



Product diversification and technology upgrades to increase exports – Parbhani district

Problem Statement



- ▶ Facing issues of technology obsolescence and limited growth in domestic and export sales.
- ▶ Most of the manufacturing processes are manual processes.
- ▶ Limited facilities of quality testing.
- ▶ Due to the manufacturing of limited products, the product basket was limited for sales in domestic and international markets which results in limited growth.

Key Intervention



- ▶ Technology upgradation
 - ▶ Removal of manual processes by adopting automated processes.
 - ▶ Use of PLC-based machines (Rope making machines and Coiling machines) for product manufacturing.
 - ▶ Product quality improvement due to automation and removal of manual processes in manufacturing.
 - ▶ Use of automated quality testing tools like rope testing bed for checking breaking strength and yarn testing.
- ▶ Product diversification
 - ▶ Initially, product manufacturing was for the agriculture and allied sectors.
 - ▶ Technology upgradation facilitates new product manufacturing for infrastructure (transmission) and marine sectors.

Impact



- ▶ Enhancement in the product basket.
- ▶ Enhancement in the product basket enables exports to new countries like South America, North America, and European nations, along with existing exporting countries like Singapore, Dubai, and Sri Lanka.
- ▶ Due to technology upgrades and product diversification, exports increased by 25-35%.

“The technology upgrade in the technical textile product sector increases production capacities and enhances product quality, facilitating competitiveness for the international market” – Shri. Nandkishor Baheti, Chairman, Kohinoor Ropes Pvt. Ltd.