

# Draft District Export Action Plan: Yadgir

Yadgir is rightly called as  
“Pulse bowl of Karnataka”

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# 1. Introduction

Yadgir is the 30<sup>th</sup> district in the state and the most recently formed one. Yadgir is renowned for its famous dynasties, Satavahanas, the Chalukyas of Badami, the Rastrakutas, Shahis, the Adil shahis, the Nizam Shahis. Located in the North east part of the State surrounded by Kalaburagi district in the North, Raichur in the South, Vijayapura in the West and Telangana in East. This district was carved out from the erstwhile Kalaburagi district as the 30<sup>th</sup> district of Karnataka on 10<sup>th</sup> April 2010.

The region's top 3 cultivated crops include cereals, pulses and commercial crops. Jowar, paddy, red gram, sunflower, groundnut are the major crops in these categories.

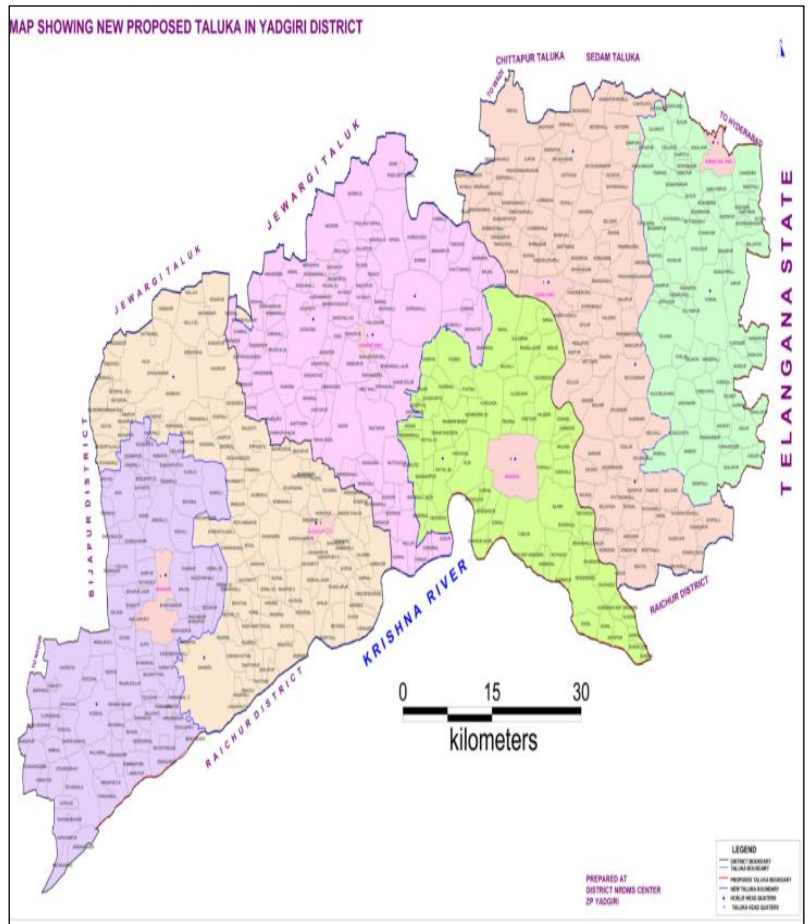


Figure 1: Yadgir District Map

## 2. District Profile

### Geography

#### Location and size

Yadgir is the 2<sup>nd</sup> smallest district in the state, with a total geographical area of 5,234 sq.km<sup>1</sup> of which 6% (~314 sq.km.) is forest area. The district has 513 villages.<sup>2</sup>

Table 1: Latitude and Longitude of the Taluks

S. No.	Taluks	Latitude	Longitude
1	Yadgir	16°76'	77°14'
2	Shahapur	19°45'	73° 32'
3	Shorapur	16°52'	76° 76'
4	Hunasagi	16°45'	76° 52'
5	Vadagera	16°76'	76°55'
6	Gurumitkal	16°86'	77° 39'

#### Drainage

Yadgir has been blessed by the incessant flowing of two main rivers Krishna and Bhima. In addition to these two rivers, a few tributaries also drain this region.

#### Water Consumption Pattern

The total water supply in the district is 22 MLD. There are other medium irrigation projects in the district like Hattikuni and Soudha ghar. Yadgir come under the command area for irrigation water from Upper Krishna Project Stage –III<sup>3</sup>

#### Flora and Fauna

The forest-flora is scattered in small bits in all the taluks and have patches of forest mostly the scrub type, yielding no timber at all. The deciduous forests have a few varieties of langoors and monkeys. The hyena, wolves, wild dogs, spotted deer, sambar, black buck Indian fox and jackals are seen in various parts of the district.<sup>4</sup> Yadgir has the second largest bird sanctuary after Ranganthittu Bird Sanctuary near Bonal village in the Shorapur taluk.

Major natural resources and produce of the district are listed below:

<sup>1</sup> <https://www.investkarnataka.co.in/wp-content/uploads/2020/08/Yadgir.pdf>

<sup>2</sup> [https://censusindia.gov.in/2011census/dchb/2926\\_PART\\_B\\_DCHB\\_YADGIR.pdf](https://censusindia.gov.in/2011census/dchb/2926_PART_B_DCHB_YADGIR.pdf)

<sup>3</sup> <https://www.investkarnataka.co.in/wp-content/uploads/2020/08/Yadgir.pdf>

<sup>4</sup> [https://censusindia.gov.in/2011census/dchb/2926\\_PART\\_A\\_DCHB\\_YADGIR.pdf](https://censusindia.gov.in/2011census/dchb/2926_PART_A_DCHB_YADGIR.pdf)

Table 2: Natural Resource of the District

Natural Resources <sup>5</sup>	Key Features
<b>Horticulture Crops</b>	Dry chilies, dry ginger, garlic, coriander, and coconut
<b>Major Food Crops</b>	Wheat, Paddy, Jowar, Bajra, Ragi
<b>Non-Food Crops</b>	Sugarcane, tobacco, groundnuts, tapioca, cotton, cinchona and other medicinal plants
<b>Mineral Deposits</b>	<ul style="list-style-type: none"> <li>• Calcareous earth, Clay, Copper, Feldspar, Gold, Gypsum, Limestone, Quartz, Tourmaline, and molding sand</li> <li>• The minor minerals are building stone, ornamental stone, and ordinary sand</li> </ul>

### Demographic

In 2011, male population constituted around 51% of the total population and female population constituted 49% of the total district population.<sup>6</sup>

Table 3: Estimated Population in 2021

Population	2011	2021 (Estimated) <sup>7</sup>
<b>Total Population</b>	1,172,985	1,442,068
<b>Male Population</b>	5,91,104	7,25,713
<b>Female Population</b>	5,81,881	7,16,355

As per provisional population figures of 2011 Census, the demographic details of the district are presented in the table below:<sup>8</sup>

Table 4: Demographic Details of the District

Particulars	Information
<b>Latitude</b>	16° 11' and 16° 57' N
<b>Longitude</b>	76° 17' and 77° 28' E
<b>Area (in hectare)</b>	523400 Hectares
<b>Temperature</b>	Max 29.5°C , Min 10 °C

<sup>5</sup> [https://censusindia.gov.in/2011census/dchb/2926\\_PART\\_A\\_DCHB\\_YADGIR.pdf](https://censusindia.gov.in/2011census/dchb/2926_PART_A_DCHB_YADGIR.pdf)

<sup>6</sup> <https://des.kar.nic.in/docs/Projected%20Population%202012-2021.pdf>

<b>Rainfall</b>	749 mms
<b>Important Rivers</b>	Krishna, Bhima
<b>Main Crops</b>	Bajra, jowar and paddy
<b>Railway Connectivity</b>	Yadgir city railway station is one of the largest railway stations in the Hyderabad-Karnataka region and is well connected to the cities like Mumbai, Bengaluru, Hyderabad & Chennai
<b>Nearest Airport</b>	Nearest airport is Hyderabad International Airport located at a distance of 180 km
<b>Nearest Port</b>	Goa port is the nearest port which is at a distance of 520 Km.
<b>No. of Taluks</b>	06
<b>No. of Inhabited Villages<sup>9</sup></b>	487
<b>Sex Ratio</b>	989
<b>Child Population</b>	16.20 % to the total district population

### Strength in Local Craft

Handloom is the traditional craft in the district with about 1000 looms spread all over the district.



Figure 2: Sarees, Yadgir

### Economic Indicators of the District<sup>10</sup>

Yadgir' s total GDP is INR 14,145 Cr contributing a mere of 1% to state's GSDP (Gross State domestic Product)<sup>11</sup>. Per capita annual income in the district is INR 97,353 Cr. As per Economic Survey of State, GDDP, NDDP and per capita NSDP for the district registered in the 2018-19 is mentioned below:

<sup>9</sup> [https://censusindia.gov.in/2011census/dchb/2926\\_PART\\_A\\_DCHB\\_YADGIR.pdf](https://censusindia.gov.in/2011census/dchb/2926_PART_A_DCHB_YADGIR.pdf)

<sup>10</sup> <http://164.100.94.191/niti/best-practices/district-wise-statistics>

<sup>11</sup> [https://des.karnataka.gov.in/storage/pdf-files/CIS/Economic%20Survey%202020-21\\_Eng\\_Final\\_R.pdf](https://des.karnataka.gov.in/storage/pdf-files/CIS/Economic%20Survey%202020-21_Eng_Final_R.pdf)

Table 5: Economic Profile of the District

Particulars	Current Prices (2018-19) INR Cr.	Constant (2011-12) Prices INR. Cr.
Gross District Domestic Product (GDDP)	14,145	10,197
Net District Domestic Product (NDDP)	12,271	8,680
Per Capita Income (Per Capita NSDP at Current Prices)	97,353	-

### Primary, Secondary & Tertiary Sector

Tertiary sector contributes the maximum of the current prices at 56%, followed by manufacturing and primary sector contributing 20% and 24% 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 below (Table 6):

Table 6: Sectoral Bifurcation

Sector	Current Prices 2018-19 (INR Cr.)	Constant (2011-12) Prices INR Cr.
Primary	2,582	1,507
Secondary	2,221	1,797
Tertiary	6,131	4,231
Total	10,934	7,535

### Tourism

Yadgir boasts of a resplendent cultural heritage that has been enriched by its marvelous historical and religious background

- **Mailapur, Mailarlingeshwar Temple** attracts lakhs of devotees every year in “Makara Sankramana” from all over the State



Figure 3: Mailapur, Mailarlingeshwar Temple

- **Narayana Pura Dam:** Surrounded by verdant greenery and serene atmosphere, the Narayanapura Dam has been constructed over the river Krishna. The beautiful Jaladurga waterfall has become a popular picnic spot with locals and tourists as the waterfall is set amidst lush green vegetation



Figure 4: Narayana Pura Dam

- **Yadgiri fort** is one of the largest forts of Karnataka. The fort is built over 850m long, 500m wide and 100m high
- **Sleeping Bhudha** A self-manifested hill seems to give image of the lord Buddha as he were in the sleeping posture across the hill, it attracts attention of many devotees of Buddhism across the world



Figure 5: Yadgiri Fort

- **Other Tourist Attractions** include destinations like Shorapur Fort, The Fort of Vanadurga, etc.



Figure 6: Sleeping Budha Hill



## Industrial Profile

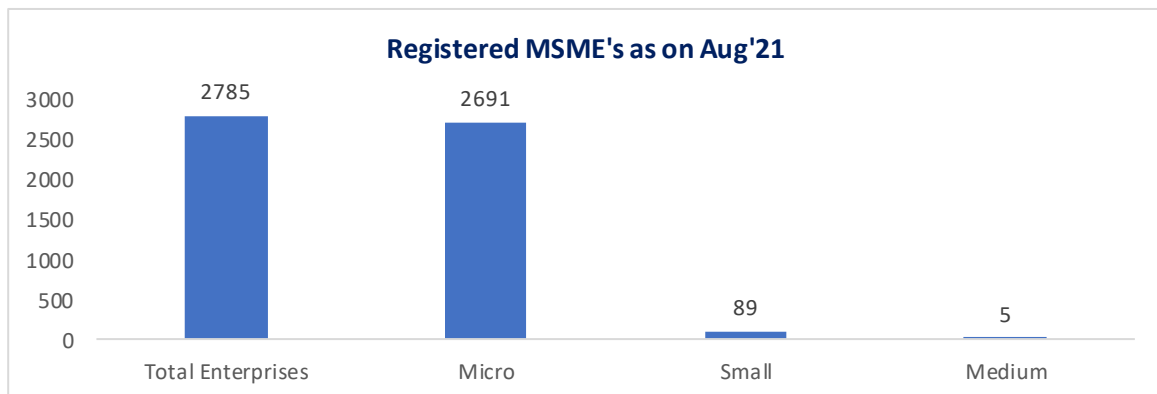
### ➤ Infrastructure

#### 1. Industrial

As of August 2021, 2,785 MSME units and 1 Large unit are registered in the district. The district has a presence of an Industrial area of 3,232 acres of land at Kadechur and Badihala village. 1 Sugar and Fuel Industry “Core Green” is established near Hiretumkur village.<sup>12</sup> Yadgir is an upcoming industrial district with rich uranium resources.

#### 2. Coverage of MSME

Karnataka is placed at 8<sup>th</sup> position among states of the country in terms of Udyog Aadhaar Registrations.<sup>13</sup> As on August 2021, the district has 2,785 registered MSMEs with a classification of 2,691 micro, 89 small and 5 medium enterprises.



Graph 1: Overall MSMEs of Yadgir district

#### 3. Industrial Areas/ Estates

The district has 2 industrial areas at Mundardi and Kadechur and 2 industrial estates at Shahpur & Shorapur. Majority of the units in these estates are auto repair and servicing units and agricultural equipment manufacturing units. Mundargi industrial area has a presence of rice mills, engineering works units, hollow blocks units, steel and fabrication units.

<sup>12</sup> <https://www.investkarnataka.co.in/wp-content/uploads/2020/08/Yadgir.pdf>

<sup>13</sup> [https://dashboard.msme.gov.in/udvog\\_aadhaar.aspxa](https://dashboard.msme.gov.in/udvog_aadhaar.aspxa)

Table 7: Industrial Estates in Yadgir district<sup>14</sup>

S. No.	Industrial Estates	Extent (Acres)
1	Shahpur	27
2	Shorapur	10

Table 8: Industrial Areas in Yadgir district

S. No.	Industrial Areas	Extent (Acres)
1	Mundardi	25
2	Kadechur	3232

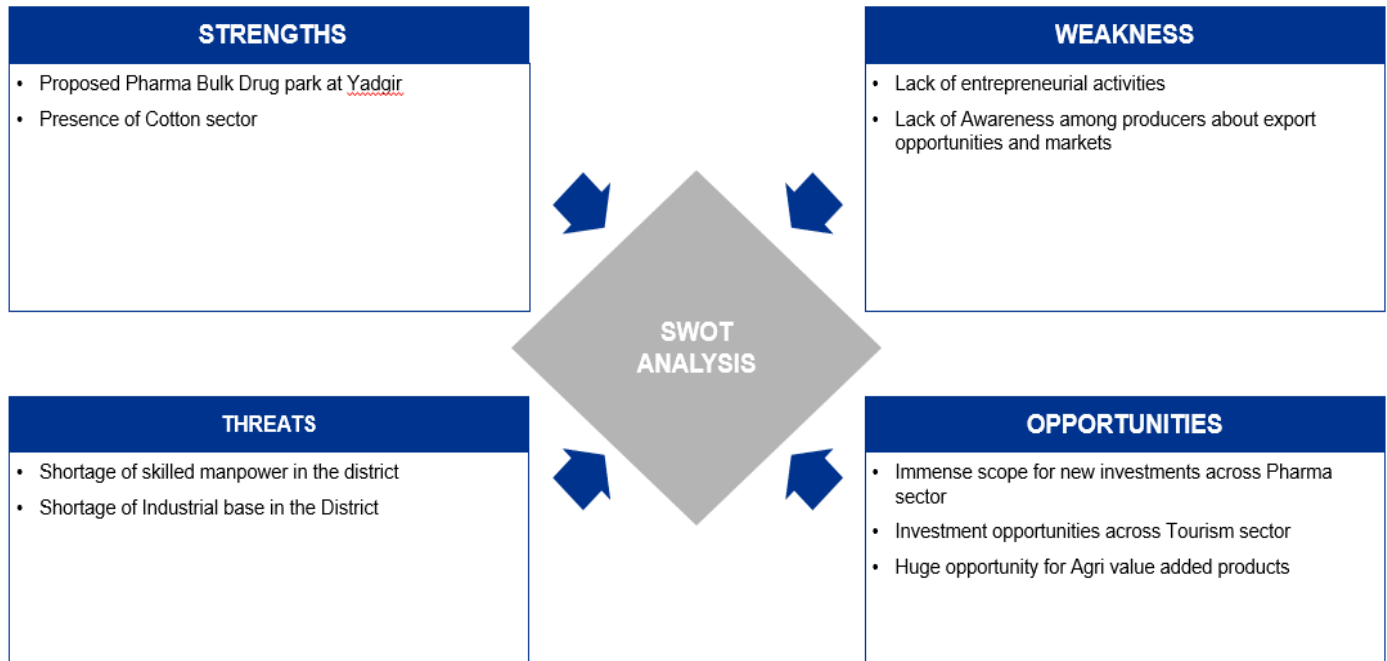
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<sup>14</sup> <https://www.investkamataka.co.in/wp-content/uploads/2020/08/Yadgir.pdf>

### 3. SWOT Analysis of the District

While the district has its strengths in terms of a strong-agricultural base, there is immense potential in agri and food processing sector, textile and handloom to mention a few which needs to be realized to enhance exports of the district.

Figure 8: SWOT Analysis



## 4. District as an Export Hub: An initiative by Government of India

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 Yadgir as an export hub is to enable MSMEs, farmers and small industries 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 shall 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. It should also help reduce transaction cost for the exporter at various stages of export cycle and generate employment within the district.

Products identified for Exports under the "Districts as an Export Hub" initiative for Yadgir:

- i. Bajra
- ii. Rice
- iii. Tur
- iv. Cotton

## 5. One District One Product

Pharma cluster is identified as the ODOP cluster, which will be promoted by Department of Industries & Commerce and Karnataka Industrial Area Development Board (KIADB).

## 6. Institutional Mechanism & Responsibility

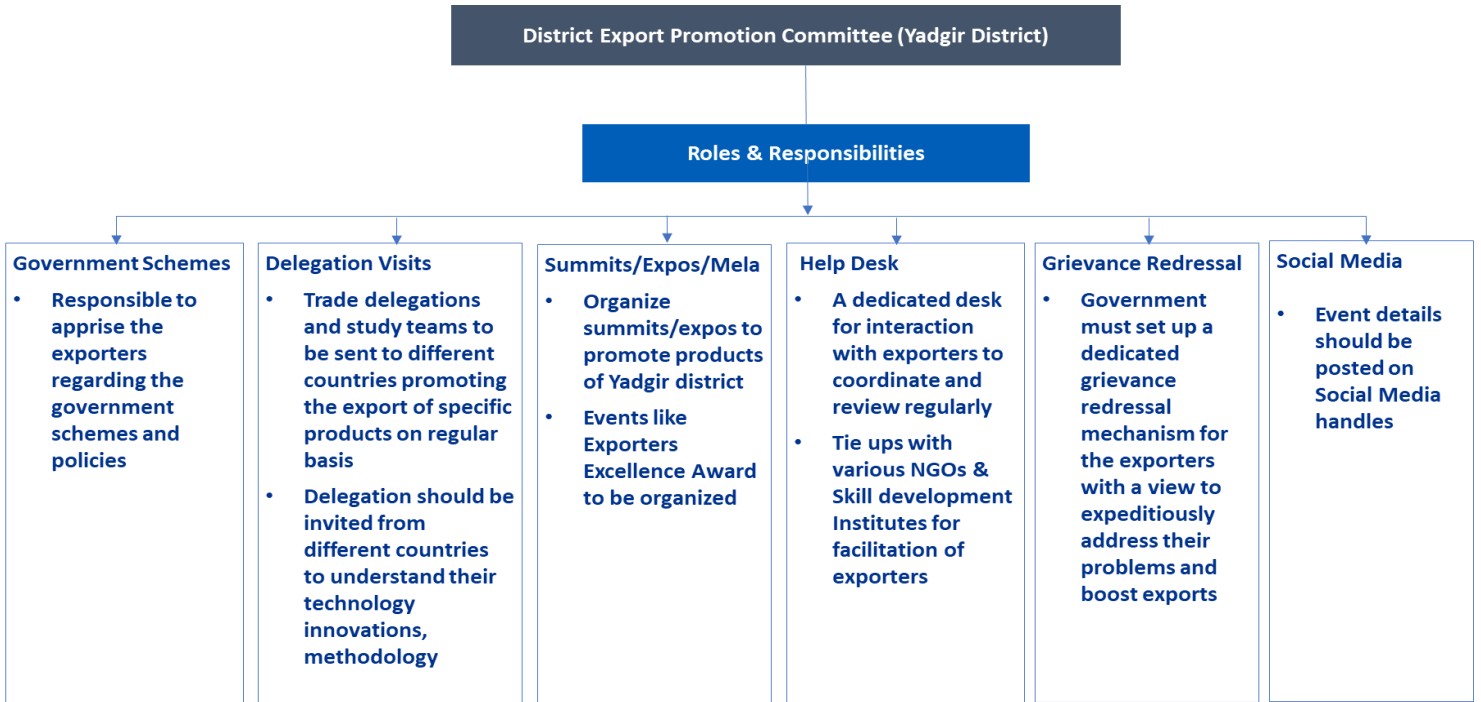
To ensure smooth functioning of district as export hubs, District Export Promotion Committees (DEPCs) need to be constituted in Yadgir. These DEPCs shall be headed by DM/Collector/DC/District Development Officer of the district and co-chaired by designated officer from DGFT. The composition of the committee 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 9: Roles & Responsibilities of DEPC



## 7. Export Scenario

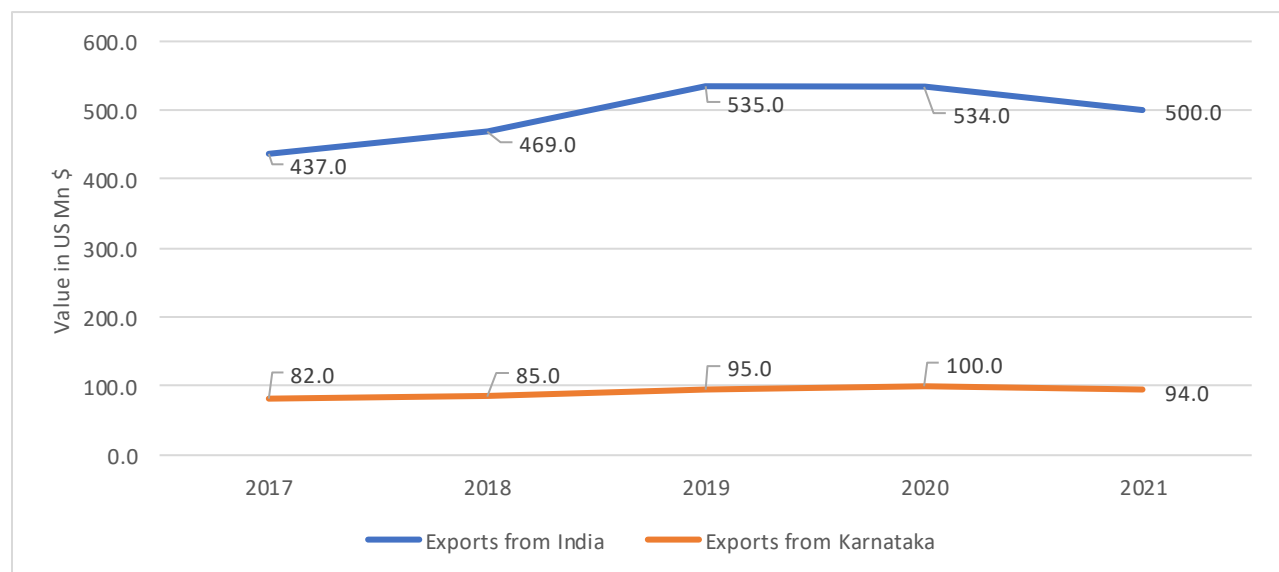
### State Exports

In 2020-21, till date, Karnataka has registered an export value worth USD 94.37 Bn (for both merchandise & service exports), occupying a share of 18.90 % of India's total exports.<sup>15</sup>

Table 10: Export figures from 2014 to 2019 from Karnataka and India

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%
Tamil Nadu	30.01	26.15	-12.86%
Maharashtra	64.91	58.41	-10.10%
Gujarat	63.45	60.59	-4.50%
Andhra Pradesh	14.78	16.84	+13.25%
Uttar Pradesh	16.99	16.39	-3.50%

Graph 4: Export figures from 2017 to 2021 from Karnataka and India



<sup>15</sup> Discussion points with Commerce Secretary, Ministry of Commerce, Govt of India

## District Exports

Major Products <sup>16</sup> that are exported from Yadgir district are as follows:

Sector	Name of the Products
Agri & Food Processing	Toor Dal, Rice
Textile	Cotton

Table 11: Major export products from Yadgir

The above-mentioned products are mainly exported <sup>17</sup>to countries such as Saudi Arabia, Iran, Iraq, Benin, Senegal, China, Vietnam, Bangladesh, Indonesia, Turkey, USA, Canada, UAE & Australia.

## Indian Export Scenario<sup>18</sup>

SL. No	Commodity	Value (Mn USD)	Top Exporting States	Exporting to	Karnataka exports (Mn USD)	Ranking of State in Exports
1	Rice (Para boiled Rice, Basmati Rice and other Semi Milled Rice)	8034.00	Haryana, Gujarat, Punjab & AP	Saudi Arabia, Iran, Iraq & Benin	56.00	14 <sup>th</sup>
	Broken Rice	595.00	Chhattisgarh, AP, Gujarat & Maharashtra	Senegal, China, Vietnam & Djibouti	5.00	13 <sup>th</sup>
2	Cotton	1780.00	Gujarat, Maharashtra, MP & West Bengal	Bangladesh, China, Vietnam, Indonesia & Turkey	25.00	6 <sup>th</sup>
3	Toor dal	23.89	Gujarat, Maharashtra, UP & New Delhi	USA, Canada, UAE, Nepal & Australia	0.03	14 <sup>th</sup>

<sup>16</sup> Primary Research, Data collection from the Line Departments, GoK

<sup>17</sup> DGCIS Data 2020-21

<sup>18</sup> Data Research & Analysis, VTPC



## Global Export Scenario

SL. No	Commodity	Global demand	Major exporting countries	Major importing countries	India exports (Mn USD)	India Ranking
1	Rice (Para boiled Rice, Basmati Rice and other Semi Milled Rice)	21000.00	India, Thailand, Vietnam, Pakistan and USA	Saudi Arabia, USA, China, Iran & Iraq	8034.00	1 <sup>st</sup>
	Broken Rice	2200.00	India, Vietnam, Thailand and Myanmar	China, Senegal, Indonesia, Belgium and Ivory Coast	595.00	1 <sup>st</sup>
2	Cotton	14200.00	USA, Brazil and India	China, Vietnam, Bangladesh, Turkey and Poland	1780.00	3 <sup>rd</sup>
3	Toor dal	340.00	Tanzania, India, Kenya and Sudan	India, USA, Zimbabwe and UK	23.89	2 <sup>nd</sup>

### 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**<sup>19</sup>, which is a strategic planning tool that provides a framework to help marketers devise strategies for future growth:



## Product Promotion & Export Strategy

- Organize training programmes /seminars to create awareness among exporters on importance of value addition, competitiveness, and quality
- Design industry specific courses and implement the same for the identified sectors, such as Agri & Food Processing, Textile, Tourism etc.
- Export Facilitation Center (EFCs) to provide end-to-end on-ground facilitation and handholding support to exporters who are already trading overseas or are trying to access foreign markets
- Technological developments in communications will make it easier for smaller firms to enter international markets
- The large corporate players in the district, should promote the district MSME suppliers in foreign markets as a part of their CSR activities.
- Organize Trade Fairs and Buyer-Seller meetings in emerging markets and non-traditional products
- Marketing techniques to be used to focus on value addition and diversification of products
- Support for sourcing raw materials at a cheaper rate and duty-free import of inputs for exports
- Set up a professionally managed apex Public Institution (like EXIM Bank), with capabilities to provide strategic guidance to support Private & PPP initiatives
- Provide financial assistance to the exporters with respect to both pre-shipment and post-shipment credit to sustain the expenses, term loans, subsidies, GST benefits, Custom clearances, concessions, to avail benefits under the PLI scheme etc.
- A state- district coordination cell to be established for easing out the various cumbersome procedures that an exporter faces on regular basis and to link all the stakeholders in the export eco-system
- To establish a dedicated PDC (Project Development Cell) to facilitate the investors in the district
- 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.

## Promising Sectors<sup>20</sup>

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

1. **Agri & Food processing:** Yadgir has over 58% of the net area under cultivation and is a major exporter of Rice, Toor dal & Bajra. Vast stretch of fertile black cotton soil of the district is known for bumper red gram, cotton, jawar crops & Groundnut. Major units within the Mundargi industrial area are rice mills, engineering works units, hollow blocks units, steel fabrication units, etc.
2. **Textiles:** Yadgir 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  
  
A Mega Textile Zone (1,000 acres) is also proposed at Yadgir.

3. **Tourism:** The district is renowned for its tourism infrastructure comprising of visit to wildlife sanctuary, Bonal Bird Sanctuary, Heritage Sites like Yadagiri Fort, Shorapur Fort, Vanadurga Fort, Taylor Manzil, Rajavenkatappa Nayaka Kote and Palace. Religious places like Chaya Bhagavati Temple, Mailarlingeshwar Temple, Mailapur, Kodekal Basavanna Temple, Vishwaradhya Temple, Abbetumkur, Siddalingeshwar Temple, Shirval Village

Development of Heritage sites on PPP mode can be explored.

4. **Pharmaceuticals:** Establishment of a Bulk Drug Pharma Park is also proposed at Yadgir, near Kadechur and Badihala village (approx. 38 km from Yadgir city). The park would further help to maximize the strengths and industrial prowess of north Karnataka

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<sup>20</sup> District Profile, <https://www.karnatakaturism.org/tour-item/yadgiri/>

## 8. Potential Investment Opportunities

According to the State Budget (2020-21), Government of Karnataka's has chalked out a vision for Yadgir district:

- Under Pradhan Mantri Formalization of Micro food processing Enterprises (PMFME) scheme, **Karnataka State Agricultural Produce Processing & Export Corporation Limited (KAPPEC) has identified Groundnut as a ODOP product of Yadgir**, giving opportunity to increase export of Groundnut, simultaneously generating employment opportunities in the district.
- It is proposed to develop a 'Bulk Drug Park' having world class infrastructure facilities at a cost of Rs.1,478 crore with the assistance of Central Government in 1,500 acre of industrial land at Kadechuru industrial area in Yadgir district.

### Opportunities in Agri & Food Processing Sector

- **Technology advancement and mechanization:** Yadgir exports various products such as bajra, rice and toor dal among others. To manage the products by utilizing less time, mobile technology is playing an important role in monitoring and controlling crop irrigation systems. With the mechanization of this modern technology, a farmer can control his irrigation system from a phone or computer instead of driving to each field. Moisture sensors in the ground can communicate information about the level of moisture present at certain depths in the soil.

### Opportunities in Textile 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 08<sup>th</sup>, 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

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.

- **Setting up of R & D Labs:** R&D labs will help in shaping the export strategy for Yadgir district, to develop differentiated offerings for the priority markets and reveal strategic options. R & D labs as shared resources for MSMEs can provide a base for cluster development in the district.
- **Dedicated Export Processing Zones (EPZs):** This zone needs to be set up within the district in order to enhance commercial and industrial exports by encouraging economic growth through investment from existing entities in the district. The main goal of EPZs will be to create jobs and to assist in income generation, develop labor skillsets and attract direct foreign investment.

### Opportunities in Pharma Sector

Establishment of a Bulk Drug Pharma Park is also proposed at Yadgir, near Kadechur and Badihala village (approx. 38 km from Yadgir city). The park would further help to maximize the strengths and industrial prowess of north Karnataka.

It is proposed that the Bulk Drug Park will provide world class common infrastructure facilities to the units located in the parks to significantly bring down the manufacturing cost and help industry meet the standards of environment at a reduced cost through innovative methods of common waste management system.

### Opportunities in Tourism Sector

Karnataka has a large number of tourist destinations in India. The landscape in the state is a wonderful mix of hills, plains, rivers, waterfalls, beaches, and forests teeming with wildlife.

To boost tourism in the district, mentioned below are some of the key opportunities:

- Development of tourism circuits across the district involving local communities
- Development and beautification of pilgrimage sites
- Organize district specific exhibitions / travel marts
- Development of infrastructure to ensure last-mile connectivity to key district tourism destinations
- Development of adequate facilities for communal & public transport
- Advertise & branding of Heritage Sites and tourist destinations

## 9. Strategy and Action Plan

Major initiatives and strategies, which will enhance exports from Yadgir district 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 located in the State are to be sensitized for providing best practices for farmers to grow the quality produce of 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 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</li> </ul>

Schedule	Categories	Strategies	Action Plan
	Agriculture Export 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>growth of quality Agri products.</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>• Tie up with various e-commerce players to market the products on their online platforms</li> </ul>

Schedule	Categories	Strategies	Action Plan
	Infrastructure	<ul style="list-style-type: none"> <li>• Agri Export Zones</li> <li>• Centre of Excellence for e-mobility (Create an ecosystem for research, innovation &amp; skill development for green mobility)</li> <li>• Project Development Cell (PDC)</li> <li>• Quality testing and certification labs for exports</li> <li>• Uninterrupted Power Supply</li> <li>• Mega Food Parks</li> <li>• Logistical infrastructure should be developed</li> </ul>	<ul style="list-style-type: none"> <li>• Set up an Agri Export Zone in Yadgir district for Pulses and other Agri products</li> <li>• Under PDC, the district shall facilitate investments in a timely and targeted manner. Provide necessary support on the issues faced by investors to finalize their investment plans</li> <li>• Possibility of providing independent feeders for power supply for such clusters shall be examined, in consultation with the State Governments, so that uninterrupted power supply could be ensured</li> <li>• Encourage local industry players to become exporters by providing a conducive environment in the district</li> <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</li> </ul>

Schedule	Categories	Strategies	Action Plan
	Policy/ Regulatory Reforms	<ul style="list-style-type: none"> <li>• Capitalizing on the existing ASIDE &amp; TIES scheme to support the export logistics</li> <li>• Online single window system (No physical touchpoints between the applicant and department from the time of application process till the final decision)</li> </ul>	<p>environmental and safety standards</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 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>

## **1. Annexures**

- a. List of Exporters
- b. List of MSMEs
- c. List of Warehouse
- d. List of Cold Storage
- e. Committee Details