

# **Draft District Export Action Plan: Kalaburagi (Gulbarga)**

*Rightly known as  
'Red Gram Bowl' of Karnataka*

**October 2021**

## Contents

<b>1. Introduction.....</b>	<b>3</b>
<b>2. District Profile .....</b>	<b>4</b>
2.1 Geography.....	4
2.2 Flora and Fauna.....	5
2.3 Natural Resources of the District.....	5
2.4 Demography.....	6
<b>3 Tourism.....</b>	<b>7</b>
<b>4 Economic Indicators of the District.....</b>	<b>9</b>
<b>5 Industrial Profile.....</b>	<b>11</b>
5.1 Infrastructure.....	11
5.2 Industry.....	12
5.3 Key Players.....	13
<b>6 Industrial Areas/ Estates.....</b>	<b>13</b>
6.1 Industrial Areas .....	13
6.2 Industrial Estates.....	13
<b>7 SWOT Analysis of Kalaburagi.....</b>	<b>15</b>
<b>8 District as an Export Hub.....</b>	<b>16</b>
<b>9 Institutional Mechanism &amp; Responsibility.....</b>	<b>16</b>
<b>10. Export Scenario .....</b>	<b>18</b>
10.1 State Exports .....	18
10.2 District Exports .....	19
10.3 One District One Product (ODOP) .....	19
10.4 Identification of District Export Basket .....	20
10.5 Product Export Promotion Strategy.....	21
<b>11 Promising Sector .....</b>	<b>21</b>
<b>12 Potential Investment Opportunities.....</b>	<b>22</b>
12.1 Opportunities in Textiles Sector .....	22
12.3 Opportunities in Agri & Food Processing.....	23
<b>13 GI Products .....</b>	<b>24</b>
13.1 Bottlenecks in GI product registration, marketing & its Exports .....	24
<b>14 Strategy and Action Plan .....</b>	<b>25</b>

## 1. Introduction

Kalaburagi, , earlier called as Gulbarga, was once a capital of the Bahamani Kingdom. The famous dynasties of the south, the Satavahans, the Chalukyas of Badami, the Rashtrakutas , the Shahis, the Adil Shahis, the Nizam Shahis have ruled over the district. The Bahamani rulers built Kalaburagi City with Palaces, Mosques, Gumbazs, Bazars and other public buildings.

Kalaburagi is rightly known as the Toor bowl of Karnataka, contributing 40 % of the state's production with most of the population engaged in agriculture here. Apart from toor, jowar, bajra and paddy also grown here, and it cultivates a variety of fruits and flowers. Kalaburagi has immense scope for bio-fuel plantation and afforestation. Floriculture, aromatic and medicinal herbs are other thrust areas in the district. It also has a well-developed dairy industry in the cooperative sector under the banner of Kalaburagi-Bidar and Yadgir Co-operative Milk Producers' Societies Union Limited.

Figure 1 District Map of Kalaburagi



Located in the northern part of Karnataka, in the Deccan Plateau, the district has 11 Talukas- Afzalpur, Aland, Jewargi, Sedam, Chittapur, Chincholi, Kalagi, Kamalapur, Yedrami, Shahabad and Kalaburagi.

## 2. District Profile

### 2.1 Geography

The geographical area of Kalaburagi district is about 10,954 Km<sup>2</sup>. The district is in the northern part of Karnataka, and bounded on the west by Bijapur district, Solapur district of Maharashtra, and on the north by Bidar district of Karnataka and Zaheerabad district of Telangana and on the south by Yadgir. The district lies between the North latitude 12°54'and 13°53' and East longitude 75°04'and 76°21'.

*Latitude and Longitude of the Taluks*

S. No.	Taluks	Latitude	Longitude
1	Afzalpur	17.20° N	76.35° E
2	Aland	17.56° N	76.56° E
3	Jewargi	17.01° N	76.77° E
4	Sedam	17.17° N	77.28° E
5	Chittapur	17.11° N	77.08° E
6	Chincholi	17.46° N	77.41° E
7	Kalagi	17.35° N	77.15° E
8	Kamalapur	17.58° N	76.98° E
9	Yedrami	16.87° N	76.53° E
10	Shahabad	17.12° N	76.94° E
11	Kalaburagi	17.32° N	76.83° E

*Source: Google maps*

## 2.2 Flora and Fauna

Kalaburagi district is situated in the dry-climate belt and is devoid of lofty ranges of hills. Consequently, the flora and fauna of the district are not luxuriant and lush owing to the arid country and scanty rainfall. The forest area constitutes a meager 3.2 % of the total geographical area. Forests are of two types. Deciduous in the north-east zone with a dense tree growth and the scrub type on the south-east. The forest-flora is scattered in small bits except in Chincholi taluk where dense growth of trees are present, other taluks have patches of forest mostly the scrub type, yielding no timber at all. In the absence of thick evergreen forests in the district, wildlife is almost non-existent. The deciduous forests have a few varieties of langoors and monkeys. Beasts of prey belonging to the carnivore class are seen occasionally. The tiger is almost extinct, and few panthers are seen very rarely. Bears are found in some areas in Chincholi taluk and cause menace to farmers. The hyena, wolves, wild dogs, spotted deer, sambar, black buck, Indian fox and jackals are seen in various parts of the district.

## 2.3 Natural Resources of the District

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

*Table 2: Natural Resource of the District*

Natural Resources	Key Features
<b>Crops</b>	Coconut, Castor, Onion, Tomato, Brinjal Banana, Grapes, Lemon, Potato, Cabbage
<b>Cash crops</b>	Cotton, Sugarcane, Tobacco, Sunhemp, Mesta
<b>Mineral resources</b>	Limestone, Molding Sand and Gypsum
<b>Horticulture</b>	Turmeric, Dry Chilies, Garlic

**Source: District website, District Census 2011**

## 2.4 Demography

### Population<sup>1</sup>

The total population as per Census 2011 was 25,64,892 in which the contribution of the male population was 13,07,061 and the female population was 12,57,831. The population in 2021<sup>2</sup> is estimated to be 30,26,111.

Table 1: Population

Population of Kalaburagi	
	2011
<b>Total Population</b>	25,64,892
<b>Male Population</b>	13,07,061
<b>Female Population</b>	12,57,831

Source: As per Census 2011

### Demography at a Glance

The total area of Kalaburagi is 10954 sq. km with 11 taluks. The sex ratio of the district is 971 Females per 1000 males and the literacy rate is 64.85%. The details of the demography are given below:

Table 2 Demography<sup>3</sup>

Demographic Label	Value
<b>Area</b>	10954 sq. km
<b>Number of Gram Panchayats</b>	264
<b>Number of Villages</b>	918
<b>Taluks</b>	11
<b>Sex Ratio</b>	971 female per 1000 male
<b>Literacy rate</b>	64.85 percent

<sup>1</sup> [https://censusindia.gov.in/2011census/dchb/2925\\_PART\\_A\\_DCHB\\_GULBARGA.pdf](https://censusindia.gov.in/2011census/dchb/2925_PART_A_DCHB_GULBARGA.pdf)

<sup>2</sup> <https://des.kar.nic.in/docs/Projected%20Population%202012-2021.pdf>

<sup>3</sup> <https://kalaburagi.nic.in/en/demography/>

### 3 Tourism

#### i. Sharana Basaveshwar Temple:

The temple took its present form in the early 20th century and displays beautiful pillars, arches and pilasters.

The Sabhamandapa, which is constructed by using pilasters, independent pillars, and 36 arches, is

very attractive and its pillars are decorated with peacock, garuda, naga, parrot, elephant, lion, flowers and creepers. The *pranala* of the *garbhagriha* is noteworthy for being in the form of a cow feeding its young. Makara Sankranti and Vijayadashami festivals are major festivals celebrated here. The Sharana Basaveshvara Mahadasoha Pitha is also engaged in *jnana-dasoha* (spreading education) through the institution called "Shri Sharana Basaveshvara Vidya Samsthe".

Figure 3 I Sharana Basaveshwar Temple



- #### ii. Jumma Masjid:
- Completed in 1367, this grand mosque inside the Kalaburagi Fort is a delightful monument that is still well-preserved. Resembling the mosque at Cordoba in Spain, the Jumma Masjid covers an area of over 38,000 sq ft. This

Figure 2 ii. Jumma Masjid



distinctive Mosque which displays a strong Persian touch in its architecture, is supported on 140 pillars. It has 250 arches, 5 large domes and 63 smaller domes. Its interior surface is decorated with flowers and creepers.

iii. **Devara Ganagapura:** Devara Ganagapura is a famous pilgrimage centre on the left bank of the Bhima River located on Gulbarga-Afzalpur road. The Bhima and the Amaraja rivers meet about three km away south-west from here and these waters, especially at the spot of their confluence, are considered extremely



Figure 4 Devara Ganagapura

holy. At the meeting point of these rivers there are temples of Sangameshwara and Narasimha as also the hill of the sacred ash (bhasmadagudda). On the Sangama-Ganagapur road, eight tirthas namely Shatkula, Narasimha, Chakra, Manmatha, Bhagirathi, Papavinasi, Koti and Rudrapada can be seen. In the village there is the Dattatreya Temple of Narasimha Saraswathi Swami who is believed to be the second incarnation of Dattatreya. Before leaving for Srishaila, Narasimha Saraswathi Swami left behind *Nirgunapaduka* (sacred sandals) which are also worshipped by the devotees. A five-day fair takes place here in the month of February in which thousands of devotees participate. The matha here also runs a Sanskrit Veda Shala.

iv. **Gurudwara Sri Guru Nanak Math:** Located right inside Kalaburagi city on the banks of Appanakere, Gurudwara Sri Guru Nanak Math is a popular Sikh religious and community centre in Kalaburagi.

v. **Chincholi Wildlife Sanctuary**

Chincholi Wildlife Sanctuary was declared a sanctuary in 2011 and extends over 134.88 Sq.kms. It is the first dry land Wildlife Sanctuary in South India. This is the only area in the Hyderabad Karnataka Region with rich floristic diversity. The forest hosts rich



Figure 5 Chincholi Wildlife Sanctuary

biodiversity. Apart from medicinal herbs and trees, species like Red Sanders and Sandalwood are found abundantly. The Sanctuary has good dry deciduous and Moist deciduous forest in the core with Acacia and Teak plantations on the fringes. Apart from Chandrampalli dam, four small dams exist at its Centre. The forest is also home to fauna like Black Buck, Common Fox, Four-horned Antelope, Fruit bat, Hyena, Indian Wolf etc. Over 35 species of birds, including Black Drongo, Black winged Kite, Blossom - headed Parakeet, Blue pigeon, Black-headed Oriole and Grey partridge are also found in this Sanctuary.

vi. **Other Tourist Attractions include** destinations like Chandrampali Dam, Kesartagi Garden, Gottam Gutta, Yeti Pota Falls, Chayabhogawati, Sedam, Uttaradi Matha, Chandrala Parameshwari Temple, Sannati, Bonal Lake, Kalaburagi Fort, Kannaganhalli.

#### 4 Economic Indicators of the District

Kalaburagi contributes 2.1% to Karnataka's total GSDP and 2.0% to Net State Domestic Product (NSDP). The district's Per capita income is Rs. 99322 (2018-19.)<sup>4</sup>. The details of economic indicators of Kalaburagi is given in below Table 4:

<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)

Table 3 Economic Profile of the District

Particulars	Current Prices (2018-19) INR Cr.	Constant Prices (INR. Cr.)
Gross District Domestic Product (GDDP)	31764	22157
Net District Domestic Product (NDDP)	27360	18649

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

The tertiary sector contributes 52.3%, followed by the Secondary sector contributing 16% and primary sector contributing 31.7 % 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 4: Sectoral Bifurcation of Kalaburagi<sup>5</sup>

Sector	Current Prices	Constant Prices	Contribution
	2018-19 (INR Cr.)	(2011-12) (INR Cr.)	2018-19 (In %)
Primary	7752	4459	49.4
Secondary	3901	3196	18.0
Tertiary	12725	8534	32.6
Total	24378	16189	100

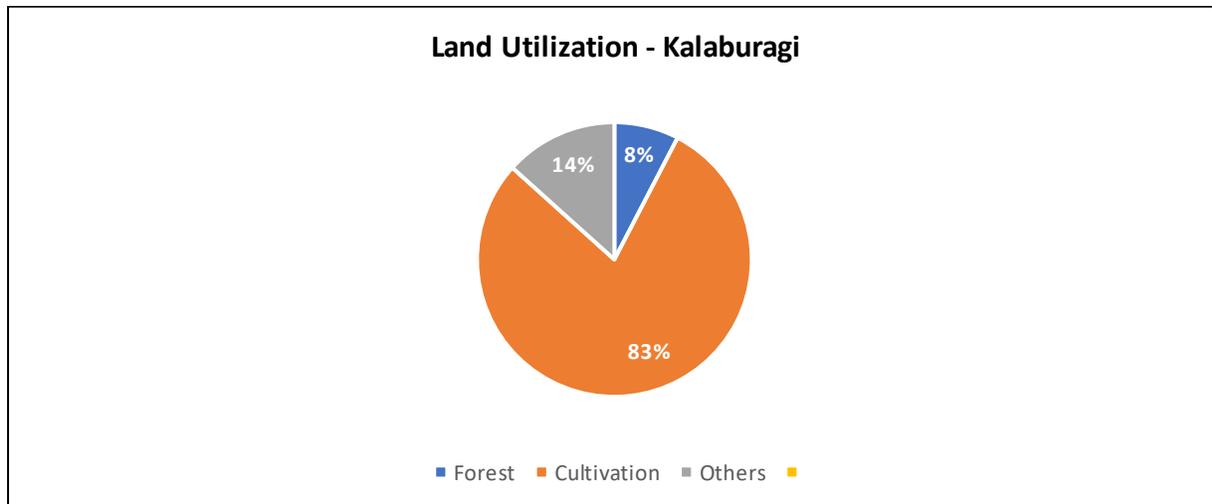
Source: Directorate of Economics and Statistics, Government of Karnataka

<sup>5</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)

## 4.2 Land Utilization

Kalaburagi has land utilization of 3% for the forest, 83% for cultivation, and 14% for others.

Figure 8 Land Utilization



## 5 Industrial Profile

### 5.1 Infrastructure

#### i. Connectivity

Kalaburagi has good connectivity with Roads, Rail, Air, and Ports. The highlights of connectivity are given below:

- **Rail:** The district is well connected by rail to Bengaluru, Chennai, Trivandrum, Hyderabad, Bhubaneswar, Mumbai, Ahmedabad, New Delhi, with a new broad-gauge line being built to connect Kalaburagi to Bidar and Wadi to Gadag
- **Road:** About 1,252 kms of State Highway passes through the district, with State Highway (SH 218) Humnabad- Vijayapura- Hubballi passing through Kalaburagi and Jewargi towns.
- **Air:** A Domestic airport is operational at Kalaburagi, with feasibility of Air Cargo operations under consideration. The district has a presence of a Helipad which is located at Kalaburagi Reserve Police Grounds.

- ii. **Port:** Goa port located 480 kms away from Kalaburagi town. other seaports include Karwar, Mangaluru, and Chennai.

**Water Supply:**

**Water Supplies:** Krishna and Bhima rivers are the major rivers flowing through the district, Other streams in the district include Amaraja, Mullamari, Bennithora, Kagina and Bori.

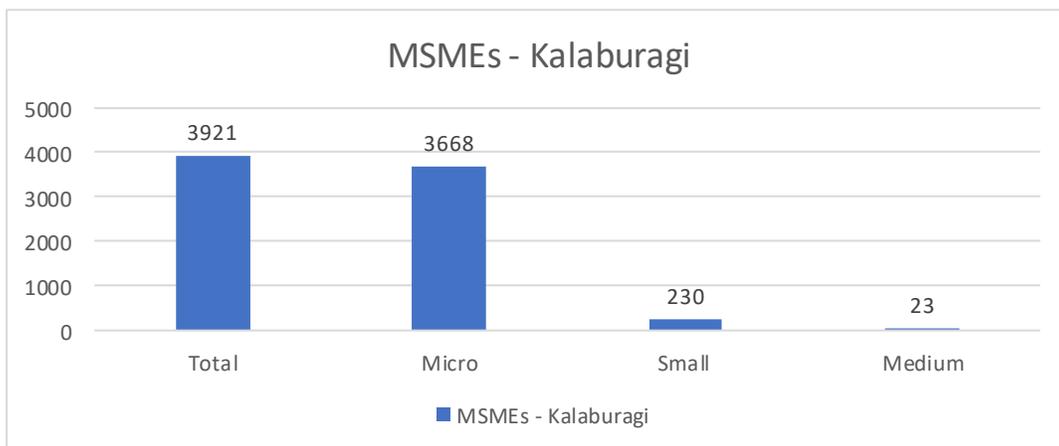
**Power Supply:**

Power Distribution in the district is through Gulbarga Electricity Supply Company Limited (GESCOM)

**5.2 Industry<sup>6</sup>**

- i. 13 Large & Mega Scale Industrial Units are present in the district.
- ii. Coverage of MSME – There are 3921 MSME registered under Udyam Registration till 9<sup>th</sup> August 2021 comprising 3668 Micro industries, 230 Small Industries and 23 Medium Industries.

*Figure 9 Overall MSMEs of Kalaburagi district*



*Source: Udyam registration*

<sup>6</sup> Udyam registration and Invest Karnataka

### 5.3 Key Players

- i. M/s ACC Limited
- ii. M/s Chettinad Cements
- iii. M/s India Cements
- iv. M/s Gulbarga Cements
- v. M/s Lafarge Cements
- vi. M/s Ashok Polymers
- vii. M/s Rajshree Cements
- viii. M/s Zawar Cement Pvt. Ltd

## 6 Industrial Areas/ Estates

### 6.1 Industrial Areas<sup>7</sup>

KIADB has developed 5 Industrial Area across the district with a total area of 1328 Acres, the details of which are given below:

Industrial Areas	
Name	Extent (acres)
Kapnoor I	110.00
Kapnoor II	209.00
Kapnoor III	209.00
Nandur Kesartigi I	614.00
Nandur Kesartigi II	186.00
<b>Total</b>	<b>1328.00</b>

### 6.2 Industrial Estates<sup>8</sup>

There are 10 major industrial estates in Kalaburagi with a total area of 161.08 acres, the details of which are given below:

<sup>7</sup> <https://kiadb.karnataka.gov.in/kiadbgisportal/>

<sup>8</sup> <http://kssidc.co.in/map/gulbarga.html>

Table 5 Industrial Estates

Industrial Estates	
Name	Extent (acres)
Alanda	10.00
Chincholi	10.00
Chittapura	15.00
Shahabad Addnl. Layout - 1	25.50
Shahabad Addnl. Layout – 2	10.00
MSK Mill Road	17.03
Kapnoor I	35.35
Kapnoor II	11.50
Jewargi	10.00
Sedam	16.70
<b>Total</b>	<b>161.08</b>

## 7 SWOT Analysis of Kalaburagi

### Strength

- Presence of demanding Agri products like Castor, Onion, Tomato, Brinjal, Lemon, Potato
- Abundant limestone available
- Favourable soil & climatic conditions
- Food park at Jevargi

### Weakness

- Lack of Awareness among exporters about how to exports, opportunities, procedures, marketing, branding
- Support required in marketing and promotion
- Few exporting units

## SWOT

### Opportunities

- Huge opportunity for Agri value added products
- Product Diversification chillies, turmeric, and dry ginger
- Great demand for milk and milk products

### Threat

- Competition ( in terms of attracting investments) from neighbouring states

## 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 Atma Nirbhar Bharat and Make in India.

The objective to develop Kalaburagi 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 Kalaburagi is given in the below Table 8:

*Table 6 Districts as an Export Hub products of Kalaburagi*

Category	Products
<b>Agriculture &amp; Food Processing</b>	Toor Dal (GI Tag), Pulses, Kamalapur Red Banana
<b>Mineral</b>	Fullers Earth (Bentonite Clay)
<b>Textile</b>	Cotton

## 9 Institutional Mechanism & Responsibility

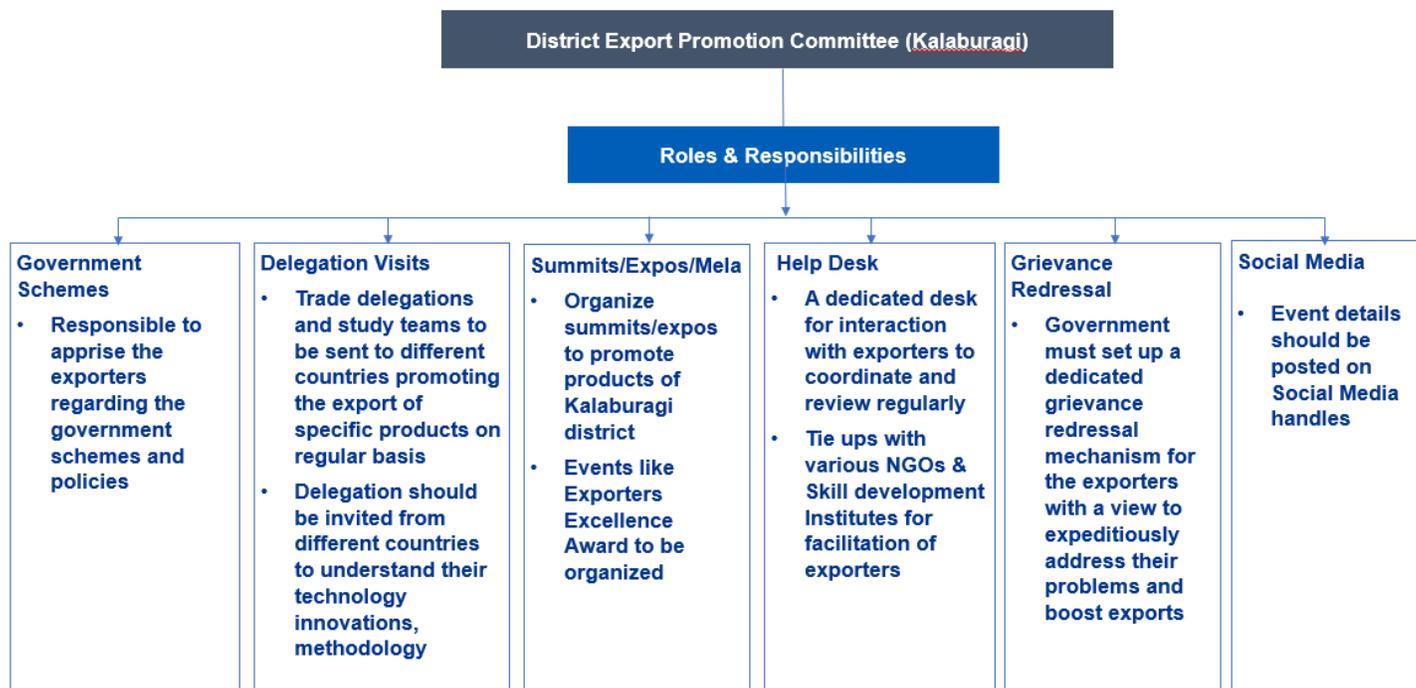
To ensure smooth functioning of district as export hubs, District Export Promotion Committees (DEPCs) need to be constituted in Kalaburagi. These DEPCs shall be headed by DM/Collector/DC/District Development Officer of the district and co-chaired by designated officer from DGFT. The composition of the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

Table 7 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 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 8 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 Kalaburagi are given below:

Category	Products
Agriculture & Food Processing	Toor Dal
Textiles	Cotton

The above products are being exported to countries like USA, Canada, UAE, Nepal, Australia, Bangladesh, China, Vietnam, Indonesia, Zimbabwe, Poland and Turkey to mention. Performance of the existing products from Kalburagi and identified products is given in Table 11.

Table 9 Karnataka's Exports to world

Karnataka's Exports to world (In USD Mn.)			
S. No.	Product	2020-21	Major markets
1	Toor dal	0.03	USA, Canada, UAE, Nepal & Australia
2	Cotton	25.00	Bangladesh, China, Vietnam, Indonesia & Turkey

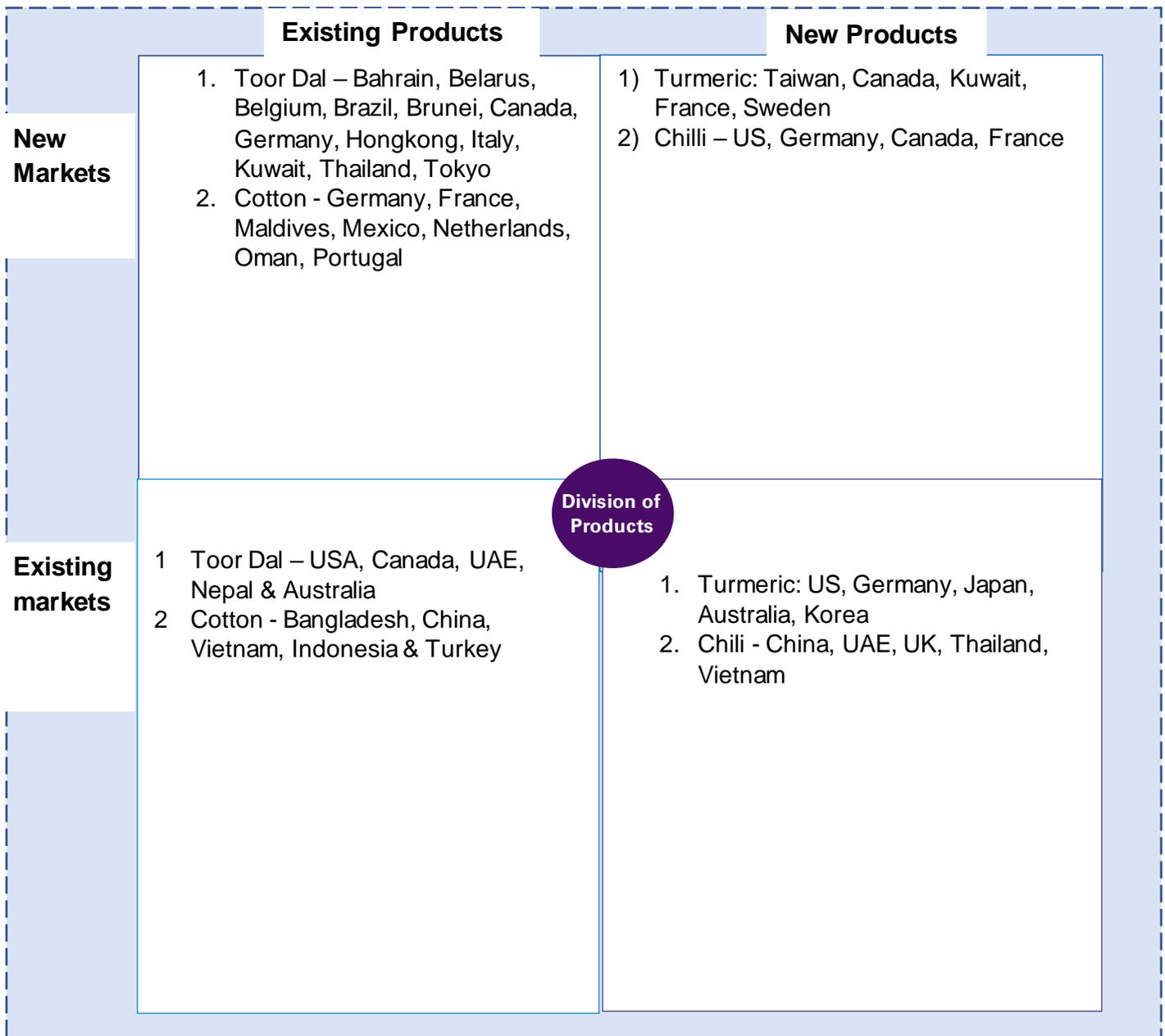
**Source: DGCI&S, Kolkata, 2021**

## 10.3 One District One Product (ODOP)

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

## 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:



## 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
  - To provide end-to-end on-ground facilitation and handholding support to exporters
  - Market Intelligence
  - Investor facilitation
  - Grievance Redressal
- 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 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.

- i. **Textiles:** Kalaburagi is one of the main districts of Karnataka for growing cotton. India's garment exports is aligned towards cotton industry, and global exports of cotton garments is USD 165 bn. making it the most sought raw material and giving the opportunity for exporters and suppliers of the district

- ii. **Agri & Food Processing:** Kalaburagi has presence of favorable soil and climate conditions for growth of toor dal, with a presence of around 500 dal mills in the district. The district is known as the Toor Bowl of the State, contributing around 40% of the state's production. There is a potential demand for milk and milk products which can replace the supply met from neighboring state (Andhra Pradesh)
- iii. **Cement :** Karnataka is one of the top cement producing states and occupies 7<sup>th</sup> position in the cement production in the country. Limestone is an essential raw material for cement production and the State has around 17,253 million tons of limestone deposits. The State produces more than 11 million tons of cement annually and contributes 6.51 per cent of the total cement manufactured in India. At present, the State has about 22 units of combined cement production capacity of around 16 MMTPA.<sup>9</sup> Kalaburagi is one of the 7 cement clusters located in India. The district has presence of abundant limestone deposits, with Sedam, Chittapur declared as "Cement Zone" for development of cement and cement-based sector.

## 12 Potential Investment Opportunities

### 12.1 Opportunities in Textiles Sector

**PLI Scheme for Textiles:** The production-linked incentive (PLI) scheme for the textile sector was announced by the Government of India (GoI) on September 08th, 2021 with an outlay of INR 10,683 crore. Through this scheme, in addition of boosting the local production and sales for products, there is a push on trade of man-made fiber (MMF), garments and 10 segments products of technical textiles. The industry can look at leveraging this PLI Scheme for setting up new venture / expansion.

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<sup>9</sup> <https://vtpc.karnataka.gov.in/storage/pdf-files/Policy%20Links/Industrial%20Policy%202020-25.pdf>

PLI scheme for Textiles will promote production of high value MMF Fabric, Garments and Technical Textiles in country. The incentive structure has been so formulated that industry will be encouraged to invest in fresh capacities in these segments. This will give a major push to growing high value MMF segment which will complement the efforts of cotton and other natural fiber-based textiles industry in generating new opportunities for employment and trade, resultantly helping India regain its historical dominant status in global textiles trade.

### **12.3 Opportunities in Agri & Food Processing**

The district has a presence of a food park at Jewargi, Kalaburagi, which has state of art common infrastructure facilities, which enables food processing, and facilitate logistics, packaging & warehousing, marketing activities and far-to-fork operations of agriculture-food processing-retailing.

To ensure an uninterrupted supply chain, enhance forward and backward linkages exporters /industries from the district can leverage the opportunity and set up their units in the food park.

## 13 GI Products

Gulbarga Toor Dal and Kamalapur Red Banana are the registered GI product of Kalaburagi. The high calcium and potassium content of the soil in Kalaburagi (Gulbarga) toor dal-growing region has been one of the major factors for its superior quality and around 3.7 lakh hectares of the crop is grown in Kalaburagi district alone.<sup>10</sup>



*Figure 11 Gulbarga Toor Daal*



*Figure 12 Kamalapur Red Banana*

Kamalapur Red Banana is a special variety of Red Banana, which is exclusively grown in the valley of Kamalapur village and its surrounding areas in Gulbarga district of Karnataka. It is known as a "rich man's fruit" as it is marketed at a higher price compared to other varieties of banana due to greater inputs in farming with fertilizer (compost, in particular in large quantity), water, and workforce. While its skin is red coloured, the pulp is creamish in colour with an enjoyable taste.

### 13.1 Bottlenecks in GI product registration, marketing & its Exports

There are various issues in the process of GI product registration, marketing (branding, promotion) and exports. The inefficiencies can have a significant impact on the flow of

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<sup>10</sup> <https://www.thehindu.com/news/national/karnataka/gulbarga-tur-dal-gets-gi-tag/article29249037.ece>

production and often create delays and higher production costs. Following are the existing bottlenecks:

*Table 12: Bottlenecks in GI across the value chain*

Category	Bottleneck
Production	Lack of infrastructure like laboratories or testing labs for diagnostic studies and research on the product's GI status.
	GI registration is time consuming and cumbersome process that effect the production and the supply chain.
Registration	Low GI awareness among producers and consumers in the country. GI awareness desks shall be set up at the DIC office in Kalaburagi
GI Marketing	Lack of institutional mechanisms to promote marketing of products.
	Ineffective branding and marketing campaigns
	GI application and registration should be published in wider news media in local languages as they are published only in GI journal and not in vernacular news media <sup>11</sup>
	Immense competition from other regional and national products sold at cheaper rates
Exports	Lack of effective institutional supply chain leads to lesser exports of GI products.

To align with Central Government initiatives on GI, it becomes imperative to upskill the existing growers, provide them the marketplace, digital and financial literacy to be imparted and set up a mechanism to help cultivators and farmers across the value chain.

## 14 Strategy and Action Plan

<sup>11</sup> <https://www.thehindubusinessline.com/opinion/promote-local-products-with-gi-blog/article31639470.ece>

Major initiatives and strategies, which will enhance exports from Kalaburagi 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 in Agriculture products</li> <li>• Conducting dedicated workshop/webinar for the skill development in identified sectors</li> <li>• The Agricultural Universities and Colleges are to be sensitized far providing best practices far the farmers to grow the quality produce of products like Toor Dal, Pulses, Red Bananas and other agri products</li> </ul>

Schedule	Categories	Strategies	Action Plan
	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>
	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 Toor Dal, Red Banana 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 growers and cultivators 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. Also,</li> </ul>

Schedule	Categories	Strategies	Action Plan
	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>	<p>Toor Dal is an identified ODOP product, on which the district must focus with a vision to promote it at a global level.</p> <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 the farming requirements for quality production</li> </ul>
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>• Run campaign on various social media platforms like Twitter, Facebook, LinkedIn and</li> </ul>

Schedule	Categories	Strategies	Action Plan
			<p>Instagram handles of VTTC wherein the GI products are promoted, and the journey of manufacturing is shown to the audience. Promote on various government department websites</p> <ul style="list-style-type: none"> <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>• Centre of Excellence for e-mobility</li> <li>• Project Development Cell (PDC)</li> <li>• Quality testing and certification labs for exports</li> <li>• Uninterrupted Power Supply</li> <li>• Logistical infrastructure should be developed</li> </ul>	<ul style="list-style-type: none"> <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</li> </ul>

Schedule	Categories	Strategies	Action Plan
	Policy/ Regulatory Reforms	<ul style="list-style-type: none"> <li>• Capitalizing on the existing 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>	<p>a conducive environment in the district</p> <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 investors/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 stage of application processing</li> </ul>

## **Annexures**

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