

RAJANNA SIRCILLA

ACTION PLAN DLEPC

**DISTRICT LEVEL EXPORT PROMOTION COMMITTEE (DLEPC) OF
RAJANNA SIRCILLA DISTRICT ACTION PLAN .DATED 07.02.2025**

I). District Profile:

Rajanna Sircilla is carved out of erstwhile Karimnagar district and was formed on 11 Oct 2016, it is surrounded by Karimnagar, Kamareddy and Siddipet Districts. Mid Manair Dam with its scenic beauty is a place of worth visiting. Manair, a tributary of Godavari, passes through the district and provides irrigation and drinking water supply benefits. Sri Raja Rajeshwara Swamy temple, one of the ancient and famous Shaivite temples is located in Vemulawada town. This Shrine is popularly known as "Dakshina Kasi (Southern Banaras)". Devotees throng this temple in huge numbers. A Dargah within the precincts of the temple stands a testimony to religious tolerance. Rock cut inscriptions found in and around Vemulawada temple proclaim the historical importance of this place which was the capital of the Vemulawada Chalukyas who ruled from AD 750 to AD 973. Tradition associate with this place with famous Telugu poet "Bheemakavi" but there is more definite proof of the famous Kannada poet "Pampa" living here as the court poet of Arikesari-and dedicated his "Kannada Bharatha" to his royal patronage. Lakshmi Narasimha Swamy Temple.

- To enhance the volume of exports from each district.
- To create a flexible and permanent institutional mechanism with participation from all stakeholders to act as a facilitator and guidance system for export Incentivization.
- To identify lead products and sectors for targeted and continued interventions for export promotion
- To synergize various schemes at the center, state and district level which address agriculture, industry and service exports.
- To provide support both domestically and internationally to local industry from the production stage to the export stage.
- To increase efficiency in the supply chain and augment export infrastructure
- To augment both supply and demand through product and market diversification.

II.TG-IPASS Approved units date (01-01-2015 to 06.02.2025):

No. of Units Approved	Investment (Rs. In Crores)	Employment
760	762.16	8525

III. Industrial Structure in Rajanna Sircilla District:

Industrial Category	No. of Units	Investment (Rs. In Crores)	Employment
Micro	673	156.47	5990
Small	83	160.96	1505
Medium	2	9.74	1000
Large	1	116.74	10
Mega	1	318.25	20
Grand Total:	760	762.16	8525

VI.INDUSTRIAL PARKS IN RAJANNA-SIRCILLA DISTRICT:

Name of the Industrial Park	TSFPZ, Narmala
Extent in Acres	309.05
Plots Developed	86
Plots Allotted	6
Vacant Plots	80

V.DLEPC ACTION PLAN FOR POWERLOOM & DAIRY FARMS

Particulars		Details (Enter response here)		Comments (if any)	Instructions
(I)	(II)	General Information			
		Power looms	Dairy Farms		
1.State / Union Territory		Telangana	Telangana	-	-
2. District		Rajanna Sircilla	Rajanna Sircilla	-	-
3. Product / Service		Power looms	Dairy Farms	-	-
4. HS Code of the product		52	4	-	-
5.Whether GI Tagged		YES	NO	-	-
6. Industry		Power looms	Dairy Farm / Milk Products	-	
7. Is the product perishable?		No	Yes	-	
8. Concerned Line Ministry, State Departments and Boards		Ministry of Handlooms & Textiles	Director of Veterinary & Animal Husbandry Department	-	
9. Concerned Industry associations		1. Politer Association, Sircilla Produce polister Grey Cloth & Cotton Cloth 2. Sircilla Textile park Cloth Mfg. Association Produce polister Grey Cloth & Cotton Cloth	-	-	

II). Current Status of the Product / Service.

(1) Production capacity (in units)	15 Crore Mtrs/Annum	42267 Mts. / Annum	-	
(2) Production capacity (in number of processing units)	20302 Power looms	(Only Milk Collection)	-	
(3) Composition of production units in Small/ Medium / Large enterprises	20302 Micro Units	Small Dairy Farms - 88 Large Dairy Farms -- 13 Medium Dairy Farms- 52	-	
(4) Any marginalized section of society engaged in the production	-	-	-	
(5) Demand in India in the last 6 months (in units)	-	-	-	
(6) Supply in India in the last 6 months (in units)	1.50 Crore Mtrs.	-	-	
(7) Demand in the international market in the last 6 months (in units)	-	-	-	
(8) Supply in the international market in the last 6 months (in units)	-	-	-	
(9) Top importing countries	-	-	-	

(III) Current status of value-added products/ services (Power looms and Dairy farms)

(1) Name of the value-added product	-	-	-	
(2) Production capacity of the value-added product (in units)	-	Butter milk, Panner, Cheese and other dairy products	-	

(3) Production capacity of the value-added product (in number of processing units)	-	-	-	-
(4) Composition of production units in Small/ Medium / Large enterprises	-	-	-	-
(5) Any marginalized section of society engaged in the production of value-added products	-	-	-	-
(6) Demand of the value-added product in India in the last 6 months (in units)	-	-	-	-
(7) Supply of the value-added product in India in the last 6 months (in units)	-	-	-	-
(8) Demand of the value-added product in the international market in the last 6 months (in units)	-	-	-	-
(9) Supply of the value-added product in the international market in the last 6 months (in units)	-	-	-	-
(10) Top importing countries of the value-added product	-	-	-	-

(11) Scope for value addition	-	-	-	
(12) Is the value-Added product perishable?	-	Yes	-	
(IV) Problems in the supply chain, Interventions required and Responsible Authority (If present, fill Yes with a one-line description) Not Applicable				
(1) Tech related	-	-	-	
(2) Standards and certification related	-	-	-	
(3) Quality of output related	-	-	-	
(4) Awareness related	-	-	-	
(5) Infrastructure / Ecosystem related (other than logistics)	-	-	-	
(6) Logistics related	-	-	-	
(6) Workforce availability or training related	-	-	-	
(7) Working capital related	-	-	-	
(8) Investment related	-	-	-	
(9) Policy & regulations related	-	-	-	
(10) Infringement /duplication/ counterfeit related	-	-	-	
(11) Any other				
(V) Potential for other products/ services				
(1) Other products / services with potential for export	NIL	-	-	

V. (i).SWOT ANALYSIS:

Description	Power looms	Dairy Farms
Strength:	The Power looms centralized in Sircilla Town, it can produce massive production in short time and chances to grow to generate more employment.	Small Dairy Farms with small farmer's will produced high pedigree with primary or secondary occupation and they are traditionally well trained in dairy farming.
Weakness:	Old version looms, un skilled workers. Due to the old modal looms the production of the cloth quality is not good.	i. Small farms may struggle with economies of scale – remunerative prices not received despite increased Feed and Fodder Cost. ii. There is no raise in milk price since 4-5 years where as Feed/ Fodder/ Labour Charges are increased.
Opportunity:	Can develop processing and printing wings simultaneously.	i. Diversifying into Curd, Butter milk, Paneer, Cheese and other dairy products can increase profitability and market reach. ii. Selling directly to consumers to through farmers markets or farm to table programs can increase margins. iii. Increasing mandal wise chilling centres and Local branding can increase the profit and shared with dairy farms.
Threat:	The power looms industry of Sircilla is unorganized sector, getting the wages and employment in crucial.	i. Larger dairy producers and imported milk can create price pressures on local farms. ii. No direct marketing chain for small dairy farmers.

V.(ii). BOTTLENECKS:

Power looms	Dairy Farms
Old version looms, un skilled workers. Due to the old modal looms the production of the cloth quality is not good.	i. Increased competition by established Dairy Farms. ii. Inadequate feed quality and availability. iii. Inefficient Milking practice. iv. Inefficient infrastructure limited market access to small Dairy Farms. v. Labour shortage. vi. Lack of knowledge about balanced feeding and total Mixed Ration.

V.(iii). Proposed Intervention / Suggestions for the above problems and to promote the District as Export Hub:

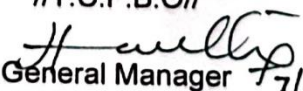
Power looms	Dairy Farms
1. Enhance Infrastructure for Storage and Transport 2. Improve quality standards 3. Reduce Production Costs. 4. Expand Market Access 5. Develop Branding and Marketing Strategies 6. Streamline Export Procedures 7. Promote Value – Added Products 8. Mitigate Trade Barriers 9. Support Farmer Producer Organizations (FPOs) 10. Leverage Technology and Data Analytics 11. Ensure Environmental Sustainability 12. Financial and Export Incentive	1. Enhance production efficiency by modern dairy farm practices 2. Upgrade infrastructure for scale and quality (Cold chain and processing facilities) 3. Financial support and incentives on products 4. Improve Quality Standards 5. Reduce Production Costs ie high quality green fodder production(Both Legumes and Non Legumes) 6. Expand Market Access 7. Develop local Branding and Marketing Strategies 8. Promote Value-Added Products 9. Support Farmer Producer Organizations (FPOs) 10. Ensure Environmental Sustainability 11. Co-operative/ Cluster based approach (Dairy Co-operatives) 12. Training and Skill development (Farmer Education)

V.(iv). SALIENT FEATURES AND CONCLUSION

To make a hassle free export environment in the district Planned to:

- By way of inducing awareness and export process knowledge among the prospective exporters
- Updating the latest export documentation and technical process to be followed by the enterprises
- Making a common single platform at the district level involving all the unit holders/stake holders
- Introducing mentor services by the established exporters to make the district as an export HUB.

Sd/-
DISTRICT COLLECTOR
CHAIRMAN (DLEPC)
RAJANNA SIRCILLA

//T.C.F.B.O//

General Manager 7/2/2025.
District Industries Centre
Rajanna Sircilla