

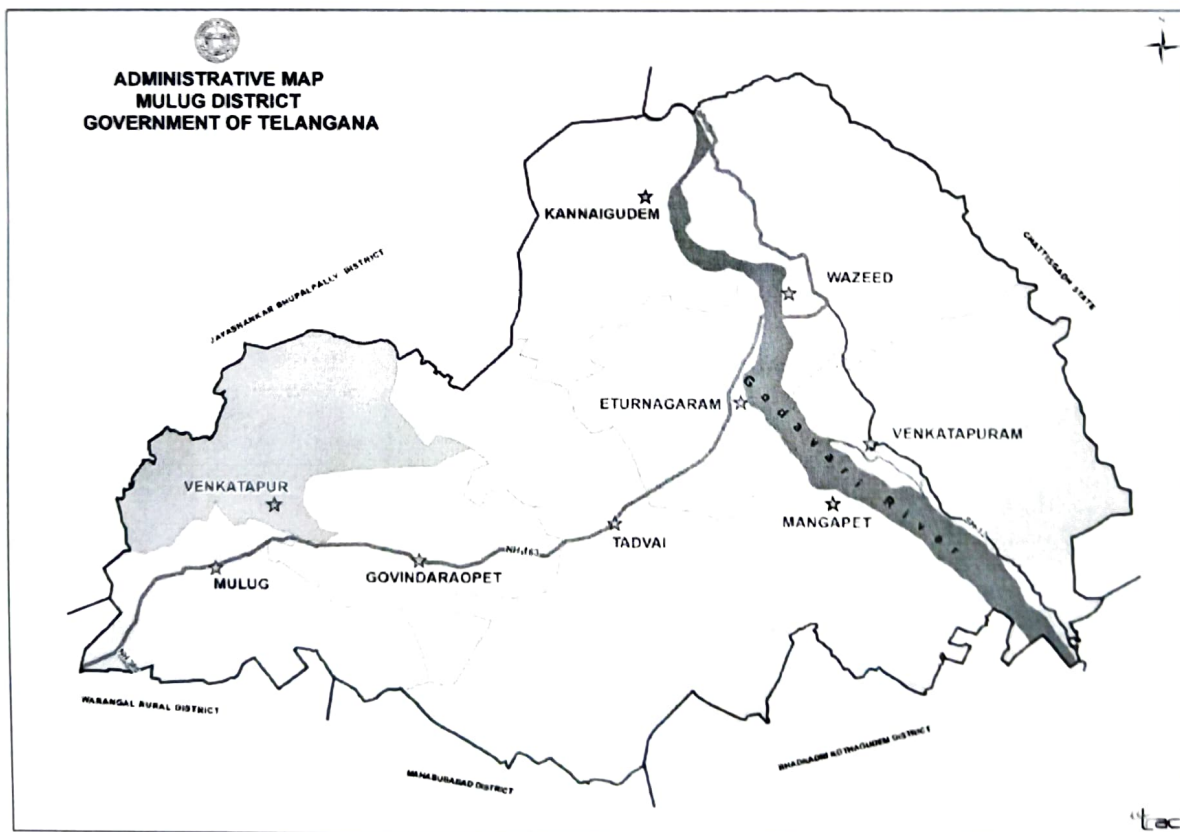
DISTRICTS AS EXPORT HUB

Mulugu District

The District Export Action Plan (DEAP) for Mulugu District is a comprehensive framework designed to harness the district's unique resources, strengths, and potential to contribute to India's export growth. Located in the state of Telangana, Mulugu is known for its abundant natural resources, rich cultural heritage, making it a promising hub for exports.

The primary objective of this DEAP is to identify and promote products and services from Mulugu with significant export potential, develop a supportive ecosystem for exporters, and align district-level initiatives with national and global trade strategies. The plan aims to enhance the district's economic development, generate employment, and achieve sustainable growth through export-led activities.

District Profile



Mulugu is a district in the state of Telangana. Mulugu district was formed on February 17, 2019 by bifurcating the Jayashankar Bhupalpally district. Previously Jayashankar Bhupalpally district was part of Warangal district. There is one revenue division of Mulugu under this district and has 9 mandals and 174 village panchayats in it. Mulugu district along with Narayanapet district were formed making a total of 33 districts in Telangana state.

This district has the lowest population in Telangana district. This district has total population belonging to rural population. Etururnagaram ITDA (Integrated Tribal Development Agency) office created for tribal people is situated in Mulugu district.

Agriculture is the main occupation in rural parts of the district, with paddy, chilli, cotton and turmeric being the chief crops grown in the area

District at a glance

Geography	Coordinates	Geographical Area (Sq.Kms)
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Located to North-East of
Telangana

Latitude: 18.37 N
Longitude: 79.49 E

3881

No. of Villages	No. of Mandals	No. of Municipalities
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335

09

0

Avg. Annual Rainfall (in mm)	Avg. Annual Temp	Groundwater Level in Mts
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1292

29 °C

7.72

Major Agricultural Crops

S.No	Name of the Crop	Cultivation Area in Acres
1	Paddy	1,54,199
2	Chilli	19,000
3	Cotton	26,413

Basic Demographic Features

Population	Unit	Value
Total Population	Nos.	294671
Male	Nos.	146205
Female	Nos.	148466
Sex Ratio (Females per 1000 Males)	Ratio	1015
Rural Population	Nos.	283000
Urban Population	Nos.	11671
Literacy Rate	%	62.26
% Rural to Total Population	%	96.04
% Urban to Total Population	%	3.96

One District One Product of Mulugu District

The major crops in the district are rice, cotton, and chilli. Notably, chilli is the One District One Product of Mulugu district.

Present and Potential.

At present the District has 87 MSME units in various sectors as below

Sl. No.	Type of industry	Number of units
1	Cement products	1
2	Cotton spinning an. weaving (small scale)	3
3	Engineering and fabrication units	8
4	Flour mills	5
5	Fly ash bricks	15
6	Mineralized water	2
7	Parboiled Rice Mills	5
8	Stone crusher	2
9	Reprocessing of waste plastic Including PVC	1
10	Rice mill (Rice hullers only)	42
11	Seed processing	3
	TOTAL	87

Potential Industries

Mulugu district, located in the northeastern part of Telangana, India, is rich in natural resources and has significant industrial potential due to its unique geography and resource base. Here are the key areas with industrial growth potential.

1) Mineral-Based Industries

- a) **Construction**: The availability of Laterite can support the establishment of industries related Laterite bricks.

2) Agriculture-Based Industries

- a) **Rice and Grain Processing**: With abundant paddy fields, there is potential for rice mills and grain-processing units.
- b) **Agro-Processing Units**: Industries for the processing and packaging of turmeric, chillies and other local produce.

SWOT Analysis for the District's Export Potential: Strengths, Weaknesses, Opportunities, and Threats

STRENGTHS

- 1) **Fertile Land and Water Resources:** The district benefits from fertile soils and irrigation. Crops like paddy, cotton, maize, chilli, and oil palm are widely cultivated and hold export potential.
- 2) **Diverse Agricultural Output:** A variety of crops, fruits, and vegetables can cater to different export markets, especially organic and traditional food segments.
- 3) **Proximity to Major Markets:** Close to Warangal, a regional agricultural trade hub, which provides logistical advantages for aggregation and processing.
- 4) **Government Support:** Beneficiary of state and central schemes for agriculture and exports, including subsidies, MSPs, and export incentives.

WEAKNESSES

- 1) **Lack of Value Addition:** Most agricultural produce is exported in raw form, reducing profitability and competitiveness in global markets.
- 2) **Inadequate Storage and Processing Facilities:** Limited cold storage units, warehousing, and food processing units hinder the preservation and quality of produce for export.
- 3) **Low Farmer Awareness:** Many farmers lack knowledge about global standards, certifications (e.g., organic certification), and export procedures.
- 4) **Dependence on Monsoons:** Despite irrigation projects, rain-fed farming still dominates, making agriculture vulnerable to climate variability.

OPPORTUNITIES

- 1) **High Demand for Organic Products:** Rising global demand for organic and sustainable agricultural products presents an opportunity for export-oriented organic farming.
- 2) **Value-added Products:** Investment in agro-processing industries for items like rice, cotton textiles, oilseed products, and spices can increase export value.
- 3) **Leveraging Government Schemes:** Utilize programs like the Districts as Export Hubs initiative, agriculture export policies, and APEDA's support for certification and market linkages.

THREATS

- 1) **Global Market Competition:** Competes with well-established agricultural export hubs domestically and internationally.
- 2) **Market Volatility:** Fluctuations in global demand, pricing, and changes in trade policies or tariffs can impact export stability.
- 3) **Environmental Challenges:** Soil degradation, overuse of chemical fertilizers, and water scarcity could affect long-term agricultural sustainability.
- 4) **Infrastructure Bottlenecks:** Poor rural road networks, limited access to seaports/airports, and lack of efficient logistics increase costs and delays.

Interventions Required To Promote Export Potential Of The District

To promote export potential in Mulugu , strategic interventions can be tailored to the region's specific strengths and opportunities. Here are some key areas of focus:

1) Infrastructure Development

- a. **Logistics Hubs:** Develop well-connected transportation networks, including better road connectivity to ports and airports.
- b. **Warehousing:** Establish cold storage and warehousing facilities for agricultural and perishable products.

2) Skill Development and Capacity Building

- a. **Training Programs:** Conduct training for local entrepreneurs and workers on quality standards, export documentation, and international market demands.
- b. **Technology Adoption:** Provide technical support and awareness about modern agricultural and manufacturing practices.
- c. **Artisanal Skills:** Enhance skills for local artisans to improve the quality and appeal of traditional crafts.

3) Product-Specific Interventions

- a. **Agriculture:** Promote the export of agricultural products like rice, maize, and millet by improving farming practices and certification processes.
- b. **Forest Products:** Develop value-added products from bamboo, medicinal plants, and other forest produce.

4) Market Linkages

- a. **Export Promotion Councils:** Facilitate partnerships with export councils and trade bodies for market access.
- b. **Exhibitions and Trade Fairs:** Support participation in domestic and international trade fairs.
- c. **E-commerce Integration:** Enable local businesses to access global markets through online platforms.

5) Financial Support

- a. **Export Credit:** Establish export credit facilities through banks and financial institutions.

6) Branding and Marketing

- a. **Geographical Indications (GI):** Identify and register unique products under GI tags to enhance global recognition.
- b. **International Certification:** Assist in obtaining international certifications (like ISO, organic) for products.

7) Policy Support

- a. **Single-Window Clearances:** Simplify export-related permissions and reduce bureaucratic delays.
- b. **Customs and Trade Facilitation:** Ensure seamless customs processes and compliance with international trade laws.

8) Sustainable Practices

- a. **Eco-Friendly Products:** Encourage the production of eco-friendly and sustainable goods to meet international environmental standards.

These interventions can significantly enhance Mulugu District's export potential and contribute to the district's economic growth.

Recommendations for Growth

- 1) **Develop Agro-Processing Units:** Encourage investment in food and crop processing plants to add value and meet export standards.
- 2) **Enhance Storage and Logistics Infrastructure:** Build cold storage units, warehouses, and improve transport connectivity to reduce post-harvest losses.
- 3) **Promote Organic Farming:** Train farmers in organic and sustainable farming practices, ensuring certification for export markets.
- 4) **Farmer Training Programs:** Educate farmers on global quality standards, packaging requirements, and export certifications.
- 5) **Leverage Technology:** Use digital platforms for market access, crop advisory services, and connecting farmers with exporters.
- 6) **Strengthen Market Linkages:** Facilitate partnerships with exporters and buyers through trade expos.

By addressing the weaknesses and threats while leveraging strengths and opportunities, Mulugu District can enhance its agricultural export potential and boost farmers' incomes.

Product specific particulars for the Mulugu are as below:

Particulars	Details	Comments	Instructions
(I) General Information(CHILLI)			
(1) State/Union Territory	Telangana	---	---
(2) District	Mulugu	---	---
(3) Product/ Service	chilli	---	---
(4) HS code of the Product	09042110	---	---
(5) Whether GI Tagged	NO	---	---
(6) Industry	Agro Based	---	---
(7) Is the product perishable?	YES	---	---
(8) Concerned Line Ministry, State departments And Boards	SPICE BOARD, and District Horticulture officer	---	---
(9) Concerned Industry Associations	FPO'S	---	---
(II) Current status of the product/service			
(1) Production capacity (in units)	46,000 Tons	---	--
(2) Production capacity (in number of processing units)	NIL	---	---
(3) Composition of production units in Small / Medium / Large Enterprises	NIL	---	---
(4) Any marginalized section of society engaged in the production	NO	---	--
(5) Demand in India in the last 6 months (in units)	--	---	---
(6) Supply in India in the last 6 months (in units)	--	---	---
(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	Australia, Canada, United States, United Arab Emirates, and Vietnam	--	---

(III) Current status of value-added products/ services			
(1) Name of the value-added product	NIL	---	---
(2) Production capacity of the value-added product (in units)	---	---	---
(3) Production capacity of the value-added product (in Number of processing unit s)	---	---	---
(4) Composition of production units In Small/Medium/ Large enterprises	---	---	---
(5) Any marginalised 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	Chilli Powder, Oleoresin	---	---
(12) Is the value-Added product perishable?	YES	---	---

(IV) Problems in the supply chain, Interventions required and Responsible Authority			
(1) Tech related	Aflatoxin is predominant in chillies	---	There is a need to setup Chilli Testing lab to promote chilli export
(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	COTTON	—	---

Particulars	Details	Comments	Instructions
(I) General Information(COTTON)			
(1) State/Union Territory	Telangana	---	---
(2) District	MULUGU	---	---
(3) Product/ Service	Cotton Bales	---	---
(4) HS code of the Product	5201	---	---
(5) Whether GI Tagged	No	---	---
(6) Industry	Agro Based Industry (Cotton Ginning & Pressing)	---	---
(7) Is the product perishable?	No	---	---
(8) Concerned Line Ministry, State departments And Boards	Procurement by Cotton Corporation of India, Ministry of Textiles	---	---
(9) Concerned Industry Associations	Cotton Ginning Association	---	---
(II) Current status of the product/service			
(1) Production capacity (in units)	40,000 bales	---	72 Gins (24 gins - 12 hrs - 100 bales) – 140 days season
(2) Production capacity (in number of processing units)	3 Units	---	---
(3) Composition of production units in Small / Medium / Large Enterprises	3 Small Enterprises	---	---
(4) Any marginalized section of society engaged in the production	NO	---	---
(5) Demand in India in the last 6 months (in units)	369.25 lakh bales	---	---
(6) Supply in India in the last 6 months (in units)	375.96 lakh bales	---	---
(7) Demand in the international market in the last 6 months (in units)	1979.38 lakh bales	---	---
(8) Supply in the international market in the last 6 months (in units)	2004.96 lakh bales	---	---
(9) Top importing countries	China, Bangladesh, Vietnam, Turkey, Pakistan		

(III) Current status of value-added products/ services			
(1) Name of the value-added product	NIL	---	---
(2) Production capacity of the value-added product (in units)	---	---	---
(3) Production capacity of the value-added product (in Number of processing unit s)	---	---	---
(4) Composition of production units In Small/Medium/ Large enterprises	---	---	---
(5) Any marginalised 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	Cotton ear buds, surgical Cotton, Cotton Mattresses	---	Scope to setup ancillary units based on Cotton & diversify cotton usage from Textiles
(12) Is the value-Added product perishable?	NO	---	---

(IV) Problems in the supply chain, Interventions required and Responsible Authority			
(1) Tech related	Cotton testing lab	---	There is a need to setup Cotton Quality Testing lab to promote ginning activity
(2) Standards and certification Related	Technology Mission on Cotton	---	Currently, certification is done in Mumbai, making it essential to establish a sub-centre within North Telangana for more accessible and efficient services.
(3) Quality of output related	---	---	---
(4) Awareness related	---	---	---
(5) Infrastructure / Ecosystem related (other than logistics)	---	---	---
(6) Logistics related	High Transportation Cost	---	Spinning mills are currently located in Coimbatore and Guntur, which are far from Mulugu, resulting in high transportation costs and time. However, once the spinning mills in Warangal Textile Park become fully operational, transportation costs for the cotton ginning industries will drop drastically.
(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		Chapata Chilli has GI tag	---

The District Level Export Promotion Committee (DLEPC) recommended the following actions at the earliest to promote exports from the district

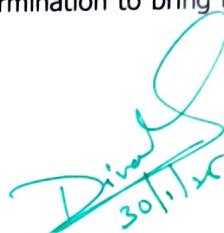
Sl. No.	Challenges Addressed	Implementing agency/ department	Action Plan	Timeline suggested by RA-DGFT	Proposed Timeline
1	Identification of base line exports	DIC along with MSME DFO and Agriculture, Horticulture, Textile and Mines & Geology Departments	As per the base line export data for the district of the year 2023-24, the Mulugu district stands at 29th place with 10.81 Crores in the state..Cereals(Rice) and Articles of apparels clothing accessories contributed major share. Initially following products may be taken up for export promotion i) Chilly ii) Cotton iii) Rice The target is to double the exports within the next five years. To achieve this, sector specific sub-committees may be constituted comprising the representatives from stake holders/concerned line departments, i.e Agriculture, Horticulture and Textile etc. These Sub-committees will work to resolve sector specific issues and increase export competitiveness.	Months	6 MONTHS
2	Comprehensive database on exporters from the district	DIC Mulugu	There is a 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, Mines & Geology and Textiles 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 DLEPC desires, can be published in various portals for more visibility for the exporters and their products.	Months	6 MONTHS

3	Single desk system at the district level	District Administration and DIC, Mulugu	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 operationalise it in two years. The district administration will work and operationalize the proposal under the leadership of the Chairperson of the DLEPC.	year	1 year
4	Creation of an online one-stop portal	Technical Team, DOI Hyd/DIC Mulugu	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.	1 year	1 year
5	Skill enhancement	Spice Board of India, APEDA, NABARD	Training on Chilly, Cotton, Forest based products. The action plan proposes to impart training on chilly processing and value addition to Cotton, Additionally farmers may impart Organic Farming and Farm Management for increasing production in coordination with Spice Board, Government of India and Agriculture department of State Govt.	year	1 year
6	Facilities, if any	Through State and Central Schemes	Sufficient Cold Storage Facility is to be created in the district. Drying facility and Testing Laboratories may be created to help export high quality product.	2 Years	2 Years

7	Identify new products for exports	District Administration and DGFT	The DLEPC will work to identify new potential products and bi-products for value addition and exports like Honey, Tamarid, Bamboo products.	1 year	1 year
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This District Export Action Plan sets the foundation for harnessing the export potential of Mulugu. By aligning efforts across stakeholders and leveraging the outlined strategies, we can achieve sustainable growth and significant contributions to the national export targets. Let us move forward with determination to bring this vision to reality.


 General Manager/ Convenor
 District Export Promotion Committee


District collector/ Chairman
 District Export Promotion Committee