



Districts
as Export Hubs

DISTRICT EXPORT ACTION PLAN

DISTRICTS AS EXPORT HUBS
MAHABUBNAGAR DISTRICT

Preliminary District Export Action Plan- Mahabubnagar District

General Characteristics of District

The Mahabubnagar District consists of 1 revenue division Mahabubnagar. it has (16) Mandals i.e., Mahabubnagar (Urban), Mahabubnagar Rural, Jadcherla, Rajapur, Balanagar, Midjil, Bhoothpur, Musapet, Addakal, C.C. Kunta, Koukutla, Devarkadra, Koilkonda, Hanwada, Mahamadabad, Gandeed and Nawabpet. It is well connected by roadways i.e. National Highways No.44 & 167 and State High ways and well connected Railway lines and also very proximity to the Rajeev Gandhi International Airport.

Explanation

- The city of Mahabubnagar is located in the Deccan plateau, about 500 meters above sea level.
- The city was previously known as Palamoor and Rukmammapeta.
- It was renamed Mahabubnagar in 1890 to honor Mir Mahbub Ali Khan Asaf Jah VI, the Nizam of Hyderabad.
- Nearby cities Hyderabad is about 98 km away, Kurnool is about 130 km away, and Gulbarga is about 151 km away.

Topography

Geography	Coordinates	Geographical Area (Sq.Kms)
Located in the Southeast of Telangana	Latitude: 15° 55' and 17° 29' N Longitude: 77° 15' and 79° 15' E	2737.96
Avg. Annual Rain fall (in mm)	Avg. Annual Temp	Net Ground water Availability
438.1	31.4°C	1654m.m.
Major Crops	Major Minerals	Hand Looms
Rice, Cotton, Peanut	Building Stone	Woolen Blankets

Demography

Population(Census2011)	LiteracyRate	Languages
9,19,903	Male : 61.1% , Female 61.6%	Telugu, Urdu
%of Urban Population	Sex Ratio	%of Working Population
29.4%	988	38.6%
Per Capita Income (2022-23)	GDP@ Current Price(2022-23)	Total Livestock (in lakhs)
Rs.2,40,900	Rs.9236,Lakhs	21.6

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

1) 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, Mahabubnagar
Production related details	:	Para-Boiled Rice, Raw Rice

2) Mango

HS code of the product	:	08045020,
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 Horticulture and Sericulture, Telangana, Hyderabad, Boards–National Horticulture Board (NHB), Telangana Horticulture Training Institute (THTI)
Concerned Industry associations	:	Fruit Farmers Association, Mahabubnagar
Production related details	:	Mango pulp

3) Custard Apple

HS code of the product	:	08109040
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 Horticulture and Sericulture, Telangana, Hyderabad, Boards–National Horticulture Board (NHB), Telangana Horticulture Training Institute (THTI)
Concerned Industry associations	:	Fruit Farmers Association, Mahabubnagar
Production related details	:	Custard apple pulp

4) 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, Mahabubnagar
Production related details	:	Cotton Bales

5) Handloom - wool (Animal Hair)

HS code of the product	:	62171030
Whether GI tagged	:	No
Is the product perishable?	:	No
Concerned Line Ministry, State departments and Boards	:	Line Ministry-Ministry of Textiles, Ministry of Commerce and Industry State Depts-Dept of Handlooms &Textiles, Dept of Tourism Boards–Telangana state Handlooms & Textiles, Dept of Tourism
Concerned Industry associations	:	Mahabubnagar Textile and Handlooms Associations
Production related details	:	Woolen blankets

Status of Industries and products/services in the district

IndustrialProfile

TS-iPASSA approved units data(2014-15 to up to date)

No. of industries give approvals	Investment (Rs)	Employment	No. of Industries Commenced Operations	Investment (Rs)	Employment commenced Operations
513	20143	34844	358	9409.95	25836

Industrial Structure in Mahabubnagar District

IndustryCategory	No.ofunits	Investment (Rs.inCrores)	Employment
Micro	2251	349.84	10717
Small	236	742.32	4028
Large & Medium (solar power plant)	53	829.06	7758
Mega	11	2408	5422
GrandTotal	2551	4329.22	27925

The following type of industries is working in the district.

1. Pharma and Healthcare
2. Food Processing
3. Plastics
4. Glass and Ceramics
5. Textile
6. Chemicals
7. Para Boiled and Raw Rice Mills
8. Spinning and Cotton ginning

The following sector Industries were exporting.

1 Pharma and Healthcare	: 11
2 Food Processing	: 1
3 Plastics	: 1
5 Glass and ceramics	: 2
6 Textile	: 5
7 Chemicals	: 2
8 Quartz & Feldspar	: 2
9 Black Granite	: 1

Major Exportable products

- Rice
- Cotton Bales
- Mango
- Custard Apple
- Woolen Blankets

STATUS OF EXISTING IE/IP/SEZ etc:

Name of the Park/ Estate	No. of Plots	No. of Plots occupied	No. of Plots vacant
IP, Jadcherla	45	36	0
GIP Jadcherla	109	50	0
IP Mahabubnagar	56	52	0
IP Nancherla	20	3	0
New Energy Park, Divitipally	1	0	0

Potential areas for service Industry

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

SWOT ANALYSIS:

Strength: Mahabubnagar District is famous for Mangos, Custard Apple, Cotton, Peanut and is biggest market in Telangana

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

DISTRICT LEVEL EXPORT PROMOTION COMMITTEE (DLEPC)

As per the instructions of the Principal Secretary to Government, Industries & Commerce Department, Government of Telangana, the District Level Export Promotion Committee (DLEPC) has been constituted under the Chairmanship of the District Collector with the following composition:-

Sl. No.	Official Department	Role
1.	Collector / DM / DC / District Development Office / CDO	Chairperson
2.	Designated DGFT RA	Co-Chair
3.	GM, District Industries Centre (DIC)	Convener
4.	Nominated member from the State Government Commerce & Industries Department	Member
5.	Lead Bank Manager	Member
6.	Representative – Department of MSME, Govt. of India	Member
7.	Representative Sector Specific Export Promotion Council	Member
8.	Representative – Quality & Standards implementation body	Member
9.	Representative from District Trade / Commerce Associations	Member
10.	Sector Specific Ministry in Government of India (Agriculture, Fisheries, Plantation boards etc)	Member
11.	Sector Specific Ministry of the State Government	Member
12.	Sector Agencies Specific to Product identified in each district (NABARD etc.)	Member
13.	Other State Government Representative (As per requirement)	Member

The role of DLEPCs for initiative of “Developing the District into an Export Hub” is

1. Identification of Major products in the district that have inherent potential for growth.
2. Identification of products that are presently being exported and any additional measures required to increase exports from the district by duly identifying critical gaps / bottlenecks.
3. Identification of products from the district that have export potential, but so far not been explored for exports. Measures required for development of such products exports.
4. To generate the base line data of such products in the district (eg. Productivity / Usage within State / Country / Export quality etc).
5. To encourage the producers to improve in product quality and skill development.
6. To encourage for transformation of the products in an artistic way (adoption of innovative packing and branding of products).
7. To prepare the district export strategy and action plan.

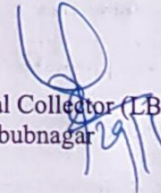
Training & Development

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

District Export Action Plan, Mahabubnagar District

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 Mahabubnagar	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, Mahabubnagar	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, Mahabubnagar	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 projects and 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


General Manager,
DIC, Mahabubnagar
/Convener, DLEPC


Additional Collector (LB)
Mahabubnagar


District Collector & Chairperson
DEAP, Mahabubnagar