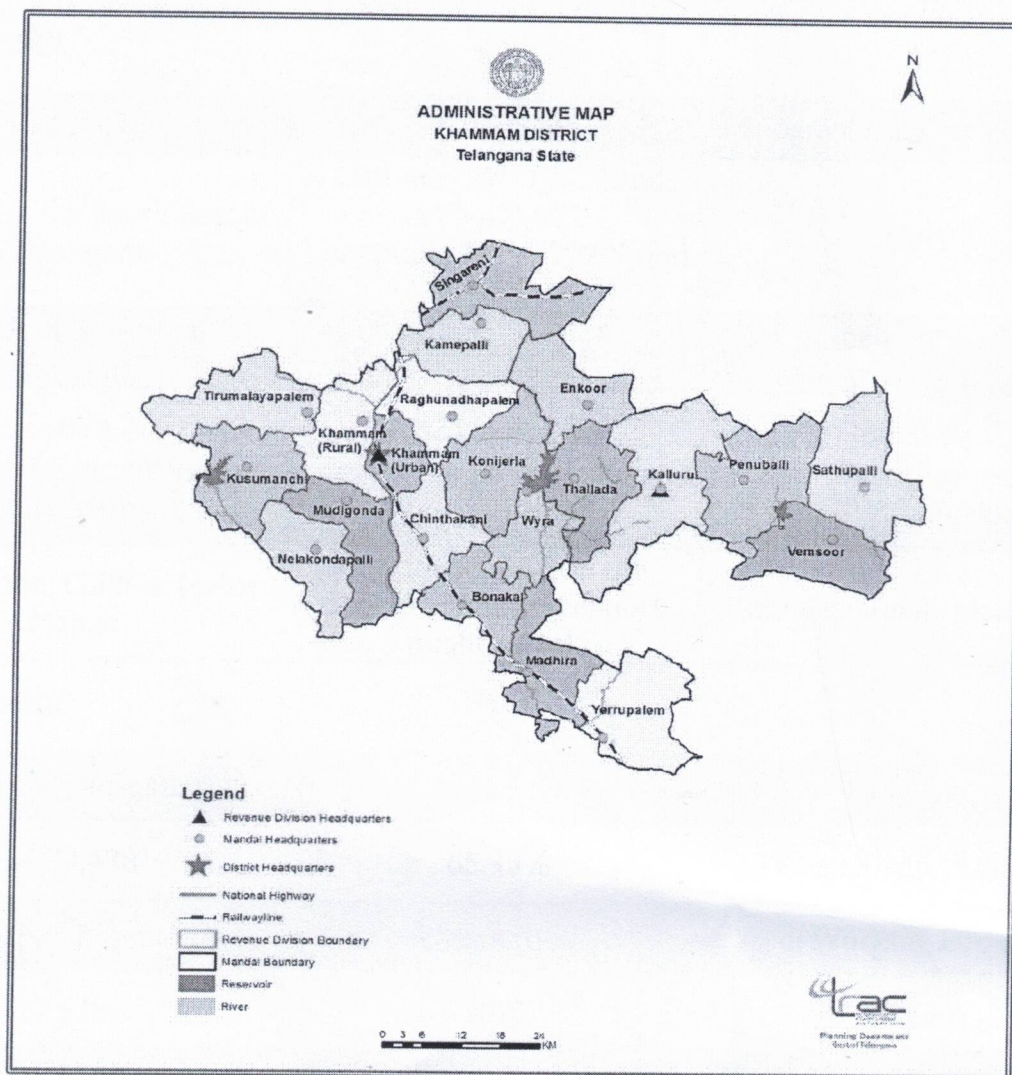


DISTRICT EXPORT ACTION PLAN

DISTRICT AS EXPORT HUB KHAMMAM DISTRICT



DISTRICT EXPORT ACTION PLAN - KHAMMAM DISTRICT

GENERAL CHARACTERISTICS OF DISTRICT

The Khammam District as a part of Telangana state formed with (21) mandals in two revenue division's viz., Khammam & Kalluru, (380) Revenue Villages & (589) Grama Panchyaths. The District shares boundaries with (03) Districts i.e., Bhadradri Kothagudem, Mahabubabad, Suryapet Districts in Telangana State and NTR, ELURU Districts of Andhra Pradesh State. The District headquarters is located at Khammam Town which is located on the Bank of the Munneru River one of the tributaries to the river Krishna.

Topography

Geography	Coordinates	Geographical Area (Sq.Kms)
Located in the South East of Telangana	Latitude: 16° -15'-0" and 17° -47'-42" Longitude: 79° - 57'-22" and 80° -55'-0	4361
Avg. Annual Rainfall (in mm)	Net Area Sown	Cropped area under irrigation
1036	6.87 Lakh acres	88.39%
Major Crops	Major Minerals	GI Products
Rice, Cotton, Chillies, Maize, Mango	Granite deposits in the district is fine and export quality, Coal	Banaganapalle Mangoes

Demography

Population (Census 2011)	Literacy Rate	Languages
14,27,438	65.95%	Telugu, Urdu, , Lambadi
% of Urban Population	Sex Ratio	% of Working Population
22.61%	1007	50.28%
Per Capita Income (2022-23)	GDDP@Current Price (2022-23)	Total Livestock (in lakhs)
Rs. 2,44,647	Rs. 40,803Cr	21.59

GENERAL CHARACTERISTICS OF THE PRODUCTS

1) RED CHILLI

HS code of the product	:	09042110
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Ministry of Food Processing Industries and spice board of India.
Concerned Industry associations	:	Chilly Exporters Association.
Production related details	:	169419.33 MTs.

2) GRANITE

STATUS OF INDUSTRIES AND PRODUCTS/ SERVICES IN THE DISTRICT

HS code of the product	:	68022390
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Ministry of Commerce and Industry, Ministry of Mines
Concerned Industry associations	:	Granite Exporters Association, Khammam.
Production related details	:	41280 Lakh SFT.

Industrial Profile

TS-iPASS Approved units data (2016-17 to Till date)

No. of units approved	Investment (Rs. In Crores)	Employment
1074	1468.00	11930

Industrial Structure in Khammam District

Industry Category	No. of units	Investment (Rs. in Crores)	Employment
Micro	1185	193.00	4543
Small	837	1402.90	12577
Medium & Large	10	694.00	1600
Grand Total	2032	2289.90	18720

Prominent Industrial activities & their distribution

Industrial Activity	Number of units	Location
Granite Cutting & Polishing	600	Khammam Urban, Khammam Rural, Tirumalayapalem, Mudigonda,
Cold Storages	44	Khammam, Madhira, Konijerla, Sathupally, Thallada, Wyra
Cotton Ginning & Bale Pressing	13	Madhira, Singareni, Thirumalayapalem
Dall Mills	12	Khammam Urban, Wyra, Madhira
Sugar	2	Kalluru, Nelakondapally
Rice Mills (Above 4 Tonn)	58	Wyra, Tallada, Kalluru, Sathupally
Stone Crushers	29	Mudigonda, Enkoor, Thirumalayapalem

Industrial Estate in Khammam

Sl.No	Name of the Industrial Park/ Industrial Estate	Extent (in Acres)	No.of Plots Developed	No.of Plots allotted	No.of Plots yet to be allotted (Vacant plots)
1	IP-Khammam	102-27	155	155	-
2	IP-Annarugudem	48-03	22	17	5
3	Mega Food Park, Buggapadu	60-84	43	16	26
4	TSFPZ, Buggapadu	85-58	66	2	64

Major Exportable products

- Dry Red Chilly.
- Granite
- Sugar & Cotton.

Potential areas for service Industry

- Tourism and Hospitality - Eco-tourism (Kawal Wildlife Sanctuary) & Cultural Tourism (handicrafts).
- 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	Chillies & Essential Oil	1628.37
2	Granite & Products	399.21
3	Sugar	19.46
4	Cotton	9.49

SWOT OF KHAMMAM DISTRICT

Strengths:

- 1) Khammam District is well connected by National Highways and Railway and proximity to Kakinada Port.
- 2) District is close to major agriculture & commercial markets.

Weakness:

- 1) Less percentage of value addition in exports.
- 2) Lack of awareness in tapping full export potential.

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) Fears related to 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 standards & quality of product in various countries.
Market support	Lack of importers 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

- a) Proposal to set up Dry port/Cargo Hub/Railway Container division for transport of export material.
- b) Allotment of land through TSIIIC Limited for establishment of Granite Industrial Park. exports

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) Establish Mineral testing centre in Khammam District.

3) Branding and Marketing:

- a) Digital Platforms: IIIT Basar & other technical institutes need to be involved to make Nirmal Toys 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) Develop Chilly based units for value-added exports.

ACTION PLAN:

S.NO	Challenges Addressed	Implementing agency/ department	Action Plan	Timeline
1	Availability of Data pertaining to the Exports	DIC along with DGFT and FIEO, APEDA	The lack of availability of data pertaining to exports can arise from several issues such as Incomplete data, unreliable data and unable to analyze the Data pertaining n to exports. The DGFT and other central departments will have access to the export data and it should be analyzed to identify the feasible products and also to encourage the entrepreneurs to move to the export-oriented products from the district.	6 Months
2	Comprehensive database on exporters from the district	DIC, KHAMMAM	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 State and Central Departments and export promoting organizations will create comprehensive data base of exporters for publication and administrative use.	6 Months
3	Common desk system for export promotion at the district level	District Administration and DIC, KHAMMAM	A Common 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 facility at the District Industries Centre needs to be 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 2 years.	2 years
4	Inland Container Depot	DGFT , DIC, District Administration	A suitable land for establishment of Inland Container Depot to be identified and also to use the Schemes available with other departments to establish in district.	3 year
5	Skill enhancement	Spice Board	Training on Chilly Processing and Value added Products - The action plan proposes to impart training on Chilly Processing and Value added Products to meet the future opportunities in coordination with SPICE Board, Government of India and MSME and District Administration.	
6	Identify new products for exports	District Administration and DGFT	Identification of new products for exports – Through this action plan, DLEPC will work to identify new potential products for value addition and exports in coordination with District Administration.	1 year

Training & Development

Sector	Job-roles identified for Imparting Training
Logistics	1. Consignment Tracking Executive
	2. Consignment Booking Assistant
	3. Ware House Packer
Agriculture	1. Organic farming
	2. Farm Management
Packaging	1. Skilled executive for package (Export division)
	2. Quality control executive


General Manager,
DIC, Khammam.


Additional Collector(LB),
Khammam


District Collector,
Khammam.