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प्रति,

अपर संचालक
राज्य निवेश प्रोत्साहन बोर्ड
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विषय :- जिला एक्सपोर्ट एक्शन प्लान (DEAP) के संबंध में।

उपरोक्त विषयांतर्गत लेख है कि दिनांक 02.03.2026 को आयोजित जिला निर्यात संवर्धन समिति की बैठक में लिए गए निर्णय अनुसार कलेक्टर महोदय के अनुमोदन उपरांत DISTRICT EXPORT ACTION PLAN संलग्न कर सादर प्रेषित है।

संलग्न :- उपरोक्तानुसार।



महाप्रबंधक

जिला व्यापार एवं उद्योग केन्द्र
खैरागढ़-छुईखदान-गण्डई (छ0ग0)
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प्रतिलिपि :-

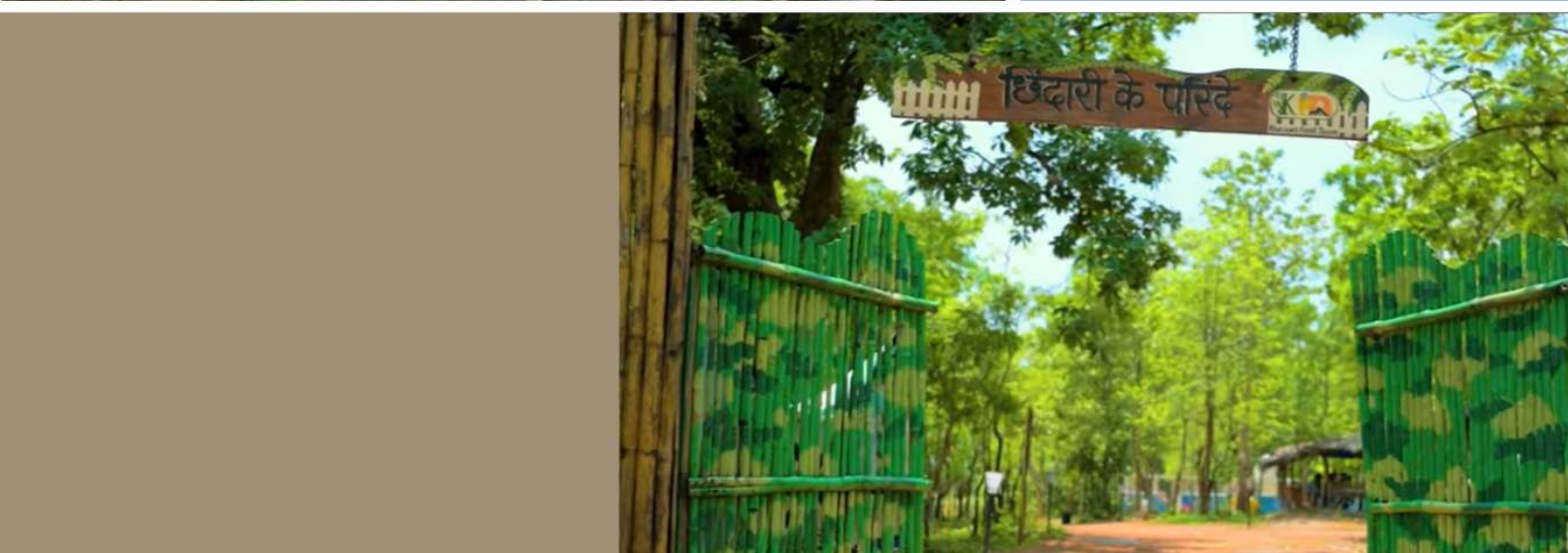
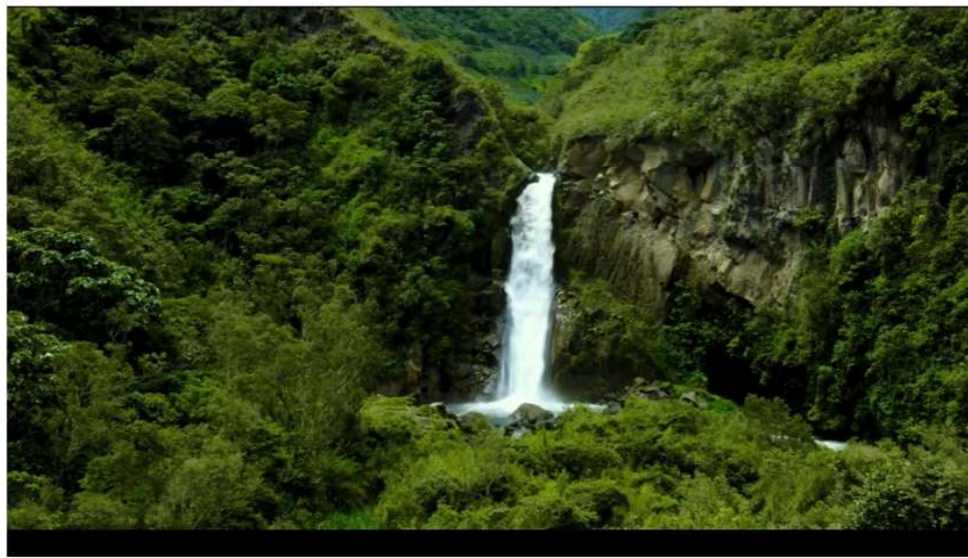
संचालक उद्योग (निर्यात कक्ष) उद्योग संचालनालय, छत्तीसगढ़, उद्योग विभाग, रिंग रोड नंबर-01, तेलीबांधा, रायपुर (छ.ग.) की ओर सादर सूचनार्थ।



DISTRICT EXPORT ACTION PLAN



**KHAIRAGARH-
CHHUIKHADAN-
GANDAI (KCG)**



Contents

1. Vision of Districts as Export Hubs	1
2. District Profile	1
2.1 Introduction	1
2.2 Administrative Profile	2
2.3 Location and Geography	2
3. Demographic Profile	3
3.1 Social Composition	3
3.2 Literacy and Education	3
4. Logistics Infrastructure Profile	4
4.1 Road Transport	5
4.2 Air Transport	5
4.3 Railway Transport	5
5. Economic and Sectoral Overview	5
5.1 Agriculture.....	5
5.2 Agro-Processing Landscape in Khairagarh-Chhuikhadan-Gandai (KCG)	7
5.3 Industry profile	7
5.4 Minor Forest Produce.....	8
5.5 Government Initiatives to Promote Industry.....	8
5.6 Export Profile of Khairagarh-Chhuikhadan-Gandai (KCG)	9
6. SWOT Analysis – Khairagarh-Chhuikhadan-Gandai (KCG)	9
7. Khairagarh-Chhuikhadan-Gandai (KCG) – Export	10
7.1 High Potential Products of Khairagarh-Chhuikhadan-Gandai (KCG) District .	10
7.2 Strategy to Increase Exports from Khairagarh-Chhuikhadan-Gandai (KCG) ..	11
7.3 Financial Incentives & Policy Support	13
8. Challenges and Recommendations	16
9. Conclusion	17



1. Vision of Districts as Export Hubs

Foreign trade accounts for nearly 45% of India's GDP, underscoring its crucial role in national economic growth. Until 2019, foreign trade-related decision making rested solely with the Central Government, with minimal participation from state or district-level stakeholders. Recognizing the diverse factors that shape a conducive export ecosystem, the Central Government has since emphasized the need for active involvement of State Governments and district administrations.

To decentralize export-related activities, promote local production, and strengthen grassroots-level participation, the Central Government introduced the vision of developing *Districts as Export Hubs*. Under this initiative, the district through the Directorate General of Foreign Trade (DGFT), is working closely with State and Union Governments to identify high-potential products, assess export performance, and address existing challenges. In Chhattisgarh, Directorate of Industries under the Department of Commerce and Industries has undertaken efforts to map key products, analyse export trends, and identify bottlenecks.

To further streamline this process and support targeted interventions, a comprehensive district-wise Export Action Plan is being planned for all 33 districts of the state, outlining specific strategies to strengthen export competitiveness and unlock district-level export potential.

2. District Profile

2.1 Introduction

The District Khairagarh-Chhuikhadan-Gandai (KCG) was separated from the erstwhile Rajnandgaon district and came into existence as the 31st district on 03 September 2022. Known as Music City Khairagarh, the foundation of Asia's first Art and Music University and the first university of Chhattisgarh state was laid here by the then ruler King *Virendra Bahadur Singh* and Queen *Padmavati* in 1956. He named this university in the memory of his daughter *Indira* and donated his Raj Bhavan for the establishment of Music and Fine Arts University which reflects the rich cultural heritage of Khairagarh dedicated to visual and performing arts.

The district lies on central west of Chhattisgarh state. It is surrounded by district Kabirdham on the north, districts Durg and Bemetara on the east, district Rajnandgaon on the south and district Balaghat of Madhya Pradesh on the west.

2.2 Administrative Profile

Khairagarh-Chhuikhadan-Gandai (KCG) district forms part of the Drug Division and is administratively governed through 4 (four) tehsils & 2 (two) development blocks. The Collector and District Magistrate serve as the nodal authority for governance, assisted by officers in industry, agriculture, horticulture, forest, rural development, health and other departments.

Administrative Structure of Khairagarh-Chhuikhadan-Gandai (KCG):

- **District Headquarters:** Khairagarh
- **Area:** 2499.6 Sq. Km
- **Tehsil:** Khairagarh, Chhuikhadan, Gandai and Salhewara.
- **Block:** Khairagarh, Chhuikhadan.
- **Urban Local Bodies:**
 - Nagar Palika- Khairagarh
 - Nagar Panchayat- Chhuikhadan
 - Nagar Panchayat- Gandai



- *Note: The map is used for depiction purpose only*

Khairagarh-Chhuikhadan-Gandai (KCG) district falls within the Rajnandgaon Lok Sabha constituency (general) and comprises two Vidhanabha constituencies, namely Khairagarh and Dongargarh (partial).

The administrative framework of Khairagarh-Chhuikhadan-Gandai (KCG) under the Collectorate and Tehsil offices provide strong base for development activities throughout the district.

2.3 Location and Geography

Khairagarh-Chhuikhadan-Gandai (KCG) lies between **21.2° N** and **21.9° N latitude**. The altitude ranges from 270-300 metres above sea level with a subtropical monsoon climate.

It lies in the central-west part of the state, bordering Madhya Pradesh (Balaghat) to the west and other Chhattisgarh districts like Kabirdham, Durg, Bemetara and Rajnandgaon, featuring terrain within the larger Chhattisgarh Plain, known for fertile lands and proximity to the Maikal Range.

Geographically Khairagarh-Chhuikhadan-Gandai (KCG) district is characterized by comprising encompassing fertile plains with some undulating terrain and historical connections to princely states. A significant share of the district falls under forest cover, supporting rich biodiversity and forming a strong base for minor forest produce (MFP)-based livelihoods. The Pipariya river & Muska river, a major tributary of the **Amner river**, along with its network of seasonal and perennial streams, constitutes the district's

primary drainage system and plays a critical role in sustaining agriculture, irrigation, and rural livelihoods.

3. Demographic Profile

Khairagarh-Chhuikhadan-Gandai (KCG) district has an estimated population of around 4,40,000 with about 25% Scheduled Tribe (ST) and Scheduled Caste (SC) population. The data from the 2011 Census indicates significant rural populations and reliance on agrarian labour.

Table 1: Demographic Profile of Khairagarh-Chhuikhadan-Gandai (KCG)

Sl.no	Indicators	Metrics
Population Statistics (Census 2011)		
1	Total Population	3,68,444
2	Males	182561
3	Females	185883
4	% of Urban population	11.65 %
5	% of Rural population	88.35 %
6	Population (0-6 age group)	55458
Sex Ratio		
7	Overall	1,018 females per 1,000 males
Literacy Rate		
8	Overall	70.28 CG%
9	Male Literacy	80.27 %
10	Female Literacy	60.24 %

3.1 Social Composition

Khairagarh-Chhuikhadan-Gandai (KCG)'s population is predominantly rural, with nearly 88.35% of residents living in villages. The district has a significant tribal population, with Scheduled Tribes (STs) accounting for around 13.79% of the total population, while Scheduled Castes (SCs) comprise about 10.89%. The major tribal communities include the Gond, Kanwar and Baiga tribes who have traditionally relied on agriculture, forest-based livelihoods, and collection of Minor Forest Produce (MFP).

Traditional community institutions such as **gram panchayats**, customary tribal councils, and cultural practices continue to play an important role in **local governance, conflict resolution, and natural resource management**. These systems help preserve the district's cultural heritage while supporting community-led development and sustainable use of forest resources.

3.2 Literacy and Education

The district's overall literacy rate stands at 70.1%, and slightly below the Chhattisgarh state average of 70.03%. Male literacy is around 80%, while female literacy trails at 60%, reflecting persistent gender gaps in education. However, recent expansion of government

educational initiatives under Samagra Shiksha Abhiyan and tribal residential schools has improved enrolment and reduced dropout rates.

Khairagarh–Chhuikhadan–Gandai (KCG) district has a growing network of secondary, higher and technical education institutions catering to its predominantly rural population. The district hosts key institutions such as the Government Polytechnic College, Khairagarh. Opening of Girls College Khairagarh in improving access to higher education, particularly for women from economically and socially disadvantaged backgrounds.

In addition, two Industrial Training Institutes (ITIs) functioning across both blocks of the district provides vocational and skill-based training. These institutions contribute to workforce development by equipping youth with practical skills relevant to the regional economy.

Skill development initiatives implemented under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and Mukhya Mantri Kaushal Vikas Yojana focus on sectors such as agro-processing, handloom and handicrafts, construction trades, and forest produce-based activities. Livelihood College will add on development of skilled force.

Indira Kala Sangeet University provides music and arts education in painting, dancing, singing, sculptures etc. Export of paintings, sculptures, designer fabrics may add value to the export profile of district.

Agriculture College and Research Institute, Chhuikhadan is providing service in technological enhancement to traditional agricultural practises.



4. Logistics Infrastructure Profile

Khairagarh-Chhuikhadan-Gandai (KCG) district has a potential logistics ecosystem due to its strategic location in the central-west part of Chhattisgarh and its proximity to major districts. Although primarily rural and forested, the district has been witnessing gradual improvements in road connectivity, storage infrastructure, and transport services.

4.1 Road Transport

Khairagarh-Chhuikhadan-Gandai KCG district is primarily connected by state highways and rural road networks, with State Highway 5 (SH-5) and State Highway 22 (SH-22) providing major links within the district and to neighbouring regions including Raipur, Rajnandgaon, Durg. Roads support the movement of agricultural produce, forest products, and daily essentials from villages and towns to larger markets and also bus stands in Khairagarh, Gandai and Chhuikhadan also function as logistical points for passenger and parcel movement across the district. Raipur-Lakhnadon (MP) expressway has been sanctioned which will pass through this district.

Rural road development under the Pradhan Mantri Gram Sadak Yojana (PMGSY) has significantly improved last-mile connectivity across remote and tribal villages. This enhanced road access has strengthened linkages to mandis, service centres, health and education facilities and emerging logistics nodes, thereby improving market access and livelihood opportunities for farmers and forest-dependent communities.

4.2 Air Transport

There is no airport within the district. The closest major airport is Swami Vivekananda Airport in Raipur (~100+ km from district headquarters), which supports passenger traffic and possible air cargo logistics. Raipur Airport offers direct and connecting flights to major cities across India, including Delhi, Mumbai, Kolkata, Hyderabad, and Bengaluru, ensuring convenient air access for passengers and cargo. The airport is served by multiple domestic airlines, providing daily operations and facilitating regional, national, and inter-state mobility for Khairagarh-Chhuikhadan-Gandai (KCG) district.

4.3 Railway Transport

Khairagarh-Chhuikhadan-Gandai KCG district does not yet have a major railway station within its boundaries, limiting direct freight rail logistics. The nearest major rail access points are at Durg, Dongargarh and Rajnandgaon, connecting to the Mumbai–Howrah route. These serve as key nodes for moving goods and passengers from the district to broader state and national markets. Strengthening road–rail linkages to these railheads can further improve logistical efficiency for the district. A railway line from Dongargarh to Katghora through Khairagarh has been sanctioned.

5. Economic and Sectoral Overview

The economy of Khairagarh–Chhuikhadan–Gandai (KCG) district is predominantly agrarian in nature, with agriculture, allied activities, and forest-based livelihoods forming the backbone of the local economy. A large proportion of the population depends on farming, wage labour, and minor forest produce (MFP) for income and employment. While agriculture remains the backbone of employment, minor forest produces, and emerging small industries contribute significantly to non-farm incomes.

5.1 Agriculture

Agriculture is the **primary livelihood activity** in Khairagarh-Chhuikhadan-Gandai (KCG) district, engaging a large proportion of the rural and tribal population. The district's

agrarian economy is largely **rain fed**, with farming practices closely linked to the southwest monsoon. Small and marginal farmers dominate the agricultural landscape.

Table 2: Area, Production figures of Horticulture crops in Khairagarh-Chhuikhadan-Gandai (KCG), 2024-25

Sl.no	Crop	Area (000 Ha)	Production (000 MT)
A. Fruits			
1	Aonla/Gooseberry	0.025	0.423
2	Banana	0.162	5.523
4	Ber	0.017	0.274
5	Custard Apple	0.088	0.256
6	Guava	0.083	0.735
7	Jackfruit	0.026	0.0497
8	Limes & Lemons	0.115	0.876
9	Mango	0.727	2.928
10	Muskmelon	0.024	0.286
11	Papaya	0.065	1.406
12	Pomegranate	0.015	0.040
13	Sapota	0.003	0.010
14	Sweet Orange	0.002	0.016
15	Watermelon	0.039	0.514
16	Other Fruits	0.008	0.041
	Total	1.399	13.825
B. Vegetables			
1	Arbi/ Colocasia	0.161	2.430
2	Beans (All included)	0.145	1.305
3	Bittar Gourd	0.148	5.804
4	Bottle Gourd	0.059	0.997
5	Brijal	0.418	6.868
6	Cabbage	0.041	0.738
7	Carrot	0.007	0.093
8	Cauliflower	0.163	2.759
9	Elephant Foot	0.046	0.267
9	Kaddu/Pumpkin	0.024	0.313
10	Leafy Vegetables	0.207	1.678
11	Okra/Ladies Finger	0.251	2.966
12	Onion	0.172	2.995
13	Pea (Green)	0.268	12.803
14	Potato	0.410	5.241
15	Radish	0.137	2.506
16	Ridge/Sponge Gourd	0.006	0.047
17	Sweet Potato	0.050	0.498
18	Tomato	0.498	7.230
19	Other Vegetable	0.021	0.117
20	Knol-Khol	0.033	0.420
	Total	3.230	57.736

C. Spices			
1	Coriander	0.091	0.389
2	Garlic	0.002	0.011
3	Ginger	0.110	0.923
4	Red Chilly	0.433	3.367
5	Turmeric	0.154	1.210
6	Other Spices	0.047	0.089
	Total	0.837	5.990
D. Flower			
1	Gladiolus	0.011	0.042
2	Marigold	0.017	0.162
3	Tube Rose	0.006	0.024
	Total	0.034	0.228

Khairagarh-Chhuikhadan-Gandai (KCG) district possesses favourable agro-climatic conditions that support diversification from traditional agriculture into horticulture, vegetables, and minor fruit crops. The district's fertile soils, adequate rainfall, and suitable temperature regime provide strong potential for high-value crop cultivation.

Horticulture and vegetable cultivation has been steadily expanding, with farmers increasingly adopting diversified cropping patterns. Major fruit crops grown in the district include **mango, papaya and banana**, while **tomato, pea, brinjal, cauliflower**, and other seasonal vegetables constitute the most widely cultivated vegetable varieties. These crops collectively form the backbone of Khairagarh-Chhuikhadan-Gandai (KCG)'s horticultural economy and offer significant scope for productivity enhancement, value addition, and market-linked agribusiness development.

5.2 Agro-Processing Landscape in Khairagarh-Chhuikhadan-Gandai (KCG)

The district produces significant quantities of fruits such as mango, banana, and jackfruit, along with vegetables including tomato, pea, onion, brinjal, and cauliflower, creating substantial scope for value addition. At present, produces are being transported outside the district for advanced processing. Inadequate cold storage, pack-houses, and organized aggregation infrastructure result in post-harvest losses and price volatility, particularly for perishable commodities. potential for Farmer Producer Organizations (FPOs) and SHG-led enterprises present strong opportunities for developing fruit and vegetable processing units, cold chain infrastructure, and forest-produce-based value addition, positioning Khairagarh-Chhuikhadan-Gandai (KCG) as an emerging agro-processing hub in the region.

5.3 Industry profile

Industrial development in the district is currently at a **nascent stage**, with the economy dominated by **micro, small, and household-level enterprises**. The district's industrial structure reflects its rural character, resource availability, and developing infrastructure.

Existing Industrial Base

The industrial landscape of KCG is primarily composed of **MSMEs**, including:

- **Rice mills and dal mills**, catering to the district's paddy and pulse production
- **Handloom, handicrafts, and traditional artisan units**
- **Plastic articles**
- **Brick kilns, stone crushers, and basic construction material units**, supporting local construction demand

5.4 Minor Forest Produce

A substantial portion of the district is under forest cover, and a large share of the tribal and forest-dependent population relies on the collection, primary processing, and seasonal sale of MFP for livelihood support. Key forest products such as tendu leaves, mahua flowers and seeds, sal seeds, lac, medicinal plants, and other non-timber forest products contribute meaningfully to household incomes. Collected raw honey is sent to Kabirdham district for processing. Strengthening aggregation, processing, storage and market linkages for MFP has significant potential to enhance incomes and promote inclusive, forest-based economic development in the district.

5.5 Government Initiatives to Promote Industry

The Government of India and the Government of Chhattisgarh have undertaken a range of initiatives to promote industrial development in Khairagarh-Chhuikhadan-Gandai (KCG), recognising the district's potential in agro-based processing, minor forest produce, and MSME industries. A major thrust has been on improving basic hard and soft infrastructure through upgraded road connectivity, reliable power supply and the development of industrial growth centres in and establish Skill centre around Khairagarh-Chhuikhadan-Gandai (KCG) to attract micro, small and medium enterprises.

It is further that the state has streamlined land allotment procedures through the Chhattisgarh Industrial Development Corporation, enabling quicker approvals and Single-Window Facilitation for entrepreneurs seeking to set up units in sectors such as food processing, forest-produce processing, metal fabrication and rural manufacturing.

To improve the ease of doing business (EoDB) the state has operationalised a digital single-window platform that enables entrepreneurs to obtain registrations and approvals through a single interface, track applications in real time, and access compliance requirements for both new and existing industries. Skill development centres, implemented through department-led programmes and the Kaushal Vikas Yojana, equip local youth with industry-relevant skills. Further, the Chhattisgarh Industrial Policy extends a range of financial incentives—including capital subsidies, interest rebates, SGST reimbursement, and support for technology upgradation—to promote industrial investment.

5.6 Export Profile of Khairagarh-Chhuikhadan-Gandai (KCG)

The Government of Chhattisgarh is taking proactive steps to promote exports from the region, with a special focus on unlocking the untapped potential of districts like Khairagarh-Chhuikhadan-Gandai. Although the district has not yet begun formal export activities, the outlook remains highly promising. Local producers, artisans, and farmer groups are increasingly exploring opportunities to reach both national and international markets. Efforts are underway to strengthen product quality, packaging, certification, and market linkages so that indigenous products—ranging from minor forest produce to traditional crafts, which can meet global standards. With continued handholding and improved infrastructure, Khairagarh-Chhuikhadan-Gandai is poised to emerge as an upcoming contributor to the state's export ecosystem, reflecting a positive trajectory for future economic growth and livelihood enhancement.

6. SWOT Analysis – Khairagarh-Chhuikhadan-Gandai (KCG)

Khairagarh-Chhuikhadan-Gandai (KCG)'s economy is transitioning from a primarily subsistence-based system to a diversified rural production landscape. With its rich natural resources, forest base, and growing institutional ecosystem, the district stands at a critical juncture where targeted interventions can convert latent potential into sustainable export-led growth.



Strength

- Diverse agro-climatic conditions suited for paddy, millets, and horticultural crops.
- Availability of 3 Van Dhan Kendra to provide employment all year round.
- Potential nationwide as well as globally huge market. Tan organic products.
- Policy focus on agro-processing, MSMEs, and FPO-led development.



Weakness

- Lack of modern technology for processing.
- Weak industrial and logistics hard and soft infrastructure
- Lack of direct marketing channel.
- Limited access to finance and technical skills for small enterprises.



Opportunity

- Global demand for Rice, Millets, organic rice, herbal products, and eco-crafts.
- Promotion of SHG/FPO-led enterprises and cluster-based development.
- Increased demand for the product with growing population



Threat

- Price volatility of agricultural and forest produce.
- Climate variability affecting crop yields.
- Active involvement of middlemen.
- Fear of damage from calamities and insect attack as it is perishable item.
- Lack of logistics or supply chain



7. Khairagarh-Chhuikhadan-Gandai (KCG)– Export

Khairagarh-Chhuikhadan-Gandai (KCG) district holds significant untapped export potential rooted in its rich natural resources, traditional craftsmanship, and unique forest-based products. With growing government support for capacity building, product standardization, logistics improvement, and market linkage facilitation, Khairagarh-Chhuikhadan-Gandai (KCG) is well-positioned to evolve as an emerging export-oriented region. Strengthening local enterprises, promoting SHG-led value addition, and connecting organic producers to global buyers can further unlock the district's ability to contribute meaningfully to Chhattisgarh's expanding export ecosystem.

7.1 High Potential Products of Khairagarh-Chhuikhadan-Gandai (KCG) District

Khairagarh-Chhuikhadan-Gandai (KCG) district, possesses a strong agrarian base. While its export portfolio is currently limited, the district's combination of high-quality paddy, rich forest resources, and a growing interest in health-oriented value-added foods positions it well for future expansion under the **District as Export Hub (DEH)** initiative. With global demand rising for sustainable, functional, and nutritionally enhanced products, Khairagarh-Chhuikhadan-Gandai (KCG) can leverage its natural strengths to diversify into high-value agri-food, nutraceutical, and forest-based exports. Table 3 below outlines high-potential export products from the district.

Table 3: Potential Export Products from Khairagarh-Chhuikhadan-Gandai (KCG)

Products	Rationale for Export Potential
Agro-Based Products	• Paddy and Rice Products: Raw rice, parboiled rice, rice flakes (poha), rice flour, and value-added rice-based snacks • Pulses Processing: Arhar (pigeon pea), chana, and processed dal • Oilseeds: Mustard oil and filtered edible oils • Millets: Kodo, kutki, and ragi (cleaned, graded, and processed Organic millet products)

Herbal & Medicinal Products	• Herbal Leaves and Extracts: Basil, hyssop, rosemary, sage, savory (dried herbs, powders, essential oils) • Medicinal Plants: Ashwagandha, kalmegh, giloy, safed musli (dry roots, extracts) • Herbal Teas and Wellness Products: Single-herb and blended formulations for domestic and export markets
Minor Forest Produce (MFP)	• Mahua (flowers, seed oil, value-added food and cosmetic inputs) • Chironji (kernels and processed nut products)
Horticulture & Allied Products	• Tomato processing • Vegetables: Dehydrated and frozen vegetables • Honey and Beekeeping Products: Natural honey, beeswax, and value-added honey blends

7.2 Strategy to Increase Exports from Khairagarh-Chhuikhadan-Gandai (KCG)

Khairagarh-Chhuikhadan-Gandai (KCG) district, with its strong agricultural base line and emerging potential in value-added food processing, is well-placed to evolve into a competitive agro-based export hub in Chhattisgarh. Although states current export basket is concentrated to limited agriculture items, Khairagarh-Chhuikhadan-Gandai (KCG) has the foundations necessary to diversify into high-value categories such as low-glycaemic index millets, nutraceutical ingredients, ready-to-eat (RTE) and ready-to-cook (RTC) foods, processed spices, and sustainably sourced forest products. To unlock this potential, the district requires a structured roadmap that enhances infrastructure, builds technical capabilities, and strengthens market linkages. The following phased strategy outlines short-, medium- and long-term interventions to accelerate Khairagarh-Chhuikhadan-Gandai (KCG)'s export readiness and strengthen its contribution to India's trade ecosystem.

Short-Term Strategy (0–2 year)

1. Hard Infrastructure & Logistics Readiness

- Export Facilitation Cell in Khairagarh-Chhuikhadan-Gandai (KCG): District Trade & Industries Centre (DTIC) Khairagarh-Chhuikhadan-Gandai (KCG) may facilitate the establishment of an Export Facilitation Cell to coordinate with DGFT, APEDA, MPEDA, Spices Board, and EPCs, acting as a single-window support system for exporters.
- Strengthening Connectivity: Improve last-mile road connectivity for key rice belts and MFP-producing clusters to State Highway 5 (SH-5) and State Highway 22 (SH-22) to reduce cargo handling time and expedite movement to major ports such as Visakhapatnam, Paradip, and JNPT.
- Common Warehousing for Grains & MFP: Facilitate creation of small-scale warehousing and scientific storage units for paddy, rice, millets and spices in district to improve product holding capacity and reduce post-harvest losses.

2. Soft Infrastructure

- i. Exporter Awareness Drives: Organize district-wide training on entrepreneurship, food processing, export documentation, packaging norms, sanitary and phytosanitary (SPS) standards, GI requirements, and pre-shipment inspections.
- ii. Skill Mapping: Conduct mapping of rice millers, SHGs, FPOs, MFP collectors, and spice growers to identify enterprises with potential for export-oriented scaling and certification.

3. Training for Farmers & Entrepreneurs

- i. Farmer Training for Crop Diversification & Quality Standards: Introduce training in GAP, residue-free cultivation, organic farming for spices, and quality compliance for rice and millets meant for low-GI processing.
- ii. Entrepreneur Workshops: Train local MSMEs and SHGs on value addition in agro-products, bran-based nutraceutical extraction, and ready-to-cook breakfast mixes.
- iii. Digital Traceability Onboarding: Facilitate FPO/SHG onboarding onto APEDA systems such as HortiNet and GrainsNet; encourage adoption of QR-code based traceability for niche rice& millets and nutraceutical products.

4. Marketing & Promotion

- i. Exporter Helpdesk: Establish the Export Facilitation Cell as a one-stop desk for documentation support, packaging norms, buyer queries and certification assistance for rice, MFP and nutraceuticals.
- ii. District-Level Buyer Engagement: Organize local trade fairs showcasing Khairagarh-Chhuikhadan-Gandai (KCG)'s value-added rice, spices, and forest-based products to domestic buyers, e-commerce platforms and institutional buyers.
- iii. Brand Promotion: Develop district-level branding for value-added millets, forest products, and healthy food mixes to position Khairagarh-Chhuikhadan-Gandai (KCG) as a source of clean-label, nutrition-rich foods.

Medium-Term Strategy (3-5 years)

1. Hard Infrastructure & Logistics Readiness

- i. Processing Centres for RTE/RTC Foods and Spices: Establish dedicated processing hubs for millets and horticulture products, extruded breakfast products, spice cleaning and grinding, dehydration, and MFP processing.

- ii. **Quality Labs & Testing Units:** Promote NABL-certified testing facilities for GI, pesticide residues, aflatoxins, moisture levels, and nutraceutical component testing to ease compliance for exporters.
- iii. **Improved Rail-Linked Logistics:** Utilize and augment connectivity to major railway points in Khairagarh-Chhuikhadan-Gandai (KCG) to efficiently move bulk agri-products and processed foods to Raipur for containerization.

2. Soft Infrastructure & Technical Capacity Building

- i. **Export-Oriented Training Institutes:** Collaborate with IIFT, APEDA, and EPCH for specialized export training programs in Khairagarh-Chhuikhadan-Gandai (KCG).
- ii. Producers may be trained in packaging innovations and shelf-life enhancement techniques that are compliant with international markets such as European countries, Middle East, Southeast Asian countries.
- iii. This can be facilitated by collaborating with NIFTEM / schemes under MoFPI.
- iv. Launch women-led processing units with dedicated training on entrepreneurship and export finance (this can be facilitated by tying-up with NABARD, SIDBI).
- v. Prepare, strategize and deploy ICT-based traceability systems to ensure transparency in agro supply chains.

3. Marketing and Trade Linkages

- i. **District Export Product Catalogue:** Curate a catalogue for Khairagarh-Chhuikhadan-Gandai (KCG) showcasing low-GI rice, nutraceuticals, spice powders, and other products; onboard sellers on ONDC, AgriBazaar, GeM, Amazon Global, and Flipkart Export.
- ii. **Industry-EPC Coordination:** Use the Export Facilitation Cell to bridge gaps between producers and EPCs such as APEDA, FIEO, and Spices Board for deeper market access.
- iii. **Unified Export Branding:** Develop branding like “KCG Naturals” or “KCG Health Foods” for value-added foods and nutraceuticals.
- iv. **Trade Fair Participation:** Facilitate participation of Khairagarh-Chhuikhadan-Gandai (KCG) producers in Dubai Expo, GulfFood, Africa Food Manufacturing Expo, and SIAL Paris for targeted market exposure.

7.3 Financial Incentives & Policy Support

- i. Unlocking Khairagarh-Chhuikhadan-Gandai (KCG)’s export potential requires a targeted financial and policy support framework that aligns with the district’s strengths in value-added rice, nutraceuticals, spices, and minor forest produce. The Chhattisgarh **Industrial Development Policy 2024–30** already extends a

wide range of incentives—including capital investment subsidy, transport subsidy, technology-upgradation assistance, and SGST reimbursement—which can be utilised to address Khairagarh-Chhuikhadan-Gandai (KCG)’s export-specific needs. Given the district’s emerging niche in low-glycaemic index rice, RTE/RTC foods, and bran-based nutraceuticals, policy instruments may prioritise support for modern milling technologies, extrusion units, nutraceutical extraction lines, and packaging innovation. The policy’s provisions for R&D units and export-related expense reimbursement can be particularly valuable for rice mills, processing units, and FPO-led enterprises seeking to develop globally compliant, science-backed nutrition products. Skill development efforts focused on export compliance, SPS standards, residue-free cultivation, food safety audits, and international packaging norms will strengthen Khairagarh-Chhuikhadan-Gandai (KCG)’s workforce and enable micro-enterprises to meet global market requirements.

- ii. National schemes can be leveraged to accelerate infrastructure creation, enterprise scaling, and market access for Khairagarh-Chhuikhadan-Gandai (KCG)’s export-oriented sectors. Product clusters in rice milling, nutraceuticals, spices, and MFP processing stand to gain from public-private partnerships (PPPs) for establishing integrated packaging centres, cold storage, warehousing, and quality labs. Further, the One District One Product (ODOP) and PMFME schemes may be strategically integrated with export promotion to scale up Khairagarh-Chhuikhadan-Gandai (KCG)’s signature product categories—particularly value-added rice breeds — by supporting branding, capacity building, and market development.
- iii. Strong institutional facilitation is critical to operationalize these interventions and create an enabling ecosystem for exporters. The District Export Promotion Committee (DEPC) must anchor coordination between line departments, industry stakeholders, certification bodies, and financial institutions. A dedicated Export Facilitation Cell within the District Trade & Industries Centre (DTIC) Khairagarh-Chhuikhadan-Gandai (KCG) can serve as the district’s export helpdesk, guiding enterprises on scheme applications, export documentation, regulatory compliance, packaging standards, international certifications (HACCP, ISO 22000, Global G.A.P.), and export finance. Closer coordination with railway and highway authorities, CONCOR, APEDA, Spices Board, and leading banks will help build the logistics and financial infrastructure required to support large-scale export operations. With a cohesive blend of financial incentives, alignment with national export schemes, and strong district-level handholding, Khairagarh-Chhuikhadan-Gandai (KCG) can evolve from a single-commodity exporter into a diversified agro-processing and nutraceutical hub, driving inclusive, high-value economic growth across the district



8. Challenges and Recommendations

Khairagarh-Chhuikhadan-Gandai (KCG) district possesses considerable potential to emerge as a competitive agro-processing and value-added food export hub; however, several structural and operational challenges must be addressed to unlock this potential. A primary constraint is the district's no export-grade infrastructure and data availability. The Plan would not be finalized on real-time data. This can lead to subjective decision-making rather than evidence-based planning.

However, Khairagarh-Chhuikhadan-Gandai (KCG) is a major paddy-producing district, inadequate scientific warehousing, the absence of modern value-added rice processing units, and negligible facilities for nutraceutical extraction restrict the district's ability to produce globally compliant low-glycaemic index rice, fortified rice, and bran-based products. Cold chain infrastructure, particularly for perishable minor forest produce (MFP) such as chironji, remains insufficient, leading to post-harvest losses and restricting shelf life for international markets. While State Highway 5 (SH-5) and State Highway 22 (SH-22) provides critical connectivity to Raipur, the district lacks integrated logistics hubs, pack houses, and quality testing laboratories essential for establishing Khairagarh-Chhuikhadan-Gandai (KCG) as an export-ready node within the region.

Another central challenge is the limited community participation and Prioritization of global export norms among rice millers, FPOs, SHGs, and small entrepreneurs. Many enterprises continue to rely on traditional processing and packaging methods that do not meet international food safety standards. Lack of exposure/awareness to requirements such as HACCP, Global G.A.P., ISO 22000, BRCS, and residue-free certification undermines access to premium markets, especially for low-GI rice, nutraceutical ingredients, and value-added RTE/RTC products. Similarly, inadequate knowledge of branding, modern packaging, consumer trends, and digital traceability systems prevents producers from leveraging the rising global demand for clean-label, plant-based, and functional food products. Limited value addition—such as **converting rice bran into**

fibre supplements, vegetables or spices into dehydrated extracts—further restricts the district from tapping higher-value market segments.

Marketing limitations compound these challenges. Despite growing global interest in health foods and sustainable forest produce, Khairagarh-Chhuikhadan-Gandai (KCG)’s products remain underrepresented in trade fairs, export expos, and e-commerce marketplaces. Without district-level branding—for instance, “Khairagarh-Chhuikhadan-Gandai (KCG) Low-GI Rice” or “Khairagarh-Chhuikhadan-Gandai (KCG) Naturals”—producers cannot command premium pricing or recognition. SHGs and FPOs also face barriers in accessing affordable credit needed for technology upgrades, compliance audits, and packaging improvements. Although the State Warehousing Corporation is exploring the creation of additional storage capacity, a significant gap continues to exist between the current scientific storage availability and the district’s total requirement across rice, spices, and MFPs. To bridge this gap, DTIC may facilitate the development of cold storage, modern godowns, and integrated pack houses equipped with grading, sorting, and pre-cooling facilities for processed food and RTE/RTC segments.

At the same time, these challenges present an opportunity for strategic transformation. Establishing dedicated agro-processing clusters for low-GI rice, nutraceuticals, and spices; promoting an integrated food processing park; and encouraging the development of Integrated Pack Houses can ensure adherence to global quality standards. Capacity-building programmes in partnership with APEDA, Spices Board, NABARD, NIFTEM, and EPCs can enable producers to upgrade skills in packaging, branding, certification, and e-commerce exports. Digital platforms such as ONDC, Amazon Global, and AgriBazaar offer new avenues for market access. Financial support under the **Chhattisgarh Industrial Policy 2024–30**—combined with central schemes such as PMFME, ODOP, and TIES—can be leveraged to incentivize technology adoption, encourage export-compliant units, and build shared infrastructure.

The DEPC at Khairagarh-Chhuikhadan-Gandai (KCG) should also conduct a thorough assessment of export potential products and monitoring for implementation of all export related work in the district. DEPC may also prepare and chart out most cost-efficient logistics corridor to nearest ports, detailing the State Highways, National Highways, congestion points, road quality etc across the route map.

By tackling these constraints through a coordinated, forward-looking approach, Khairagarh-Chhuikhadan-Gandai (KCG) can transition from a district dependent on a single commodity to a diversified, high-value export ecosystem. This transformation will not only enhance rural incomes and employment but also position Khairagarh-Chhuikhadan-Gandai (KCG) as a model district in India’s rising health-food and nutraceutical export landscape—where traditional strengths evolve into globally competitive opportunities.

9. Conclusion

Khairagarh-Chhuikhadan-Gandai (KCG) district, despite its strong agricultural base and rich forest resources, remains at an early stage of industrialisation and export development. At present, its export profile is narrowly concentrated, with parboiled rice being the only significant commodity reaching international markets, largely through intermediaries outside the state. The absence of modern processing infrastructure—such as advanced rice milling, nutraceutical extraction facilities, integrated pack houses, scientific storage, cold chain systems, and export-grade testing laboratories—limits the district's ability to move beyond raw or minimally processed exports and access higher-value global markets.

At the same time, substantial paddy production and the availability of diverse vegetables and minor forest produce present significant untapped potential. Most of these resources are currently marketed in unprocessed form, preventing the district from capturing value in emerging segments such as low-glycaemic index and fortified rice products, ready-to-eat and ready-to-cook foods, rice-bran-based nutraceuticals, dehydrated vegetables & spices, and processed forest-produce foods. Constraints related to logistics infrastructure, quality certification, technical know-how, branding, and market exposure further restrict participation in premium domestic and international markets.

These gaps, however, also create a clear pathway for structured and transformative development. With targeted investments in modern processing, storage, logistics, and quality infrastructure—supported by focused capacity building and institutional assistance from agencies such as APEDA, NABARD, Spices Board, and PMFME—Khairagarh-Chhuikhadan-Gandai (KCG) can progressively build a diversified, export-oriented ecosystem. By strengthening skills, encouraging value addition, and promoting district-level branding, the district has the potential to transition from a single-commodity exporter to a competitive hub for value-added rice, nutraceutical ingredients, and sustainable forest-based products, enabling inclusive and resilient economic growth.





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