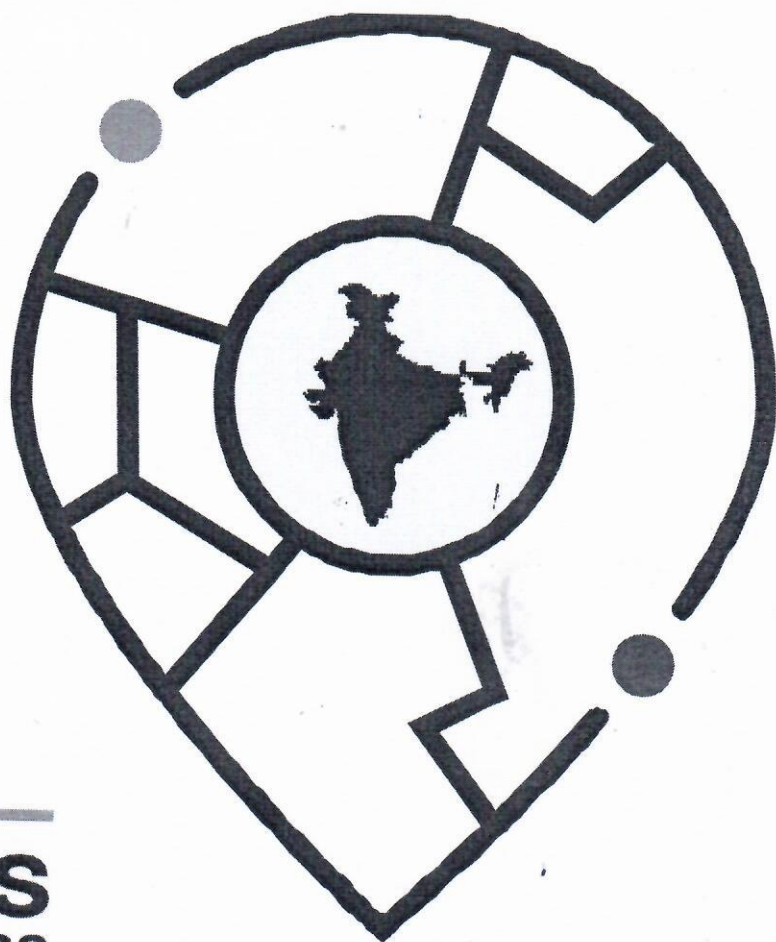




Districts
as Export Hubs

DISTRICT ACTION PLAN

**DISTRICTS AS EXPORT HUBS
MAHABUBABAD**

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GENERAL CHARACTERISTICS OF DISTRICT

Mahabubabad District is formed on 11.10.2016. By carving out from the erstwhile Warangal and Khamman Districts. The District shares boundaries with (06) Districts i.e. BhadradriKothagudem, Khammam, Suryapet, Jangoan, Warangal Rural and Mulugu Districts. The District comprises of 16 mandals and 2 Revenue Divisions i.e., Mahabubabad and Thorrur, 288 Revenue Villages and 461 GramaPanchyaths. The District headquarters is located at Mahabubabad Town which is located on the Bank of the Munneru-Pakala River one of the tributaries to the river Krishna.

The district is well known for its permanent historical and traditional importance's. The majority of the villages and the hamlets including the Town are the habitats of scheduled tribes (STs). The tribal community is Lambadi. Thus, the majority of people of the Town will also communicate in the special tribal language, Lambadi or Banjara. This language is one among the officially recognized dialects by the Government of India. This language has no script but is sustained only on the oral spoken words.

The term Mahabubabad comes from Manukota and also Manukota comes from Mranukota. In telugu "Mranu" means "Tree" and "Kota" means "Fort". In English it will translate to "a fort made of trees". In earlier days Manukota used to be covered with plenty of trees like a fort. Later it was spelled as Manukota. Whenever the Nizam ruler "Mahabub Ali Khan" visited the city, Manukota changed as Mahabubabad. Mahabub who is one of the officials of Hon'ble Nizam. He once arrived Manukota before Independence and stayed outside of the town in a place which is called "Shikarkhana". The name of Manukota by the passage of the time hence changed to Mahabubabad.

Topography

Geography	Coordinates	Geographical Area (Sq.Kms)
Located in the North East of Telangana	17°-35'-101" Northern Latitude and 80°-0'-733" of Eastern Longitude	3435.71
Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Total Operational Agricultural land(2015-16)
1444.5	28.35 °C	173546 Acrs.
Major Crops	Major Minerals	GI Products
Rice, Maize, Chillies, Cotton	Black Granite,Dolomite,Gravel&Road Metal	-

Demography

Population (Census 2011)	Literacy Rate	Languages
7,74,549	57.13%	Telugu, Hindi, Lambadi
% of Urban Population	Sex Ratio	% of Working Population
9.86 %	996	52.61%
Per Capita Income (2022-23)	GDP@Current Price (2022-23)	Total Livestock (in lakhs)
Rs. 1,99,588	Rs. 18,17,174 Lakhs	13.85

GENERAL CHARACTERISTICS OF THE PRODUCTS

1) RED CHILLI

HS code of the product	:	09042211 (Chilli Powder), 09042110(Red Chilli)
Whether GI tagged	:	No
Is the product perishable?	:	Yes
Concerned Line Ministry, State departments and Boards	:	Line Ministry - Ministry of Agriculture State Depts - Dept of Horticulture Boards – <i>Spice Board</i>
Concerned Industry associations	:	-
Production related details	:	Raw Chilli(120154 Mts)

2) GRANITE

HS code of the product	:	25161100
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Ministry of Commerce and Industry, Ministry of Mines and Dept Mines and Geology
Concerned Industry associations	:	-.
Production related details	:	16113.31 cbm

STATUS OF INDUSTRIES AND PRODUCTS/ SERVICES IN THE DISTRICT

Industrial Profile

TS-iPASS Approved units data (2014-15 to Till date)

No. of units approved	Investment (Rs. In Crores)	Employment
524	748	4843

Industrial Structure in Mahabubabad District

Industry Category	No. of units	Investment (Rs. in Crores)	Employment
Micro	750	187	3750
Small	185	515	4695
Medium & Large	4	430	185
Grand Total	939	1132	8630

Prominent Industrial activities & their distribution

Industrial Activity	Number of units	Location(Mandals)
Granite Mining	50	Kesamudram,
Cold Storages	5	Kesamudram, Mahabubabad
Cotton Ginning & Pressing	6	Mahabubabad, Maripeda, Narshimpulapet
Chilly Processing (Oleoresins & Essential Oils)	3	Maripeda, Kuravi, Dornakal
Rice Mills	70	Kesamudram, Mahabubabad, Thorrur, Maripeda, Gudur, Kothaguda, Kuravi
Stone Crushers	11	Kesamudram, Mahabubabad, Gudur, Kuravi

Major Exportable products

- Dry Red Chilly
- Essential Oil
- Granite
- Rice

District Level export data for 2023-24

Sl.No.	Item exported	Countries	Volume	Export Value (in Rs. Crores)
1	Chillies	China, Thailand, vietnam and USA	7200 ton	140
2	Oleoresins	EU		
3	Granite Blocks	China,EU		19.46
4	Rice	Vietnam	10000 Ton	-

SWOT OF MAHABUBABAD DISTRICT

Strengths:

- **Fertile Land and Water Resources:** The district benefits from fertile soils and irrigation. Crops like paddy, cotton, maize, chilli, and oil palm are widely cultivated and hold export potential.
- **Diverse Agricultural Output:** A variety of crops, fruits, and vegetables can cater to different export markets, especially organic and traditional food segments.
- **Proximity to Major Markets:** Close to Warangal, a regional agricultural trade hub, which provides logistical advantages for aggregation and processing.
- **Government Support:** Beneficiary of state and central schemes for agriculture and exports, including subsidies, MSPs, and export incentives.

Weakness:

- **1) Lack of Value Addition:** Most agricultural produce is exported in raw form, reducing profitability and competitiveness in global markets.
- **Inadequate Storage and Processing Facilities:** Limited cold storage units, warehousing, and food processing units hinder the preservation and quality of produce for export.
- **Low Farmer Awareness:** Many farmers lack knowledge about global standards, certifications (e.g., organic certification), and export procedures.
- **Dependence on Monsoons:** Despite irrigation projects, rain-fed farming still dominates, making agriculture vulnerable to climate variability.

Opportunities:

- **High Demand for Organic Products:** Rising global demand for organic and sustainable agricultural products presents an opportunity for export-oriented organic farming.
- **Value-added Products:** Investment in agro-processing industries for items like rice, cotton textiles, oilseed products, and spices can increase export value.
- **Export of Unique Crops:** Pulses and traditional varieties of rice grown in the district can be marketed as niche products in international markets.
- **Leveraging Government Schemes:** Utilize programs like the Districts as Export Hubs initiative, agriculture export policies, and APEDA's support for certification and market linkages.

Threats:

- Lack of standardization of export products, leading to high level of rejection.
- Fears related to export compliance and payments among people.
- **Global Market Competition:** Competes with well-established agricultural export hubs domestically and internationally.
- **Market Volatility:** Fluctuations in global demand, pricing, and changes in trade policies or tariffs can impact export stability.
- **Environmental Challenges:** Soil degradation, overuse of chemical fertilizers, and water scarcity could affect long-term agricultural sustainability.
- **Infrastructure Bottlenecks:** Poor rural road networks, limited access to seaports/airports, and lack of efficient logistics increase costs and delays

INTERVENTIONS REQUIRED FOR DISTRICT TO BE EXPORT HUB

Action plan for future recourse:

1) Infrastructure Development

- Proposal to set up Dry port/Cargo Hub/Railway Container division for transport of export material.
- **Warehousing:** Establish cold storage and warehousing facilities for agricultural and perishable products.

2) Quality Enhancement:

- **Standardization:** Ensure products meet global standards through certifications like ISO, HACCP, and APEDA approvals.
- **R & D:** Collaborate with agricultural universities to improve crop quality and develop export-oriented products.
- Establish Mineral and Spice testing centre in Mahabuabad District.

3) Branding and Marketing:

- **Trade Fairs:** Encourage locals to participate in trade fairs and exhibitions to showcase products.
- **International Certification:** Assist in obtaining international certifications (like ISO, organic, or fair trade) for 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:**

- Develop Chillybased units for value-added exports.

6) **Skill Development and Capacity Building**

- **Training Programs:** Conduct training for local entrepreneurs and workers on quality standards, export documentation, and international market demands.
- **Technology Adoption:** Provide technical support and awareness about modern agricultural and manufacturing practices.

7) **Product-Specific Interventions**

- **Agriculture:** Promote the export of agricultural products like rice, maize, and millet by improving farming practices and certification processes.

8) **Market Linkages**

- **Export Promotion Councils:** Facilitate partnerships with export councils and trade bodies for market access.
- **Exhibitions and Trade Fairs:** Support participation in domestic and international trade fairs.
- **E-commerce Integration:** Enable local businesses to access global markets through online platforms.

9) **Financial Support:** Establish export credit facilities through banks and financial institutions.

10) **Policy Support**

- **Single-Window Clearances:** Simplify export-related permissions and reduce bureaucratic delays.
- **Customs and Trade Facilitation:** Ensure seamless customs processes and compliance with international trade laws.

11) **Sustainable Practices**

- **Eco-Friendly Products:** Encourage the production of eco-friendly and sustainable goods to meet international environmental standards.

Recommendations for Growth

- 1) **Develop Agro-Processing Units:** Encourage investment in food and crop processing plants to add value and meet export standards.
- 2) **Enhance Storage and Logistics Infrastructure:** Build cold storage units, warehouses, and improve transport connectivity to reduce post-harvest losses.
- 3) **Promote Organic Farming:** Train farmers in organic and sustainable farming practices, ensuring certification for export markets.
- 4) **Farmer Training Programs:** Educate farmers on global quality standards, packaging requirements, and export certifications.
- 5) **Leverage Technology:** Use digital platforms for market access, crop advisory services, and connecting farmers with exporters.
- 6) **Strengthen Market Linkages:** Facilitate partnerships with exporters and buyers through trade expos.

By addressing the weaknesses and threats while leveraging strengths and opportunities, Mahabubabad can enhance its agricultural export potential and boost farmers' incomes.

DATA CAPTURED FOR MAHABUBABAD DISTRICT

1. RED CHILLY:

Particulars	Details	Comments
(1) General Information		
(1) State	Telangana	---
(2) District	Mahabubabad	---
(3) Product/Service	Oleoresins & Essential Oils,Dry Red Chilly	---
(4) HS Code of the Product	09042110	---
(5) Whether GI Tagged	No	---
(6) Industry	Oleoresins & Essential Oils,Dry Red Chilly	---
(7) Is the product perishable	Yes	---

(8) Concerned Line Ministry, State Departments, & Boards	Ministry of Food Processing Industries, Ministry of Agriculture, Department Of Horticulture and spice board of India.	---
(9) Concerned Industry Association	-	---
(II) Current Status of the Product / Service		
(1) Production Capacity (in Units)	Red Chilly:3 Oleoresins & Essential Oils:3	--
(2) Production Capacity (in number of processing units)	3	---
(3) Composition of Production units in Small/ Medium/ Large enterprises	Stem cutting units-3(small) Oleoresin units-3(Medium)	---
(4) Any Marginalized Section of society engaged in the production	No	--
(5) Demand in India in last 6 months (in units)	--	--
(6) Supply in India in last 6 months (in units)	--	---
(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	China.	
(II) Current Status of Value Added Products		
(1) Name of value-added product	Chilli Powder, Oleoresin	
(2) Scope for value addition	Transforming Red chillies in to more valuable products like chilli powder, chilli paste, chilli sauce, chilli oil and chilli flakes.	Scope to successful addition in chilli industry lies in understanding consumer preferences, market trends, finding ways to differentiate chilli products from competitors.
(3) Is VA product perishable	Yes	
(IV) Problems in supply chain, interventions required and responsible authority		
(1) Tech related	Spice Testing Laboratory (Chillies)	This enables quality control, ensuring the safety and compliance of products with regulations. Laboratory helps detecting contaminants, adulterants and pesticides

		residues, safe-guarding consumer health. With standardized testing, they foster consumer trust and loyalty while facilitating international trade by meeting export requirements.
(2) Standards and Certification related	ISO 22000, FSSC 22000	To get certified, unit to implement a food safety management system within the company, undergo an audit by a certified body, and successfully pass the assessment.
(3) Quality of Output related	---	---
(4) Awareness related	---	---
(5) Infrastructure / Ecosystem Related (other than logistics)	---	---
(6) Logistics Related	---	---
(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	Diversified chilli products	Potential for all chilli products is significant due to growing global demand for spicy food, increasing awareness of capsaicin's health benefits and even topical pain relief applications based on capsaicin content.

2. GRANITE

Particulars	Details	Comments
(1) General Information		
(1) State	Telangana	---
(2) District	Mahabubabad	---
(3) Product/Service	Raw Granite Blocks	---
(4) HS Code of the Product	68022390	---
(5) Whether GI Tagged	No	---
(6) Industry	Granite Industry	---
(7) Is the product perishable	No	---

(8) Concerned Line Ministry, State Departments, & Boards	Ministry of Commerce and Industry, Ministry of Mines	---
(9) Concerned Industry Association	-	---
(II) Current Status of the Product / Service		
(1) Production Capacity (in Units)	169419 M.Ts	--
(2) Production Capacity (in number of processing units)		---
(3) Composition of Production units in Small/ Medium/ Large enterprises	50(Small)	--
(4) Any Marginalized Section of society engaged in the production	-	--
(5) Demand in India in last 6 months (in units)	--	--
(6) Supply in India in last 6 months (in units)	--	---
(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	Europe, middle east, USA, China.	
(II) Current Status of Value Added Products		
(1) Name of value-added product	-	
(2) Scope for value addition	Granite is a versatile natural stone i.e., highly valued for it's durability, aesthetic appeal and numerous applications in constructions and design.	Scope for composite products, tiles with unique patterns and custom fabrication like tailored cutting, shaping and finishing to create granite products such as Counter tops, tiles and monuments. Utilize granite waste to create smaller items such as Coasters, sinks and decorative pieces.
(3) Is VA product perishable	No	
(IV) Problems in supply chain, interventions required and responsible authority		
(1) Tech related	Mineral Testing Centre	It helps in testing the quality of granite to ensure it meets industry standards and

		consumer expectations. The test help to ensure that granite products are durable, safe and reliable.
(2) Standards and Certification related	--	--
(3) Quality of Output related	---	---
(4) Awareness related	---	---
(5) Infrastructure / Ecosystem Related (other than logistics)	---	---
(6) Logistics Related	1. Railway Container division in Mahabubabad District. 2. Establishing Dry Port.	It will help in faster cargo movement, improved reliability of delivery, better seaport efficiency, reduced transportation cost and economic development can create employment opportunities.
(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	--	--

The District Level Export Promotion Committee (DLEPC) recommended the following actions at the earliest to promote exports from the district.

S.NO	Challenges Addressed	Implementing agency/ department	Action Plan	Timeline
1	Comprehensive database on exporters from the district	DIC, Mahabubabad	Comprehensive database on exporters from the district. 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 and Mines & Geology Departments will create comprehensive data base of exporters for publication and administrative use. The DIC will be the Custodian of this data base. The Exporter data can also be a public document and if the DIEPC desires, can be published in various portals for more visibility for the exporters and their products.	6 Months
2	Single desk system at the district level	District Administration and DIC, Mahabubabad	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 DIEPC.	1 year

3	Creation of an online one-stop portal	Technical Team, DIC ,Mahabubabad	Creation of an Online Portal: In today's digital era, digital facilitation is essential. The action plan proposes that the Services Export Promotion Council (SEPC) create an online portal, serving as a one-stop access point for all digital requirements and compliances necessary for exporters. Over time, the portal can evolve to monitor district-wise projects, disseminate exporter data, and function as an e-commerce platform for promoting identified products.	1 year
4	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 Mahabubabad	1 year
5	Facilities, if any	Through State and Central Sponsored Schemes	Chilli is one of the products with export potential in the district. However, the lack of cold storage facilities and quality testing laboratories hinders export opportunities. Establishing these two facilities will enable entrepreneurs to export high-quality products.	2 Years

The Regional Authority (RA) of the Directorate General of Foreign Trade (DGFT) has identified a list of issues faced by exporters in their international business operations. The District Level Export Promotion Committee (DLEPC) will deliberate on these issues and facilitate their resolution through timely interventions. To address sector-specific issues, it is proposed that sector-wise sub-committees be formed, mandated to elicit interventions and responses from various stakeholder agencies.

The product specific sub committees to be formed are as below:

1)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
2)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 Rice Exporters/Rice miller association
3)Granite	1)General Manager DIC (Chairman and convenor) Members: 2) AD Mines and Geology. 3) Representative of DGFT RA 4) Representative from CAPEXIL(Chemical and allied Products Export Promotion Council) 5) Lead District Manager 6) Representative from Granite Exporters

Under the guidance and leadership of the Honourable District Collector, these committees will meet regularly to provide their inputs for the effective implementation of the district export action.

This District Export Action Plan sets the foundation for harnessing the export potential of Mahabubabad. By aligning efforts across stakeholders and leveraging the outlined strategies, we can achieve sustainable growth and significant contributions to the national export targets. Let us move forward with determination to bring this vision to reality.



General Manager, DIC &
Convenor, DLEPC.
Mahabubabad.



District Agriculture Officer,
Mahabubabad


District Horticulture
Officer, Mahabubabad

Dist. Rural Development Officer
Mahabubabad



Asst. Director, Mines &
Geology. Mahabubabad



Principal Private Secretary,
GOI, O/o. Addl
DGFT, Hyderabad
(Co-Chairman)



Addl. Collector (Local Bodies)
Mahabubabad



District Collector & Chairman,
DLEPC, Mahabubabad