

# **Draft District Export Action Plan: Bidar**

**The Home of Bidriware**

**October 2021**

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district has been ruled by different empires with capitals at Basavakalyan and Bidar. The Chalukyas of Badami ruled the area beginning from the 6<sup>th</sup> century until it came under the Rashtrakutas. The area subsequently came under the Chalukyas, the Hoysalas until it progressively came under the rule of the Bahmani sultans in 1347. In the course of time the district came under the Nizams and was made part of Hyderabad state.

The administrative management of the district is through a division of the into 8 Talukas viz., Aurad, Bidar, BasavaKalyana, Bhalki, Chitaguppa, Hulusur, Humnabad and Kamala Nagar.

## 2. District Profile

### 2.1 Geography

Bidar district is located at the North of Karnataka lying in between 17° 35' and 18° 29' North latitude and 76 ° 41 ' and 77 ° 39 ' East longitude. The district is bounded by Nizamabad and Medak districts of Andhra Pradesh state on the eastern side, Latur and Osmanabad districts of Maharashtra state on the western side, Nanded district of Maharashtra state on the northern side and Gulbarga district on southern side. The district has a geographical area of 5460 sq. km.

#### *Latitude and Longitude of the Taluka Headquarters*

S. No.	Taluka Headquarters	Latitude	Longitude
1	Aurad	18.2496° N	77.4157° E
2	Bidar	17.9104° N	77.5199° E
3	BasavaKalyana	17.8721° N	76.9470° E
4	Bhalki	18.0504° N	77.2184° E
5	Chitaguppa	17.6979° N	77.2155° E
6	Hulusur	18.1723° N	77.2005° E
7	Humnabad	17.7683° N	77.1313° E
8	Kamala Nagar	17.8780° N	77.5089° E

## 2.2 Flora and Fauna

The Bidar Forest Division is the custodian of the forest area in the district, where flora and fauna of the district is found. The forests comprise an area of 43592.94 ha, accounting for 8.5% of the geographical area of the district. The original fauna of the district consisted of Dry deciduous and Scrub type vegetation. The forest type is dry teak bearing forests, very dry teak forests with naturally occurring species such as *Tectona grandis*, *Chloroxylon Swietenia*, *Buchanania lanzan*, *Terminalia tomentosa*, *Anogeissus lalifolia*, *Albissiz amara* etc. The notable fauna of the district is the endangered black buck, which is found in the plains of the district.

## 2.3 Natural Resources of the District

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

*Table 1: Natural Resource of the District*

Natural Resources	Key Features
<b>Crops</b>	Cereals: Paddy, jowar, bajra, maize, ragi, wheat Pulses: Tur, Horse gram, black gram, green gram, hyacinth bean (Avare), Cowpea. Oil seeds: Groundnut, Sunflower, Safflower, castor, sesamum, Niger seed, soyabean, linseed
<b>Cash crops</b>	Cotton, sugarcane, tobacco
<b>Mineral resources</b>	Non-metallic minerals like red-ochre laterite stone etc.
<b>Horticulture</b>	Horticulture Crops: Banana, Mango, Lemon, Pineapple, guava, grapes, sapota, papaya Vegetable Crops: Potato, tomato, brinjal, beans, cluster beans, onions, green chillies.

*Source: District Website*

## 2.4 Demography

### Population

The total population of the district as per Census 2011 was 1703300 of which contribution of male population was 870665 and female population was 832635. The population in 2021 is estimated to be 1935760.

Table 2: Population

Population	2011
<b>Total Population</b>	1703300
<b>Male Population</b>	870665
<b>Female Population</b>	832635

Source: As per Census 2011 and District Website

### Demography at a Glance

The total area of Bidar district is 5460 sq. km with 8 talukas. The sex ratio of the district is 956 Females per 1000 males and literacy rate is 70.51%. The details of the demography are given below:

Table 3 Demography<sup>2</sup>

Demographic Label	Value
<b>Area</b>	5460 sq. km
<b>Number of Hoblis</b>	<b>30</b>
<b>Number of Gram Panchayats</b>	175
<b>Number of Municipalities</b>	2
<b>Talukas</b>	8
<b>Sex Ratio</b>	9562 female per 1000 male
<b>Literacy rate</b>	70.51 per cent

### 3 Tourism

<sup>2</sup><https://bidar.nic.in/en/district-statistics/>, District Information at a Glance 2015-16.

- i. **Bidar Fort:** The Bidar Fort was built by Ahmad Shah Wali Bahman of the Bahmani dynasty when he shifted his capital from Kalaburagi to Bidar in the fifteenth century. Built with seven gates, there are more than 30 monuments within the fort. The prominent among these monuments are the Rangeen Mahal, the Sola Khamba Masjid, the Jami Masjid and the takht Mahal. The famed Karez system of underground water canals is a notable construction, modeled on the Persian style of water supply to urban settlements.

*Figure 2 Bidar Fort*



- ii. **Papanash Shiva Temple:** The temple is believed to have been consecrated by Lord Rama on his return from Lanka after vanquishing Ravana. Located in a scenic valley, the temple has a large pond at its foot. The temple is a popular visit site during Mahashivaratri.

*Figure 3 Papanash Shiva Temple*



- iii. **Guru Nanak Jhira:** This place is one of Sikhism's holiest shrines. The place attracts tourists from all over India, especially during Guru Nanak Jayanti. The Jhira (stream) was discovered by Guru Nanak who prayed to ameliorate the conditions of the local populace struggling due to water shortage. A gurudwara was built in the area in 1948.

*Figure 4 Guru Nanak Jhira*



#### 4 Economic Indicators of the District

Bidar district contributes 1.41% to Karnataka's total GSDP and 1.36% to Net State Domestic Product (NSDP) of Karnataka. The district's Per capita income is Rs. 100234 (2018-19.)<sup>3</sup>. The details of economic indicators of Bidar district is given in below Table 4:

Table 4 Economic Profile of the District

Particulars	Current Prices (2018-19) INR Cr.	Constant Prices (INR. Cr.)
Gross District Domestic Product (GDDP)	21066	11316
Net District Domestic Product (NDDP)	18326	12865

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

#### 4.1 Primary, Secondary & Tertiary Sector

Tertiary sector contributes 66.3%, followed by Secondary sector contributing 22.9% and 10.8% respectively to the total contribution as per the current prices. The sectoral distribution 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 Bidar<sup>4</sup>

Sector	Current Prices	Constant Prices	Contribution
	2018-19 (INR Cr.)	(2011-12) (INR Cr.)	2018-19 (In %)
Primary	2601	1391	15.94
Secondary	3119	2547	15.93
Tertiary	10608	7230	64.96

<sup>3</sup> [https://planning.karnataka.gov.in/storage/pdf-files/Reports/Economic%20Survey%202020-21\\_Eng\\_Final\\_R.pdf](https://planning.karnataka.gov.in/storage/pdf-files/Reports/Economic%20Survey%202020-21_Eng_Final_R.pdf)

<sup>4</sup> [https://planning.karnataka.gov.in/storage/pdf-files/Reports/Economic%20Survey%202020-21\\_Eng\\_Final\\_R.pdf](https://planning.karnataka.gov.in/storage/pdf-files/Reports/Economic%20Survey%202020-21_Eng_Final_R.pdf)

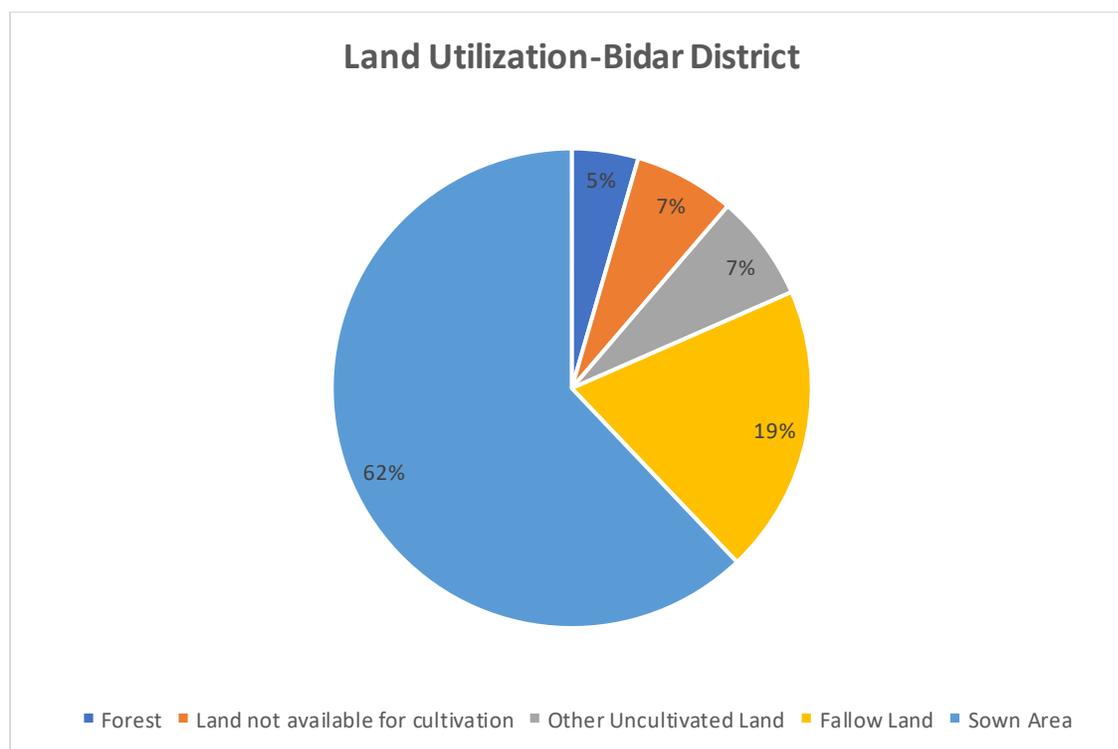
Sector	Current Prices	Constant Prices	Contribution
	2018-19 (INR Cr.)	(2011-12) (INR Cr.)	2018-19 (In %)
Total	16329	11168	100

Source: Directorate of Economics and Statistics, Government of Karnataka

#### 4.2 Land Utilization

Bidar district has 62% of land under agriculture as sown area, 19% fallow land, 7% other uncultivated land, 7% land not available for cultivation and 5% land under forests. The high sown area points out the significance of agriculture sector for the district.

Figure 8 Land Utilization



## 5 Industrial Profile

### 5.1 Infrastructure

#### i. Connectivity

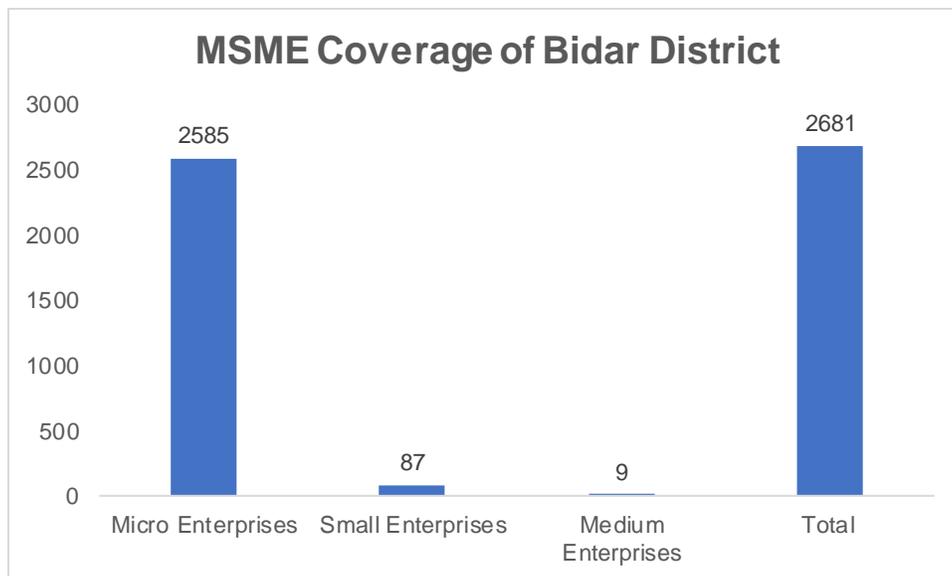
The major means of connectivity of the district is given below:

- **Rail:** The district has 119 km of rail track length. Major station is Bidar which is well connected to neighboring states and the state capital Bengaluru.
  - **Road:** Two national highways through the district provide excellent road connectivity to the district. The National Highway 50 from Nanded to Chitradurga passes through Bidar and Humnabad. The National Highway 65, passing through Humnabad, connects Bidar to Maharashtra, Telangana as well as rest of Karnataka.
  - **Air:** Bidar has a helipad and the nearest domestic airport is Kalaburagi. The Hyderabad airport is only 134 km by road from Bidar city.
  - **Port:** The nearest sea ports are Goa (559 km) and Mumbai (598 km).
- ii. **Water Supplies:** The district is part of the Godavari basin extending over 4411 sq. km and the Krishna basin over 585 sq. km. The sources for irrigation in the district are the Manjara, Mullamiri, and Chulkinala rivers. 16% of the net sown area is irrigated.
- iii. **Power Supply:** Power supply to the district is handled by the Kalaburagi (Gulbarga) Electricity Supply Company Ltd. (GESCOM). Power generation is handled by the other organizations like the National Thermal Power Corporation (NTPC) , Karnataka Power Corporation Limited (KPCL), and other sources including Raichur Thermal Power Station (RTPS). The district has solar power of 15 MW and 18MW generated by its sugar industries. The average consumption in the district is 900 MU per annum, but the average demand stands at 180 MW.

## 5.2 Industry<sup>5</sup>

- i. The district has 8 Large industries with an investment of Rs. 630.44 crore.
- ii. Coverage of MSME – There are 2585 Micro, 87 Small and 9 Medium industries registered under Udyam as of 9<sup>th</sup> August 2021. The data is depicted in the graph below.
- iii. The upcoming cluster on agricultural implements is being proposed in Bidar.

Figure 9 Overall MSMEs of Bidar district



Source: Udyam registration

## 5.3 Key Players

- i. M/s Sai Lifesciences Pvt. Ltd.
- ii. M/s Bhalkeshwar Sugars Ltd.
- iii. M/s Bidar Kisan Shakkar Karkhana Ltd.
- iv. M/s Nectar Crop Sciences Pvt. Ltd.
- v. M/s Bidar Sahakari Sakkare Karkhane Ltd.

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<sup>5</sup> Udyam registration and Invest Karnataka

## 6 Industrial Areas/ Estates

### 6.1 Industrial Areas<sup>6</sup>

There are 8 Industrial Areas in the district. The details of which is given below:

Table 6 Industrial Areas

Industrial Areas (IA)	
Name	Extent (acres)
Basavakalyan IA	73.00
Basavakalyan Auto Nagar	23.00
Humnabad IA	482.00
Kolhar IA Phase 1	896.00
Kolhar IA Phase 2	654.00
Naubad IA	94.00
Naubad Auto Nagar	23.00
Naubad Housing	77.00
<b>Total</b>	<b>2322.00</b>

### 6.2 Industrial Estates<sup>7</sup>

There are 9 major industrial estates in the district with a total area of 98.55 acres. The details of the same are given below:

Table 7 Industrial Estates

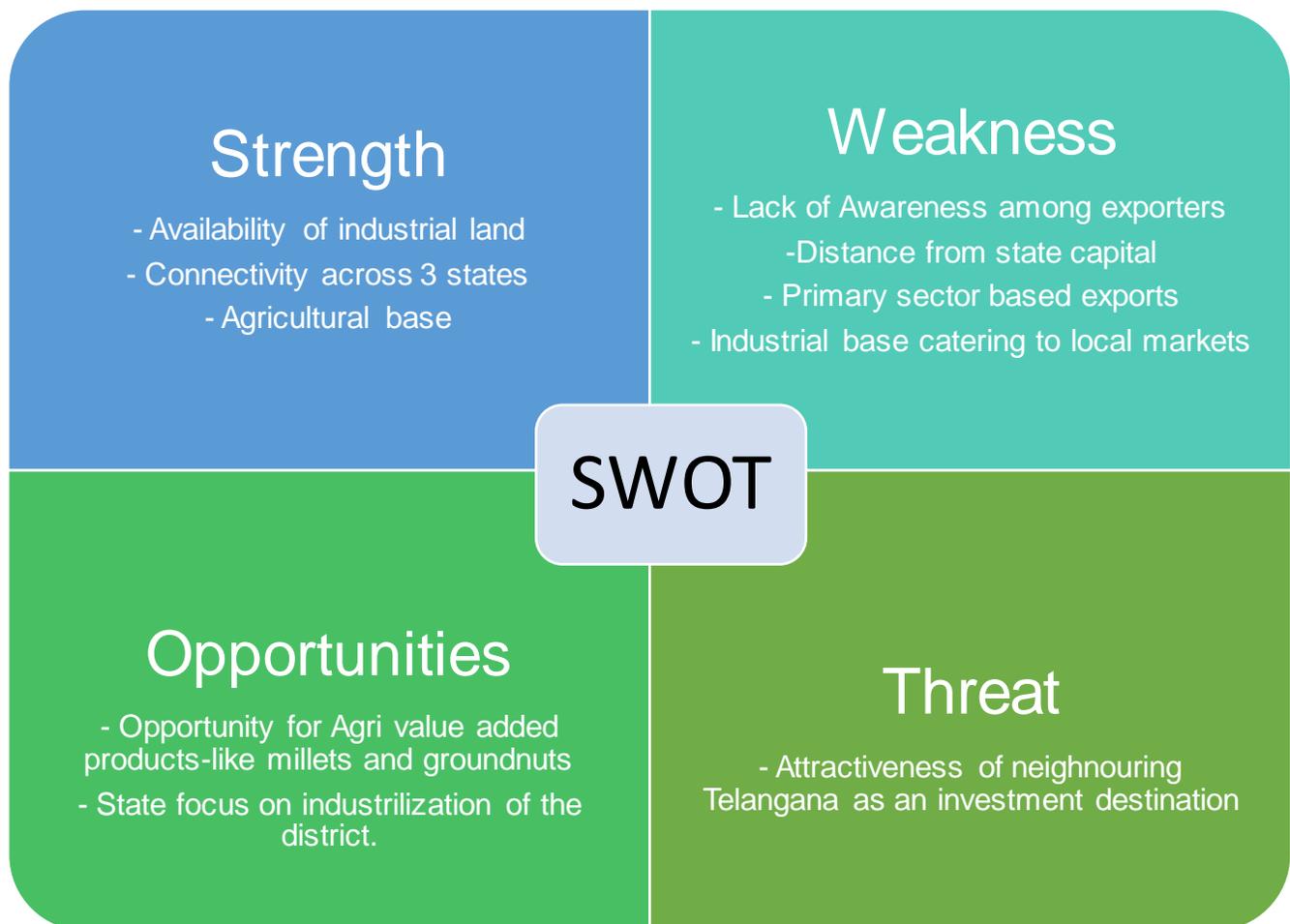
Industrial Estates	
Name	Extent (acres)
Bhalki	3.85
Gandhiganj	11.00
Kolhar	30
Navbad	10
Chitaguppa	4.00

<sup>6</sup> <https://kiadb.karnataka.gov.in/kiadbgisportal/>

<sup>7</sup> <http://kssidc.co.in/map/Bidar.html>

Humnabad-1	4.50
Humnabad-2	28.00
Tanakusanur	2.00
Basavakalyan	5.00
<b>Total</b>	<b>98.55</b>

## 7 SWOT Analysis of Bidar District



## 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 Bidar 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.

Moreover, to enable local artisans, access overseas buyers for their craft, the government has identified Bidar as an 'Export Development Center' (EDC). The objective is to provide support in terms of skill development, branding and accessing markets through online platform and ensure first and last mile connectivity through India Post.<sup>8</sup> It is imperative to set up an EDC which would provide a platform to the artisans and other MSMEs for onboarding their products on various e-commerce platforms. A grievance redressal mechanism also needs to be set up at the EDCs

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<sup>8</sup> <https://economictimes.indiatimes.com/industry/services/retail/export-development-centres-in-karnataka-to-help-craftsmen-access-e-marketplace/articleshow/81462630.cms?from=mdr>

Products identified for Exports under the “Districts as an Export Hub” initiative for Bidar is given in the below Table 8:

*Table 8 Districts as an Export Hub products of Bidar*

Category	Products
<b>Agriculture</b>	Green Gram and Soya Bean products, Ginger, Papaya, Mango (Dashehri & Kesar), Kamalapur banana (GI tag), Ginger
<b>Other</b>	Hand paper, Craft paper, Bidariware (GI Tag), Bulk Drugs

## 9 Institutional Mechanism & Responsibility

To ensure smooth functioning of district as export hubs, District Export Promotion Committees (DEPCs) need to be constituted in Bidar. 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

S. No.	Representative from the respective departments	Position
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 10 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 from Bidar are given below:

Category	Products
Agriculture	Sugar
Other	Organic Chemicals

The above products are being exported Bangladesh, China, UK, Germany, Brazil to mention. Export Performance of the existing products from Bidar and identified products is given in Table 11.

Table 11 Karnataka's Exports to world

Karnataka's Exports to world (In USD Mn.)			
S. No.	Product	2020-21	Major markets
1	Pharma Products	846	US, UK, South Africa, Australia, Japan
2	Green Gram	0.02	Australia, Mauritius, Qatar
3	Soya bean products (Bean & Oil)	0.03	Thailand and Germany
4	Mango	9.3	Netherland, Germany, USA, Belgium & USA

5	Banana	1.8	UAE, Qatar, Germany, USA, Iran
6	Ginger	6.8	Bangladesh, Morocco, Egypt. Germany & Indonesia
7	Papaya	0.11	Qatar, Saudi Arabia & Oman
8	Organic Chemicals	937	China, UK, Germany, Brazil, Spain
9	Sugar	4.6	Bangladesh, China, Kenya, Congo, MADAGASCAR
<i>Source: DGCI&amp;S, Kolkata, 2021</i>			

### 10.3 One District One Product (ODOP)

The crop identified by Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC) is Ginger & products identified by Dept. of I & C, Karnataka is Bidriware (GI Tag) for One District One Product of Karnataka.

## 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"> <li>1. Organic Chemicals - China, UK, Germany, Brazil, Spain</li> <li>2. Sugar – USA, Indonesia, China, Italy, Malaysia</li> </ol>	<ol style="list-style-type: none"> <li>1. Gram - Australia, Mauritius, Qatar</li> <li>2. Mango – China, Hong Kong, France, Canada, Russia</li> <li>3. Banana – Russia, Japan, China, Netherlands, UK &amp; France</li> <li>4. Ginger – US, Netherland, Pakistan, Japan &amp; Germany</li> </ol>
Existing markets	<ol style="list-style-type: none"> <li>1. Organic Chemicals – US, Belgium, Italy, Japan, France</li> <li>2. Sugar – Bangladesh, China, Kenya, Congo, MADAGASCAR</li> </ol>	<ol style="list-style-type: none"> <li>1. Gram - Australia, Mauritius, Qatar</li> <li>2. Mango - Netherland, Germany, USA, Belgium &amp; UK</li> <li>3. Banana - UAE, Qatar, Germany, USA &amp; Iran</li> <li>4. Ginger - Bangladesh, Morocco, Egypt. Germany &amp; Indonesia</li> </ol>

**Division of Products**

## 10.5 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 skilling centers for upgrading the skills of the farmers like how to improve the yield, quality and application of better techniques of post harvesting
- iii. Export Facilitation Center (EFCs) will set up at the District for
  - Grievance Redressal
  - To provide end-to-end on-ground facilitation and handholding support to exporters
  - Market Intelligence
  - Will facilitate investors in the District
- iv. The large corporate players in the district, should promote the district MSME suppliers in foreign markets as a part of their CSR activities.
- v. Organize Trade Fairs and Buyer-Seller meetings in emerging markets and non-traditional products
- vi. 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.

- **Pharma Products** – Pharma products is one of the major products which is being exported from Karnataka and India. Bidar has significant Pharma Industry consisting of Bulk drugs and drug formulations. Being close to Hyderabad the industry has developed with domestic turnover as well as exports.
- **Ginger** – Ginger is one the main Agri products which is being cultivated in the district giving it the opportunity for processing units to set up units in Bidar.

- **Mango** – Mangoes have global market of USD 3.7 bn. in which India's exports is only USD 0.14 bn and Karnataka's exports is only 0.09 bn.; this shows that there is huge market for mangoes and Bidar has that production and quality to enhance its exports of mangoes.
- **Auto Component Industry:** Karnataka is the auto innovation hub of India, being home to leading global companies such as Mercedes (Daimler), Bosch, Toyota, Volvo, Scania etc. There is already presence of Auto Components clusters in Bidar with around presence of 200 units which indicate that there is a presence of skill manpower resources and infrastructure facilities for auto component industry
- **Soya Bean** - Soya bean is one of the major crop which is being cultivated in the district giving the opportunity for processing sectors like edible oil, soya sauce etc.

## 12 Potential Investment Opportunities

### 12.1 Opportunities in Pharma Products

Karnataka is witnessing a steady growth and expansion of the pharmaceutical industry due to a number of factors, such as presence of a large number of reputed and globally recognized pharmaceutical companies, presence of several advanced Research and Development (R&D) Centres, availability of natural resources and skilled manpower, world-class technology and infrastructure, supportive policies of the State Government making Pharma sector one of the promising sector for investment

### 12.2 Opportunities in Organic Chemicals

India's chemical industry is extremely diversified and can be broadly classified into bulk chemicals, specialty chemicals, agrochemicals, petrochemicals, polymers and fertilizers. Globally, India is the fourth-largest producer of agrochemicals after the United States, Japan and China. India accounts for ~16% of the world production of dyestuffs and dye intermediates in which Karnataka contributes USD 937 mn. Organic chemicals is one of the major items which is being exported from Bidar with presence some big chemical

exporters. This shows that Bidar has the ecosystem for investment in Organic chemical industry.

### **12.3 Opportunities in Agri Products**

The key enablers for investment in this sector are amiable agro-climatic conditions suitable for cultivation, production of quality Agri products like Mango, Ginger, Soya bean, Mango, Banana, Grams to mention. Bidar has an array of agri products to offer making it one of the most promising sectors for investment in Agri and Agri processing units.

### **12.4 Opportunities in Auto Component Industry**

With 200 Auto component units in Bidar, Industry Parks coupled with robust Karnataka's Industrial Policy 2020-2025, makes it a very potential district for investment in Auto components industry.

### **12.5 Opportunities in Paper Industry**

Global imports of paper is USD 18 bn. and Bidar has already established Paper Industry with specialization in Hand and Craft paper. This gives an opportunity for investors to look into this area of investment.

### **12.6 Opportunities in Tourism**

Bidar has everything to offer in tourism from Heritage sites like Bidar Fort, Bahamani Tombs to Religious Places like Guru Nanak Jhira Sahib Gurudwara to Crafts of Bidriware to gardens of Deva Vana.

The above areas provide ample investment opportunities in tourism and hospitality sector in the district.

### 13 GI Product

Bidar has the GI product Bidriware, Bidriware is a renowned metal handicraft that derives its name from Bidar, presently in Karnataka. It was believed to have originated in 14th century AD during the reign of the Bahamani sultans.

*Figure 11 Glimpse of Bidriware*



The term 'Bidriware' therefore represents the manufacture of a unique metalware that is named after the region of Bidar. The Bahamani Sultans had ruled Bidar in the 14th-15th centuries. Bidriware was first practiced in ancient Persia and then it was brought to India by Khawaja Moinuddin Chishti's followers. The art form developed due to a mix of Persian and Arabic cultures and after the fusion with local style, a new and unique style of its own was created.

#### **Uniqueness:**

- i. The metal used is a blackened alloy of zinc and copper inlaid with thin sheets of pure silver
- ii. The Bidriware undergoes an eight-stage process. The eight stages are molding, smoothening by file, designing by chisels, engraving by chisel and hammer, pure silver inlaying, smoothening again, buffing and finally oxidizing by soil and ammonium chloride
- iii. The zinc content gives the alloy a deep black color

- iv. First, a mold is formed from soil made malleable by the addition of castor oil and resin. The molten metal is then poured into it to obtain a cast piece which is later smoothed by filing. The casting is now coated with a strong solution of copper sulphate to obtain a temporary black coating over which designs are etched freehand with the help of a metal stylus. This is then secured in a vise and the craftsman uses small chisels to engrave the design over the freehand etching. Fine wire or flattened strips of pure silver are then carefully hammered into these grooves. Filed, buffed and smoothed to get rid of the temporary black coating. This results in rendering the silver inlay hardly distinguishable from the gleaming metallic surface which is now all silvery-white.

### Opportunity

This world-famous artistic metallic work is on the revival path after the introduction of innovative designs and a variety of new patterns. The designs range from Indian to International themes with the latest in home and lifestyle accessories. Innovative designs are developed by the National Institute of Fashion Technology (NIFT). Karnataka State Handicrafts Development Corporation Limited is keen on promoting the Bidri art form.

The traditional art which is identified with a limited set of designs is now trying to diversify and find a foothold in the present-day market and appeal to younger patrons. New items include USB drive covers, office stationeries such as paper clips, key bunches, lockets, envelope openers, pen stands, lampshades and even floor tiles. National Institute of Design has come up with novel & lighter items that uses less silver and therefore costs lesser.

This gives opportunity to exporters of handicrafts to enhance the exports these product to major markets like USA, EU, Japan, Canada etc.

## 14 Strategy and Action Plan

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

Schedule	Categories	Strategies	Action Plan
Short & Medium Term	Skill Development	<ul style="list-style-type: none"> <li>Organize outreach programs/ workshops for the farmers/exporters</li> <li>Work towards continuous feedback from the farmers for understanding their perspective</li> <li>Upskill the existing farmers for enhancing the production</li> </ul>	<ul style="list-style-type: none"> <li>Concerned stakeholders to be invited to business events/workshops to help provide market linkages to exporters</li> <li>DICs must make effective use of existing training institutes established by the State Govt. at district &amp; state level for imparting training</li> <li>Conducting dedicated workshop/webinar for the skill development in identified sectors</li> </ul>
	Financial Assistance	<ul style="list-style-type: none"> <li>Provide term loans to small and medium enterprises to enable them to upgrade export production capability</li> <li>Assist exporters with pre-shipment and post-shipment credit</li> <li>Smooth functioning of the exporters</li> </ul>	<ul style="list-style-type: none"> <li>Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail which would facilitate in export promotion</li> <li>Support smaller units in establishing their business through financial assistance</li> </ul>

Schedule	Categories	Strategies	Action Plan
	Marketing & Packaging Support	<ul style="list-style-type: none"> <li>• Adopt modern packaging technology which would reduce the packaging cost of the products</li> <li>• Marketing techniques to promote the exports of Ginger, Mango, Soyabean and other Agri Products</li> </ul>	<ul style="list-style-type: none"> <li>• The district, with the help of Indian Institute of Packaging (IIP), to work towards improving the quality standards &amp; manufacturing compliances, learning new techniques &amp; technology and market intelligence. Parallely, tie up with NGO's to help the artisans in packaging and other activities</li> <li>• To enhance exports, it is imperative to provide training to the farmers for the adoption of innovative methods in the growth of quality Agri products.</li> </ul>
	Export Facilitation Cell	<ul style="list-style-type: none"> <li>• Grievance Redressal</li> <li>• Create Awareness</li> <li>• Market Intelligence</li> <li>• Share Best Practices</li> <li>• Policy Recommendations</li> </ul>	<ul style="list-style-type: none"> <li>• Provides market intelligence for exports</li> <li>• Export cell will analyze and suggest measures to strengthen the existing and establish new infrastructure facilities to promote the variety of Agriculture and Horticulture products</li> <li>• The cell shall work towards establishing direct linkage between FPOs and Exporters for promoting the exports and</li> </ul>

Schedule	Categories	Strategies	Action Plan
			the farming requirements for quality production
Long Term	Branding and Promotion	<ul style="list-style-type: none"> <li>• Design logos for Agri products goods</li> <li>• Leveraging the power of social media</li> <li>• Leveraging e-commerce facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Appoint an agency for designing of the logo and ensure only quality products use this logo which will ensure product differentiation</li> <li>• Tie up with various e-commerce players to market the products on their online platforms</li> </ul>
	Infrastructure	<ul style="list-style-type: none"> <li>• Agri and Pharma Export Zones</li> <li>• Centre of Excellence for e-mobility (Create an ecosystem for research, innovation &amp; skill development for green mobility)</li> <li>• Project Development Cell (PDC)</li> <li>• Quality testing and certification labs for exports</li> <li>• Uninterrupted Power Supply</li> <li>• Mega Food Parks</li> <li>• Logistical infrastructure should be developed</li> </ul>	<ul style="list-style-type: none"> <li>• Set up an Agri and Pharma Export Zones in Bidar district</li> <li>• Under PDC, the district shall facilitate investments in a timely and targeted manner. Provide necessary support on the issues faced by investors to finalize their investment plans</li> <li>• 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</li> <li>• Encourage local industry players to become exporters by providing a conducive environment in the district</li> </ul>

Schedule	Categories	Strategies	Action Plan
			<ul style="list-style-type: none"> <li>• 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 environmental and safety standards</li> </ul>
	Policy/ Regulatory Reforms	<ul style="list-style-type: none"> <li>• Capitalizing on the existing ASIDE &amp; TIES scheme to support the export logistics</li> <li>• Online single window system (No physical touchpoints between the applicant and department from the time of application process till the final decision)</li> </ul>	<ul style="list-style-type: none"> <li>• Identification of relevant projects to address the gaps in infrastructure which are not addressed by any other scheme.</li> <li>• 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</li> </ul>

## **Annexures**

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