

Export Action Plan for Yavatmal 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>	3
1.5.1	Road Transport.....	3
1.5.2	Rail Transport.....	3
1.5.3	Air Transport.....	3
1.6	<i>Agricultural Profile</i>	4
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>	6
1.11	<i>Banking Facilities</i>	6
1.12	<i>Yavatmal District Strengths and Opportunities</i>	6
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's ODOP and GI Products.....	8
2.4	<i>Top Exporting Products and Countries from District</i>	9
2.4.1	Top Exporting Products from District.....	9
2.4.2	Top 10 Exporting Countries from District.....	13
2.5	<i>Potential Export Product Profile</i>	14
2.5.1	Existing Export Oriented Units in the district.....	15
2.6	<i>Major Clusters in Yavatmal District</i>	16
2.7	<i>Major Industrial Units in District</i>	16
2.8	<i>Key Issues in Export</i>	17
2.9	<i>Export Promotion Initiatives by District</i>	19
2.9.1	Formation of DEPC (District Export Promotion Council).....	19
3	District Export Promotion Strategy	21
3.1	<i>Diversification Opportunities for identified ODOP product</i>	21
3.2	<i>Export Promotion Strategy</i>	21
3.3	<i>Key Department Contacts</i>	25

1 District Profile

1.1 Introduction

The ancient name of Yavatmal is “Yeoti” or Yeotmal was the main town of the Berar Sultanate and according to old writings ‘the safest place in the world’. The then region of Yavatmal was part of dominion of Aladdin Hasan Bahaman Shah who founded the Bahamani Sultanate in 1347. In 1596 yeotamal was ceded to Mughal empire. Later, it was ceded to Maratha empire. When Raghuji Bhosale became the ruler of Nagpur Kingdom he included yeotamal district in his territory. After the British east India company created Berar province in 1853 Yavatmal became part of Central Province and Berar. Yavatmal remained part of Madhya Pradesh until 1956 reorganization of states when it transferred to the Bombay state. With the creation of Maharashtra state on 1 May 1960, yavatmal district became a part of state. The present Yavatmal district has 16 talukas and is 5th largest district in terms of geographical area. Agriculture is the main activity of this district. The city's quality of education attracts students from all over Vidarbha. The most spoken language in Yavatmal is Marathi.

1.2 Administrative Profile

There are 16 tehsils in Yavatmal District. Arni, Umarghed, Kalamb, Pandharkawada Kelapur, Ghatanji, Zari Jamani, Darwha, Digras, Ner, Pusad, Babhulgaon, Mahagaon, Maregaon, Yavatmal, Ralegaon, Wani. There is 1 Municipal corporation, 8 Municipal councils, 1 Nagar panchayat in district. The headquarter of the district is at Yavatmal and the divisional headquarter is in Amravati.

1.3 Location and Geography

Yavatmal is located between 19.26’ and 20.42’ north latitudes and 77.18’ and 79.9’ east longitudes. It has an average elevation of 445 meters (1125 Feet). It lies 156 km (97 Mi) west Nagpur and it is in administrative center of Amravati Division. The name is derived from Marathi Yavat means mountain and mal means row. It is famous for grand celebration of Durga festival (Nav Ratri). It ranks 2nd after Kolkata.

This city has a tropical climate. The Köppen-Geiger climate classification is Aw. In Yavatmal, the average annual temperature is 26.8 °C. The rainfall here averages 946 mm.

- ▶ The chief rivers of the district are the Wardha and Penganga both of which flow along the north eastern and southern district boundaries respectively.
- ▶ The Wardha River rises to the east of Multai in Madhya Pradesh. It flows in general south-easterly direction along the north-eastern boundary of the district.
- ▶ The Wardha is the only river of the district, which is partly navigable. The bed of the river is broad and deep, but the banks are sometimes overflowed in times of exceptional floods. During the monsoons the river flows with a strong current but in summer the river is fordable at several places.
- ▶ The Penganga River rises in the Ajantha range a little to the Southwest of Buldhana town. It is a major tributary of the Wardha River. The river is deeply entrenched and has a meandering course. The Penganga forms the southern district boundary throughout its long sinuous course. The river changes twice from one longitudinal valley to a parallel longitudinal valley northward by marking big ‘S’ shaped curves. The Pus, Arha, Aran, Waghavi and Kunj are the major tributaries of the Penganga River within the district.

1.4 Demographic Profile

According to the 2011 census Yavatmal district had a population of 27,72,348. Its population ranking was 141st in India (out of a total of 640), and 21st in the state (out of 35). The district had a population density of 204 inhabitants per square kilometre (530/sq. Mi). Its population growth rate over the decade 2001–2011 was 12.9%. Yavatmal had a sex ratio of 947 females for every 1000 males, and a literacy rate of 80.7%. 11.8% of the population is from Scheduled Castes, 18.5% from Scheduled Tribes. At the time of the 2011 Census of India, 67.57% of the population in the district spoke Marathi, 13.29% Lambadi, 5.41% Urdu, 4.99% Hindi, 2.77%

Kolami, 2.41% Gondi and 1.69% Telugu as their first language. Marathi is the major language. Other languages spoken are Urdu, Hindi, Telugu, Banjari, Gondi, Kolami and Andh, an Indo-Aryan language spoken by 100,000 people. People here speak with the Varhadi dialect. As per the 2011 census, 81% of the people were Hindu, 9% Buddhist and 8% Muslim.

1.5 Logistic Infrastructure Profile

- ▶ The nearby Port includes JNCH and ICD Nagpur / Borkhedi.
- ▶ Nagpur ICD is a dry port which is situated about 147 Kms from Yavatmal. It takes 2.30 hours to reach to the port.

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

1.5.1 Road Transport

Yavatmal City and District has Good connectivity of Transport to all major city in India and Maharashtra i.e. Nagpur, Mumbai, Nashik, Aurangabad, Amravati. National Highway 7 (NH7) passes through the district. National Highway 361 passes through Yavatmal City and district, Bhari, Yavatmal. National Highways – Nagpur to Hyderabad is National Highway passing through Wadki, Karanji, Pandharkawada, Patabori, and Kelapur etc. in district. State Highways – Amravati to Chandrapur is State Highway passing in district through Ner, Yavatmal, Jodmoha, Mohada, Umri, Karanji and Wani. Nagpur To Tulzapur is also State Highway in district passing through Kalamb, Yavatmal, Arni, Umarkhed etc.

▶ 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 Yavatmal – Pune and Yavatmal – 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

Private auto rickshaws and cycle rickshaws are also popular.

1.5.2 Rail Transport

Yavatmal District railway stations:

- ▶ Yavatmal Terminus is a small railway station in Yavatmal district in the Indian state of Maharashtra. Its code is YTL. It serves Yavatmal city. The station consists of two platforms. The platforms are not well sheltered. The station lacks many facilities including water and sanitation.
- ▶ Historic Shakuntala Express used to runs starts from this station.
- ▶ Initial work on Yavatmal New Railway station started. It will be constructed behind Z.P school Arni road Yavatmal.
- ▶ Only one train from Yavatmal which is Yavatmal–Murtajapur NG Passenger (unreserved)
- ▶ Two railway lines are working in progress viz Yavatmal-Murtijapur Railway Line and Wardha-Yavatmal-Nanded Railway Line

1.5.3 Air Transport

Jawaharlal Darda Airport is a public airport located 9 Kilometres east of the city of Yavatmal, in the Vidarbha region of Maharashtra, India. Yavatmal Airport has one asphalt runway, oriented 08/26, 1400 metres long and 45 metres wide, an apron measuring 80 by 60 metres and a small terminal building. Currently there are no operations handled. Just private and government planes can be landed for special purposes.

1.6 Agricultural Profile

Yavatmal is the main growing region for Cotton. It is growing as an Industrial centre, with cotton Mills leading the way. Tur is also produced in in large numbers. Another major crop which is grown in bulk in district is Soybean. Yavatmal is one of the highest producers of soybean in Maharashtra when it comes to area under cultivation. Yavatmal which is one of the most important marketing channels was identified in Amravati region i.e. Producer – Wholesaler – Retailer – Consumer. Farmers always desire to get reasonable price for their farm product. Another major crop which is produce in the district is Haldi which is the one of the important products in the district. In Yavatmal near about 20000-hectare area is under haldi cultivation. Haldi have a huge demand in the export market all over the world. Yavatmal also has huge Milk potential. Umarkhed, Pusad currently are big market for milk. It sales the milk to Amul plant.

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	Oranges	15,750	1,500
2	Banana	5,450	186
3	Cotton	96,872	4,67,608
4	Toor	54,279	1,33,003
5	Soyabean	2,30,746	2,82,912

1.7 Industrial Profile

► **Industrial Areas in Yavatmal District are as mentioned below,**

Sr No	MIDC Name	Area in Hectare
1.	MIDC Yavatmal	645.56
2.	Ghatanji Lag	9.5
3.	Pusad Vikas Kendra	172.73
4.	Additional MIDC Yavatmal Vani Vikas Kendra	40.4
5.	Umarkhed Laghu	9.34
6.	Darvha Lagu	10.26
7.	Pandharkawada Laghu	28.96
8.	Digras Laghu	18.32
9.	Mahagao Laghu	7.97
10.	Kadamb Laghu	9.8
11.	Maregaon Laghu	10.05

► **Specialized industrial parks in Yavatmal**

► **In Yavatmal district there are dedicated Textile Industries which are in operation since long time. There are many leading textile companies like Raymond, Sara Spintex, Gurulaxmi Cottex, Rana Denim etc. having their plants in the district**

► **Industries and Employment Generation in Yavatmal 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	2713	6207	8920	12700	15176	27876
2	Small	411	559	970	5517	3973	9490
3	Medium	16	18	34	471	424	895
	Total	3140	6784	9924	18688	19573	38261

Source: DIC Yavatmal Udyog Aadhar Data (From October 2015 to June 2020)

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	6838	15405	22243	47534	51984	99518
2	Small	173	174	347	1997	1421	3418
3	Medium	39	9	48	1157	521	1678
	Total	7050	15588	22638	50688	53926	104614

Source: DIC Yavatmal Udyami data till Oct 2023

1.8 Service Sector Profile

There are above 200 service enterprises registered in service sector with employment near about 5000 and the investment of Rs 200 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 Yavatmal industrial areas

► **Roads**

Roads are the main transport medium for the district since rail connectivity is not that good.

- ▶ **Electricity**
Electricity is not available 24*7 in all MIDC's. only Lohara MIDC has that facility.
- ▶ **Water**
Water is made available by the water supply division to the industries but during the summer season there is a shortage of water.
- ▶ Yavatmal district has state- and privately-owned cold storage facilities available

1.10 Industrial Association of the District

- ▶ Federation of Industries Association Vidarbha, Yavatmal
- ▶ Vidarbha Chamber of Small-Scale Industries, Yavatmal
- ▶ MIDC Industries Association, Yavatmal

1.11 Banking Facilities

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

1.12 Yavatmal District Strengths and Opportunities

- ▶ The district has emerged as major **Agriculture, Textile and Garment, Agro & food processing and Mines and Mineral** production hub of Maharashtra.
- ▶ The district has emerged as commercial hub for **Cotton, Cotton Bales, Cotton Yarn, Fabric and Garments** due to high availability of sector specific infrastructure and manpower resources.
- ▶ The district has **Dolomite and Limestone mines around 116 Ha** in Wani tq.
- ▶ **Jawaharlal Darda Airport** should develop as an Air cargo facilities hub to boost export through Air route.
- ▶ **Investment opportunities in the district are in following sectors:**
- ▶ **Textile & Garments, Cotton Ginning and Pressing, Mines & Minerals extraction, Fabrication, Oil Mill etc**
- ▶ **Textile and Garment** – Raymond UCO Denim Pvt.Ltd., Babasaheb Naik Kapus Utpadak Sahakari Society, Rana Denim Pvt.Ltd., Priyadarshani Sahakari Soot Girni Ltd, Yavatmal, Maharashtra State Co.Op Cotton Growers
- ▶ **Agro and food processing** - Vasant Shetkari Sahakari Karkhana Ltd., Rasoya Proteins Ltd., Deccan Sugar Pvt. Ltd., Jay Kisan Sahakar Sakhar Karkhana Ltd., Rasoya Protin Ltd. Wangri Tq-Wani , G.S. Oil Ltd.
- ▶ **Mines and Minerals** - Bhatiya International Ltd, Indo Unique Flame Ltd., Gupta Coal Field and Washaries Ltd

2 District Export Profile

2.1 Existing Export Product Profile

Yavatmal is famous for its Dall Cotton which is grown in plenty. Due to huge cotton production by-product of cotton like cotton yarn, cotton bales, cotton seed and cotton seed oil huge demand. There are many cotton ginning and pressing plants, cotton crushing mills or Oil mill and Cotton yarn factories in Yavatmal. Yavatmal is also known for its mines and minerals which includes Coal mine, Dolomite mine & Limestone mine.

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%
Yavatmal District	1086.43	0.20%

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%
Yavatmal District	494	0.08%

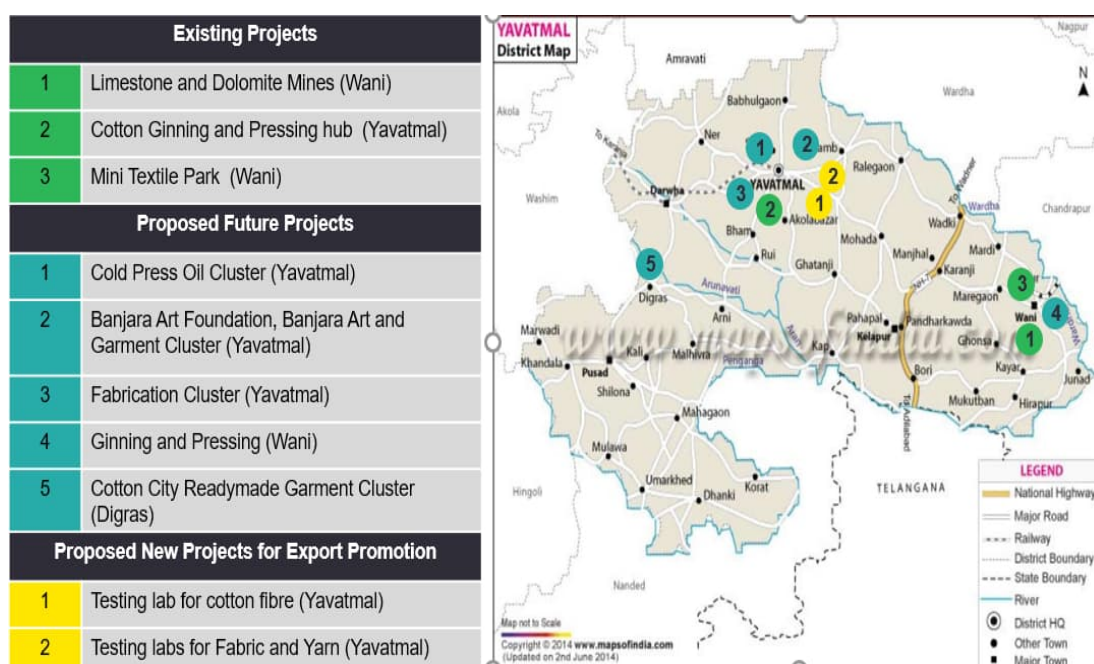
Source: DGCIS data from April 2022 to March 2023

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%
Yavatmal District	315	0.05%

Source: DGCIS data from April 2023 to March 2024

2.2 Existing and Proposed Infrastructure for Exports



2.3 District ODOF and GI product Profile

Table 2-4 ODOF and GI Product Profile

Sr. No.	Product Name	GI No.	ODOF	HSN Code	Sector
1.	Dolomite and Limestone	NA	Yes	25181000	Mines and Minerals
2.	Cotton	NA	Yes	52010015	Agriculture

2.3.1 Current Market for district's ODOF and GI Products

The below mentioned table illustrates current market for listed products,

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

Sr No	Product Name	HSN Code	Exports In (INR Crore) FY 2021-22)	Exports In (INR Crore) FY 2022-23)	Exports In (INR Crore) FY 2022-23)	Major Market for Products
1.	Cotton Related products	52	1050	292.56	296.83	Bangladesh Pr, Turkey, China P Rp, Brazil, Honduras, Korea Rp, Portugal, Spain, Colombia, Guatemala, Chile, Egypt A Rp
2.	Dolomite &	25181000,	0.44	0.20	0.16	Nepal, Bangladesh

Yavatmal District Export Action Plan

Sr No	Product Name	HSN Code	Exports In (INR Crore) FY 2021-22)	Exports In (INR Crore) FY 2022-23)	Exports In (INR Crore) FY 2022-23)	Major Market for Products
	Limestone	25222000				

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 FY 2021-22

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
1.	52010015	Indian Cotton of Staple Length 28.5Mm and above	376.03	China P Rp, Bangladesh PR, Vietnam Soc Rep, Indonesia, Thailand
2.	52094200	Denim	303.85	Bangladesh Pr, Sri Lanka Dsr, Egypt A Rp, Thailand, Portugal, Cambodia, Guatemala, Netherland, Colombia, Peru
3.	52051210, 52053210, 52051110, 52051310, 52053410, 52052210, 52054210, 52053110, 52052310, 52051410	Yarn	202.69	Bangladesh Pr, Turkey, China P Rp, Brazil, Honduras, Korea Rp, Portugal, Spain, Colombia, Guatemala, Chile, Egypt A Rp.
4.	52114200	Denims of Yarns of different colour	101.20	Sri Lanka Dsr, Bangladesh Pr, Colombia, Egypt A Rp, Peru, Netherland, Vietnam Soc Rep, Germany, Turkey, Thailand, U Arab Emts
5.	52010019	Indian Cotton of Staple Length 34.5MM and above	61.08	China P Rp, Vietnam Soc Rep, Bangladesh Pr

Yavatmal District Export Action Plan

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
6.	17019990	Other Refined Sugar	16.67	Belgium, U S A, Italy, Denmark, France, Korea Rp, Spain, New Zealand, Sri Lanka Dsr, Israel, Canada
7.	17011490	Other Cane Sugar	6.76	USA
8.	17019910	Sugar Cubes	5.55	Belgium, Italy, U S A, Korea Rp, Canada
9.	72023000	Ferro Silico manganese	5.53	Baharain IS
10.	52010014	Indian Cotton of Staple Length 24.5Mm to 28 MM	4.88	Indonesia, Vietnam
11.	22071090	Other Spirit of Udenatured Ethyl Alcohol	0.32	UAE, Philippines
12.	52084230	Shirting Fabrics	0.30	Egypt
13.	39232100	Sacks And Bags of Polyethylene (Including Cones)	0.29	UK
14.	25182000	Calcined Or Sintered Dolomite	0.27	Bangladesh
15.	39119090	Other Products in Primary Forms N.E.S	0.29	Nepal

Source: DGCIS data from April 2021 to March 2022

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

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
1.	52094200	Denim	219.89	Sri Lanka Dsr, Bangladesh Pr, Egypt A Rp, Vietnam Soc Rep, Colombia, Netherland, Thailand, Cambodia, Portugal, Poland
2.	52114200	Denim of Yarn of different colour	62.20	Sri Lanka Dsr, Bangladesh Pr, Thailand, Vietnam Soc Rep, Colombia, Egypt A Rp, Netherland, Portugal, Germany, Spain
3.	17011490	Other Cane Sugar	56.64	Somalia, Bangladesh Pr, Sri Lanka Dsr, Pakistan Ir, Djibouti, Iran
4.	52010015	Indian Cotton of Staple Length 28.5Mm and above	46.67	Indonesia, Bangladesh Pr
5.	5205	Yarn	53.18	China P Rp, Bangladesh Pr, Turkey, U Arab Emts, Chile, Taiwan, Korea Rp, Nepal, Colombia, Sri Lanka Dsr
6.	17019990	Other Refined Sugar	34.91	Sudan
7.	52010019	Indian Cotton of Staple Length 34.5MM and above	10.62	Indonesia, Japan
8.	10063090	Rice	2.47	Kenya, Morocco
9.	72023000	Ferro Silico manganese	1.89	Indonesia

Yavatmal District Export Action Plan

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
10.	55164200	Woven Fabric	1.44	Sri Lanka Dsr, Madagascar

Source: DGCIS data from April 2022 to March 2023

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

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
1.	52094200	Denim	84.36	Bangladesh Pr, Sri Lanka Dsr, Thailand, Egypt A Rp, Portugal, Korea Rp, Netherland, Peru, Cambodia and Guatemala
2.	5201	Cotton Bales	76.17	Bangladesh, Indonesia and Vietnam
3.	5205	Yarn	100.46	China P Rp, Bangladesh Pr, Chile, Vietnam Soc Rep, Colombia, Turkey, Taiwan, Thailand, Portugal and Israel
4.	10063090	Rice Except Parboiled (Excluding Basmati Rice)	6.62	Kenya and Mozambique
5.	12024210	Kernels, H.P.S	5.69	Indonesia, Vietnam Soc Rep, Philippines, Singapore and China P Rp
6.	55164200	Woven Fabrics Containing <85% By Wt. Of Article Staple Fibres	1.83	Sri Lanka Dsr and Madagascar

Yavatmal District Export Action Plan

Sr No	HS Code	Commodity	Export Value in INR Crore	Top 10 Countries
7.	55109090	Other Yarn	0.97	Bangladesh
8.	53061090	Flax Yarn	0.83	Bangladesh
9.	76169910	Expand Metal Of Aluminium And Aluminium Alloys	0.69	USA
10.	55092100	Single Yarn Containing 85% Or More By wt. Of Polyester Staple	0.64	Egypt A Rp

Source: DGCIS 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.	China P Rp	355.80
2.	Bangladesh Pr	349.28
3.	Sri Lanka Dsr	140.14
4.	Vietnam Soc Rep	41.09
5.	Turkey	38.28
6.	Egypt A Rp	29.78
7.	Indonesia	13.81
8.	Thailand	12.11
9.	U S A	11.51
10.	Colombia	9.13

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

Sr. No.	Country	Export Value (INR crore)
1.	Bangladesh Pr	143.25
2.	Sri Lanka Dsr	137.44
3.	Indonesia	54.43
4.	Sudan	34.91
5.	Somalia	18.18
6.	Egypt A Rp	17.95
7.	China P Rp	16.78
8.	Vietnam Soc Rep	10.30
9.	Pakistan Ir	8.21
10.	Turkey	7.25
11.		

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

Sr. No.	Country	Export Value (INR crore)
1.	Bangladesh Pr	130.81
2.	Indonesia	46.43
3.	China P Rp	35.40
4.	Sri Lanka Dsr	22.40
5.	Vietnam Soc Rep	10.86
6.	Chile	9.81
7.	Thailand	8.55
8.	Egypt A Rp	5.49
9.	Kenya	5.26
10.	Netherland	5.14

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.	Cotton Bales Staple Length 28.55mm but below 34.5mm	52010015	Agro Sector
2.	Cotton Bales Staple Length above 34.55mm	52010019	Agro Sector

Yavatmal District Export Action Plan

3.	Cotton Yarn	52052490	Agro Sector
4.	Dolomite	25181000	Mines and Minerals
5.	Denim	52094200	Textile
6.	Denim Yarn	52114200	Textile
7.	Sugar	17011490, 17019990	Food Processing
8.	Woven Fabric	55164200	Textile
9.	Rice	10063090	Agriculture
10.	Ferro Silico Manganese	72023000	Iron & Steel

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 2-13 Existing Export Oriented Units

Sr No	Company Name	Sector	Product Name	Export Destination Country
1.	Balaji Electro Smelters Ltd.	Minerals	Ferro Manganese	Indirect Exports
2.	Raymond UCO Denim Pvt Ltd	Textile	Denim	Indirect Exports
3.	Delight Chemicals	Minerals	Burnt Lime	Indirect Exports
4.	Babasaheb Naik Co. Op. Spinning	Textile	Cotton Yarn	Indirect Exports
5.	Gurulaxmi Spintex	Textile	Cotton Yarn	Indirect Exports
6.	Sara Spintex	Textile	Cotton Yarn	Indirect Exports

2.6 Major Clusters in Yavatmal District

Below mentioned table illustrates major clusters in the district,

Table 2-14 Major clusters

Sr No	Status	Cluster	Location
1.	Operational	Banjara Garment Cluster	Yavatmal
2.	Proposed	Ginning and Pressing Cluster	Wani, Dist. Yavatmal
3.	Proposed	Glass Work Cluster	Yavatmal
4.	Proposed	Natural Oil Cluster	Yavatmal
5.	Proposed	Engineering Cluster	Yavatmal

2.7 Major Industrial Units in District

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

Table 2-15 Major Manufacturers of Yavatmal District

Sr No	Name of Industry	Activity
1.	Raymond UCO Denim Pvt.Ltd.	Denim
2.	Rasoya Proteins Ltd.	Cotton Ginning & Captive Power Plant
3.	Deccan Sugar Pvt. Ltd.	Distillery Plant, Alloys Steel Plant, Partical Boards, Mfg. of boxes of Beverages, Expansion of existing Sugar Mfg. plant
4.	Vasant Shetkari Sahakari Karkhana Ltd.	Sugar
5.	Babasaheb Nailk Kapus Utpadak Sahakari Society	Cotton Yarn
6.	Bhatiya International Ltd.	Washing of Coal
7.	Indo Unique Flame Ltd.	Washing of Coal
8.	Rana Denim Pvt.Ltd.	Cotton Yarn
9.	Jay Kisan Sahakar Sakhar Karkhana Ltd.,	Sugar
10.	Priyadarshani Sahakari Soot Girmi Ltd, Yavatmal	Cotton Yarn
11.	Rasoya Protin Ltd. Wangri Tq-Wani	Processing of Oil Extraction

Yavatmal District Export Action Plan

Sr No	Name of Industry	Activity
12.	Kartiki Coal Washeries Ltd	Coal Bonification
13.	Gupta Coal Field and Washeries Ltd.	Washing of Coal
14.	Maharashtra State Co.Op Cotton Growers	Cotton Yarn
15.	Purohit Cement Pvt. Ltd.	Cement Clinkers
16.	Shrinivasa Soya Pvt.Ltd.	Solvent Extraction
17.	G.S. Oil Ltd.	Processing of Oil Cake.
18.	Shree Gajaraj Fertilizer Pvt.Ltd.,	Single Super Phosphate
19.	Ganga Fertilizer Pvt. Ltd.	Superphosphates (Mineral or Chemical Fertilizers)
20.	Hindusthan Lever Ltd.,	Toilet Preparation
21.	Shankar Shetkari Sahakari Sakhar Karkhana	Sugar
22.	Veekay Cotsyn Ltd,	Cotton Yarn
23.	Rasoya Proteins Ltd.	Fish Feed Milk, De Hulling Plant, Lecithin Powder Plant.s

2.8 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	Yavatmal District Industrialist, Farmers & Businessman are unaware of the Export procedure . Lack of knowledge about export	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

Yavatmal District Export Action Plan

Category	Issues	Relevant Government Authority
	ODOP cluster should be formed to promote export	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
	Lack of awareness among farmers regarding permissible usage of pesticides and organic farming.	State Government Authorities
Industrial Infra	Nearby Port is Nagpur ICD port which is a dry Port also JNPT port which is far away from Yavatmal district.	State Government Authorities
	There is a lack of Storage Facilities for exportable products. Lack of marketing issue.	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.	State Government Authorities
	Currently there are few testing labs for Cotton fiber, fabric and yarn, but most of the samples are sent to Nagpur or Mumbai for testing as per the demands of buyer.	State Government Authorities
	For manufacturing of Cotton Bales most of the ginning and pressing units in the district still uses the old technology which is labour intensive and costly	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
	Air cargo facility should be made available at Jawaharlal Darda airport	Central Government Authorities
	Frequency of trains for goods transport should be improved.	Central Government Authorities

Category	Issues	Relevant Government Authority
Data	Market data not available for export to various countries.	State Government Authorities
Finance	Another major issue is 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 Authorities
Role of EPCS	Agriculture Produce Export Development Agency (APEDA), (Marine Product Export Development Agency (MPEDA) their role is very less in Yavatmal.	Central Government Authorities
Indirect Export	Most of the time at Yavatmal, district Level exports are done mainly through third party . The manufacturer of product should directly export in order.	Central Government Authorities

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 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, RandD and testing laboratories etc.
- ▶ Availability of export credit for exporters
- ▶ Grievance redressal mechanism at district level

The Yavatmal 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.	09.11.2020	District Task Force Committee Meeting Conducted for Export Promotion to Finalized ODOP Product
2.	23.11.2020	DEPC meeting chaired by Honourable District Collector of Yavatmal
3.	07.09.2021	DEPC meeting chaired by Honourable District Collector of Yavatmal
4.	24.09.2021	Vanijya Utsav Export Conclave
5.	24.09.2022	Yavatmal District Export Conclave

Yavatmal District Export Action Plan

6.	14.11.2022	Discussion on creating awareness campaign for exports
7.	20.05.2023	Discussion on Export & ODOP promotion Yavatmal
8.	25.07.2023	Discussion on Export & ODOP and how EPC & DGFT can help in exports promotion
9.	07.08.2023	DGFT export outreach programme
10.	28.12.2023	Discussion on Export Policy
11.	07.03.2024	Discussion on Exports and ODOP promotion initiatives taken by the district.
12.	12.04.2024	Discussion on Exports Policy

3 District Export Promotion Strategy

3.1 Diversification Opportunities for identified ODOP product

As per the analysis of data collected from WITS and DGCIS site top 10 diversification opportunity for potential products has been identified. Cotton is grown in plenty in Yavatmal district for cotton products top diversification opportunity includes Iran, Italy, Nepal, Baharain IS and turkey. The below mentioned table illustrates diversification opportunities for identified export potential products of the district

Table 3-1 Diversification opportunities for ODOP products

Sr No	Product Name	Sub Product	HSN	Sector	Diversification Opportunities
1.	Cotton	Cotton Bales Staple Length 28.55mm but below 34.5mm	52010015	Agro	Iran, Italy, Baharain Is, Turkey, Mexico, Korea Rp, Egypt, European Union, Other Asia, nes, Japan.
		Cotton Bales Staple Length above 34.55mm	52010019	Agro	Nepal, Baharain Is, Indonesia Portugal, Switzerland, Vietnam, Turkey, Indonesia, Thailand, Mexico
		Cotton Yarn	52052490	Textile	Sri Lanka Dsr, Mauritius, Syria, Morocco, Croatia, China, European Union, Hong Kong, China, Vietnam, Turkey.
2.	Dolomite & Limestone	-	25181000	Mines and Minerals	Nepal, Sri Lanka Dsr, Malaysia China P Rp, Singapore, Gambia, Japan, European Union, Netherlands, Other Asia, nes

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	Yavatmal District Industrialist, Farmers and Businessman are unaware of the	Availability of online system incorporating latest updates in norms,	Central Government Authorities

Yavatmal District Export Action Plan

		Export procedure. Lack of knowledge about export	policies, etc. will help businessman, exporter, framers. DIC office should act as a felicitator for Export Activity. Export Setu facility should be given in the DIC office to handle export related compliances and issues related to export.	
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 for exports promotion.	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.	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	Promotion about ODOP cluster development.	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	Organizing Seminars and exhibitions/Haat for	State government and Central

Yavatmal District Export Action Plan

		and buyers and seller meet	entrepreneurs, this will be an ongoing activity Organizing Buyer seller meet for entrepreneurs, this will be an ongoing activity.	Government Authorities
	Short Term	Lack of awareness among farmers regarding permissible usage of pesticides and organic farming.	Training and awareness program should be conducted for organic farming and usage of pesticides.	State Government Authorities
Industrial Infrastructure	Long Term	Nearby Port is Nagpur ICD port which is a dry Port also JNPT port which is far away from Yavatmal district.	This issue can be resolved in the long-term time frame. The government may consider developing dry port in Yavatmal district to boost up the Export Activity.	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
	Short Term	Currently there are few testing labs for Cotton fiber, fabric and yarn , but most of the samples are sent to Nagpur or Mumbai for testing as per the demands of buyer.	High tech labs for testing of cotton fibre, cotton yarn and fabric should be established in the district.	State Government Authority
	Medium Term	For manufacturing of Cotton Bales most of the ginning and pressing units in the district still uses the old technology which is labour intensive and costly	To reduce the cost of Cotton Bales and gain new markets technology upgradation subsidy should be given.	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,	State Government Authorities

Yavatmal District Export Action Plan

			quality of roads, etc.).	
			Rail connectivity is available, frequency and goods transport facility should be improved by railway department.	Central Government Authorities
	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 Jawaharlal Darda airport	Air cargo facility at Jawaharlal Darda Airport should be established.	Central Government Authorities
Finance	Short Term	Another major issue is 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.	The Bank should provide LC (Letter of credit) at a lower rate to SME and MSME exporters.	Central Government Authorities
Data	Mid 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
Role of EPCS	Mid Term	Agriculture Produce Export Development Agency (APEDA), (Marine Product Export Development Agency (MPEDA) their role is very less in Yavatmal.	This issue can be resolve in Mid term through cooperation from central government by widening its EPCS role.	Central Government
Indirect Export	Mid Term	Most of the time at Yavatmal, district Level exports are done mainly through	This issue can be resolved in medium term by taking workshop for educating exporters	Central Government Authorities

		third party. The manufacturer of product should directly export in order.	to go for direct export rather than indirect exports.	
--	--	--	---	--

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, Yavatmal**
Address: District Industries Centre, Yavatmal.
Udyog Bhavan, 3rd Floor, Darvha Road, Near Jawaharlal Darda Nagar, Dist.Yavatmal-445001.
Email: didic.yavatmal@maharashtra.gov.in
Phone: (07232) 224022 / (07232) 244461
- ▶ **MIDC Industrial Association, Yavatmal**
Address: Plot No A-14,
MIDC, Dist.Yavatmal-445002.
Phone: (07232) 249162 / (07232) 2494475
- ▶ **Vidarbha Chamber of Commerce of Small-Scale Industries Association, Yavatmal,**
Address: Darda Industrial Estate,
Lohara chowk Dist.Yavatmal-445002.
Phone: (07232) 249401
- ▶ **Vidarbha Chamber of Small-Scale Industries Association, Yavatmal,**
Address: Darda Industrial Estate,
Lohara chowk Dist.Yavatmal-445002.
Phone: (07232) 2499142 / (07232) 2499142

