East Godavari Rice Mill Cluster

1	Name of the Cluster	East Godavari Rice Mill
2	Place	East Godavari
3	District	East Godavari
4	State	Andhra Pradesh
5	No of firms (by type)	Micro Firms : 400 Small Firms: 134, Medium Firms : 16 Total : 550 (The highest in number in the state)
6	No. of workers	20000 direct and 10000 indirect
7	Turnover	Rs. 8000 Million
8	Associations in cluster	1. East Godavari Rice Millers Association
9	Major products	1. Boiled Rice, Milled normal Rice, Brokens, Rice Braun Oil, Rice Flour,
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	1. Central Food Technology Research Institute, Mysore
11	Major markets	Within country – Tamilnadu, Karnataka and Kerala Beside AP
		Export – Mainly to Gulf and USA,
12	Major problems/prospects	**Problems:** • Lack of awareness of the Energy efficient technologies, as the rice mills have been located in rural areas and majority of rice millers are non-technical. • Dependency on local inefficient technologies and technicians • Inadequate godown facilities leading damage of rice • Poor polishing techniques • Poor linkages with Technical institutions • High post-harvest losses of 20% • Chequered value chain • Limited efforts on value addition **Strengths:** • Having one of the oldest (7 decades old) and strong association with major influence in state level association • Willingness of members to adopt energy efficiency measures
13	Data source and updated on	Based on concept note prepared by GIZ, District Website Data and e-literature