

कार्यालय महाप्रबंधक
जिला व्यापार एवं उद्योग केन्द्र मुंगेली

(कलेक्टोरेट परिसर, मुंगेली)

EMAIL-dtic-mungeli.cg@gov.in

क्र. /जिव्याउके.मुं./समन्वय/निर्यात/2025/1472

मुंगेली, दिनांक - 24-12-2025

प्रति,

संचालक उद्योग,
उद्योग संचालनालय,
उद्योग भवन, रिंग रोड नं. 01,
तेलीबांधा रायपुर (छ.ग.)

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

संदर्भ:- उद्योग संचालनालय रायपुर का पत्र क्रमांक GENS-11/2178/2025 दिनांक 11.09.2025

-0-

उपरोक्त संदर्भित विषयांतर्गत लेख है कि जिला-मुंगेली हेतु तैयार किये गये जिला निर्यात कार्य योजना (District Export Action Plan) को जिला कलेक्टर से अनुमोदन कराकर, अनुमोदित प्रति पत्र के साथ संलग्न सादर प्रेषित है।

संलग्न:- उपरोक्तानुसार।


महाप्रबंधक

जिला व्यापार एवं उद्योग केन्द्र
मुंगेली (छ.ग.)

कर्मचारी का नाम मुंगेली
क्रमांक 1871
कार्यक्रम का विनायक
9/10/25
16/10/25

कार्यालय महाप्रबंधक
जिला व्यापार एवं उद्योग केन्द्र, मुंगेली

क्रमांक- 545

नस्ती क्रमांक

दिनांक 22.09.2025

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

संदर्भ:- उद्योग संचालनायक राधपुर का पत्र क्रमांक GENS-11/2178/2025 दिनांक 18.09.2025

टीप एवं आदेश

उपरोक्त विषयांतर्गत लेख है कि जिला निर्यात कार्य योजना (District Export Action Plan) का उद्देश्य प्रत्येक जिले को निर्यात केन्द्र (Export hub) के रूप में विकसित कराना है। इस योजना के अंतर्गत जिले विशेष की निर्यात क्षमताओं, संसाधनों, उत्पादों और सेवाओं का मूल्यांकन कर एक सुव्यवस्थित कार्य योजना तैयार की जाती है, जिससे स्थानीय उद्योगों, किसानों, कारीगरों एवं उद्यमियों को बाजारों तक पहुंच मिल सके।

अतः उक्त संबंध में जिला-मुंगेली हेतु (District Export Action Plan) का प्रारूप तैयार किया गया है। उक्त कार्ययोजना नोट शीट के साथ संलग्न कर अवलोकनार्थ/अनुमोदनार्थ सादर प्रस्तुत।

मुख्य कार्यपालन अधिकारी
जिला पंचायत मुंगेली

(Signature)

महाप्रबंधक

जिला व्यापार एवं उद्योग केन्द्र
जिला- मुंगेली

(Signature)
अनुमोदनार्थ प्रस्तुत।

(Signature)
को. मं. ०

(Signature)

(Signature)
9/10/25

(Signature)
GNDIC

(Signature)



DISTRICT EXPORT ACTION PLAN



MUNGELI

Table of Contents

1. District Profile	3
1.1 Introduction	3
1.2 Administrative Profile	4
1.3 Location and Geography	5
2. Demographic Profile	6
3. Logistics Infrastructure Profile	6
3.1 Road Transport	7
3.2 Air Transport	7
4. Economic and Sectoral Overview	9
4.1 Agro-Processing Landscape in Mungeli	12
4.2 Government initiatives to promote Industry	12
4.3 Agricultural Export Profile of Mungeli	13
5. SWOT Analysis – Mungeli	14
6. Mungeli – Export Potential	15
6.1 High Potential Products of Mungeli District	16
6.2 Global demand for products exported from Mungeli	17
6.3 Strategy to improve Mungeli district’s export	18
6.4 Financial Incentives & Policy Support	22
7. Challenges and Recommendations	24
8. Conclusion	26





1. District Profile

1.1 Introduction

Mungeli is a vibrant district situated in the central part of Chhattisgarh, India. Established on January 1, 2012, the district has been carved out of the district of Bilaspur in Chhattisgarh and is bordered by the districts of Bilaspur, Bemetara, Kawardha, and a small part of Baloda Bazar. The district headquarters is the town of Mungeli, which is well-connected to major cities like Raipur and Bilaspur through a network of roads and railways, facilitating easy access for trade and travel.

Agriculture is the backbone of Mungeli's economy, with approximately 128,359 hectares¹ of land dedicated to farming. The region experiences two major cropping seasons: Kharif and Rabi. Rice is the predominant crop, supported by favorable climatic conditions and irrigation facilities. Other significant crops include wheat, gram, tuvar (pigeon pea), linseed, peanut, and soybean. The district also boasts a thriving agro-based industry, with numerous rice mills contributing to local employment and economic growth.¹

Mungeli's demographic landscape is diverse, with a population that includes various tribal communities and other groups, reflecting the rich cultural heritage of the region. This diversity is celebrated through traditional festivals, folk dances, and local crafts, which play a vital role in the district's cultural identity.

The district is renowned for its natural beauty and historical sites. Key attractions include the Achanakmar Tiger Reserve, Setganga, Kharaghat, Rajiv Gandhi Reservoir (Khudia Dam), Madku Islands, Amar Island, Hathnikala Temple, and Shivghat.¹ These sites offer opportunities for eco-tourism, religious tourism, and cultural exploration.

In terms of development, Mungeli has made significant strides in improving infrastructure. Educational institutions and healthcare facilities are expanding to meet

¹ Mungeli District official website, mungeli.gov.in, as accessed on 04-07-2025

the needs of the growing population. The district is also focusing on enhancing tourism infrastructure, with ongoing projects aimed at improving accessibility to key attractions like Madku Island.

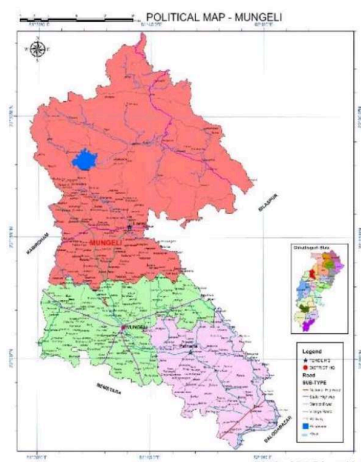
Geographically, Mungeli is endowed with abundant natural resources, including fertile land and water bodies like the Maniyari River, which support its agrarian economy. The presence of forests and wildlife further adds to the district's ecological significance. Overall, Mungeli embodies a harmonious blend of tradition and progress, making it a vital part of Chhattisgarh's socio-economic landscape.

1.2 Administrative Profile

Mungeli district is administratively divided into many tehsils and blocks to facilitate local governance and development. The district headquarters is the city of Mungeli, which houses key government offices and administrative institutions. It operates under a District Collector who oversees planning and development, law and order, revenue administration. Mungeli hosts district and sessions court 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, Mungeli's administration plays a crucial role in driving the district's overall growth and development.

Administrative Structure of Mungeli:

- **District Headquarters²:** Mungeli City
- **Tehsils (3):** Mungeli, Lormi, Pathriya
- **Development Blocks (3):** Mungeli, Lormi, Pathriya
- **Urban Local Bodies:**
 - 1 Municipal Councils
 - 3 Panchayat Samitis
- **Rural Governance:**
 - 350 Gram Panchayats
 - 711 Revenue Villages



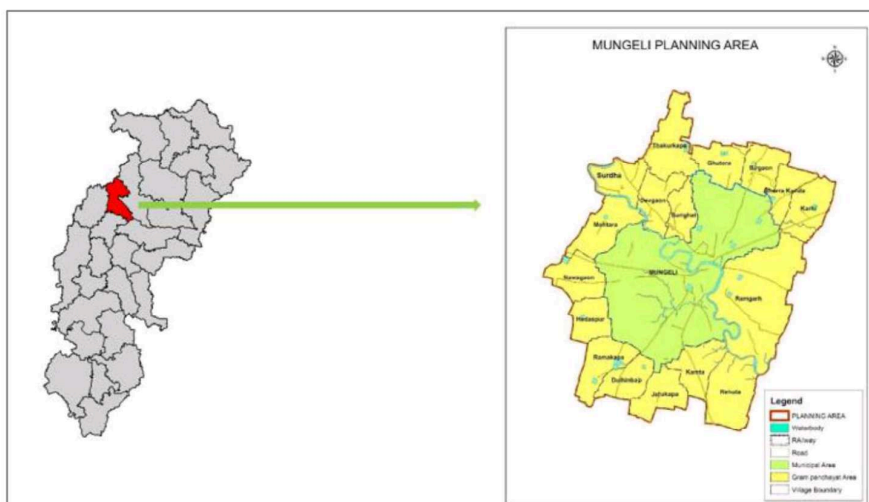
Note: Map used here is only for depiction purposes

This strong administrative and legal framework establishes Mungeli as a key hub for governance and judicial services in the state, reinforcing its ongoing significance both regionally and institutionally.

² Mungeli District Profile <https://mungeli.gov.in/en/document-category/district-profile/> as accessed on 04-07-2025

1.3 Location and Geography

Mungeli is situated in Northeast region of Chhattisgarh. Bordered by Bilaspur, Kawardha (Kabeerdham), and Raipur districts, it features flat plains and fertile agricultural land. Mungeli district has a forest cover of 1100 square kilometres².



Note: Map used here is only for depiction purposes

- **Geographic Coordinates:** Latitude 21°48'35" to 22°40'30", Longitude 81°29'45" to 82°02'10"
- **Rainfall:** 1128.34 mm
- **Elevation:** 288 meters above sea level
- **Total Area²:** 2750.36 square kilometer

Geographical Boundaries:

Mungeli is surrounded by districts of Bilaspur to the east, Baloda Bazaar, Bemetara and Kawardha (Kabeerdham) to the west of Chhattisgarh. The district's strategic location, proximity to Raipur (approximately 100km) and sharing borders with Madhya Pradesh, provides access to the nearest industrial areas, enhancing its trade and logistics potential.

Climate and Land Use:

- **Climate:** The climate is favourable, characterized by a pleasant monsoon season, moderate summers, and mild winters
- **Land Use:** Around 46.66%³ under agriculture
- 40% (approximately) forest cover⁴ with urbanization expanding steadily

³ Agriculture, Mungeli district official website, <https://mungeli.gov.in/en/agriculture/> as accessed on 07-07-2025.

⁴ Forest cover percentage = Total Forest cover/Total area of Mungeli*100

2. Demographic Profile

Mungeli district is primarily rural, with the majority of its inhabitants residing in villages and small towns. The district has a diverse demographic composition, featuring a balanced gender ratio and a notable tribal population. Projections for 2025 indicate that Mungeli remains demographically important within the state, with Chhattisgarhi and Hindi as the predominant languages. Table 1 below provides the demographic profile of Mungeli district.

Table 1: Mungeli-Demographic Profile⁵

Sl.no	Indicators	Metrics
Population Statistics (2025 estimates)		
1.	Total Population	7,01,707
2.	Males	3,55,449
3.	Females	3,46,258
4.	Population Density	428 persons per km ²
5.	Population Growth Rate (2001–2011)	38.29%
Sex Ratio		
6.	Overall	974 females per 1,000 males
7.	Population (0–6 years)	1,20,631
Literacy Rate		
8.	Overall	64.75%
9.	Male Literacy	51.97%
10.	Female Literacy	77.20%
Urban-Rural Distribution		
11.	Urban Population	9.32% (65,439)
12.	Rural Population	90.67% (6,36,268)

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

3. Logistics Infrastructure Profile

Mungeli district holds a crucial position in the state's logistics infrastructure, strategically located to enable effective transportation of goods and services. Its well-established road network connects the district headquarter to Bilaspur and beyond, complemented by well-maintained state, district, and village roads providing all-weather access across its rural landscape. Mungeli does not have its own railway station,

⁵ Mungeli Official website, Government of Chhattisgarh, <https://mungeli.gov.in/en/document-category/district-profile/> as accessed on 07-07-2025.

however, residents use Bilaspur (~50km) or Raipur (~125km) stations on the South-East Central Railway network.

3.1 Road Transport⁶

Mungeli is served by a well-developed road network that underpins its connectivity to regional hubs and neighbouring states:

- **National Highway⁷ – NH-130A:** National Highway 130A passes directly through Mungeli, linking it westward to Bilaspur, Sipat and beyond, providing a direct artery for movement of goods and people. This route is the primary conduit to Chhattisgarh's key industrial centres and provides access to major east-west highways.
- **State Highway 08 and 10:** SH 8 and SH 10 augment the national highway, with SH 10 running southwards from Mungeli toward Bhatapara (in Baloda Bazaar), and SH 8 connecting to other district towns and onward to the borders of Madhya Pradesh. These highways ensure seamless linkage to neighbouring states' road systems, facilitating inter-state travel, trade, and logistics.

3.2 Air Transport

The nearest airport to Mungeli is Swami Vivekananda Airport in Raipur, approximately 135 km⁸ 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.

- **Air Connectivity:** Offers regular domestic flights to major Indian metros.
- **Cargo Handling⁹:** 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.

⁶ Chhattisgarh Infotech Promotion Society (CHIPS), available at:

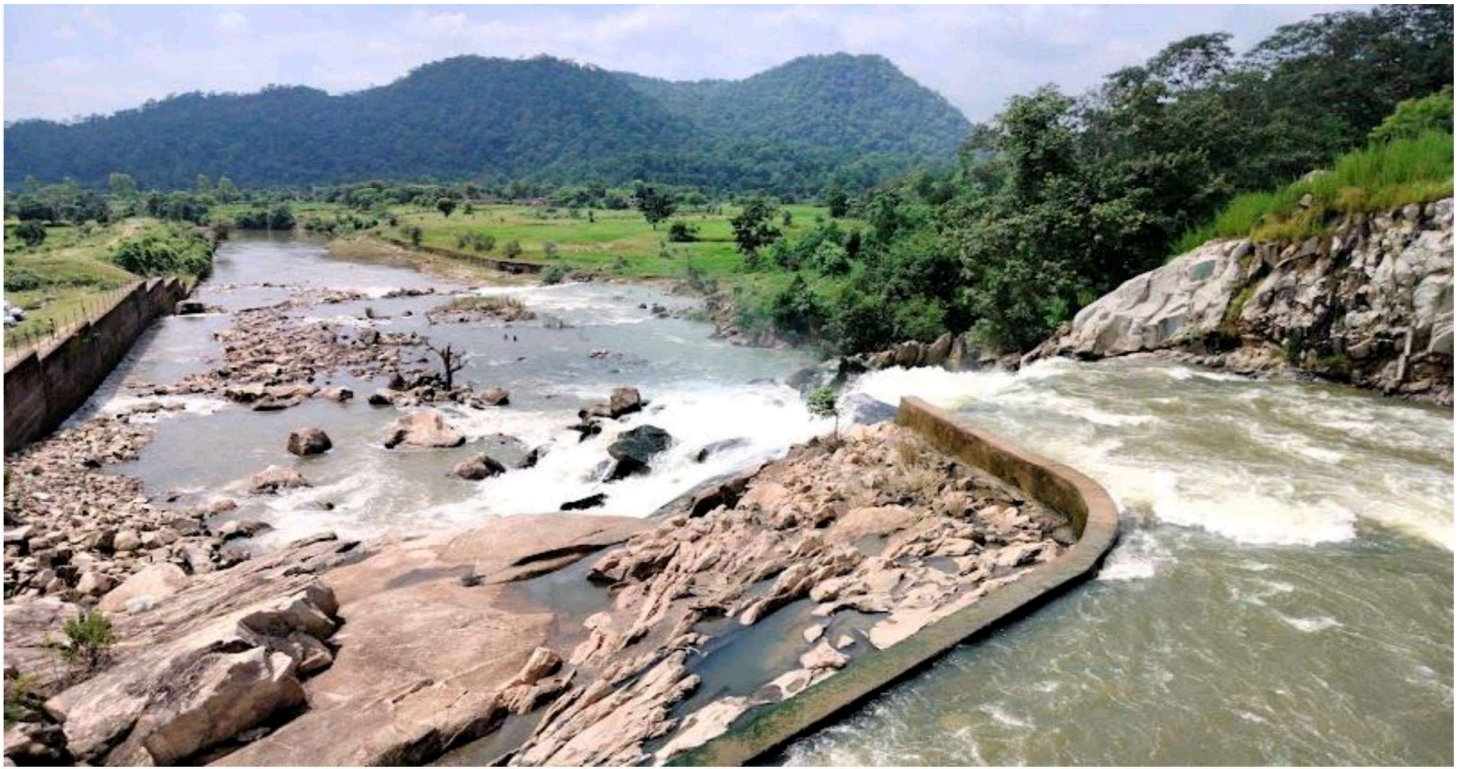
https://www.chips.gov.in/sites/default/files/CG_State_Transport.pdf as accessed on-07-07-2025.

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

⁸ Mungeli district website – Tourism, <https://mungeli.gov.in/en/how-to-reach/> as accessed on 07-07-2025.

⁹ Airport Authority of India official website, <https://www.aai.aero/en/content/cargo-0#:~:text=At%20Domestic%20front%2C%20AAI%2C%20according,managed%20on%20O&M%20contract%20basis>. as accessed on 02-07-2025





4. Economic and Sectoral Overview

Mungeli district with its predominantly agrarian base, is gradually witnessing diversification into other economic sectors that are vital to local employment and development. The retail sector thrives through weekly markets and small-scale trading centers in Mungeli, Lormi, and Pathariya, supporting a large informal workforce. The transportation sector plays a key role in facilitating movement of agricultural produce, livestock, and daily goods, employing many as truckers, loaders, and auto operators. Infrastructure development, including road expansion under Pradhan Mantri Gram Sadak Yojana and rural electrification, has stimulated both direct and indirect job opportunities. Together, these sectors complement agriculture, enhance livelihoods, and contribute to the district's inclusive economic growth.

Mungeli district's economy is primarily agricultural, with paddy rice dominating as the major cereal crop, supported by substantial cultivation of pulses, oilseeds (particularly mustard and soybean), and vegetables such as tomatoes and potatoes. Animal husbandry plays a vital supplementary role—villagers' rear cattle, goats, poultry, and sheep, contributing to dairy and meat supply chains and providing additional household income. Irrigation infrastructure like the Khudia (Rajiv Gandhi) Dam on the Maniyari River supports both crop and fodder production.

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 2.53 lakh out of which 1.54 Lakh indigenous female cattle and 0.17 lakh female buffaloes¹⁰.

With proximity to Bilaspur and access to transport corridors, Mungeli benefits from spill-over industrial growth, especially in small and medium enterprise. The table below provides details of existing micro & small enterprises in Mungeli:

Table 2: Micro & Small Enterprises in Mungeli

Sr. No	Type of Industry	No. of Units	Employment
1	Cotton Textile	6	72
2	Woolen, silk & artificial thread-based clothes	1	5
3	Jute and jute-based	2	11
4	Electrical machinery and transport equipment	3	13
5	Others	47	193

Source: DIC, Mungeli – MSME Development institute Raipur, Ministry of MSME

Mungeli district has a network of government and private institutions. The district hosts several primary and secondary schools, and a few higher secondary schools across tehsils like Mungeli, Lormi, and Pathariya (as per district education directory). The district has 1281 schools. The literacy rate of the district is 64.75% including 51.97% males and 77.20% females. The district also houses Government Polytechnic Mungeli, offering diploma-level courses. Though lacking a full-fledged degree college, students often travel to Bilaspur or Raipur for undergraduate studies. Overall, agriculture (with strong linkages to animal husbandry) remains the core economic engine, while education—anchored by technical diplomas—supports skill development and rural employment prospects.

Mungeli district benefits from abundant natural resources, supporting year-round agricultural activity. The table 2 below provides details of the variety of horticultural produce in Mungeli.

Table 3: Area, Production figures of Horticulture crops in Mungeli, 2022-23¹¹

Sl.no	Crop	Area (000 Ha)	Production (000 MT)
A. Fruits			
1	Mango	2.772	11.719
2	Banana	0.696	27.025

¹⁰ 19th Livestock Census (2012) Report, Livestock Development Department, Agriculture Department, Government of Chhattisgarh

¹¹ Chhattisgarh Agriculture Department – Horticulture Statistics Report 2022–23

3	Guava	0.843	6.563
4	Papaya	0.538	15.068
5	Aonla/Gooseberry	0.038	0.126
6	Muskmelon	0.018	0.480
7	Pomegranate	0.027	0.051
8	Custard Apple/Sitaphal	0.482	1.940
9	Ber	0.027	0.090
10	Jackfruit	0.321	1.919
11	Limes & Lemons	0.501	3.243
12	Watermelon	0.025	0.853
13	Other Fruits	1.503	12.019
	Total	7.791	81.096
B. Vegetables			
1	Tomato	2.169	69.517
2	Brinjal	0.577	20.666
3	Okra	0.628	15.039
4	Potato	1.522	27.392
5	Cabbage	0.515	23.570
6	Cauliflower	0.488	15.078
7	Onion	0.633	10.180
8	Leafy Vegetables	0.204	2.967
9	Green Chilli	0.921	8.725
10	Pumpkin	0.107	1.817
11	Bitter Gourd	0.168	1.457
12	Bottle Gourd	0.123	2.981
13	Raddish	0.151	3.539
14	Carrot	0.059	0.762
15	Sweet Potato	0.095	0.745
16	Arbi/Colacasia	0.146	4.294
17	Ridge/Sponge	0.035	0.457
18	Beans (All)	0.102	0.938
19	Pointed Gourd	0.029	0.155
20	Elephant Foot	0.071	1.070
21	Peas (Green)	0.101	1.761
22	Other Vegetables	11.255	117.790
	Total	19.939	330.90
C. Flowers			
1	Marigold	0.243	2.897
2	Rose	0.104	7.815
3	Jasmine	0.003	0.014
4	Gladiolus	0.215	10.638
5	Chrysanthemum	0.033	0.097
6	Tube Rose	0.077	0.401

7	Other Flowers	0.065	0.329
	Total	0.740	22.191
D. Spices			
1	Coriander	0.770	6.155
2	Fenugreek	0.111	0.868
3	Garlic	0.104	0.482
4	Fresh Turmeric	0.118	1.151
5	Ajwain/Carom	0.042	0.056
6	Other spices	0.541	1.416
	Total	1.686	10.128

4.1 Agro-Processing Landscape in Mungeli

Mungeli district in Chhattisgarh has notably carved out a niche in tomato-based processing, officially recognized under the One-District-One-Product (ODOP) initiative¹². The district hosts numerous small and micro processing units engaged in producing tomato puree, paste, sauces, and canned tomato products. This aligns with Chhattisgarh's position as a leading producer of vegetables – tomatoes alone contribute over 15.52% of the state's total vegetable output¹³. District-level data for 2022-23 show that farmers already devote 77.97 square kilometres (aggregated) to fruit orchards and 201 square kilometres (aggregated) to vegetables, harvesting roughly 81,157 metric tonnes of fruits and 0.33 million metric tonnes (aggregated) of vegetables; another 10,128 metric tonne is under spices such as coriander and turmeric. Tomatoes, potato, cabbage, pumpkins, gourds (bitter, pointed, bottle), mango, banana, coriander provide an assured raw-material base for pulp, purée, pickle, dehydration, spice-powders and RTS beverages. With national highways linking the district to Bilaspur, Mungeli can position itself as a collection and primary-processing hub feeding larger plants in Bilaspur-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. Tomato based products from Mungeli has also been recognized under “One District-One Product” clusters, while the Production Linked Incentive for

¹² Schemes section, Chhattisgarh State Industrial Development Corporation Ltd. (CSIDC) official website, <https://csidc.in/scheme/>, as accessed on 08-07-2025.

¹³ Calculations are based on Chhattisgarh Agriculture Department – Horticulture Statistics Report 2022–23

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 transport of goods from the unit's production site to the port for export.

4.3 Agricultural Export Profile of Mungeli

Mungeli district’s agricultural exports has declined over the last few years. The table 3 below provides HS code wise agricultural product exported from Mungeli in the year 2023-24. Table 4 provides a snapshot of the top export items and destinations of these items for the year 2023-24.

Table 4: HS code wise products exported from Mungeli, 2023-24

HS Code	Product	Top Markets	Export Value (INR million)
10063010	Rice Parboiled	Benin	7.82
07139090	Other dried, shelled leguminous vegetables	Bangladesh	2.05

Source: DGCIS

In the fiscal year 2023–24, Mungeli district’s leading agricultural export was parboiled rice, with significant shipments to Benin valued at approximately INR 7.82 million. This highlights rice as the dominant export item from the district. Additionally, exports to Bangladesh included other agricultural products under HS code 071390. Mungeli district’s agricultural export activities underscore its growing role in supplying staple food products to international markets, strengthening its economic contribution on a global scale.



5. SWOT Analysis – Mungeli

Mungeli district, carved out of Bilaspur in 2012, sits astride NH-130A in central Chhattisgarh, feeding into Bilaspur rail hub and Raipur airport. Its agro-driven economy centres on rice and pulses, while the ODOP–PMFME programme has seeded tomato-processing micro-enterprises, giving the district an emerging export orientation supported by growing cold-chain upgrades. This structured analysis provides insights into Mungeli’s comparative advantages and critical development gaps, enabling targeted interventions for sustainable economic transformation.



Strength

- Abundant raw material basket along with export-potential products identified under the “Districts as Export Hubs” initiative.
- Tomato-processing cluster advantage – creates ready value-addition capacity.
- Availability of large agri-workforce & traditional skills

Weakness



- Lack of medium/large-scale food processing plants, limiting economies of scale.
- Sparse cold-chain and container infrastructure make exporters rely on Bilaspur or Raipur adding to logistic overhead



Opportunity

- Scaling tomato processing value chain can target Middle East and ASEAN buyers looking for pesticide-compliant Indian tomato concentrates.
- Establishing colour sorters and nitrogen-flushed pouch lines for pigeon pea and green gram taps rising demand for ready-to-cook dals in African and Gulf markets.
- Onboarding ODOP processors onto ONDC and Amazon Global Store can circumvent distance to ports and widen SME export footprints.

Threat



- Prices for products like tomato and pulses often peak-crash within weeks, eroding margins for forward-contract exporters.
- Stricter pesticide residue norms, fumigation rules, etc. signal towards broader compliance hurdles.
- Non-upgradation of critical infrastructure like critical bridges and feeder roads may affect supply chain.



6. Mungeli – Export Potential

Mungeli district's export prospects rest on logistics efficiency as much as produce abundance. With proximity to Bilaspur and Raipur, the district can move reefer or bulk cargo to national corridors in under four hours, keeping farm-gate-to-port transit costs competitive. Mungeli is an agricultural core district. Rice, pulses (pigeon pea, green gram, black gram) and maize dominate the cultivable area of Mungeli, giving processors scale for par-boiled rice, dal-polish and starch exports. Under the PM-FME/ODOP programme, "tomato-based products" has been identified as the core strength of the district with many micro-enterprises already churning out puree, paste and ketchup that can be leveraged for meeting international demand. Expanding into tomato powder, freeze-dried chilli flakes and vacuum-packed leafy vegetables could lift margins while leveraging the same cold-chain investments. The proposed development of an integrated logistics park near Raipur and industrial corridor initiatives under the Chhattisgarh Industrial Policy 2024-30 further strengthen Mungeli's positioning for exports.

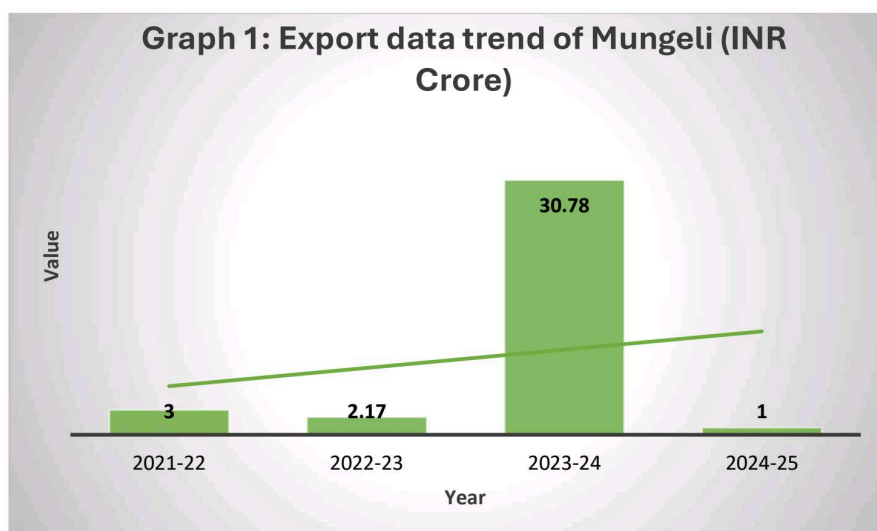
Non-agricultural products add diversity. Limestone and low-grade dolomite quarries at Mohbhata and Bhakuridih (under Pathariya tehsil) supply chips and flux to cement and steel makers across central India; containerizing calibrated limestone can open niche global construction markets. Handloom kosa silk, bamboo craft and minor forest produce (mahua seeds, lac) are traded and can be upgraded through GI branding and e-commerce onboarding. Together, these products – backed by Chhattisgarh's transport-subsidy and export-certification rebates – position Mungeli to evolve from raw-commodity supplier to value-added, multi-sector export hub. Initiatives such as District as Export Hub which identifies Rice, Pigeon Pease, Green Gram, Black Gram, 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 Mungeli district's full export potential. Table 5 represents the export basket of Mungeli for the year 2024-25.

Table 5: Mungeli District Current Export Scenario 2023-24

HS Code	Item Description	Value (in INR Crore)
74081190	Other refined copper wire over 6 mm cross-section	29.71
7139090	Other dried shelled leguminous vegetables	0.20
10063010	Rice Parboiled	0.78
84818030	Industrial Valves (excluding PRV and thermostatic valves)	0.06

Source: DGCIS

The graph below shows export trend from Mungeli, Chhattisgarh over the period of 2021 to 2025. Interestingly in 2023-24, Mungeli district exported HS 84818030 copper wire worth INR 29 Cr which helped it to achieve export value of above INR 30 Cr.



Source: DGCIS

6.1 High Potential Products of Mungeli District

Mungeli district has emerged as a promising export hub between 2021 and 2025. Traditionally, its grain output—primarily paddy, pulses, maize—and its burgeoning tomato-based processed goods (puree, paste, ketchup) have begun finding buyers in potential international markets like UAE, Saudi Arabia, and Southeast Asian markets supplementing schemes like Financial Assistance Scheme under APEDA export-promotion. Meanwhile, non-agricultural segments like limestone quarry chips and kosa (tussar) silk have gradually begun entering international trade circuits, reaching buyers in Gulf countries and Europe. This dual trajectory – agri-processing and mineral/textile exports – positions Mungeli to scale up existing flows and explore new frontiers. Emerging prospects include packaged pulses, dehydrated vegetables, minor forest produce

(mahua, lac), bamboo/handicraft items, and fishery products, each leveraging local resources and demand trends to potentially elevate the district’s export footprint. Table 6 below lists down potential export products from Mungeli:

Table 6: Potential Export Products from Mungeli

Products	Rationale for Export Potential
Packaged pulses (pigeon pea, green gram)	As these products are already traded domestically, rising APAC/Guld demand for ready-to-cook dals, nitrogen-flushed consumer packs can add value.
Dehydrated vegetables & Tomato powder	These products not only reduce spoilage while adding shelf life, it also aligns with Middle east/ASEAN demand for culinary powders.
Limestone Chips	This product is already supplied for regional cement and steel plant, calibrated, containerized exports can tap international construction markets.
Kosa Silk & Bamboo crafts	GI branding and e-commerce can deepen penetration into premium textile & handicraft markets.
Minor Forest Produce (mahua, lac, tamarind)	Leveraging the growing global natural-products trend, this phytochemical rich forest produce can be positioned in premium international markets.

6.2 Global demand for products exported from Mungeli

During 2023-24, Mungeli district has majorly exported other refined copper wire over 6 mm cross-section (74081190), rice parboiled (10063010), and other dried shelled leguminous vegetables (07139090). The table below shows the top countries in the world who are the highest importers of these products during 2023-24.

Table 7: Product wise top importing countries in the world, 2024

Product	Country	Value (US \$ million)
Other refined copper wire over 6 mm cross-section	United States of America	2089.76
	Saudi Arabia	1952.36
	Italy	1108.20
	Turkey	1028.92
	Mexico	999.02
Rice Parboiled	Indonesia	2437.59
	Philippines	2261.34

	Saudi Arabia	1971.66
	Iraq	1661.19
	United States of America	1514.75
Other dried shelled leguminous vegetables	China	147.04
	Pakistan	102.53
	United States of America	24.29
	Saudi Arabia	19.56
	Bangladesh	19.48

United States of America and Saudi Arabia are the highest importers of the products mentioned above. These countries are untapped international markets for products exported from Mungeli 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 Mungeli district's export

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

- **Enhanced Infrastructure & Connectivity:** A seamless first mile to gateway corridor is the bedrock of any export ecosystem. Mungeli district, sharing border with Madhya Pradesh, is strategically located in Chhattisgarh with existing connectivity via 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 can significantly benefit by upgrading NH-130A to four-lane standard and maintain critical bridges within Mungeli. The upgradation of Bilaspur-Takhatpur-Mungeli stretch has already been undertaken¹⁴. The same EPC set-up¹⁵ can extend capacity to 60 tonne axle-loads and add lay-bys for container trucks. This will help in accommodating heavy-duty export cargo, reduce transportation cost and enable containerized and

¹⁴ National Infrastructure Pipeline Projects, India Investment Grid, DPIIT, Ministry of Commerce & Industries, Government of India

¹⁵ An EPC (Engineering, Procurement, and Construction) contract is an agreement where one contractor handles the entire project—from design and procurement to construction and delivery of a fully operational facility.

reefer movements. Furthermore, feeder roads to the highways can be strengthened by leveraging the Chhattisgarh Road Connectivity Project’s Lormi–Jarhagaon link for last-mile produce pickups. In terms of logistics, mentioned below is a table with an estimated freight cost from Mungeli to Vizag and Mumbai city. These two cities have been chosen for reference as ports located here experience one of the highest goods’ movements from India.

Table 8: Estimated Freight Cost from Mungeli district

City - From	City - To	Material	Weight (Metric Ton)	Truck Type	Total Distance (km)	Freight rate (INR)	Additional Charges (one way) (Loading/Unloading, Cold chain handling fee, toll charges) (INR)	Freight Cost (one way) = Distance * Rate + Addl Charges (INR)
Mungeli	Vizag	Fruits & Vegetables	8 MT	9 MT Reefer Truck	679 km	45-55 / km	6000-7000	40450
	Mumbai	Fruits & Vegetables	8 MT	9 MT Reefer Truck	1150 km	45-55 / km	8000-9000	65500
	Vizag	Spices / Pulses / Seeds	8 MT	9 MT non-reefer truck (20-22 ft)	679 km	30-36 / km	3000-5000	27407
	Vizag	Spices / Pulses / Seeds	14 MT	16 MT multi-axle (28-32 ft)	679 km	36-44 / km	3000-5000	32160
	Mumbai	Spices / Pulses / Seeds	8 MT	9 MT non-reefer truck (20-22 ft)	1150 km	30-36 / km	5500-8000	44950
	Mumbai	Spices / Pulses / Seeds	14 MT	16 MT multi-axle (28-32 ft)	1150	36-44 / km	5500-8000	53000

Assumptions:

- i. For fruits and vegetables (perishables), trucks with reefer / insulated capacity are preferred. 9 MT reefer trucks are common for medium loads, ~20-22 ft with payload capacity of 8 – 9 tonnes.
 - ii. For spices / pulses / seeds (non-perishables), non-reefer trucks are preferred. 9 MT (20-22 ft) trucks are common for 6-9 tonnes of payload capacity and 16 MT (28-32 ft) trucks for large capacity.
 - iii. Freight rates and additional charges mentioned are indicative. These rates may vary as per different service providers and depending on routes chosen.
- b. **Rail Links:** Mungeli district has no railway station of its own. However, formalizing a rail-road shuttle with CONCOR’s Raipur ICD which is ~130km away, while the district continues to use Bilaspur junction and Raipur junction/airport for rail/air cargo facility, might further help in streamlining cargo movement.
- 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 by aligning all projects with the new Chhattisgarh State Logistics Policy 2024-30, which prioritizes dry ports, multimodal parks, and concessions on warehouses to position the region as export hub. This will not only enable storage and distribution but also ease overall logistic cost and improve supply chain efficiency.

- **Promote Agro-Processing:** From raw grain to shelf ready SKU – value addition is Mungeli’s fastest export win. 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, banana chips, juice, and candy, papaya jam, pickle, pulp, fermented beverages; jackfruit chips, medicinal & industrial products; mango pulp, chutneys, dried mango. 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 CO₂-fumigation chambers.
 - c. **Cluster Development:** Building on the tomato processing micro enterprises already approved under PM-FME/ODOP programme; aggregate these units into a common-facility with aseptic lines, shared steam, and effluent treatment. This will help in reducing human capital burden and operational cost, improving unit economics for small processors. Additionally, a well-organized cluster will help in negotiating better terms with bulk buyers, exporters, retail chains, and institutional buyers. This will further enable bulk procurement of raw tomatoes from farmers or FPOs, ensuring quality and consistency.

- **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. Utilize the network of Krishi Vigyan Kendra that are covered under the national Viksit Krishi Sankalp Abhiyan, wherein agri-scientists visit villages and districts to upskill farmers in modern techniques and allied trades.

- c. **Collaboration with Institutions:** By building collaboration and partnering with reputed institutes like the National Institute of Food Technology, Entrepreneurship and Management (NIFTEM) for short modules on food-safety audits and processing economics. Regional institutions like Krishi Vigyan Kendra in Bilaspur, State Agricultural Management and Extension Training Institute (SAMETI), Indira Gandhi Krishi Viswa Vidhyalaya in Raipur 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. Mungeli district administration may facilitate this by connecting with Krishi Vigyan Kendra in Bilaspur to organize regular field demonstrations, workshops on Technology Assessment & Refinement, etc.
 - b. **Post-Harvest Handling:** Provide training on proper sorting, grading, drying, and carton design, palletisation and container stuffing for rice, pulses and tomato purée 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 Mungeli. Collaborate with agri-tech startups for training farmers on sustainable packaging techniques that are acceptable in international markets.
- **Marketing & Trade Promotion:**
 - a. **Geographical Indication (GI) Tags:** Initiate GI certification for Mungeli's flagship products like rice, pigeon pea, green gram, black gram, 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.

- b. **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.
- c. **Regional Branding Campaigns:** Develop strong regional brands like "Mungeli Fresh" with a common logo, QR based provenance tracker and bilingual (Hindi-English) packages – emphasizing Mungeli's unique qualities. Leverage the State Logistics Policy's media window to push these regionally branded product stories across GCC and ASEAN digital channels, reinforcing product traceability and sustainability credentials. 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.
- d. **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.
- e. **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 Mungeli'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).

- 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, agri based processing (tomato, 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 dovetailed with export promotion to scale up Mungeli districts' 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, Mungeli can be transformed into a vibrant export hub driving inclusive and sustainable economic growth.



7. Challenges and Recommendations

Mungeli district's ambition to pivot from a raw-commodity supplier to an export-savvy district is shaped by challenges that are real yet readily surmountable. Patchy feeder roads, gaps in cold-chain and testing labs, small-scale processing lines, and limited

familiarity with global standards currently inflate logistics costs and narrow buyer reach. Nonetheless, the district's proximity to the industrial powerhouse, Bilaspur and Raipur airport, a generous agro-basket, and supportive state incentives create an enviable launch-pad. The priority is to translate these latent strengths into bankable competitiveness.

First, upgrading the NH-130A corridor and its rural spurs while simultaneously formalising a rail-road shuttle between Mungeli and Raipur ICD; this alone can shave INR 1.5–2 per kg off freight cost for rice, pulses, and other value-added agricultural products. Second, pooling the PM-FME tomato micro-units into a unified cluster with shared facilities, while attracting private investment – via the Agri-Infrastructure Fund – to build pre-coolers and small controlled-atmosphere stores along SH-8/10 for perishables. This will provide direct road connectivity from the production belts of Lormi, Pathariya, Mungeli and adjoining villages to NH 130A, linking further to Bilaspur and Raipur ICD.

Third, integrating a skill-pipeline wherein Krishi Vigyan Kendra can lead climate-smart agronomy and residue-free cultivation, NIFTEM can certify food technologists in HACCP and ISO 22000, and IIFT can deliver crash courses on Incoterms and trade finance for MSME owners. Fourth, strengthen compliance by reimbursing certifications per unit under the Industrial Development Policy 2024-30 and installing a satellite quality-testing kiosk linked to Raipur's export lab – Indira Gandhi Krishi Vishwavidyalaya. Fifth, initiating GI tagging for select products from Mungeli with localized branding and utilizing digital storefront such as ONDC and Amazon Global Store, and stage quarterly buyer–seller meets through a dedicated District Export Facilitation Cell can help products get global recognition.

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 practical, incremental steps – each aligned to available central and state schemes – Mungeli can credibly expand its value-added agri exports, diversify into limestone, Kosa silk and forest-product lines, and emerge as a resilient export hub for central India within the next five years.



8. Conclusion

Mungeli district stands at a pivotal moment in its development journey, with the potential to evolve into a vibrant export-oriented hub in central India. 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. Anchored by its strong agricultural base, emerging agro-processing capabilities, and proximity to key trade infrastructure in Bilaspur and Raipur, Mungeli can effectively bridge rural production with global markets. With strategic investments in infrastructure, cold-chain, compliance, and skill-building – aligned with central and state policies – the district can unlock new economic opportunities for farmers, MSMEs, and artisans alike. A focused, cluster-based, and inclusive approach will position Mungeli as a model for rural-led, value-added export growth.

(कलेक्टर महोदय द्वारा अनुमोदित)


GENERAL MANAGER
DISTRICT TRADE & INDUSTRIES CENTER
MUNGELI(C.G.)