



# Draft District Export Action Plan: Raichur

October 2021

## Contents

<b>1. Introduction</b> .....	3
<b>2. District Profile</b> .....	4
2.1 Geography .....	4
2.2 Flora and Fauna .....	4
2.3 Natural Resources of the District .....	5
2.4 Demography .....	5
<b>3 Tourism</b> .....	6
<b>4 Economic Indicators of the District</b> .....	9
<b>5 Industrial Profile</b> .....	11
5.1 Infrastructure .....	11
5.2 Industry .....	11
5.3 Key Players .....	12
<b>6 Industrial Areas/ Estates</b> .....	12
6.1 Industrial Areas .....	12
6.2 Industrial Estates.....	13
<b>7 SWOT Analysis of Raichur</b> .....	14
<b>8 District as an Export Hub</b> .....	15
<b>9 Institutional Mechanism &amp; Responsibility</b> .....	15
<b>10. Export Scenario</b> .....	17
10.1 State Exports .....	17
10.2 District Exports .....	18
10.3 One District One Product (ODOP) .....	18
10.4 Identification of District Export Basket .....	19
10.5 Product Export Promotion Strategy .....	20
<b>11 Promising Sector</b> .....	20
<b>12 Potential Investment Opportunities</b> .....	21
12.1 Opportunities in Pharma Products .....	21
12.2 Opportunities in Rice .....	21
12.3 Opportunities in Textiles and Garment .....	21
12. 4 Opportunities in Chili.....	22
<b>13 Strategy and Action Plan</b> .....	22

## 1. Introduction

Raichur district is situated in northeastern part of Karnataka state. It falls in the northern maidan region, between 15° 33'- 16° 34' North latitudes and 76° 14'- 77° 36' East longitudes and between the two major rivers namely the Krishna and the Tungabhadra. The district is bounded on the north by Yadgir district, Vijayapura and Bagalkot districts on the East and South-East, Koppal on the South West, Ballari on the South-East and Mahabubnagar district of Andhra Pradesh on the East.

Figure 1 District Map of Raichur



Raichur town is the headquarters of the district. The district has a total geographical area of 8,383 sq kms. The district has been divided into seven taluks namely Sindhanur, Manvi, Lingasugur, Devadurga, Maski, Siravara and Raichur.

The district was a part of the Hyderabad State till the re-organisation of State on 1st November 1956. The recorded history of the district is traced to as far back as the third century B.C. The fact that three minor rock edicts of Ashoka are found in this district-one at Maski in the Lingasugur taluk and the other two near Koppal, prove that this area was part of the great Mauryan king Ashoka (273 – 236 B.C.). At that time, the region was under the governance of the Viceroy or Mahamatra of Ashoka. Early in the Christian era, the district appears to have been a part of the kingdom of the Satavahanas. The Vakatakas, who reigned during the 3rd and 4th centuries A.D., seem to have held sway over Raichur for some time, after which it appears to have been included in the Kadamba dominions.

## **2. District Profile**

### **2.1 Geography**

Raichur is located 15° 33'- 16° 34' North latitudes and 76° 14'- 77° 36' East longitudes and between the two major rivers namely the Krishna and the Tungabhadra. The district covers the area of 8,383 sq km.

### **2.2 Flora and Fauna**

The forests of the district vary from southern dry mixed deciduous forest to thorny scrub forest with predominant vegetation of *Acacia sundra*, *Cassia fistula*, *Chloroxylon swietinia*, *Anona squamosa*, *Hardwickia binata* and *Albizia amara*. Due to sparse vegetation and poor presence of surface water bodies, dense forests are absent. The fauna of the district has mammals including Indian wolf, sloth bear, wild boar, wild dog, hyena, jungle cat, jackal, fox, spotted deer, blackbuck, Bonnet macaque, common langur, hare, porcupine, fruit bat, common otter, civet cat, mongoose, etc. The area is quite suitable for black buck. Reptiles found in the division include cobra,

chameleon, monitor lizard, python, rat snake, viper, etc. Despite of the general terrain, presence of birds in the district is high. The birds are both terrestrial birds as well as wetland birds in and around the tanks and talabs of the district.

### 2.3 Natural Resources of the District

The details of the natural resources present in Raichur is given below in Table 1:

*Table 1: Natural Resource of the District*

Natural Resources	Key Features
<b>Crops</b>	Pulses, paddy, jowar
<b>Cash crops</b>	Cotton
<b>Mineral resources<sup>1</sup></b>	Gold, Copper, Iron, Feldspar, Granite, Sandstone, Limestone, Quartz
<b>Horticulture</b>	Sweet lime, mango, pomegranates, papaya

**Source: District website**

### 2.4 Demography

#### Population

The total population as per Census 2011 was 1255104 in which contribution of male population was 636437 and female population was 618668. The population in 2021 is estimated to be 1350617. The details are given below:

*Table 2: Population<sup>2</sup>*

Population	2011
<b>Total Population</b>	19,28,812

<sup>1</sup>

<http://www.environmentclearance.nic.in/writereaddata/District/surveyreport/25082018O460QHDCDistrictSurveyReportnewckp.pdf>

<sup>2</sup> [https://www.indiagrowing.com/Karnataka/Raichur\\_District](https://www.indiagrowing.com/Karnataka/Raichur_District)

<b>Male Population</b>	9,64,511
<b>Female Population</b>	9,64,301

### Demography at a Glance

The total area of Raichur is 8383 sq. km with 7 taluks. The sex ratio of the district is 1000 Females per 1000 males and literacy rate is 59.56%. The details of the demography is given below:

*Table 3 Demography<sup>3</sup>*

Demographic Label	Value
<b>Area</b>	8383 sq. km
<b>Number of Revenue Division</b>	<b>2</b>
<b>Number of Gram Panchayats</b>	179
<b>Number of Municipalities</b>	12
<b>Taluks</b>	7
<b>Number of Villages</b>	884
<b>Sex Ratio</b>	1000 female per 1000 male
<b>Literacy rate</b>	59.56 per cent

### 3 Tourism

- i. **The Baobab Tree:** The 500-year-old tree in Devadurga town of Raichur district is home to a rare botanical form of baobab tree.

*Figure 1: 500-year-old Baobab*



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

- ii. **Raichur Fort:** Raichur Fort is one of the major tourist attractions of Raichur district in Karnataka. This impressive structure was built by the Kakatiya rulers in 1294 AD. The fort has witnessed several dynasties, such as the Mauryans, the Bahmanis and the Nizams.

*Figure 2: Raichur Fort*



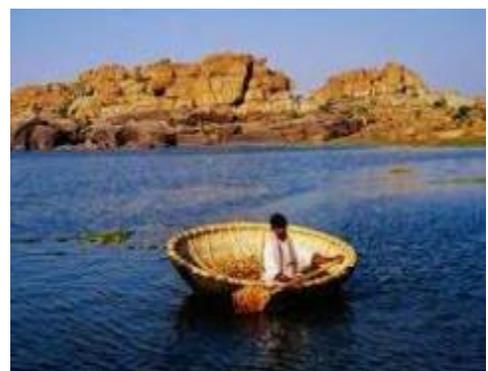
- iii. **Mudgal Fort:** Mudgal, situated in Lingasgur Taluk, 10 miles south-west of Lingasugur, is one of the most important places of historical interest in the district, the next being of importance only to Raichur.

*Figure 3 Mudgal Fort*



- iv. **Naradagadde:** Located approximately 35 km from Raichur, Naradagadde is an island village near Kuruvukala village in Raichur Taluk. Legend has it that Lord Narada performed penance in Naradagadde. The island is surrounded by the river Krishna which flows on one side of Karnataka and the other on Telangana.

*Figure 4 Naradagadde*



- v. **Jaladurga Fort:** The Jaladurga Fort, built in the 12th century, is located on the banks of the Krishna River and is an attraction for nature lovers. The fort is located at a distance of 18 km from the Bidar-Hospet National Highway. The fortification is called Jaladurga as the river Krishna flows around it.

*Figure 5 Jaladurga Fort*



- vi. **Ashoka Inscription:** The history of the Stone Age dates back to the Stone Age when the antiquities of the Lingasuguru taluk were seen. The Ashoka Shila inscription found here that “Muski” was a part of Ashoka’s rule in this taluk, and the tourism department is working on developing infrastructure to make this place a major tourist destination in the districts.

*Figure 6 Ashoka Inscription*



Figure 7 Hatti Goldmines

- vii. **Hatti Goldmines:** Hatti Gold mine is 80 km west of the district headquarters Raichur and 20 km from the taluk center Lingasugur. According to historians, the gold was exported from the Indus Valley.



#### 4 Economic Indicators of the District

Raichur contributes 1.7% to Karnataka's total GSDP and 1.6% to Net State Domestic Product (NSDP). The per capita income of the district is Rs. 105654 (2018-19).<sup>4</sup> The details of economic indicators of Raichur 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)	25250	18141
Net District Domestic Product (NDDP)	21875	15410

Source: Directorate of Economics and Statistics, Government of Karnataka

#### 4.1 Primary, Secondary & Tertiary Sector

Tertiary sector contributes 56.9%, followed by Primary sector contributing 26.6% and 16.5% 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:

<sup>4</sup> Government of Karnataka, Economic Survey 2020-21.

Table 5: Sectoral Distribution of Raichur<sup>5</sup>

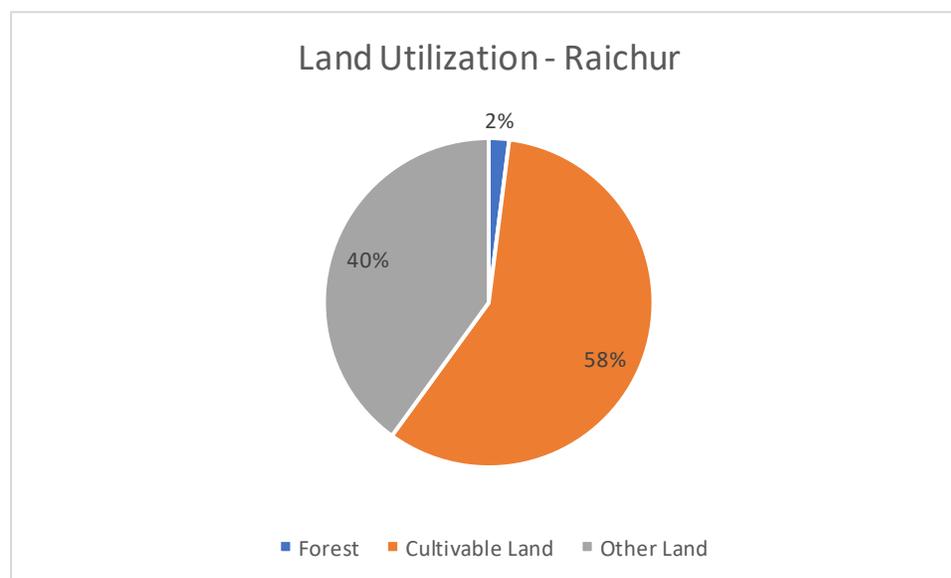
Sector	Current Prices	Constant Prices	Contribution
	2018-19 (INR Cr.)	(2011-12) (INR Cr.)	2018-19 (In %)
Primary	5182	3269	26.6
Secondary	3220	2570	16.5
Tertiary	11088	7539	56.9
Total	19490	13378	100

Source: Directorate of Economics and Statistics, Government of Karnataka

#### 4.2 Land Utilization

Raichur has land utilization of 2% for forest, 58% for cultivation and 40% for others. This shows the significance of agriculture sector for Raichur district

Figure 8 Land Utilization of Raichur District



<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)

## 5 Industrial Profile

### 5.1 Infrastructure

#### i. Connectivity

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

- **Rail:** The administrative headquarters of the district, Raichur is well connected by a Broad-gauge line with many important cities like Bangalore, Mumbai, Chennai, Hyderabad, Ahmadabad, New Delhi, Coimbatore, Trivandrum.
  - **Road:** Raichur is well connected with state and national highways
  - **Air:** Hyderabad airport located 200kms away and Bangalore Airport is 458 kms from Raichur city
  - **Port:** Mangaluru port is located 593 kms away from Raichur city
- ii. **Water Supplies:** Raichur has two main rivers - Krishna and Tungabhadra flowing in the district that aid in irrigation.
- iii. **Power Supply:** Raichur Thermal Power Plant is the main power source for the region. Kalaburagi (Gulbarga) Electricity Supply Company Limited (GESCOM) is responsible for the power transmission to the district. The demand for power in the region averages around 120 MW for both industry and domestic use.

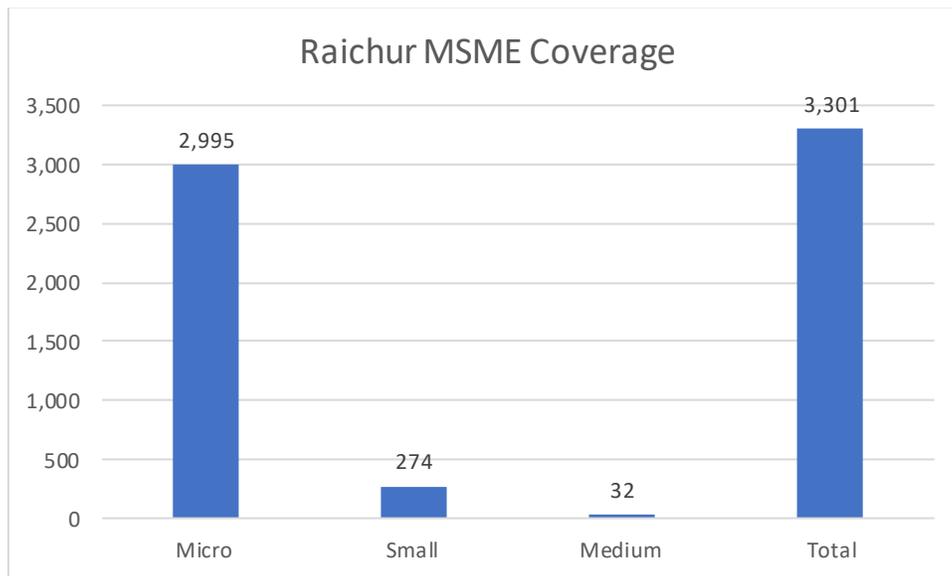
### 5.2 Industry<sup>6</sup>

- i. 07 Large and 32 Medium Scale Industries are present in Raichur.
- ii. Coverage of MSME – There are 3301 MSME registered under Udyam Registration till 9<sup>th</sup> August 2021 in which Micro industries constitutes 2295, Small Industries constitutes 274 and Medium Industries constitutes 32.

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

Figure 9 Overall MSMEs of Raichur district



Source: Udyam registration

### 5.3 Key Players

- i. M/s Hutti Gold Mine Co. Ltd.
- ii. M/s Vishal Cotspin Ltd.
- iii. M/s Surana Group
- iv. M/s Koganti Power Ltd.
- v. M/s Raichur Thermal Power Plant Corporation Ltd.
- vi. M/s Shilpa Medicare Limited

## 6 Industrial Areas/ Estates

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

There are 5 Industrial area in the district. The details of which are given below:

<sup>7</sup> <http://dcmsme.gov.in/old/dips/DIP-%20Raichur.pdf>

<sup>8</sup> <https://kiadb.karnataka.gov.in/kiadbgisportal/>

Table 6 Industrial Areas

Industrial Areas	
Name	Extent (acres)
Raichur Industrial Area	153
Industrial Growth Centre at Shakthinagar, Raichur	450
Devasugur	82.62
Devdurga (Under Progress)	59
Manvi (Under Progress)	59

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

There are 4 major industrial estates in Raichur with a total area of 62.19 acres. The details of which are given below:

Table 7 Industrial Estates

Industrial Estates	
Name	Extent (acres)
Lingasagur	5.00
Raichur	25.00
Yeramaras	10.00
Sindhanur	22.19
<b>Total</b>	<b>62.19</b>

## 7 SWOT Analysis of Raichur

### Strength

- Strong Pharma Sector
- Presence of Cotton sector
- Presence of in demand agri products like rice.

### Weakness

- Lack of Awareness among exporters on different aspects of exports about how to exports like opportunities, procedures, marketing, branding
- Support required in marketing and promotion
- Less exporting units
- No export of Pharma Products

## SWOT

### Opportunities

- Huge opportunity for Agri value added products, textiles, apparel and pharma
- Planned Mega Pharma Park

### Threat

- Currently only rice is being exported

## 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 Raichur 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 Raichur is given in the below Table 8:

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

Category	Products
Agriculture	Rice, Pomegranate, Fig, Cotton, Pharma Products, Chillies

## 9 Institutional Mechanism & Responsibility

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

*Table 9 Composition of the DEPC*

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

The roles and responsibilities of DEPC is illustrated below:

Figure 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 Raichur are given below:

Category	Products
Agriculture	Rice
Chemical	CARBOXYLIC ACIDS & OTHER ORGANIC COMPOUNDS

The above products are being exported Iran, Singapore, UAE, USA, UK, Japan and other countries. Export Performance of the existing products from Raichur 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	Cotton	22.39	Bangladesh, China, Oman, Indonesia, Vietnam
2	Rice	60.3	Iran, Togo, Singapore, Benin, UAE
3	Pomegranate	1.8	Australia, Bahrain, Belgium, Canada, France
4	Fig	0.01	Oman & UK
5	Pharma Products	846	US, UK, South Africa, Australia, Japan
6	Chili (Green and Dried)	37	China, UAE, UK, Thailand, Vietnam

Source: DGCI&S, Kolkata, 2021

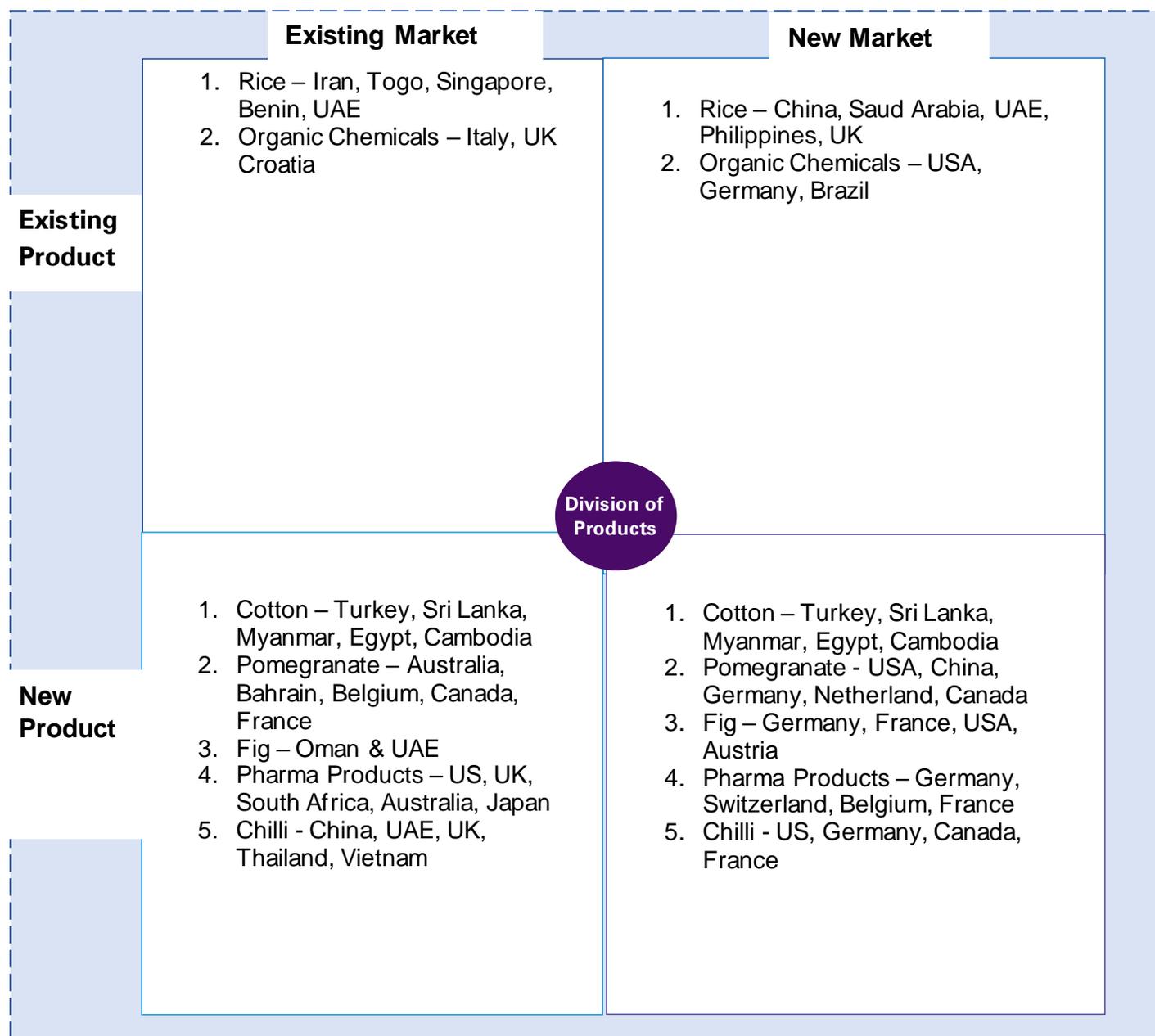
It is evident from the above Table that exports of RMG, Gherkins, Onions, Silk products has a good potential for exports.

## 10.3 One District One Product (ODOP)

The product identified by Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC) is Chilies & Pharma Products by Dept. of I & C, Karnataka for One District One Product of Karnataka for Raichur.

## 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
  - 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.

- **Rice** – Rice is the main products which is being exported from the district. With the presence of many rice exporters and rice processing unit in the district making it one of the ideal products for investment in the district
- **Pharma Products** – Pharma products is one of the major products which is being exported from Karnataka and India. Raichur already has the presence of API and

Drug Intermediates companies making it one most promising product for investment in Raichur

- **Chili** – Global demand for chilies are USD 3.8 bn. and major markets for it are US, China, Thailand, Germany & Spain. This shows that the market of chili is huge and gives opportunity for producers of the Chili in the district
- **Cotton** – Raichur 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

## 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. Raichur has been chosen one the of the district for developing the Mega Pharma parks by state making Pharma sector one of the promising sector for investment

### 12.2 Opportunities in Rice

Rice is already being the major product which being exported from the district. Rice is the only top cereal which is being imported globally with the worth of USD 25 bn. This gives the opportunity for investment in the setting up of Rice processing units in the district.

### 12.3 Opportunities in Textiles and Garment

The district is producing cotton and has MSME cluster in power loom coupled with textile training college and a large talent pool of skilled workers forms 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. 4 Opportunities in Chili

Chilli is being cultivated in large quantity in the district. It provides investment opportunities in chilli and value-added products like chilli powder, the oil extracted from the chilli called Oleoresin is being used in food industries, confectioneries, cosmetic industry, beverage industry for toning of fresh wine, meat industry, pharmaceutical industry, poultry and cattle feed industry and as a dye in textile industry.

### 13 Strategy and Action Plan

Major initiatives and strategies, which will enhance exports from Raichur 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</li> </ul>

Schedule	Categories	Strategies	Action Plan
			development in identified sectors
	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 chilli, maize, mango 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. Also, Byadagi Chilli is an identified</li> </ul>

Schedule	Categories	Strategies	Action Plan
			<p>ODOP product, on which the district must focus with a vision to promote it at a global level.</p>
	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 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>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</li> </ul>	<ul style="list-style-type: none"> <li>Set up an Agri and Pharma Export Zones in Raichur district</li> <li>Under PDC, the district shall facilitate investments in a timely</li> </ul>

Schedule	Categories	Strategies	Action Plan
		<p>ecosystem for research, innovation &amp; skill development for green mobility)</p> <ul style="list-style-type: none"> <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>	<p>and targeted manner. Provide necessary support on the issues faced by investors to finalize their investment plans</p> <ul style="list-style-type: none"> <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> <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>
	<p>Policy/ Regulatory Reforms</p>	<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</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> </ul>

Schedule	Categories	Strategies	Action Plan
		touchpoints between the applicant and department from the time of application process till the final decision)	<ul style="list-style-type: none"> <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