West Godavari Rice Mill Cluster

1	Name of the Cluster	West Godavari Rice Mill
2	Place	Within 60 Kms radius of Eluru town and surrounding villages
3	District	West Godavari
4	State	AP
5	No of firms (by type)	Micro Firms : 340 Small Firms: 130, Medium Firms : 12 Total : 482
6	No. of workers	15000 direct and 8000 indirect
7	Turnover	Domestic Rs. 6000 Million
8	Associations in cluster	1. West Godavari Rice Millers Association
9	Major products	1. Boiled Rice, Milled normal Rice, Brokens, Rice Braun Oil, Rice Flakes,
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	1. Agricultural & Processed Foods Export Development Authority (APEDA) –Hyderabad 2. 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 facilties 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
13	Data source and updated on	Based on concept note prepared by gtz, District Website Data and e-literature