

A photograph of a steel mill worker in a blue jacket and white hard hat operating a crane. The worker is surrounded by large rolls of metal. The background shows more rolls of metal and industrial equipment.

Draft District Export Action Plan: Ballari

**The Steel City of
South India**

September, 2021

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1. Introduction

The district takes its name from the word Ballari, which refers to goddess Durugamma who had manifested herself on the town. It was founded by Harihara, also known as Hakka, and his brother Bukka Raya. It is noted for its historical heritage, and for being celebrated for the capital of Vijayanagara kingdom at Hampi. The area, which was once the “City of Victory”, fell into political turmoil after the fall of Vijayanagara in 1565. The district was transferred to the erstwhile Mysore state from Madras state in 1953.

Figure 1 District Map Ballari



Ballari is situated on the eastern side of the state having 11 Taluks i.e. H B Halli, Hadagalli, Kudligi, Hospet, Sandur, Siraguppa, Harappana Halli, Kurogod, Kottur, Kampli & Ballari. Ballari is also known as the ‘Steel city of South India’ rich in mineral resources like iron ore, manganese ore, red oxide and ferrous oxide, quartz, granite. Ballari also has cluster of jeans and is referred as the ‘Jeans Capital’ of India with the presence of brands like Point Blank, Walker, Dragonfly and Podium.

2. District Profile

2.1 Geography

Ballari district is spread from southwest to northeast and is situated on the eastern side of Karnataka state. The district is 15° 30' and 15°50' north latitude and 75° 40' and 77° 11' east longitude. The geographical area is 8461 sq. km. This district is bounded by Raichur District on the north, Koppal District on the west, Chitradurga District and Davanagere District on the south, and Anantapur District and Kurnool District of Andhra Pradesh on the east.

2.2 Flora and Fauna

Ballari has two Wildlife Sanctuaries, namely, Daroji Sloth Bear Sanctuary (82.72 Km²) and Gudekote Sloth Bear Wildlife Sanctuary (47.61 Km²) and two conservation reserves: Tungabhadra River Otter Conservation Reserve (34 km long stretch of Tungabhadra river and riverbed from Hole Mudlapura village of Koppal taluk till the bridge at Kampli Kote area of Hospet taluk) and Ankasamudra Bird Conservation Reserve (244.04 acres).

2.3 Natural Resources of the District

The details of the natural resources present in Ballari is given below in Table 2:

Table 1: Natural Resource of the District

Natural Resources	Key Features
Crops	Rice (paddy), jowar, cereals, maize, Bengal gram, ground nut
Cash crops	Sunflower, Cotton, Coconut
Mineral resources	Metallic minerals - iron ore, manganese ore, redoxide, gold, copper and lead. Non-metallic minerals - Andalusite, Asbestos, Corundum, Clay, Dolomite, Limestone, Limek ankan, Moulding Sand, Quartz, Soap stone, Granite and Red ochre.
Horticulture	Onions, Chillies, Papaya, Pomegranate, Mosambi, Sapota, Banana, Mango, Mango, Figs, Coconut

Source: District website

2.4 Demography

Population

The total population as per Census 2011 was 2452595 in which contribution of male population was 1236954 and female population was 1215641. The 2021 is estimated to be 2639236.

Table 2: Population

Population	2011	2021
Total Population	2452595	26392361
Male Population	1236954	
Female Population	1215641	

Source: As per Census 2011

Demography at a Glance

The total area of Ballari is 8461 sq. km with 2 revenue division and 11 taluks. The sex ratio of the district is 993 Females per 1000 males and literacy rate is 67.43%. The details of the demography is given below:

Table 3 Demography²

Demographic Label	Value
Area	8461 sq. km
Number of Revenue Divisions	2
Number of Taluks	11
Number of Hobli's	36
Number of Gram Panchayats	199
Number of Municipalities	13
Number of Revenue Villages	627
Sex Ratio	993 Females per 1000 males

¹ https://www.indiagrowing.com/Karnataka/Bellary_District

² Ballari District website

Demographic Label	Value
Literacy rate	67.43 percent

3 Tourism

- i. **Hampi-** Hampi's ruins are spread over 4,100 hectares (16 sq mile) and it has been described by UNESCO as an "austere, grandiose site" of more than 1,600 surviving remains of the last great Hindu kingdom in South India that includes "forts, riverside features, royal and sacred complexes, temples, shrines, pillared halls, mandapas, memorial structures, water structures and others"

Figure 2 Hampi



- ii. **Virupaksha Temple** – This temple is dedicated to Lord Shiva and nine storied gopuras. It has the ceiling of Ranga Mantapa beautifully painted with scenes from epics and Puranas.

Figure 3 Virupaksha Temple



- iii. **Daroji Sloth Bear Sanctuary** - Spread over 82.7 sq. kms., created exclusively for the preservation of the sloth bear

Figure 4 Daroji Sloth Bear Sanctuary



Figure 5 Hazara Ramaswamy

- iv. **Hazara Ramaswamy** - This temple is dedicated to Lord Rama and is known for its beautiful carvings and wall paintings.



Figure 6 Badavalinga

- v. **Badavalinga** - Located next to the Lakshminarasimha statue, the Badavilinga is 3 meter high and stands permanently in water that flows through an ancient channel



- vi. **Patal Lingeswar Temple** - Erected around a lingam and was uncovered by the British archaeologists during the last century.

Figure 7 Patal Lingeswar Temple



Figure 8 Glimpse of Elephant stable

- vii. **Elephant Stables** - An imposing edifice with arched entrances and many domes that once housed the magnificent state elephants



viii. **Tunga Bhadra Dam Hosapet** -The Tungabhadra Dam also known as Pampa Sagar is constructed across the Tungabhadra River, a tributary of the Krishna River. The dam is in Munirabad, Koppal district of Karnataka. It is a multipurpose dam serving irrigation, electricity generation, flood control.

Figure 9 Tunga Bhadra Dam Hosapet



ix. **Ballari Fort** - Ballari Fort is built on top of Ballari Gudda or the Fort Hill. The fort is believed to have been built during Vijayanagara times by the Palegar chief Hanumappa Nayaka

Figure 10 Ballari Fort



4 Economic Indicators of the District

Ballari contributes 3.3% to Karnataka's total GSDP and 3.2% to Net State Domestic Product (NSDP). District's Per capita income is Rs. 161715 (2018-19.)³

Table 4 Economic Profile of the District

Particulars	Current Prices (2018-19) INR Cr.	Constant Prices (INR. Cr.)
Gross District Domestic Product (GDDP)	48581	35995
Net District Domestic Product (NDDP)	42574	31139
Per Capita Income (Per Capita NSDP at Current Prices)	161715*	

Source: Directorate of Economics and Statistics, Government of Karnataka * In Rs & per capita income is available at current prices only

³ https://planning.karnataka.gov.in/storage/pdf-files/Reports/Economic%20Survey%202020-21_Eng_Final_R.pdf

4.1 Primary, Secondary & Tertiary Sector

Tertiary sector contributes 65%, followed by Secondary sector contributing 19.1% and 15.9% respectively to the total contribution as per the current prices. The sectoral bifurcation of Net District Income at current and constant (2011-12) prices for the year 2018-19 is highlighted in Table 5:

Table 5: Sectoral Bifurcation of Ballari⁴

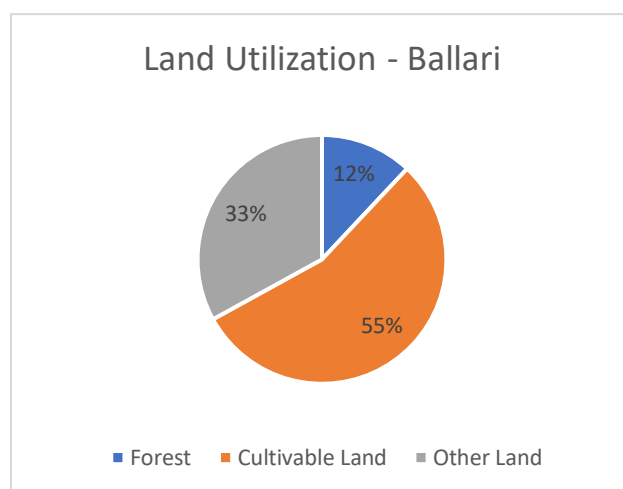
Sector	Current Prices	Constant Prices	Contribution
	2018-19 (INR Cr.)	(2011-12) (INR Cr.)	2018-19 (In %)
Primary	2601	1391	15.9
Secondary	3119	2547	19.1
Tertiary	10608	7230	65.0
Total	16328	11168	100

Source: Directorate of Economics and Statistics, Government of Karnataka

4.2 Land Utilization

Ballari has land utilization of 12% for forest, 55% for cultivation and 33% for others.

Figure 11 Land Utilization



⁴ https://planning.karnataka.gov.in/storage/pdf-files/Reports/Economic%20Survey%202020-21_Eng_Final_R.pdf

5 Industrial Profile

5.1 Infrastructure

i. Connectivity

- **Rail:** Guntakal (AP) is one of the important junctions and is just 53 Km away from Ballari. Guntakal connects to all important destinations of the country like Delhi, Chennai, Mumbai among many others.
- **Road:** NH 63 which connects Ankola to Ooty and NH 13 which connects Solapur to Mangaluru passes through the district. North Eastern Karnataka Road Transport Corporation (NEKRTC) was established in the year 2000, to provide adequate, efficient, reliable, and economically viable transport facility to the travelling public of the north eastern region of Karnataka State. It has jurisdiction over 7 revenue districts viz., Kalaburagi, Bidar, Yadgiri, Raichur, Ballari, Koppala and Vijayapura
- **Air:** Jindal Vijay Nagar airport is located at a distance of 53 kms from Ballari and Bengaluru Airport is 287 Km away from Ballari.
- **ICD:** Nearest ICD located to Ballari is at Kadakola (260 km.) & ICD, Bangalore (320 Km)
- **Port:** Nearest seaport is Karwart, 370 km away from Ballari. Other seaports include Goa & Mumbai

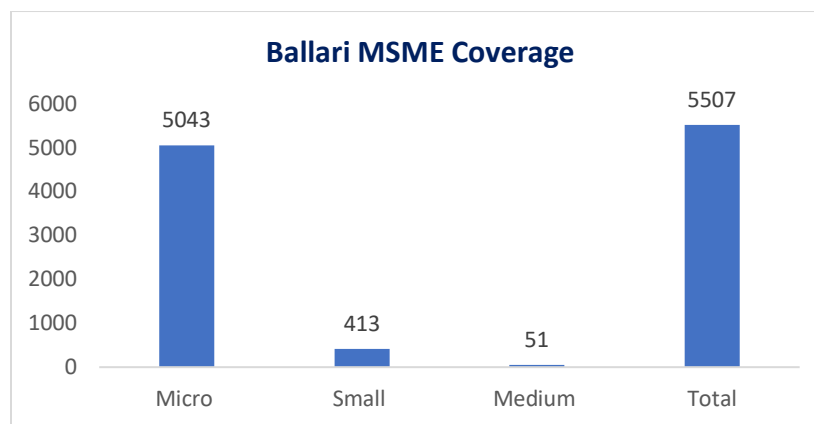
ii. **Water Supplies:** Tungabhadra, Hagari and Chikkahagari are the three rivers in Ballari district. The district heavily relies on Tungabhadra Dam as its main source for irrigation and has a canal network that irrigates 37% of its net sown area. This indicates there no dearth water resources in Ballari.

iii. **Power Supply:** The Ballari Thermal Power Station is the second-largest thermal plant in Karnataka generating 500 MW of power. The Kaduthini Ballari Thermal Power Station, Hampi Powerhouse and the Munirabad Power House form the main sources of electricity in the district. Hence, there is no shortage of power for industries in Ballari.

5.2 Industry⁵

- i. Mega Industries - There are 13 Mega industries in Ballari
- ii. Large and Medium Industries - There are 109 Large and Medium Scale Industries
- iii. Coverage of MSME – There are 5507 MSME registered under Udyam Registration till 9th August, 2021 in which Micro industries constitutes 5043, Small Industries constitutes 413 and Medium Industries constitutes 51.

Figure 4 Overall MSMEs of Ballari district



Source: Udyam registration

5.3 Key Players

The US\$ 13 billion JSW Group which is ranked among India's leading business houses has its presence in Ballari. Other key players include:

- JSW
- Karnataka Power Corporation Ltd.
- HG Steels
- Halleys Blue Steels Pvt Ltd

⁵ Udyam registration and Invest Karnataka

6 Industrial Areas/ Estates

6.1 Industrial Areas

There are 7 major industrial areas in Ballari⁶. The details are given below:

Table 6 Industrial Areas

Industrial Areas	
Name	Extent (acres)
Ananthapur Road	22
Mundaragi Phase I	53
Mundaragi Phase II	166
Mundaragi Phase III	89
Mundaragi Phase	64
Hospet (Sanklapur)	102
Sanklapur II	26
Total	522

6.2 Industrial Estates

There are 5 major industrial estates in Ballari. The details of which are given below:

Table 7 Industrial Estates

Industrial Estates	
Name	Extent (acres)
Ballari	16
Huvina Hadagali	5
Hospet	26
Mundaragi	7
Siraguppa	4
Total	58

⁶ <https://www.investkarnataka.co.in/wp-content/uploads/2020/07/Ballari.pdf>

7 SWOT Analysis of Ballari



8 District as an Export Hub

During Independence Day speech in 2019, Hon'ble Prime Minister Shri Narendra Modi stated that each district of our country has a potential equal to that of one country. Every district has products and services which are being exported, and can be further promoted, along with new products / services, to increase production, grow exports, generate economic activity, and achieve the goal of AtmaNirbhar Bharat and Make in India.

The objective to develop Ballari as an export hub is to enable MSMEs and industry present there to get benefit of export opportunities in the overseas markets and shift focus on district led export growth for self-sufficiency and self-reliance. This will attract investment in the district to boost manufacturing and exports and provide ecosystem for innovation/ use of technology at district level to make the exporters competitive.

Products identified for Exports under the “Districts as an Export Hub” initiative for Ballari is given in the below Table:

Table 8 Districts as an Export Hub products of Ballari

Category	Products
Agriculture	Pomegranate, Chilies, Fig
Engineering	Engineering Products
Electricals	Electrical machinery and Transport Equipment
Textiles	Jeans Pant, Apparel Jute Products
Minerals	Granite
Iron Ore	Iron ore-based value-added products

9 Institutional Mechanism & Responsibility

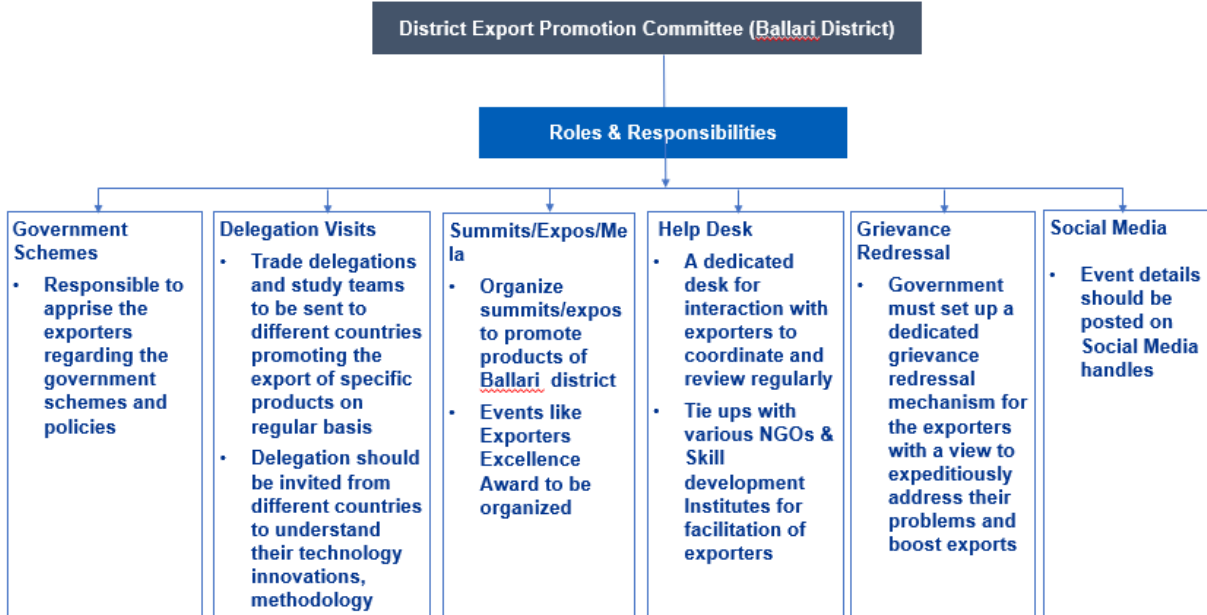
To ensure smooth functioning of district as export hubs, District Export Promotion Committees (DEPCs) need to be constituted in Ballari. These DEPCs shall be headed by DM/Collector/DC/District Development Officer of the district and co-chaired by designated officer from DGFT. The composition of the committee is illustrated below:

Table 9 Composition of the DEPC

S. No.	Representative from the respective departments	Position
1	DM/Collector/DC/District Development Officer of the District	Chair
2	Designated DGFT Regional Authority	Co-Chair
3	Agriculture Department	Member
4	Horticulture	Member
5	Livestock	Member
6	Fisheries	Member
7	Handicrafts	Member
8	Handlooms	Member
9	Industry	Member
10	Lead Bank Manager	Member
11	Export Promotion Councils	Member
12	Quality and Technical Standards Bodies	Member
13	MSME, Gol	Member
14	Heavy Industry, Gol	Member
15	Revenue, Gol	Member
16	Textiles, Gol	Member

The roles and responsibilities of DEPC is illustrated below:

Figure 5 Roles & Responsibilities of DEPC



10 Export Scenario

10.1 State Exports

In 2020-21, Karnataka has registered a merchandise export of worth USD 15.14 Bn, occupying a share of 5.2 percent in India's total merchandise exports. The last 2 years exports of India and Karnataka is given below:

Table 10 India and Karnataka Exports to world

Merchandise Exports (USD Bn)			
State	2019-20	2020-21	% Growth
All India	313.22	291.06	-7.10%
Karnataka	16.64	15.14	-9.00%

Source: DGCIS, 2021

10.2 District Exports

Major products that are being exported form Ballari are given below:

Category	Products
Textiles	Jeans Pant
Minerals	Granite
Steel	Steel structures

The above products are being exported to USA, UAE, Germany, China, Egypt, Vietnam, France etc. Export Performance of the existing products of Ballari and identified products is given below:

Table 11 Karnataka's Exports to world

Karnataka's Exports to world (In USD Mn.)			
S. No.	Product	2020-21	Major markets
1	Electrical Goods	2157	USA, China, Netherland & Austria
2	Engineering Goods	605	Thailand, USA, Singapore, China & Germany
3	Trouser	392	USA, Spain, Netherland, Belgium & Germany

Karnataka's Exports to world (In USD Mn.)			
S. No.	Product	2020-21	Major markets
4	Granite	190.7	China, USA, Vietnam, Egypt, France
5	Iron ore-based value added products	540	China, Belgium, Brazil, Oman, Taiwan
6	Chillies	1.6	Kuwait, Maldives, Netherland, Oman, Qatar
7	Pomegranate	1.8	Australia, Bahrain, Belgium, Canada, France
8	Fig	0.01	Oman & UK

Source: DGCI&S, Kolkata, 2021

It is evident from the above Table that exports of Electrical goods, Engineering goods, Trousers, Iron ore-based value-added products, Granite etc. has a good potential of exports

10.3 One District One Product (ODOP)

The crop identified by Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC) for One District One Product of Karnataka for Ballari is Fig. The export performance of Fig and major markets and opportunities are given in subsequent sections. The product identified by Dept. of I & C, Karnataka under ODOP for Ballari is Steel and Allied activities.

10.4 Identification of District Export Basket

To promote exports from the State, there is a need to diversify the district's export basket, destinations and boost high value and value-added export products. For this study, following is the structure based upon the **Ansoff Matrix**, which is a strategic planning tool that provides a framework to help marketers devise strategies for future growth:

	Existing Products	New Products
New Markets	<ol style="list-style-type: none"> 1. Engineering Goods – France, UK, Hong Kong, Japan & Mexico 2. Electrical Goods – Hong Kong, Germany, Singapore, Japan & Viet nam 3. Trousers - Japan, Poland, Korea, Canada & Russia 4. Granite – UK, Canada, Netherlands, Poland 5. Iron ore-based value added products – Turkey, Italy, Korea 6. Steel and Allied products – Germany, Italy, Sweden, Australia, China 	<ol style="list-style-type: none"> 1. Fig – Germany, France, USA, Austria & 2. Chilly – USA, Germany, UK, France, Canada 3. Pomegranate – USA, China, Germany, Netherland, Canada
Existing markets	<ol style="list-style-type: none"> 1. Electrical Goods - USA, China, Netherland, USA & Austria 2. Engineering Goods - Thailand, USA, Singapore, China & Germany 3. Trouser - USA, Spain, Netherland, Belgium & Germany 4. Granite – USA, Germany, France, China, UK 5. Iron ore based value added products - China, Belgium, Brazil, Oman, Taiwan 6. Steel and Allied products – Belgium, US, Spain, UK, Portugal 	<ol style="list-style-type: none"> 1. Fig - Oman & UK 2. Chilly – Kuwait, Maldives, Netherland, Oman, Qatar 3. Pomegranate – Australia, Bahrain, Belgium, Canada, France

Division of Products

10.4 Product Export Promotion Strategy

- i. Organize training programmes/seminars to create awareness among exporters on importance of value addition, competitiveness, and quality
- ii. Setting up testing centers to provide testing facilities for jeans industry
- iii. Setting up skilling centers for upgrading the skills of the workers who were already employed in the industry to handle improved manufacturing, processing equipment's and techniques
- iv. Design industry specific courses and implement the same for the identified sectors, such as Minerals, Engineering and Electrical goods, Automotive and Auto Components, Jeans, etc.
- v. Export Facilitation Center (EFCs) to provide end-to-end on-ground facilitation and handholding support to exporters who are already trading overseas or are trying to access foreign markets
- vi. Technological developments in communications will make it easier for smaller firms to enter international markets
- vii. The large corporate players in the district, should promote the district MSME suppliers in foreign markets as a part of their CSR activities.
- viii. Organize Trade Fairs and Buyer-Seller meetings in emerging markets and non-traditional products
- ix. Marketing techniques to be used to focus on value addition and diversification of products
- x. A District coordination cell to be established for easing out the various cumbersome procedures that an exporter faces on regular basis and to link all the stakeholders in the export eco-system
- xi. To establish a dedicated PDC (Project Development Cell) to facilitate the investors in the district
- xii. To provide marketing and branding support to the artisans, MSME's, entrepreneurs, exporters in terms of promotion of their products on Social media, e- commerce platforms and packaging of the products.

11 Promising Sector

To promote the district, it is important to identify promising and upcoming sectors based on the strengths of the district.

- **Iron and Steel Industry** - Bellari district has 25% of India's Iron ore reserves. It is one of the most essential raw materials needed for the iron and steel industry. Karnataka's Iron and steel exports in 2019 was to tune of USD 1443 mn which has grown by CAGR 28.5% during 2015-2019 and the global exports was USD 366760.1 mn. The potential market for iron and steel exports are Vietnam, China, Korea, Thailand, Turkey, Italy, Belgium
- **Jeans Industry** - Ballari is famous for jeans and it called "Jeans Hub". More than 10% Population is directly or indirectly connected with Garment industry.
- **Granite** - Ballari district is known for RED and GREY granite, currently very few businesses are involved in this industry.
- **Engineering Goods** - There are approximately 45-50 Engineering companies in the district; the industry comprises of steel fabrication, structural engineering works, electrical and civil engineering and there is immense potential for Orthopedic Implants.

12 Potential Investment Opportunities

12.1 Opportunities in Iron

Karnataka has valuable mineral deposits covering around 1.92 lakh sq.km such as iron ore and manganese in Ballari and other regions. Mining Industry is booming in Ballari with a surge in Iron Ore prices due to demand from markets like China. Iron Ore being one of the most important resources. This clearly demonstrates that there is ample opportunity for mega industries to invest in Ballari. With mega industries like JSW already operating in Ballari, there is a clear indication that the district has enough potential. What is required is branding and advertising about the strengths of the districts through social media and other channels of communication.

12.2 Opportunities in Steel and allied industries

The Steel City of south India, Ballari is the second-fastest growing city in the state of Karnataka. There is already presence of industry giant JSW, JSW Steel plant at Ballari is the largest steel plant producing facility in the country with a capacity of 12 MTPA. This shows the strength of Ballari for growth and investment. Several integrated steel projects are being developed in the district which are at various stages of implementation.

12.3 Opportunities in Jeans Industry

Ballari, the second important garment cluster in Karnataka which is known for its specialization in manufacturing jeans also manufactures formal wear, chinos, and half pants. Ballari which has skilled manpower and resources to produce the jeans and related products. Also, global brands/buyers are looking towards India for sourcing garment as an alternate to China. Hence, it provides the opportunity to exports houses to set up units in Ballari for jeans and allied products.

12.4 Opportunities in Granite Industry

Ballari district is known for its red and grey granite which has a huge global demand. Global demand of granite is estimated to be USD 3.8 bn.⁷. This shows that there is a huge investment opportunity for industries to set up granite units in Ballari. Further, to ease the process of leasing, returns, demand collection & assessment etc. state has adopted a new system of e- permitting online through Integrated Lease Management System (ILMS). The overall intention is to introduce a controllable mechanism and framework for transportation of minerals.

12.5 Opportunities in Engineering Goods

There is a huge opportunity for industries pertaining to Engineering goods to invest in Ballari. The investment will be backed by Karnataka robust Industrial Policy, 2020-25. Karnataka is the second highest producer of Special Purpose Machinery and Heavy Electrical Machinery in the country. It is the only state among the top five capital goods producing states to produce more special purpose machinery than general purpose

⁷ UN Comtrade

machinery (in terms of value), clearly showcasing state's capability in manufacturing high value products. This shows the strength of state as well as the district to invest in this sector

12.6 Opportunities in Tourism

Hampi which is classified as a World Heritage Site by UNESCO, this historic town is also the “World’s Largest Open-air Museum” and covers an area of nearly 29 sq km. Vijayanagara Empire at its peak was very prosperous and was believed to be larger than Rome with palaces grander than of Lisbon. Apart from Hampi, there are several other heritage sites, religious places, wildlife are present in Ballari. This shows the significance of tourism in Ballari district and opportunities it provides for the investors.

13 Strategy and Action Plan

Major initiatives and strategies, which will enhance exports from Ballari detailed below:

Schedule	Categories	Strategies	Action Plan
Short & Medium Term	Skill Development	<ul style="list-style-type: none"> Upskill the existing workers & exporters Workshop on the opportunities and challenges in Skill Development in Auto components, textile etc. Conduct skill training programmes for logistics sector 	<ul style="list-style-type: none"> Upgrade the skills of the workers who were already employed in the industry to handle improved manufacturing, processing equipments and techniques, To disseminate critical technical information that is required to be observed by owners and employees during production and processing.

Schedule	Categories	Strategies	Action Plan
	Common Facility Center (CFC)	Establish CFC for common effluent treatment plant, access to latest technology, testing facility, design forecasting, market intelligence etc.	<ul style="list-style-type: none"> The CFC can be formed in collaboration with the State and industries in the Ballari
	Financial Assistance	<ul style="list-style-type: none"> Provide term loans to small and medium enterprises to enable them to upgrade export production capability Assist exporters with pre-shipment and post-shipment credit Smooth functioning of the exporters Encourage and refund the course fees paid by individual entrepreneurs for acquiring certification courses on Export -Import Management conducted by IIFT, New Delhi and FIEO and other recognized institutions 	<ul style="list-style-type: none"> Information Dissemination about existing financial schemes which the MSMEs, exporters etc. can avail which would facilitate in export promotion Support the smaller unites with Financial Assistance to establish their business
	Marketing & Packaging Support & Grievance Redressal	<ul style="list-style-type: none"> Adopt modern packaging technology which would reduce the packaging cost of the products 	<ul style="list-style-type: none"> The district, with the help of Indian Institute of Packaging (IIP), to work towards improving the quality standards & manufacturing compliances,

Schedule	Categories	Strategies	Action Plan
		<ul style="list-style-type: none"> • Marketing techniques to promote the exports of Pineapple, maize, pepper and other Agri Products • Organizing and facilitating participation in international trade fairs and exhibitions • Grievance Redressal Mechanism 	<p>learning new techniques & technology and market intelligence. Parallely, tie up with NGO's to help the artisans in packaging and other activities</p> <ul style="list-style-type: none"> • To enhance these exports, it is imperative to provide training to the farmers for the adoption of innovative methods in the growth of quality Agri products. Also, Pineapple is an identified ODOP product, on which the district must focus with a vision to promote it at a global level • Regularly conduct Trade Fairs/exhibition both at the National and International Levels; sponsor trade delegations abroad • Set up a grievance redressal mechanism to resolve grievances of exporters within a stipulated time frame • Cooperate with FIEO, ITPO and Export Promotion Councils Commodity Boards
	Quality Enhancement	<ul style="list-style-type: none"> • Collaboration with QCI • Service Quality Improvement 	<ul style="list-style-type: none"> • MoU with (Quality Council of India) QCI for defining quality standards of the products so

Schedule	Categories	Strategies	Action Plan
			<p>that their quality shall be maintained/ improved, and they shall be exported across the globe with brand logo which ensures its authenticity</p> <ul style="list-style-type: none"> Invest in service training of the staff. Identify the gaps in service training in the current workforce. Ensure that the employees take a customer service seminar, online, or in person, as part of a performance improvement requirement. Organize training sessions that target specific issues or gaps, such as how to interact with exporters
Long Term	Branding and Promotion	<ul style="list-style-type: none"> Design logos for Agri products goods Leveraging the power of social media Leveraging e-commerce facilities 	<ul style="list-style-type: none"> Appoint an agency for designing of the logo and ensure only quality products use this logo and hence, differentiate the product. Tie up with various e-commerce players to market the products on their online platforms
	Infrastructure	<ul style="list-style-type: none"> Agri Export Zones Centre of Excellence for e-mobility (Create an ecosystem for research, innovation & skill 	<ul style="list-style-type: none"> Set up an Agri Export Zone in Ballari district for Pineapple, Spices, maize and other Agri products Under PDC, the district shall facilitate investments in a timely

Schedule	Categories	Strategies	Action Plan
		<p>development for green mobility)</p> <ul style="list-style-type: none"> • Project Development Cell (PDC) • Quality testing and certification labs for exports • Uninterrupted Power Supply • Mega Food Parks • Logistical infrastructure should be developed 	<p>and targeted manner. Provide necessary support on the issues faced by investors to finalize their investment plans</p> <ul style="list-style-type: none"> • Development of Inland Container Depots (ICDs) Ballari since there are nearby ICDs. This will also reduce Container handling and Freight charges and provide concession to the districts • Possibility of providing independent feeders for power supply for such clusters shall be examined, in consultation with the State Governments, so that uninterrupted power supply could be ensured • Encourage local industry players to become exporters by providing a conducive environment in the district • Mega food parks should include creation of processing infrastructure near the farm, transportation, logistics and centralized processing centers. This would facilitate food processing units to meet

Schedule	Categories	Strategies	Action Plan
	Policy/ Regulatory Reforms	<ul style="list-style-type: none"> • Capitalizing on the existing ASIDE & TIES scheme to support the export logistics • Online single window system (No physical touchpoints between the applicant and department from the time of application process till the final decision) 	<p>environmental and safety standards</p> <ul style="list-style-type: none"> • Identification of relevant projects to address the gaps in infrastructure which are not addressed by any other scheme. • Encourage investor/ entrepreneur to apply for all the licenses/approvals through the online single window portal. Single Window System should be integrated with SMS gateway/ emails so that applicant gets notification at every critical stages of application processing

Annexures

- a. List of Exporters
- b. List of MSMEs
- c. List of Warehouse