

# **Export Action Plan for Wardha District**

**Nagpur Region, Maharashtra  
June 2024**



# Contents

<b>1</b>	<b>District Profile .....</b>	<b>2</b>
1.1	Introduction.....	2
1.2	Location and Geography .....	2
1.3	Demographic Profile.....	2
1.4	Climatic Conditions .....	3
1.5	Logistic Infrastructure Profile.....	3
1.5.1	Road Transport .....	3
1.5.2	Rail Transport.....	3
1.5.3	Air Transport.....	3
1.6	Agricultural Profile .....	4
1.6.1	Major Agriculture and Horticulture Produce of District .....	4
1.7	Industrial Profile .....	4
1.8	Industrial Infrastructure Profile .....	7
1.9	Service Sector Profile.....	8
1.10	Industrial Association of the District .....	8
1.11	Banking Facilities .....	8
<b>2</b>	<b>District Export Profile .....</b>	<b>9</b>
2.1	Wardha District Export Scenario .....	9
2.2	Existing and Proposed Infrastructure for Exports .....	10
2.3	District One District One Product (ODOP) Profile.....	10
2.4	Top Exporting Products and Countries from District.....	11
2.4.1	Top 10 Exporting Products from District .....	11
2.4.2	Top 10 Exporting Countries from District .....	12
2.5	Potential Export Product Profile .....	13
2.5.1	Existing Export Oriented Units in the district .....	14
2.6	Potential Export Oriented Units.....	14
2.7	Major Clusters in Wardha District .....	15
2.8	Key Issues in Export .....	16
2.9	Export Promotion Initiatives by District .....	18
2.9.1	Formation of DEPC (District Export Promotion Council).....	18
<b>3</b>	<b>District Export Promotion Strategy .....</b>	<b>19</b>
3.1	Diversification Opportunities for identified export potential product.....	19
3.2	Export Promotion Strategy .....	19
3.3	Key Department Contacts .....	26

# 1 District Profile

## 1.1 Introduction

Wardha district is a part of the Nagpur division in the Vidarbha region of Maharashtra, India. The city of Wardha serves as the administrative headquarters of the district. The district spans an area of 6,310 square kilometers and comprises several important cities, including Wardha, Hinganghat, and Arvi. Wardha district is characterized by its flat terrain with some undulating areas. The Wardha River, a significant geographical feature, flows through the district, supporting its agricultural activities. The district is administratively divided into eight talukas (sub-districts): Wardha, Deoli, Arvi, Ashti, Hinganghat, Seloo, Karanja and Samudrapur.

Wardha district is a blend of historical significance, agricultural prosperity, educational excellence, and cultural richness. Cotton farming and soybean cultivation in Kharif is quite common. The government has provided canals to irrigate during Rabi season when bengal gram (chickpea) becomes a popular choice to sow. Many institutions are encouraging farmers to go natural or organic but the lack of support systems either with the availability of techniques or the marketability of this produce is preventing the spread of this movement.

Wardha is becoming the second industrial hub of the Vidarbha area. This is due to its geographical location and good rail and road connectivity. In the last few decades, many companies and industrial plants were established there. Some of the major industrial plants include steel and power plant factories.

## 1.2 Location and Geography

The district of Wardha is bounded by Nagpur district in the northeast, Chandrapur district in the southeast, Yavatmal district in the southwest and Amravati district in the northwest. Situated on the west of the Nagpur plateau, Wardha River circles the district on its north, west and southwest boundaries. Most of the district is in the Wardha River basin. Lower Venna, Lower Wardha and Upper Wardha are the major dams in the district.

Connectivity: Dhule - Kolkata (National Highway 6) and Varanasi - Kanyakumari (National Highway 7) pass through this district. Mumbai - Kolkata (Central Railway) and Chennai - Delhi rail routes pass through the district. Wardha is an important station on both these routes. The district is well-connected by road and rail, with major highways and a vital railway junction facilitating easy access to neighbouring regions.



## 1.3 Demographic Profile

Wardha district has a population of 1,300,774, with 668,385 males and 632,389 females, according to the 2011 Census of India. The district has an urban population of 26.28%. With a population density of 205 inhabitants per square kilometer, Wardha experienced a population growth rate of 4.8% from 2001 to 2011. The sex ratio stands at 946 females for every 1,000 males, and the literacy rate is 87.22%.

In terms of linguistic demographics, 87.78% of the district's population speaks Marathi, followed by 6.88% who speak Hindi and 1.26% who speak Urdu, as per the 2011 Census of India.

## 1.4 Climatic Conditions

The climate of Nagpur is tropical, with a rainy season from June to mid-October, due to the monsoon, and a dry season from mid-October to May. The rains usually end in early or mid-October.

## 1.5 Logistic Infrastructure Profile

- ▶ **ICD Ports:** JNPT and Nagpur ICD Port are the nearest seaport and dry port available for Wardha district.
- ▶ **Sindi ICD Port:** In August 2014, the Ministry of Shipping, Government of India, announced the development of a Dry Port in Sindi village in Wardha district of Maharashtra. The ICD, strategically located in Sindi, is approximately 20 kilometers from the district headquarters of Wardha. This location offers significant advantages for businesses in Wardha and the surrounding regions, including Nagpur, due to its ease of access to major highways and railway lines. The Dry Port is being developed by the Jawaharlal Nehru Port Trust (JNPT) to provide effective logistics services to industries in the Vidarbha region and improve cargo throughput at the port.

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

### 1.5.1 Road Transport

- ▶ **Highways:** Wardha is well-connected by a network of national and state highways, including the major National Highway 44 (NH 44), which is part of the North-South Corridor connecting Kashmir to Kanyakumari. This highway ensures smooth transit of goods and people across the district and beyond.
- ▶ **State Highways:** Several state highways also traverse the district, linking it to nearby towns and cities, thus enhancing regional connectivity.

### 1.5.2 Rail Transport

There are two railway stations in Wardha district.

- ▶ **Wardha Railway Station:** It is an important junction station on the Hworah-Nagpur-Wardha-Bhusaval-Jalgaon-Mumbai CST line and New Delhi – Nagpur-Chennai line.
- ▶ **Sevagram Railway Station:** It is under Nagpur railway division of Central Railway zone of Indian Railways. It is located on two main lines viz. Howrah-Nagpur-Mumbai line and New Delhi-Chennai main line of the Indian Railways
- ▶ **Broad Gauge:** The broad-gauge railway lines ensure heavy and bulk goods can be transported efficiently, supporting local industries and agriculture.

### 1.5.3 Air Transport

- ▶ **Nearest Airport:** Dr. Babasaheb Ambedkar International Airport in Nagpur, approximately 75 km from Wardha, serves as the nearest airport. It connects the district to major domestic and international destinations, enhancing business and trade opportunities.
- ▶ **Air Cargo:** The proximity to Nagpur airport, which has cargo handling facilities, benefits exporters and industries in Wardha by providing faster and more efficient transportation of goods.

## 1.6 Agricultural Profile

Agriculture is the cornerstone of Wardha's economy. The district is known for its production of crops like cotton, soybean, tur (pigeon pea), and wheat. The fertile soil and favorable climate conditions contribute to its status as an important agricultural hub in Maharashtra. Additionally, the district has developed agro-based industries, including cotton ginning and pressing, and oil mills. Soybean and Pigeon Pea are the principal crops of Wardha district. Pigeon Pea is cultivated throughout the district along with Soyabean and Cotton. Cotton crop is the main cash crop of the district occupying about one-third of the total cultivated land. Sugarcane cultivation is on the rise in some talukas. Oranges and Bananas are also grown in some areas. Wardha district is also majorly known for its khadi and handloom products.

### 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 (2022-23)	Area under Production Hecter (2022-23)
1	Toor	50153.00	76863.00
2	Soyabean	165295.28	139003.8
3	Cotton	625617.97	254370.99
4	Sugarcane	89200.00	1784.00
5	Wheat	27082.54	16423.62
6	Sweet Orange	17070.00	1707.00
7	Turmeric	4951.00	248.00

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

## 1.7 Industrial Profile

Industrial Areas in Wardha District are as mentioned below:

- ▶ MIDC Hinganghat
- ▶ MIDC Deoli
- ▶ MIDC Samudrapur
- ▶ MIDC Wardha
- ▶ MIDC Karanja

### ▶ Industries and Employment Generation in Wardha District

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

Table 1-2: Industries and Employment Generation

Type	Total Units	Investment (in INR Crore)	Employment
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## Wardha District Export Action Plan

Large Scale Industries	35	9710.72	33817
MSME Registered (Upto March 2024)	34240	91389.87	128307
<b>Sector-wise Industries (LSI)</b>			
Steel	3	5837.00	5649
Textile	11	1271.39	4791
Food based Industries	1	112.36.	570
Agro based Industries	2	71.10	294
Other	4	162.78	432
<b>Sector-wise Industries (MSME)</b>			
Textile	415	52.58	2828
Paper	130	18.37	695
Agro based Industries	126	11.56	1003
Food based Industries	1092	11.52	4226
Other	5412	280.31	28429

Source: DIC Wardha

### ► **List of Cotton Factories in Wardha district**

- Ajay Sawmill, Sindh
- AMA Ginning & Pressing Factory, Talegaon Shamaji Plant
- Anand Shetmal Prakriya Sah., Sanstha
- Anurag Industries, Wani
- Ashirwad Seed Processors Co-op Gin Compounds
- Bachhraj Factories Pvt. Ltd.
- Badridas Narayandas Industries
- Balaji Enterprises, Wani
- Bhikamchand Laxmichand Ginning Factory
- BN Ginning & Pressing Factory
- Deoli Shetkari Sahakari Ginning Pressing Co. Ltd.
- Dhanraj Cotton Industries, Nandgaon
- Dharyasheelrao Wagh Smruti Janta Sahakari Parakriya Santha
- Gima Manufacturing Pvt. Ltd. Textile Division

## Wardha District Export Action Plan

- ▶ Gimatex Industries Pvt. Ltd.
- ▶ Gurukrupa Cotgin Private Limited
- ▶ Hutatma Sahkari Processing Ltd.
- ▶ Jagdishprasad Ramswaroop Ginning Factory, Sindhi
- ▶ Jai Bajrang Agro Processing Private Limited
- ▶ Jai Laxmi Cotton Ginning Pressing Co.
- ▶ Jaikisan Shetmal Prakriya Sah. Sanstha Maryadit
- ▶ Jainaraya Ganeshram Ginning & Pressing Factory
- ▶ Jalaram Ginning & Pressing, Itlapur
- ▶ Jankeshwar Ginning Pressing Shetmal Prakriya Sahkari Sanstha Ltd.
- ▶ Jaybajrang Agro Processing Pvt. Ltd.
- ▶ Khatri Cotton Ginning Pressing Industries
- ▶ Maa Bhawani Ginning & Pressing
- ▶ Naman Textiles Industries
- ▶ Narmada Cottex
- ▶ Navshakti Textiles Industries
- ▶ Nidhi Industries (Power Loom), Wani
- ▶ Padmavati Agro Industries
- ▶ Patni Ginning & Pressing Factory
- ▶ Pee Vee Textile Limited, Jam
- ▶ Pragati Sah. Ginning & Pressing Sanstha
- ▶ Pranav Enterprises, Wani
- ▶ Prashant Commercial, Wani
- ▶ RB Narsingdas Jankidas Mohta Ginning & Pressing Factory Lessee: Varun Cotton Company
- ▶ Rukhmani Cottex
- ▶ Sambhaji Gin & Dal Mill Prakriya Sanstha
- ▶ Sahakar Maharshi Swa. Bapuraoji Deshamukha Shetkari Sah, Sut. Ginning Factory
- ▶ Sakhara Shetkari Sahakari Ginning & Oil Factory
- ▶ Sanjay Industries
- ▶ Sanskar Udyog
- ▶ Seth Bhikhanchand Lakhmichand Pressing Factory
- ▶ Shetkari Ginning & Pressing Sah. Sanstha Ltd.
- ▶ Shetkari Sah Ginning & Pressing
- ▶ Shetkari Sah Shetmal Prakriya Sanstha Maryadit Deoli
- ▶ Shetkari Sahkari Shetmal Prakriya
- ▶ Shiv Sahakari Prakriya Sanstha Ltd.
- ▶ Shri Balaji Ginning Factory
- ▶ Shri Krishna Ginning & Pressing
- ▶ Shri Krishna Ginning & Pressing Factory
- ▶ Shri Vijaylaxmi Ginning & Pressing
- ▶ Shrikrishna Ginning & Pressing Company
- ▶ Shrinath Enterprises
- ▶ Shriniwas Ginning Industries
- ▶ Shripati Textiles Industries
- ▶ Sriraman Textiles Industries
- ▶ Shrirang Textiles Industries
- ▶ Sindhi Sah. Vikri Sanstha, Ginning Complex
- ▶ Shri Sudarshan Cotton Industries Pvt. Ltd.
- ▶ SS Industries, Borgaon
- ▶ Usha Industries
- ▶ Wasudeo Industries Ginning Factory
- ▶ Yash Textiles Industries, Wani
- ▶ Yashwant Shetmal Prakriya Sah. Sanstha, Shankar Udyog
- ▶ JR Textiles
- ▶ Shree Sainath Textiles Pvt. Ltd.
- ▶ Salasar Cottex
- ▶ Gimatex Industries Pvt. Ltd.
- ▶ Shree Ganesh Natural Fibers

- ▶ Rahul Cotton & Fibers
- ▶ Nirankar Cottex

Sources: Mahadish (Directorate of Industrial Safety and Health)

## 1.8 Industrial Infrastructure Profile

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

**Table 1-3: MIDC Industrial Infrastructure**

Area	Hinganghat Industrial Area	Wardha Industrial Area	Deoli Growth Centre	Samudrapur Industrial Area
Water	Supplied water through open well at Hinganghat (Mini) Industrial Area	4.5 MLD water is available to the Industrial area	3.00 MLD	MIDC has supplied water through Bore well to the Samudrapur (Mini) Industrial area
Roads	The area is connected to the main road of width 45 metres and width of internal roads is 25 metres with a length of 0.781 km.	Asphalted roads with streetlights and water supply distribution network ensures smooth flow of traffic in the area	Internal roads with streetlights	The area is connected to the main road of width 30 metres and internal roads with width 20 meters of length of 0.460 km.
Fire Station	A fire station is available in Hinganghat city	Available	Available	A fire station is available in Hinganghat city
Electricity	A 132 KV substation is available in Hinganghat city meets the power supply needs of the Industrial area	The area has a 66 KV powder supply	200 KVA	A 132 KV substation is available in Hinganghat city meets the power supply needs of the Industrial area

Other Infrastructure	Plots in the Industrial area of 10.30 hectares of land developed. 39 plots have been carved out and allotted.	The area has all the necessary infrastructure. It has a CFC building, Post & Telegraph office, Telephone Exchange, Telex, Fax, ISD/ STD facility, City transport, banks, etc.	CFC building, Post & telegraph, Telex, hotels, canteen, banks, hospitals, etc.	Plots in the Industrial area of 11.997 hectares of land developed 35 plots have been carved out and 16 plots allotted.
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Source: MIDC

## 1.9 Service Sector Profile

As per District Industries Profile, there are 583 service enterprises (micro-578, small-4 and medium -1) providing an employment of 1394. Some of the major services which are provided in the district are as listed below:

- ▶ **Potentials areas for service industry:** Service industry is having good opportunity, like, Desk Top Publishing, Auto Repair Services, Garages, Laundry & Dry Cleaning, Tailoring, Beauty Parlors and Creches, Maintenance of Medical Equipment, Laboratory, Servicing & Repairing of Machinery, Equipment Rental & Leasing.
- ▶ **Potential for new MSMEs:** In view of the expanding irrigation facilities and changing trend of cultivation, Jaggery, cotton, Preserved Vegetables and Injection Molded Thermoplastic Products, Agarbatti, Pickle and Sauces, Bakery Products, Cattle Feed, Wooden Furniture, Garment, RCC Pipes, PVC Pipes, Steel Furniture, Herbal Cosmetic Products has good potential in the district.
- ▶ **Development Initiatives in Wardha district:**
  - FPOs for increasing farmer's income through collectivization of producers, NABARD has promoted 16FPOs comprising around 4500 farmers
  - Pilot Project on Promoting Zero Budget Natural farming (ZBNF): To provide
  - nutrient rich food, maintain the soil health and to reduce the cost of cultivation of crops, natural farming is being promoted with 100 farmers as a pilot project in Samudrapur Block.
  - Formation of Off Farm Producer Organisation for Handloom (Khadi), Marketing vans for FPOs for selling vegetables and other farm products to nearby centres.

These sectors offer substantial opportunities for entrepreneurs and investors, contributing to the economic growth and development of the Wardha district.

Sources: DIC Wardha, Wardha Industrial Profile and NABARD Potential Credit Link 2022-23

## 1.10 Industrial Association of the District

- ▶ Laghu Udyog Bharathi Industrial Association
- ▶ MIDC Wardha Industrial Association

Source: DIC, Wardha

## 1.11 Banking Facilities

Bank of India is the lead bank of the district, closely followed by the State Bank of India. The district has branch network of 150 branches, however the weak status of cooperatives with 9

branches is a cause of concern. Vidarbha Konkan Grameen Bank is the RRB with 7 branches. RSETI (Bank of India) is operating in the district. The commercial bank network has come forward to finance farmers left out of the fold of the DCCB and have been contributing in agricultural loans. MSC Bank is also likely to open a branch at Wardha. There are 13 branches of private banks too for lending to priority sector.

Source: Wardha District NABARD Potential Link Plan 2022-23

## 2 District Export Profile

### 2.1 Wardha District Export Scenario

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

**Table 2-1: Existing Export Product Profile**

State and District Export Contribution		
	Total Exports (INR crore)	Percentage Contribution
<b>Maharashtra</b>	545086.48	17.33
<b>Wardha District</b>	1237.43	0.23

Source: DGCIS, Government of India (April 2021 to March 2022)

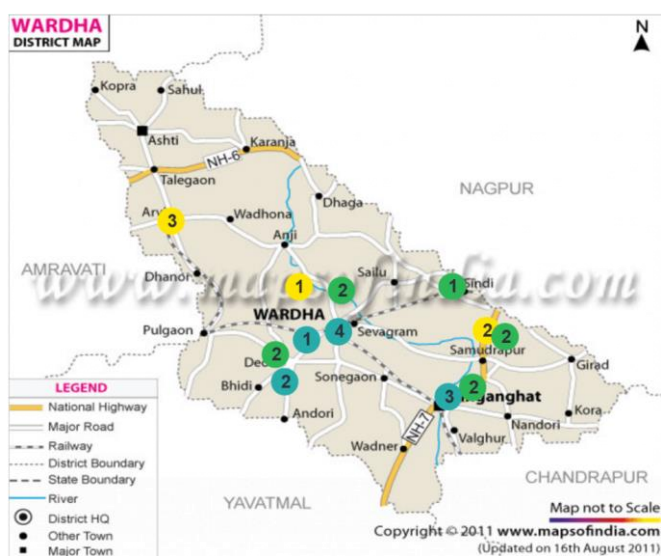
**Table 2-2: Existing Export Product Profile**

State and District Export Contribution		
	Total Exports (INR crore)	Percentage Contribution
<b>Maharashtra</b>	581439	16.05
<b>Wardha District</b>	593.39	3.66

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

## 2.2 Existing and Proposed Infrastructure for Exports

Existing Projects	
1	Dry Port Sindh, Wardha
2	4 MIDC Industrial Area – Hinganghat, Deoli, Samrudrapur and Wardha
Proposed Future Projects	
1	Furniture Cluster, Wardha city
2	Turmeric Cluster, Waigaon
3	Garment Cluster, Hinganghat
4	Samruddhi Corridor
Proposed New Projects for Export Promotion	
1	R&D Center for Agriculture Produce
2	Textile Cluster, Samudrapur
3	Dal Mill Cluster, Arvi or Hinganghat



Source: DIC Wardha

## 2.3 District One District One Product (ODOP) Profile

The Wardha district is famous for Cotton, Pulses, Turmeric, Orange and Soyabean. The details of identified ODOP for the district is given below,

Table 2-3: ODOP Profile

Sr. No.	Product Name	GI No.	ODOP	HSN Code	Sector	Line Ministry/ Department/ Boards
1.	Waigaon Turmeric	471	Yes	0910	Agriculture	Ministry of Agriculture and Farmers Welfare, Government of India; Department of Agriculture, Government of Maharashtra; APEDA
2.	Cotton and Cotton Yarn	NA	Yes	52010015; 52010019; 52052490	Textiles	Ministry of Textiles, Government of India; Department of Textiles, Government of Maharashtra; TEXPROCIL

Table 2-4: Current Markets for ODOP

Sr No	Product Name	HSN code	Export Value (in INR crore)	Export Value (in INR crore)	Export Hubs	Current Market of Maharashtra

## Wardha District Export Action Plan

			FY 22-23	FY 23-24		
1	Waigaon Turmeric	0910	NA	NA	Waigaon	Japan, Iraq, Tunisia, Morocco, Iran, Algeria Egypt, Libya, UAE and Sri Lanka
2	Cotton and Cotton Yarn	52010015; 52010019; 52052490	200.24	439.98	Wardha, Arvi and Hinganghat	Bangladesh, Vietnam, Oman, Indonesia, Turkey, Poland

Source: DGCIS, Government of India

## 2.4 Top Exporting Products and Countries from District

### 2.4.1 Top 10 Exporting Products from District

**Table 2-5: Top 10 Exporting Products from District**

HS Code	Product Description	Export Value (INR crore)	Top Exporting Countries
55141210	Woven fabrics, 3/4 thread twill of polyester staple, unbleached	118.43	Italy, Indonesia
52010015	Indian cotton of staple length 28.5 mm and above	92.95	Bangladesh, Indonesia, Oman and Vietnam
55099200	Other synthetic yarn mixed mainly/ solely with cotton	38.80	Poland, Belgium, Spain, Germany, Tunisha
52091290	Others – Woven fabrics cotton	36.57	Bangladesh, Italy, Korea
44184000	Shuttering of Concrete	35.41	Maldives
29232010	Lecithins	29.02	Netherland
73082011	Towers for transmission line w/n assembled	25.45	Latvia, Bhutan, Mali, Poland,
55095100	Other Yarn of Polyester	25.26	Japan, Kenya, Turkey, Tunisha, Tanzania
55101210	Viscous Rayon	17.07	Bangladesh, Turkey
36033000	Percussion Caps	15.07	Turkey

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

**Table 2-6: Top 10 Exporting Products from District**

HS Code	Product Description	Export Value (INR crore)	Top Exporting Countries
52091290	Others – Woven fabrics cotton	120.37	Bangladesh, Italy, Korea

## Wardha District Export Action Plan

HS Code	Product Description	Export Value (INR crore)	Top Exporting Countries
55141210	Wvn Fbrc,3/4 Thrd Twill of Polstr Stpl, Unblchd	108.56	Italy, Indonesia
52010015	Indian Cotton of Staple Length 28.5Mm (1.4/32) And Above	41.20	Bangladesh, Indonesia, Vietnam
52081290	Others	36.10	Bangladesh, Korea, Turkey
52052410	Grey2401	35.56	Bangladesh, Turkey, Columbia, Croatia, Portugal, Taiwan
52064200	Multpl (Flded)/Cbld Yrn Of Combed Fbrs Measuring Per Single	34.78	Poland, Belgium, Bangladesh, Egypt, Sri Lanka, Peru, Tunisia
23040030	Meal Of Soyabean, Solvent Extracted (Defatted) Variety	33.39	Bangladesh
52052310	Grey	30.77	Columbia, Bangladesh, Morocco, Tunisia, Peru, Brazil, Egypt
55095300	Other Yarn of Polyester Staple Fibres Mixed Mainly/Solely With	27.18	Italy, Peru, Kenya, Bangladesh, Colombia, Spain, Brazil
52081390	Others	24.23	Bangladesh, Korea

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

### 2.4.2 Top 10 Exporting Countries from District

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

**Table 2-7: Top 10 Exporting Countries from District**

Sr. No.	Country	Export Value (INR crore)
1	Bangladesh Pr	162.457
2	Italy	110.373
3	Maldives	48.470
4	Poland	34.125
5	Netherland	29.022
6	Turkey	27.452
7	Indonesia	20.973
8	Philippines	16.961
9	Kenya	13.409
10	Latvia	13.393

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

**Table 2-8: Top 10 Exporting Countries from District**

Sr. No.	Country	Export Value (INR crore)
1	Bangladesh Pr	387.34
2	Italy	125.69
3	Poland	31.91
4	Turkey	24.90
5	Colombia	21.31
6	Argentina	20.51
7	Indonesia	16.46
8	Philippines	16.27
9	China P Rp	11.22
10	Peru	11.11

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

## 2.5 Potential Export Product Profile

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

**Table 2-9: Potential Export Product Profile**

Sr. No.	Product Name	Sector
1.	Silkworm Cocoon	Sericulture
2.	Grey and synthetic yarn	Textiles
3.	Cotton fabrics and Cotton Linters	Textiles
4.	Agro based Products	Food processing
5.	Furniture items	Handicraft
6.	Soyabean and products	Agriculture
7.	Guyed and Terminal Transmission	Telecommunication
8.	Products of Iron and Steel	Iron and 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 2-10: Export Oriented Units**

Sr No	Company Name	Sector	Product Name	Approx. Export Amount (in INR Crore)
1.	Shri Sudarshan Cotton Industries Private Limited	Agriculture	Cotton seed processing of propagation	5-10
2.	Bajrang Agro Industries	Agriculture	Cotton ginning & pressing	5-10
3.	Gimatex Private Limited	Textile	Cotton fabrics/ clothing	200
4.	Sanskar Agro Private Limited	Agriculture	Cotton ginning & pressing	30
5.	Transrail Lightning Limited	Telecommunication	Guyed Towers and Transmission Towers	30
6.	Peevee Textiles	Textile	Spinning, weaving of textiles	200

Source: DIC, Wardha

## 2.6 Potential Export Oriented Units

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

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

**Table 2-11: Potential Export Oriented Units**

Sr. No.	Unit Name	Potential Product
1	Govind Ganda Agro	Grain Mill Products
2	GVR Proteins	Grain Mill Products/ Flour mill
3	Radhey Rising	Other than agro (Blasting raw material)
4	Jalaram Industries	Dal Mill
5	Laxmi Agro Industries	Toor Dal Mill

## Wardha District Export Action Plan

Sr. No.	Unit Name	Potential Product
6	Laxmi Narayan Industries	Water Tank, Garden Pipes
7	Uday Dal Mill	Dal Mill
8	Pratiksha Industries Pvt. Ltd.	Plastic Products
9	Excellent Engineering	Fabrication & Production of Steel Products
10	Chandak Briquettes	White Coal
11	Pravin Agro Industries	Agro Food Products
12	Samartha Udyog	Agro based products
13	Shreeram Food Products	Agro Food Products
14	Shubham Industries	CLC Bricks
15	Bhumi Crushers	Crushed stone
16	Shri Fabrication Industries	Door hinges
17	Damani Extrusion Aluminium Ltd	Articles of concrete, cement and plaster
18	Kalode Agro Industries	Agro based products
19	Bonica Farms LLP	Organic Foods
20	Bharati Hygiene Care Pvt. Ltd.	Sanitizer, Hygiene Care Products
21	Bharatiya Kutir Udyog	Food products
22	Varda Agro Processors Pvt. Ltd.	Agro based products
23	A R Industries	Plastic Granule
24	Yogeshwari Food Products	Food Products
25	Gram Seva Mandal	-

Source: DIC, Wardha

## 2.7 Major Clusters in Wardha District

In the Wardha district of Maharashtra, two clusters were initially proposed under the ODOP initiative: Furniture and Turmeric:

### ▶ **Waigaon Turmeric Cluster**

- Total Units: 55
- Investment: INR 3.07 Cr

- Annual Turnover: INR 307.80 Cr
- Employment Generated: 170

Despite financial issues preventing the cluster's formation, Waigaon Turmeric has been recognized with a Geographical Indication (GI) tag and is the ODOP product from Wardha district. Known for its high curcumin content (6.24% by weight) and unique aroma, turmeric farming spans 1,300 hectares, producing about 19,500 tons annually. This extensive production meets local and global demands, making Waigaon Turmeric highly valued in domestic and international markets. The GI tag ensures premium pricing for farmers and enhances export opportunities.

► **Sewagram Furniture and Interior Cluster**

- Total Units: 51
- Investment: INR 4.33 Cr
- Annual Turnover: INR 45.05 Cr
- Employment Generated: 450

Similar to the Waigaon Turmeric cluster, financial issues have also hindered the formation of the Sewagram Furniture and Interior cluster not implemented due to non-equity share fund.

Source: DIC, Wardha

## 2.8 Key Issues in Export

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

**Table 2-12: Key Issues in Export**

Category	Issues	Relevant Government Authority
<b>Regulatory</b>	Provide export data (origin of district) at district level which enables stakeholders to take informed decision	Central Government Authorities
	Availability of online system incorporating latest updates of norms, policies, etc. will help businessman, exporter, farmers	Central Government Authorities
	Availability of easy and user-friendly processes for export licensing and certifications	Central Government Authorities
<b>Institutional Support</b>	Training program should be conducted to know the latest updates in foreign trade policies	State Government Authorities
	Lack of awareness about overseas buyers	Central and State Government Authorities
	Market data for export products	State Government Authorities
	Updated information about new markets for the existing export products	State Government Authorities
	Establishing an export Facilitation Centre (virtual/physical) - The center can be a dedicated point for information/guidance on export related matters like IEC, schemes, Documentation etc.	Central and State Government Authorities
	Study tours should be organized in various countries to know the latest technical advancements in other countries	State Government Authorities

## Wardha District Export Action Plan

Category	Issues	Relevant Government Authority
	Information of organic farming scheme should be made available	State Government Authorities
<b>Promotional Support</b>	Permanent Exhibition Centre at district place with Govt. support should be established.	State Government Authorities
	Awareness Programme for increasing GI authorized users and export promotion of GI products.	State Government Authorities
	Availability of buyer market data	Central and State Government Authorities
	For promote products in international market, subsidy should be given by government for participation in international trade fairs, Buyer-Seller meets	Central and State Government Authorities
	Unavailability of international buyer market data	Central and State Government Authorities
	Due to lack of marketing and branding of Waigaon turmeric, the cultivators are not getting deserving market value for the product.	Central and State Government Authorities
	Cocoon producing farmers are selling cocoon to third party at cheaper price. Third party agents are selling to other districts at very high cost.	State Government Authorities
<b>Industrial Infra</b>	W.r.t. electricity, current per unit rate of electricity is high as compare to other states; considering it, per unit rate should be reduced	State Government Authorities
	To maintain export quality of products, testing facilities, Material Testing, UV testing, certification labs and calibration facilities, etc. are mandatory requirements for exports and should be made available	State Government Authorities
	Fasten completion work of Sindhi Dry Port	Central Government Authorities
	Ensure the availability of infrastructure facilities like warehouse near Waigaon	State Government and District Authorities
<b>Logistic Infra</b>	Functional airport to export perishable products	Central and State Government Authorities
	Shipping lines charges are not regulated and there is a huge discrepancy between various charges being collected by various shipping lines	Central Government Authorities
<b>Finance</b>	To compete with global export market, exporters need credit facilities with extremely competitive rates of interest	Central Government Authorities

Category	Issues	Relevant Government Authority
	Provide loan support to small and medium enterprises to enable them to upgrade export promotion capability	Central and State Government Authorities
	Exporting units do not get incentives under State Government Package Scheme of incentives as no SGST component is involved	State Government Authorities
	Exporters purchasing capital goods indigenously should be exempted from payment of IGST with export obligation	Central Government Authorities
<b>Agriculture Sector</b>	Agriculture sector - Information of organic farming scheme should be made available	State Government Authorities
	Availability of raw material and packaging material in semi urban areas	
	Export of pulses was banned during 2007-2017; Nagpur region being the highest cultivator and exporter of pigeon peas needs to be incentivized to encourage more cultivation and production	Central Government Authorities

Source: DIC, Wardha

## 2.9 Export Promotion Initiatives by District

### 2.9.1 Formation of DEPC (District Export Promotion Council)

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

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

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

The Wardha district's DEPC meetings and outreach program details are as mentioned below:

**Table 2-13: DEPC meetings and outreach program**

Sr No	Date	DEPC meetings/Outreach Program Details
1	25.11.2020	DEPC Meeting
2	09.12.2020	DEPC Meeting
3	20.09.2021	DEPC Meeting
4	24.09.2021	Vanijya Utsav – Exporters Conclave Event
5	11.11.2022	Export Conclave Event and Exhibition
6	17.11.2022	DEPC Meeting
7	09.01.2023	DEPC Meeting
8	02.05.2023	DEPC Meeting
9	11.07.2023	DEPC Meeting
10	08.08.2023	Export Outreach Program by DGFT
11	27.09.2023	DEPC Meeting
12	28.02.2024	DEPC Meeting
13	04.03.2024	Wardha District Investors Summit 2024

### 3 District Export Promotion Strategy

#### 3.1 Diversification Opportunities for identified export potential product

The identified export potential products from Wardha districts are Waigaon Turmeric, and Cotton and Cotton Yarn

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

**Table 3-1: Diversification Opportunities**

Sr No	Product Name	HSN	Sector	Diversification Opportunities
1.	Waigaon Turmeric	0910	Agriculture	Malaysia, European Union, USA, UK, Germany, Malaysia, Netherlands, Saudi Arabia, Poland
2.	Cotton and Cotton Yarn	52010015; 52010019; 52052490	Textiles	Iran, Italy, Turkey, Mexico, Japan, Bahrain, Oman, Mauritius, Other Asia, Hong Kong

Sources: DGCIS and WITS

#### 3.2 Export Promotion Strategy

Below mentioned table illustrates strategy categorization and recommended strategy,

**Strategy Category Types:**

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

Table 3-2: Export Promotion Strategy

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
Regulatory	Short Term	Provide export data (origin of district) at district level which enables stakeholders to take informed decision.	DGFT can track the export of product from each district  Promotion of online portal (Maharashtra Export Promotion Web Portal) at district level	Central Government Authorities
		Online system incorporating latest updates of norms, policies, etc. will help businessman, exporter, farmers	Information dissemination through Export Guidebook and ODOP Booklet	
		Easy and user-friendly processes for export licensing and certifications	Availability of easy and user-friendly processes for export licensing : ISO 9001-2015 ISO, GMP, HACCP, HALLAL licenses	
Institutional Support	Short Term	Training program should be conducted to know the latest updates in foreign trade policies	DGFT should organize training for latest update in foreign trade policy to encourage and promote direct export of agro products by farmers	State Government Authorities
	Short Term	Study tours should be organized in various countries to know the latest technical advancements in developed countries	Central and State Government should arrange offline/ online study tours	State Government Authorities
	Short Term	Market data for export products	DGFT should provide data to relevant stakeholders	State Government Authorities
		Updated information about new markets for the existing export products	DGFT should provide updated information about new markets	State Government Authorities and Central

Wardha District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
				Government Authorities
	Short Term	Lack of awareness about overseas buyer	DGFT along with DICs and DEPC should provide/ organize trainings for identification of buyers for potential exporters.	Central and State Government Authorities
	Medium Term		Development of portal for providing support for identification potential buyers	State Government Authorities
	Medium Term	Establishing an export Facilitation Centre (virtual/physical) - The centre can be a dedicated point for information/guidance on export related matters like IEC, schemes, Documentation etc.	DGFT and other relevant authority should facilitate virtual/physical export facilitation center	Central and State Government Authorities
	Short term	Information of organic farming scheme should be made available	DEPC to align with Agricultural Universities/ Colleges to provide best practices for farmers to grow the quality produce.	State Government and District Authorities
<b>Promotional Support</b>	Short Term	Permanent Exhibition Centre at district place with Govt. support should be established	DIC should work as district Export Hub and set up a permanent Exhibition Centre at district and organize trade fairs, Buyer-Seller meets	Central and State Government Authorities
		Organizing trade fairs, Buyer-Seller meets		

Wardha District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
	Short Term	Availability of buyer market data	The concern agencies should ensure availability of international buyer market data to expedite export	Central and State Government Authorities
	Short Term	Support for branding and promotion of products	Tie-up with various e-commerce players to market the products on their online platforms.  Concerned stakeholders to be invited to business events/ workshops to help provide market linkages to exporters  Promotion of ODOP Cluster Development.	State Government and District Authorities
	Medium Term	Subsidy should be given by government for participation in international trade fairs, Buyer-Seller meets	To promote products internationally, subsidy should be given by government for participation in international trade fair. Also, the concern authorities should provide guidance to the businessman/farmers/ exporters about the existing available schemes	Central and State Government Authorities
	Medium Term	Awareness about GI products among producers and consumers	GI awareness desks shall be set up at DEPC for promoting and branding of GI products	State Government and District Authorities
		ODOP and GI product marketing and branding to increase supply and product value	Tie-up with various e-commerce players to market the products online. Usage of social media like facebook, Instagram, youtube to promote ODOP products.	State Government and District Authorities
	Short term	Direct selling of cocoon produces from farmer to silk woven manufacturers	Encourage direct selling from farmer to manufacturers by providing dedicated training to farmers with the support of local NGOs	State Government Authorities

Wardha District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
<b>Industrial Infra</b>	Medium Term	Electricity per unit rate should be reduced	The concern State government agency should review current per unit rate of electricity as it is high as compare to other states. The reduction in per unit rate will help in reduction in production cost	State Government Authorities
	Short Term	To maintain export quality of products, testing facilities, Material Testing, UV testing, certification labs and calibration facilities, etc. are mandatory requirements for exports and should be made available	The district, with the help of Indian Institute of Packaging (IIP), to work towards improving the quality standards and manufacturing compliances, learning new techniques and technology and market intelligence. Parallely, tie-up with NGOs to help the farmers and cultivators in packaging and other activities.  Also, sector specific R&D facilities should be made available to boost export of the district	State Government Authorities
	Medium Term	Dry Port Sindhi	Fasten completion work of Sindhi Dry Port to increase export from the region	Central Government Authorities
<b>Logistic Infra</b>	Long Term	Functional airport to export perishable products	Airport should be made functional to timely transport perishable and high value goods	Central and State Government Authorities
	Short Term	Shipping lines charges are not being regulated and there is a huge discrepancy (up to 200% depends on destination and type of shipment)	Shipping lines charges need to be regulated	Central Government Authorities

Wardha District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
		being collected by various shipment companies.		
<b>Finance</b>	Short Term	Exporters need credit facilities with extremely competitive rates of interest	To compete with global export market, exporters need credit facilities with extremely competitive rates of interest	Central Government Authorities
	Short Term	Provide term loan support to small and medium enterprises to enable them to upgrade export promotion capability	Information dissemination about existing financial schemes for MSMEs, exporters and relevant stakeholders which would facilitate in export promotion	Central and State Government Authorities
	Short Term	Exporting units do not get incentives under State Government Package Scheme of incentives as no SGST component is involved	Incentives for exporting units under State Government Package scheme	State Government Authorities
	Short Term	Exporters purchasing capital goods indigenously should be exempted from payment of IGST with export obligation	Reimbursement or exemption of IGST for purchasing of capital goods under export obligation	Central Government Authorities
<b>Agricultur e Sector</b>	Short Term	Information of organic farming scheme should be made available	APEDA should provide information on organic farming and schemes available for it	State Government Authorities
	Short Term	Availability of raw material and packaging material in semi urban areas	The concern agencies should ensure availability of raw material as well as packaging materials for exporting units in semi urban areas. The district and State	Central and State Government Authorities

Wardha District Export Action Plan

Category	Strategy Time Frame	District Requirement	Export Promotion Strategy	Relevant Govt. Authority
			authorities should regularly take updates from exporters and resolve the issue	
	Medium Term	Availability of adequate cold storage and vegetable drying facilities, warehouses considering shelf life of agro based products	The government agencies should provide facilities like cold storage, vegetable drying, warehouses considering shelf life of agro based products. The agency like APEDA can play an important role in providing affordable solution for the district	State Government Authorities
	Short Term	Export of pulses was banned during 2007-2017; Nagpur region being the highest cultivator and exporter of pigeon peas needs to be incentivized to encourage more cultivation and production	The concern govt. authorities should evaluate the suggestion given by exporters i.e. "to give 10% export subsidy on export sale of milled products i.e. Dal and this can be capped the limit to the amount of duty and fees collected on import of pulses for the financial year so that there is no loss to the ex-chequer"	Central Government Authorities

Source: DIC, Wardha

### 3.3 Key Department Contacts

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