

DISTRICT ACTION PLAN

DISTRICTS AS EXPORT HUB

Warangal District





DISTRICT PROFILE

The Warangal district spans in a geographical area of 1,766.27 sq. km, located between latitudes 17°16'N-17°37'N and longitudes 78°30'E-80°02'E, at an altitude of 870 ft above sea level. It is bordered by Jayashankar-Bhoopalpally District to the north, Hanumakonda District to the west, and Mahabubabad District to the south and east. The district features varied geographical formations, minerals of economic importance, and soil types, including sandy loams and black cotton soils. It experiences a predominantly dry climate with minimal temperature fluctuation, recording extremes of 50.5°C and 13.5°C. Summers are warm, while cooler weather occurs between November and January. The district receives an average annual rainfall of 1,013.8 mm, mainly from the southwest monsoon between June and September, with the highest rainfall in Narsampet mandal. Additionally, the SRSP canal irrigates 0.35 lakh acres.

Topography:

No. of Villages	No. of Mandals	No. of Municipalities
323	11	3

Major Agricultural Crops (Year:2022-23)

(Source Hand Book of Statistics, Warangal)

S. No	Name of the Crop	Cultivation Area (in Acers)	Production in (Tonnes)
1	Paddy	242416	511085
2	Cotton	125153	115349
3	Chilli	10968	9907
4	Maize	96090	246688
5	Mango	6017	18968

Basic Demographic Features

Population	Unit	Value
Total Population	Nos.	890651
Male	Nos.	446273
Female	Nos.	444378
Rural Population	Nos.	510057
Urban Population	Nos.	380954
Working Population	%	46.80
Literacy Rate	%	61.30
Percentage of Urban Population	%	42.70

Climate:

The district experiences a hot summer and dry conditions except during the southwest monsoon season, which lasts from June to September and brings an average rainfall of 854.6 mm. The average annual rainfall is 1,387.3 mm, with 61% occurring during the monsoon. Winter begins in late November and continues until February, with mild humidity and temperatures ranging from 15°C to 25°C which is best suitable for cotton crops. The district operates 13 manual rain gauge stations and 20 automated weather stations (IMD – 1, TSDPS – 19) to monitor rainfall, temperature, and humidity. Between 2016-17 and 2022-23, the lowest annual rainfall was recorded in 2018-19 at 753.4 mm, and the highest in 2020-21 at 1,798.26 mm.

Present Industrial and Export Scenario of the district

The present industrial scenario of the newly formed Warangal district showcases a developing landscape with significant potential for growth due to its strategic location, infrastructure, and resource base. The district is recognized for its strong agricultural and mineral resources, providing raw materials for agro-based and mineral-based industries. Notable sectors include:

1. **Textiles and Handlooms:** Warangal has a rich tradition of handlooms, with numerous weavers engaged in producing cotton fabrics and durries. The establishment of Kakatiya Mega Textile Park is enhancing the growth of this sector.
2. **Agro-Processing Industries:** With a substantial agricultural base, industries such as Rice Mills, Spices Processing units (notably “Chapata Chilly which has got GI Tag) Oil extraction units, and food processing units have emerged, leveraging local produce. Mango gardens of export quality is cultivated around 11000 acres.
3. **Kakatiya Mega Textile Park:** Development initiatives like the Kakatiya Mega Textile Park aim to attract large-scale investments. Other industrial parks provide space for micro, small, and medium enterprises (MSMEs).
4. **Infrastructure Support:** Improved connectivity through roads, railways and proximity to major markets like Hyderabad, coupled with policies like TG-iPASS, ease setting up new ventures.

Efforts are ongoing to attract more industries, provide employment, and integrate modern technologies to boost industrial growth in the district .

Exports:

As per the base line export data of the district for the year 2023-24, the Warangal district stands at 12th place with **Rs. 662.00 Crores** and **Spices (Chilly)**

occupies first place with **Rs. 485.00 Crores**. Cereals (Rice) and Cotton are other products exported during the year **2023-24**.

The District has 924 MSME units with an investment of Rs.4515.00 Crores providing direct employment to 7598 persons.

Sl. No.	Type of industry	Number of units
1	Food Processing	428
2	Textiles	25
3	Granite and Stone Crushing	54
4	Agro based incl Cold Storages	145
5	Cement, Cement & Concrete Products, Fly	63
6	Engineering	107
7	Beverages	42
8	Wood and Leather	50
9	Paper and Printing	13
10	Pharmaceuticals and Chemicals	4
11	Plastic and Rubber	7
12	Electrical and Electronic Products	6
13	Fertilizers Organic and Inorganic, Pesticides, Inse	1
14	Others	2
	Total	947

Potential Industries

1) **Agriculture-Based Industries**

- a) **Textile Based**: Cotton farming in the district can support the establishment of Ginning Mill Spinning Mill in the District.
- b) **Agro-Processing Units**: Industries for the processing and packaging of Chillies and Turmeric and other local produce.
- c) **Durries**: With abundant paddy fields, there is potential for rice mills and grain-processing units.
- d) **Horticulture**: Mango is grown in about 11000 acres wich produces good quality mangoes

SWOT Analysis for the District's Export Potential: Strengths, Weaknesses, Opportunities, and Threats

Strength

The Warangal district has significant potential for promoting the export of industrial produce, supported by several strengths. Its strategic location, with excellent connectivity to Hyderabad via road, rail facilitates and efficient trade. The region boasts rich natural resources such as Rice, Cotton and Chilly, and other raw materials, complemented by a growing industrial base in textiles, agro-processing.. Additionally, the availability of a skilled workforce and the development of industrial parks, such as the Kakatiya Mega Textile Park, contribute to creating an export-friendly environment.

Weaknesses

However, certain weaknesses hinder the district's export potential. Many industries are primarily focused on the domestic market, limiting the presence of export-oriented units. A lack of awareness among entrepreneurs about export processes, international standards, and market opportunities further restricts growth. The district faces challenges such as inadequate logistics infrastructure, including limited warehousing and fragmented supply chains. Furthermore, there is a heavy reliance on specific sectors like Textiles and Rice Milling, without sufficient diversification of exportable products.

Opportunities:

Despite these challenges, the district has numerous opportunities to expand its export capabilities. By exploring new international markets and leveraging Free Trade Agreements (FTAs), industries can diversify their export base. Value addition, such as processing raw materials into finished goods, can significantly enhance export revenues. Digital tools and e-commerce platforms offer opportunities for small businesses to connect with global markets. Export facilitation schemes, including subsidies and interest equalization, can further support the development of export-oriented units. Specialized industrial clusters for textiles and agro-products as well as a focus on sustainability align with global demand trends and create additional export opportunities.

Threats

However, the district must address potential threats such as intense global competition and economic volatility, including fluctuations in demand and exchange rates. Stringent international environmental standards for textile products may pose additional challenges, as could geopolitical risks that disrupt trade routes and agreements. The dependence on monsoons for agro-based industries also poses risks to the supply chain.

Recommendations

To unlock its export potential, the new Warangal district should focus on enhancing export infrastructure by building specialized logistics hubs, warehouses, and container depots. Capacity-building initiatives, such as workshops on export standards and market access, are essential to educate entrepreneurs. Promoting export-oriented clusters for key industries and providing tailored incentives can encourage global competitiveness. Simplifying export policies and establishing a one-stop support platform will further aid the district's exporters. Finally, fostering strong market linkages through trade fairs and export councils will help industries connect with international buyers and markets, driving sustainable growth in exports.

Annexure-1: Template for the Regional Authorities to collect the data on products from respective districts Data of Warangal District

Particulars	Details	Comments
(I) General Information		
(1) State	Telangana	---
(2) District	Warangal	---
(3) Product/Service	1) Chilly 2) Cotton 3) Mango 4) Durries	---
(4) HS Code of the Product	1) Chilly 2) Cotton 3) Mango 4) Durries	---
(5) Whether GI Tagged	1) No 2) Yes 3) No 4) No	---
(6) Industry		---
(7) Is the product perishable	1) Yes 2) No 3) Yes 4) No	---
(8) Concerned Line Ministry, State Departments, & Boards	Spices Board, GoI Agriculture, Horticulture and Handlooms & Textiles Department of TG	---
(9) Concerned Industry Association	Chamber of Commerce, Cotton Millers Association and Handloom Textile Associations	---
(II) Current Status of the Product / Service		
(1) Production Capacity (in Units)	1) Chilly- 9907 MTs 2) Cotton-115349 MTs 3) Mango- 18968 MTs 4) Durries-	
(2) Production Capacity (in number of processing units)	1) Chilly- 13 2) Cotton- 26 3) Mango- 4) Durries-	---
(3) Composition of Production units in Small/ Medium/ Large enterprises	1) Chilly- 13 Small 2) Cotton- 26 Small 3) Mango- 4) Durries- 1323 Micro	---
(4) Any Marginalized Section of society engaged in the production	28, Textile Societies	
(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	1) Chilly :China, USA, UAE, Bangladesh & Thailand 2) Cotton : Bangladesh, China, Vietnam, Pakistan & Indonesia 3) Mango : UAE, UK, KSA, Nepal & Oman 4) Durries : Europe	
(II) Current Status of Value Added Products		
(1) Name of value-added product	Chilly Powder, Cotton Bales	
(2) Scope for value addition	Irradiation of Mango and Spinning of Cotton	
(3) Is VA product perishable	Chilly and Mangoes are Perishable	
(IV) Problems in supply chain, interventions required and responsible authority		
(1) Tech related		
(2) Standards and Certification related	Non available of testing laboratories	
(3) Quality of Output related	Chilly drying and testing laboratories to be set up	
(4) Awareness related	Organic farming, Farm Management on quality processing.	
(5) Infrastructure / Ecosystem Related (other than logistics)	Drying facility for Chillies and Irradiation facility.	
(6) Logistics Related	Dry port facility	
(7) Workforce or training related	Vocational/Certificate Courses to be included for Brass engraving & handicrafts.	
(8) Working capital related		
(9) Investment related		
(10) Policy & regulations related		
(11) Infringement / duplication/ Counterfeit related	Stringent Rules and enforcement of the same for Controlling the Infringement / duplication/ Counterfeit products in Chilly products	
(12) Any other	Providing training to traditional durries makers to adopt the latest technologies, diversify their skills, and create innovative products.	
(V) Potential for Product/ Service		
(1) other products/ service with potential for export	Water Hyacinth Products	



GM, DIC /Convener, DEPC
Warangal