Chittoor Rice Mill Cluster

1	Name of the Cluster	Chittoor Riice Mill
2	Place	Within 50 Kms radius of Chittoor town and surrounding villages
3	District	Chittoor
4	State	AP
5	No of firms (by type)	Micro Firms : 80 Small Firms: 70, Medium Firms : 3 Total : 153
6	No. of workers	6000 direct and 3000 indirect
7	Turnover	Domestic Rs. 4000 Million
8	Associations in cluster	1. Chittoor District Rice Millers Association
9	Major products	1. Milled Rice, Brokens, Rice Braun Oil, Rice Flour,
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	1. Regional Agricultural Research Station – Tirupathi 2. Agri Research Station – Perumallapalle 3. District Agri Advisory Centre – Perumallapalle 4. Agricultural & Processed Foods Export Development Authority (APEDA) –Hyderabad 5. Central Food Technology Research Institute, Mysore
11	Major markets	Within country – Chennai, Chittoor, Bengaluru, and Hyderabad.
		Export – No visible direct Exports
12	Major problems/prospects	**Problems:** • Inadequate godown facilties • Poor polishing techniques • Poor linkages with developmental institutions • Limited geographical reach • High post-harvest losses of 20% • Lack of awareness on export documentation • Weak financial linkages • Seasonality factor
13	Data source and updated on	Based on District Website Data and e-literature