

BROWN REVOLUTION

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GLOBAL SCENARIO

- Trade volume of US\$ 100 billion, a year.

INDIAN SCENARIO


- 12% of the global cattle strength
- 2% of Global Leather production
- Tanning: China is four times India
- Exports : US\$ 2.0 Billion
 - Potential : 10 billion

TELANGANA

- 5% of the total raw material of india
 - Tans only 3% of its own raw material.
- Rest goes out of State for tanning
 - Loss of employment.
 - Mostly BPL
 - Direct and indirect taxes to the State.

LAYERS OF DENIAL

Top	Layers	Employment	Investment	Margin	Stigma
	Finished Goods	Low	High	High	no
	Finished Parts	Medium	Medium	High	no
	Tanners	medium	High	High	moderate
	Cobblers	High	Low	Low	High
Bottom	Flayers	High	Low	Low	Highest



BROWN REVOLUTION

- Policy framework
 - Incentives for 3 layers
- Infrastructure
 - Leather Parks
- Skilled workforce
- De-Menial and modernization of Leather work

LEATHER PARKS

- Mini
 - BPL
 - CFC
 - Skill Development and Employment
- Medium
 - Tanneries
- Mega
 - Multi National Companies
- Integrating all the 3.

MINI PARKS IDENTIFIED ...35

District	1	2	3	4	5
Adilabad	Mandamarri	Dilwarpur	Jinnaram		
Karimnagar	Jammikunta	Choppadandi	Sircilla	Ramagundam	Jagtial
Warangal	Ghanpur	Wardhannapet	Parkala	Thorrur	
Khammam	Madhira	Khammam	Kothagudem		
Nizamabad	Nizamabad	Armoor			
Medak	Duddeda	Zaheerabad	Kohir	Jogipet	Medak
RR	RajendraNagar	Saroor Nagar	Malkajgiri		
Nalgonda	Suryapeta	Nalgonda	Kodada	Tripuraram	Deverkonda
Mahboobnagar	Zedcherla	Balamur	Peddamandi	Addakula	Bizinepalli

MEDIUM AND MEGA PARKS

District	Medium Parks	Mega Parks
Adilabad	1	1
Karimnagar	1	0
Warangal	1	1
Khammam	0	0
Nizamabad	0	0
Medak	1	0
RR	1	1
Nalgonda	1	
Mahboobnagar	1	1
Total	7	4

STRATEGY

- Skill Development
- Common Facility Centres
- Modernisation and mechanization
- Forward and backward linkages
- Policy driven exports and MNC industry
- Push and Pull strategy
- Employment to the youth

POVERTY ALLEVIATION

- Thank you
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