

Export Action Plan for Bhandara District

Nagpur Region, Maharashtra

June 2024



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1 District Profile

1.1 Introduction

Bhandara district, situated in the Nagpur division of Maharashtra, covers an area of 3,717 square kilometers and had a population of 1,200,334 according to the 2011 Census, with 605,520 males and 594,814 females. The district has a growth rate of 5.56% and an urban population of 19.48%.

Bhandara features a mixed economy with key sectors including agriculture, industry, and forest resources. It is renowned for its extensive rice production, with Tumsar being a prominent rice market. Bhandara town is famously known as the "Brass City" due to its substantial brass products industry.

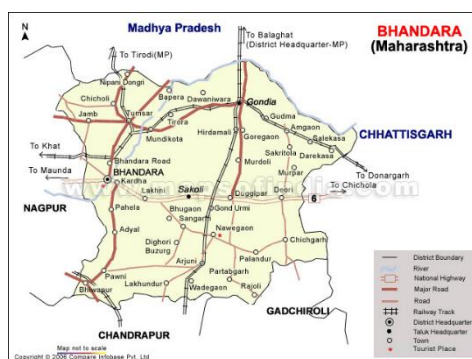
The district is home to several notable tourist attractions such as Ambagad Fort, Brahmi, Chinchgad, and Dighori. The Ordnance Factory Bhandara, part of the Ordnance Factories Board, is a significant industrial entity in the region, producing equipment for the Indian Armed Forces. Located in Jawaharnagar colony, this site also hosts the only Kendriya Vidyalaya in the district.

Other key industrial players in Bhandara include Ashok Leyland, which operates a production facility in Gadegaon, and prominent companies like Sunflag Iron & Steel and Shivmangal Ispat Pvt. Ltd.

1.2 Administrative Profile

Bhandara is one of the major administrative districts in Maharashtra. The district is enveloped by Balaghat district of Madhya Pradesh in the north and Chandrapur in the south, smallest border with Gadchiroli in the southeast while Gondia and Nagpur mark its eastern and western borders respectively. The district is segregated into three sub-divisions, Bhandara, Tumsar and Sakoli, that are further divided into seven talukas, Bhandara sub-division is divided into two talukas: Bhandara and Pauni. Tumsar division have Tumsar and Mohadi. Sakoli sub-division is divided into three talukas: Sakoli, Lakhani and Lakhandur.

1.3 Location and Geography



Bhandara district is located between 20.39° to 21.38° North Latitude and 79.27° to 80.42° East Longitude. It is predominantly situated within the Wainganga basin and is bordered to the north by the Wainganga and Bawanthadi rivers. The district shares its northern boundary with the Seoni and Balaghat districts of Madhya Pradesh and is surrounded by Chandrapur district to the south, Gondia district to the east, and Nagpur district to the west. Covering an area of 3,716.65 square kilometers. Bhandara constitutes approximately

1.21% of Maharashtra's total area.

1.4 Demographic Profile

According to the 2011 Census of India, Bhandara district has a population of approximately 1,200,334 people, with a gender ratio of 961 females for every 1000 males. Around 80% of the population lives in rural areas, while 20% resides in urban areas. The district has a young population, with a high birth rate reflected by a significant number of children aged 0-6 years. The literacy rate in Bhandara is 83.76%, with male literacy at 90.76% and female literacy at 76.49%.

1.5 Climatic Conditions

The weather of Bhandara district is extreme in all seasons, with temperatures in the summer as high as 45 °C and in winter as cool as 8 °C.

1.6 Logistic Infrastructure Profile

Bhandara is well-connected by major highways like NH-53, linking it to Nagpur and Raipur, and by well-maintained local roads that ensure accessibility to villages and smaller towns. Bhandara Road station on the Howrah-Nagpur-Mumbai line offers excellent connectivity to major cities, and the railway infrastructure supports significant freight movement for local industries and agriculture. The nearest airport, Dr. Babasaheb Ambedkar International Airport in Nagpur, about 70 kilometers away, handles domestic and international flights and air cargo services.

1.7 Natural Resource Profile

Bhandara is rich in natural resources. It has abundant reserves of minerals like manganese and iron ore, which are extensively mined. The district is also known for its dense forests and wildlife, with several forest reserves and wildlife sanctuaries that are home to a variety of flora and fauna. The Mulberry Silk Production is through group of farmers has taken up plantation of Mulberry tree (plant known as Tutti) on 50 acres of land in Pauni taluka of Bhandara district.

1.8 Agricultural Profile

The Bhandara district is popular for its large production of rice and popularly referred as the 'Rice Bowl of Maharashtra'. Tumsar, a tahsil town, is a famous rice market. The rice mill cluster of Bhandara is more than 5 decades old and there about 243 rice mills (mostly micro scale) and many rice brokers and agents in the cluster. In fact, many millers are paddy farmers who have now also undertaken rice milling activity.

1.8.1 Major Agriculture and Horticulture Produce of District

Table 1-1: Major Horticulture and Agriculture production data

Sr No	Name of Product	Production in MT (2022- 23)	Area under Production Hector (2022- 23)
1	Rice	540389.24	239779.2
2	Wheat	14478.44	10685.2
3	Sugarcane	12145	3918
4	Soyabean	355.04	364.4
5	Cotton	1176.5	439.05

Source: Horticulture Area Production Information System (HAPIS), Ministry of Agriculture, Government of India

1.9 Industrial Profile

Industrial Scenario of Bhandara District are as mentioned below,

Table 1-2: District Industrial Profile

Sr No	District Industrial Head	Unit	Particulars
1	Industrial Area	No	05
	i. Bhandara MIDC Area	Hectare	142.71
	ii. Lakhandur MIDC Area	Hectare	11.90
	iii. Mohadi MIDC Area	Hectare	10.71
2	Registered Industrial Unit	No	1272
3	Total Industrial Unit	No	1277

Source: DIC Bhandara

► Industries and Employment Generation in Bhandara District

The below mentioned illustrates industries and employment generation of the district:

Table 1-3: Industries and Employment Generation

Type of Industries	Total Units	Investment (in INR Crore)	Employment	Products
Large Scale Industries	22	6945	7300	--
Micro Industries	26407	552.25	112667	--
Small Industries	260			
Medium Industries	10			
Major Industries in Bhandara District				
Sunflag Iron & Steel Co. Ltd (at Mohadi)	--	795.35	1216	Sponge, iron, Power Generation, Rolling Mill cold
Ashok Layland Ltd. (at MIDC, Gadegaon)	--	480	734	Truck Chasis, Axle, Gear Box
Maharashtra Metal Powders Ltd (at Maregaon)	--	20.81	215	Aluminum powder/paste
Hindustan Composites Ltd. (at MIDC Gadegaon)	--	10.64	293	Clutch facings, Break, Linings
Ellora Paper Mills Ltd. (at Mohadi)	--	25.07	182	Newsprints, Wrapping paper, Writing paper

Source: DIC Bhandara (Upto March 2024)

1.10 Industrial Infrastructure Profile

The details of industrial infrastructure provided by MIDC is given below:

Bhandara Industrial Area:

MIDC has acquired 241.06 hectares of land for its Industrial area.

- ▶ **Infrastructure:** The area has good security. All internal roads have streetlights and water supply distribution network. The area also has a Post & Telegraph office, Telephone Exchange, Telex-Fax-ISD/ STD facility, City Transport, Hotels, Police Chowki, Canteen, Banks and Hospitals. The area has water supply of 4500 cubic meter a day.
- ▶ **Electricity:** The area is powered by a 132 KV MSEB substation.

Source: MIDC

1.11 Service Sector Profile

The Service Sector Enterprises comprise 286 units, providing employment to 737 individuals, with an investment of Rs. 171.20 lakhs and a production capacity of Rs. 319.00 lakhs. Some of the major services which are provided in the district are as listed below:

- ▶ **Potential Areas for Service Industry:** Existing units include repair shops for electronic appliances, automobiles, and beauty parlours. Considering the current scenario, activities such as goods transport, repairing rice mill machinery, and repairing heavy and medium goods transport vehicles have significant potential in the district.
- ▶ **Potential for New MSMEs:** With expanding irrigation facilities and changing cultivation trends, the district holds substantial potential for new MSMEs in areas such as jaggery production, rice byproducts, milk and milk products, and preserved vegetables.

Source: Bhandara District Profile

1.12 Industrial Association of the District

- ▶ Bhandara Industrial Co. Op Estate Limited
- ▶ Metal Manufacturing Association Co. Op. Limited
- ▶ Rice Miller's and Rice Bran Oil Cluster Association
- ▶ Bhandara Zila Laghu Udyojak Sanstha
- ▶ Udyog Bharati Bhandara

Source: DIC, Bhandara

1.13 Banking Facilities

Bhandara district has a strong banking network, including 98 commercial bank branches, 21 branches of Vidarbha Konkan Gramin Bank, 46 branches of Bhandara DCCB, and 368 Primary Agriculture Credit Societies (PACS), totaling 165 branches. Of these, 69% are situated in rural areas, leading to a per-branch population coverage of 2,282, which is significantly better than the state average of 7,343. In Bhandara district, the Central Cooperative Bank has implemented a Core Banking Solutions (CBS) platform connecting all 46 branches to the Head Office. The bank now offers RTGS and NEFT services and has installed 20 ATMs. Under the Pradhan Mantri Mudra Yojna (PMMY), banks in the district have disbursed ₹132.79 crore in Mudra loans to 10,505 beneficiaries, supporting SMEs.

Source: NABARD Potential Linked Credit Plan 2022-23

1.14 Bhandara district strengths and opportunities

- ▶ Known as 'Rice Bowl of Maharashtra'
- ▶ The rice mill cluster of Bhandara is more than 5 decades old and there are 240+ mills in the cluster
- ▶ Falls on NH-6, and good connectivity to major cities like Nagpur, Mumbai, Raipur, etc.
- ▶ Presence of 5 Industrial Association - Bhandara Industrial Co. Op. Estate Limited, Metal Manufacturing Association Co. Op. Limited, Rice Miller's and Rice Bran Oil Cluster Association, Bhandara Zila Laghu Udyojak Sanstha, and Udyog Bharati Bhandara
- ▶ Presence of National Dairy Research Institute in Bhandara. Potential for Dairy product export.
- ▶ Presence of mineral Oils in good amount. Potential for mineral ores exports like Manganese oxide, Ferro manganese etc.
- ▶ Potential for export of fresh and processed vegetables.
- ▶ Potential for export of jaggery. Presence of jaggery cluster in the district with around 60 small scale units.

2 District Export Profile

2.1 Bhandara District Export Scenario

The below mentioned table depicts Bhandara district's export scenario as well as the state's export contribution in India's total export.

Table 2-1: District Export Scenario

State and District Export Contribution		
	Total Exports (INR crore)	Percentage Contribution
Maharashtra	581439	16.05
Bhandara District	195.93	1.20

Source: DGCIS, Government of India (April 2022 to March 2023)

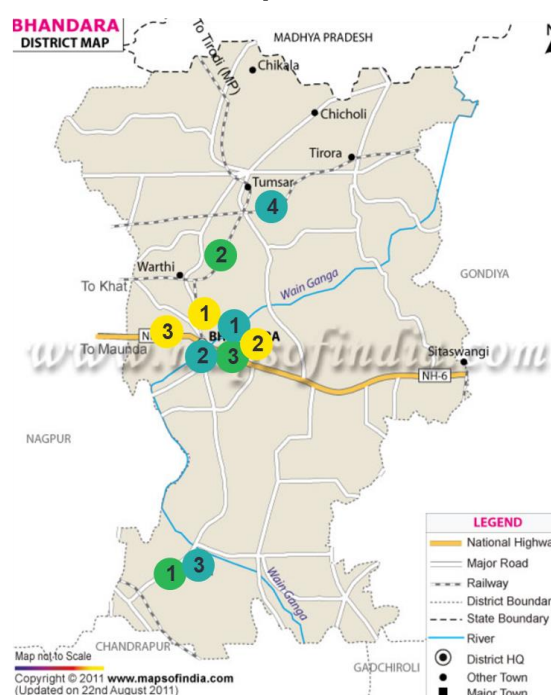
Table 2-2: District Export Scenario

State and District Export Contribution		
	Total Exports (INR crore)	Percentage Contribution
Maharashtra	556400	15.37
Bhandara District	154	0.9

Source: DGCIS, Government of India (April 2023 to March 2024)

2.2 Existing and Proposed Infrastructure for Exports

Existing Projects	
1	Rice Miller Cluster, Pawni, MIDC
2	Jaggery Cluster, Mohadi
3	Bhandara Forest based Lac Processing Cluster
Proposed Future Projects	
1	Agarbatti Cluster
2	Overbridge on NH-6 passing through city
3	Common facility Center – Rice Miller Cluster
4	Mineral Ore Cluster
Proposed New Projects for Export Promotion	
1	Tussar Silk Cluster
2	Brass Industries Cluster
3	Cold storage facility for perishable products in Bhandara



2.3 District One District One Product (ODOP) Profile

The Bhandara district is famous for Rice and Mineral Ores. The details of identified ODOP for the district is given below,

Table 2-3: ODOP and GI Product Profile

Sr No	Product Name	GI No.	ODOP	HSN code	Export Hubs	Sector
1.	Rice	NA	Yes	10063010 10063090 10064000	Tumsar, Bhandara	Agriculture
2.	Minerals	NA	Yes	7202	Tumsar, Bhandara	Minerals

Table 2-4: ODOP Export Scenario

Sr. No.	Product Name	HSN Code	Export Value (in INR crore) FY 22-23	Export Value (in INR crore) FY 23-24	Current Market of Bhandara
1.	Rice Parboiled	10063010	50.89	36.06	Russia, Algeria, Bangladesh PR, Iran, Libya, Nepal, Russia, Senegal
2.	Rice excepting Parboiled (Excluding Basmati Rice)	10063090	6.92	0.68	
3.	Basmati rice	10063020	0.24	1.91	
4.	Ferro Manganese	7202	2.04	2.54	UAE, Algeria, Korea
5.	Manganese Oxide	28209000	--	0.28	

Source: DGCIS, Government of India

2.4 Top Exporting Products and Countries from District

2.4.1 Top 10 Exporting Products from District

The Bhandara district's top 10 exporting products catering 84% of the district's total export. The details of the products are given below,

Table 2-5: Top 10 Exporting Products from District

Top 10 Exporting Products from District			
HS Code	Product Description	Export Value (INR crore)	Top Exporting Countries
10063010	Rice Parboiled	50.89	Algeria, Bangladesh, Iran, Libya, Nepal, Russia, Senegal
72283029	Iron & Steel – Other products	34.72	Japan, Taiwan, USA, Thailand, Indonesia, Turkey
29145000	Ketone-Phnls and Ketons with other oxygen function	14.10	China, Germany, Japan, Lithuania
73110090	Other Pressure containers for transport or storage	6.94	Singapore and UAE
10063090	Rice Excptg Parboiled (Excl Basmati Rice)	6.92	Russia
72210090	Bright Bars N.E.S	6.60	Germany, Mexico, UAE
72221199	Other Bars and Rods of Stainless steel	6.45	Brazil, Germany, Maldives
72131010	Bars and Rods of Alloy Steel	6.38	Argentina, Malaysia, Taiwan
74032100	Copper-Zinc Base Alloys (Brass)	5.81	China, Vietnam
29143990	Other Ketone Aromatic (without oxygnfn)	5.16	China, France, Italy, Japan, Netherland, Spain, UK, Switzerland

Source: DGCIS, Government of India (April 2022 to March 2023)

Table 2-6: Top 10 Exporting Products from District

Top 10 Exporting Products from District			
HS Code	Product Description	Export Value (INR crore)	Top Exporting Countries
10063010	Rice Parboiled	36.06	Guinea, Russia, Togo, Morocco, Djibouti, Vietnam
72283029	Others- Iron & Steel products	29.85	Taiwan, USA, Japan, Italy, Thailand

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29145000	Ketone-Phnls And Ketons Wthothr Oxygn Fnctn	19.85	Japan, China, Slovenia, Netherland, Italy
72221199	Others N.E.S.	10.99	Maldives, South Africa
72143000	Other Bars And Rods Of Free Cutting Steel	4.29	Malaysia, Taiwan, Mexico
29143990	Other Aromatic Ketones Without Other Oxygnfn.	4.03	Italy, Japan, China, Canada, Switzerland, Netherland
74032100	Copper-Zinc Base Alloys(Brass)	3.50	China
29269000	Othr Nitrile-Function Compounds	3.44	USA
27101979	Other Lubricating Oil, Not Conforming To Any Bis Standard	2.96	Brazil, Philippines, Vietnam, Mauritius, Sri Lanka
84819090	Other Parts Of The Items Undr Hdg 8481	2.69	UK, Spain, Nepal

Source: DGCIS, Government of India (April 2023 to March 2024)

2.4.2 Top 10 Exporting Countries from District

The details of top exporting countries from the Bhandara district are given below,

Table 2-7: Top 10 Exporting Countries from District

Sr. No.	Country	Export Value (INR crore)
1	Russia	45.60
2	Japan	17.60
3	China P Rp	13.29
4	Bangladesh Pr	12.96
5	U Arab Emts	11.83
6	Malaysia	10.01
7	Taiwan	9.66
8	U S A	9.45
9	Vietnam Soc Rep	9.02
10	Thailand	5.82

Source: DGCIS, Government of India (April 2022 to March 2023)

Table 2-8: Top 10 Exporting Countries from District

Sr. No.	Country	Export Value (INR crore)
1	Guinea	14.88
2	Russia	13.83
3	Taiwan	11.57

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4	China P Rp	10.93
5	Japan	10.83
6	U S A	9.48
7	Italy	8.87
8	U K	7.67
9	Maldives	6.18
10	South Africa	5.74

Source: DGCIS, Government of India (April 2023 to March 2024)

2.5 Potential Export Product Profile

Based on the DEPC meetings and discussions with officials and stakeholders, Rice and Minerals are considered as ODOP for the district. The other identified export potential products from the district are given below,

Table 2-9: Potential Export Product Profile

Sr. No.	Product Name	Sector
1.	Organic Jaggery, and it's products	Food Processing
2.	Agarbatti	Handicraft
3.	Tussar Silk	Textiles and Apparel
4.	Chillies	Agriculture
5.	Woven fabrics	Textiles and Apparel
6.	Ketone based perfume products	Chemicals and Allied Products
7.	Sulpherated and Chlorinated Paraffin	Chemicals and Allied Products
8.	Household utensils	Iron and Steel
9.	Sack and bags of plastic and polyethene	Plastic
10.	Garment of Man-made fabrics	Textiles and Apparel
11.	Bedsheet and Bedcover	Textiles and Apparel

2.5.1 Existing Export Oriented Units in the district

The list of existing export-oriented units in the district is as mentioned below:

Table 2-10: Export Oriented Units

Sr. No.	Name of the Unit	Sector	Product	Approx. Export Amount (in INR Cr.)
1.	Clorina Organics Industries	Chemicals	Sulphurated Paraffin Wax, Chlorinated Paraffin Wax and Hydrochloric Acid	4

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Sr. No.	Name of the Unit	Sector	Product	Approx. Export Amount (in INR Cr.)
2.	Rice Mill Cluster	Agriculture	Rice	300-400
3.	Lakhani Agarbatti Manufacturer	Handicraft	Agarbatti	0.5-0.6

Source: DIC, Bhandara

2.6 Potential Export Oriented Units

Bhandara DIC in consultation with Industrial Associations and Industry players have identified potential export-oriented units to promote export in the district.

The list of potential export-oriented units is given below,

Table 2-11: Potential Export Oriented Units

Sr. No.	Product	Name of the Unit	Address	Employees
1	Paddy Rice	Shri Sainath Agri Industries Pvt. Ltd.	Mauja Kharbi, NH 6 Road, Bhandara	50
2	Paddy Rice	Shri Krishna Udyog	68/1, Near Laksh Hospital, Ganeshpur, Takiya Ward	21

Sources: Mahadish (Directorate of Industrial Safety and Health)

2.7 Major Clusters in Bhandara District

The detail of the major clusters in the district is given below,

Table 2-12: Major Clusters in the district

Sr. No.	Cluster Name	Total Groups/ Units	Products	Investment (in Cr.)	Employment	Annual Turnover (in Cr)	Proposed Common Facility
1	Bhandara Jaggery Producers Group	100	Organic Jaggery and other product	1.10	450	3.00	Cold storage, test laboratory and training center
2	Lakhni Agarbatti Cluster	49	Agarbatti	1.20	998	3.20	Pulverisation Machine, Distillation Plant, Mixing

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Sr. No.	Cluster Name	Total Groups/ Units	Products	Investment (in Cr.)	Employment	Annual Turnover (in Cr)	Proposed Common Facility
							dryer, and Machine packing

► Rice Mill Cluster

The rice mill cluster of Bhandara district has many advantages in terms of plenty availability of raw material paddy, good connectivity logistically, good faith and camaraderie between cluster members and farmers, active association, etc. However, millers in the cluster suffer from low profitability, largely due to lack of capital to invest in technology and capacity upgrading. The lack of funds has inhibited millers investing in capital intensive advanced technologies. The cluster firms here are yet to upgrade in terms of advanced technology silky polishers, color sorters and other rice milling equipment's. Also, there is critical unavailability of paddy ageing (steaming), by-product bran primary processing (Solvent Extraction), quality packaging, testing and storage facilities in the cluster. Under such circumstances, the cluster has been facing a situation of mere survival, as it faces competition from stronger cluster in region as well.



Table 2-13: Details of Rice Miller Cluster

Number of MSE firms	Average Investment per unit	Important raw material sourced from within the cluster/ adjacent districts	Average turnover per unit	Average Manpower per unit
Total – 243 Micro rice milling units – 212 Small milling units – 31	Investment in equipment by micro milling units – Rs.18 lakh Small milling units – Rs. 65 lakh	Raw material paddy catchment area is Bhandara and other regions like Nagpur and Gadchiroli, as well as Bihar, M.P & U.P. Consumables such as PP and Jute Bags (through brokers) from Hyderabad, Ahmedabad, NCR and Kolkata	About Rs. 100 lakh per annum in the case of micro-operators. Rs. 600 lakh per annum in the case of small units (Total turnover is in the range of Rs. 398 crore)	About 6-12 persons directly employed per unit in the case of micro and small units. (The core cluster enterprise therefore provides direct and indirect employment to about 3500 people) Livelihood of 200,000 farmers directly dependent on cluster firms

Sources: DIC, Bhandara and Bhandara Rice Miller Website

2.8 Key Issues in Export

Below mentioned table illustrates category wise key issues observed in export of the district:

Table 2-14: Key Issues in Export

Category	Issues	Relevant Government Authority
Regulatory	Provide export data (origin of district) at district level which enables stakeholders to take informed decision	Central Government Authorities
	Availability of online system incorporating latest updates of norms, policies, etc. will help businessman, exporter, framers	Central Government Authorities
	Availability of easy and user-friendly processes for export licensing and certifications	Central Government Authorities
Institutional Support	Training program should be conducted to know the latest updates in foreign trade policies	State Government Authorities
	Lack of awareness about overseas buyers	Central and State Government Authorities
	Market data for export products	State Government Authorities
	Updated information about new markets for the existing export products	State Government Authorities
	Establishing an export Facilitation Centre (virtual/physical) - The center can be a dedicated point for information/guidance on export related matters like IEC, schemes, Documentation etc.	Central and State Government Authorities
	Study tours should be organized in various countries to know the latest technical advancements in other countries	State Government Authorities
	Support for ODOP cluster formation	State Government and District Authorities
	Information of organic farming scheme should be made available	State Government Authorities
Promotional Support	Permanent Exhibition Centre at district place with Govt. support should be established	State Government Authorities
	Availability of buyer market data	Central and State Government Authorities
	For promote products in international market, subsidy should be given by government for participation in international trade fairs, Buyer-Seller meets	Central and State Government Authorities
	Unavailability of international buyer market data	Central and State Government Authorities
	Lack of institutional mechanism to promote marketing of products.	State Government and District Authorities
	Promotion of ODOP cluster formation and GI registration	State Government and District Authorities

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Category	Issues	Relevant Government Authority
Industrial Infra	Rice millers are suffering from low profitability due to lack of capital to invest in new technologies and capacity upgradation. The new technologies needed includes silky polishers, color sorters and other rice milling equipment's	State Government Authorities
	Agarbatti cluster's manufacturing units are still using old technologies, which is leading to less production and facing competition from other regions/ state.	State Government Authorities
	W.r.t. electricity, current per unit rate of electricity is high as compare to other states; considering it, per unit rate should be reduced	State Government Authorities
	To maintain export quality of products, testing facilities, Material Testing, UV testing, certification labs and calibration facilities, etc. are mandatory requirements for exports and should be made available	State Government Authorities
	Availability of raw material and packaging material in semi urban areas	Central and State Government Authorities
	Lack of infrastructure like laboratories or testing labs for diagnostic studies and research on the product's GI status	Central and State Government Authorities
Logistic Infra	Shipping lines charges are not regulated and there is a huge discrepancy between various charges being collected by various shipping lines	Central Government Authorities
	Functional airport to export perishable products like fresh vegetables, fresh fruits, etc.	Central and State Government Authorities
Finance	To compete with global export market, exporters need credit facilities with extremely competitive rates of interest	Central Government Authorities
Agriculture Sector	Agriculture sector - Information of organic farming scheme should be made available	State Government Authorities
	Availability of raw material and packaging material in semi urban areas	
	Availability of adequate cold storage and vegetable drying facilities, warehouses considering shelf life of agro based products	

Source: DIC, Bhandara

2.9 Export Promotion Initiatives by District

2.9.1 Formation of DEPC (District Export Promotion Council)

The Government of Maharashtra has notified the District Export Promotion Councils (DEPC) in the state. The District Export Promotion Councils (DEPC) constituted under the Chairmanship of District Collector and Task Force Committee under the Chairmanship of General Manager, District Industries Centre (DIC).

The broad role of District Export Promotion Councils (DEPC) is as mentioned below,

- ▶ Preparation of District Export Action Plan for 5 years
- ▶ Co-ordination with DGFT, EPCs and Associations for export promotion
- ▶ Promotion of GI, ODOP and Handicraft, Agri and Horticulture products
- ▶ Identify diversification opportunities for exports
- ▶ Preparation of export database with help of DGFT
- ▶ Hold meetings of District Export Promotion Council (DEPC), Trade fairs and B2B meetings
- ▶ Ensure availability of infrastructure at district level such as warehousing, cold storage, marketing, R&D and testing laboratories etc.
- ▶ Availability of export credit for exporters
- ▶ Grievance redressal mechanism at district level

The Bhandara district DEPC constituted on 10.11.2020. The DEPC meetings and outreach program details are as mentioned below:

Table 2-15: DEPC meetings and outreach program

Sr No	Date	DEPC meetings/Outreach Program Details
1	12.11.2020	DEPC Meeting
2	18.12.2020	DEPC Meeting
3	30.08.2021	DEPC Meeting
4	24.09.2021	Vanijya Utsav – Exporter's Conclave
5	26.09.2022	Export Conclave Event and Exhibition
6	13.12.2022	DEPC Meeting
7	11.01.2023	DEPC Meeting
8	17.03.2023	DEPC Meeting
9	06.04.2023	DEPC Meeting
10	14.08.2023	DEPC Meeting
11	29.08.2023	Export Outreach Program by DGFT
12	27.10.2023	DEPC Meeting
13	28.11.2023	DEPC Meeting
14	20.02.2024	DEPC Meeting
15	01.03.2024	Bhandara District Investors Summit

Source: DIC, Bhandara

3 District Export Promotion Strategy

3.1 Diversification Opportunities for identified export potential product

The identified export potential product from Bhandara districts are rice and Minerals as ODOP.

Bhandara District Export Action Plan

The below mentioned table illustrates diversification opportunities for identified export potential products of the district,

Table 3-1: Diversification Opportunities

Sr No	Product Name	HSN	Sector	Diversification Opportunities
1.	Rice	10063010 – Rice Parboiled; 10063090 – Rice Semi or wholly milled; 10064000 – Broken Rice	Agriculture	Cote D'Ivoire, Saudi Arabia, Philippines, China, USA, European Union, UAE, Japan, Iran, Nepal, Iraq, Senegal, Liberia, Angola, Indonesia, Ghana
2.	Minerals	7202 – Ferro Manganese; 28209000 – Manganese Oxide	Minerals	Turkey, Oman, South Africa, Malaysia, Saudi Arabia, Bangladesh, Nigeria, Italy, Indonesia, Netherlands

Sources: DGCIS and WITS, World Bank

3.2 Export Promotion Strategy

Below mentioned table illustrates strategy categorization and recommended strategy,

Strategy Category Types:

- ▶ **Short Term (0 to 2 yrs.)**
- ▶ **Medium Term (3 to 5 yrs.)**
- ▶ **Long Term (5 to 10 yrs.)**

Table 3-2: Export Promotion Strategy

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
Regulatory	Short Term	Provide export data (origin of district) at district level which enables stakeholders to take informed decision.	DGFT can track the export of product from each district Promotion of online portal (Maharashtra Export Promotion Web Portal) at district level	Central and State Government Authorities
		Online system incorporating latest updates of norms, policies, etc. will help businessman, exporter, farmers	Information dissemination through Export Guidebook and ODOP Booklet	
		Easy and user-friendly processes for	Availability of easy and user-friendly processes for export	

Bhandara District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
		export licensing and certifications	licensing : ISO 9001-2015 ISO, GMP, HACCP, HALLAL licenses	
Institutional Support	Short Term	Training program should be conducted to know the latest updates in foreign trade policies	DGFT should organize training for latest update in foreign trade policy to encourage and promote direct export of agro products by farmers	State Government Authorities
	Short Term	Study tours should be organized in various countries to know the latest technical advancements in developed countries	Central and State Government should arrange offline/ online study tours	State Government Authorities
	Short Term	Market data for export products	DGFT should provide data to relevant stake holders	State Government Authorities
	Short Term	Updated information about new markets for the existing export products	DGFT should provide updated information about new markets	State Government Authorities and Central Government Authorities
	Short Term	Lack of awareness about overseas buyer	DGFT along with DICs and DEPC should provide/ organize trainings for identification of buyers for potential exporters.	Central and State Government Authorities
	Medium Term		Development of portal for providing support for identification potential buyers	State Government Authorities
	Medium Term	Establishing an export Facilitation Centre (virtual/physical) - The centre can be a dedicated point for information/guidance on export related matters like	DGFT and other relevant authority should facilitate virtual/physical export facilitation center	Central and State Government Authorities

Bhandara District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
		IEC, schemes, Documentation etc.		
	Short Term	Information of organic farming scheme should be made available	DEPC to align with Agricultural Universities/ Colleges to provide best practices for farmers to grow the quality produce.	State Government and District Authorities
	Short Term	Support for ODOP cluster formation – Mineral Ores	ODOP cluster formation to encourage more units in the district	State Government and District Authorities
Promotional Support	Short Term	Permanent Exhibition Centre at district place with Govt. support should be established	DIC should work as district Export Hub and set up a permanent Exhibition Centre at district and organize trade fairs, Buyer-Seller meets	Central and State Government Authorities
		Organizing trade fairs, Buyer-Seller meets		
	Short Term	Availability of buyer market data	The concern agencies should ensure availability of international buyer market data to expedite export	Central and State Government Authorities
	Short Term	Support for branding and promotion of products	<p>Tie-up with various e-commerce players to market the products on their online platforms.</p> <p>Concerned stakeholders to be invited to business events/ workshops to help provide market linkages to exporters</p> <p>Promotion of ODOP Cluster Development</p>	State Government and District Authorities
	Medium Term	Subsidy should be given by government for participation in international trade fairs, Buyer-Seller meets	To promote products internationally, subsidy should be given by government for participation in international trade fair. Also, the concern authorities should provide guidance to the	Central and State Government Authorities

Bhandara District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
			businessman/farmers/exporters about the existing available schemes	
Industrial Infra	Medium Term	Electricity per unit rate should be reduced	The concern State government agency should review current per unit rate of electricity as it is high as compare to other states. The reduction in per unit rate will help in reduction in production cost	State Government Authorities
	Medium Term	Support to upgrade technologies for Agarbatti cluster	Proposal to set-up facility center under the State Industrial sponsored Schemes and subsidy for modern technology procurement	Central and State Government Authorities
	Medium Term	Support to upgrade technologies for Rice Miller Cluster	Subsidy to be provided for buying new technologies to increase production.	Central and State Government Authorities
	Medium Term	Availability of testing laboratories for diagnostic studies and research on the products of GI status	To increase exports and GI registration of products in the district, testing laboratories to be established. Also, sector specific R&D center should be established to boost export of the district	Central and State Government Authorities
	Short Term	To maintain export quality of products, testing facilities, Material Testing, UV testing, certification labs and calibration facilities, etc. are mandatory requirements for exports and should be	The district, with the help of Indian Institute of Packaging (IIP), to work towards improving the quality standards and manufacturing compliances, learning new techniques and technology and market intelligence. Parallely, tie-up with NGOs to help the farmers and cultivators in packaging and other activities.	State Government Authorities

Bhandara District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
		made available		
	Long Term	Cold storage facilities	Development of cold storage facilities for export of perishable products	State Government Authorities
Logistic Infra	Long Term	Functional airport to export perishable products	Airport should be made functional to timely transport perishable and high value goods	Central and State Government Authorities
	Short Term	Shipping lines charges are not being regulated and there is a huge discrepancy (up to 200% depends on destination and type of shipment) being collected by various shipment companies.	Shipping lines charges need to be regulated	Central Government Authorities
Finance	Short Term	Exporters need credit facilities with extremely competitive rates of interest	To compete with global export market, exporters need credit facilities with extremely competitive rates of interest	Central Government Authorities
Agriculture Sector	Short Term	Information of organic farming scheme should be made available	APEDA should provide information on organic farming and schemes available for it	State Government Authorities
	Short Term	Availability of raw material and packaging material in semi urban areas	The concern agencies should ensure availability of raw material as well as packaging materials for exporting units in semi urban areas. The district and State authorities should regularly take updates from exporters and resolve the issue	Central and State Government Authorities
	Medium Term	Availability of adequate cold storage and vegetable	The government agencies should provide facilities like cold storage, vegetable	State Government Authorities

Bhandara District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
		drying facilities, warehouses considering shelf life of agro based products	drying, warehouses considering shelf life of agro based products. The agency like APEDA can play an important role in providing affordable solution for the district	

Source: DIC, Bhandara

3.3 Key Department Contacts

- ▶ **Export Commissioner cum Development Commissioner (Directorate of Industries),**
Address: New Administrative Building, Madam Cama Road, Opp. Mantralaya, Mumbai – 400 032
Email: didci@maharashtra.gov.in
Phone: 022 22028616
- ▶ **Joint Director of Industries, Nagpur region**
Address: Udyog Bhavan, 2nd Floor, Civil Lines, Nagpur - 440001
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Phone: 0712 2564212
- ▶ **General Manager, Bhandara District Industries Centre,**
Address: National Highway Road, Administrative Building, Near RTO, Bhandara 441904
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- ▶ **Bhandara Industrial Co. Op. Estate**
Concern Person: Mr. Sunil Rambhad (President)
Email id: sunilrambhad@gmail.com
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- ▶ **Bhandara Metal Manufacturing Association**
Address: C/O Laxmi Udyog, Station Road, Bhandara
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- ▶ **Laghu Udyog Bharati, Bhandara**
Address: Bhandara Station Road
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