



TS-INDUSTRY WATCH

A Newsletter by Industries & Commerce Department,
Government of Telangana



Shri K. Chandrashekar Rao
Hon'ble Chief Minister

IN THIS ISSUE

- Page 1 From Principal Secretary's Desk, Project Mango.
- Page 2 Telangana State GlobalLinker Digitizes MSMEs, Events & Seminars.
- Page 3 TIHCL Activities, Events & Seminars, Focus Sector: Food Processing, District Industries Centres - Progress Report.
- Page 4 Hyderabad Design week, Entrepreneur Watch Space.

FROM PRINCIPAL SECRETARY'S DESK



Mr. Jayesh Ranjan, IAS

Principal Secretary, ITE&C & Industries Dept., Government of Telangana

I am happy to launch the second issue of the Industries Newsletter in this financial year. Traceability of farm produce is increasingly becoming an important concern for users and to this effect we have recently run a pilot with Mango produce of this season. The results have been outstanding and we look forward to extending this pilot to other farm produce in the coming months.

As you may be aware, Hyderabad city recently won the bid to Host a global Design Event called the World Design Assembly from 10-12th Oct this year. We are using this opportunity to promote design ecosystem in our city by organizing our first edition of Hyderabad Design Week from 9-13th Oct 2019. We will have a curated Design Conference at HICC along with 25+ citywide activities, including workshops, seminars, exhibitions, hackathons, performances and so on in partnership with various stakeholders.

I request you all to spread the word among your industry networks to partner with us and also participate in this one of a kind event.

PROJECT MANGO

Food processing is one of the identified thrust areas in Telangana. The Agriculture department has initiated concerted efforts in this direction. In this context, the department has decided to promote one pilot value addition and processing unit in each district.

Mangoes in Telangana state are of table variety and popularly called the Benishan (Banginpally). In situations of direct sales by small and marginal farmers, they end up paying a significant amount to commission agents sometimes as high as 12%. They bear the cost of transport and other ancillary expenditures. Poor harvest practices cause wastage and losses. Due to lack of working capital they lack better bargaining capacity and end up getting non-lucrative prices. So, the agriculture and horticulture department, Society for Elimination of Rural Poverty (SERP) and Telangana State Food Processing Society (TSFPS) along with Konda Laxman Rao Horticulture University have taken up Mango produce as a pilot.

The objective of the pilot is to remove the middle layers and enable the small and marginal women farmers to sell their produce directly to the institutional buyers through the Farmer's collective. As a part of Pilot program Farmer Producing Organizations (FPOs) have been formed with Mango growing small and marginal women farmers in 10 mandals across districts of Jagtial, Mahabubnagar, Mancherial and Nagarkurnool. 2,469 female farmers organized by TS-SERP into 4 farmer producer companies (1 per district) through 122 local farmer producer groups managed via 10 Mandal Samakhyas. The total production targeted is 3,585MT mangoes from 1,787 acres worth approx. Rs. 10.5 Crores.



The training curriculum on good practices of harvesting mangoes for farmers picked in this pilot program is designed by Sri Konda Laxman



Telangana State Horticulture University. 2469 farmers and pickers are trained in 94 villages across 48 sessions with cumulative 144 hrs of training on good agriculture practices, harvest management and post-harvest management. They would also be helped with suggestion on time of harvesting after determining maturity of fruit with the help of brix meters.

For Post-harvest management, 23 Village level procurement centres (VLPC) will be established by farmer producer companies to carry on the exercise of grading, sorting, and farm gate collection of week wise harvest quotas in crates. Each VLPC to be managed by a professional VLPC manager hired by the farmer producer company for the season. All the harvest will be aggregated grade-wise in a traceable manner up to a single collection centre per district. This logistically well-located centre in the district is the single point of pickup for buyers. To ensure better prices to buyers and farmers, Farmer producer companies will facilitate procurement at farm gate prices with a nominal service charge made available at district level pick up points. Price discovery to be made based on competitive auction with institutional buyers for various grades.

A centralized service desk is formed to facilitate and manage the procurement process through real time reporting using Microsoft- Kaizala. Daily reports on arrivals, prices, quality and local issues to be shared with all important stakeholders in a transparent manner. Feedback channel will be established between buyers and farmers for sustained partnerships.

This pilot program not only helps to increase farmers income but also create social impact through empowerment of women and small farmers.

TELANGANA STATE GLOBALLINKER DIGITIZES MSMES

The Government of Telangana is actively working on building awareness on how MSMEs can leverage digital tools to grow their business. As part of this objective, Telangana State GlobalLinker was launched this quarter - a unique digital networking platform that digitizes and connects MSMEs within Telangana, with over 250,000 SMEs globally.

The platform aims to digitize all 2.3 million MSMEs in the state and give them the same growth opportunities that's enjoyed by larger corporate. Malavika Jaggi, Associate Director, Telangana State GlobalLinker was invited to speak at multiple events to talk about this ambitious initiative, in the recent months.

MSME Business Conclave 2019



Hosted by the Confederation of Indian Industry (CII). The conclave had an audience of over 400+ MSMEs. Highlighting the multiple features, GlobalLinker spoke about how the platform is disrupting the online space for an MSME by enhancing competitiveness & improving market access!

Regional MSME Convention 2019



Hosted by the Institute of Directors (IOD) and National Institute of Micro, Small and Medium Enterprises (NI-MSME). Through a panel discussion we discussed the challenges businesses faced in promoting themselves, and how the digital profiles created on GlobalLinker could help them connect with MSMEs globally.

DICCI Telangana Chapter



The Women Entrepreneurs Meet, hosted by Dalit Indian Chamber of Commerce and Industry (DICCI). The event was inaugurated by the

Principal Secretary, Shri Jayesh Ranjan and was focused on 'Women in the forefront of business.' Here we spoke about the numerous benefits of the platform. Including the women's WEBO Power group on GlobalLinker.

Confederation of Women Entrepreneurs



Confederation of Women Entrepreneurs (COWE) Networking Event. Together over 60 women entrepreneurs jointly discussed the current day challenges that they face as small businesses and learned about how Telangana State GlobalLinker can resolve networking barriers, dependency on external players for e-commerce and more!

Join the platform for free on
ts-msme.globallinker.com

To know more about
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EVENTS & SEMINARS

CII Session on IPR & Sports



CII Telangana organised a Session on Intellectual Property & Sports: Leveraging Innovation to Reach for Gold on 26 April 2019 as a part of World IP Day in Hyderabad to discuss on IP Protection in India. During his Inaugural address, Mr Jayesh Ranjan, Principal Secretary, Dept. of I&C and ITE&C, Govt of Telangana said that the way sports is played has changed by Research and Innovation in Sports, and highlighted the need for more robust IP Protection. He called for action for encouraging young innovators and also announced three category of awards for Start-ups, Industry and Academia for creating and preserving IP recognised by Govt. of Telangana and CII jointly. Delivering his special address, Mr Ajit Rangnekar, Director General, RICH mentioned that a lot of awareness is still needed to be brought on constitutes of IP and filing a patent is just the first step.

CII Business Conclave



CII Telangana organised a MSME BUSINESS CONCLAVE in association with HDFC Bank, on 'Leveraging Technology & Capitalizing on Finance for MSME Competitiveness' at Hyderabad on 04 May 2019. The key objective of the Conference was to discuss on the issues and challenges faced by MSMEs in accessing funds; creating awareness on leveraging the latest digital technological advancements for the business growth and discussing on the areas of collaboration between MSMEs and research organizations. Mr Jayesh Ranjan IAS., Principal Secretary, Industries & Commerce and ITE&C Departments, Govt. of Telangana in his inaugural address spoke on the importance of technology usage for MSMEs. Dr Sanjeev Chaturvedi, Director, National Institute for MSME in his address mentioned that there is no dearth of finance options if the borrower has a viable business proposal.

CII Corporate Greenathon



CII Telangana organized 'Corporate Greenathon' to promote a healthy & happy life by adopting a greener life style on 02 June 2019 at Gandipet in Hyderabad. The Marathon was organized on the first Sunday of June coinciding with the World Environment Day celebrated on 05 June across the world. This year about 1200 fitness enthusiasts have participated in 10K, 5K and 3K

run category. The run was flagged off by Mr. Jayesh Ranjan, IAS, Principal Secretary, Industries & Commerce, Government of Telangana, Mr. SN Venkatraman, Convenor, CSR Panel, CII Telangana, & Divisional Chief-Marketing, ITC PSPD, Mr. M Komariah, Chairman, Shalivahana Group.

FICCI Global Business-Inclusive of Women



Left to Right: Ms. Sujatha, Ms. Khyati Naravane, Ms. Bhagwati, Ms. Alluri Lalitha, Dr. Sanjeev Chaturvedi, Sri. Arun Luharuka, Ms. Deepti Ravula, Mr. Ramkanth Inani and Sri Debashish Mishra

FICCI in association with FTPCCI organized 'Global Business-Inclusiveness of Women' Conference in Hyderabad on 26 April 2019. The key discussions of the conference were Overview of initiatives promoting women's economic, empowerment in GVCs at state, central and international level, pattern of work across various stages and few start-up stories & Open Mic sessions. The conference was attended by more than 150 participants. After inaugural speech by Sri Arun Luharuka, President FTCCI, Ms. Deepti Ravula, CEO, WE- Hub in her theme address highlighted the need to talk about gender balance and not about gender diversity. During the conference Sri Arun Luharuka, President FTCCI, has announced that FTCCI will soon be forming a new ladies wing.

TIHCL ACTIVITIES

i-Health Application for MSEs

TIHCL launched i-Health on 24th May 2019 through Sri Jayesh Ranjan, IAS, Principal Secretary (I & C). i-Health is a cloud-based application to facilitate the needs and requirements of the manufacturing MSEs in the State of Telangana. Through the online application i-Health, MSEs can effortlessly reach TIHCL for support. TIHCL offers a portfolio of services and products, which are required for complete turnaround of the unit.



Mr. Jayesh Ranjan, Principal Secretary, I&C launching i-Health application

Partnership with Microsoft

In a first of its kind initiative in the country, TIHCL partnered with Microsoft to build platform aimed to facilitate the needs, challenges and efforts of the manufacturing MSEs within the gamut of industry ecosystem comprising entrepreneurs, industries department/DICs, ministry/government, banks, financial institutions and other stake holders. Both the organizations have agreed to continue their partnership in setting a benchmark for engaging, rejuvenating and advocating the state of affairs for manufacturing MSEs for other states in the country to follow.



EVENTS & SEMINARS

CII Leadership Development Program for First Time Managers



Participants at the Program

CII Telangana organised a Two Days Leadership Development Program for First Time Managers on 2&3 May 2019 at Hyderabad. The objective of the Program was to prepare first time managers for the new, complex gamut of responsibilities in people management, communication and execution. The Program provided a practical roadmap for developing their leadership skills and increasing employee morale and productivity. Mr Dazil Fernandez, Principal Consultant, Success Enablers was the facilitator for the program. The Program was attended by 25 Participants.

FOCUS SECTOR: FOOD PROCESSING

Food processing emerged as a major sector in Telangana with creation of infrastructure, private investments and multiple inter-departmental initiatives across the state to encourage community level food processing enterprises and value addition activities. The focus sectors in food processing of the state include chocolates, biscuits & confectionery, meat processing, fruits & vegetables processing, Spices, Animal feed etc. Some of the major food processing projects in Telangana are Too Yummy, Jersey, DXN, Bikanervala, Monin, LuLu, Smart Agro, Trouw Nutrition and ITC Limited. There are 16 designated food parks across the state. The parks provide allottable area of approx. 4,000 acres for new food processing industries to be set up. Manufacturing units coming up at these designated food parks can avail subsidy of 35% upto 5 crores from Ministry of Food Processing Industries, Government of Telangana.

Seven Integrated cold chain projects and one mega food park have commenced its operations with total fixed capital investments of more than 300 crores adding to substantial capacity for processing, storing and transportation of perishables in the state. Major Indian and Global brands have entered the state of Telangana to manufacture along with expansion of multiple food processing enterprises across the state. A platform has been established to provide market linkages for small farmers across the state with large food processing and retail companies in collaboration with TS SERP, Agriculture department and Agriculture University. Various pilot projects for contract farming, collective procurement and private label food processing initiated using the platform. There are 37 pilots identified across the state for community level enterprises for food processing and value addition that will be linked to larger food processing industries and retail chains.

Hon'ble Chief Minister directed the Industries department to work in coordination with the Agriculture department, Horticulture department, Rural Development department, TS- SERP, Agriculture University and various other state government and central government institutions to create an ecosystem for food processing industries to flourish across the state to add value to the increased agriculture & livestock production powered by irrigation projects and various farmer friendly policies. Moreover, food processing department was directed to ensure that food processing activities work to support creation of various crop colonies premised on scientific viability, ecological sustainability and market linkages to ensure long term creation of value and remunerative prices to farmers.

DISTRICT INDUSTRIES CENTRES – PROGRESS REPORT

ADILABAD

PROFILE: Adilabad District is in Northern region of Telangana; it is the gateway to South India. Adilabad district is located in the middle of Hyderabad Nagpur National Highway. It is also known as "White Gold City" because of its rich cultivation of cotton. The district shares its boundaries with Nizamabad and Karimnagar districts of Telangana. The district mineral resources include Manganese and Limestone. Other resources include Milch animals and Fisheries. Local produce includes Cotton, Pulses, Soya Bean, Jowar, Tomato, Chilli, Turmeric, Mango, Tamarind etc. The Godavari river which skirts through Adilabad's southern boundary provides irrigation facilities to the district.

PRESENT SCENARIO: There are 2 Large & Medium scale units existing with an investment of Rs. 72.82 crores and Employment of 1078 in the District. Micro & Small industries exist in the District with an investment of Rs. 168 Crores providing employment to 646 persons. The main industries in the district include Cement, Spinning mills, Cotton Ginning and Pressing, Cotton seed oil, Soya Bean Oil, Pyrolysis Oil, Bread and Bun, Cement pipe Industries, Rice mill, Dal mill, Fly Ash bricks, Cold Storage, Tyre retarding, Paper glass and paper plates etc. There is one industrial estate in Adilabad district.

POTENTIAL: There is potential for following industries: Modern Rice Mill, Rice flakes, Bread Bakery, Ice Creams, Ice Blocks, Fly Ash Bricks, Cold Storage, Leather Products, Agriculture Implements, Paper glass and Paper Plates, Cloth Weaving & Knitting, Solar Power Plant. Local resources availability for Industrial Corridor include 900 Acres land for Airport, land for industries.

BHADRADRI KOTHAGUDEM

PROFILE : Bhadradi Kothagudem is a district in eastern region of Telangana. The district comprises 24 mandals and 2 revenue divisions, Kothagudem and Bhadrachalam. Its headquarters is located in Kothagudem town. The district shares boundaries with Bhoopalpalle, Mahabubabad, Khammam districts and the states of AP and Chhattisgarh. The district mineral resources include Garnet, Stowing Sand, Coal, Marble, Calcite, Laterite, Quartz, Feldspar etc. Local produce includes Rice, Cotton, Maize, Chillies, Mango, Palm oil, Guava, Coconut, Cashew and Banana.

PRESENT SCENARIO : Under TS-iPASS act 134 units are approved in the district, out of which 84 are micro and 50 are small units. The total investments for micro units is Rs. 9.46 crores and for small units is Rs. 64.6 crores with a total investment of Rs. 74.06 crores. The total number of employees for micro units are 674 and small units are 701. There are 10 Large & medium industries existing with a total investment of Rs. 14529 crores and employment of 22163 in the district. The main industries in the district include Fly ash bricks, Rice mill, Brick fields, Medical oxygen, Paper pins and U clips, Pulp and paper, Stone crushers, Paper products, Flour mills, Metal extraction involving refining, re-processing, casting and alloy making etc.

POTENTIAL : There is potential for following industries: Cotton Ginning, Rice mills, Dal mills, Food processing units, Paper based industries, Cold storages, General Engineering works, Milk products manufacturing, Agro waste fuel industries, Seed processing units, Fly Ash Bricks, Agriculture Implements.

Humanizing Design

09 - 13 October 2019

HYDERABAD
DESIGN
WEEK

City of Hyderabad is ready to host World Design Assembly (WDA) in October 2019. Under the theme Humanizing Design, WDO's 31st Assembly will be held in tandem with a five-day local design event Hyderabad Design Week (HDW) organized by Government of Telangana in partnership with India Design Forum and World Design Organization.



The World Design Assembly is a biennial event and has been hosted in many global cities such as Venice, Paris, Vienna, London, Moscow, Milan, Helsinki, Amsterdam, Sydney, Toronto, Seoul, San Francisco, Singapore and so on since 1959. Government of Telangana has been able to bring this event to India for the first time, to be hosted in our city of Hyderabad.

The 5-day citywide event from 9-13 October 2019 will include various citywide installations, urban sustainability projects, exhibitions, design conference, tours and workshops that demonstrate the power of design to improve lives on Day 1 & 2. The objective is to not only deliberate on important design issues but also bring these into the fore for local citizens by involving them in the local activities. Therefore, the Day 1 & 2 activities will be open to all for participation and will be available free or at a minimal cost. On Day 3 & 4 important design issues will be addressed at a Design conference through celebrated speakers and important stakeholders from global design community, corporates, government bodies, educators, partner countries and NGOs. Day 5 will consist of a tours program for delegates to showcase Hyderabad's local design flavour.

HDW Design Challenge



Under the umbrella of upcoming Hyderabad Design Week event, 9-13th October 2019, a student's Design Challenge was launched at the Park Hotel Hyderabad on 29th June, on the occasion of World Industrial Design Day.

The event was attended by Mr. Jayesh Ranjan, Prl. Secretary, Industries and Commerce Dept., Mr. Srinu Srinivasan, President elect WDO, Prof. Pradyumna Vyas, Regional Advisor WDO and former Director NID Ahmedabad and Mr. Soumitra Biswas, Advisor Technology and Innovation CII and students and faculty of many local colleges.

Design Challenge for Students- Call for Applications



Confederation of Indian Industry



Pursuing to establish design as a tool for national competitiveness, Government of Telangana State in partnership with the Confederation of Indian Industry (CII) is organizing Design Challenge for students. The initiative seeks to encourage, nurture and reward new talents entering the industry. All Undergraduate and Postgraduate students are invited to take-up the challenges posed by the Government of Telangana.

Design Challenges:

- Design a unique water bottle to reduce plastic pollution.
- Design a universally recognizable symbol/logo for the persons agnostic of culture, academic and socio-economic backgrounds etc. for (a) warnings for danger, keep out etc. (b) toilets (c) chemist shop (d) medical facility (e) 'Zebra' crossing.
- Design interventions to alter human behavior and create a more civil society. Subtle communication tools to make people more inclined to follow rules and regulations.
- Propose solutions to reduce weight of heavy school bags of Indian school children.
- Water conservation and reuse mechanism in various house hold activities.

Submit your online application here:

http://www.ciidesign.in/index.php/ciidesign/about_the_awards#student_objective

Timelines:

Call for Entries	29 June 2019
Last date for submission of Online application	31 August 2019
Result of Online Evaluation	10 September 2019
Display of prototype/poster for Final Jury in Hyderabad	10 October 2019
Announcement of Results	10 October 2019
Award Ceremony @ Hyderabad Design Week	11 October 2019

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ENTREPRENEUR WATCH SPACE

When your tyre goes flat in a remote area where it's hard to find people, let alone repair shops, you have no option but to push your bicycle or motorcycle to a nearby town or wait till you get some help by someone passing by. Kantale Pandu Ranga Rao, who was once stuck in a situation like that, had to face some difficulties before he got his tyre repaired. Not letting the matter slip, he decided to find a solution, a quick fix, to repair flat tyres in no time.

For over a year, Pandu Ranga Rao, a native of Sukkal Teerth village in Kangti mandal in Sangareddy district of Telangana, experimented with over 30 different chemicals and came up with a liquid solution that quickly arrests air leak when rubbed onto the punctured spot.



Kantale Pandu Ranga Rao mending a scooter tyre at Narayanakhet in Sangareddy district.

His innovation was identified by Brig. P. Ganesham of Palle Srujana, a voluntary organisation promoting rural innovations. Brig. Ganesham helped him to establish Airceil Tubes Private Limited to sell his product and also popularised his innovation at the national level. Now, the liquid solution is being sold in small tubes in the local market, as well as in Rajasthan, Gujarat, Maharashtra and Karnataka.

Taking note of his innovation, Rashtrapati Bhavan had invited Pandu Ranga Rao to receive Visitor's Award-2017.

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