



Districts
as Export Hubs

DISTRICT ACTION PLAN

DISTRICTS AS EXPORT HUBS

NARAYANPET DISTRICT

Preliminary District Export Action Plan-NarayanpetDistrict

General Characteristics of District

The town of Narayanpet was formerly known as "Narayanapeta" but was renamed in 1890 to honor Mir Mahbub Ali Khan Asaf Jah VI, the Nizam of Hyderabad.

The district was formed in 2019 as part of a reorganization of districts of Telangana State.

Narayanpet district comprises of (03) municipalities, (11) mandals, and (353) villages. The district is landlocked; it shares boundaries with Mahbubnagar, Vikarabad, Wanaparthy and Jogulamba Gadwal districts to the west and Yadgir District of Karnataka state to the East.

Topography

Geography	Coordinates	Geographical Area (Sq.Kms)
Located in the Southeast of Telangana	Latitude: 16° 44' 48.08 Longitude: 77° 29' 44.93	2336
Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Net Groundwater Availability
568.4	31.7°C	1592 m.m.
Major Crops	Major Minerals	Hand Looms
Rice, Cotton Red Gram	Building Stone	Silk & Zari Sarees

Demography

Population (Census 2011)	Literacy Rate	Languages
5,66,874	49.93%	Telugu, Urdu, Kannada
% of Urban Population	Sex Ratio	% of Working Population
11.11%	1009	43.29%
Per Capita Income (2022-23)	GDP @ Current Price (2022-23)	Total Livestock (in lakhs)
Rs. 1,69,354	Rs. 8,834 Lakhs	31.04

General characteristics of the product and the value-added products:

1) Cotton Bales

HS code of the product	:	52010020
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Line Ministry- Ministry of Textiles, GOI State Depts- Dept of Agriculture and Cooperation, Dept of Handlooms and Textiles Boards- Cotton Corporation of India (CCI), Textile Committee (Under Ministry of Textiles), Indian Council of Agricultural Research (ICAR)- Central Institute for Cotton Research (CICR)
Concerned Industry associations	:	Cotton Ginning Association, Mahbubnagar
Production related details	:	Cotton Bales

2) Rice

HS code of the product	:	10061010,
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	:	Raw Rice Mill Association and Para-Boiled Rice Mill Association, Narayanpet
Production related details	:	Para-Boiled Rice, Raw Rice

3) Handloom silk & zari sarees

HScodetheproduct	:	500720, 50072010
WhetherGItagged	:	Yes
Istheproductperishable?	:	No
ConcernedLineMinistry,StatedepartmentsandBoards	:	LineMinistry- MinistryofTextiles,MinistryofCommerceandIndustry StateDepts-DeptofHandlooms&Textiles,DeptofTourism Boards-TelanganastateHandlooms & Textiles, Dept of Tourism
ConcernedIndustryassociations	:	Narayanpet Textile and Handlooms Associations
Productionrelateddetails	:	Silk and Zari Sarees

StatusofIndustriesandproducts/servicesinthedistrict

IndustrialProfile

TS-iPASSApprovedunitsdata(2019-20to2022-23)

No.ofunitsapproved	Investment(Rs.InCrores)	Employment
103	1272.47	2091

IndustrialStructureinNarayanpetDistrict

IndustryCategory	No.ofunits	Investment (Rs.inCrores)	Employment
Micro	785	244.01	2352
Small	86	122	1096
Large&Medium(solar power plant)	9	524.2	72
Mega	2	1000	500
GrandTotal	363	1013	3524

Mega Enterprises in the

Name of the unit	Address of the unit	product	Investment (Rs. In Crores)	Employment
Jurala Organics Farms & Agro Industries Pvt Ltd	Chittanur (V), Marikal (M), Narayanpet District	Distillery (molasses / grain /yeast based)	602.50	250
DEVSRISTI ENERGY PRIVATE LIMITED	Krishna (Hindupur), Krishna (M), Narayanpet District	Compressed Bio-gas (CBG)/Bio-CNG Plants (irrespective of the type of feed) producing Fermented Organic Manure & Liquid Fermented Organic Manure as by-products & utilizing entire FOM & LFOM as a fertilizer/manure on land & also not discharging waste water	400.02	250

Major Exportable products

- Cotton Bales
- Rice
- Red Gram
- Silk and Zari Sarees

Potential areas for service Industry

- Retail and E-commerce-Retail Hubs & logistics
- Gold and Silver Ornaments
- Hotels, Restaurants, Cafes & Food Delivery

SWOT ANALYSIS:

Strength: Narayanpet is famous for Silk sarees with unique style and is biggest market in Telangana.

Narayanpet is also hub for Gold merchants and the people visit to this town for shopping the gold ornaments due to quality and good services.

Weakness: Lack of awareness among export opportunities, procedures, marketing and branding.

Opportunities: Utilise the skilled and traditional artisans who are in the field of weaving and ornaments making

Threat: Competition from other exports

Action Plan

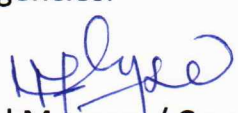
S.NO	Challenges Addressed	Implementing agency/ department	Action Plan	Timeline
1	Identification of base line exports	DIC along with MSME and Agriculture, Horticulture, & Handlooms & Textile Departments	As of now, the district does not export any products. To address this a comprehensive strategy have to be developed in next 12 months, leveraging the data and inputs from the key departments like Agriculture, Horticulture, Handlooms & Textiles, as well as officials from DGFT which aims to enhance export capabilities among local entrepreneurs.	12 Months

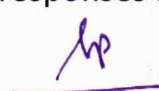
2	Comprehensive database on exporters from the district	DIC Narayanpet	Comprehensive database on exporters from the district. There is need to create a database of exporters from the district. As a part of the District Export Action Plan, the General Manager of DIC, along with the officials of the Agriculture, Horticulture, Handlooms & Textiles departments will create comprehensive data base of exporters for publication and administrative use. The DIC will be the Custodian of this data base. It will be electronically maintained and will be dynamic, with constant updating of new IECs. 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
3	Single desk system at the district level	District Administration and DIC, Narayanpet	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
4	Creation of an online one-stop portal	Technical Team, DIC, Narayanpet	Creation of an online portal: In this digital era,creation of digital facilitation is essential. The action plan envisages that the SEPC may create an online portal, which will be a one stop access to all the links for all the digital requirements and compliances for any exporter. The Portal can also develop over the time to monitor the district-wise projectsand disseminate exporter data and function as e-commerce platform for promoting identified products.	1 year
5	Skill enhancement	Skill council for Mining Sector	Training on Handlooms and Textiles exports The action plan proposes to impart training on production and value addition in coordination with NSDC approved Textile Sector Skill Council, Government of India and MSME	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

The Regional Authority, DGFT has identified a list of issues faced by the exporters in their international export operations. The District Level Export Promotion Committees (DLEPC) deliberate on these issues and facilitate their resolutions 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.


General Manager/ Convenor
DLEPC, Narayanpet


22/01/25
District Collector/ Chairman
DLEPC, Narayanpet

(3/3)