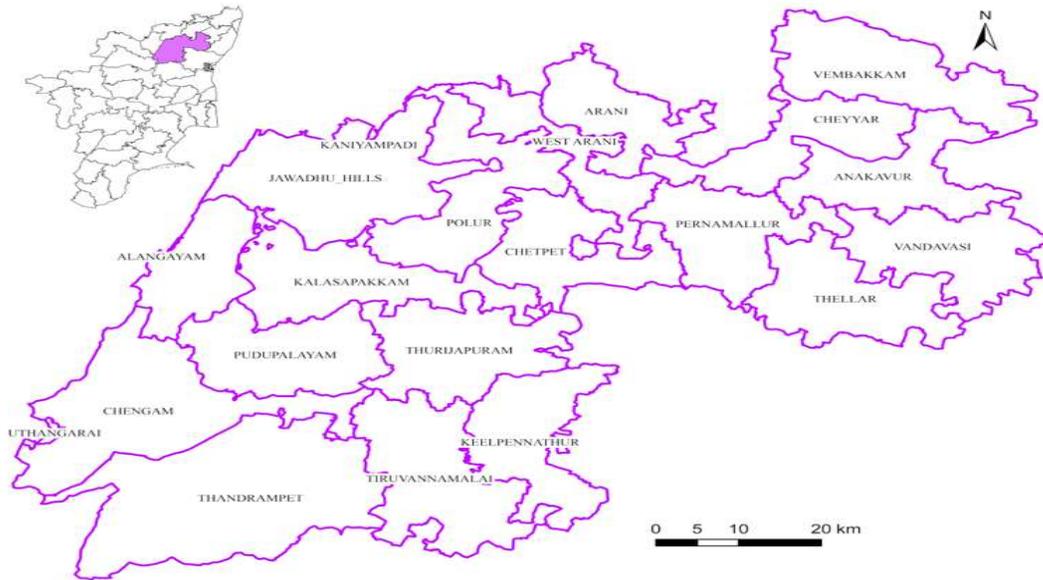




सत्यमेव जयते

विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
as **Export Hubs**



District Export Action Plan
Tiruvannamalai District, Tamilnadu

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General Characteristics of the District

- Tiruvannamalai district is bounded on the North by Vellore & Ranipet districts, West by Tirupathur district, South by Kallakurichi district, East by Chengalpattu district, South east by Villupuram District and Northeast by Kanchipuram district.
- The District lies between 12° 00'00" to 12° 52'30" North latitude and East Longitude 78° 39'30" to 79° 45'36". The total geographical extent of the area is 6190 Sq.Km.
- The entire district is an undulating terrain with isolated hillocks on the western and north western parts.
- The western part of the district is covered by Jawadhu hill ranges while the eastern part is characterized by isolated hillocks.
- Tiruvannamalai hill occurs right in the centre of the town with an elevation of 800m (2668ft).
- There are many isolated hillocks and tor complexes seen in Tiruvannamalai, Thandarampet, Chengam, Polur, Arni and Kalasapakkam blocks.
- The major rivers traversing the area are Thenpennaiyar, Cheyyar and Kamandala Naganadhi.
- The major part of the district falls under the Palar sub catchment and extreme southern part of the district fall under Thenpennaiyar sub catchment.

Climate and Rainfall

The average annual rainfall of the study area is 1350 mm, out of which 80 percent is received during monsoon. The soils of the study area have an Ustic moisture regime and Hyperthermic temperature regime. Tiruvannamalai District comes under the Eastern Ghats (TN uplands) and Deccan plateau, hot semiarid region with red loamy soil with cropping period of 90 to 150 days. Excepting hills, the district falls in the North Eastern agro climatic zone of Tamil Nadu. The average annual rainfall of the study area is 1350.4 mm, out of which 80 percent is received during monsoon. The soils of the study area have an Ustic moisture regime and Hyperthermic temperature regime.

The average annual rainfall and the 5 years rainfall collected from IMD, Chennai is as follows:

| Actual Rainfall in mm | | | | | | Normal Rainfall in mm |
|------------------------------|-------|--------|--------|--------|----------------------|------------------------------|
| 2019 | 2020 | 2021 | 2022 | 2023 | 2024(as on 30.09.24) | |
| 1071.9 | 432.9 | 1592.5 | 1174.4 | 1161.4 | 684.1 | 1019.7 |

Demography

Total Population of the District was 2,464,875 in which 1,235,889 were Male and 1,228,986 were Female. According to 2011 census, the District had population of 24.65 lakh, which is about 3.42% of the total state population.

| TIRUVANNAMALAI DISTRICT POPULATION | | |
|---|----------------|-------------|
| Population | 24.65 Lakhs | 21.86 Lakhs |
| Actual Population | 2,464,875 | 2,186,125 |
| Male | 1,235,889 | 1,095,859 |
| Female | 1,228,986 | 1,090,266 |
| Population Growth | 12.75% | 7.01% |
| Area Sq. Km | 6,188 | 6,190 |
| Density/km ² | 398 | 353 |
| Proportion to Tamil Nadu Population | 3.42% | 3.50% |
| Sex Ratio (Per 1000) | 994 | 995 |
| Child Sex Ratio (0-6 Age) | 930 | 948 |
| Average Literacy | 74.21 | 67.39 |
| Male Literacy | 83.11 | 79.17 |
| Female Literacy | 65.32 | 55.63 |

Land Use Pattern of the District

The land use pattern in Tiruvannamalai, Tamil Nadu is primarily agricultural, with mining and other activities also taking place:

- **Agriculture:** The majority of land in Tiruvannamalai is used for agriculture, with more than half of the population working in the sector. The main crops grown are rice, paddy, sugarcane, and groundnut. Horticultural crops, such as bananas, mangoes, tomatoes, and more, are also grown.
- **Mining:** The district is rich in minerals, including black granite, blue metal, earth, brick clay, and more. Private companies are the main drivers of mining activity, while government agencies are involved in mining dimension stones.
- **Irrigation:** 30% of irrigated land in the district is under channel irrigation.

District Infrastructure

Power:

The power supply position in Tiruvannamalai District is adequate, however, in some areas, low voltage problem is felt. To minimize the current consumption charges in the Panchayat, efforts were taken to utilize solar power lights as an alternate and renewable source in Tiruvannamalai District.

Connectivity:

Tiruvannamalai, Tamil Nadu is well connected by road and rail to the rest of the state and major cities:

- **Road**

Tiruvannamalai is connected to major cities in Tamil Nadu by several state and national highways, including NH 66, NH 234, and NH 234A. The town also has frequent bus services to major cities like Chennai, Vellore, Bengaluru, and Kanchipuram.

- **Rail**

Tiruvannamalai has its own railway station (TNM) that connects to several cities in Tamil Nadu and neighboring states. Trains from cities like Chennai, Bangalore, and Villupuram connect to Tiruvannamalai. The station has three platforms, including a separate platform for long-distance trains.

- **Air**

The nearest airport is Vellore Airport and Puducherry airport,[5][6] in Puducherry, approximately 80 kilometres (50 mi) from Tiruvannamalai. Puducherry is now connected by Air India Regional with an ATR aircraft service six times a week except Wednesday. This is an afternoon service departing from Bengaluru and returning in the evening to Bengaluru.

The nearest major airport is Chennai International Airport (MAA), approximately 147 kilometres (91 mi) from the town; the next closest major airport is Bengaluru International Airport, approximately 180 kilometres (110 mi) away.

Regulated Markets:

There are many market committee in Tiruvannamalai District.

| Sl. No | Market Committee/ Regulated Markets | Address | Std Code | Phone No | Commodities |
|---------------|--|--|-----------------|-----------------|---|
| 1 | Thiruvannamalai Market Committee | 2A, Thindivanam Road, Thiruvannamalai | 04175 | 252397 | - |
| 2 | Arani | 3-135, Miller road, Arani 632 201. | 01473 | 226997 | Groundnut, Paddy, Gingili, Pulses |
| 3 | Chengam | Durgapettai Main road, Chengam 606 709. | 04188 | 222357 | Groundnut, Paddy, Gingili, Pulses |
| 4 | Cheyar | Arcot Road, Cheyyar 604 407. | 04182 | 222266 | Groundnut, Paddy, Gingili, Pulses |
| 5 | Chethupattu | Vandavasi Road, Chethupattu 604 407. | 04181 | 252207 | Groundnut, Paddy, Gingili, Pulses |
| 6 | Desur | Desur 604 501. | 04183 | 247023 | Groundnut, Paddy, Gingili, Pulses |
| 7 | Thoosi | 23/83, Kanchipuram Main Road, Thoosi 631 702. | - | - | - |
| 8 | Mangalam Mamandur | Mangalam Mamandur, Kodungayur Post, Vandavasi Taluk, 604 403. | - | - | - |

| | | | | | |
|----|-----------------|---|-------|--------|---|
| 9 | Pudupalayam | Ammapalayam Road, Pudupalayam 606 705. | - | - | - |
| 10 | Polur | Vellore Main road, Polur 606 803. | 04181 | 222039 | Groundnut, Paddy, Gingili, Pulses |
| 11 | Peranamallur | Pernamallur 604 503. | - | - | - |
| 12 | Thiruvannamalai | 2A, Thindivanam Road, Thiruvannamalai 60602. | 04175 | 253823 | Groundnut, Paddy, Gingili, Pulses |
| 13 | Thellar | Thellar 604 406. | - | - | Groundnut, Paddy, Gingili, Pulses |
| 14 | Vanapuram | Kallakurichi Main road, Vanapuram 606 753. | 04188 | 245621 | Groundnut, Paddy, Gingili, Pulses |
| 15 | Vettavalam | Thiruvannamalai road, Vettavalam 606 753 | 04175 | 244237 | Groundnut, Paddy, Gingili, Pulses |
| 16 | Vandavasi | 16 C, Kulathu Road, Vandavasi 604 601. | 04183 | 225028 | Groundnut, Paddy, Gingili, Pulses |
| 17 | Kizpennathur | Kulakarai Street, Kizhpennathur 604 601. | - | - | Groundnut, Paddy, Gingili, Pulses |

Economic Profile of the District

Tiruvannamalai is a major contributor to the state economy, The per capita income is high and both urban and rural incomes are comfortably above state levels. Agriculture is the predominant occupation of most of the work force. At the same time, proximity to Chennai has seen the emergence of heavy industrialization, with many large automobile, electronic and other manufacturers setting up shop here. Tiruvannamalai is historically significant to Tamil Nadu and is a major Tourist Hub, while IT services have also opened offices in the capital city of the same name.

Industry

Tiruvannamalai district in Tamil Nadu has a predominantly agricultural economy, with agriculture providing livelihoods for a large portion of the population. The district is also known for its silk saree weaving and other industries:

- **Agriculture:** Tiruvannamalai is a leading producer of rice, with the Arni region producing high-quality rice that is exported across India and abroad. The district also produces millets, jackfruit, and seetha, and has banana plantations in the Padavedu region.
- **Silk saree weaving:** A major business in the district.
- **Sugar mills:** Located in Polur, Cheyyar, and Kozhunthampattu.
- **Cotton mill:** The Lakshmi Saraswathy Cotton mill is located in Sevur near Arni.
- **Leather goods and automobile accessories:** Produced in the Cheyyar SIPCOT industrial estate.
- **Granite industries:** Produce black stones, colored stones, and soft stones.
- **Rice mills:** There are many rice mills in the district, including a large government-owned mill near Cheyyar and around 278 mills in Arani. Kalambur is known for its Kalambur Ponni rice, which is shipped across the state.

Industrial Infrastructure

There are 2 SIDCO Industrial Estates 1 SIPCOT Industrial park are functioning in Tiruvannamalai District.

Industrial Estate

Estates developed by SIDCO

| Sl.No. | Name of the Industry and Area | Land Acquired (Acre) | Allotted Area (Acre) | No.of Units Allotted |
|---------------|--|-----------------------------|-----------------------------|-----------------------------|
| 1. | Tiruvannamalai SIDCO Industrial Estate | 15.567 | 15.567 | 29 |
| 2. | Periyakolapadi SIDCO Industrial Estate | 57.181 | 16.735 | 67 |

Industrial Park developed by SIPCOT

The State Industries Promotion Corporation of Tamil Nadu (SIPCOT) industrial complex in Cheyyar, Tamil Nadu has become a hub for industrialization in the region:

- **Location**

The Cheyyar SIPCOT industrial complex is located in the revenue limits of Mangal, Solavaram, Kunnavaikkam, Mathur, and Sodiyaambakkam in Cheyyar Taluk.

- **Infrastructure**

SIPCOT provides basic infrastructure facilities such as well-lit and well-connected roads, water supply, storm water drainage, administrative offices, and surveillance systems.

- **Land allotment**

SIPCOT has a transparent land allotment policy that fosters a business-friendly environment.

- **Projects**

Some projects in the Cheyyar SIPCOT industrial complex include:

- A 250-acre hi-tech Special Economic Zone for automotive components
- A 300-acre electronics hardware park
- An aluminum die cast unit by Ashley Alteams, a joint venture between Ashok Leyland and Alteams Oy.
- The EW2 Expansion Project, which was completed in April 2023

SIPCOT Industrial Park Major Units in Cheyyar

| Sl No | SIPCOT Park | Functional Unit | Extent in acres |
|--------------|--------------------|---------------------------------|------------------------|
| 1 | Cheyyar | Cheyyar SEZ Developers Pvt Ltd | 275.00 |
| 2 | Cheyyar | Ashley Alteams India Limited | 20.00 |
| 3 | Cheyyar | Forech India Limited | 13.55 |
| 4 | Cheyyar | Lloyds Insulations (India) Ltd. | 10.00 |
| 5 | Cheyyar | KCL Limited | 12.00 |
| 6 | Cheyyar | Rockman Industries Pvt. Limited | 8.15 |
| 7 | Cheyyar | Sargam Metals Pvt. Limited | 3.50 |
| 8 | Cheyyar | TNEB | 4.00 |
| 9 | Cheyyar | S V A Rikkon Lubes Private Ltd. | 2.72 |
| 10 | Cheyyar | Schwing stetter India pvt. Ltd | 51.77 |

MSME PROFILE

| Sl.No | Details (from 2020) | Total |
|--------------|------------------------------------|--------------|
| 1. | Total Units Registered under UDYAM | 69704 |
| 2. | Manufacturing Units | 23699 |
| 3. | Service Units | 46005 |

Major Exportable Products

FOOD PRODUCTS:

The major exports from Tiruvannamalai District in Tamil Nadu include rice, millets, Groundnut.

AUTO MOBILES:

The District has Auto Mobile production units in (SIPCOT) Cheyyar, like Schwing stetter India pvt. Ltd, Rockman Industries Pvt. Limited . There are large scale industries have been established in the District. These large-scale units provide good scope for the two and four-wheeler service stations and few mechanical units in the District itself.

TEXTILES:

The district has a large populace of weavers who are specialize in making Silk sarees. Hand looms are often engaged for weaving, although recently some have turned to mechanized methods of using Power looms. Arani taluk contributes high percent of Silk weaving.

Problem Classification and Responsibility Mapping with Targets

| Sl.No | Challenge to be addressed | Details of the challenge | Intervention Required | Actions to be taken by |
|--------------|----------------------------------|--|--|--|
| 1. | Ease of doing Business | Delays in Government approvals pertaining to environment and land acquisition for business | Expansion of department under TamilNadu Single Window portal, a Single point of acceptance and electronic distribution of application to the respective competent authorities. | Industries, Investment promotion & Commerce Department, Government of TamilNadu Guidance |
| 2. | | Availability, Reliability and Affordability of Power specially for MSMEs | Improvement in awareness on | Micro, Small and Medium Enterprises Department, Government of TamilNadu |
| 3. | | | Low Tension Power Tariff subsidy scheme Rationalisation of tariffs | Department of Energy, Government of Tamil Nadu |

| | | | | |
|---|----------|---|--|--|
| | | | for Industry | |
| 4 | Branding | Poor awareness of brand in export markets | Subsidy is required for MSMEs to participate in trade fairs especially in Textile sector | Ministry of Micro, Small and Medium Enterprises (MSME), Government of India; Micro, Small and Medium Enterprises Department, Government of Tamil Nadu; Department of Commerce, Government of India; Directorate General of Foreign Trade, Government of India; Export Promotion Councils |
| 5 | | | Exporters' conclaves can be conducted in the District | Department of Commerce, Government of India; Directorate General of Foreign Trade, Government of India; Export Promotion Councils |
| 6 | | | Engagement with Indian Embassies for targeted export promotion of consumer goods like | Directorate General of Foreign Trade; Ministry of External Affairs; Export Promotion Councils |
| 7 | | | Textiles More number of trade fairs need to happen in | Department of Commerce, Government of India; Directorate General of Foreign Trade, Government of India; Export Promotion |

| | | | | |
|---|-----------|--|--|---|
| | | | Tamil Nadu, along with a calendar of events. Fairs similar to Canton Fair in China can be explored | Councils |
| 8 | Awareness | Awareness of latest policy changes, schemes and government incentives especially among MSMEs | Programme on Trade Promotion for two days to be conducted on Market Research, Export Documentation, Export Financing, Shipping and | Office of Zonal Additional Directorate General of Foreign Trade, Chennai; Directorate General of Foreign Trade, Government of India; Export Promotion Councils |
| 9 | | Challenges in development and dissemination of market intelligence | Collaboration with think tanks and research institutions for proactive and wider dissemination of market intelligence | Office of Zonal Additional Directorate General of Foreign Trade, Chennai; Directorate General of Foreign Trade, Government of India; Indian Institute of Foreign Trade; Export Promotion Councils |

| | | | | |
|----|--------------------|--|--|--|
| | | | for targeted sectors of importance with respect to growth and employment. Avenues for knowledge sharing in local languages in collaboration with state government may also be explored | |
| 10 | Government Support | Decrease of the RoDTEP maximum cap rates has resulted in declined export competitiveness | Comprehensive assessment of Incentive and duty neutralization architecture to be examined for targeted sectors on criteria of adequacy, capacity and priority | Department of Commerce, Government of India; Directorate General of Foreign Trade, Government of India |
| 11 | | Faster processing of | Procedural simplification and | Office of Zonal Additional Directorate General of Foreign Trade, Chennai; |

| | | | | |
|----|----------------|---|--|---|
| | | licenses required under trade promotion schemes like Advanced Authorisation | clearance of pendency in trade promotion schemes | Directorate General of Foreign Trade, Government of India; |
| 12 | | Lack of Common Effluent Treatment plants and Waste disposal mechanisms in Industrial hubs | Common Effluent Treatment plants and Waste disposal mechanism are to be set up in collaboration with the private players | Ministry of Micro, Small and Medium Enterprises (MSME), Government of India; Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu |
| 13 | | Inadequate government support for up gradation of machinery for MSMEs | Maximum cap value in the Capital subsidy scheme of the MSME Dept., may be reconsidered | Ministry of Micro, Small and Medium Enterprises (MSME), Government of India; Department of Commerce, Government of India; Directorate General of Foreign Trade, Government of India |
| 14 | Credit Support | Less Awareness about | Awareness programs to be | Office of Zonal Additional Directorate General of Foreign Trade, Chennai: |

| | | | | |
|-----|--|--|---|--|
| | | Export Credit guarantee and credit options | conducted on Trade Financing and Credit Support available for exporters | Export Credit Guarantee Corporation |
| 15. | | High customs clearance time at Chennai port | Improvement in Trade Facilitation at Chennai Port with focus on decreasing turnaround times | Office of the Chairman of Chennai Port Trust |
| 16. | | High transport cost for accessing ports on west coast of India | Improvement in Freight connectivity between Industrial hubs of Tamilnadu and ports on West Coast of India for enhanced connectivity to and competitiveness in western markets | Ministry of Road Transport and Highways, Government of India |
| 17 | | Delays in shipment | Products currently | Ministry of Ports, Shipping and |

| | | | | |
|----|----------|--|--|--|
| | | reaching the destination due to inadequate infrastructure at ports | exported by ship are trans-shipped from Colombo or Gujarat due to lack of adequate mother ship transport. This increases time for export, and results in spoiling of perishable goods. There is a need for mother ship transport from the port of Tamil Nadu like Nagapattinam and Thoothukudi | Waterways, Government of India |
| 18 | Training | Availability of Skilled workforce is challenge and lack of | Need access to labour availability information (till taluk/block level) on a public | Tamil Nadu Skill Development Corporation (TNSDC) |

| | | | | |
|----|--|------------------------------|---|--|
| | | information on skill profile | database which will help address labour shortages and information asymmetry | |
| 19 | | High cost of labour | Subsidies for labour can be provided similar to other states. The need for such subsidies in Tamil Nadu has increased considering well developed states like Gujarat are now providing such subsidies, which is a shift from only under-developed states providing such | Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu; Department of Labour and Employment, Government of Tamil Nadu. |

| | | | | |
|----|---------------------------------------|--|--|--|
| | | | subsidies | |
| 20 | Engineering goods and Auto-components | High cost of technology development and acquisition especially for MSMEs | Subsidy in Capital goods acquisition and dissemination of knowledge with a focus on MSMEs. | Ministry of Micro, Small and Medium Enterprises (MSME), Government of India; Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu. |