : 46 Nos
- II. Total No of Allotments : 46 Nos
- III. Extent in Acrs : 51.88 Acrs

2. IP Bhongir :

- I. Total No of Plots : 82 Nos
- II. Total No of Allotments : 82 Nos
- III. Extent in Acrs : 06 Acrs

3. IP Rairaoopeta :

II. Total No of Plots	: 172 Nos
II. Total No of Allotments	: 147 Nos
III. Extent in Acres	: 39.72 Acres

Major Exportable products

- Pharma & Bulk Drug
- Textiles/Cloth/Fabric

1. SCENARIO OF HANDLOOMS SECTOR IN YADADRI BHUVANAGIRI DISTRICT

Introduction:

Handloom forms a precious part of the generational legacy and exemplifies the richness and diversity and the artistry of the weavers. Tradition of weaving by hand is a part of the country's cultural ethos. Handloom is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovation. Creative weavers with their art and artifacts blending the myths, faiths, symbols and imagery provide their fabric an appealing dynamism. The district is well known for 'Ikkat' fabric which has Geo special Tagging and international reputation. The strength of Handlooms lies in introducing innovative designs, which cannot be replicated by the power-loom sector. The handloom industry in the Yadadri-Bhongir district occupies a unique position in the newly formed Telangana State in terms of large coverage, capacity and potential in serving as an important source of livelihood of a fairly large segment of weavers population. The Tie & Dye (Ikkat) pattern of designs are specific for the district. It has a rich and superb heritage of handloom weaving. The artistic skills of the traditional handloom weavers have its own distinctive excellence. The handloom industry is highly labour intensive, with a decentralized set up.

Handloom weaving in the Yadadri-Bhongir district is a traditional occupation of a large segment of weavers population. The weaver communities follow the age-old practice of their ancestors and are normally reluctant to adopt innovations. As a result their earnings from this occupation are paltry and they continue to remain at the tail end of the economic ladder. The weaver's cooperative societies and handloom production centers are key institutions saddled with the responsibility of providing technical, operational, marketing and infrastructural support to the weavers community, in a cooperative framework. In order to promote handloom industry in the district, it has been emphasized to modernize the traditional looms and equipment to enhance operational efficiency and production.

Handloom Industry in the District at a Glance:

❖ Total No.of Primary Weavers Coop.Societies in the District:	44
❖ Number of Active Societies in the District:	17
❖ Number of Dormant/Defunct Societies in the District:	27
❖ Total Number of Handloom Weavers in the District:	6200
❖ No.of Geo Tagged Looms	5857
❖ Number of Weavers working for Cooperative Societies	1250
❖ Number of Weavers Working outside Coop. Fold:	4607
❖ Total Number of Revenue divisions in the District:	2
❖ Number of Revenue Divisions concentrated with Weavers:	2
❖ Total Number of Mandals in the District:	17
❖ Number of Mandals concentrated with Weavers:	14

Central & State Govt. Schemes Implemented/Being Implemented:

- ❖ Cash Credit loans to the Cooperative Societies to the tune of Rs. 438.00 Lakhs by the NDCCB Ltd, Nalgonda.
- ❖ (38) societies were recapitalized under RRR package for total sum of Rs. 5.80Crores.
- ❖ 5145 Handloom Weavers and Ancillary workers have been benefitted with Rs. 3.45 Crores under (40%) Yarn Subsidy (ChenethaMithra) Scheme.
- ❖ (7) Societies are getting benefit under PavalaVaddi Scheme of the State Government.
- ❖ Two Handloom Cluster namely Aleru-Gundala with outlay of Rs. 181-00 Lakhs and Pochampally with outlay of Rs.105-00 Lakhs have been sanctioned with Block Level Handloom Cluster Schemes under NHDP Scheme.
- ❖ (5381) handloom weavers who were enrolled under Thrift Fund Scheme (NethannakuCheyutha) of State Government have been provided with pre-closure of .RD2 amount of Rs. 21.27 Crores along with RD1 amount of Rs. 11.47 Crores.

Production Methods:

- Through Primary Weavers Cooperative Societies
- Through Master Weavers
- Through Independent Weavers
- Through Groups.

SWOT ANALYSIS OF HANDLOOM SECTOR

Strengths:

- ❖ Abundant skilled workforce
- ❖ Organized weavers cooperative societies
- ❖ Well established institutional support mechanism.
- ❖ Regular intervention by the Central and State governments.
- ❖ Strong customer base who prefer handloom fabrics.
- ❖ Traditional Value

Weaknesses:

- Traditional/dated back design patterns.
- Prevalence of un-organized outside cooperative fold weavers.
- Poor inter-organizational linkages.
- Lack of brand identity
- Seasonal/cyclical unemployment
- Rigid mindset of weavers.
- Reluctance to change.
- Market imperfections
- Increasing cost of production.
- Inadequate credit facilities.
- Lack of R&D facilities

Opportunities:

- ✓ Quality Assurance through Handloom Marks.
- ✓ Product patents under Geographical Indication of Goods Act.
- ✓ Duty free yarn supply.
- ✓ Front end subsidy on yarn supply.
- ✓ Backend subsidy on finished goods.
- ✓ Accessibility to overseas markets.
- ✓ Peoples preference over ethnic handlooms.
- ✓ Extended scope for value addition.
- ✓ Interest subvention/Credit guarantee by the government.
- ✓ Reduction of customs duties on yarn

Threats:

- ✧ Competition from Mill and Power-loom sectors.
- ✧ Rising prices of yarns and dyes.
- ✧ Rapidly changing customer tastes.
- ✧ Dualistic economic system.
- ✧ Youth reluctant to enter into the Handloom Industry.

PRODUCTS OF THE DISTRICT

Silk Varieties:

- Tie & Dye Silk Sarees
- Tie & Dye Silk Dupatta's
- Tie & Dye Silk Dress Material
- Tie & Dye Silk Strolls
- Tie & Dye Silk Yardage
- Silk Dhoti's

Cotton Varieties:

- Tie & Dye Mercerized Cotton Sarees
- Tie & Dye Cotton Dress Material
- Tie & Dye Cotton Bed Sheets (60"X90")
- Tie & Dye Cotton Bed Sheets (90"X108")
- Tie & Dye Mercerized Bed Sheets
- Tie & Dye Home Furnishings

- Tie & Dye Cotton Shirting
- Tie & Dye Cotton Strolls
- Tie & Dye Cotton Pillow Covers
- Cotton Lungies and Towels
- Terry Cotton Shirting

MARKETING CHANNELS FOR THE HANDLOOM PRODUCTS:

- Telangana State Cooperative Society Ltd, (TSCO)
- Society Sales Showrooms
- Handloom Exhibitions and Expo's at National, State and District Level.
- Private Sales Showrooms and Malls
- Online Marketing

SCOPE OF THE MARKETING :

- Local Market n
- Domestic Market
- International Market

EXPORT POTENTIAL PRODUCTS:

- Tie & Dye Silk Sarees
- Tie & Dye Mercerized Cotton Sarees
- Tie & Dye Dress Material
- Tie & Dye Bed-Sheets
- Tie & Dye Home Furnishings
- Tie & Dye fabrics made out of Vegetable Dyes (Natural Dyes)

EXPORT MARKETING

There is no direct export marketing system in the district. The traders from other parts of the Country making exports after procuring the Tie & Dye products from the District.

REASONS FOR LACK OF DIRECT EXPORTS.

- Nonexistence of registered exporters in the District.
- Lack of Branding for the Tie & Dye Marketing
- Lack of Modern Packaging
- Lack of uniformity in the products in terms of Texture, Design Patters, Colour Combinations etc.,
- Use of Chemical Colours for Dyeing of Silk and Cotton Yarns which are hazardous for the health of White People.
- Lack of Marketing Information and Customer Database
- Lack of Research and Development (R&D) in Handloom Sector.



DATA CAPTURED FOR Yadadri Bhuvanagiri DISTRICT

Particulars	Details (enter response here)	Comments (if any)
(I) General Information		
1. State/Union Territory	Telangana	
2. District	Yadadri Bhuvanagiri	
3. Product/ Service	Ikkath Fabric	
4. HS code of the product	52	
5. Weather GI tagged	Yes	
6. industry	Handloom & Textile	
7. Is the product perishable?	No	
8. Concerned Line Ministry, State departments and Boards.	Industries & Commerce Department and Handloom and Textile	
9. Concerned Industry associations	Handloom & Textile manufacturing Society	
(II) Current status of the product/service		
1. Production capacity (in units)	18 lakh Meters	
2. Production capacity (in number of processing units)	5000	
3. Composition of production units in Small/ Medium/Large enterprises	Small enterprise	
4. Any marginalised section of society engaged in the production	Yes, Weavers community	
5. Demand in India in the last 6 months (in units)	10 lakh Meters	
6. Supply in India in the last 6 months (in units)	9 lakh meters	
7. Demand in the international market in the last 6 months (in units)	2 lakh Meters	
8. Supply in the international market in the last 6 months (in units)	1 lakh Meters	
9. Top importing countries	USA, UK, Italy and European Countries	

(III) Current status of value-added products/ services		
1. Name of the value-added product	Garments and Bags	
2. Production capacity of the value-added product(in units)	1 lakhs	
3. Production capacity of the value-added product (in number of Processing units)	50	
4. Composition of production units in Small/ Medium/Large enterprises	Small	
5. Any marginalised section of society engaged in the production of value-added products	Yes, Weavers community	
6. Demand of the value-added product in India in the last 6months(in units)	500 Lakhs	
7. Supply of the value-added product in Indian the last 6months(in units)	90 Lakhs	
8. Demand of the value-added product in the international market in the last 6 months (in units)	45 Lakhs	
9. Supply of the value-added product in the international market in the last 6 months (in units)	1 Lakh	
10. Top importing countries of the value-added product	USA, UK, Italy and European Countries	
11. Scope for value addition	--	
12. Is the value-Added product perishable?	No	
(IV) Problems in the supply chain, Interventions required and Responsible Authority (If present, Fill Yes with a one-line description)		
1. Tech related	No	
2. Standards and	No	
3. certification related		
4. Quality of Output related	No	
5. Awareness related	NO	
6. Infrastructure/ Ecosystem related(other Than logistics)	NO	
7. Logistics related	NO	
8. Workforce availability or training related	No	
9. Working capital related	Facilitate in getting bank loan credit purchase of raw material with the help of NSIC through credit from Bank is do arranged with out collateral security (CGTMSE)	

10. Investment related	-	
11. Policy regulations related	-	
12. Infringement/duplication/ counterfeit related	No	
13. Any other	----	
(V) Potential for other products/services		
1. Other products/services with Potential for export	Bulk drug and Pharma	


General Manager
DIC Yadadri Bhuvanagiri District

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The following members attended the meeting

1. Sri K.Gangadhar
Additional Collector(Local Bodies)
Yadadri Bhuvanagiri District
2. Smt.K.V.S.Sailaja
PPS,Dy.DG,DGFT
Hyderabad.
3. Sri.K.Siva Rama Krishna,
Lead District Manager,
O/o LBO, Yadadri Bhuvanagiri District.
4. Sri.K.Kavin,
Scientist-D, Quality & Stands Implementation Body BIS
Hyderabad
5. Sri.G.Jayashanker
President, Handloom Weavers Cooperative Society,
Koyyalagudem.
6. Sri.Pavan Kumar Ande,
Assistant Director, Regional Office of Development
Commissioner for Hand-looms Weavers service centre, Govt of India.
7. Sri.S.Pugalenth
Assistant Director, Regional Office of Development
Commissioner for Hand-looms Weavers service centre, Govt of India.
8. Smt.B.Padma
Deputy Director, Handloom &Textiles,
Yadadri Bhuvanagiri District
9. Sri.M.Vinay Kumar,AGM- DDM,
NABARD, Nalgonda
10. Sri.P.Ravinder,
General Manager, DIC &
Member, Convenor, DLEPC
Yadadri Bhuvanagiri Dist.

The General Manager DIC welcomed all the members to the meeting as the member convener and explained the main objectives and the role of DLEPCs for initiative of "Developing the District into as Export Hub". He explained that the District is well connected by road and railways as it is very near to the Capital city and International Airport. The scope for setting up of new industries is abundant in the Yadadri Bhuvanagiri district as is owing to availability of land resources, skilled youth and excellent infrastructure facilities and proximity to the state capital. Adding to that there are about 1100 Industries in Yadadri bhuvanagiri district which has an investment of 7000 to 7500 Crores providing near about 45000 Direct employment in the district. Apart from that the district has 3 Industrial Parks namely Dandumalkapur Industrial estate which is also know as Green Estate, Industrial Park Bhuvanagiri and Industrial Park Rayaraopet.

The General Manager DIC has further informed that, the main sectors from which currently major exports are made include Bulk drugs and Intermediates and Pharmaceuticals, Hand looms (Ikkat) products. However hand looms sector which supports directly and indirectly to 20,000 weavers and ancillary workers in the district and has great scope for improving exports as these products have Geographical identification for its quality and uniqueness. In view its uniqueness & potential for exports it is identified as the product for promotion of exports under ODOP.

The Deputy Director, Hand looms and Textiles has explained about the importance of the hand looms made in Yadadri Bhuvanagiri District with IKKAT Pattern which has a high potentiality with Tie & Die methodology. She explained that the sector support 6400 Weavers and 12000 Ancillary works in the district has a great scope for improving the exports.

Sri G.Jayashanker, President, Hand loom Weavers Cooperative society, Koyyalagudem has requested the chair to supporting them for availing all benefits available for exporters from concerned departments. He explained that in spite of having potentiality, "**Ikkath**" *fabric* is not having expected exports due to lack of working capital / date back design patters, the new generations are not coming in to this activity as it is not remunerative enough, increasing cost of production, due to increased material costs, inadequate credit facilities, lack of R & D facilities.

Smt .K.V.S.Sailaja ,PPS(Dy.DG)DGFT Hyderabad has explained about the schemes available with the DGFT, Hyderabad. She explained about the **Advance Authorization Scheme**, where Import of raw materials, components, spares, packing materials and others inputs under Advance Authorization exempted from Basic Custom Duty, Additional Customs Duty, Education cess, Anti-dumping duty and safeguard duty. She also explained about other central schemes which were useful to handloom sector. She has mainly concentrated on creating E-Commerce Platforms for fabric exports and attending International Trade fares for better exposure toward better understanding of the demands and needs of the present markets. She has suggested mainly on Individual Branding-District Branding-State Branding apart from that they also should concentrate on Quality certification of the product for quality assurance. In order to develop the fabric exports the weavers should also concentrate on Product Diversification apart from traditional way of fabric designs and prints .

The District Collector & Chairperson, DLEPC, Yadadri has instructed the Assistant Director, Handlooms and Textiles to interact with and list out the societies / weavers who are currently exporting and who are looking for export, so as to conduct a meeting with them.

The AGM, NABARD has informed that weavers can also use the benefits under Alizone and request the committee members to publicize the scheme. He also stated that weavers are to be facilitated with working capital, Term loan for upgradation of Infrastructure of Handlooms, instead of using pit looms weavers should upgrade to Stand looms. He also expressed that all societies are to be brought into functioning by following Co-operatives societies act and motivate all the weavers to join respective society and strengthen them.

The District Collector & Chairperson, DLEPC, Yadadri has instructed the committee members and the concerned Departments to take necessary action to promote exports of Handloom products from the district.

Finally after the deliberations the committee identified the following issues and actions to be taken are as follows.

1. As there were no registered exporters, facilitate the societies as well individual to obtain export license with waving of requisite fees. The Handlooms and Textiles department may facilitate in this matter in coordination with DGFT, Telangana.
2. Motivating the individual weavers/Societies to market their products through E-Commerce portals like Amazon, Flipkart etc, the Handlooms and Textiles department may facilitate in this issue.
3. Steps to be taken for promoting the **Ikkat** brand globally.
4. As the societies representatives request, the weavers/societies may be permitted to procure yarn from open market in addition to procure from NHDC.
5. Motivating the weavers and societies towards making diversified products like garments and handbags etc, taking the service of NIFT and NID, making the activity remunerable so that the younger generation may continue the profession.
6. Motivating them to use organic colours in place of chemical colours which is accepted in the western markets.
7. Allowing the weavers to upgrade the stand looms from the existing pit looms which increase the production capacity.
8. Provide enough working capital loans with subsidized interest rates.


General Manager, DLEPC
& Member Convenor, DLEPC
Yadadri Bhuvanagiri District


Additional Collector (Local Bodies)
Yadadri Bhuvanagiri District


District Collector & Chairperson,
DLEPC, Yadadri Bhuvanagiri Dist