

# Rural Industrial Complex

DISTRICT ADMINISTRATION  
KORAPUT, ODISHA



# 'Rising Koraput': An Overview



## Geography

8807 Sq. Km.  
1/4<sup>th</sup> Forest Area  
Eastern Ghats  
Southern Odisha



## Demography

13.8 L Population (2011)  
50%+ ST Population  
49.2% Literacy (2011)  
83% Rural Population



## Livelihood

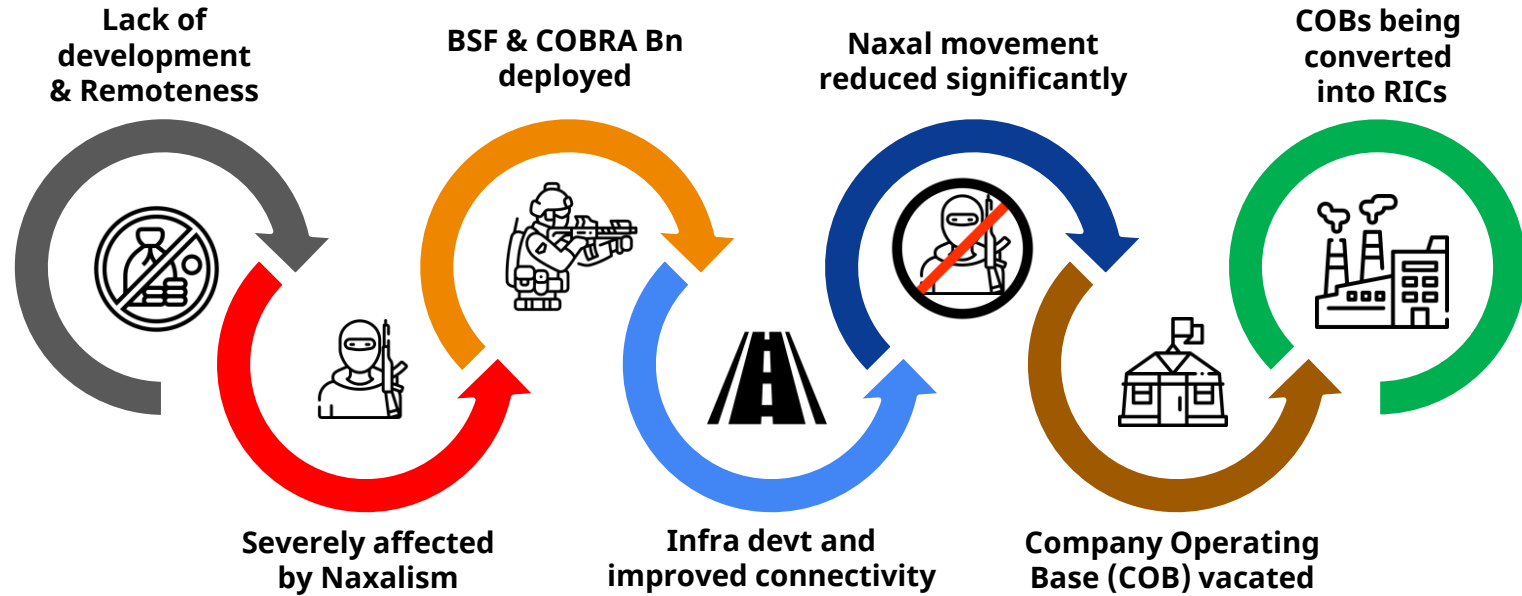
Farm & Forest- based  
Emerging Tourism hub  
Bauxite Mining  
Low Per-capita income

Koraput district is a part of the **Aspirational Districts Programme** of the NITI Aayog

# Embracing Innovations, Empowering Generations: The Vision Statement



# Development comes full circle



**NAXAL HOTBED → DEVELOPMENT HOTSPOT**

# Need for RIC: Nurturing Growth & Innovation



**Out-migration in search of jobs**



**Lack of infrastructure for Agri-value addition**



**Lack of Forward and Backward linkages**



**Demand for Skilling and capacity building**



**'Nari Shakti' led Rural Development**



# Good Governance with a Human Touch



## 01. Efficient Land Use

Govt. wastelands and encroached lands were cleared & RIC has been established



## 02. Low cost- No Dependency Model

No special funding has been sanctioned. Convergence of various schemes-DAY-NRLM/ CFC/SFC/MGNREGS /DMF/CSR



## 03. Vocal for Local

Local resources and local skills have been dovetailed



## 04. Ensures Sustainability

Creation of long term durable assets- community owned & community led

Market Linkage for sustainable income & production



## 05. Proven Scalability

Based on the RIC initiative of Koraput, State level policy has evolved for setting up RICs in all blocks of the state



## 06. Transparent & Accountable

Discussions at the level of Gram Sabha & GPLF

Transparency Boards to explain sources of funding & regular disclosure of accounts

# Small Actions, Big Imprints: Qualitative Analysis



## Skill Training

- Trade specific skill training courses
- Recognition of Prior-learning/ Traditional skill-sets



## Capacity Building

- Financial support through credit linkage
- Infra availability through convergence of schemes



## Feedback collection

- From WSHGs
- From customers of RIC products



## Quality Control

- Through Technical Support Agencies
- Quality linked Incentives



# Path to Excellence

Steps towards successful implementation



## Land Identification

- 3-5 Acres
- Access to road, water & electricity



## Finance & Convergence

- Civil Infra
- Training, exposure visits, machinery, etc.
- Convergence of schemes



## Activity Selection & DPR

- Service, manufacturing, processing, Integrated farming.
- Project timelines & Outcomes



## Marketing & Sales

- ORMAS market linkages- WSHG Malls and retail outlets



# ACTIVITIES TAKEN UP IN RIC



## Food Processing

- Dal Processing
- Millets Processing
- Turmeric Processing
- Oil Extraction
- Bakery Unit



## Manufacturing

- Buffet Plate
- Agarbatti
- Apparel Unit
- Footwear
- Aromatic Oil Processing



## Services

- Beauty Parlor
- Car Washing
- Cold Storage
- WSHG Mall
- Café



## Integrated Farming

- Apiculture
- Sericulture
- Mushroom Cultivation
- Poultry
- Coffee Nursery
- Floriculture



## Construction Materials

- Fly Ash Brick making unit
- Paver blocks making unit

Turmeric Processing Unit



Poultry unit



Sericulture



Shopping Mall



Apparel unit



Fly-ash Bricks unit





Footwear  
Manufacturing



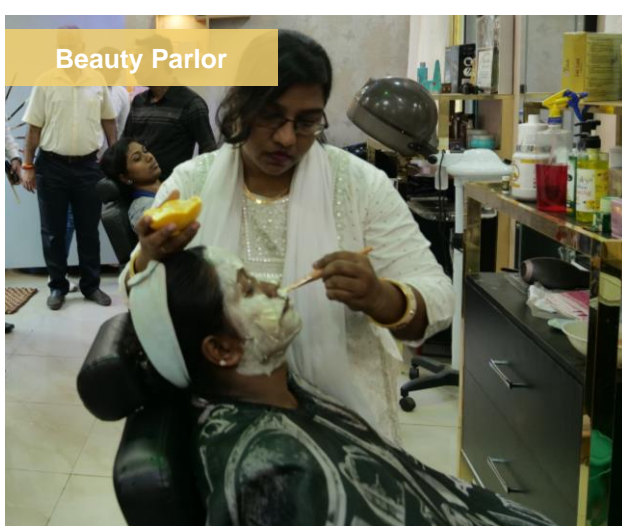
Bee Keeping unit



Paper/Siali plate  
making unit



Beauty Parlor



Mushroom  
Production unit



Creche facility



# Uniqueness of this initiative

- Very successful Inter-Departmental Convergence model
- Inclusive Value Chain- '**Nari Shakti**' at the fulcrum- 'Women Development to Women Led Development'
- **Sustainability** ensured through partnership with SHGs- bank linkages facilitated for working capital, maintenance, electricity charges, etc. to ensure ownership and '**Jan Baghidari**'
- Focuses on various Key Performance Indicators (KPIs) of the Aspirational Districts Programme
- **Women-friendly workspace**- Clean and Hygienic toilets, Creche facility, etc.
- Leverages '**Digital India**' initiatives such as Jan Dhan Yojana for financial inclusion
- **Atmanirbhar Value chain**- captive markets ensured through collaborations- Interventions ensured from Farm to Fork.





# Atmanirbhar Value Chain



**Locally Sourced Raw materials:** Materials like Millets, Turmeric, Tamarind, Lemongrass, Oil seeds, etc. are locally procured from the farmers through FPOs at competitive rates and supplied to the RICs.



**Processing at Village Level:** Value addition and processing of raw materials is done locally at the RICs setup in rural areas.

**Packaging and Marketing support through Producer Companies:** Innovative and trendy packaging solutions are ensured through a Producer Company to make the products market-ready.



**Captive consumption through Marketing tie-ups:** MoUs have been signed with various organisations viz. IRCTC, COBRA Bn., BSF Canteen, etc. for regular orders. This helps provide an assured business to the SHGs involved in the RICs, in addition to the private market.

# Products of RIC



Jaggery

Suani  
Little Millet

Turmeric

Ragi Flour

Kaala Jeera  
Rice

# Ready-to-Eat Millet Products





# Aromatic Oil- Japanese Mint & Lemongrass





# Koraput Instant Coffee & Filter Coffee



# Ragi Snacks



# Institutional Collaborations



**UAT- High Altitude Research Station**



**ICAR-National Research Centre on Seed Spices**



**International Crops Research Institute for the Semi-Arid Tropics**



**Khadi & Village Industries Commission**



**State Institute of Hotel Management, Balangir**



**Coffee Board of India**



**District Mineral Foundation, Koraput**



**Central Institute of Medicinal and Aromatic Plants**



**Indian Council of Agricultural Research**



**Spices Board India**



**Indian Institute of Millets Research**



**National Botanical Research Institute**



**Central Institute of Plastics Engineering & Technology**



**Hindustan Aeronautics Limited**



**National Aluminium Company Limited**

- Skill Training and Capacity building
- Technical manpower and machinery support
- Quality control and Certification
- Infrastructure support under CSR
- Cropping Area Expansion
- Value addition, Processing and Packaging support

# Marketing Tie-Ups



**IRCTC Stalls**

Millet Snacks, Jaggery, Turmeric Powder, Soaps, Honey, Lemongrass & Japanese Mint Oil, etc.



**Amazon e-commerce**

Turmeric Powder, Kaala Jeera Rice, Suan, Ragi Powder, Soaps, etc.



**COBRA Bn Canteen**

Millet Snacks, Jaggery, Hill broom, Turmeric Powder, Soaps, Honey, Lemongrass & Japanese Mint Oil, etc.



**BSF Canteen**

Millet Snacks, Jaggery, Hill Broom, Turmeric Powder, Soaps, Honey, Lemongrass & Japanese Mint Oil, etc.



**Adisha Outlets by TDCCOL**  
Coffee & Millet Snacks



**Koraput Coffee Outlets**  
Coffee & Millet Snacks



**NAFED**  
NAFED  
Processed Ginger and Turmeric



**IFFCO- KISAN**  
Processed Ginger and Turmeric



**Mission Shakti Bazaar/ Mall**  
All Products



**NMDC Market Complex**  
Millet Snacks, Bakery products, Turmeric Powder, Soaps, Honey, Lemongrass & Japanese Mint Oil, etc.



**S4S Technologies**  
Processed Ginger and Turmeric



**Odisha Adarsh Vidyalaya**  
Uniform, Millet Powder, Jaggery, Phenyl, Hill broom, Turmeric Powder, etc.



# Scope for Scalability/ Replicability



- To achieve saturation by setting up one Rural Industrial Park in all blocks of the district
- Low-cost, Low-dependency model- Easy to setup in all blocks using local resources
- Converging local market demand and establishing captive markets to ensure year-round production activities
- Upgradation of skill sets through special training programs to match market needs and demand

# **CASE STUDIES**

# Millet Processing Unit at Rajput RIC

**Name of the SHGs:** Biswa Arundhati SHG & Jai Hanuman SHG

**Skill Partner:** ICRISAT, Indian Institute of Millets Research

**Products:** Ragi Upma, Ragi Khichdi, Ragi Sweet Meal, Millet cookies, cake and other Millet snacks

Number of Members involved	20
Support Grant from DMF, SDF, ICRISAT	Rs. 1,10,31,000
Working capital through Bank Linkage	Rs. 15,00,000
Avg. Annual Turnover	Rs. 33,04,065
Avg. Annual Expenditure & Maintenance	Rs. 10,94,365
Avg. Profit per Annum	Rs. 22,09,700
Avg. Income Per member per month	<b>Rs. 9000-10000</b>





# Apparel Manufacturing Unit at Kotpad RIC

**Name of the PG:** Sudakhya Producer Group

**Skill Partner:** USHA, JUKI, ACME India Microsys Pvt. Ltd.

**Products:** School Uniforms, Night wear, Kurti, Shirts, etc.

Number of Members involved	30
Support Grant from HAL CSR & DMF	Rs. 2,25,00,000
Working capital through Bank Linkage	Rs. 25,00,000
Avg. Annual Turnover	Rs. 50,50,640
Avg. Annual Expenditure & Maintenance	Rs. 18,27,700
Avg. Profit per Annum	Rs. 33,22,940
Avg. Income Per member per month	<b>Rs. 7500-12000</b>



# Bakery Unit at Chandrapada RIC

**Name of the SHG:** Maa Bhawani SHG

**Skill Partner:** State Institute for Hotel Management, Balangir

**Products:** Different varieties of cookies, breads and cakes

Number of Members involved	10
Support Grant from ITDA	Rs. 12,50,800
Working capital through Bank Linkage	Rs. 8,50,000
Avg. Annual Turnover	Rs. 15,36,000
Avg. Annual Expenditure & Maintenance	Rs. 5,76,000
Avg. Profit per Annum	Rs. 9,60,000
Avg. Income Per member per month	<b>Rs. 7500-9000</b>





# Fly Ash Bricks Unit at Jujhari RIC

**Name of the SHG:** Budhi Thakurani SHG

**Skill Partner:** PWD and Other Govt. agencies

**Products:** Fly-Ash Bricks, Paver blocks

Number of Members involved	10
Support Grant from DMF, SDF	Rs. 20,50,000
Working capital through Bank Linkage	Rs. 7,00,000
Avg. Annual Turnover	Rs. 22,72,000
Avg. Annual Expenditure & Maintenance	Rs. 8,52,000
Avg. Profit per Annum	Rs. 14,20,000
Avg. Income Per member per month	<b>Rs. 11000-13000</b>

## ‘Ash to Cash’: The Story of Kamala that inspires

“One day, I will establish an independent business for my family and help the unemployed residents from the village who wander away for daily labor work” - KAMALA

Kamala Gouda, a member of **Budhi Thakurani SHG** since 2017.

With a **small landholding and mud house** to sustain her life, she was leading a life of hardship.

Subsequently, she learnt the activity under Fly Ash/CC Brick making and **profit in the business was higher**, because Fly Ash was brought for free from the **industrial wastes of NALCO**.

Kamala's earnings pitched from **Rs.7000/- to 15000/- monthly**.

Today she **lives in a Pucca house** made out of her earnings and **is optimistic about her children's Health & education**.







# Coffee Nursery at Baunsapada

**Name of the SHG:** Maa Durga SHG

**Skill Partner:** Coffee Board of India

**Products:** Coffee Saplings



Number of Members involved	10
Support Grant from Coffee Board & DMF	Rs. 12,50,000
Working capital through NRLM RF	Rs. 9,50,000
Avg. Annual Turnover	Rs. 12,47,000
Avg. Annual Expenditure & Maintenance	Rs. 3,87,000
Avg. Profit per Annum	Rs. 8,60,000
Avg. Income Per member per month	<b>Rs. 7000-8000</b>

# Leading by example: 'Koraput Coffee'



17 Coffee Nurseries  
in 6 Blocks



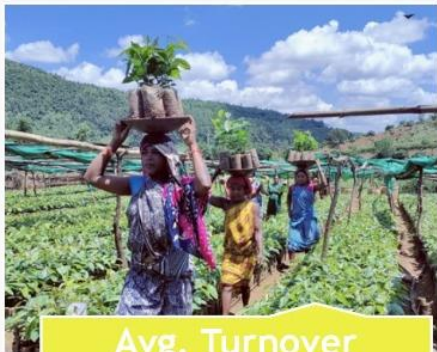
1163 Ha of Barren  
Land Utilized



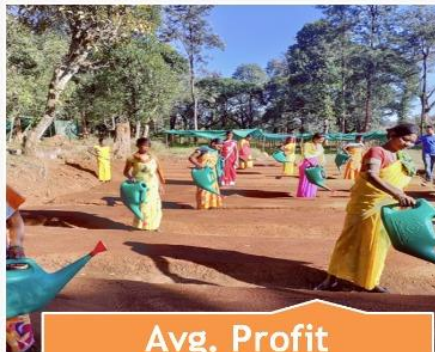
• 170 WSHG members  
(75% tribal)



Involvement of  
Marginal Farmers



Avg. Turnover  
₹ 1,37,15,450



Avg. Profit  
₹ 31,86,175

- RIC contributes to Koraput Coffee's success story
- Nurseries have been raised by WSHGs in coordination with Coffee Board
- High profit margins leading to improved livelihoods

# Tracking impact, maximizing outcomes



## Job creation & Income generation

Opportunities at the village itself

Rs. 7500-15000 per person per month- based on hours- **80% increase in income of RIC beneficiaries**

**52% reduction in out-migration in RIC Villages in 2024 vis-à-vis 2021**

## Inclusive growth

**'Nari Shakti'** at the fulcrum of this initiative

Promotes gender equality- addressing social and economic disparities



## Increased Market Demand & Access

Due to Quality of product & packaging

**Organic products** directly sourced from Farmers



# The road ahead



## Exploring New Avenues

- Fuel Station
- Hydroponics
- Hi-Tech Floriculture
- CoE in Packaging



## Institutional Collaborations

- White Labeling
- FMCG Companies



## Digital Integration

- Increased presence in e-commerce platforms
- AI/ML based market and production analysis
- Harnessing Digital India



## Contributing to Viksit Bharat 2047

- Women-led development
- Improving KPIs under ADP