District Export Action Plan (DEAP)-Siddipet

HistoricalBackgroundandFormation:

TheGovernmentofTelanganaforbetterAdministrativeConvenienceduring reorganization of the new Districts on 11th October, 2016 , thenew District Siddipet is carved out of erstwhile Medak District with annexation of somemandalsofKarimnagarandWarangalDistrictswith(26) Mandals.(3) Revenue Divisions i.e Siddipet, Gajwel & Husnabad Divisions as on date.

Boundaries&Topographyofthe District:

Siddipet District is located in the Northern Region of Telangana State. The District is situated within the Geographical Co-Ordinates of 18°06′17″ Northern Latitude and 78°50′54″ Eastern Longitude. The District is bounded by Rajanna Sirsilla, Karimnagar Districts on North side, Jangaon, Yadadri, Medchal-Malkajgiri Districts on South side, Hanmakonda District on East side, Medak &Kamareddy Districts on West Side.

DemographicParticulars:

The newly formed Siddipet District is extended with an extent of 3651.78 Square Kilometers with 3 Revenue divisions, 5 Municipalities, 499 RevenueVillages, 499 Grampanchayats.

As per 2011 Census the total population of the District is 10,12,065 comprising ofMale population 5,04,141 & Female population 5,07,924. Out of the total population Rural population is 8,73,013 comprising 86.26% & Urban population is 1,39,052 comprising 13.74% of the total Population. The total SC population is 1,87,508 and ST population is 25,010 which is 18.53% and 2.47% respectively of the total population. The male and female ratio (sex ratio) in the District is 1:1. The total number of households in the District are 2,38,049 and the average house hold size is 4 persons. Density of population in theDistrict is 278personsperSq.km.Theliteracyrateis 55.29%. Thetotalnumberofworkforce engaged in various occupations in the District are 509563 persons, out of which 444757 persons are main workers and 64806 persons are marginal workers.

Climate:

TheclimateoftheDistrictischaracterizedbyhotsummerandisgenerally dry except during the South West monsoon season.

a) Temperature:

The mean maximum temperature begins to rise from the middle of February and reaches a maximum of about 41.6 °C in May. With the onset of the south-West monsoon into the District early in June, there is appreciable drop in temperatures and the weather becomes more pleasant. During the summer season the maximum temperature is 41.6 °C and the minimum temperature is 21.2 °C and during the Winter season the maximum temperature is 29.5 °C and the minimum temperature is14.1°C. During the year 2019-20 the Annual Average Maximum Temperature of the District is 33.8°C and with Annual Average Minimum Temperature of 21.7°C.

b) Rainfall:

The District has a normal Rainfall of 785.2 mm, the bulk of Rainfall is received through the South West Monsoon during the period from June to September.There are 17 Manual Rain Gauge Stations and 39 Automatic Weather Stations (AWS) installed in the Siddipet District with the coverage of all mandals. The actual rainfall during 2019-20 is 1062.7 mm which is 35.34% excess over Normal Rainfall.

LandUtilization:

The total Geographical area of the District is 365178 Hectare. The Net area cultivated is 221566 Hectare and Gross area cultivated in both seasons Vanakalam and Yasangi is 347715 Hectare during the year 2021-22.

The total number of Land holdings of the District are 292662 out of which most of them are marginal 203697 and 64909 are small holdings together accounts for 91.78 % of the total holdings. The Major Crops cultivated in the Districtcomprise of Cotton, Paddy, Maize, Red gram and Horticultural crops i.e Vegetables and Fruit Gardens are also cultivated in considerable area.

Status of the Industries and products /services in Siddipet District:

S.NO	Category	No.of Units	Investment(in lakhs)	Employement)
1	Micro	167	2897517	1475
2	Small	518	42419950	11317
3	Medium	20	92003	2589
4	Large	8	79215	1646

RICE (Product -I)

1. Introduction:

The district economy is mostly dependent on agriculture sector. The increase in agriculture production and productivity will boost the health of district economy. Paddy is the one of the major crop grown in the district.

2. General Characteristics of Rice:

1. The Harmonized System (HS) code is 1006
2. It's Geogragraphical Indication not tagged.
3. It is a perishable product

3. Concerned Department/board

Agricultural Department

4 . Concerned Industry Associations:.

Rice Mill Association ,Parupulaveedhi Siddipet

5. Paddy Production during the last three years:

YEAR	AREA (in Acres)	PRODUCTION (IN MT)
2021-22	560786	1284382
2022-23	693734	1591632
2023-24	695164	1594759

From the above figures, it is clear that there is a huge potential in the future, there is a need to be encouraged

6. Rice Mills details:

There are 258 rice mills in the district: They are:

S.No	Type of the Mill	Total No.of Mills
1	Raw Rice Mills	110
2	Paraboiled Rice Mills	48
3	Non-Trading Rice Mills	100

7. Milling Capacity :

S.No	Sannarakam(Per Season in MT)	Coarsevarial (Per Season in MT)	TOTAL Per Season in MT)
1	321000	241500	562500

Rice produced in the district is being exported to various countries like USA, IRAN, SAUDI ARABIA, CHINA, UAE AND KENYA.

8. SWOT ANALYSIS:

1.Strength :

Surplus availability of water due to the presence of Ranganayaka Sagar, kondapochamma Sagar and Mallanna Sagar reservoirs in the district.

2.Weakness:

It is a perishable product, adoption of obsolete technology, high input cost such as fertilizer cost, seed cost etc.,

3.Opportunity:

Increase in the demand due to rise in population, proximity to Hyderabad and scope for improvement in infrastructure

4.Threat:

Competition, Urbanization, Shrinkage of Cultivation land, stringent norms, rules and regulations.

9. BOTTLENECKS:

1.Not much awareness among the farmers and the rice millers about the exports.

2.Limited exposure to the International market among farmers and rice millers.

10. Proposed Interventions/suggestions for the above problems and to promote the District as Export Hub:

1. Enhance Infrastructure for Storage and Transport

- Build modern warehouses with climate control to prevent spoilage.
- Develop cold storage facilities for paddy to maintain quality during transit.
- Invest in dedicated transportation networks to reduce transit times and costs.

2. Improve Quality Standards

- Set up quality testing labs at procurement centers to meet international standards.
- Ensure consistent grading and sorting of produce to align with global expectations.
- Promote the adoption of Good Agricultural Practices (GAP) among farmers.

3. Reduce Production Costs

- Subsidize quality seeds, fertilizers, and pesticides.
- Promote advanced farming techniques to increase efficiency.

4. Expand Market Access

- Sign bilateral trade agreements with key importing countries.
- Participate in international trade expos to showcase the quality of Indian paddy.
- Use digital platforms to connect exporters directly with global buyers.

5. Develop Branding and Marketing Strategies

- Create a national brand for Indian paddy to emphasize quality and origin.
- Highlight organic and sustainably grown variants to target premium markets.
- Provide financial support to exporters for marketing campaigns abroad.

6. Streamline Export Procedures

- Simplify documentation and clearance processes to reduce delays.
- Establish single-window systems for export approvals.
- Ensure transparency in export policies to build confidence among traders.

7. Promote Value-Added Products

- Encourage exports of processed rice (e.g., parboiled, fortified rice)
- Offer incentives for units engaged in value addition.
- Set up processing clusters near farming regions to minimize raw material transport costs.

8. Mitigate Trade Barriers

- Engage with importing countries to address non-tariff barriers like phytosanitary measures.
- Work towards reducing tariffs through trade negotiations.
- Monitor and comply with international standards for packaging, labeling, and chemical residues.

9. Support Farmer Producer Organizations (FPOs)

- Enable FPOs to directly participate in the export supply chain.
- Provide training on export regulations and market trends.
- Facilitate access to financing and technology for FPOs.

10. Leverage Technology and Data Analytics

- Use blockchain for traceability to enhance buyer confidence.
- Employ satellite imagery and IoT for better crop yield prediction and logistics planning.
- Analyse trade data to identify emerging markets and demand trends.

11. Ensure Environmental Sustainability

- Promote water-efficient farming techniques for paddy(e.g., drip irrigation).
- Adopt eco-friendly pest management to align with global sustainability norms.
- Focus on organic farming to tap into high-value markets.

12. Financial and Export Incentives

- Offer export subsidies to make Indian products more competitive globally.
- Reduce taxes and duties on export-oriented units.
- Provide interest subvention on export financing.

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- Reduce taxes and duties on export-oriented units.
- Provide interest subvention on export financing.

COTTON(Product-II)

I. Introduction:

The district economy is mostly dependent on agriculture sector. The increase in agriculture production and productivity will boost the health of district economy. Cotton is the second major crop grown in the district.

II. General Characteristics of COTTON:

1. The Harmonized System (HS) code for cotton is 52081900
2. It's not Geographical Indication tagged.

III. Concerned Department/board

Cotton Corporation of India

IV. Concerned Industry Associations:

Siddipet Ginning Mills Association

V. Cotton Production during the last three years:

YEAR	AREA (in Acres)	PRODUCTION (IN MT)
2021-22	104621	79005
2022-23	113713	81191
2023-24	113713	81191

From the above figures, it is clear that there is a another huge potential for cotton production in the district and there is a need to improve further especially from exports point of view. There are 27 Cotton Ginning Mills are working in the district.

Cotton produced in the district is being exported to various countries like BANGLADESH, CHINA, VEITNAM etc.

VI. SWOT ANALYSIS:

1. Strength:

Surplus availability of water due to the presence of Ranganayaka Sagar, kondapochamma Sagar and Mallanna Sagar reservoirs in the district.

2. Weakness:

Adoption of obsolete technology, high input cost such as fertilizer cost, seed cost etc.,

3. Opportunity:

There is an increase in the demand for the end products like garments, textiles etc.,

4. Threat :

Competition, Urbanization, Shrinkage of Cultivation land, stringent norms, rules and regulations,cheap imports of cotton products from various countries.

VII. BOTTLENECKS:

1. Not much awareness among the farmers and the Cotton Ginning Millers about the exports.
2. Limited exposure to the international market among farmers and Cotton Ginning Millers.

VIII. Proposed Interventions/suggestions for the above problems and to promote the District as Export Hub:

In order to improve the exports, it is incorporate the following points in the District Export Action Plan (DEAP):

1. Enhance Infrastructure for Storage and Transport

- Build modern warehouses with climate control to prevent spoilage.
- Invest in dedicated transportation networks to reduce transit times and costs.

2. Improve Quality Standards

- Set up quality testing labs at procurement centers to meet international standards.
- Ensure consistent grading and sorting of produce to align with global expectations.
- Promote the adoption of Good Agricultural Practices (GAP) among farmers.

3. Reduce Production Costs

- Subsidize quality seeds, fertilizers, and pesticides.
- Promote advanced farming techniques to increase efficiency.

4. Expand Market Access

- Sign bilateral trade agreements with key importing countries.
- Participate in international trade expos to showcase the quality of Indian cotton.
- Use digital platforms to connect exporters directly with global buyers.

5. Develop Branding and Marketing Strategies

- Create a national brand for Indian cotton to emphasize quality and origin.
- Highlight organic and sustainably grown variants to target premium markets.
- Provide financial support to exporters for marketing campaigns abroad.

6. Streamline Export Procedures

- Simplify documentation and clearance processes to reduce delays.
- Establish single-window systems for export approvals.
- Ensure transparency in export policies to build confidence among traders.

7. Promote Value-Added Products

- Encourage exports of processed cotton derivatives (e.g., yarn, garments)
- Offer incentives for units engaged in value addition.
- Set up processing clusters near farming regions to minimize raw material transport costs.

8. *Mitigate* Trade Barriers

- Engage with importing countries to address non-tariff barriers like phytosanitary measures.
- Work towards reducing tariffs through trade negotiations.
- Monitor and comply with international standards for packaging, labelling etc..

9. Support Farmer Producer Organizations (FPOs)

- Enable FPOs to directly participate in the export supply chain.
- Provide training on export regulations and market trends.
- Facilitate access to financing and technology for FPOs.

10. Leverage Technology and Data Analytics

- Use blockchain for traceability to enhance buyer confidence.
- Employ satellite imagery and IoT for better crop yield prediction and logistics planning.
- Analyse trade data to identify emerging markets and demand trends.

11. Ensure Environmental Sustainability

- Promote water-efficient farming techniques for cotton (e.g., drip irrigation).
- Adopt eco-friendly pest management to align with global sustainability norms.
- Focus on organic farming to tap into high-value markets.

12. Financial and Export Incentives

- Offer export subsidies to make Indian products more competitive globally.
- Reduce taxes and duties on export-oriented units.
- Provide interest subvention on export financing.

One District One Poduct (ODOP) – Gollabhama Saree:

Gollabhama Saree or Siddipet Gollabhama Cotton Sarees are globally famous, and even have the Geographical Indication Tag. These Sarees get their name from the decorative motifs that are used – the Gollabhama(milkmaid). Gollabhama (milkmaid motif) woven onto the border of the saree refers to women of Golla community. Lore has it that in the Dwaparyuga, milkmaids would carry pots of milk and curd to offer to Lord Krishna. The bewitching silhouette of these women in bright ghagra and choli inspired weavers to replicate it leading to Gollabhama weaving style. "Mostly, the saree is a single colour with a flower pattern interspersed throughout the body. It is the intricate motifs on the saree border which is the defining feature," says Satyam, a master weaver involved in preserving the style. There are mainly three motifs used in the saree are Gollabhama, Bathukamma and Kolatam, with Gollabhama being the most popular in the lot. Sustaining this art means getting the weavers to incorporate the motifs in stoles, dupattas and scarves and use new colour patterns which is happening slowly. The weavers replicate these silhouettes to create alluring designs on their looms with cotton as well as silk yarns. 2/120 of Cotton yarn and 3ply silk yarn is using for the production.

The Saree is often in a single colour dotted with small Gollabhama butas throughout the fabric, while the larger intricate motifs are showcased on the border and/or pallu (end-piece). Typically, three motifs are used for Saree designs viz. Gollabhama, Bathukamma and Kolatam, with Gollabhama being the most commonly used. When it comes to creating the motif, the weaver needs to meticulously pass the coloured thread through the warp to get a clear design which is time consuming. "All this while pulling the looms strings thousands of time and swinging the pedal down simultaneously. It takes more time using a single thread, so weavers generally use the double thread technique.

The intricate Gollabhama of these Sarees are neither embroidered nor printed but are meticulously woven into the border of the Saree. The design is initially drawn on a graph, and translated to a pattern using a set of 80-100 threads. These threads define the specific position where the warp is raised and coloured threads are inserted. While creating these motifs, the weaver passes coloured threads (for each motif) through the warp to achieve the resulting design.

Present Status:

- Despite global popularity and the geographical indication tag for these Sarees, weaving a Gollabhama saree takes around 3-4 days to make, but the weaver earns a meagre Rs.

350/ per saree. In its heyday, there were about 2000 weavers of the Gollabhama sarees, but today the number has dwindled to only (6).

- In view of the popularity of the Gollabhama saree, weavers training programmes have been conducted in weaving and designing of the Gollabhama designs to encourage the weavers to weave Gollabhama sarees.
- At Present (45) handlooms are engaged in Production of Gollabhama Cotton and Silk Sarees in Siddipet the price ranges in cotton varies from Rs.2,600/- to Rs.3,500/- depends on design and motifs size and in silk gollabhama sarees the price ranges Rs. 6500/- to Rs. 13,000/-. Annually total production value is about Rs. 1.00 Cr and these sarees procured by the TSCO, Hyderabad and selling in retail market and online portals.

S.No	Heading	Explanation
1	State	Telangana
2	District	Siddipet
3	Product	Gollabhama Saree
4	Number of Units	36
5	Number of People involved in this profession	45
6	Identified Associtaions	1) Handloom Weavers Cooperative Society Ltd., Siddipet ,9553000456
		2) Irkode Handloom Weavers Cooperative Society Ltd., Siddipet, 9553000456
		3) Adarsha Handloom Weavers Cooperative Society Ltd., Siddipet, 9959025656
		4) Veerareddypalli Handloom Weavers Cooperative Society Ltd., Siddipet, 9985109656
		5) Mallikarjuna MACS ., Siddipet., 9989175259
		6) Tumma Galaiah, Siddipet (Master Weaver) 8885155565
7	Total Sales for last (3) years	2020-21: 82.32 Lakhs/ 0.18 Lakhs Meters
		2021-22: 115.20 Lakhs / 0.25 Lakhs Meters
		2022-23: 106.21 Lakhs / 0.23 Lakhs Meters
8	Source	Assistant Director, Handlooms and Textiles, Siddipet
9	Remarks	The Siddipet Gollabhama sarees are traditional, distinguish quality of production and got the identity and Certificate of Registration of Geographical Indication of Goods (Registration and Protection) Act, 1999 GOI.

- **Export Opportunities:**

At present, Gollabhama sarees production is taken up by only (45) weavers and producing around (2000) sarees annually. With the limited quantity of production, export of Gollabhama sarees can't be taken up.

In order to improve the Gollabhama Sarees production, it is incorporate the following points in the District Exports Action Plan (DEAP):

1. Payment of high wages

At present, Gollabhama saree weavers are getting lower wages @ Rs.300/- to Rs.350/- per day. Hence, no younger generation weavers are coming forward to take up the Gollabhama sarees production activities. If the present wages are revised by the TGCO, more number of weavers will be attracted and the production will be increased.

2. Implementation of Yarn subsidy scheme

Yarn subsidy scheme should be continued to get the yarn at cheaper price, so as to offer the Gollabhama sarees at competitive rates to the customer.

3. Training of new weavers

Training programs in weaving and designing are needed to the new weavers, as the present Gollabhama weavers are very less in number.

4. Financial support

There is no financial support to the outside Gollabhama saree weavers/Master weavers and they are in need of capital requirement to enhance their production capacity and also need Government support viz...in terms of subsidies, bank loan and interest subsidy etc.,

General Manager,
DIC-Siddipet