

An aerial photograph of a port at dusk. The sky is a mix of blue and purple. In the foreground, several large yellow gantry cranes are positioned along a pier. A large white container ship is docked at the pier, with its deck filled with stacks of colorful shipping containers (blue, green, red, orange). The water is dark blue, and a few smaller boats are visible in the distance. In the background, a city skyline with numerous lit-up buildings is visible across the water. A large yellow rectangular box is overlaid on the left side of the image, containing text.

Export Action Plan for Washim District

Amravati Region, Maharashtra

August 2024

Contents

1	District Profile	2
1.1	<i>Introduction</i>	2
1.2	<i>Administrative Profile</i>	2
1.3	<i>Location and Geography</i>	2
1.4	<i>Demographic Profile</i>	2
1.5	<i>Logistic Infrastructure Profile</i>	2
1.5.1	Road Transport.....	3
1.5.2	Rail Transport	3
1.5.3	Air Transport.....	3
1.6	<i>Agricultural Profile</i>	3
1.7	<i>Industrial Profile</i>	4
1.8	<i>Service Sector Profile</i>	5
1.9	<i>Industrial Infrastructure Profile</i>	5
1.10	<i>Industrial Association of the District</i>	5
1.11	<i>Banking Facilities</i>	5
1.12	<i>Strengths and Opportunities for Washim District</i>	5
2	District Export Profile.....	7
2.1	<i>Existing Export Product Profile</i>	7
2.2	<i>Existing and Proposed Infrastructure for Exports</i>	8
2.3	<i>District ODOP and GI product Profile</i>	8
2.3.1	Current Market for district ODOP and GI Products	8
2.4	<i>Top Exporting Products and Countries from District</i>	9
2.4.1	Top 10 Exporting Products from District	9
2.4.2	Top 10 Exporting Countries from District	11
2.5	<i>Potential Export Product Profile</i>	12
2.6	<i>Existing Export Oriented Units in the district</i>	13
2.7	<i>Major Clusters in Washim District</i>	13
2.8	<i>Major Industrial Units in the District</i>	13
2.9	<i>Key Issues in Export</i>	14
2.10	<i>Export Promotion Initiatives by District</i>	15
2.10.1	Formation of DEPC (District Export Promotion Council)	15
3	District Export Promotion Strategy	17
3.1	<i>Diversification Opportunities for identified export potential product</i>	17
3.2	<i>Export Promotion Strategy</i>	17
3.3	<i>Key Department Contacts</i>	21

1 District Profile

1.1 Introduction

Washim was once known as Vatsagulma, the capital of the Vatsagulma line of Vakataka dynasty. The Vatsagulma branch was founded by Sarvasena, the second son of Pravarasena I after his death. King Sarvasena made Vatsagulma, the present day Washim in Washim district of Maharashtra his capital. The territory ruled by this branch was between the Sahyadri Range and the Godavari River. They patronized some of the Buddhist caves at Ajanta. Washim district was formed on 1 July 1998. In the year 1905 during the period of the British Raj Washim district was bifurcated into two separate districts, namely, Akola District and Yavatmal District. Then Washim was part of Akola district and depends on Akola district for its governance. It again became a district in 1998 when Akola district want to separate Wasim for its development.

1.2 Administrative Profile

This district is divided into three sub-divisions, namely, Washim, Mangrulpir and Karanja. These are further divided into six talukas (tehsils). The talukas are Malegaon, Mangrulpir, Karanja, Manora, Washim and Risod. Presently, there are three Vidhan Sabha (Legislative Assembly) constituencies in this district. These are Karanja, Risod and Washim. While, Risod is part of Akola Lok Sabha constituency, Karanja and Washim are part of Yavatmal-Washim Lok Sabha constituency.

1.3 Location and Geography

Washim district is located in the western region of Vidarbha (20.1390° N, 77.1025° E). Akola lies to its north, Amravati lies to its north-east, Hingoli lies to its south, Buldhana lies to its west, Yavatmal lies to its east. River Penganga is the main river of the district. It flows through the Tehsil of Risod. Later it flows through the boundary of Washim and Hingoli districts. River Kas is the main tributary of Penganga. River Kas meets Penganga about 1 km from the village of Shegaon Rajgure. River Arunavati and its tributaries originates in the Tehsil of Washim and them flows through the tehsils of Mangrul Pir and Manora into the district of Yavatmal. River Katepurna originates in the hilly areas of the district and flows northwards through the tehsil of Malegaon and enters the Akola district. There are hilly ranges extending from through the tehsils of Malegaon, Washim, Mangrul Pir and Manora. There is plain region in the basins of River Penganga in the Risod Tehsil. The important cities are Washim, Risod, Karanja, Malegaon, Mangrul Pir, Manora and Shirpur. Washim is the largest city in the district. There are many well-known hospitals, Schools, Colleges and Banks in Washim City. It is especially famous for its Balaji Temple. It also has a railway junction. By railway is connected to Akola, Purna, Nanded and Khandwa. Karanja is another city. It has another railway junction. There are some parts covered by the forests. There are mainly two regions. Both the regions are protected under Katepurna Wildlife Sanctuary and Karanja Sohul Wildlife Sanctuary respectively.

1.4 Demographic Profile

According to the 2011 census Washim district has a population of 11,97,160. This gives it a ranking of 398th in India (out of a total of 640). The district has a population density of 244 inhabitants per square kilometers (630/sq mi). Its population growth rate over the decade 2001-2011 was 17.23%. Washim has a sex ratio of 926 females for every 1000 males, and a literacy rate of 81.7%. At the time of the 2011 Census of India, 75.88% of the population in the district spoke Marathi, 14.88% Hindi, 8.26% Urdu and 0.56% Telugu as their first language.

1.5 Logistic Infrastructure Profile

- ▶ The nearby Port includes JNCH & ICD Nagpur / Borkhedi.

- ▶ Nagpur ICD is a dry port which is situated about 352 Kms from Washim. It takes 5 Hrs. 25 Min hrs. to reach to the port.

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

1.5.1 Road Transport

Washim is connected by State Highways to all the important cities of Maharashtra. Important Roads include Washim-Mangrulpir-Karanja-Ner-Yavatmal, Washim-Karanja-Amravati-Nagpur, Washim-Malegaon-Akola, Washim-Risod-Lonar-Sindhkhed Raja-Jalna-Aurangabad-Ahmednagar-Pune-Mumbai, Washim-Pankanergaon-Hingoli-Nanded and Washim-Pusad

▶ 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 Washim – Pune Bus services to cities like Nagpur, Amravati, Yavatmal, Mumbai, Pune, Akola, Nanded, Aurangabad, Jalna, Parbhani, Solapur, Hyderabad, and Kolhapur are also available .

1.5.2 Rail Transport

- ▶ Washim railway station is a small railway station in Washim district, in Vidarbha region of the Maharashtra. Its code is WHM. It serves Washim city. The station consists of three platforms. The platforms are well sheltered. It lacks many facilities including water and sanitation.
- ▶ The station lies on Purna–Khandwa section of South-Central Railway. It was in Hyderabad railway division of SCR and now is in Nanded railway division after bifurcation of Hyderabad railway division. Washim was connected to the broad-gauge railway network in 2008 when tracks were extended from Purna to Akola.

1.5.3 Air Transport

To reach Washim, tourists can board flights to Nanded Airport, the nearest airport. It is situated at a distance of around 106 km.

1.6 Agricultural Profile

Climate here is extremely hot and dry, with temperatures ranging from more than 45 degree C in the summer to less than 10 degree C in the winter. Large area of the district lies in the Painganga River basin, which is the district's principal river. This river enters Washim from neighboring Buldhana district in Risod taluka and joins the southern boundary of Washim. Other important rivers include Kaas, Chandrabhaga, Arunavati, Adan, Pus, Katepurna and Bembala. Karanja, Mangarulpir and Washim talukas have a large number of wells, and most of the district's irrigation is through wells and rivers. Adan located at Pimpri-Barhata in Karanja taluka is the district's largest irrigation project. Other medium and small-scale irrigation projects in the district are Ekburji in Washim, Motsangavi in Mangarulpir, Giroli in Manora and Sonal and Adol in Malegaon talukas.

Cotton is the most important cash crop with the largest area under cultivation, followed by sorghum. Within the district, Washim taluka has the largest area under cotton cultivation. Washim is the largest producer of sorghum along with Malegaon and Mangarulpir. Risod, Washim and Manora talukas are also wheat producers. Green Chickpea is also cultivated on a large scale in Mangarulpir. Other crops include sugarcane, oranges and betel leaf. Washim, Risod and Karanja have orange orchards. The area under cultivation of sugarcane is also growing in the 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)

Washim District Export Action Plan

1	Oranges	57,300	9,550
2	Pomegranate	112	12
3	Watermelon	2703	115
4	Papaya	120	12
5	Cotton	7,025	19,518
6	Toor	39,666	63,628
7	Soyabean	4,22,964	3,08,547

1.7 Industrial Profile

- ▶ The district being a producer of cotton, industrial activity is largely cotton-based, like the handloom industry which dates back to ancient times. In Mangarulpi, the cloth industry uses hand spun thread to make khadi. The only sugar factory in the district, Shri Balaji Cooperative Sugar Factory, is situated at Masalpen in Risod. There is a chemical fertilizer factory in Washim. Dhanaj in Karanja has a domestic LPG gas filling unit. Almost every taluka in the district has ginning-pressing mills. Other industries include leather-goods, toys and other products from wood, nylon rope, silk thread production, dal mills and oil mills. Agriculture is the main activity in this region. Some of the main crops that are grown in this very place include jowar, cotton, bajra, wheat, rice, tur and mango. Cotton, bajra, tur, wheat, jowar, mango, sugarcane and rice are the main crops of Washim District. foods are among the most popular brands in district.

- ▶ **Industrial Areas in Washim District are as mentioned below,**

MIDC Name	Area in Hectare
Washim MIDC	174.69
Mangrulpir MIDC	7.81
Malegaon MIDC	20.8
Risod MIDC	11.49
Manora MIDC	14.77

- ▶ **Industries and Employment Generation in Washim 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
Udyam registration							
1	Micro	2674	11069	13743	12816	31673	44469
2	Small	51	186	237	549	990	1539
3	Medium	7	13	20	110	92	202
	Total	2731	11268	14000	13475	32735	46210

Source: DIC Washim Udyam registration (01/07/2020 to 31/03/2023)

1.8 Service Sector Profile

There are above 110 service enterprises registered in service sector with employment near about 3200 and the investment of Rs 140 Crores. 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 Washim industrial areas

- ▶ **Roads**
The area is connected internally by multiple lane 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**
Electricity is provided by MSEDCL department to MIDC's in Washim District.
- ▶ **Water**
Water is made available by the water supply division to the industries, water is sourced mainly from Penganga River.

1.10 Industrial Association of the District

- ▶ MIDC Industries Association, Washim
- ▶ Federation of Industrial Association, Washim

1.11 Banking Facilities

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

1.12 Strengths and Opportunities for Washim District

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

Washim District Export Action Plan

- ▶ The district has emerged as commercial hub for **Soyabean, Soyabean products and Cotton related products** due to high availability of sector specific infrastructure and manpower resources.
- ▶ **Investment opportunities in district are in following sectors:**
 - ▶ **Oil Mill, Milk and Milk products and Textile and Garments etc**
 - ▶ **Agro and food processing** – Narmada Solvex Private Limited, Ruchi Soya Industries Ltd., Kaluram Food Products Pvt Ltd, C B Agrotech Pvt Ltd, Shri Damodar Ginning and Pressing Industries
 - ▶ **Textile** – Spintech Textile Industries, Maharashtra Cotton Mktg. fed. Employees

2 District Export Profile

2.1 Existing Export Product Profile

Cotton is the most important cash crop with the largest area under cultivation, followed by sorghum. Soyabean is also grown in plenty in Washim district. Within the district, Washim taluka has the largest area under cotton cultivation. Washim is the largest producer of sorghum. Wheat, sugarcane, Orange and Betel Leaf is also produced in Washim

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%
Washim District	28.88	0.005%

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	16.05%
Washim District	28	0.004%

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	16.05%
Washim District	37.48	0.006%

Source: DGCIS data from April 2022 to March 2023

2.2 Existing and Proposed Infrastructure for Exports

Existing Projects	
1	Cotton Ginning and Processing, Washim
2	Soyabean Extracting Units (Patanjali's Ruchi Soya Industries)
Proposed Future Projects	
1	Shri Balaji Khawa Foundation Cluster, Washim city
2	Four laning of Akola Washim Hingoli Waranga Phata section of SH 204, Washim
Proposed New Projects for Export Promotion	
1	Soyabean Processing Cluster, Washim
2	Turmeric Cluster, Washim
3	Cotton Ginning & Pressing Cluster, Washim

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.	Soyabean products	NA	Yes	23040090, 12011000	Agriculture
2.	Cotton related products	NA	Yes	52010015	Agriculture

2.3.1 Current Market for district ODOP and GI Products

The below mentioned table illustrates current market for listed products,

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

Sr No	Product Name	Sub Product	HSN Code	Exports In (INR Crores) FY 2021-22	Exports In (INR Crores) FY 2022-23	Exports In (INR Crores) FY 2023-24	Major Market for Products
1	Soyabean	Soyabean Seed	12011000	-	-	-	U S A, Canada, Kuwait, Oman, U K, Mauritius, Australia, New Zealand, Germany, Thailand
		Soyabean Products	23040090	18.94	-	14.56	U S A, Canada, Kuwait, Oman, U K, Mauritius,

Washim District Export Action Plan

Sr No	Product Name	Sub Product	HSN Code	Exports In (INR Crores) FY 2021-22	Exports In (INR Crores) FY 2022-23	Exports In (INR Crores) FY 2023-24	Major Market for Products
			23040030 , 29232010				Australia, New Zealand, Germany, Thailand
2	Cotton related Products	Cotton Bales	52010015	6.96	1.77	3.18	Bangladesh , China

2.4 Top Exporting Products and Countries from District

2.4.1 Top 10 Exporting Products from District

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

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
1.	23040090	Other Solid Residues Resulting From Of Extraction Soyabean	11.98	Kuwait
2.	52010015	Indian Cotton of Staple Length 28.5Mm And Above	8.98	Bangladesh, China
3.	29232010	Lecithin	6.96	Italy, Netherland, Spain,UK
4.	09103020	Turmeric Dried	0.47	Bangladesh
5.	07132090	Other Chana	0.44	Sri Lanka
6.	84193200	Dryer Machine for Wood , Paper, Paper Pulp and Paper Board	0.02	Malaysia
7.	84213920	Air Purifier or Cleaner	0.007	China
8.	84135010	Meter and Dosing Pump	0.003	Malaysia

Washim District Export Action Plan

Sources: DGCIS site data from April 2021 to March 2022

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

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
1.	29232010	Lecithin's	12.99	Spain, Netherland, Italy
2.	7132010	Kabuli Chana	8.64	Algeria, Sri Lanka Dsr
3.	7132020	Bengal Gram (Desi Chana)	2.09	Bangladesh Pr
4.	52010015	Indian Cotton Of Staple Length 28.5mm (1.4/32) And Above	1.77	Bangladesh Pr
5.	10063090	Rice Except Parboiled (Excl Basmati Rice)	1.48	Cote D' Ivoire
6.	12024220	Kernels, Other	0.40	Philippines
7.	9103020	Dry	0.38	Bangladesh Pr
8.	84199090	Parts Of Machinery Plant	0.20	U K

Sources: DGCIS site data from April 2022 to March 2023

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

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
1.	23040030	Meal Of Soyabean, Solvent Extracted	10.76	Bangladesh
2.	7132020	Bengal Gram (Desi Chana)	6.87	UAE and Bangladesh
3.	9103020	Turmeric	5.71	Bangladesh
4.	29232010	Lecithin's	3.81	Netherland and Spain

Washim District Export Action Plan

5.	52010015	Indian Cotton Of Staple Length 28.5Mm (1.4/32) And Above	3.18	Bangladesh
6.	84295200	Machinery With A 360 Degree. Revolving Superstructure	2.94	Ghana
7.	9103090	Other Turmeric	1.41	Iran
8.	7136000	Pigeon Peas (Cajanus Cajan)	1.15	UAE
9.	7132090	Other Chana	0.49	Sri Lanka
10.	7132010	Kabuli Chana	0.42	UAE and Sri Lanka

Sources: DGCIS site data from April 2023 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.	Kuwait	11.98
2.	Bangladesh Pr	7.59
3.	Italy	4.17
4.	China P Rp	1.88
5.	Netherland	1.49
6.	Spain	1.16
7.	Sri Lanka Dsr	0.44
8.	U K	0.15
9.	Malaysia	0.03

Sources: DGCIS site 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.	Spain	5.69
2.	Algeria	4.78
3.	Netherland	4.54
4.	Bangladesh Pr	4.23
5.	Sri Lanka Dsr	3.86

Washim District Export Action Plan

6.	Italy	2.76
7.	Cote D' Ivoire	1.48
8.	Philippines	0.40
9.	U K	0.20

Sources: DGCIS site 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	20.37
2.	U Arab Emts	7.97
3.	Ghana	2.94
4.	Netherland	2.75
5.	Iran	1.41
6.	Spain	1.05
7.	Sri Lanka Dsr	0.60
8.	Canada	0.23
9.	Russia	0.06
10.	Bhutan	0.04

Sources: DGCIS site 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.	Soyabean Products	23040090	Agro
2.	Lecithin	29232010	Agro
3.	Cotton Bales	52010015	Textile
4.	Soyabean	12011000	Agro
5.	Turmeric Dried	09103030	Agro
6.	Kabuli Chana	7132010	Agriculture
7.	Bengal Gram	7132020	Agriculture
8.	Rice	10063090	Agriculture

2.6 Existing Export Oriented Units in the district

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

2-13 Existing Export Oriented Units Table

Sr No	Company Name	Sector	Product Name	Export Destination Country
1.	Kaluram Food Products Pvt Ltd	Agro	Soyabean Oil , Oil Cake and Soya Products, Soya Lecithin	Direct Exports
2.	Ruchi Soya Industries	Agro	Soyabean Oil , Oil Cake and Soya Products	Direct Exports

2.7 Major Clusters in Washim District

Below mentioned table illustrates major clusters in the district,

Table 2-14 Major clusters

Cluster	Location	No. of Units
Khawa Cluster	Washim	74

2.8 Major Industrial Units in the District

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

Table 2-15 - Major Manufacturers of Washim District

Sr No	Name of Industry	Activity
1.	Narmada Solvex Private Limited	Seed processing for propagation
2.	Ruchi Soya Industries Ltd.	Solvent Extraction & Oil Refinery
3.	Spintech Textile Industries	Preparation and spinning of textile fibres
4.	Kaluram Food Products PvtLtd	Solvent Extraction & Oil Refinery
5.	Vaubhav Liquer Pvt. Ltd.	Ethyl Alcohol
6.	Vidharbha Construction Company	Stone Crusher
7.	Maharashtra Cotton Mktg. fed. Employees	Cotton Yarn
8.	C B Agrotech Pvt Ltd	Cotton Lint & Cotton seed
9.	Shri Balaji Bevarage Inds	Mineral Water
10.	Jijau Manufactruing Industries	Hand Wash, Pynail
11.	Shri Damodar Ginning And Pressing Industries	Post-harvest crop activities

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	Washim 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
	Lack of awareness among farmers regarding permissible usage of pesticides and organic farming.	State 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
Industrial Infra	Nearby Port is Nagpur ICD port which is a dry Port also JNPT port which is far away from Washim district.	State Government Authorities
	There is a lack of Storage Facilities for exportable products.	State Government Authorities
Electricity	The exporter in Washim district are facing problem of power cut usually because of this they are facing problem in producing the goods.	State Government Authorities

Washim District Export Action Plan

Category	Issues	Relevant Government Authority
Logistics Infra	Road infrastructure is also a case for lack of transport facility for export. Improvement in road transportation facilities (conversion of existing highways into multi-laning, quality of roads, etc.).	Central Government Authorities
	Frequency of trains for goods transport should be improved this will benefit agro industry	Central Government Authorities
	Currently there is no cluster for Cotton Ginning and Pressing, Soyabean processing and Turmeric	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.	Central Government
Export Type	Most of the time at Washim 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.	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 Washim 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 Washim District.
2.	18.12.2020	DEPC meeting chaired Honorable Collector of Washim district for ODOP product finalization.
3.	24.09.2021	Vanijya Utsav Export Conclave.

Washim District Export Action Plan

4.	28.09.2022	Washim District Export Conclave.
5.	28.02.2023	DEPC meeting chaired Honorable Collector of Washim district.
6.	17.07.2023	DEPC meeting chaired Honorable Collector of Washim district.
7.	01.08.2023	DGFT export outreach programme
8.	16.01.2024	Discussion on Exports, ODOP and District Strategy Plan
9.	23.02.2024	Discussion on how to increase exports of agriculture and horticulture products from the district

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 Products	HSN	Sector	Diversification Opportunities
1.	Soyabean	Soyabean Products	12081000	Agro	Korea, Sweden, Saudi Arab, United Arab Emts, Malaysia, Belgium, Portugal, Peru, European Union and Italy
		Soyabean Seed	12011000	Agro	Spain, Belgium, Sri Lanka Dsr, U Arab Emts, Nepal, Kuwait, Qatar, Jordan, China and European Union
2.	Cotton related products	Cotton Bales	52010015	Agro	Iran, Italy, Baharain Is, Turkey, Mexico, Korea, Rep., Egypt, Arab Rep., European Union, Other Asia, nes, Japan

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	Washim 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 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
	Long 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	State Government Authority

Washim District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
			warehouse hubs maintain by the state government.	
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 of the district for exports promotion.	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 about ODOP cluster development for ODOP promotion.	State Government Authorities
	Short Term	Farmers should form a group or cluster for agro processing	Organizing farmers producing companies for agro processing units.	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
	Short Term	Lack of awareness among farmers regarding permissible usage of pesticides and organic farming.	Farmers should be made aware of organic farming and permissible use of pesticides.	
Institutional Steps	Short Term	Training for exports should be	Training program should be arranged by DGFT, APEDA	Central Government Authorities

Washim District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
		given by DGFT and EPC's		
	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	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
	Medium Term	Setting up DIC as a district export office to work for the issues faced by exporters.	Setting up DIC as District Export Hub and work as integrated, centralize helpdesk.	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
	Medium Term	Frequency of trains for goods transport should be improved this will benefit agro industry	Rail connectivity is available, frequency and goods transport facility should be improved by railway department	Central Government Authorities
Industrial Infra	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 Authorities

Washim District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
	Medium Term	Currently there is no cluster for Cotton Ginning and Pressing, Soyabean processing and Turmeric	Cotton Ginning and Pressing, Soyabean processing and Turmeric cluster should be formed with CFC.	
Electricity	Short Term	The exporter in Washim district are facing problem of power cut usually because of this they are facing problem in producing the goods.	The government should provide 24/7 electricity to the manufacturers of Washim district so that there is no breakup in their production schedule and their productivity can increase.	State Government Authorities
Finance	Mid term	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.	LC should be made available at a competitive rate to small businesses.	Central Government
Export Type	Long Term	Most of the time at Washim 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

- ▶ **General Manager, District Industries Centre, Washim**
Address: District Industries Centre, Washim. Near Collector Office, Dist.Washim-444105.
Email: didic.washim@maharashtra.gov.in
Phone: (07252) 235708
Fax: (07252) 2564842

- ▶ **Vidarbha Chamber of Small-Scale Industries, Washim**
Address: Jawahar Colony,
Dist.Washim-444505.
Email: rameshchandrannani@gmail.com

- ▶ **MIDC Industrial Association, Washim**
Address: C/o L& M Dry fruit, MIDC, Washim,
Dist.Washim-444505.
Email: mayurc09@gmail.com

