

Draft District Export Action Plan: Kolar

The Land of Milk, Silk and Gold City



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1. Introduction

In Middle Ages, Kolar was called Kolahalapura and known as Kolahala, Kuvalala and Kolala, In Kannada, Kolahahapura means “violent city” and it was the battlefield for the warring Chalukyas in the north and the Cholas in the south.

Figure 1 District Map of Kolar



The Western Gangas, whose sovereignty lasted from about 350 to 550 CE, initially ruled from Kolar as their Capital City. Konganivarman, the founder of Ganga Dynasty built the city of Kolar and ruled it for twenty years.

Historically, Kolar is said to be associated with the epic age, which recalls many legends associated with Avani in Mulbagal Taluk, which was also called Avani Kshetra. It was also known as Avantika – Kshetra, a sacred place in Kolar district. The author of the Ramayana, Sage Valmiki is said to have resided here. Lord Rama is also believed to have spent a few days here on his way back to Ayodhya after his exile. The legend goes further to establish that Seetha Devi, after being sent to exile, gave birth to her twins Lava and Kusha at Avani. The Avani continued to survive as a religious establishment from the 9th to 11th centuries. There are temples dedicated to Lord Rama.

The district is known for its milk, silk and the gold mines. It is also known for the Someshwara temple and the Kolaramma temple.

The hill to the west of Kolar, called the Shatasringa Parvata or 'Hundred-Peaked Mountain' is 'Antharagange', associated with the story of Parasurama and his fight with King Kartaviryarjuna over Surabhi, the divine cow.

Kolar consists of 6 Taluks Bangarpet, KGF, Malur, Mulbagilu, Srinivaspuraa, and Kolar. It is bounded by Bangalore and Tumkur districts on the West, Chickballapur district on north-west, Anantapur district of Andhra Pradesh on the North, Chittoor district on the East and on the south by North Arcot and Dharmapuri districts of Tamil Nadu.

2. District Profile

2.1 Geography

Kolar district is located at the North of Karnataka lying in between 12.45 and 13.35 North latitude and 77.50 and 78.35 East longitude. Kolar District is bounded by Bangalore and Tumakuru districts on the West, Chickballapur district on north-west, Anantapur district of Andhra Pradesh on the North, Chittoor district on the East and on the south by North Arcot and Dharmapuri districts.

Latitude and Longitude of the Taluks

S. No.	Taluks	Latitude	Longitude
1	Bangarpet	12.9924° N	78.1768° E
2	Malur	13.0037° N	77.9383° E
3	Mulbagilu	13.1667° N	78.3941° E
4	Srinivaspura	13.3305° N	78.2077° E
5	KGF	12.9479° N	78.2707° E
6	Kolar	13.1362° N	78.1291° E

Source: Google maps

2.2 Flora and Fauna

Kolar district located in the interior of Karnataka is mainly dry throughout the year, mostly supporting non-arborescent flora. Not much importance was given in studying the flora of the place, since emphasis was laid mostly on the Tropical Evergreen belt, found along the Western Ghats of the state. However, the dry belt has its own characteristic floral components as evident by the discovery of two new species of Asclepiadaceae which are endemic to the District. The total extent of recorded forest lands of Kolar division is 50,834 hectares constituting about 12.80 of the geographical area of the district (3,979 Km²). Kolar division has one Wildlife Sanctuary namely, Kamasamudra Wildlife Sanctuary. Blackbucks and Spotted deer are found in large numbers in the un-fragmented parts, which have a little forest growth. In the hill slopes and valleys, Leopard, Sloth bear and several kinds of reptiles are found, Cobras being very common.

2.3 Natural Resources of the District

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

Table 1: Natural Resource of the District

Natural Resources	Key Features
Crops	Rice, Maize, Ragi, Tur Dal, Horse Gram, Green Gram, Groundnut, Mustard
Cash crops	Cashew & Coconut
Mineral resources	Gold, Limestone, Laterite, Dolerite, China Clay, Fireclay, Ochre, Quartz/Silica sand, Granite, Graphite
Horticulture	Green Chillies, Carrot, Radish, Mango, Potato, Tomato, Beans, Onions, Sapota, Beetroot, Banana, Guava, Marigold, Jasmine etc.

Source: District website

2.4 Demography

Population

The total population as per Census 2011 was 1064570 in which contribution of male population was 537147 and female population was 527423. The population in 2021¹ is estimated to be 1653320 (as per Aadhar uidai.gov.in Dec 2020 data).

Table 2: Population

Population of Kolar District	
	2011
Total Population	1536401
Male Population	776396
Female Population	760005

Source: As per Census 2011

Demography at a Glance

The total area of Kolar is 3979 sq. km with 6 taluks. The sex ratio of the district is 979 Females per 1000 males and literacy rate is 74.39%. The details of the demography is given below:

Table 3 Demography¹

Demographic Label	Value
Area	3,979 sq. km
Number of Hoblis	27
Number of Gram Panchayats	156
Number of Villages	1797
Number of Municipalities	1
Zilla Panchayat Members	2
Taluks	6
No. of Taluka Panchayat members	30
Sex Ratio	979 females per 1000 male
Literacy rate	74.39 per cent

3 Tourism

- i. **Someshwara Temple:** Someshwara Temple in Kolar is dedicated to Lord Shiva. It is an ornate, 14th-century temple of national importance. The Dravidian style architecture is observed here especially through the tall, detailed brick and stucco structure that is placed over the entrance to the temple.

Figure 1 Someshwara Temple



- ii. **Kotilingeshwara Statue:** It is famous for hosting one of the largest Shiva lingams in the world, standing 108ft tall. A 35ft tall Nandi (Bull), Shiva's Vahana (Vehicle), has also been showcased here.

Figure 2 Kotilingeshwara statue



¹ <https://kolar.nic.in/en/demography/> & <https://www.census2011.co.in/census/district/260-kolar>

- iii. **Kolaramma Temple:** The temple is built in Dravida Vimana Style during Ganga period. It has several Chola renovations in the 11th century followed by Vijayanagara rule in the 15th century.

Figure 3 Veerananarayana Temple



- iv. **Anthargange:** Antara Gange is famous for Sri Kashi Vishweshwara temple, also known as Kashi of South. The temple is dedicated to Lord Shiva. The mountain is at an altitude of 1712 meters from sea level.

Figure 4 Anthargange



- v. **Avani -** Avani known as the Gaya of the south. Ramalingeshwara temple is dedicated to Lakshmana, Bharata and Shatrugna. It was home to Valmiki's ashram, where Lava and Kusha were born.

Figure 5 Ramalingeshwara Temple



- vi. **Kolar Gold Fields –** This region gained fame for being one of the most prominent gold mines in India and is believed to be the second deepest gold mine in the world. The east of KGF is a ridge of hills of which Doddabetta hill,

Figure 6 Kolar Gold Fields



3195 feet above sea level, is the most conspicuous point.

- vii. **Kurudumale** – This temple, located 12km from Mulbagal, was the capital of Hoysala Dynasty. Giant thirteen and half foot sculpture of Kurudumale Ganesha attract the visitors.

Figure 7 Kurudumale Ganesha Temple



- viii. **Chikka Tirupati** – The temple resembles the renowned Sri Venkateshwara Temple of Tirupathi and attracts lots of devotees particularly during the month of July/August

Figure 8 Chikka Tirupati Temple



4 Economic Indicators of the District

Kolar contributes 1.69% to Karnataka's total GSDP and 1.62% to Net State Domestic Product (NSDP). District's Per capita income is Rs. 133084 (2018-19) ². The details of economic indicators of Kolar 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)	25239	18707
Net District Domestic Product (NDDP)	21948	16022

² https://planning.karnataka.gov.in/storage/pdf-files/Reports/Economic%20Survey%202020-21_Eng_Final_R.pdf

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 52.68%, followed by Secondary sector contributing 26.6% and Primary sector 20.64% 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 Kolar³

Sector	Current Prices	Constant Prices	Contribution
	2018-19 (INR Cr.)	(2011-12) (INR Cr.)	2018-19 (In %)
Primary	4038	2658	20.64
Secondary	5214	4314	26.6
Tertiary	10304	6936	52.68
Total	19556	13909	100

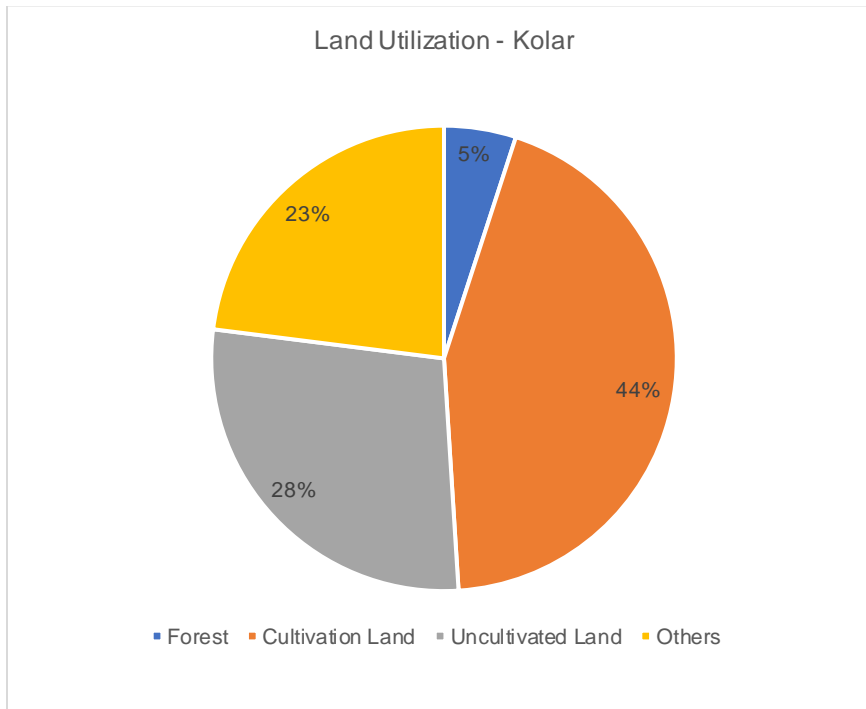
Source: Directorate of Economics and Statistics, Government of Karnataka

4.2 Land Utilization

Kolar has land utilization of 5% for forest, 44% for cultivation and 28% for uncultivated 23% others. Major Land is used for Ragi Cultivation in the district.

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

Figure 8 Land Utilization



5 Industrial Profile

5.1 Infrastructure

i. Connectivity

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

- **Rail:** Bengaluru-Chennai Railway line passes through Malur and Bangarpet in the District. Yelahanka-Bangarpet-KGF railway line passes through Srinivasapura-Kolar-Bangarpet town.
- **Road:** Pune-Bengaluru-ChennaiNH4 (check origin) passes through Kolar and Mulbagal town.
 - 3 State Highways with length of 308 kms
 - SH-5: connecting Bangarpet to Bagepalli – 126.9 kms
 - SH-96: connecting Devanhalli to Kempapura – 27.8 kms
 - SH-99: connecting Kothapalli to Kolar- 45.7 kms

- **Air:** Bangalore International Airport at the distance of 65 kms from Kolar town by road is the nearest airport. The other airport, Chennai International Airport, is 260 km from Kolar.
 - **Port:** Nearest seaport is Chennai 266 kms away. Other nearby seaports include Karwar, and Mangaluru which is at a distance of 416 km respectively.
- ii. **Water Supplies:** Kolar has access to Palar, Uttara Pinakini and Dakshina Pinakini rivers supplying to the district. The region, which is irrigated using tube wells and wells.
- iii. **Power Supply:** Power distribution to the district is through the Bangalore Electricity Supply Company Ltd. (BESCOM).

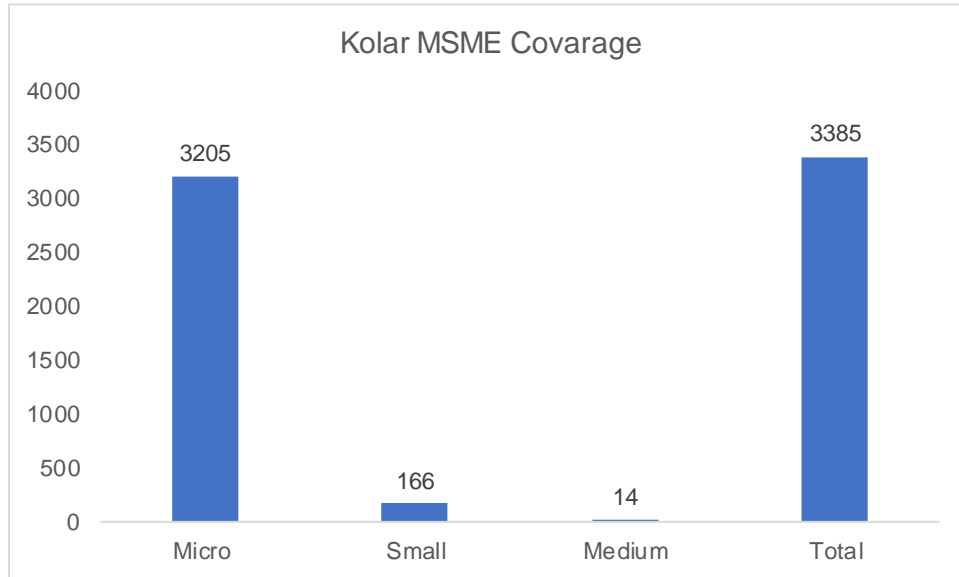
5.2 Industry⁴

- i. The district houses 5 Large and 14 Medium Scale Industries.
- ii. Coverage of MSME – There are 3385 MSME registered under Udyam Registration till 9th August 2021 consisting of 3205 Micro industries, 166 Small Industries and 14 Medium Industries.
- iii. The district is a hub of agro-based and food processing industries
- iv. It has presence of 3 KSWC units and Agriculture Product Marketing Committee (APMC) yards in the district.
- v. Bangarpet has a cluster of Rice Mills
- vi. Dyeing and Printing (silk) cluster situated in Kolar
- vii. Nearly 13 Readymade Garment (RMG) factories are providing employment to 8065 workers.
- viii. Clusters:
 - a. Malur Bricks
 - b. Kolar Agarbatti Sticks
 - c. Kolar Fibre craft

⁴ Udyam registration and Invest Karnataka

d. Kolar Metalware

Figure 9 Overall MSMEs of Kolar district



Source: Udyam registration

5.3 Key Players

- i. M/s Bharat Earth Movers
- ii. M/s Tata Power co. Ltd
- iii. M/s Mahindra Aerospace
- iv. M/s Honda Motorcycles & Scooters
- v. M/s GlaxoSmithKline (G.S.K)
- vi. M/s Scania Commercial Vehicles
- vii. M/s Associate Decor Limited
- viii. M/s Mitsubishi Electric Company
- ix. M/s Badve Engineering

6 Industrial Areas/ Estates

6.1 Industrial Areas⁵

There are 6 Industrial Areas in Kolar, the details of which is given below:

⁵ <https://kiadb.karnataka.gov.in/kiadbgisportal/>

Table 6: Industrial Areas

Industrial Areas	
Name	Extent (acres)
Malur Phase I, II, III, IV	917
Narasapura	700.75
Jakkasandra	627.45
Vemgal	666.41
Bangarpet	81.21
Tamaka	110.15

6.2 Industrial Estates⁶

There are 5 major industrial estates in Kolar with a total area of 56.04 acres, the details of which are given below:

Table 7: Industrial Estates

Industrial Estates	
Name	Extent (acres)
Tamaka	25.33
Malur	6.34
Kyalanur	5.00
KGF	14.37
Mulbagal	5.00
Total	56.04

It is proposed to convert land of extent 3212 acres belonging to the Bharat Gold Mines Ltd., into an industrial township, as a second industrial node on the Chennai-Bengaluru Industrial Corridor.

⁶ <http://kssidc.co.in/map/kolar.html>

7 SWOT Analysis of Kolar

Strength

- Connectivity
- Strong industrial profile
- Presence of big manufacturers like Honda, Scania, Mahindra, BEML, etc.

Weakness

- Lack of Awareness among exporters about how to exports, opportunities, procedures, marketing, branding
- Less exporting units

SWOT

Opportunities

- Agro based processing
- Textiles / apparel based industries
- Auto parts manufacturing

Threat

- Competition from neighbouring states for attracting investment

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 Kolar as an export hub is to enable MSMEs and industries present in the district 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 an 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 Kolar is given in the below Table 8:

Karnataka's Exports to world (In USD Mn.)			
S. No.	Product	2020-21	Major markets
1	Readymade garments	1355	USA, UK, Germany, Spain, France & Japan
2	Automobiles	381.9	USA, Bangladesh, Nepal, Thailand, Colombia
3	Aerospace & Defense components	274.3	USA, UK, France, Singapore, Sweden
4	Rice	60.3	Iran, Togo, Singapore, Benin, UAE
5	Onion	11.08	Malaysia, Sri Lanka, UAE, Thailand, Singapore
6	Mango	9.3	Netherland, Germany, USA, Belgium & USA
7	Tomato	1.63	Bangladesh, UAE, Qatar
8	Pulses	0.6	Canada, Sri Lanka, UK, China

Source: DGCI&S, Kolkata, 2021

Table 7 Districts as an Export Hub products of Kolar

Category	Products
Agriculture	Mango and Mango Pulp, Tomato, Color Capsicum, Millets, Ragi, Rose Onion, processed pulses/spices/cereals.
Engineering	Precision components, Aerospace & defense components, Automobile, Mobile phones
Textiles	Readymade garments

9 Institutional Mechanism & Responsibility

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

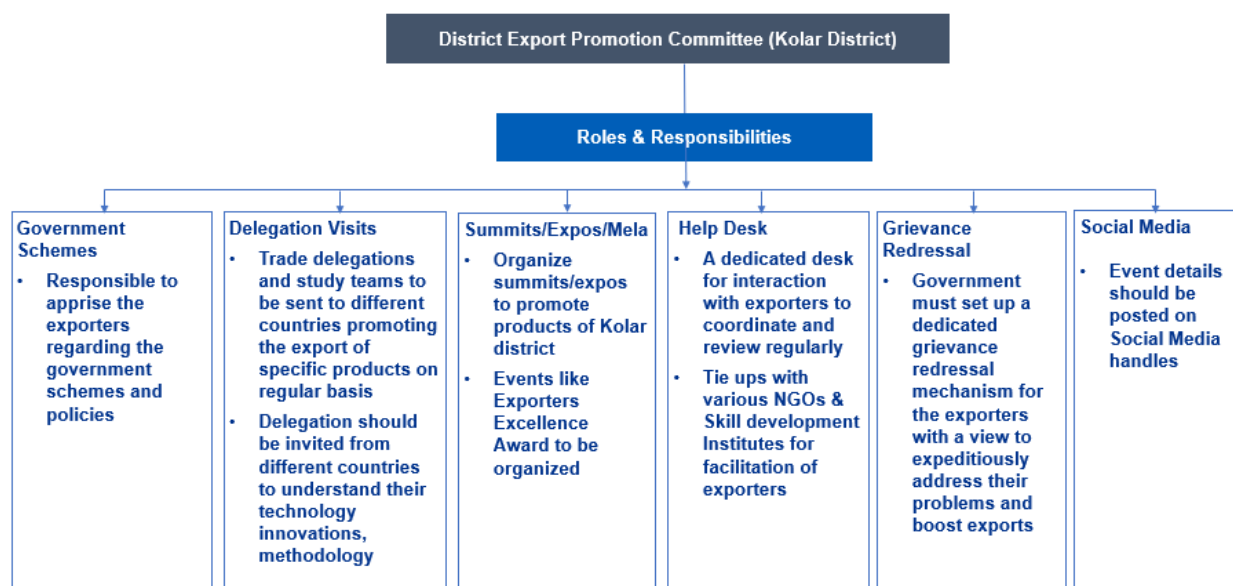
Table 8 Composition of the DEPC

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

S. No.	Representative from the respective departments	Position
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 9 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: DGCI&S, 2021

10.2 District Exports

Major products that are being exported from Kolar are given below:

Category	Products
Agriculture	Rice.
Industries	Mobile Phones, Automobile, Aerospace & Defense components, machinery parts and mechanical appliances

Source: DGCI&S, Kolkata, 2021

The above products are being exported to USA, France, Bangladesh, China, Czech Republic, amongst other countries. Export Performance of the existing products from Kolar and identified products is given in Table 11.

Table 10 Karnataka's Exports to world

Karnataka's Exports to world (In USD Mn.)			
S. No.	Product	2020-21	Major markets
1	Readymade garments	1355	USA, UK, Germany, Spain, France & Japan
2	Automobile	381.9	USA, Bangladesh, Nepal, Thailand, Colombia
3	Aerospace & Defense components	274.3	USA, UK, France, Singapore, Sweden
4	Mobile Phone	181.4	UK, Netherland, Czech Republic, Bangladesh, China
5	Machinery parts and mechanical appliances	49	US, UK, Sweden, China, Czech Republic

6	Rice	60.3	Iran, Togo, Singapore, Benin, UAE
7	Onion	11.08	Malaysia, Sri Lanka, UAE, Thailand, Singapore
8	Mango	9.3	Netherland, Germany, USA, Belgium & USA
9	Tomato	1.63	Bangladesh, UAE, Qatar
10	Pulses	0.6	Canada, Sri Lanka, UK, China
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) is Tomato & Automobile by Dept. of I & C, Karnataka for One District One Product initiative of Kolar district.

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 Market	New Market
Existing product	<ol style="list-style-type: none"> 1. Mobile Phone – UK, Netherland, Czech Republic, Bangladesh, China 2. Automobile – USA, Bangladesh, Nepal, Thailand, Colombia 3. Machinery parts and mechanical appliances - US, UK, Sweden, China, Czech Republic 4. Aerospace & Defense Components - USA, UK, France, Singapore, Sweden 5. Rice - Iran, Togo, Singapore, Benin, UAE 	<ol style="list-style-type: none"> 1. Mobile Phone – Hong Kong, Japan, Germany, UAE 2. Automobile – Germany, France, Netherland, Nigeria, Philippines 3. Machinery parts and mechanical appliances – Mexico, France, Japan, Korea, Singapore 4. Aerospace & Defense Components – Germany, Canada, Italy, China, Japan 5. Rice – China, Saud Arabia, UAE, Philippines, UK
New Product	<ol style="list-style-type: none"> 1. Onion - USA, Germany, Bangladesh, Canada, UK 2. Mango - Netherland, Germany, USA, Belgium & UK 3. Pulse – China, Turkey, Bangladesh 4. RMG - USA, UK, Germany, Spain, France & Japan 5. Tomato - Bangladesh, UAE, Qatar 	<ol style="list-style-type: none"> 1. Onion - Malaysia, Sri Lanka, UAE, Thailand, Singapore 2. Mango - Canada, Sri Lanka, UK, China 3. Pulse – China, Turkey, Bangladesh 4. RMG – South Korea, Brazil, Poland, Hong Kong & Russia 5. Tomato – Germany, France, UK, Russia

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/workers
- iii. Export Facilitation Center (EFCs) will set up at the District:
 - To provide end-to-end on-ground facilitation and handholding support to exporters
 - Market Intelligence
 - Grievance Redressal
 - Investor facilitation
- 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.

- **Automobile** – Automobiles are already being exported from the district and presence of giants like Honda, Scania makes it a very promising sector for investment
- **Mobile Phone** - Mobile phones is also being manufactured and exported from the district. The presence of Wistron Infocomm which is global leading technology service company makes an attracting sector for investment
- **Machinery and Mechanical Appliances** – The exports of machinery and mechanical appliances are being done from the district showing the opportunities for investment in the district

- **Aerospace & Defense Components** – The presence of giants like Mahindra Aerospace and exports of Aerospace & Defense Components from the district shows the potential of district in the sector
- **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.; there is a scope to increase mango exports from the district. This calls for improvement in quality of mangoes produced in the district.
- **Tomato** – Tomato has global exports more than of USD 9000 mn. in which Karnataka's exports is only USD 1.63 mn. Karnataka has scope to export tomatoes as well as value added tomato products.
- **Onion** – Rose Onion is unique and being cultivated mostly in the Kolar region. This type of onion has great demand in overseas market making it the promising export product.
- **Silk** – Kolar is one of the leading district in the state in silk production and makes an ideal district for investment in Silk and value-added silk products

12 Potential Investment Opportunities

12.1 Opportunities in Automobiles

The investors can look up for the investment in this sector as Kolar is the emerging as Auto hub showing the ecosystem for Auto manufacturing. The key enablers for investment in this sector are dedicated auto clusters, a 600 acre of Industrial Township, catering major players such as Honda & Scania, Infrastructure and Connectivity. Further, the investment will be backed by Industrial Policy, 2020-25 of the state. Also, Government has approved Production Linked Incentive (PLI) Scheme for Auto Industry to enhance India's manufacturing capabilities.

12.2 Opportunities in Mobile Phones

Presence of M/s Wistron Infocomm which is global leading technology service company providing innovative ICT products, services, and system. The presence of such giants shows the ecosystem available for mobile manufacturing in the district. The key enablers for investment in this sector are global demand, industrial parks, infrastructure, connectivity, skilled workforce and support of Industrial Policy, 2020-25. Availability of PLI scheme for mobile phone and electronic components manufacturing

12.3 Opportunities in Aerospace & Defense Components

Mahindra Aerospace will start to produce eight-seater aircraft in the next two years from its plant in the district. Further, aerospace and defense is already being exported from the district showing the potential for investment in this sector. The key enablers for investment are niche market, infrastructure, connectivity, and Industrial zone. The investment will be backed by Karnataka Aerospace Policy 2013 – 2023 which provides Investment Promotion Subsidy, Incentive on Stamp Duty, Incentive on Registration Charges, Incentive on Land Conversion Fee and Subsidy for Setting up ETP to mention.

12.4 Opportunities in Textiles and Apparel

The district already has presence of a handloom, and readymade clusters, silk production and presence of talent pool of skilled workers forming a perfect ecosystem for the textile and apparel sector in the district. Further, to compliment the investment in the textiles and apparel sector the Karnataka's Textile and apparel policy, 2019-24 provides subsidies like capital subsidy, interest subsidy, power subsidy, ESI & EPF subsidy, stamp duty exemption, ETP, wage subsidy to mention a few.

12.5 Opportunities in Rose Onion

Rose Onion or Bangalore Rose Onion is a special variety of onion predominantly cultivated in Karnataka. Rose Onion bulbs have a flat base, spherical shape, deep scarlet red color and high pungency. District has the production of Rose onion showing the potential of exports from the district. Currently Rose Onion exports is being done through

Chennai-based exporters and not directly from exporters of district. This gives opportunity for exporters to invest in the district for setting up the exports units to export the Rose Onion.

12. 6 Opportunities in Tomato and tomato processing

Kolar is one of the top districts of State in tomato production making it a suitable ecosystem for vegetable exporter to set up units and further giving the opportunity to tomato processing companies to set up units there and supply to different part of the world which is importing USD 2 bn. of tomato processed products like Tomato ketchup and sauces. Tomato is also chosen for “One District One Product” for Kolar by KAPPEC.

12.7 Opportunities in Mangoes

Mangoes are being cultivated in the district from very long time. The Karnataka State Mango Development and Marketing Corporation was established to promote mango cultivation, harvest management, mango sales and export of mangoes to complement the overall development of mango cultivation and prosperity of mango growers in the state. This shows that investor will be fully supported by the state.

13 Strategy and Action Plan

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

Schedule	Categories	Strategies	Action Plan
Short & Medium Term	Skill Development	<ul style="list-style-type: none"> Organize outreach programs/ workshops for the exporters Work towards continuous feedback from the industry for understanding their perspective 	<ul style="list-style-type: none"> Concerned stakeholders to be invited to business events/workshops to help provide market linkages to exporters DICs must make effective use of existing training institutes

Schedule	Categories	Strategies	Action Plan
		<ul style="list-style-type: none"> • Encourage youth to take up this profession by generating awareness among them • Upskill the existing workers & exporters • Workshop on the opportunities and challenges in Skill Development in Automobile ,Mobile manufacturing, textile etc. • Conduct skill training programmes for logistics sector 	<p>established by the State Govt. at district & state level for imparting skill training</p> <ul style="list-style-type: none"> • Conducting dedicated workshop/webinar for the skill development in identified sectors by the experts on the topics such as: training needs and skill gaps of the Automobile, Mobile and apparel industry. • Establishment of a portal with database of trained personnel linking to the job opportunities
	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 	<ul style="list-style-type: none"> • Information Dissemination about existing financial schemes which the MSMEs, exporters and other relevant stakeholders can avail which would facilitate in export promotion • Support smaller units in establishing their business through financial assistance

Schedule	Categories	Strategies	Action Plan
		<p>courses on Export -Import Management conducted by IIFT, New Delhi and FIEO and other recognized institutions</p>	
	<p>Marketing & Packaging Support & Grievance Redressal</p>	<ul style="list-style-type: none"> • Adopt modern packaging technology which would reduce the packaging cost of the products • Organizing and facilitating participation in international trade fairs and exhibitions • Grievance Redressal Mechanism 	<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, learning new techniques & technology and market intelligence. Simultaneously, tie up with NGO's to help the artisans in packaging and other activities • 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. • Regularly conduct Trade Fairs/exhibition both at the National and International Levels, sponsor trade delegations abroad • Set up a grievance redressal mechanism to resolve

Schedule	Categories	Strategies	Action Plan
			<p>grievances of exporters within a stipulated time frame</p> <ul style="list-style-type: none"> • 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 that their quality shall be maintained/ improved, and they shall be exported across the globe with brand logo which ensures its authenticity • 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 	<ul style="list-style-type: none"> • Appoint an agency for designing of the logo and ensure only quality products use this logo which will ensure product differentiation

Schedule	Categories	Strategies	Action Plan
		<ul style="list-style-type: none"> Leveraging e-commerce facilities 	<ul style="list-style-type: none"> 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 Project Development Cell (PDC) Quality testing and certification labs for exports Uninterrupted Power Supply Mega Food Parks Logistical infrastructure should be developed 	<ul style="list-style-type: none"> Set up an Agri Export Zone in Kolar district for Rose onion, Tomato, Rice and other Agri products 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 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.

Schedule	Categories	Strategies	Action Plan
			<p>This would facilitate food processing units to meet environmental and safety standards</p>
	<p>Policy/ Regulatory Reforms</p>	<ul style="list-style-type: none"> • Capitalizing on the existing 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) 	<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