

**कार्यालय जिला व्यापार एवं उद्योग केन्द्र महासमुन्द****Email:- dtic-mahasamund.cg@gov.in Phone:- 07723-223115**

क्रमांक GENS-11/10107/2025-GM DIC MSMD ESTT SEC

महासमुन्द, दिनांक /01/2026

प्रति,

संचालक उद्योग,  
(निर्यात कक्ष)  
उद्योग संचालनालय, छत्तीसगढ़  
उद्योग भवन, रिंग रोड नं. 01  
तेलीबांधा रायपुर (छ0ग0)

विषय:- जिला निर्यात कार्य योजना (District Export Action Plan) के संबंध में।

संदर्भ:- आपका पत्र क्रमांक GENS-11/2178/2025 रायपुर, दिनांक 02.09.2025

उपरोक्त विषयांतर्गत संदर्भित पत्रानुसार जिला महासमुंद हेतु (District Export Action Plan) का प्रारूप तैयार किया जाकर उक्त कार्य योजना का जिला निर्यात संवर्धन समिति से प्राप्त सुझाव को सम्मिलित कर संशोधित/अनुमोदित प्रति आपकी ओर संलग्न प्रेषित है।

संलग्न:- उपरोक्तानुसार।

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Mohan Lal Sahu

Date: 12-01-2026

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जिला व्यापार एवं उद्योग केन्द्र,

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महासमुन्द, दिनांक /01/2026

प्रतिलिपि:-

कलेक्टर, जिला महासमुंद की ओर सूचनार्थ।

महाप्रबंधक

जिला व्यापार एवं उद्योग केन्द्र,

महासमुन्द



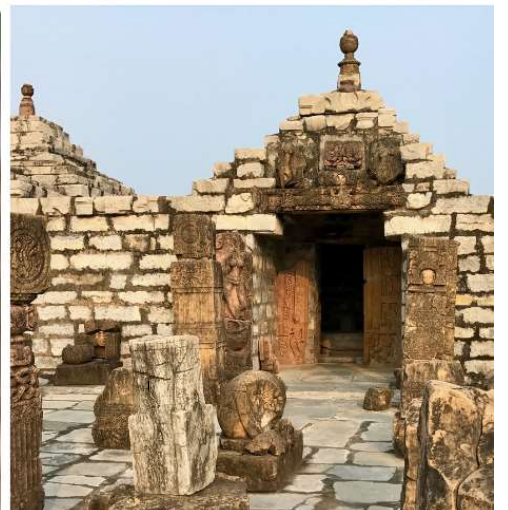
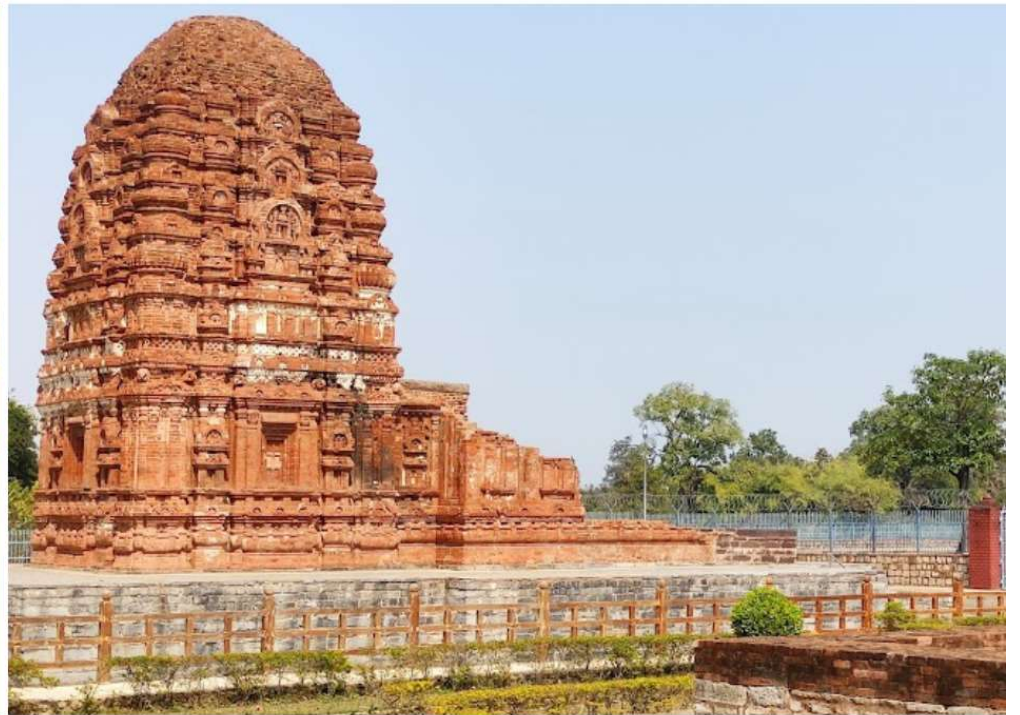
# DISTRICT EXPORT ACTION PLAN



## MAHASAMUND

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## 1. District Profile

### 1.1 Introduction

Mahasamund is a district located in the state of Chhattisgarh, India, known for its rich cultural heritage and agricultural prominence. It lies in the eastern part of the state and serves as a significant hub connecting major cities through road and rail networks. The district's economy predominantly depends on agriculture, with rice being the chief crop, supported by fertile land and favourable climatic conditions. Mahasamund also boasts a diverse demographic profile, comprising various tribal communities alongside other groups, contributing to its vibrant cultural tapestry.

The district is dotted with historical temples and natural attractions, making it a site of local tourism interest. Educational institutions and healthcare facilities are steadily improving, reflecting ongoing developmental efforts. Overall, Mahasamund combines traditional livelihoods with gradual modernization, making it an important district within Chhattisgarh's socio-economic landscape.

The district features a well-connected railway network, facilitating both passenger travel and freight movement through key zones. Mahasamund railway station connects to various cities across India, including major hubs like Visakhapatnam, Jodhpur, Mumbai, Puri, Raipur, Ahmedabad, Durg, and Korba. It is an important station on the East Coast Railway zone, specifically on the Raipur-Vishakhapatnam network. It enjoys excellent connectivity via national highways and nearby expressways, enhancing trade and transport.

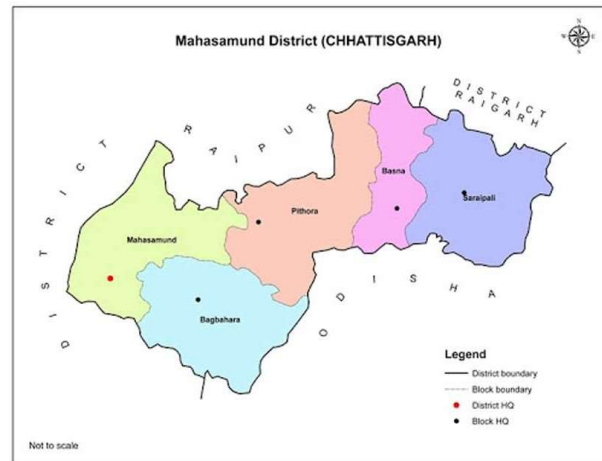
The Jonk River flows through the district, supporting agriculture and local needs. Industrial activity mainly centres on agro-based industries and small-scale manufacturing. It shares proximity with Raipur, the state capital, strengthening its economic and administrative linkages within Chhattisgarh.

## 1.2 Administrative Profile

Mahasamund district is administratively divided into several tehsils and blocks to facilitate local governance and development. The district headquarters is the city of Mahasamund, which houses key government offices and administrative institutions. It operates under a District Collector who oversees law and order, revenue collection, and implementation of government schemes. Mahasamund hosts judicial courts serving the district's legal needs. The district also has a well-structured Panchayati Raj system, ensuring grassroots-level administration. With a focus on improving infrastructure, education, and health services, Mahasamund's administration plays a crucial role in driving the district's overall growth and development.

### Administrative Structure of Mahasamund<sup>1</sup>:

- **District Headquarters<sup>2</sup>:** Mahasamund City
- **Tehsils (6):** Mahasamund, Bagbahara, Komakhan, Pithora, Basna, and Saraipali
- **Development Blocks (5):** Mahasamund, Bagbahara, Pithora, Basna, and Saraipali
- **Urban Local Bodies:**
  - 3 Municipal Councils
  - 3 Panchayat Samitis
- **Rural Governance:**
  - 551 Gram Panchayats
  - 1153 Revenue Villages



*Note: Map used here is only for depiction purposes*

This robust administrative and legal setup positions Mahasamund as an important centre for both governance and judicial services in the state, contributing to its continued regional and institutional relevance.

<sup>1</sup>Mahasamund district website, <https://mahasamund.gov.in/en/> accessed on 02-07-2025.

<sup>2</sup>Mahasamund District Profile <https://cdn.s3waas.gov.in/s300ac8ed3b4327bdd4ebbecb2ba10a00/uploads/2018/05/2018051040.pdf> accessed on 02-07-2025



## 2. Demographic Profile



Mahasamund district features a predominantly rural population, with the majority of residents living in villages and small towns. The district exhibits a diverse demographic profile, with a balanced mix of males and females contributing to a healthy gender ratio and a significant representation from tribal population.

As of projections for 2025, Mahasamund continues to maintain its demographic significance within the state, with Chhattisgarhi and Hindi as main spoken languages. Table 1 below provides the demographic profile of Mahasamund district.

Image<sup>4</sup>: Woman from Bhunjia Tribe, predominant in Mahasamund, with 'phulis' (nose pins) on the nose and 'kinwa'(earrings) on the ears.

**Table 1: Mahasamund-Demographic Profile<sup>5</sup>**

Sl.no	Indicators	Metrics
<b>Population Statistics (2025 estimates)</b>		
1.	Total Population	1223736
2.	Males	606380
3.	Females	617355
4.	Population Density	255 persons per km <sup>2</sup>
5.	Population Growth Rate (2001–2011)	20.05%
<b>Sex Ratio</b>		
6.	Overall	1018 females per 1,000 males
7.	Child (0–6 years)	960 girls per 1,000 boys
<b>Literacy Rate</b>		
8.	Overall	74.57%
9.	Male Literacy	82.90%
10.	Female Literacy	66.44%
<b>Urban-Rural Distribution(Projected 2025 Data)</b>		
11.	Urban Population	11.63% (142320)
12.	Rural Population	88.37% (1081416)

This demographic diversity presents both opportunities and challenges for policy planning, infrastructure development, and inclusive economic growth in the district.

<sup>4</sup>Tribal Research and Training Institute, Government of Chhattisgarh, <https://cgtrti.gov.in/bhunjia> as accessed on 02-07-2025.

<sup>5</sup> Mahasamund Official website, Government of Chhattisgarh, <https://mahasamund.gov.in/en/about-district/demography/> as accessed on 03-07-2025.

### 3. Logistics Infrastructure Profile

Mahasamund district plays a pivotal role in the state's logistics network, strategically positioned to facilitate efficient transportation of goods and services. Its connectivity through road, rail, and air networks supports the movement of agricultural produce, minerals, and industrial goods, contributing to regional economic development.

#### 3.1 Road Transport<sup>6</sup>

Mahasamund is connected by major national and state highways that form the backbone of its logistics framework:

- **National Highway<sup>7</sup> – NH-53, NH 353 / State Highway 16, 19:** National Highways NH-53 runs through the district, linking it to major cities like Raipur, Mahasamund, and Durg. NH-53 extends towards Odisha, enhancing trade with neighbouring states. The district also benefits from NH-353, connecting Ghorai in Chhattisgarh to Khariar in Odisha, passing through Mahasamund and Bagbahara.
- **State Highway 16 and 19:** SH 16 is a major eastern corridor in Mahasamund district which enters through Surajpur – Sarguja – Korba – Raigarh – Janjgir Champa – Mahasamund. SH 19 primarily covers Mahasamund and enters Gariyaband district.

#### 3.2 Rail Transport

Mahasamund Railway Station, situated on the Raipur–Vizianagaram line, is a significant hub under the East Coast Railway zone's Sambalpur division. The station is equipped with two platforms, six tracks and handles both passenger and freight services.

#### 3.3 Air Transport

The nearest airport to Mahasamund is Swami Vivekananda Airport in Raipur, approximately 45.8 km away. This airport facilitates domestic air travel, supporting the movement of goods and passengers. While primarily serving passenger flights, the proximity of Raipur's airport offers potential for cargo handling services to meet the district's logistical needs.

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<sup>6</sup>Chhattisgarh Infotech Promotion Society (CHiPS), available at:

[https://www.chips.gov.in/sites/default/files/CG\\_State\\_Transport.pdf](https://www.chips.gov.in/sites/default/files/CG_State_Transport.pdf) as accessed on-02-07-2025

<sup>7</sup>State/UT- wise details of National Highways as on 31 December 2024, National Highway Authority of India, Government of India

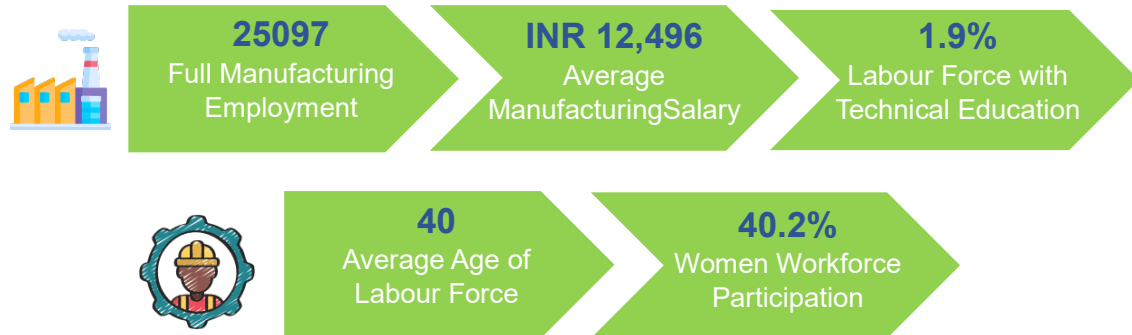
- **Air Connectivity:** Offers regular domestic flights to major Indian metros.
- **Cargo Handling<sup>8</sup>:** Raipur Airport has the Common User Domestic Cargo Terminal (CUDCT) facility where different kinds of cargo can be processed / handled including valuable and perishable agricultural goods; no dedicated cargo terminal exists for international goods movement.



## 4. Economic and Sectoral Overview

Mahasamund district hosts a range of economic activities contributing to its local economy. Trade and commerce are significant in urban centres like Mahasamund town, supported by local markets, financial institutions, educational institutions, manufacturing activities, mining & allied activities, etc. Additionally, the district is witnessing gradual growth in sectors like retail, transportation, and construction, driven by infrastructure development while also contributing to employment generation and improving connectivity with Raipur and neighbouring districts. The figures below provide a snapshot of economic overview of Mahasamund during the year 2023<sup>9</sup>.

### Key Economic Snapshot of Mahasamund in 2023



### Sectors with highest average monthly income



<sup>9</sup>Periodic Labour Force Survey 2023, Ministry of Statistics and Programme Implementation, Government of India

Birkoni Industrial area is the only industrial estate in Mahasamund spreading across 96.42 hectares. Furthermore, the table below provides the industrial profile of Mahasamund district.

**Table 2: Industrial Profile of Mahasamund<sup>10</sup>**

Sr.No	Category	No. of Units
1	Registered Industrial units	489
2	Total industrial units	489
3	Registered medium, large & Mega units	13
4	Estimated average no. of daily workers employed in small scale industries	2290
5	Employment in medium, large & Mega industries	1186
6	Number of industrial areas	01

*Source: DIC, Mahasamund – MSME Development institute Raipur, Ministry of MSME*

Mahasamund district's economy is predominantly agrarian, with agriculture serving as the primary livelihood for a significant portion of its population. The district's fertile soil and favourable climate support the cultivation of various crops, making it a vital contributor to Chhattisgarh's agricultural output. Rice stands out as the principal crop in Mahasamund, reflecting the region's suitability for paddy cultivation. Additionally, crops like wheat, groundnut, and pulses such as urad and kodo kutki are cultivated, diversifying the agricultural landscape. Other significant production includes oilseeds such as soybean, niger, and sunflower. Animal Husbandry is another key activity in the district although the same is not practiced in an organized way. The farmers follow traditional method of cultivation and monocropping leading to low yield and income.

Dairy is an important source of subsidiary income for farmers and can be done with marginal additional resources obtained from the farm. As per 19th Livestock Census 2012, the total cattle population in district is 4.04 lakh out of which 0.17 Lakh are Cross bred cattle, 3.45 Lakh indigenous breed and 0.42 lakh buffaloes. The district accounted for 1.66 lakh total female cattle (indigenous & exotic, crossbred female cattle). Milk production in the district is above 60 MT per day approximately (Integrated Dairy Farming System, Mahasamund, 2018-23, NABARD<sup>11</sup>).

The education sector in Mahasamund district of Chhattisgarh comprises a mix of government and private institutions, catering to primary, secondary, and higher education. The district has 1939 schools, 13 colleges/universities. The literacy rate of the district is 71.02% including 82.05% males and 60.25% females<sup>1</sup>. The district has several educational institutes including polytechnics, training centres and Krishi Vigyan Kendra.

<sup>10</sup>DIC, Mahasamund – MSME Development institute Raipur, Ministry of MSME, <https://dcmsme.gov.in/dips/Mahasamund.pdf> as accessed on 31-07-2025

<sup>11</sup>[https://www.nabard.org/auth/writereaddata/careernotices/0910181200ADS\\_-Integrated\\_Dairy\\_Farming\\_System\\_%20-%20Mahasamund.pdf](https://www.nabard.org/auth/writereaddata/careernotices/0910181200ADS_-Integrated_Dairy_Farming_System_%20-%20Mahasamund.pdf)

Mahasamund district benefits from abundant natural resources, supporting year-round agricultural activity. The table 3 below provides details of the variety of horticultural produce in Mahasamund:

**Table 3: Area, Production figures of Horticulture crops in Mahasamund, 2022-23<sup>12</sup>**

Sl.no	Crop	Area (000 Ha)	Production (000 MT)
<b>A. Fruits</b>			
1	Mango	1.658	24.042
2	Banana	1.069	24.587
3	Guava	1.298	17.574
4	Papaya	1.149	27.576
5	Aonla/Gooseberry	0.241	2.772
6	Muskmelon	0.350	5.953
7	Pomegranate	0.292	1.898
8	Bael (Wood Apple)	0.046	0.346
9	Custard Apple/Sitaphal	1.171	10.539
10	Ber	0.283	3.679
11	Jackfruit	1.129	25.404
12	Limes & Lemons	1.118	10.062
13	Watermelon	0.333	5.496
14	Cashew Nut	0.45	0.180
15	Sapota	0.66	0.594
16	Coconut	0.5	0.35
17	Karonda	0.19	0.171
18	Jamun	0.11	0.78
19	Other	2.167	23.837
	<b>Total</b>	<b>12.450</b>	<b>184.773</b>
<b>B. Vegetables</b>			
1	Tomato	2.074	61.283
2	Brinjal	1.601	32.103
3	Bhindi	1.470	17.644
4	Onion (Green)	0.963	23.594
5	Leafy Vegetables	0.312	2.773
6	Potato	0.713	12.834
7	Cabbage	0.709	13.471
8	Cauliflower	0.731	12.427
9	Green Chilli	1.621	24.314
10	Pumpkin	1.211	14.532
11	Bitter Gourd	1.226	17.164
12	Bottle Gourd	1.297	23.346
13	Raddish	0.909	16.818
14	Carrot	0.401	4.812
15	Sweet Potato	0.389	4.863
16	Arbi/Colacasia	0.083	1.494
17	Ridge/Sponge	0.207	2.069

<sup>12</sup> Details by Office of Assistant Director Horticulture, Dist- Mahasamund (CG)

18	Beans (All)	0.443	4.813
19	Pointed Gourd	0.087	1.262
20	Cabbage	0.038	0.456
21	Cawpea	0.044	0.352
22	Green Pea	0.116	0.928
23	Cluster Beans	0.015	0.159
24	Drum Stick	0.059	0.708
25	Jimikand	0.067	1.544
26	Zinger (Green)	0.401	4.812
27	Coriander (Green)	1.336	16.032
28	Methi (Green)	0.261	2.483
29	Other	0.375	4.124
	<b>Total</b>	<b>19.159</b>	<b>323.274</b>
<b>C. Flowers</b>			
1	Marigold	0.662	9.268
2	Rose	0.306	12.069
3	Jasmine	0.013	0.520
4	Gladiolus	0.093	0.651
5	Chrysanthemum	0.033	0.198
6	Tube Rose	0.090	0.676
7	Other Flowers	0.442	1.992
	<b>Total</b>	<b>1.639</b>	<b>25.374</b>
<b>D. Spices</b>			
1	Coriander	0.340	2.371
2	Red Chilly	0.441	5.554
3	Fenugreek	0.037	0.179
4	Garlic	0.331	3.807
5	Fresh Turmeric	0.501	3.006
6	Other spices	1.398	18.166
	<b>Total</b>	<b>3.048</b>	<b>33.083</b>
<b>E. Medicinal &amp; Aromatics</b>			
1	Lemon Grass	0.32	0.241

#### 4.1 Agro-Processing Landscape in Mahasamund

Mahasamund's agri economy is no longer confined to paddy alone. District-level data for 2022-23 show that farmers already devote 124.5 square kilometres (aggregated) to fruit orchards and 191.59 square kilometres (aggregated) to vegetables, harvesting roughly 0.184million metric tonnes(aggregated) of fruits and 0.323million metric tonnes(aggregated) of vegetables; another 30.48 square kilometres(aggregated) is under spices such as chilli and turmeric. Tomatoes, onions, green chillies, mango, guava and papaya provide an assured raw-material base for pulp, purée, pickle, dehydration, spice-powders and RTS beverages. With national highways linking the district to Raipur and the Bargarh tomato market just across the Odisha border, Mahasamund can position itself as a collection and primary-processing hub feeding larger plants in Raipur–Durg.

## 4.2 Government initiatives to promote Industry

The value addition to various agricultural produce is supported by various government schemes. At the centre, the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PM-FME) scheme offers 35% credit-linked capital subsidy to individuals / proprietorship / partnership/ Farmer Producer Organizations (FPO) / NGOs/ Cooperatives/ Self Help Groups (SHG) / Pvt. Ltd. Co, 50% financial grant for branding and marketing support to groups of FPOs/ SHGs/ Cooperatives or a SPV of micro food processing enterprises. Milk based products from Mahasamund has also been recognized under “One District-One Product” clusters, while the Production Linked Incentive for Food Processing (PLIS-FPI) rewards investments in millets, fruits and marine-based product lines. Chhattisgarh’s Industrial Development Policy 2024-30 designates food processing a thrust sector and extends incentives of up to 30% of fixed-capital investment subsidy (or equivalent SGST reimbursement) and export expense reimbursement of up to 75% for export of goods from the unit's production site to the port.

## 4.3 Agricultural Export Profile of Mahasamund

Mahasamund district’s agricultural exports are predominantly grain-based, led by rice. The table 3 below provides HS code wise products exported to various countries in the year 2024-25. Table 4 and Table 5 provides a snapshot of the top export items and destinations of these items for the year 2024-25.

**Table 4: HS code wise products exported from Mahasamund, 2024-25**

HS Code	Product	Top Markets	Export Value (INR Cr)
10063010	Parboiled rice	Benin, Togo	159.98
10064000	Broken Rice	Senegal	16.68
10063090	Non-basmati rice	Guinea	1.08

Source: DGCIS

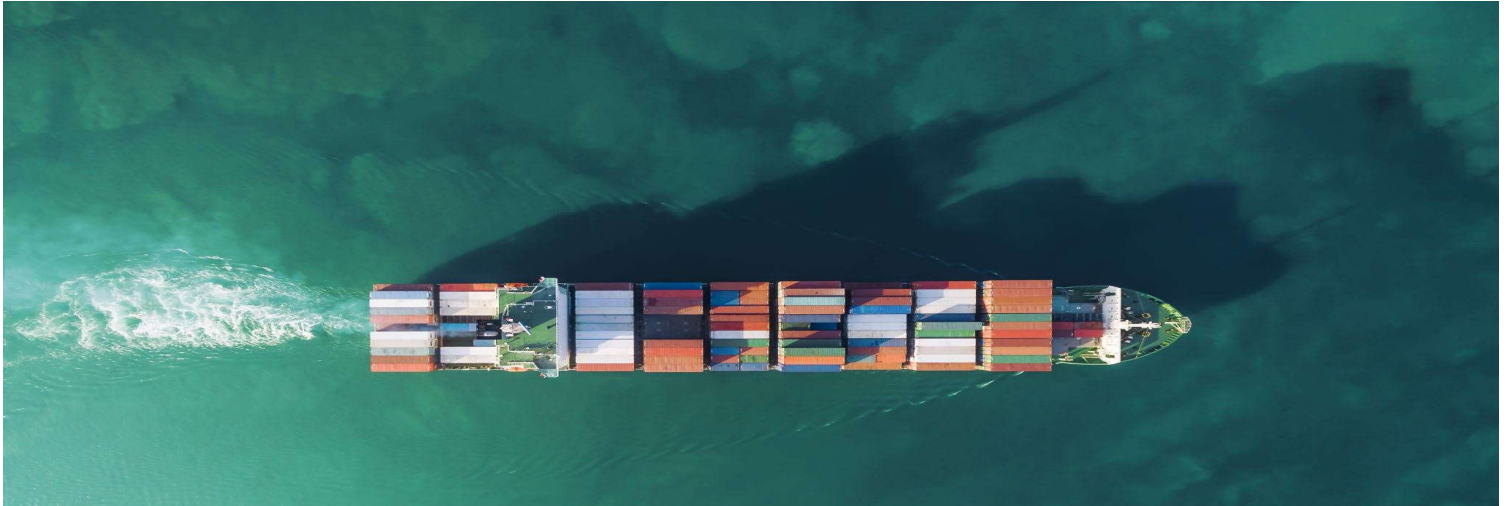
**Table 5: Other top export items, 2024-25**

Country	Key Product
Canada, USA	SG Iron Cast Fittings
Turkey, Venezuela	Other medicines put up for retail sale

Source: DGCIS

Mahasamund district has emerged as a significant export contributor in Chhattisgarh, with a diverse portfolio spanning agri-products, pharmaceuticals, and industrial goods. The dominant export item is parboiled rice, shipped extensively to African nations such as Benin, Côte d'Ivoire, Guinea, Togo, and Liberia, with Benin alone importing over INR 838 crore worth of rice. Broken rice is also a major export, notably to Senegal. Apart from agriculture, Mahasamund shows growing strength in pharmaceutical exports, with high-value medicines and formulations exported to Venezuela, Turkey, Mexico, and the UAE.

Additionally, SG iron cast fittings and auto parts have been exported to major markets like the USA and Canada. Notably, niche exports such as Kabuli chana to China and toilet soaps to Bhutan reflect the district's product diversity. With strategic focus, Mahasamund holds high potential in expanding exports of processed agri-products, pharmaceuticals, and engineering goods to both emerging and developed markets.



## 5. SWOT Analysis – Mahasamund

Mahasamund district blends natural endowments with emerging connectivity and holds significant agricultural potential and cultural heritage. As it positions itself for industrial and export-led growth, a SWOT analysis helps assess its internal strengths and weaknesses, alongside external opportunities, and threats. This structured analysis provides insights into Mahasamund's comparative advantages and critical development gaps, enabling targeted interventions for sustainable economic transformation



### Strength

- Abundant natural resource and rainfall enabling diverse cultivable crop basket.
- Mineral occurrences of limestone, lead ore, granite and fluorite add a non-farm advantage.
- Proximity to Raipur and bordering Odisha, gives access to industrial ecosystem.



### Weakness

- Under-utilized value chain and lagging infrastructure.
- Industrial estates, warehousing and transport facilities remain thin, limiting large-scale investments and certification services.



### Opportunity

- Earmarked under “Districts as Export Hubs” initiative for high-demand crops such as mungbean, groundnut, sesamum and maize.
- Expressway-led logistics, coupled with State schemes for agro-processing clusters and cold-chain grants
- Tourism circuits around Sirpur's archaeological sites and Barnawapara wildlife Sanctuary add a diversification lever.



### Threat

- Rising frequency of extreme rainfall and block-level drought pockets, underlining climate volatility risks to yield stability and water availability.
- Capital investment flow to already established neighbours with abundant power supply and established logistic network.



## 6. Mahasamund – Export Potential

Mahasamund district is steadily gaining prominence as an emerging export hub, driven by its growing industrial ecosystem and agricultural strength. The district is already exporting a wide range of products including parboiled and broken rice, medicines, SG iron cast fittings, auto parts, and Kabuli chana. It has established trade linkages with countries across Africa, Asia, and the Americas. Mahasamund benefits from its proximity to Raipur, which provides access to logistics networks including rail connectivity, highways, and airport, facilitating smoother export movement. The proposed development of an integrated logistics park near Raipur and industrial corridor initiatives under the Chhattisgarh Industrial Policy 2024-30 further strengthen Mahasamund's positioning for exports.

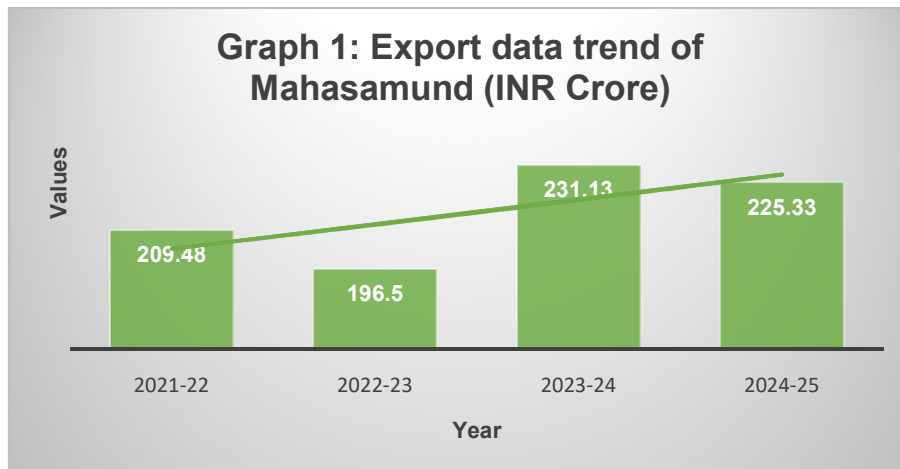
Agriculture remains the backbone of Mahasamund, with rice, pulses, tomatoes, and mangoes forming the core of its agri-economy. However, value addition through agro processing is still underdeveloped. There is strong potential to expand exports by processing surplus produce into ready-to-eat foods, dehydrated products, sauces, and pulps. Initiatives such as the PM Formalization of Micro Food Processing Enterprises (PMFME) scheme, One District One Product (ODOP) program, District as Export Hub which identifies Mungbean, Ulid, Ground nut, Sesamum, Maize as the key product with export potential, offer opportunities to upgrade local enterprises. Investments in cold chains, packaging facilities, and food certification labs will be critical to unlocking Mahasamund district's full export potential. Table 6 represents the export basket of Mahasamund for the year 2024-25.

**Table 6: Mahasamund District Current Export Scenario 2024-25**

HS Code	Item Description	Value (in INR Crore)
10063010	Rice Parboiled	159.98
10063090	Non-Basmati	1.08
10064000	Broken Rice	16.68
15179090	Mixture of Edible Fats	1.49
30041090	Medication consisting of mixed or unmixed items for therapeutic or prophylactic uses	0.32
30049099	Other medicines put up for retail sale (not elsewhere specified)	5.56
34011190	Toilet soap and organic surface-active products in bars or molded forms	0.05
73071120	SG Iron Cast Fittings	39.04
87089900	Other parts and accessories of the motor vehicles of headings 8701 to 8705	0.69
7132010	Kabuli Chana	0.39
<b>Total</b>		<b>225.33</b>

Source: DGCIS

The graph below shows export trend from Mahasamund, Chhattisgarh over the period of 2021 to 2025.



Source: DGCIS

## 6.1 High Potential Products of Mahasamund District

Mahasamund district offers a diverse range of high-potential products that reflect its agricultural strengths and industrial capacities, positioning it as a key contributor to the state's export landscape. It boasts high potential products that can drive its emergence as a key export hub. Parboiled and broken rice dominate exports, supported by strong demand from African and Asian markets. Agricultural products like Kabuli chana also have export significance. Beyond staples, Mahasamund holds untapped value addition opportunities in horticultural produce such as tomatoes and mangoes, which can be processed into sauces, pulps, jams, and dried products. Expanding agro-processing and ready-to-eat food production can enhance shelf life and market reach, increasing farmer incomes. Strategic development of cold storage

and certification facilities will further boost the district's export competitiveness. Table 7 below lists down potential export products from Mahasamund:

**Table 7: Potential Export Products from Mahasamund**

Products	Rationale for Export Potential
Non-metallic minerals & stones	Abundant reserves of limestone, granite, beryl, fluoride, lead ore, gold & tin in Mahasamund along with stone cutting and tile factory.
Nickel, Chromium & PGEs	A recently awarded exploration license over a 30 km square block in Bhalukona-Jamnidi for nickel, chromium and platinum-group elements (PGEs) provides new avenues for exporting critical minerals.
Horticultural processing	The district's abundant produce of fruits and vegetables can be supplemented for pulps, dehydrated items, pickles, jams which can be exported to neighboring countries.
Bamboo & forest-based handicrafts	Supported by the State Bamboo Mission and handicraft boards, local artisan produce bamboo furniture, baskets, incense sticks, and tribal crafts which may be well suited to niche export sectors.
Herbal & processed forest products	Presence of herbal processing units and forest resources suggest products like herbal extracts, essential oils, and minor forest produce (like resin or aloe products) can be packaged for export.

## 6.2 Global demand for products exported from Mahasamund

During 2024-25, Mahasamund district has majorly exported parboiled rice (10063010), broken rice (10064000), and non-basmati rice (10063090). The table below shows the top countries in the world who are the highest importers of these products during 2024.

**Table 8: Product wise top importing countries in the world, 2024**

Product	Country	Value (US \$ million)
Semi-milled or wholly-milled rice	Indonesia	2437.594
	Philippines	2261.347
	Saudi Arabia	1971.661
	Iraq	1661.197
	United States of America	1514.757
Broken Rice	Senegal	496.87
	China	289.947
	Indonesia	272.274
	Belgium	246.46
	Côte d'Ivoire	228.739

Source: ITC Trademap

Broken rice from Mahasamund district has penetrated Senegal (highest importer of broken rice), showcasing demand and potential for further enhancement in quantity exported. These countries are untapped international markets for products exported from Mahasamund district. However, access to these international markets depend on the custom tariff and non-tariff measures applicable on Indian exports.

### 6.3 Strategy to improve Mahasamund district's export

Improving exports from Mahasamund requires multi-pronged approach with a synchronised efforts amongst various stakeholders. Some strategic steps to improve Mahasamund's export are listed below.

- **Enhanced Infrastructure & Connectivity:** Mahasamund district, sharing border with Odisha, is strategically located in Chhattisgarh with existing connectivity via rail and road networks. However, to fully unlock its export potential, there's a need to further upgrade and modernize these links:
  - a. **Road Connectivity:** The district is connected via National highways and state highways. However, upgrading last mile linkages to NH 53 (passing through Mahasamund) that moves cargo between Gujarat port and Paradip on the eastern coast, might give the district direct port access for exports. Additionally, the completion of proposed Durg-Raipur-Arang Expressway (part of NH-53) and the four-laning of Mahasamund-Bagbahara section (part of NH-353) might give the region the required road network connectivity to neighbouring industrial areas for export facilitation.
  - b. **Rail Links:** Mahasamund railway station has trains connecting to various destinations, including Raipur, Visakhapatnam, and Puri. The upgradation of Titlagarh–Mahasamund–Raipur railway route that connects Titlagarh in Odisha to Raipur in Chhattisgarh, passing through Mahasamund may enable bulk cargo movement from the district. This route will play a key role in enhancing capacity for agri bulk and reefer containers.
  - c. **Logistics Hubs:** Logistics hubs are crucial for export facilitation as they streamline the movement of goods, reduce costs, and enhance overall efficiency in international trade. This can be facilitated through Bagbahara APMC which sends produce to Raipur, Durg, Tilda-Newra, and Abhanpur by linking it to ICD CONCOR at Naya Raipur. Furthermore, developing warehouses and cold storages along the state highways might facilitate agro-processing exports from Mahasamund. This will not only enable storage and distribution but also ease overall logistic cost and improve supply chain efficiency.
- **Promote Agro-Processing:** Mahasamund district's agricultural strength lies primarily in rice, papaya, jackfruit, and mangoes. To unlock export potential, it's vital to move beyond raw commodity produce towards value-added products:
  - a. **Setting Up Processing Units:** Encourage investment in agro-processing units focused on rice milling, papaya jam, juice, and candy, as well as non-food products like papain; jackfruit chips, medicinal & industrial products; mango pulp, chutneys, dried mango; and dried fruit products. These units can extend shelf life, improve packaging, and enhance quality—making products export-ready. These capital investments can be supported by various state government incentives and central schemes.

- b. **Technology Adoption:** Facilitate the adoption of modern processing technologies such as controlled atmosphere packaging, freeze drying, and vacuum packing to maintain nutritional value and freshness. For example – modern rice mills with colour-sorters and CO<sub>2</sub>-fumigation chambers.
  - c. **Cluster Development:** Establish agro-processing clusters near major production areas (e.g., Raipur, Bagbahara) with shared facilities for washing, grading, packaging, and cold storage. This lowers costs for small farmers and processors and creates economies of scale.
- **Skill Development and Capacity Building:**
    - a. **Focus on Certification Awareness:** Conduct export compliance bootcamp for local entrepreneurs and workers on food safety standards (FSSAI), HACCP certifications, US-FDA Foreign Supplier Verification Program (FSVP) and export quality compliance to meet international market requirements.
    - b. **Practical Skill-Building:** Use hands-on training modules covering hygiene, packaging techniques, quality control, traceability, and documentation processes required for export.
    - c. **Collaboration with Institutions:** By building collaboration and partnering with reputed institutes like the National Institute of Food Technology, Entrepreneurship and Management (NIFTEM) to ensure training quality and certification credibility. Regional institutions like Krishi Vigyan Kendra in Mahasamund, Indira Gandhi Krishi Viswa Vidhyalaya in Raipur and College of Dairy Science and Food Technology, Raipur (under Dau Shri Vasudev Chandrakar Kamdhenu Vishwavidyalaya, Durg) can also play a pivotal role in this effort. The district administration in collaboration with Department of Industries & Commerce, Government of Chhattisgarh can affiliate with institutions like Indian Institute of Foreign Trade (IIFT) for local producer with export potential to avail certifications like Export-Import Management and Supply Chain & Trade Logistics.
  - **Training Farmers & Entrepreneurs on Quality Standards & Packaging:**
    - a. **Quality Improvement:** Educate farmers on good agricultural practices (GAP), pest management, and harvesting techniques to improve raw material quality for export. Krishi Vigyan Kendra in Mahasamund may organize regular field demonstrations, workshops on Technology Assessment & Refinement, etc.
    - b. **Post-Harvest Handling:** Provide training on proper sorting, grading, drying, and packaging techniques to minimize post-harvest losses and maintain product freshness. The Indian Institute of Packaging provides various certifications like Advanced Course in Sustainable Packaging, Advances in e-Commerce And Logistics in Packaging, etc. which are recognized across the country.
    - c. **Export Packaging:** Familiarize entrepreneurs with international packaging norms, labelling requirements, and eco-friendly packaging alternatives to

meet global buyer expectations. This can be facilitated by partnering with Packaging design & testing cell inside Govt Polytechnic in Mahasamund. Collaborate with agri-tech startups for training farmers on sustainable packaging techniques that are acceptable in international markets.

- **Marketing & Trade Promotion:**

- Geographical Indication (GI) Tags:** Initiate GI certification for Mahasamund's flagship products like ground nut, sesamum, and select agricultural goods. This will enable product's unique identity linked to its origin, enhancing market value and consumer trust globally. International markets, especially in Europe, Americas, and parts of Asia, increasingly recognize and value GI-tagged products. It provides a strong marketing tool for exporters, who can highlight the product's exclusive origin and quality in their branding and promotion efforts.
- Stakeholder Engagement:** Involve farmers' groups, cooperatives, and local bodies in the GI registration process to ensure collective ownership and compliance. Roundtable discussions can be conducted including FPO leaders, APMC, State Industries Department, and banks to facilitate dialogue and collaboration. State may support local producers, potential and existing exporters in application filing to the Geographical Indications Registry of India through the Chhattisgarh State Agricultural or Industries Departments.
- Regional Branding Campaigns:** Develop strong regional brands like "Mahasamund Fresh" with a common logo, QR based provenance tracker and bilingual (Hindi-English) packages – emphasizing Mahasamund's unique qualities. This may include organic cultivation methods, traditional processing, or distinct taste profiles. District Export Promotion Councils (DEPC) can provide facilitation support through dedicated body on regional level for local products and brands.
- Quality Assurance:** Implement strict quality control and certification mechanisms that ensure every branded product meets export standards, thereby building credibility. State may consider establishing local presence of national and international quality control and certification bodies such as APEDA for faster processing. This can also be achieved by introducing mobile-based advisory platforms like e-NAM, AgriStack, Kisan Suvidha to disseminate real-time inputs.
- Dedicated cell for outreach and promotion:** The state may appoint dedicated promotion cell for export and collaborate with national and international agencies and platforms such as EPCs, DGFT, APEDA, FIEO for collaboration and smooth facilitation of export process for regional products. With the help of these platforms, local exporters may secure stalls at international events like IndusFood, SIAL Food, World Food India, virtual buyer-seller meets conducted by APEDA, etc.

## 6.4 Financial Incentives & Policy Support

- To realize Mahasamund's export potential, a focused financial and policy support framework is essential. The Chhattisgarh Industrial Policy 2024–30 already provides incentives such as capital subsidy, transport subsidy, technology upgradation support, and SGST reimbursement, which can be aligned with export-specific needs. Additionally, the policy also provides special industrial investment promotion on establishment of Research and Development units, export expense reimbursement (only for export-oriented units). Skill development schemes focused on export compliance, packaging, and quality standards are also crucial for building a capable local workforce.
- National schemes such as the Trade Infrastructure for Export Scheme (TIES) and Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) can be leveraged for infrastructure development and financial access. Export clusters in rice milling, agribased processing (mango, papaya, banana, jackfruit) can benefit from public-private partnerships (PPPs) for shared facilities such as packaging centers, cold storage, and quality testing labs. Support under ODOP and PMFME can be integrated with export promotion to scale up Mahasamund's signature products.
- Institutional facilitation is equally important. The District Export Promotion Committee (DEPC) should lead coordination of all schemes, while a dedicated Export Facilitation Cell at the District Industries Centre (DIC) can guide exporters on applications, documentation, finance and scheme benefits. Railway and highway authorities, CONCOR, leading banking institutions may provide the necessary support to build holistic infrastructure capable of handling large scale export orders. With the right combination of financial incentives, national scheme alignment, and district-level handholding, Mahasamund can be transformed into a vibrant export hub driving inclusive and sustainable economic growth.



## 7. Challenges and Recommendations

Mahasamund district holds significant promise as an emerging export hub, with its rich agri-resources and industrial base offering strong foundations for growth. To

unlock this potential, strategic infrastructure enhancement is already being prioritized. Aligning Mahasamund under PM GatiShakti's multimodal logistics framework can ensure targeted development of critical physical infrastructure. Improving feeder road connectivity from farm clusters and MSME zones to NH-53, along with capacity augmentation on the Titlagarh–Mahasamund rail corridor, will streamline logistics. Additionally, establishing two warehouses with reefer plug-in points along SH-16/19 under the Agriculture Infrastructure Fund (AIF) and PMFME's common infrastructure grants will greatly enhance cold-chain capacity beyond Bagbahara, minimizing post-harvest losses and preserving quality during transit. District Industries Centre (DIC) may facilitate the establishment of CFC, Warehouse and Cold storage for its agricultural, horticultural & Food processing industries.

In parallel, focused attention is being given to enhancing awareness and compliance with global standards. A proposed Export Facilitation & Training Centre, developed in collaboration with APEDA and the Indian Institute of Packaging, will deliver modular programs in ISO 22000, HACCP, GlobalG.A.P. and US-FDA compliance—bridging the knowledge gap for farmers, FPOs, and processors. Trade Infrastructure for Export Scheme (TIES) may also be leveraged expanding export infrastructure.

To support small processors, a district-level subsidy covering 50% of first-time certification costs will lower entry barriers and enable greater market access for high-value exports. Exporters from the district can also take advantage of various incentives provided under Industrial Investment Promotion of Chhattisgarh Industrial Policy 2024-30.

Encouraging adoption of energy-efficient, modern processing technologies in rice mills and food units through PMFME and AIF-backed credit access will improve productivity and compliance with export norms.

The State Single Window Clearance System can be actively leveraged to fast-track land conversion, power connections, and customs registrations. Additionally, a targeted capital subsidy and streamlined reimbursement mechanism for state incentives will drive faster modernization. With these interventions, Mahasamund is steadily positioning itself as a value-added, standards-compliant export base, moving beyond raw commodity trade towards competitive global integration.



## 8. Conclusion

Mahasamund district holds significant promise to evolve into a leading export hub in Chhattisgarh, driven by its agricultural abundance, opportunity on food processing and advantageous location. Unlocking this potential requires a multi-pronged approach—upgrading infrastructure and logistics to improve last-mile connectivity with industrial corridors and ports and developing modern warehousing and cold storage to minimize post-harvest losses. Investments in agroprocessing will create higher value products and open access to untapped markets. Empowering farmers, MSMEs, and entrepreneurs through targeted skilling, quality certification support, and export readiness programs will enhance competitiveness and compliance with global standards. Strategic branding through GI tagging, trade fair participation, and digital export platforms will further amplify market visibility. With a robust policy framework offering financial incentives and ease of doing business, Mahasamund can position itself as a vibrant and sustainable export-oriented economy – driving inclusive growth and contributing meaningfully to the state’s export performance.

Note: List of images /pictures used in this document

Sr. No.	Images	Reference
1	Laxman Temple, Sirpur, Mahasamund	Mahasamund District Official Website
2	Surang Tila Temple, Sirpur	Wikimedia Common License
3	Bhunjia Tribal Woman	Tribal Research & Training Institute, Government of Chhattisgarh
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Government of Chhattisgarh  
Department of Commerce and Industry

Contact Details

Relationship Manager  
Deputy Director, State Investment  
Promotion Board, Chhattisgarh  
Shri K. K. Shrivastava  
sipb.cg@nic.in  
9893376981