



Product diversification to increase exports – Beed district

Problem Statement



- ▶ To utilize capacities for improvement in domestic and export sales.
- ▶ To improve capacity building of manpower.
- ▶ Due to the limited product basket, sales in domestic and international markets were limited, which resulted in limited growth.

Key Intervention



- ▶ Product diversification
 - ▶ Initially, the product basket was limited to the cotton bales.
 - ▶ Considering the demand for cotton yarn in the international market and the need for product diversification, cotton yarn production was started.
 - ▶ The production lines were maintained with the latest technologies in the industry.
 - ▶ Implementation of autocoro machines for the production of high-quality yarns with higher speeds.
 - ▶ For achieving global benchmarking product quality.
 - ▶ Contamination-proof surfaces were maintained in the units.
 - ▶ Conducted quality awareness sessions for staff.
 - ▶ Periodic maintenance of the units.
- ▶ Due to the product diversification, more exporting countries were added to the existing export basket.

Impact



- ▶ Enhancement in the product basket.
- ▶ Enhancement in the product basket enables exports to new countries like Turkey, Taiwan, Argentina, Ethiopia, Oman along with existing exporting countries like Bangladesh, China, Indonesia, and Vietnam.

“Product diversification and quality enhancement added value to the product as well as benchmarking of the product at the global level, which enabled enhanced export opportunities and growth” – Shri. Ashok Sahal, Vice President, Manjeet Cotton Pvt. Ltd., Beed