

Satara District Export Action Plan

**Pune Region, Maharashtra
July 2024**



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1 District Profile

1.1 Introduction

Satara has a historical background, and most of the prevailing kingdoms in the north have their traces in the Satara district. In the year 1848, Satara was referred to as Satara Province, and at that time, the province had 11 sub-divisions. Viz Vijapur, Jawali, Karad, Khanapur, Khatav, Koregaon, Pandharpur, Satara, Tasgaon, Walva, and Wai.

Two districts, namely north Satara and South Satara, were formed. Now North Satara is referred to as Satara, and south Satara is referred to as Sangli. Satara district has eleven talukas.

1.2 Administrative Profile

Satara district has three different terrains: western hilly terrain, central Krishna River basin, and dry eastern terrain. Satara City is the district headquarter & hence the Collectorate, Zilla Parishad & all the district-level offices are situated at Satara. The district consists of Eleven Tehsils/Blocks and has Tehsil Office & Panchayat Samiti Office. These offices are exercising administrative and all developmental control over the block. As per the 2001 census, there were 1707 revenue villages, including 26 deserted villages & there are 1478 Gram panchayats / Group Gram panchayats. There are 11 towns in the district & eight Nagar Parishads viz. Satara, Wai, Mahabaleshwar, Panchgani, Phaltan, Karad, Rahimatpur & Mhaswad.

1.3 Location and Geography

The district lies between 17.5 degrees and 18.11-degree North latitude and between 73.33 degrees and 74.54-degree East longitude. The district is completely landlocked, surrounded by Ratnagiri district on the West, Sangli district on the south, Solapur on the west, Pune on the north, and Raigad on the northwest. It covers 10,480 sq km. Most of the central Satara district's area falls in the river Krishna basin, and a limited area falls in the river Bhima basin..

1.4 Demographic Profile

The total population of Satara district as per 2011 census is 30,03,741 out of which rural population is 24,33,363 (81%). The male population is 15,10,842, and female population is 14,92,899 whereas the population density is 287 persons/sq.km.

1.5 Logistic Infrastructure Profile

1.5.1 Road Transport

The National Highway No. 4 (Pune-Bangalore) passes through the nearly central part of the district for about 130 kilometers. The state highways pass through this district are

- ▶ Bhigwan – Baramati – Sangli – Miraj Road S.H. No. 14 A.
- ▶ Hadapsar – Satara – Nira Road S.H. No. 36
- ▶ Mahad – Bhore – Pandharpur Road S.H. No. 40
- ▶ Pandharpur – Wai Surur Road S.H. No. 45
- ▶ Guhagar – Chiplun – Karad – Jat – Bijapur – State Border Road S. H. No.47
- ▶ Mahabaleshwar – Mohol – Vairag Road S. H. No. 58

The total State highway comprises a 996.67 kilometers length. The length of the District roads in Satara district is about 10504.58 kilometers. Except these, district roads, MDR, ODR, and various village roads are also constructed to develop a rural economy. The total length of other roads, including village roads, other district roads, and other non-planned roads in the district, is about 651.95 kilometres.

1.5.2 Rail Transport

Satara railway station lies on the Pune-Miraj line of the Central Railways and is administered by the Pune Railway Division. The railway station is located a small distance east of the city and is served by several express trains.

1.5.3 Air Transport

The closest airport to Satara is Pune Airport, which is 100.16 km, and the next closest Airport is Mumbai Airport which is 195.62 km.

1.6 Agricultural Profile

The agriculture in the district is dependent mainly on monsoons, and hence Kharif crops dominate the cropping pattern. The area under Kharif crops is about 60 percent, while that under rabi crops is 35 percent. The area under summer crops is negligible.

The main Kharif crops in the Satara District are as follows:

Paddy, Jowar, Bajara, Ragi, Maize, Tur, Moong, Udid, Ground Nuts Niger, Soyabean, Cotton, Sugarcane, Vegetables, and Fruits.

The main Rabi crops in the Satara District are as follows:

Jowar, Wheat, Maize, Gram, Sunflower, Safflower, Other Oilseeds

1.6.1 Major Agriculture and Horticulture Produce of District

Table 1.1 - Major Horticulture and Agriculture production data

Sr No	Name of Product	Production in MT (2023-2024)	Area under Production Hectare (2023-2024)
1.	Kh Rice	55460	43181
2.	Bajra	6415	34199
3.	Kh Maize	13736	16861
4.	Kh Mung	1093	7649
5.	Kh Ground Nuts	24111	27332
6.	Sugar Cane (Crushing)	11706113	116711
7.	Rabi Jowar	79106	103396
8.	Wheat	64094	32961

Source: Ministry of Agriculture and Agriculture Department, GoM

1.7 Industrial Profile

1.7.1 Industrial areas in Satara District are as mentioned below:

Table 1-1: List of Industrial Area

Sr No.	Name of the Area	No. of Plots Developed
1.	Satara	437
2.	Addl.Satara	754
3.	Wai	425
4.	Karad	474
5.	Lonand	115
6.	Phaltan	92
7.	Phaltan SEZ	7
8.	Khandala Phase-I	70
9.	Khandala Phase-I SEZ	46
10.	Mahswad	48
11.	Koregaon (Mini)	43
12.	Patan (Mini)	37

Source: MIDC

1.7.2 Industrial Infrastructure Profile

Below mentioned infrastructure facilities provided by MIDC in Satara industrial areas

Area	Additional Satara MIDC	Karad Industrial Area	Koregaon Industrial Area	Patan Industrial Area	Wai Industrial Area
Water	MIDC has developed its own water supply scheme to cater 25 MLD of water to the industrial area	MIDC has developed a water supply scheme to provide 4.5 MLD of water.	MIDC's has allotted a plot to Maharashtra a Jeevan Pradhikaran for their water supply scheme.	MIDC has developed its own water supply scheme from the jack-wells to supply the requirement of water to the units in the	MIDC has developed its own water supply scheme to cater 3.6 MLD of water.

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Area	Additional Satara MIDC	Karad Industrial Area	Koregaon Industrial Area	Patan Industrial Area	Wai Industrial Area
				industrial area.	
Roads	MIDC has provided best quality wide roads, with streetlights, gutters etc. in the industrial area.	The estate is located on Mumbai-Bangalore national highway 4, and Kolhapur-Panaji, Ratnagiri-Nagpur and many other state highways.	MIDC has provided good quality and broad access and internal roads with streetlights in the industrial area.	Patan industrial estate is centrally connected to several major roads	The area is 32 Kms away from Mahabaleshwar. The area is located near the Mumbai-Bangalore national highway No. 4.
Connectivity	An electronic exchange has been provided within the Estate.	An electronic exchange has been provided within the Estate.	An electronic exchange is available in the nearby Koregaon City	An electronic telephone exchange is available in the Patan City.	An electronic exchange has been provided within the Area.
Electricity	A separate substation within this Estate of 50 MVA capacity and Central Power Grid is available in the Estate.	A twenty-four-hour uninterrupted power supply is available. In addition, a separate substation of 10 MVA capacity and a central power grid is also available.	A separate substation within this Estate is available for uninterrupted electricity supply.	Uninterrupted power supply from M.S.E.B. is available at site	A separate substation of 10 MVA capacity is available in the estate. Twenty-four hours uninterrupted electric supply is available.

Source: MIDC

1.7.3 Industries and Employment Generation in Satara District

The below mentioned illustrates industries and employment generation of the district

Table 2-2: Industries and Employment Generation

Sr No	Category	No. of Enterprises		
		Mfg and Services	Employment	Total
1	Micro	19,963	78,165	98,128

Sr No	Category	No. of Enterprises		
		Mfg and Services	Employment	Total
2	Small	3,667	43,576	47,243
3	Medium	117	5798	5,915
	Total	23,747	1,27,539	1,51,286

Source: DIC

1.7.4 List of Sugar Factories in Satara district

- ▶ Pratapgad sahakari sakhar karkhana (SSK), Jawali, Satara
- ▶ Jaywant sakhar karkhana, Karad, Satara
- ▶ Rayat sahakari sakhar karkhana (SSK), Karad, Satara
- ▶ Sahyadri sahakari sakhar karkhana (SSK), Karad, Satara
- ▶ Yashwantrao Mohite Krishna sahakari sakhar karkhana (SSK), Karad, Satara
- ▶ Khandala Taluka Shetakari sahakari sakhar karkhana (SSK), Khandala, Satara
- ▶ Jarandeshwar sakhar karkhana, Koregaon, Satara
- ▶ Loknete Balasaheb Desai sahakari sakhar karkhana (SSK), Patan, Satara
- ▶ New Phaltan sakhar karkhana, Phaltan, Satara
- ▶ Shriram sahakari sakhar karkhana (SSK), Phaltan, Satara
- ▶ Ajinkyatara sahakari sakhar karkhana (SSK), Satara
- ▶ Kisanveer Satara sahakari sakhar karkhana (SSK), Wai, Satara

1.8 Service Sector Profile

As per District Industries Profile 2012-13, there are 89 service enterprises (micro- 80, small- 08 and medium- 1) providing an employment of 930. Some of the major services which are provided in the district are as listed below:

- ▶ Engineering
- ▶ Ancillaries
- ▶ Agro based
- ▶ Vehicle Repairing Service
- ▶ Lab Testing facility
- ▶ Hotels & Tourism
- ▶ Electric Motor Rewinding & Repairing
- ▶ Consultancy Services
- ▶ Banking & Financial Services etc.

1.9 Banking Facilities

Most public sector banks have their branches in Satara District, Bank of India Corporation Bank, etc. There is a network of Banking facilities in Satara District is available.

1.10 Satara District Investment Opportunity

Strengths	Opportunity
<ul style="list-style-type: none"> ▶ The district has emerged as major Food Processing, Agriculture, and Textile production hub of Maharashtra. ▶ Close Proximity to Pune. ▶ Satara is the hub for strawberry and has potential to become the tourist hub. ▶ The district is well connected with NH 4 and has good connectivity with trains. ▶ The district has already focused on Leather, and Jaggery clusters. ▶ Satara Mega food park, a well-planned commercial park for developing the Food processing companies developed across an area of 36.60 acres in the district. <ul style="list-style-type: none"> ▶ Agro and Food Processing – Mapro Foods Private Limited, Malas, Mahabaleshwar Agro Food Processing Private Limited, Chordia Food Products Limited, ▶ Textile – Gongadi.com 	<ul style="list-style-type: none"> ▶ The district has the potential to increase the exports for Strawberry. ▶ The district has proposed for a Jaggery cluster at Karhad. The project is expected to complete the project by 2023. ▶ The district has proposed a Strawberry cluster at Mahabaleshwar and is expected to complete by 2024. ▶ A six-lane tunnel on Pune-Satara highway being constructed at an estimated cost of INR 926 crore is expected to be completed by March 2023, ▶ The Government of India has planned the development of Bengaluru – Mumbai industrial corridor with an influence area in Satara. The first phase investment is around INR 3 lakh crore. ▶ The district is also focusing on other sectors to boost the export.

2. District Export Profile

2.1 Satara District Export Scenario

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

Table 1.3 - District Export Scenario

State and District Export Contribution (from April 2023 – March 2024)		
	Total Exports (INR crore)	Percentage Contribution
Maharashtra	556400.42	15.37%
Satara District	11477.58	2.06%

State and District Export Contribution (from April 2022 – March 2023)		
	Total Exports (INR crore)	Percentage Contribution
Maharashtra	5,81,439	16.50
Satara District	12,934	2.2

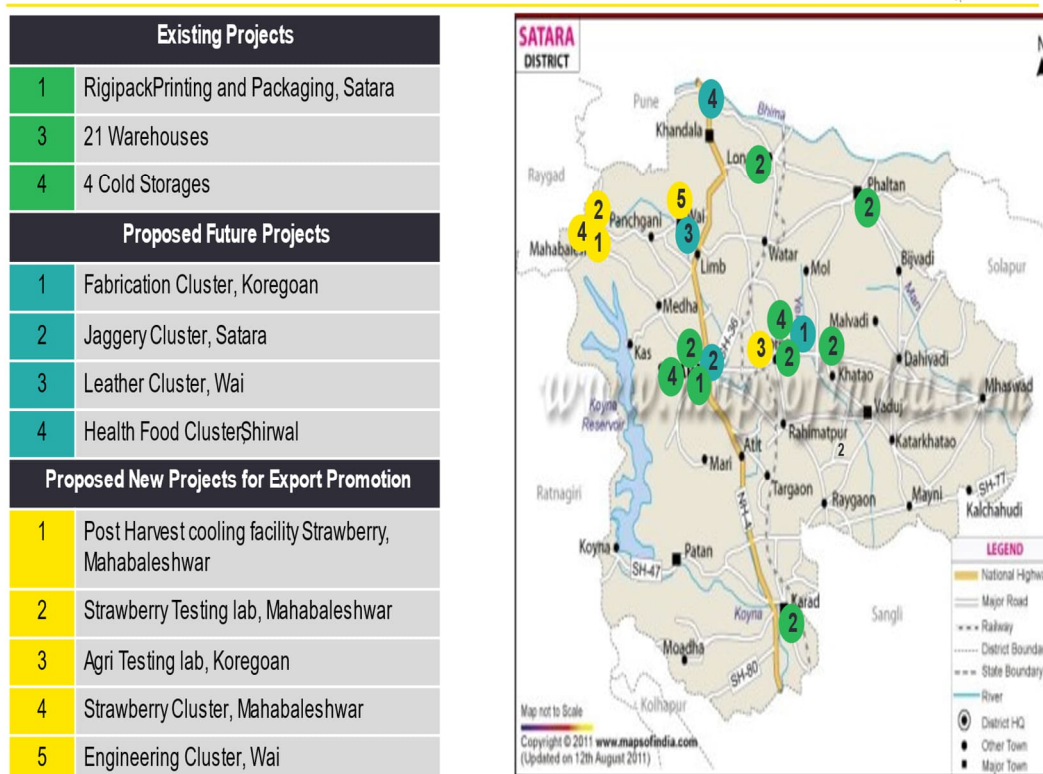
State and District Export Contribution (from April 2022 – November 2022)		
	Total Exports (INR crore)	Percentage Contribution
Maharashtra	5,45,083.65	17.33
Satara District	10,911.73	2.0

Source: DGCIS

2.2 Existing and Proposed Infrastructure for Exports

Project Infrastructure Strategy – Satara District

ODOP Products – Strawberry and Engineering



2.3 District ODOP and GI Product Profile

The Satara district is famous for Strawberry, Ginger and Kandi Pedha. The identified ODOP products are Strawberry and Engineering. The other potential export sectors include Textile, Agriculture. The exiting ODOP/ GI and export potential product profile of the district is as mentioned below,

Table 1.4- Existing ODOP and GI Product Export Profile

Sr. No.	Product Name	GI No.	ODOP	HSN Code	Sector	Perishable	Line Ministry/ State Department / Boards
1.	Strawberry (GI)	154	Yes	08101000	Agriculture	Yes	Ministry of Agriculture and Farmers Welfare, Government of India Department of Agriculture, Government

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							of Maharashtra
2.	Engineerin g	NA	Yes	8409994 9 8502120 0	Engineerin g	No	Ministry of Heavy Industries, Government of India Industries Department, Government of Maharashtra

Table 1.3- Existing Export Potential Profile

Sr. No.	Product Name	HSN Code	Sector	Perishable	Line Ministry/ State Department/ Boards
1.	Turmeric	09103030	Agriculture	Yes	Ministry of Agriculture and Farmers Welfare, Government of India Department of Agriculture, Government of Maharashtra
2.	Ginger	09101110, 09101120, 09101130			
3.	Waghya Ghevda (GI)	07109000			
4.	Jaggery (Organic)	17011410			
5.	Kandi Pedha	17049020, 17049030	Food Processing	No	Ministry of Food Processing, Government of India Industries Department, Government of Maharashtra
6.	Ghongadi (Blankets)	61101120	Textile		Ministry of Textile, Government of India Industries Department, Government of Maharashtra

* GI - Geographical Indicator, ODOP - One District One Product

2.4 Current Market for district's ODOP and GI Products

The below mentioned table illustrates current market for listed products,

Table 1.5 – Current Market for district's ODOP and GI Products

Sr. No.	Product Name	HSN Code	Major Market for Products
1.	Strawberry (GI)	08101000	Bhutan, Nepal, Germany, UK, France
2.	Jaggery	17011410	Iran, Bangladesh, Malaysia, Sri Lanka, Czech Republic, Iraq

Source: DGCIS

Table 1.4 – Current Market for district's Export Potential Products

Sr. No.	Product Name	HSN Code	Major Market for Products
1.	Turmeric	09103030	EU, UAE, Malaysia, Japan, Australia, Indonesia
2.	Ginger	09101110, 09101120, 09101130	Morocco, UAE, Qatar, Turkey, Singapore, Japan
3.	Waghya Ghevda (GI)	07109000	Japan, Netherlands, Belgium, Italy, Spain, Austria
4.	Kandi Pedha	17049020, 17049030	EU, Germany, Philippines, Indonesia, Italy
5.	Ghongadi (Blankets)	61101120	Bangladesh, France, Afghanistan, Netherlands, Nepal, Denmark, Sweden
6.	Jaggery (organic)	17011410	Iran, Bangladesh, Malaysia, Sri Lanka, Czech Republic, Iraq

Source: DGCIS

2.5 Top Exporting Products and Countries from District

2.5.1 Top 10 Exporting Products from District

Table 1.5 Top 10 Exporting Products from District (April 2023-March 2024)

Top 10 Exporting Products from District				
S.No	HS Code	Product Description	Export Value (INR crore)	Top Exporting Countries
1	8568	Nuclear Reactors, Boilers, Machinery And Mechanical Appliance	1827.34	Indonesia, Bangladesh, UAE
2	1764	Other Made Up Textile Articles; Sets; Worn Textile Articles	1175.14	China, Korea, Lebanon
3	2548	Cotton	538.88	Turkey, Uzbekistan, China
4	4959	Road Vehicles And Parts	394.28	Saudi Arabia, Djibouti, Malaysia

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5	6545	Electrical Machinery & Equipment & Parts Thereof; Sound &	371.82	Spain, USA, Austria
6	5037	Articles Of Iron & Steel	208.53	Egypt, Vietnam, Iraq
7	284	Pearls, Precious Or Semi-Precious Stones/Metals And Article	197.17	UK, USA, Belgium
8	544	Sugars And Sugar Confectionery	186.71	Mexico Australia Belgium
9	190	Cereals	112.77	USA, Honduras, Korea
10	345	Residues And Waste From The Food Industries; Prepared Anima	92.04	Belgium, Spain, USA

Source: DGCIS

2.5.2 Top 10 Exporting Countries from District

Table 1.6 - Top 10 Exporting Countries from District (April 2023- March 2024)

Sr. No.	Country	Export Value (INR crore)
1.	U S A	2347.74
2.	U Arab Emts	438.07
3.	Italy	325.44
4.	China P Rp	260.71
5.	Germany	183.97
6.	U K	169.82
7.	Korea Rp	168.32
8.	South Africa	130.51
9.	Kenya	110.77
10.	Saudi Arab	109.97

Source: DGCIS

2.6 Existing Export Oriented Units in the District

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

Table 2-7: Export Oriented Units

Sr.No	Company Name	Sector	Exporting Countries
1.	Kay Bouvet Engineering	Turnkey Projects	Germany, South America
2.	Garware Bestretch Ltd Factory	Rubber Tapes	USA, Asia, Africa, Australia, Vietnam
3.	Nipro India Corporation Pvt Ltd	Medical Equipment's	Australia, Brazil, Europe, Japan

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Sr.No	Company Name	Sector	Exporting Countries
4.	Mutha Engineering Pvt. Ltd,	Auto Components	Germany, Japan, USA,
5.	Ahaan Healthcare Pvt. Ltd.	Pharmaceutical Medicines	African, Middle East, Central Asia
6.	Dura Magnets Pvt. Ltd	Magnets	China
7.	Ajinkya Electronic Systems	Embedded / Micro Controller	Thailand, Netherland, UK, USA, Saudi Arabia
8.	Karad Projects And Motors Limited	Pump	Germany, France, Spain, USA, Mexico, Austria, UK
9.	RPK India Private Ltd	Springs	Mexico, Spain, Germany
10.	Datwyler Pharma Packaging India Private. Ltd.	Drug Packaging	Belgium, Germany, USA, UK, Switzerland
11.	Rieter India Private Limited	Textile Machinery	Switzerland, Germany, China, Czech Republic, Netherlands
12.	Innovative Automation Product	Numeric Digital Readout Systems and Linear Encoders	Malaysia, Germany, Greece, Mexico, Egypt
13.	AR Engineering	Insulating Oil upgrading systems for Transformers	Saudi Arabia, Turkey
14.	Nisarga Biotech	Natural Products	USA, Europe, and South America
15.	Bartakke Electrofab Pvt. Ltd	Mild Steel and Stainless Steel	UAE, Malaysia, Germany
16.	AG Electro Services	Electric Motors	Canada, UK, Australia, Bulgaria, Abu Dhabi
17.	Shree Refrigeration's Pvt. Ltd	Condensing Unit, Chillers, HVAC	France, Algeria, Norway, Uganda
18.	Raghuleela Innovative Technology (R&D) Centre Pvt Ltd	Consumer Products	USA, Canada
19.	Shri Avdhut Industries	Fast Food	Africa, Asia, Caribbean, Europe, Middle East
20.	Utkarsh Transmissions Pvt. Ltd.	Coupling solutions for high volume manufacturing processes	Africa, Middle East, Gulf Countries, South America, North America, EU, Middle Eastern
21.	Balaji Construction Machines and Spares	Machines and Equipment Manufacturing Company	UAE, South Africa, Ghana, Nigeria, Oman, Kuwait, Nepal, Somalia

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Sr.No	Company Name	Sector	Exporting Countries
22.	Kavitsu Robotronix Pvt. Ltd.	Bearings	China
23.	Mechanite Engineering Solutions	Molded Plastics	USA
24.	Dbind Wire Products Pvt Ltd	Wire	China, UK
25.	Shree Agro Industries	Food Products	Mozambique, Myanmar, Malawi
26.	Enersmith Sales	Gases	UK, USA, Korea, Italy
27.	K V Industries	Industrial and Consumer Products	Iran, Uganda, Kenya, Malawi, Sri Lanka, Egypt, Kuwait, UAE, Qatar
28.	Kadam Infra	Dairy, Chemical, Food Processing and Pharmaceutical Equipment	Bangladesh, Nepal and Sri Lanka
29.	Mohamad Hanif Enterprises	Meat Products	Vietnam, Jordan, Myanmar

Source: DIC

2.7 Major Cluster in Satara District

Below mentioned table illustrates major cluster in the district,

Table 2-5: Major Cluster

Cluster	Location	No. of Units
Printing and Packaging Cluster	Satara	102
Fabrication Cluster	Koregaon	107
Jaggery Cluster	Satara	60
Leather Cluster	Satara	29

Sources: DIC

2.8 Major Industrial Units in the District

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

Table 2-6: Major Industrial Unit

Sr. No.	Name of Enterprise	Sector	Product	Address
1.	Mukund Bekaert Wire Industries Pvt.Ltd.	Manufacturing	Stainless Steel	A/P.Lonand, Taluka,Khandala
2.	Dhanashri Industrial Ltd.	Manufacturing	Foundry	MIDC Satara

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Sr. No.	Name of Enterprise	Sector	Product	Address
3.	Paranjape Auto Cast Pvt.Ltd.	Manufacturing	Foundry	MIDC Satara
4.	Ajinkyatara Sahakari Sakhar Karkhana Ltd.	Sugar	Sugar	Shahunagar, Shendre
5.	PMP Components (P) Ltd.	Manufacturing	Engineering	MIDC Satara
6.	Cooper Corporation Pvt.Ltd.	Manufacturing	Engineering & Casting	MIDC Satara
7.	Maharashtra Scooter Ltd.	Auto	Two-Wheeler Automobile	MIDC Satara
8.	Alfa Laval Ltd.	Manufacturing	Dairy Equipment's	Old MIDC Satara
9.	Kay Pulp & Paper Mill Ltd.	Paper	Paper	A/P.Borgao Taluka Satara
10.	Godrej & Boyce Mfg.Co.Ltd.	Electronics	Domestic Appliance	Khandala
11.	Associated Capsules Pvt.Ltd.	Pharma	Pharmaceutical	Khandala
12.	Tata Cummins Ltd.	Manufacturing	Internal Combustion	Taluka Phaltan
13.	The Hindustan Spinning & Weaving Mills Ltd.	Paper	Combed Yarn	Karad
14.	Tube Investments of India Ltd. Unit TPI	Manufacturing	Engineering Components	A/P.Shirwal Taluka, Khandala
15.	Khandoba Prasanna Agri power Ltd.	Distillery	Absolute Alcohol	Karad
16.	Kirloskar Brothers Ltd.	Manufacturing	Pump Assembly	A/P.Shindewadi Taluka Khandala
17.	Paranjape Auto Cast Pvt.Ltd.	Auto Component	Alloy Iron Casting & Components	A/P.Shirwal, Taluka, Khandala
18.	Shriram Sahakari Sakhar Karkhana Ltd.	Sugar	Sugar	Phaltan
19.	New Phaltan Sugar Works	Sugar	Sugar	A/P.Sakharwadi Taluka Phaltan
20.	Satara Sahakari Sakhar Karkhana Ltd.	Sugar	Sugar	Wai

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Sr. No.	Name of Enterprise	Sector	Product	Address
21.	Satara Sahakari Sakhar Karkhana Ltd.	Chemical	Undenatured Ethyl Alcohol	Wai
22.	Kisan Veer S.S. Karkhana Ltd.	Sugar	Sugar	Wai
23.	Bestrecch Elastomers International Ltd.	Manufacturing	Rubber Plastic & Nylon	Wai
24.	Garware Elastomerics Ltd.	Manufacturing	Rubber Plastic & Nylon	Wai
25.	Pratapgad S.S. Karkhana Ltd.	Sugar	Sugar	Jaoli
26.	Bharat Forge Ltd.	Manufacturing	Engineering Components	Koregaon
27.	Privilege Industries Ltd.	Distillery	Rectified Spirit	Khandala
28.	Rayat S.S. Karkhana Ltd.	Sugar	Sugar	Karad
29.	Krishna S.S.Karkhana Ltd.(Reth,Bk)	Sugar	Sugar	Karad
30.	Emerson Climate Technology Ltd.	Manufacturing	Hermitically Sealed Compressors	Karad
31.	Sahyadri S.S. Karkhana Ltd.	Sugar	Sugar	Karad
32.	Mutha Sphere Cast (I) Ltd.	Manufacturing	Foundry	MIDC Satara
33.	Swaraj India Ltd	Dairy	Milk Pasteurized	Khandala
34.	Allied Ferro Melt Pvt. Ltd.	Manufacturing	Engineering	Khandala
35.	Bartakke Electronics Pvt. Ltd.	Manufacturing	Fabricated Structural Metal Products	MIDC Satara
36.	Harnai Sahakari Soot Girni Ltd.	Textile	Cotton Carded and Combed Yarn	Yeliv Taluka Khataav
37.	Heritage Food (India) Ltd.	Dairy	Milk Pasteurized	Sanghvi Taluka Phaltan
38.	Mapro Foods Pvt. Ltd,	Food Processing	Food Processing	Wai

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Sr. No.	Name of Enterprise	Sector	Product	Address
39.	Nuts N Agro Product India Ltd,	Food Processing	Food Processing	Patan
40.	Okasa Pharma Pvt. Ltd,	Pharma	Pharmaceutical	Satara
41.	Precision Automotive Robotics India Ltd,	Manufacturing	Industrial Robotics & Automation	Khandala
42.	Saunder Valves (India) Ltd.,	Manufacturing	Engineering	Satara
43.	Siddharth PVC Pipe Pvt.Ltd.,	Manufacturing	PVC Pipes	Phaltan
44.	Spicer India Ltd.	Manufacturing	Transmission Shafts & Cranks	Satara
45.	Stieber Precision Pvt.Ltd.	Manufacturing	Free Wheel Clutches	Satara
46.	Tyco Electronics Corporation Indian Ltd.	Manufacturing	Cable Assembly	Khandala
47.	Urjankur Kisan Veer Power Company Ltd	Power	Generation & Distribution from Other Conventional Energy Sources	Khandala
48.	Wai Taluka Sahakari Soot Girni Ltd.	Textile	Cotton Yarn	Wai
49.	Yashwantrao Mohite Krishna Ssk Ltd	Sugar	White Crystal Sugar	Karad
50.	Yashwantrao Mohite Krishna Ssk Ltd	Distillery	Ethyl Alcohol	Karad
51.	Kisan Veer Sahakari Sakhar Karkhana Ltd.	Sugar	Generation of Power Base Bagasse and Biomass Agri based Etc.	Wai
52.	Hematic Motors Pvt.Ltd.	Manufacturing	Electrical Motor	Karad
53.	M/S.Cooper Corporation Pvt. Ltd.	Manufacturing	Diesel Generator And Gas Generators	Satara

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Sr. No.	Name of Enterprise	Sector	Product	Address
54.	Emerson Climate Technologies (India) Ltd	Manufacturing	Gas Compressors	Satara
55.	Tata Cummins Ltd	Manufacturing	Manufacture Of Internal Combustion Engine for Heavy Vehicle And Other Series	Phaltan
56.	Cummins India Ltd.	Manufacturing	Mfg Of Internal Combustion Engine	Phaltan

Sources: DIC

2.9 Key Issues in Export

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

Table 2-7: Key Issues in Export

Category	Issues	Relevant Government Authority
Regulatory	Provide export data (origin of the district) at the district level, enabling stakeholders to make an informed decision.	Central and State Government Authorities
	Availability of online portal to facilitate information related to export of various products. Online portal for - Export guidelines for various products.	
	As the district becomes Export Hubs – the district authority should provide licenses and certificates to the manufacturers and exporters using the central government's online portal.	
Institutional Support	Market data for export products	State Government Authorities
	The training program should be conducted to know the latest updates in foreign trade policies.	Central and State Government Authorities
	Lack of awareness about overseas buyers	
	Establishing an export Facilitation Centre (virtual/physical) - The center can be a dedicated point for information/guidance on export-related matters like IEC, schemes, Documentation, etc	

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Category	Issues	Relevant Government Authority
	Organize study tours in various countries to know the latest technical advancements in other countries.	State Government Authorities
Promotional Support	Permanent Exhibition Centre at district place with Govt. support should be established	State Government Authorities
	Availability of buyer market data	Central and State Government Authorities
	To promote products in the international market, the subsidy should be given by the government for participation in international trade fairs; Buyer-Seller meets.	
Industrial Infra	Less space available for expansion of existing industries	State Government Authorities
	Introduction of more testing facilities which will enhance the products for Engineering and other allied activities for the sector	
	W.r.t. electricity, current per unit rate of electricity is high as compared to other states, considering it. Further, the quality of the electricity is not up to the mark	
Logistic Infra	Adequate transportation facilities should be made available	Central and State Government Authorities
	Introduce Logistics Park	State Government Authorities
	Lack of Truck terminus in the district	
	Better roads to connect with Pune as it is the nearest ICD	
Finance	No promotional Incentive schemes from State Government to exporters also should incorporate import substitution units.	Central and State Government Authorities
	Support of schemes and introduce working capital for Cooperative banks.	
	The dominance of the Cooperative banks is more compared to the private banks.	
Agriculture Sector (Strawberry)	Cold Storage facilities are required to promote Ginger, Strawberry, Beans, and other Agri related products	State Government Authorities
	Organic farming and Crushing facilities for strawberries are limited	
	The farmer's collective work is not available and requires training.	
	Promotion of GI tag and Made in Satara branding to be promoted	
	Testing Lab for strawberry	
	Cluster for Strawberry	

Category	Issues	Relevant Government Authority
Textile Sector	Lack of Skilled labour and labour training	State Government Authorities
	Exhibition for foreign buyers.	
	Updated information about new markets for the existing export products	
	Promotion of tourism to be encouraged to help the foreign buyers to buy and support the sector	
Engineering Sector	Promotion of Made in Satara for engineering goods.	State Government Authorities
	Certification labs like CE marking to be made online	
	Testing Lab for Engineering Goods	

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 Satara district's DEPC meetings and outreach program details are as mentioned below,

Table 2-8: DEPC meetings and outreach program

Sr No	Date	DEPC meetings/Outreach Program Details
1.	24.11.2020	DEPC meeting and formation of DEPC committee <ul style="list-style-type: none"> a) Cargo Movement, Introduction of Logistics Park are to be included in the Plan b) Rail network to be increased c) Road transportation to be increased.
2.	14.09.2021	DEPC Meeting <ul style="list-style-type: none"> a) The infrastructure needed to be increased b) To add ginger as an export product

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		c) Create more testing facilities
3.	24.09.2021	Vanijiya Utsav (Exporter Conclave) Date: 24 September 2021 Number of Participants: 200 Exhibition Stalls: 12
4.	29.09.2022	Exporters Conclave Date: 29.09.2022 Number of Participants: 120 Exhibition Stalls: 4
5.	18.01.2023	District Export Action Plan and required interventions
6.	16.05.2023	Discussion on 10 agenda points of demi-official letter received by Hon. Development Commissioner Export.
7.	20.09.2023	Discussion on implementation of 10 agenda points of demi-official letter received by Hon. Development Commissioner Export.

4. District Export Promotion Strategy

4.1 Diversification Opportunities for identified export potential product

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

Table 3-1: Diversification Opportunities for ODOP/GI Products

Sr No	Product Name	HSN	Sector	Diversification Opportunities
1.	Strawberry (GI)	08101000	Agriculture	Bhutan, Nepal, Germany, UK, France, EU, Belgium, Netherlands, Italy
2.	Engineering	84099949	Engineering	Ireland, Germany, Italy, Kuwait, Malaysia, Israel
		85021200		Russia, Taiwan, UAE, Nepal, Saudi Arabia, Iraq, Australia, Ecuador

Table 3-2: Diversification Opportunities for Export Potential Products

Sr No	Product Name	HSN	Sector	Diversification Opportunities
1.	Waghya Ghevda (French Beans) (GI)	07109000	Agriculture	Japan, Netherlands, Belgium, Italy, Spain, Austria, USA, Canada
2.	Turmeric	09103030		Saudi Arabia, Netherlands, Morocco, Canada
3.	Ginger	09101110		Russia, UK, South Africa, Czech Republic, Saudi Arabia, Spain, Bahrain, Kuwait
		09101120		Jordan, Kuwait, Argentina, Netherland, Djibouti, USA, South Africa, Tunisia, Turkey, Qatar
		09101130		Qatar, USA, Japan, Kuwait, Jordan, Indonesia, Malaysia
4.	Jaggery	17029010	Food Processing	Australia, Germany, Singapore, Nepal, EU, Netherland
5.	Kandi Pedha	17049020		Nigeria, Togo, Ghana, Chad, UAE, Congo, Benin, Niger, Mozambique
		17049030		Niger, Benin, Chad, Singapore, Ghana, Nigeria, Russia, Togo, Congo

Sr No	Product Name	HSN	Sector	Diversification Opportunities
6.	Strawberry (Jams, Jelly, Crush)	20079990		EU, Belgium, Netherland, Italy, Russian Federation
7.	Frozen Boneless Meat	02023000		Mauritius, Qatar, Comoros, UAE, Cambodia, Kuwait
8.	Ghongadi (Blankets)	61101120	Textile	Bangladesh, France, Afghanistan, Netherlands, Nepal, Denmark, Sweden, Spain

Source: DGCIS and WITS

4.2 Export Promotion Strategy

Below mentioned table illustrates strategy categorization and recommended strategy,

Strategy Category Types:

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

Table 3-2: Export Promotion Strategy

Category	Strategy Time frame	Challenge	Export Promotion Strategy	Relevant Government Authority
Regulatory	Short Term	Provide export data (district's origin) at the district level, enabling stakeholders to make informed decisions	Data can be retrieved from DGCIS and presented in DEPC Meeting	District Industries Centre
	Short Term	As the district becomes Export Hubs, the district authority should provide licenses and certificates to the manufacturers and exporters using the central government	Availability of easy and user-friendly processes for export licensing: ISO 9001-2015 ISO, GMP, HACCP, licenses. The exports licenses and permits must be integrated with single window system MAITRI portal	Directorate of Industries

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		t's online portal.		
Training and Awareness	Short Term	Regular Training Programmes for sector-specific products	To organize sector-specific training programs with DGFT, relevant Export Promotion Councils and Commodity board of India	DGFT, Export Promotion Council and Commodity Board of India
	Short Term	To invite industries to do investment in Satara and to do export awareness program for large audience	To organise District Investment Summit to invite investment and IGNITE Maharashtra to aware large audience regarding state government initiative towards export and ODOP	District Industries Centre
Cluster	Long Term	ODOP Cluster (Advance Engineering and Allied Cluster)	Jaggery Cluster is under progress stage .The cluster will play a vital role to boost exports.	Directorate of Industries
Industrial Infra	Medium Term	Electricity – quantity and quality should be improved	High quality (minimal power fluctuation) power should be supplied to industrial area	Maharashtra State Electricity Board
Logistic	Long Term	Logistic Incentives are required	Considering the logistic importance in export the state government introduce logistic incentive in Export Policy 2023 and also done MoU with India Post and ONDC to get reliable and cheap logistic facilities	Directorate of Industries
Finance	Short Term	Export incentives for aspiring exporters are required	To encourage aspiring exporters state government introduce incentive for New MSME entrant	Directorate of Industries
Agriculture	Short Term	Represent agriculture products on GeM and other e-	Discussion with DPIIT during ODOP Awards for representation of Strawberry on GeM portal.	Directorate of Industries

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		commerce portal		
	Short Term	Onboard of ODOP Seller on ONDC portal	Discussion with ONDC representative and shared the list of ODOP sellers for onboarding	District Industries Centre

Source: DIC Satara

4.3 Institutional Tie-up:

S. No	Stakeholders	Date	Status
1.	Karmveer Bhaurao Patil College of Engineering Satara	10 May 2023	MoU signed between DIC Satara and KBPCOE

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2.	Karmveer Bhaurao Patil Institute of Management Studies and Research Satara	11 May 2023	MoU signed between DIC Satara and KBP College of Management
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4.4 District Export Promotion Cell and ODOP Facilitation Cell:

S. No	Particulars	Date	Status
1.	District Export Promotion Cell	27 June 2023	Established
2.	ODOP Facilitation Cell	13 July 2023	Established

2.1 Key Department Contacts

- ▶ **Export Commissioner and Development Commissioner (Industries), GoM,**
Address: New Administrative Building, Madam Cama Road, Opp. Mantralaya, Mumbai – 400 032
Email: didci@maharashtra.gov.in
Phone: 022 22028616
- ▶ **Joint Director of Industries, Pune region**
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- ▶ **General Manager, District Industries Centre, Satara**
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- ▶ **Manufacturers Association of Satara**
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