

An aerial photograph of a port at dusk. The sky is a mix of blue and purple. In the foreground, a large container ship is docked at a pier. Several yellow gantry cranes are positioned along the pier, with some in the process of loading or unloading containers. The pier is filled with stacks of colorful shipping containers in shades of blue, green, and red. In the background, a city skyline is visible across the water, with lights from buildings and streets reflecting on the water's surface. A yellow text box is overlaid on the left side of the image.

Export Action Plan for Amravati District

Amravati Region, Maharashtra

August 2024

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1 District Profile

1.1 Administrative Profile

Amravati city is administrative headquarters of Amravati district and Taluka. The district consists of six sub-divisions, which are further divided into 14 talukas. Amravati sub-division is divided into three talukas viz Amravati, Bhatukali and Nandgaon Khandeshwar. Daryapur sub-division is further divided into two talukas: Anjangaon and Daryapur. Achalpur sub-division also consists of two talukas: Achalpur and Chandur Bazar. Morshi sub-division has also two talukas: Morshi and Warud. Dharni sub-division is also divided into two talukas: Dharni and Chikhaldara. Finally, Chandur (Railway) sub-division is divided into three taluka's: Chandur (Railway), Tiosa and Dhamangaon.

1.2 Introduction

Amravati is a city in state of Maharashtra, India. It is the second largest city in Vidarbha region of Maharashtra after Nagpur and is administrative headquarter of the Amravati district. The district is primarily having agricultural sector as the main occupation. The city is a tourist hub surrounded by many historical monuments, including Amba Devi, temple of Shri Krishna, Sant Gadge Baba Samadhi, temple of Shri Venkateshwara Swamy also Hanuman Vyayam Prasarak Mandal, Melghat Tiger Reserve are among popular tourist destination. The city's quality of education attracts students from all over Vidarbha. The most spoken language in Amravati is Marathi.

1.3 Location and Geography

Amravati is located at 20.9320° N, 77.7523° E. It has an average elevation of 343 metres (1125 Feet). It Lies 156 km (97 Mi) west if Nagpur and Serves as administrative centre of Amravati District and of Amravati Division.

Amravati has a tropical climate. In winter, there is much less rainfall in Amravati than in summer. The climate here is classified as Aw by the Köppen-Geiger system. In Amravati, the average annual temperature is 26.7 °C | 80.0 °F. The annual rainfall is 1052 mm | 41.4 inch. Summers are dry and hot. The warmest month of the year is May, with an average temperature of 34.9 °C | 94.7 °F. January has the lowest average temperature of the year. It is 20.9 °C | 69.6 °F.

Rivers and tributaries in the district are as mentioned below,

- ▶ The Wardha River forms the eastern boundary of the district, and the eastern portion of the district lies within its watershed.
- ▶ The Purna River drains the southwestern portion of the district, while the northwest is drained by the Tapti River. The Purna rises near Bhainsdehi in Betul district of Madhya Pradesh in the Satpudas. After flowing for about 50km in a general southerly and south-easterly direction enters the district. It travels across the district in a south-westerly direction dividing it into two halves, first through the Achalpur taluka and then along the boundary between the Amravati and Daryapur talukas. Finally, it turns due westwards forming the boundary of the district and continues further to join the Tapti near Muktainagar in Jalgaon district.
- ▶ Other important rivers are Shahanoor and Chandrabhaga.

1.4 Demographic Profile

In the 2011 census Amravati district has a population of 28,88,445. This gives it a ranking of 131st in India (out of a total of 640). The district has a population density of 237 inhabitants per square kilometer (610/sq mi). Its population growth rate over the decade 2001-2011 was 10.77%. Amravati has a sex ratio of 947 females for every 1000 males, and a literacy rate of 88.23%.

1.5 Logistic Infrastructure Profile

- ▶ The nearby Port includes JNPT & ICD Nagpur / Borkhedi.
- ▶ Nagpur ICD is a dry port which is situated about 150 Kms from Amravati. It takes 2.5 hrs. to reach to the port.

The logistic infrastructure profile of the district is as mentioned below,

1.5.1 Road Transport

Amravati is connected by roads with various major cities of Maharashtra and other states. Road connectivity is excellent, and roads connecting to Mumbai, Pune, Nagpur, Satara, Kolhapur, Sangli, and Aurangabad are being upgraded to four-lane highways. National Highway 6 (old numbering), which runs from Hazira (Surat) to Kolkata, passes through Amravati.

▶ Intercity Transport

The Maharashtra State Road Transport Corporation (MSRTC) provides transport services for intercity and interstate travel. Many private operators also ply on the highly travelled Amravati – Pune and Amravati – Indore route. Bus services to cities like Nagpur, Yavatmal, Bhopal, Harda, Indore, Raipur, Jabalpur, Mumbai, Pune, Akola, Dharni, Nanded, Aurangabad, Jalna, Burhanpur, Parbhani, Solapur, Khandwa, Gondia, Shirdi, Hyderabad, Paratwada (Achalpur) and Kolhapur are also available.

▶ Intracity Transport

Amravati city bus service is run by the Amravati Municipal Corporation. Private auto rickshaws and cycle rickshaws are also popular. Amravati has also started a Women's Special City bus which is a first in the Vidarbha region.

1.5.2 Rail Transport

Amravati has three railway stations:

- ▶ Amravati railway station situated in the heart of the city is a terminus. The railway line could not be extended beyond it. Therefore, a new station was constructed outside the city when a new railway line was laid to connect Badnera junction to Narkhed on the Nagpur-Itarsi main railway line. Amravati railway station is situated on the branch line from Badnera on Nagpur-Bhusawal section of Howrah-Nagpur-Mumbai line of Central Railways.
- ▶ New Amravati railway station building was inaugurated on 10 December 2011. Amravati railway station provides multiple shuttle services to Badnera throughout the day.
- ▶ Badnera Junction railway station serves the area of Badnera in Amravati. It is a junction station on the Howrah-Nagpur-Mumbai line. There is a broad gauge line to Narkhed.

1.5.3 Air Transport

Amravati Airport, located at Bellora, 15 kilometers from NH-6 towards Yavatmal, is operated by the Maharashtra Airport Development Company (MADC). Presently it has no commercial scheduled flights. The Nagpur Flying Club has applied to DGCA for permission to shift its flying operations to Amravati airport. It also has a helipad facility. MADC is acquiring about 400 Hectares of land for developing the airport and related facilities at an estimated cost of Rs. 2.25 billion.

1.6 Agricultural Profile

Amravati is the main growing region for Cotton. It is growing as an Industrial center, with cotton Mills leading the way.

Tur is also produced in Amravati in large numbers. Another major crop which is grown in bulk in Amravati district is Soyabean. Amravati is the highest producer of soyabean in Maharashtra when it comes to area under cultivation. For the present 120 Soyabean Growing cultivator

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from Amravati district were selected data related to marketing were collected from APMC (Agriculture Produce Market Committee) Amravati which is one of the most important marketing channels was identified in Amravati market i.e Producer – Wholesaler – Retailer – Consumer. Farmers always desire to get reasonable price for their farm product.

Another major crop which is produce in Amravati district is Orange which is the one of the important fruit crops in Amravati district. In Amravati near about 80,000-hectare area is under orange cultivation and out of that near about 70,000 hectares is productive orchard. Oranges have a huge demand in the export market all over the world. Oranges have also been identified as ODOP product for Amravati District.

Table 1-1 Major Horticulture and Agriculture production data

Sr No	Name of Product	Production in MT (2022-23)	Area under Production Hectare (2022-23)
1.	Oranges	5,95,223	70,836
2.	Banana	46,702	1,229
3.	Sweet Orange (Mosambi)	44,558	4,050
4.	Watermelon	8,712	396
5.	Cotton	65,871	2,72,890
6.	Toor	39,630	1,16,835
7.	Soyabean	1,81,106	2,56,582

Source: Joint Director of Agriculture Department, Amravati

1.7 Industrial Profile

► Industrial Areas in Amravati District are as mentioned below,

Name of the industrial area	Allocated industrial area (in Hectares)
Nandgaonpeth Add. MIDC Amravati	2082.83
PM Mitra	1000.00
Amravati MIDC	174.10
Dhamangaon MIDC	12.86
Achalpur MIDC	178.39
Anjangaon Surji MIDC	8.48
Warud MIDC	19.41
Morshi MIDC	13.41
Tiwsa MIDC	9.81
Bhatkuli MIDC	17.04
Chandur Railway MIDC	17.26
Daryapur MIDC	16.05
Dharni MIDC	10.00

► **Industries and Employment Generation in Amravati District**

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

Table 1-2 Industries & Employment Generation Data

Sr No	Category	No. of Enterprises			Employment Generation		
		Mfg.	Service	Total	Mfg.	Service	Total
Udyog Aadhar							
1.	Micro	5739	13216	18955	26153	31699	57852
2.	Small	887	1331	2218	13440	8188	21628
3.	Medium	34	47	81	2200	1084	3284
	Total	6660	14594	21254	41793	40971	82764

Source: DIC Amravati Udyog Aadhar Data (From September 2015 to June 2020)

Table 1-3 Industries & Employment Generation Data

Sr No	Category	No. of Enterprises				Employment Generation			
		Mfg.	Service	Trading	Total	Mfg.	Service	Trading	Total
Udyam Aadhar									
1.	Micro	4860	8063	9044	21967	16562	21236	23411	61209
2.	Small	21	28	70	119	179	201	361	741
3.	Medium	0	1	3	4	0	60	18	78
	Total	4881	8265	9117	22090	16741	21497	23790	62028

Source: DIC Amravati Udyam Aadhar Data (From April 2023 to March 2024)

► **Specialized Business Park and Industrial parks in Amravati**

- Sawardi MIDC, Nandgaonpeth (Textile Park over 350 acres)
- Amravati MIDC, Amravati
- Saturna Cooperative Industrial Estate
- Busyland Business Park
- Cityland Business Park
- Dreamzland business Park

1.8 Service Sector Profile

There are above 300 service enterprises registered in service sector with employment near about 15000. Some of the major services which are provided in the district are as follows:

- Hotel and Tourism related services
- Healthcare services including services by nurses, physiotherapist and paramedical personals
- Accounting / Auditing and bookkeeping services
- Entertainment services including audio visual services
- Environment services
- Educational services
- Consultancy services
- Distribution services
- Advertisement services
- Marketing research and Public opinion services

- ▶ Printing and Publication services
- ▶ Lab Testing facility
- ▶ Transport and Logistics services
- ▶ Legal services etc.

1.9 Industrial Infrastructure Profile

Below mentioned infrastructure facilities provided by MIDC in Amravati industrial areas

▶ Roads

The area is connected internally by multiple lane roads of international standards. The width of the main road is 30 meters and that of internal roads are 20 to 25 meters. The roads are constructed using modern techniques.

▶ Electricity

RattanIndia Amravati Thermal Power Project is a coal-based thermal power plant located in Nandgaonpeth village in Amravati district Maharashtra. The power plant is operated by the RattanIndia Power Limited (formerly India bulls Power Ltd(IPL)

▶ Water

MIDC has already constructed a purification Plant at Nandgaonpeth Industrial Area. The scheme is sourced from the Morshi Dam.

▶ Common Facility Centre

There is a Common Effluent Treatment Plant (CETP) at Sawardi, Nandgaonpeth MIDC developed by the government of Maharashtra.

- ▶ Amravati district has state- and privately-owned cold storage facilities available
- ▶ Amravati district has Fruit & Vegetable modern facility center situated at Chandur Railway cold storage which is managed by Maharashtra State Agriculture Marketing Board (MSAMB) which works for promoting exports of Fruits & Vegetable. There is also Orange Export Facility center situated at Dr. Panjabrao Deshmukh krishi septimal prakriya, panan, sahakari sanstha ltd. Warud, Dist. Amravati

1.10 Industrial Association of the District

- ▶ MIDC Industrial Association, Amravati
- ▶ Federation of Industries Association Vidarbha, Amravati
- ▶ Amravati Divisional Industrial Association, Amravati
- ▶ Amravati Chamber of Commerce & Industries, Amravati
- ▶ Nandgaonpeth MIDC Industries Association, Amravati
- ▶ Audyogik Wasahat Sahakari Sanstha, Amravati
- ▶ Achalpur Co Operative Society Maryadit, Amravati
- ▶ Chamber of Amravati Mahanagar Merchant & Industries, Amravati

1.11 Banking Facilities

All leading Private & Public sector banks have their branches in Amravati District; SBI, HDFC, ICICI etc. Also, Amravati district have branches of NBFC namely Bajaj Finance, Shriram Transport Finance, India Bulls Housing Finance etc. Proper network of Banking facilities in Amravati District is available

1.12 Investment Opportunities and Strengths for Amravati District

- ▶ The district has emerged as major **Textile and Garment, Pharmaceutical, Engineering and Agro & food processing** production hub of Maharashtra.

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- ▶ The district has emerged as commercial hub for **Textile and Garment, Oranges and Oranges products** due to high availability of sector specific infrastructure and manpower resources.
- ▶ **Readymade Garment hub** – The district has emerged as a garment hub with 3 private business parks and 1 textile park.
- ▶ **Investment opportunities in Amravati district are in below sectors:**
 - ▶ **Oranges & Oranges products, Textile and Garment, Oil Mill, Engineering, Cotton Ginning & Pressing etc**
 - ▶ **Pharmaceutical** - Plasti Surge Industries Pvt Ltd,
 - ▶ **Textile and Garment** –Raymond Luxury Cotton Ltd, Damodar Industries, Baleshwar Synthetic Textile, Siyaram Silk Mill, Dove Garments, Technocraft Industries (India)Ltd, VHM Industries, Golden Fibre LLP
 - ▶ **Engineering** – Jadhao Gears Ltd, Jadhao Icons, Jadhao Gears Ltd, Jadhao Agro Industries Pvt. Ltd.
 - ▶ **Agro and food processing** – Healthy Refineries Private Limited, Bhuwaneshwar Refineries Pvt Ltd

2 District Export Profile

2.1 Existing Export Product Profile

Amravati is famous for its oranges and is known for its export quality oranges. Cotton is another product which also grown in plenty. Due to huge cotton production by-product of cotton like cotton yarn, cotton bales, cotton seed & cotton seed oil has huge demand. There are many cotton ginning and pressing plants, cotton crushing mills or Oil mill & Cotton yarn factories in Amravati.

Table 2-1 District Export Scenario

State and District Export Contribution (FY 2021-22)		
	Total Exports (INR Crore)	Percentage Contribution
Maharashtra	5,45,083	17.32%
Amravati District	667.76	0.12%

Source: DGCIS data from April 2021 to March 2022

Table 2-2 District Export Scenario

State and District Export Contribution (FY 2022-23)		
	Total Exports (INR Crore)	Percentage Contribution
Maharashtra	5,81,439	17.32%
Amravati District	331	0.05%

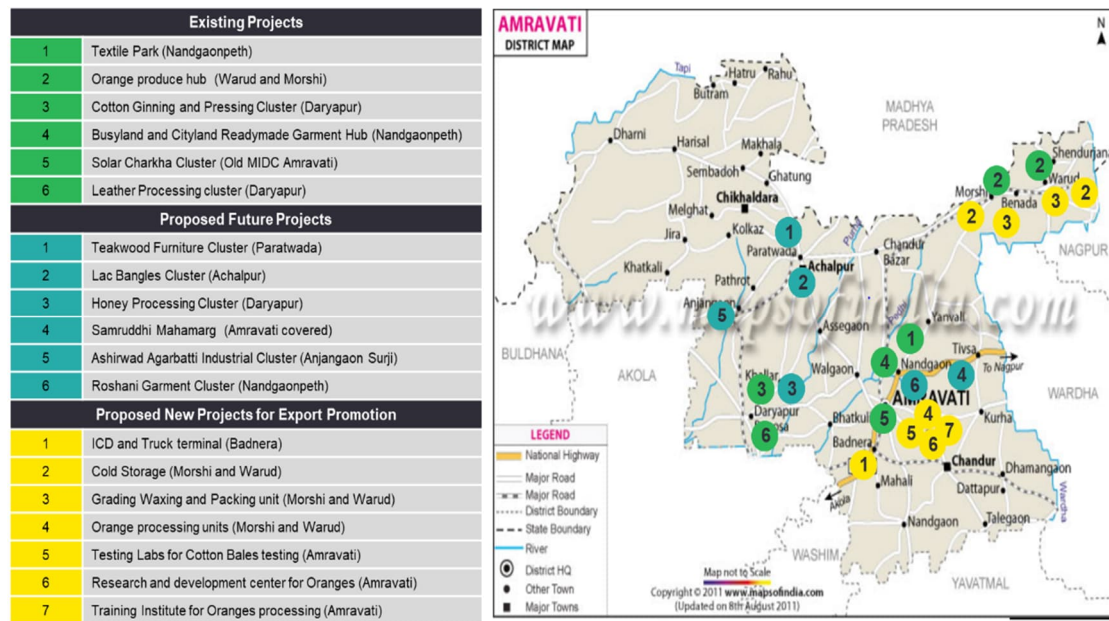
Source: DGCIS data from April 2022 to March 2023

Table 2-3 District Export Scenario

State and District Export Contribution (FY 2023-24)		
	Total Exports (INR Crore)	Percentage Contribution
Maharashtra	5,56,400	15.37%
Amravati District	668	0.12%

Source: DGCIS data from April 2023 to March 2024

2.2 Existing and Proposed Infrastructure for Exports



2.3 District ODOP and GI product Profile

Table 2-4 ODOP and GI Product Profile

Sr. No.	Product Name	GI No.	ODOP	HSN Code	Sector
1.	Oranges	NA	Yes	08051000	Horticulture
2.	Textile	NA	Yes	52, 53, 54, 55, 56, 60, 61, 62, 63	Textile and Apparel

2.3.1 Current Market for district's ODOP and GI Products

The below mentioned table illustrates current market for listed products,

Table 2-5 Exports, Current Market for district's ODOP and GI Products

Sr No	Product Name	Sub Product	HSN Code	Exports In (INR Crore) FY 2021-22	Exports In (INR Crore) FY 2022-23	Exports In (INR Crore) FY 2023-24	Major Market for Products
1.	Oranges	-	08051000	4.70	0.07	2.65	France, U Arab Emts, U S A, Saudi Arab, Qatar, U K, Oman, Tanzania Rep, Sri Lanka Dsr, Mauritius
2.	Textile	Cotton Bales	52010015	120.21	24.28	167.65	Bangladesh, China, Vietnam, Pakistan,

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Sr No	Product Name	Sub Product	HSN Code	Exports In (INR Crore) FY 2021-22	Exports In (INR Crore) FY 2022-23	Exports In (INR Crore) FY 2023-24	Major Market for Products
							Malaysia, Indonesia, Thailand, Bahrain IS
		Cotton Yarn	5205	419.12	132.50	312.14	Bangladesh, China, Pakistan, Vietnam and Indonesia
		Textile and Apparel	60,61,62 and 63`	45.60	31.61	30.70	USA, Canada, Bangladesh, Netherland and Guatemala

Source: DGCIS data from April 2021 to March 2024

2.4 Top Exporting Products and Countries from District

2.4.1 Top Exporting Products from District

Table 2-6 Major Exporting Products from District for FY 2021-22

Sr No	Product Name	HSN Code	Sector	Export In (Cr.)	Top 10 Exporting Countries
1.	Yarn	52052210, 52051310, 52051410, 52052310, 52051210, 52052410, 52053210, 52054210, 52053310, 52054410, 52053410, 52051110, 52051190, 52052290	Textile	419.12	China P Rp, Bangladesh Pr, Turkey, Peru Portugal, Vietnam, Poland, U S A, Columbia, Morocco
2.	Indian Cotton of Staple Length 28.5MM and Above	52010015, 52029900	Textile	120.21	Bangladesh Pr, Vietnam, Oman China P Rp, Thailand and UAE

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Sr No	Product Name	HSN Code	Sector	Export In (Cr.)	Top 10 Exporting Countries
3.	Knitted and Crocheted Fabric of Synthetic Fiber	60063200, 60062200, 60041000	Textile	31.35	Bangladesh Pr and Sri Lanka
4.	Mixing, kneading, crushing, grinding, screening, sifting, homogenizing, emulsifying or stirring machines	84798200	Engineering	6.72	Malawi
5.	Flax Raw or Retted	53011000, 53012900	Agriculture	14.14	Spain, Lithuania, Belgium
6.	Readymade Garment	62034990, 62059090, 62052090, 61031020, 61119090, 62034290, 61071100, 61099090, 61091000, 61034200, 61083100, 61079110, 62082200, 62089110, 61046200	Textile	13.43	UAE, Saudi Arab ,UK and USA
7.	Oranges and Oranges Products	08051000	Horticulture	4.70	Bangladesh Pr
8.	Prepared Rubber Accelerators; Compound Plasticizers for Rubber Or Plastics, Nes	38123990	Chemical	3.87	Botswana, South Africa, UAE
9.	Lecithin's	29232010	Medicine	4.62	Italy, Netherland
10.	Other Butanol's	29051490	Chemical	3.73	Pakistan Ir, Brazil , Colombia, México, Perú, Argentina, Egypt A Rp, Turkey , Uganda, Ecuador

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Sr No	Product Name	HSN Code	Sector	Export In (Cr.)	Top 10 Exporting Countries
11.	Card Clothing Machine	84483100	Engineering	3.23	UAE
12.	Other Acyclic Polycarboxylic Acids and here Derivatives	29171990	Chemical	3.04	Korea, Egypt, Brazil, Australia, Pakistan, Italy, Kenya, Bolivia, Tunisia, Jordan
13.	Dyed Flax Woven Fabrics Containing Flax >= 85%	53091910	Textile	2.75	Italy, Hong Kong, Bangladesh Pr, Lebanon, Thailand, Japan, Poland, Sri Lanka Dsr, Austria
14.	Flax Yarn, Single, Not Put Up For Retail Sale	53061090	Textile	3.93	Italy, Spain
15.	Single Yarn Of Combed Fabrics Measuring <232.56 But >= 192.31	52062300	Textile	3.78	Bangladesh Pr
16.	Other prepared Additives	38119000	Chemical	2.50	Qatar
17.	Nonbleached Flax Woven Fabrics Containing Flax >=85%	53091110	Textile	4.60	Italy, Austria, Hong Kong, Turkey, Bangladesh Pr, Canada, Lebanon
18.	Rotary Tiller	84328020	Engineering	0.90	Nepal
19.	Copper Sulphate	28332500	Chemical	0.40	Europe, Belgium, France, Germany, Hong Kong, China, Brazil, Bangladesh, Pakistan, Turkey, Israel, Thailand
20.	Steel Wool and Steel Pins	73262090, 73170019	Iron and Steel	0.34	New Zealand, USA
21.	Surgical Product, Healthcare Kit	39269060	Pharmaceutical	-	Sri Lanka, Nepal, Bhutan, Afganistan, Pakistan,

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Sr No	Product Name	HSN Code	Sector	Export In (Cr.)	Top 10 Exporting Countries
	(Masks) and Water Test Kit				Myanmar, Maldives, Africa, Bangladesh
22.	Copper Sulphate*	28332500	Chemical	0.40	Europe, Belgium, France, Germany, Hong Kong, China, Brazil, Bangladesh, Pakistan, Turkey, Israel, Thailand
23.	Steel Wool and Steel Pins*	73262090, 73170019	Iron and Steel	0.34	New Zealand, USA
24.	Surgical Product, Healthcare Kit (Masks) and Water Test Kit*	39269060	Pharmaceutical	-	Sri Lanka, Nepal, Bhutan, Afganistan, Pakistan, Myanmar, Maldives, Africa, Bangladesh

Source: DGCIS data from April 2021 to March 2022

* Note: From 22 to 24 products mentioned above not showing on DGCIS portal

Table 2-7 Major Exporting Products from District for FY 2022-23

Sr No	Product Name	HSN Code	Sector	Export In (Cr.)	Top 10 Exporting Countries
1.	Yarn	5205	Textile	133.70	Turkey, Bangladesh Pr, Egypt A Rp, China P Rp, Bulgaria, Peru, Colombia, Dominic Rep, Poland, Tunisia
2.	Meals of Soyabean Solvent extract	23040030	Food Processing	30.67	Thailand, Vietnam Soc Rep
3.	Indian Cotton of Staple Length 28.5MM and Above	52010015, 52029900	Textile	28.08	Bangladesh Pr
4.	Knitted and Crocheted	60062200, 60041000	Textile	15.06	Sri Lanka Dsr, Bangladesh Pr,

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Sr No	Product Name	HSN Code	Sector	Export In (Cr.)	Top 10 Exporting Countries
	Fabric of Synthetic Fiber				Vietnam Soc Rep, Indonesia
5.	Lecithin's	29232010	Chemical	20.33	Netherland, Italy, U S A, Turkey, Colombia
6.	Other Vegetable textile fibre	53011000, 53012900	Textile	24.92	Belgium, Spain, Poland, Lithuania, U Arab Emts
7.	Readymade Garment	60,61,62,63	Textile	31.60	USA, Sri Lanka, Bangladesh, UAE, UK,, Nigeria, Indonesia, Vietnam, Zambia and Mauritius,
8.	Flax Yarn, Single, Not Put Up for Retail Sale	53061090	Textile	6.06	Italy, Poland, Lithuania
9.	Single Yarn OF Combed Fabrics	52062300	Textile	5.38	Argentina
10.	Other Acyclic Polycarboxylic Acids and their Derivatives	29171990	Chemical	5.37	Russia, Egypt A Rp, Brazil, Australia, Greece, Bulgaria, Hong Kong, Israel, Spain, Belgium

Source: DGCIS data from April 2022 to March 2023

Table 2-8 Major Exporting Products from District for FY 2023-24

Sr No	Product Name	HSN Code	Sector	Export In (Cr.)	Top 10 Exporting Countries
1.	Yarn	5205	Textile	312.14	China, Bangladesh, Turkey, Columbia, Egypt, Vietnam, Mexico, Peru, Guatemala, and Poland
2.	Indian Cotton of Staple Length 28.5MM and Above	5201	Textile	167.08	Bangladesh Pr. China, Vietnam Soc Rep and El Salvador

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Sr No	Product Name	HSN Code	Sector	Export In (Cr.)	Top 10 Exporting Countries
3.	Other Refined Sugar Including Centrifugal Sugar	17019990	Food Processing	62.08	Libya and Sri Lanka
4.	Lecithin	29232010	Chemical	28.12	Netherland, Italy, Greece, Trinidad, Germany, Peru, Turkey, UAE, Saudi Arab and Malaysia
5.	Terry Towel Of Cotton, Knitted / Croached	63049250	Textile	19.83	USA, Canada, Netherland and Israel
6.	Other Flax Yarn	53012900	Textile	15.66	Lithuania and Poland
7.	Oil Cake and Meals of Soyabean	23040020 23040030	Food Processing	19.21	Bangladesh, Kuwait and Pakistan
8.	Flax Raw Or Retted	53011000	Textile	5.19	Spain and Poland
9.	Other Misc. Chemical	38123990	Chemical	4.21	South Africa and UAE
10.	Parts of elevators, conveyors and moving equipment's.	84313910	Engineering Products	4.12	UAE, Gabon and Oman

Source: DGCIS data from April 20223 to March 2024

2.4.2 Top 10 Exporting countries from District

Table 2-9 Top Exporting Countries from District for FY 2021-22

Sr. No.	Country	Export Value (INR crore)
1.	Bangladesh Pr	191.37
2.	China P Rp	120.57
3.	Turkey	73.38
4.	Vietnam Soc Rep	26.62
5.	Peru	26.00
6.	Sri Lanka Dsr	25.03
7.	Portugal	21.99

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8.	U S A	16.07
9.	U Arab Emts	15.70
10.	Italy	12.66

Source: DGCIS data from April 2021 to March 2022

Table 2-10 Top Exporting Countries from District for FY 2022-23

Sr. No.	Country	Export Value (INR crore)
1.	Bangladesh Pr	53.82
2.	Thailand	30.52
3.	Turkey	23.53
4.	U S A	20.46
5.	Egypt A Rp	17.45
6.	China P Rp	14.54
7.	Lithuania	13.35
8.	Italy	13.02
9.	Sri Lanka Dsr	12.60
10.	Netherland	11.62

Source: DGCIS data from April 2022 to March 2023

Table 2-11 Top Exporting Countries from District for FY 2023-24

Sr. No.	Country	Export Value (INR crore)
1.	Bangladesh Pr	213.56
2.	China P Rp	130.31
3.	Libya	46.83
4.	Turkey	32.08
5.	Colombia	25.83
6.	Netherland	25.55
7.	U S A	22.66
8.	Sri Lanka Dsr	17.05
9.	Egypt A Rp	15.61
10.	Vietnam Soc Rep	15.23

Source: DGCIS data from April 2023 to March 2024

2.5 Potential Export Product Profile

As per discussion with General Manager, DIC and concern officials, all type following potential export product profile of the district is as mentioned below,

Table 2-12 Potential Exporting Product Profile

Sr No	Product Name	HSN Code	Sector
1.	Oranges Fresh & Dried	08051000	Agriculture
2.	Oranges Products	20083010	Agriculture
3.	Cotton Bales	52010020	Agriculture
4.	Cotton Yarn	52052210	Textile
5.	Ready Made Garment	61091000	Textile
6.	Agriculture Implements	84329010	Engineering
7.	Engineering Machinery	84329010	Engineering
8.	Copper Sulphate	28332500	Chemical
9.	Meals of Soyabean Solvent extract	23040030	Food Processing
10.	Lecithin & Organic Chemicals	29	Chemical

2.6 Existing Export Oriented Units in the district

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

Table 2-13 Existing Export Oriented Units

Sr No	Company Name	Sector	Product Name	Export Destination Country
1.	Jadhao Layland Pvt.Ltd	Engineering	Rotavator Machines & Spare Parts	Direct Export to Nepal
2.	M/S. Jadhao Gears Limited	Engineering	Ginning & Pressing Machines & Spare Parts	Indirect Export through Merchant
3.	Laxachem Organics Pvt.Ltd.	Chemical	Copper Sulphate	Indirect Export through Merchant
4.	Damodar Industries Ltd.	Textile	Cotton Yarn & Cotton Polyester Yarn	Indirect Export through Merchant
5.	Kasturi Metals Composites Pvt. Ltd	Steel	Steel Wool & Steel Pins	Direct Export to UAE.
6.	Shaha Shantilal Maganlal & Company	Chemical	Holi Color (Gulal) & Kum- Kum	Direct Export to USA.
7.	Bhubaneshwari Refineries Pvt Ltd	Oil Refinery	Cotton Seed Oil, Soybean Oil & Soya Doc	Indirect Export through Merchant
8.	Plasti Surge Industries Pvt Ltd	Pharmaceutic al	Surgical Product, Healthcare Kit	Indirect Export through Merchant

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Sr No	Company Name	Sector	Product Name	Export Destination Country
			(Masks) & Water Test Kit	
9.	Shyamindofab Pvt Ltd	Textile	Knitted Fabric	Direct Export to Sri Lanka, Bangladesh, USA
10.	Technocraft Industries Pvt Ltd	Textile	Yarn	Indirect Export
11.	Taj fruit co	Agriculture	Orange	Direct Export
12.	MKC Agrofresh limited	Agriculture	Orange	Direct Export
13.	JK Agro industries	Agriculture	Orange	Direct Export
14.	Navya Orange processing industry	Agriculture	Orange	Direct Export
15.	Balaji fruit trading company	Agriculture	Orange	Direct Export

2.7 Major Clusters in Amravati District

Below mentioned table illustrates major clusters in the district,

Table 2-14 Major clusters

Sr No	Cluster	Location	No. of Units
1.	Textile Business Park	Sawardi Nandgaonpeth MIDC, Amravati	30
2.	Cotton Ginning and Pressing Business Park	Daryapur, Dist. Amravati	70
3.	Teakwood Furniture Manufacturing Cluster	Paratwada, Dist. Amravati	62
4.	Garment Manufacturing	Amravati	150
5.	Roshani Garment Cluster	Anjangaon Surji, Dist Amravati	51
6.	Solar Charkha Cluster	Amravati	246
7.	Daryapur Leather Cluster	Daryapur	65
8.	Achalpur Milk Cluster	Achalpur	150

2.8 Major Industrial Units in the District

The list of major industrial units in the district is as mentioned below,

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Table 2-15 Major Manufacturers of Amravati District

Sr No	Name of Industry	Activity
1.	Deegeee Cotsyn Pvt. Ltd.	Cotton Fabrics
2.	Finaley Mills	Yarn Dying and Weaving
3.	VHM Industries	Linen Yarn
4.	Golden Fibre LLP	Knitted Fabric
5.	Shyam Indofab Pvt. Ltd	Knitted Fabric, Dying Fabric, Printing etc
6.	Suryalakshmi Cotton Mill	Cotton Yarn
7.	Raymond Luxury Cotton Ltd.,	Spinning of Yarn
8.	Damodar Industries	Fabric Dying
9.	Baleshwar Synthetic Textile	Knitted Garments
10.	Dove Garments	Textile
11.	Siyaram Silk Mill	Textile
12.	M/S. Pratap Industries Limited	Textile
13.	Palak Industries	Cotton Yarn
14.	Technocraft Industries (India)Ltd	Textile
15.	Sudarshan Jeans Pvt Ltd	Cotton Fabrics
16.	Jadhao Gears Ltd	Manufacture of machinery and equipment n.e.c.
17.	Jadhao Icons	Manufacture of machinery and equipment n.e.c.
18.	Jadhao Gears Ltd	Manufacture of machinery and equipment n.e.c.
19.	Jadhao Agro Industries Pvt. Ltd.	Manufacture of fabricated metal products, except machinery and equipment
20.	Healthy Refineries Private Limited	Manufacture of food products
21.	Plasti Surge Industries Pvt Ltd	Manufacturing of Surgical Product, Healthcare Kit (Masks) & Water Test Kit

Sr No	Name of Industry	Activity
22.	Bhuwaneshwar Refineries Pvt Ltd	Manufacture of vegetable and animal oils and fats

2.9 Key Issues in Export

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

Table 2-16 Key Issues in Exports

Category	Issues	Relevant Government Authority
Regulatory	Amravati District Industrialist, Farmers & Businessman are unaware of the Export procedure .	Central Government Authorities
Promotion and Awareness	Promotion of Exports activity should be made at district level.	State Government Authorities
	Information about export procedure and other compliances should be given to the exporter.	State Government Authorities
	Publicity through various medium about export potential of District	State Government Authorities
	There should be coordination between central and state agencies for smooth flow of exports	Central and State Authorities
	Seminars for export promotion should be taken with Export Promotion Councils (EPC)	Central Government Authorities
	ODOP cluster should be formed to promote exports	State Government Authorities
	Farmers should form a group or cluster for agro processing	State Government Authorities
	Organizing seminars for entrepreneur and buyers and seller meet	State government and Central Government Authorities
Institutional Steps	Training for exports should be given by DGFT and EPC's	Central Government Authorities
	Seminars should be taken under the leadership of DGFT and in coordination with DIC.	Central Government Authorities
	Identify dedicated institution for export promotion and short term and long-term export-oriented courses should be prepared	State Government Authorities
	Coordination with ICD's and Industries/entrepreneurs	State Government Authorities
	Setting up DIC as a district export office to work for the issues faced by exporters.	State Government Authorities
	Training should be given by a proper institute for oranges processing.	State Government Authorities
	Research and development center for Oranges.	State Government Authorities

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Category	Issues	Relevant Government Authority
	There is no quality testing labs for checking Cotton Bales and Cotton Yarn.	State Government Authorities
	Lack of awareness among farmers regarding permissible usage of pesticides and organic farming.	State Government Authorities
	Import duty on oranges of Rs 63 / kg (\$ 0.79/kg) levied by Bangladesh government should be requested to reduce.	Central & State Government Authorities
Industrial Infra	Nearby Port is Nagpur ICD port which is a dry Port also JNPT port which is far away from Amravati district.	State Government Authorities
	No green corridor available in order to export the product the exporter needs to pay a transportation cost, additional packing etc. till the Port which may make the product costly and this cost must be borne by the exporter.	State Government Authorities
	Export related infrastructure such as cold storage and warehouses storage facilities are not available.	State Government Authorities
	No central or common facility for packing, palletizing, fumigation facility available. This makes the units completely dependent on third party service providers either at Nagpur or Mumbai. Even if packing and palletizing is done in Amravati, we don't get ease and safe facilities to load the container on site.	State Government Authorities
	Currently there is no truck terminal to handle the logistics requirement.	State Government Authorities
	Currently there are only few grading, waxing and packing units for oranges.	State Government Authorities
	There is no Oranges processing unit to create value added products from oranges.	State Government Authorities
Logistic Infra	Adequate transportation facilities should be made available	State Government Authorities
	Improvement in road transportation facilities (conversion of existing highways into multi-laning, quality of roads, etc.).	State Government Authorities
	Frequency of trains for goods transport should be improved this will benefit agro industry	Central Government
	Air cargo facility should be made available at Bellora airport	Central Government
Data	Market data not available for export to various countries	State Government Authorities
Finance	This is major issue, banking finance in the form of LC (Letter of Credit) for export are not available to small businessman or the cost of banking facilities are costly. High	Central Government Authorities

Category	Issues	Relevant Government Authority
	cost of Finance and Loans and complex procedure	
Banking	No Bankers have swift terminal in Amravati so the payment is received either by Nagpur SWIFT terminal branch or Akola.	Central Government Authorities
Export Type	Most of the time at Amravati district Level exports are done mainly through third party . The manufacturer of product should directly export to get a good value for its product.	State Government Authorities

2.10 Export Promotion Initiatives by District

2.10.1 Formation of DEPC (District Export Promotion Council)

The Government of Maharashtra has notified the District Export Promotion Council (DEPC) in the state. The District Export Promotion Council (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 Council (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 Amravati district's DEPC meetings and outreach program details are as mentioned below,

Table 2-17 DEPC Meetings details

Sr No	Date	DEPC meetings/Outreach Program Details
1.	17.11.2020	Formation of DEPC and Task force committee chaired by Honorable Collector of Amravati District
2.	24.11.2020	DEPC meeting chaired by Honorable Collector of Amravati
3.	10.12.2020	DEPC Virtual Meeting regarding District as Export Hub
4.	09.09.2021	DEPC meeting chaired by Honorable Collector of Amravati for discussion on District Export Action Plan and suggestions
5.	24.09.2021	Vanijya Ustav (Exporters Conclave)
6.	28.09.2022	Amravati district (Exporters Conclave)
7.	14.02.2023	DEPC meeting chaired by Honorable Collector of Amravati

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8.	18.07.2023	DEPC meeting chaired by Honorable RDC sir of Amravati
9.	04.08.2023	DGFT exports outreach programme held at collector office Amravati
10.	09.02.2024	Discussion on Exports and ODOP from Amravati district and suggestions from Hon'ble district collector

3 District Export Promotion Strategy

3.1 Diversification Opportunities for identified export potential product

As per the analysis of data collected from WITS & DGCIS site top 10 diversification opportunity for potential products has been identified. The below mentioned table illustrates diversification opportunities for identified export potential products of the district

Table 3-1 Diversification opportunities for Export products

Sr No	Product Name	Sub Product	HSN	Sector	Diversification Opportunities
1.	Oranges	-	08051000	Agriculture	Bangladesh PR, Nepal, Kuwait, Singapore, Baharain IS, European Union, China, Germany, Netherlands, Hong Kong, China
2.	Textile	Cotton Bales	52010015	Agriculture	Iran, Italy, Baharain Is, Turkey, Mexico, Korea, Rep., Egypt, Arab Rep., European Union, Other Asia, nes, Japan
		Yarn	52052210	Textile	Belgium, Cote D' Ivoire, Dominic Rep, Indonesia, Japan, Mexico, Tunisia, Vietnam Soc Rep, Egypt A Rp, Mauritius

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 Strategies to tackle issues related to Export

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
Regulatory	Short Term	Amravati District Industrialist, Farmers & Businessman are unaware of the Export procedure.	Availability of online system incorporating latest updates in norms, policies, etc. will help businessman, exporter, framers. DIC office should act as a felicitor for Export Activity. Export Setu facility should be given in the DIC office to handle export related compliances & issues related to export.	Central Government Authorities

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Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
Promotion and Awareness	Short Term	Promotion of Exports activity should be made at district level.	Promotion of online portal at district level – Interactions with Industry associations.	State Government Authorities
	Short Term	Information about export procedure and other compliances should be given to the exporter.	Information dissemination through Export guidebook and ODOP booklet.	State Government Authorities
	Short Term	Publicity through various medium about export potential of District	Publicity through news and social media about export potential products of the district.	State Government Authorities
	Short Term	There should be coordination between central and state agencies for smooth flow of exports	Coordination with central agencies (DGFT, Customs and others) and state government offices for exports promotion.	Central and State Authorities
	Short Term	Seminars for export promotion should be taken with Export Promotion Councils (EPC)	Coordinating interactions/ seminars with EPC's and entrepreneurs for exports promotion.	Central Government Authorities
	Short Term	ODOP clusters should be formed to promote exports	Promotion and development of ODOP cluster development in district.	State Government Authorities
	Short Term	Farmers should form a group or cluster for agro processing	Organizing farmers producing companies for agro processing units to increase coordination between farmers.	State Government Authorities
	Medium Term	Organizing seminars for entrepreneur and buyers and seller meet	Organizing Seminars and exhibitions/Haat for entrepreneurs, this will be an ongoing activity. Organizing Buyer seller meet for entrepreneurs, this will be an ongoing activity.	State government and Central Government Authorities

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Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
Institutional Steps	Short Term	Training for exports should be given by DGFT and EPC's	Training program should be arranged by DGFT, APEDA etc to educate about quality standards, export compliances, organic farming etc.	Central Government Authorities
	Short Term	Seminars should be taken under the leadership of DGFT and in coordination with DIC.	Seminar to be conducted by DGFT and handholding by DIC to increase the exporters from district and exports of goods.	Central Government Authorities
	Short Term	Coordination with ICD's and Industries/ entrepreneurs	Coordinate and promote exports in coordination with ICD's and industries/ entrepreneurs.	State Government Authorities
	Short Term	Identify dedicated institution for export promotion and short term and long-term export-oriented courses should be prepared	Identification of Institutions relevant for export promotion. Preparation of curriculum for short term and long-term export-oriented courses in coordination with identified institutes	State Government Authorities
	Short Term	Lack of awareness among farmers regarding permissible usage of pesticides and organic farming.	Training to farmers regarding permissible usage of pesticides and organic farming.	State Government Authorities
	Short Term	Import duty on oranges of Rs 63 / kg (\$ 0.79/kg) levied by Bangladesh government should be requested to reduce.	The state in coordination with central government shall request the government of Bangladesh to reduce import duty of Rs 63 / Kg (\$ 0.79/ kg) on oranges to a certain extend.	State and Central government authorities
	Medium Term	Setting up DIC as a district export office to work for the	Setting up DIC as District Export Hub and work as integrated, centralize helpdesk.	State Government Authorities

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Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
		issues faced by exporters.		
Industrial Infrastructure	Long Term	Nearby Port is Nagpur ICD port which is a dry Port also JNPT port which is far away from Amravati district.	This issue can be resolved in the long-term time frame. The government may consider developing dry port in Amravati district to boost up the Export Activity	Central Government Authority
	Long Term	No green corridor available in order to export the product the exporter needs to pay a transportation cost, additional packing etc. till the Port which may make the product costly and this cost must be borne by the exporter.	This issue can be resolved in the Long-Term time frame. It will take a lot of time to build a industrial corridor. With regards to transportation cost the government may give subsidy to exporter to reduce their transportation cost	Central Government Authority
	Short Term	There is a lack of Storage Facilities for exportable products.	This issue can be resolve in a long-term time frame as it takes time to build warehouse hubs maintain by the state government.	State Government Authority
	Medium Term	No central or common facility for packing, palletizing, fumigation facility available. This makes the units completely dependent on third party service providers either at Nagpur or Mumbai.	A Central Packing facility providing all sorts of packing, palettization, shrink wrapping pallets, fumigation, labelling, and custom clearance for cargo to be booked on freight trains directly or to be dispatched to closest ICD.	State Government Authorities
	Medium Term	Air cargo facility should be made available at bellora airport	Air cargo facility at Bellora should be established	Central Government Authorities
	Medium Term	Currently there is no truck terminal to handle the	Truck terminal at Badnera should be established	State Government Authorities

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Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
		logistics requirement.		
	Medium Term	Currently there are only few grading, waxing and packing units for oranges.	Grading, waxing and packing units for oranges should be established in Warud and Morshi	State Government Authorities
	Medium Term	There is no Orange processing unit to create value added products from oranges.	Orange processing unit to create value added products from oranges should be established in Warud and Morshi.	State Government Authorities
Logistics Infra	Medium Term	Adequate transportation facilities should be made available	Road transportation facilities should be improved (conversion of existing highways into multi-laning, quality of roads, etc.)	State Government Authorities
			Rail connectivity is available, frequency and goods transport facility should be improved by railway department	Central Government Authorities
			Nagpur Mumbai Samruddhi Highway should be expedite in order to boost up the export activity.	Central Government
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
	Medium Term	Export Specific Bank	Export oriented banking facility like EXIM bank should be opened in the district	Central Government Authorities
	Short Term	Rebate for reduction in cost of production	Reduction/exemption in export duty exemption will reduce cost of production Assistance of Central Government schemes should be made available Improvement in transport subsidy norms	Central Government Authorities

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Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
Banking	Short Term	No Bankers have swift terminal in Amravati , so the payment is received either by Nagpur SWIFT terminal branch or Akola.	The top Nationalized bank should be directed to open a SWIFT terminal in Amravati	Central Government
Data	Short Term	Market data not available for export to various countries.	This issue can be resolve in mid-term through analyzing the data which is available at various sites which provide export Data	State Government Authority
Export Type	Long Term	Most of the time at Amravati district Level exports are done mainly through third party . The manufacturer of product should directly export in order to get a good value for its product.	This issue can be resolved in the long run after educating the exporters by taking workshop on direct export benefit and to promote to go for direct export and showing him the benefit which he will have if he exports directly. In order to promote direct export firstly the list of Exporter of the district should be made. After that meeting should be held with this exporters & in that meeting benefits for direct export should be given.	State Government Authority

3.3 Key Department Contacts

- ▶ **Export Commissioner and 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, Amravati region**
Address: Ganediwal Layout Near Yashomati Thakur Office, Amravati Maharashtra 444601
Email: diroamravati@maharashtra.gov.in
Phone: (0721) 2662769

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- ▶ **General Manager, District Industries Centre, Amravati**
Address: RTO Road, Amravati, Maharashtra 444601
Email Id: didiamravati@maharashtra.gov.in
Tel No.: (0721) 266644

- ▶ **Five Star MIDC and Multimodal SEZ Nandgaon Peth/Sawardi, Amravati**
Address: Additional MIDC, Amravati Industrial Area,
Village Sawardi, Amravati - Nagpur Hwy, Amravati,
Maharashtra 444901

