

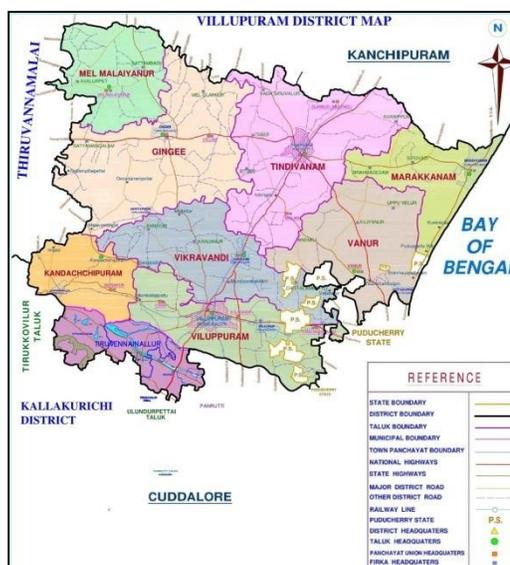
# District Export Action Plan for District of Villupuram, Tamil Nadu

## Introduction

Tamil Nadu is one of the prime industrial states in India. It almost accounts for more than 11 per cent of the total exports of the country. On a closer look at the district profile of Tamil Nadu, a very diverse picture with a scope for huge untapped potential can be seen. In the efforts to realize the Hon'ble Prime Minister's vision of converting each district into an Export Hub, a detailed action plan is outlined for the district of Villupuram, to harness and enhance the existing export potential in the district and to facilitate in a concerted manner, the promotion & growth of exports from the district.

## District Profile

Viluppuram District was earlier a part of Cuddalore District. It was then bifurcated from Cuddalore and became a separate district on 30th September 1993. Because of this, the history of Viluppuram district closely resembles that of Cuddalore. The district headquarters is located at Viluppuram. The district lies in the middle of Tiruchirapalli to Chennai National Highways No. 45. It is well connected by the rail, road and it is a major junction. Villupuram is located on the bank of Thenpennai river.



## Administrative Profile

At present Villupuram district comprises of 2 Revenue Divisions, 9 Administrative Taluks, 932 Revenue Villages, 2 Municipalities, 8 Town Panchayats, 13 Blocks and 693 Village Panchayats.

## Demographic profile

Population			Literacy Rate		
Persons	Male	Female	Persons	Male	Female
3458873	1740819	1718054	2195776	1234479	961297
100%	50.32%	49.67%	100%	56.22%	43.77%

## Districts as Export Hubs – Vision, Goal, Policy framework

The Hon'ble Prime Minister in his Independence Day Speech on 15<sup>th</sup> August, 2019 had inter alia, observed that each of our districts has a diverse identity and potential for targeting a global markets and there is a need for converting each district into potential export hubs. Department of Commerce through Directorate General of Foreign Trade and the State

government is taking various measures to implement the vision of Hon'ble Prime Minister to promote exports and to convert each District into a hub for exports.

### **Goal**

The goal of the programme is to double the export from the district within the next five years. The District Export Action Plan will include providing the support required by the local industry in boosting their manufacturing and exports with an impetus on supporting the industry from production to exporting stage.

### **Policy framework**

The framework of the 'Districts as Export Hub' policy is based on the Ministry of Commerce and Industry, Government of India's D.O. No.01/36/218/01/AM-18/TC/Part-I/01 dated 13-11-2019, which had mandated the Regional Authorities of the Directorate General of Foreign Trade (DGFT) to work with the State Governments and District level officers to prepare and implement a District Export Action Plan specific to each district in every State and Union Territory and implement in through an institutional structure at the district level for fulfilling the goals set out for each district in this regard.

Accordingly, DGFT through its Office Memorandum dated 26/12/2020 had notified the action items along with timelines for developing Districts as Export Hubs. Apart from the action items, the composition of District Export Promotion Committee (DEPC) and the terms of reference for plan of action for developing districts as export hubs were suggested. The District Export Promotion Committee (DEPC) will act as a one point facilitator for export promotion at District level along with State Level Export Promotion Committee (SLEPC).

### **Action Plan for Villupuram**

This **District Export Action Plan (DEAP)** enlists the plan of action and strategies for converting the district into a district with export potential and as a hub of export for the identified core products. The Aim is to achieve this through the DEPC, as a facilitating body for the purpose and by undertaking constructive district specific initiatives, implementing export oriented schemes & customizing export enhancing programs for the district. **The ultimate goal is to convert district into an Export Hub and double the exports (baseline year being: 2018-19) from the district within the next five years.**

To make the District Export Action Plan relevant, and to achieve its goal of Doubling the exports within the next five years, there needs for a proper understanding of district's strengths, opportunities and export related challenges

### **Analysis of the Existing Industrial scenario in Villupuram District:**

To make the District Export Plan successful and to achieve its goal of doubling the exports within the next five years, there needs to be a proper understanding of the district's strengths, opportunities and export related Challenges. The following strength and challenges have been identified in the district:

## **Strengths and Opportunities:**

### **1) Agriculture and horticulture**

Viluppuram is one of the predominant agricultural district in which 75% of population is engaged in Agriculture and allied activities for their livelihood. Agriculture continues to be the predominant sector of District economy. In the total Geographical area of 722203 Ha 45 % (i.e.) 337305 Ha is net sown area. Out of total net sown area, 137647 Ha is sown more than once. The cropping intensity which refers to the ratio between gross area sown and net sown area is 1.40, which is higher than the State average of 1.25.

Paddy is the principal crop extensively cultivated in all three seasons namely Sornavari, Samba and Navarai. Paddy accounts to 40% of the total cropped area in the district. Pulses are another important food grain crop. Black gram is a predominant pulses crop which covers more than 80% of the total pulses area in Viluppuram District. Sugarcane is an important commercial crop in Viluppuram District supplies entire cane for 7 sugar mills located within the district and partial cane supply for 5 other sugar mills located in the neighboring districts. Hence the district acts as the sugar bowl of Tamil Nadu. Other major crops grown in the district are groundnut, Pearl millet (cumbu), sesame, banana and tapioca. Forest area accounts for about 10 per cent. Sericulture is also coming up in this district in a modest way.

### **2) Forest Resources**

Total forest area under Villupuram Forest Division is 48,703.13 ha Out of this 24,017.24 ha has been leased out to Tamil Nadu Forest Plantation Corporation (TAF CORN). Out of the balance of 24,685.89 ha 20,707.92, ha fall under Villupuram District and 3,977.97 ha under Cuddalore District. Villupuram Forest Division consists of 26 Reserve Forest areas. Gingee and Kalrayan Hills are the two hills in the district. Forest area in the district constitutes about 9.9% of the total area of the district and lies in the areas bordering Salem, Dharmapuri and Thiruvannamalai Districts.

Teak wood, rose wood and sandal wood trees are grown in the hills. In the Kalrayan Hills and Gingee areas some medicinal plants are also grown. In the social forest areas, trees raised are mainly for firewood and paper making. Babul, *Eucalyptus* and *Casuarina* are grown in the district. In some pockets of the district, cashew is also grown.

### **4) Fisheries production**

Viluppuram district has a coastal length of about 32 km in Vanur and Marakanam blocks in Bay of Bengal. Inland fresh water area spreads over 83,014 ha and estuarine & brackish water area is 8100 ha, in which 2,072 ha readily available for production. There are about 19 landing centre patronized by active fishermen population of 2,986. Fishermen co-operatives societies, fisher women co-operative societies and inland fishermen cooperative societies are functioning

in the district. There is one fish net making unit in Vanur block. There are about 18 brackish water aquaculture farms in the district. The scope for inland fisheries in the district is limited. Inland fishing is mostly carried out in tanks and reservoirs owned by PWD.

### **5) Tourism Potential :**

Protected and conserved monuments Seven villages, namely Rajagiri, Krishnagiri, Thiyagadurgam, Pennaru, Keelvalai, Kandamangalam and Perangiyar in Gingee, Kallakurichi, Thirukoilur, Villupuram and Ulundurpet Taluks have monuments maintained by the Department of Archaeology in Villupuram district. Auroville, an international township. This town of tomorrow now in the making – supported and encouraged by the Government of India, and endorsed by UNESCO – is sited just across the Puducherry border in Tamil Nadu. Representing an experiment in international living, it was launched in 1968 at the behest of the Mother of the Sri Aurobindo Ashram at an inaugural function attended by representatives of 124 nations and all the States of India. Auroville is one of the important attraction for international visitors.

### **6) Potential Products :**

The State Government has notified Agriculture Products and Marine Products as the main products with export potential for the DEPC to patronize and promote as a part of the “Districts as Export Hubs” Program.

**The data from GST-R1 for the year 2018-2019 shows that the district had a combined export turnover to the value of Rs. 153.72 crs.**

### **Challenges and Bottlenecks**

Even though the district of Villupuram has a vibrant rural and coastal economy, it is not able to increasingly cater to the global market and taste. The district needs to harness its assets and turn its entrepreneurs into global players. Some of the challenges for exports found in the district are:

**1) Cold Storage:** For Agro and Marine value addition to takes place, cold storage is important to increase the shelf life of the agro and Marine products, especially which it is to be exported. There is lack of cold storage to harness the existing potential of Marine products. Villupuram district is well connected with Chennai port through Road and rail connectivity, this may be utilized for export promotion.

**2) Lack of exposure and export promotion:** Villupuram has many exportable products and resources. But the products lack international exposure and marketing. The marine fish from the region will have international demand, but it is untapped and export promotion and exposure of the product is required. Similarly for Shrimp, there is a potential demand in the international market which is still untapped by the Fishermen of Villupuram.

**4) Technology:** Villupuram has export potential agro products, but there is no sufficient value addition taking place. There is lack of branding, packaging, standardization, etc. For value addition of agro products there is a need for more dissemination of technical know-how from research centers to field. There is need to fill this technological gap fully harness the potential.

**5) Skill Deficiency:** There is huge need to cultivate and enhance the international entrepreneurial skill among the businessmen and the farmers in the district, apart from helping them explore international markets. In addition, in order to sustain in the agro and marine products exports, exporter's needs to be well informed about Sanitary and phyto sanitary (SPS) measures of various countries and the Codex Alimentarius international food standards, guidelines and codes of practices, etc which are essential for them to be efficient international players.

**6) Ancillary Infrastructure:** The district has very minimal ancillary infrastructure for exports like testing facilities, certification labs, etc., that are essential in establishing the superior quality of the marine and agro products produced in this district and are mandatory requirements for exports.

**7) Hazard Profile of Villupuram District:** As any other coastal environment, coast of Villupuram district also gets affected with regular erosion and accretion. Sea level rise and elevation in sea surface temperature are also seen here as the consequences of global climate change. It has been ascertained from the available information that only 8 taluks and 22 blocks were affected by flood in the years 1992-94 and affected by cyclone in the years 1993-94. Banana cultivation faces the cyclone havoc most frequently.

**8) Ease of doing business:** At the district level, ease of doing business has to be ensured, especially for the Marine food processing sector and the agro industry, where compliances are required. This is costly in terms of time and money and the district needs a system, where ease of doing business is ensured for ensuring faster approvals & certifications.

The other challenges for growth of exports in the district can be summarized as follows:

- Poor infrastructure to attract tourists to the existing tourist centers
- Non-Access to affordable trade finance/credit

### **District Export Action Plan for Villupuram:**

The aim of the **District Export Promotion Program and its Action Plan** is to maximize export of the identified products from the district and to ensure that the bench mark set for exports is achieved within the time period set for the purpose. The action plan would also work on minimizing and mitigating the challenges enlisted above, in achieving their desired export potential and turnover. The objectives of this District Export Promotion Policy and Action Plan are:

To provide an improved framework of support for the development of exports for the identified sector products, to provide increased and accessible trade support services, to improve public and private dialogue for favoring the development of a district export culture, to thwart

the threats posed to the exports from the district. The long-term objective of this District Export Promotion policy is to develop Villupuram District into becoming an export hub. To this extent, the DEPC, the central, the state governments and the exporting community, at large have to actively participate in the program and work on a mission mode, so that targets are achieved and the district of Villupuram is turned into a hub for exports in the next 5 years.

As the first step in converting Villupuram into an Export Hub, the District Export Promotion Committee (DEPC) has been formed and notified by the Government of Tamilnadu for the district.

**Notification of DEPC for Villupuram:**

The Government of Tamil Nadu (GoTN) through its G.O No 16 dated 23-01-2020 and G.O (Ms)No.16 dated 23.02.2020 the Micro, Small and Medium Enterprises Department, has notified the District Export Promotion Committees in 37 districts in the state, along with its potential products for exports. The G.O have also bestowed the power on the Chairpersons of the DEPCs to invite any other department representative or outside expert as a special invitee for the meetings of the DEPC and also to amend the list of potential products for export promotion. Members of DEPC for Villupuram district notified vide .O (Ms)No.16 dated 23.02.2020 has the following composition:

1. The District Collector, Villupuram - Chairperson
2. The Office of Zonal Additional DGFT, Chennai - Co-Chairman
3. General Manager, District Industries Centre, Villupuram - Convener
4. Lead Bank Manager, Indian Bank, Villupuram – Member
5. Representative, APEDA, Government of India - Member
6. Representative, MPEDA, Government of India - Member
7. Representative, MSME, Chennai – Member
8. Representative, Department of Fisheries, Government of Tamil Nadu - Member
9. Representative, Department of Agriculture, Government of Tamil Nadu – Member
10. The Manager, NABARD, Tamil Nadu - Member

**The Gov of TN identified and notified the following products as having potential for export in the district:**

1. Agriculture Products
2. Marine Products

A preliminary DEPC meeting for Villupuram was held on 04/03/2020 with District Collector presiding over. It was decided during the meeting that the primary focus would be on creating awareness amongst the people regarding the diverse opportunities available for exports. Bulk of the entrepreneurs in the district consists of MSMEs. Thus the action plan would mainly focus on MSMEs and their related issues.

**1) Functioning of the DEPC:** The DEPC constituted for steering the district towards becoming an Export hub, **will meet once every six months. The Convener's office will be the secretariat of the DEPC** and records and files on the program will be maintained there as per laid down rules and procedures. The DEPC will formulate, co-ordinate and facilitate the implementation of various programs and projects of the District Export Hub Program. The DEPC will monitor projects, and develop systems for exporter facilitation within the district and act as a co-ordination authority with the various state and central Govt agencies and departments. The Committee, with the assistance from the sub-groups, will perform the role of resolution, escalation and monitoring of issues concerning exports from the district. DEPC will act as **one-point facilitator** for export promotion at the district and report to State Export Promotion Committee (SEPC).

DEPC will review the export performance of the district once in six months during its sitting and take necessary action to ensure that the desired export performance from the district is achieved and take remedial measures so that exports from the district is accelerated.

**2) Creation of subgroups :** As a part of implementation of the District Export Action Plan, subgroups/sub-committees of each identified potential export product or for specific projects, will be created by the DEPC. The Subgroups will be tasked for working comprehensively on a project or a product. The sub-groups will comprise of Industry heads, implementing departmental officials, artisans and will mostly be chaired by the District collector or his representative. The Sub-groups have to not only frame proposals (*vis-à-vis*) the product or project assigned to them, but would also follow-up and monitor the implementation of the approved proposals. The various sub-groups proposed for the district are: sub-group on agro products, subgroup on marine, Sub-group on infrastructure, Sub-group on grievance redressal, sub-group on training, etc. **The sub-groups will meet frequently (at least once every two months) directly or over video –conferencing and work on their agenda.** The sub-groups will be the main drivers of the DEPC's agenda & action plan and will be implementing the tasks assigned to it.

A suggestive composition of the sub-groups can be as follows:

#### **Sub-group on Agriculture Products**

- The District Collector- Chairperson /DC's Representative
- O/o Zonal Additional DGFT, Chennai
- District Industries Centre, Villupuram
- Representative, APEDA, Gov. of India
- Representative, Department of Agriculture, Gov. of Tamil Nadu

#### **Sub-group on Marine Products**

- The District Collector- Chairperson / DC's representative
- O/o Zonal Additional DGFT, Chennai

- District Industries Centre, Villupuram
- Representative from MSME, Government of India, Chennai
- Representative from MPEDA, Government of India, Chennai

**3)** The detailed District **Export Action Plan** proposed for converting the district into a hub for exports, after taking into consideration the needs, challenges identified above is given table below:

Sl. No	Challenges Addressed	Implementing agency /department	Action Plan	Timeline
1.	Identification of base line exports	DIC along with DGFT, MSME	<b><u>Data analytics</u></b> - The base line export for the district is the exports of the year 2018-19 originating from the district and the target is to double the same within the next five years. The DEPC of the district will clearly identify and quantify the base-line benchmark for <b>each identified product/ sector</b> and set timelines for achieving the desired export performance over a period of 5 years. Data obtained from the GST, District Industries Centre, Villupuram, MSME, Govt of India, Chennai, APEDA, Govt of India, MPEDA, Govt of India can be analyzed to understand the export trends in the district and undertaking targeted approach to resolve issues and increase export competitiveness.	6 months
2.	Comprehensive database on exporters from the district	DIC Villupuram	<b><u>Comprehensive database on exporters from the district</u></b> - There is a need to create a database of exporters from the district. As a part of the District Export Action Plan, the General Manager of DIC, along with the officials of the APEDA, MPEDA will cull out comprehensive data base of exporters for publication and administrative use. The DIC will be the Custodian of this data base. It will be electronically maintained and will be dynamic, with constant updating of new IECs. The Exporter data can also be a public document and if the DEPC desires, can be published in various portals for more visibility	6 months to 12 months

			for the exporters and their products.	
3.	Single window system at the district level	District administration & DIC Villupuram	<b><u>Single window system at the district level-</u></b> In order to address the numerous approvals and licenses required for manufacturing or setting up an export business, a Single Window System at the District Industries Centre needs to set up for any export related approvals or clearances at the district level. The Action Plan envisages setting-up of such a system for the ease of doing export business in the district and plan to operationalize it in two years. <b>The district administration will work and operationalize the proposal under the leadership of the Chairperson of the DEPC.</b>	1 year
4.	Creation of an online one-stop portal	NIC, Villupuram	<b><u>Creation of an online portal:</u></b> In this digital era, creation of digital facilitation is essential. The action plan envisages that the DEPC will create an online portal, which will be a give a one stop access to all the links for all the digital requirements and compliances for any exporter. The Portal can also develop over the time to monitor the district's DEPC projects and disseminate exporter data. <b>NIC of the district can be tasked with this project to be implemented in a year and report to the DEPC.</b>	1 year
5.	Training on SPS, Codex Alimentarius standards	APEDA and MPEDA	<b><u>Training about SPS, Codex Alimentarius and other Trade Regulations</u></b> - APEDA can impart training to Farmers and Agro Exporters regarding Sanitary and phyto-sanitary (SPS) measures, The Codex Alimentarius international food standards, guidelines and codes of practices, and other regulations to boost exports from Villupuram.	Once every year
6.	Cold Storage Facilities	Sub-group	<b><u>Establishing Cold Storage Facilities –</u></b> The existing cold storage facilities are not enough for the development of Agro and Marine value addition. The DEAP will work on establishing and Increasing the Cold storage capacity in the district. <b>The Sub-group</b> , with all stake holders can be formed and tasked with studying and implementing it in the district	3 years
7.	Identifying new products for	District Administration	<b><u>Identification of new products for exports –</u></b> Through this action plan, DEPC will work to identify	1 year

exports	and DGFT	new potential products for value addition and exports in coordination with District Administration.	
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The above District Export Action Plan for the district of Villupuram is not conclusive and is tentative. The Challenges posed by the COVID-19 crisis have to be overcome and the District Export Promotion Committee has to adopt and finalize the plan after consultation with all stakeholders. The DEPC has the rights and powers to amend the District Export Action Plan according to the needs of the times and the prevailing contexts during the next 5 years. But the main focus will be to **double the exports from the district** and to facilitate the growth of the identified sectors in such a way that the district of Villupuram moves towards **SELF- RELIANCE** and transforms itself into a **HUB FOR EXPORTS** from India.

### **Skill Gap Analysis Report:**

Strengthening and formalizing traditional industries in the district. The traditional industries like terracotta and clay pot making and woodcarving in Villupuram suffer majorly because most of the artisans are not trained in marketing their products. Training can be given in marketing, export and finance so that the artisans are also aware of how to market their products. In addition, these sectors need to be formalized through introduction of simpler registration process, taxation, organization and representation, legal frameworks, social protection and business incentives/support. The jobs need to be formalized by introduction of legal recognition and protection as workers, rights and benefits of being formally employed, freedom from discrimination minimum wage, occupational health and safety measures, employer contributions to health and pensions, right to organize and bargain collectively and membership in formal trade unions.

### **Auroville- Art and Handicrafts**

Auroville, an experimental township, has around 170 social enterprises providing employment to around 5,000 people from the surrounding villages. **Auroville Village Action Group (AVAG)**, which is a non-profit organization, under the Auroville Trust, does community building for villagers in and around the region. To bring about participatory village transformation, livelihood trainings and social enterprise trainings are given to youth and women to make them earn a living. Trainings are provided in making handicrafts such as paper lampshades, wall lamps, hanging lamps, crochet work, garments etc. Besides being exported to foreign countries, these products are sold in shops around Auroville and Puducherry. Frequent exhibitions are also conducted to display these items in Chennai and Puducherry. In addition to counselling, they also help connect villagers with government services and other relevant organizations.

**Recommendations:** TNSDC can tie up with Auroville Village Action Group to deliver training courses to women and youth. The highly experienced trainers can be approached for delivering the select courses in handicrafts.

<b>Name of the Project: Training in Food Processing sector</b>
<b>Key Economic Drivers:</b>
<ul style="list-style-type: none"> <li>• Expected growth and investment potential in Food processing Sector</li> <li>• Food processing amongst top 3 sectors aspired by youth as per primary survey</li> <li>• Largest producer of food grain in the state</li> </ul>
<b>Key Partners:</b> APEDA (Agricultural and Processed Food Products Export Development Authority), ITI, Food processing sector skill council

Job Roles:	NSQF Level	NSQF Code	Duration of Training	Cost Category	Target Group	Training Target (People)	Cost of Training (₹)
Food Products Packaging Technician	5	FIC/Q7001	240 hours	1	12th Class Pass	400	₹0.53 Crores
Industrial Production Worker –	2	FIC/Q9005	240 hours	1	5th class Pass	1000	₹1.32 Crores
Food Processing							
Quality Assurance Manager	6	FIC/Q7602	240 hours*	1	M.Sc.	600	₹0.8 Crores
Traditional Snack and Savory Maker	4	FIC/Q8501	240 hours	1	8th Class Pass	400	₹0.53 Crores
Cold Storage Technician	4	FIC/Q7004	250 hours	3	12th Class , Preferably/ Diploma /ITI with certification in refrigeration	600	₹0.65 Crores
Total						3,000	₹3.81 Crores
Total Assessment and Certification cost (₹ 1,000 per candidate)							₹0.30 crores
Total cost							₹4.11 Crores
<b>Key Considerations:</b>							
This sector is most suited to absorb workers shifting out of agriculture. It is also a favorable Industry for the employment of women.							

\*-Job roles do not have training hours mentioned. The average training hours for the sector and NSQF level within the sector, and applied those as notional hours.

<b>Name of the Project: Training in Handicrafts and carpets, Furniture &amp; Fittings sector</b>							
<b>Key Economic Drivers:</b>							
<ul style="list-style-type: none"> <li>Villupuram is famous for its terracotta and wood handicrafts, toys</li> <li>Auroville supports woman to take up handicraft as an livelihood option</li> <li>High export potential</li> </ul>							
<b>Key Partners:</b> Auroville, Shabana Art Potteries							
Job Roles	NSQF Level	NSQF Code	Duration of Training	Cost Category	Target Group	Training Target (People)	Cost of Training (₹)
Clay/ Terracotta handicraft maker	4	HCS/Q1502	305 hours	2	Class 5 <sup>th</sup> pass	240	₹0.36 Crores
Handicraft painter	-	To be developed	250 hours *	2	Class 5 <sup>th</sup> pass	300	₹0.37 Crores
Perfumed Candle maker	-	To be developed	250 hours *	2	Class 5 <sup>th</sup> pass	500	₹0.62 Crores
Hand Crochet Lace Maker	3	HCS/Q7703	240 hours	2	Class 12 <sup>th</sup> pass	300	₹0.36 Crores
Clay potteries/utensils maker	-	To be developed	250 hours *	2	Class 5 <sup>th</sup> pass	240	₹0.3 Crores
Design Marker / Supervisor	5	HCS/Q1501	250 hours*	2	Class 8 <sup>th</sup> pass	120	₹0.15 Crores
Product Checker / Quality checker	4	HCS/Q1601	230 hours	2	Class 8 <sup>th</sup> pass	90	₹0.11 Crores
Designer (Wood Products)	5	HCS/Q6601	210 hours	3	Class 10 <sup>th</sup> pass	500	₹0.46 Crores
Carpenter Wooden Furniture	4	FFS/Q0102	308 hours	2	Class 5 <sup>th</sup> pass	500	₹0.76 Crores
Total training cost						<b>2,790</b>	<b>~₹ 3.44 Crores</b>
Total Assessment and Certification cost (₹ 1,000 per candidate)							<b>₹ 0.30 Crores</b>
<b>Total cost</b>							<b>₹3.73 Crores</b>
<b>Key Considerations:</b> Formalization of traditional sectors is important. The existing artisans need upskilling and fresh trainings can be imparted to new entrants.							

\*-Job roles do not have training hours mentioned. The average training hours for the sector and NSQF level within the sector, and applied those as notional hours. In some cases, insights from consultations with stakeholders are also considered.

## **Tamil Nadu Rural Transformation Project : Villupuram**

### **Irrigation:**

As the rivers in the district are not perennial, the major sources of irrigation are tube wells and open dug wells. The net irrigated area in the district is 2.00 lakhs hectares which forms 27.7 per cent of the total area of 104 the district and 49.85 per cent of the net cultivated area of 3.60 lakhs hectares. River irrigation account for less than 5 per cent of the total irrigated area and the district is largely dependent on ground water and tanks. Out of the 2.48 lakh hectare meters of utilizable water recharge around 2.05 lakh hectare meters have already been utilized leaving a balance of 0.43 lakh hectare meter which can be economically exploited. The major irrigated crops in the district are paddy, millets, pulses, groundnut, sugarcane, gingelly, vegetables, fruits, medicinal plants, yam, watermelon and flowers. Judicious use of water with modern water management techniques, yield of those crops can be boosted and thereby export potential can be explored. The productivity of food crops like paddy, millets, groundnut and pulses can also be increased to the target levels by proper water management practices.

### **Oil seed (Groundnut and Gingelly):**

Ready availability of groundnut especially the varieties VRI 1,2/TMV 7 have high potential for value addition like burfi making and export to Bangalore and abroad. But the seed cost is very high in Groundnut therefore in need of low-cost input kiosks. At present Groundnut is also marketed through regulated markets, 10% goes to other districts, 90% is bought by traders. (10% sold as seed and 80% extracted for oil) Increasing customer base for purchasing readily made organic groundnut oil has influenced the cultivation of groundnut across the district through first quality seed from competent research institution.

### **Industrial Scenario:**

There is a good scope for industry in the Villupuram District. Traditional industries like weaving of lungis spreads over at Gingee, Kandamangalam, Kanai and Mugaiyur blocks of the district. Another traditional work of wood carving spreads over at Kallakurichi and Chinna Salem Blocks of the district. The main activity of this district (i.e.) Rice Mill is spread throughout the district and particularly at Kallakurichi, Sankarapuram, Vikravandi and Ulunderpet Blocks. The district has achieved self-sufficiency in the milk production and the surplus if any, can be used for dairy products. Blue metal industries are emerging at Mailam and Marakkanam blocks of the district. Wheat products and food processing units are coming up at Vanur block. Export of fish, frozen fruits and vegetables are having good scope in the coastal area of Marakkanam Block of the district. Oil extraction units are coming up in the district as the oil seeds production is growing in the district. The main large-scale unit of the district is Sugar Mills which spread over at Viluppuram Taluk and Kallakurichi, Sankarapuram blocks of the district. The district is covered well with National Highway Roads and rail links of 180 km length which facilitates more industries of various activities in the district. The district provides enough scope for the development and growth of industries engaged in printing, Oil extraction and hall mark jewellery.

**Major Exportable Items:** Some of the major exportable items from Villupuram district to other parts of the country are as follows:

- Fish and prawns
- Sugar
- Ponni rice
- Herbal products
- Edible oil
- Handloom products like lungies and
- Silk sarees (Siruvanthadu silk)

### **Investment Opportunities:**

The availability of Agricultural harvest of rice and groundnut, handloom products and unskilled/skilled labours give opportunity to invest in Agro & Food Processing and handloom sector. Rice, edible oil, fish, medicinal products and handloom products are major exportable items from the district. (Source: Brief Industrial Profile of Villupuram district.2012-13 MSME REPORT, Govt. of Tamil Nadu. And Vision 2023 document)

The fruit and vegetables based nutritious beverages are gaining popularity and are in good demand at Koliyanur and Vikravandi blocks. There is a good scope for units like mango, citrus pickles, guava drinks, and vegetable candy. In Marakkanam and Vanur blocks There is a good demand for dried fish, fish meal, dried shrimp, canned shrimp and frozen shrimp in domestic as well as export market. There is good scope for exporting these products to others countries as well.