



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE



District Export Action Plan
Coimbatore District, Tamil Nadu



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General characteristics of the district

Coimbatore district often referred to as Kovai is situated on the Western part of Tamil Nadu and is bounded in the west by Kerala state, North by The Nilgiris, East by Tiruppur District and North East by Erode District. It lies between 10° 14' to 11° 24' North latitudes and 76° 39' to 77° 18' East longitudes. The district has a total geographical area of 4723Sq. Kms. Coimbatore, the Manchester of South India is the district headquarters. For administrative reasons, the district has been divided into 3 revenue divisions comprising of 10 taluks with 295 revenue villages. For development reasons, it is divided into 12 development blocks with 295 Village Panchayats.

S.No	Particular	Unit	Statistics
1.	i) Latitude		10° 14' to 11° 24' N
	ii) Longitude		76° 39' to 77° 18 E
	iii) Geographical Area	Hectares	472300
2.	a) Length of Rail Line	Kms	141.21
	b) National Highway		360.40
	c) State Highway		1168.725
	d) Corporation Roads		2112.110
	e) Municipal Roads		569.322
	f) Town Panchayat Roads		1841.540
	g) Panchayat Union & Panchayat Roads		7626.037



Climate and Rainfall

Coimbatore district generally experiences hot climatic conditions with colder days between November and January. The district receives rain under the influence of both Southwest and Northeast monsoons. The Northeast monsoon chiefly contributes to the rainfall in the district. The average annual rainfall over the district varies from about 550 mm to 900 mm. It is the minimum around Sulur (550 mm) in the eastern part of the district. It gradually increases towards south and attains a maximum around Anamalai hills. High relative humidity is between 54%(Summer) and 88%(Monsoon) prevail throughout the year. Relative humidity doesn't vary too much between Day and Night. Higher rates of relative humidity are observed between June and August i.e., 86% to 88%. In the month of April, the humidity is lower i.e., around 54%. The minimum and maximum temperature are 19°C & 34°C.

Demography

The total population of the District was 34,58,045 in which 17,29,297 were Male and 17,28,748 were Female. In rural 9,90,039 and in Urban it was 24,68,006. According to 2011 census, the District had population of 34.58 lakh, which is about 4.79% of the total State population.

COIMBATORE DISTRICT POPULATION		
Description	2011	2001
Actual Population	34,58,045	29,16,120
Male	17,29,297	14,82,228
Female	17,28,248	14,34,392
Population Growth	18.56%	16.96%
Area Sq. Km	4732	4732
Population Density	731	601
Proportion of State Population	4.79%	4.67%
Sex Ratio (per 1000)	1000	968
Average Literacy	83.98	78.50



Male Literacy	89.06	85.71
Female Literacy	78.92	71.06
Literates	26,35,907	20,56,377
Male Literates	13,94,790	11,40,737
Female Literates	12,41,117	9,15,640

Land Use Pattern of the District

As per the data provided by the revenue authorities during data collection for Village Directory and Town Directory, the total area of the district is 4732 sq.km (Rural: 310300 hectares and Urban: 162900 hectares). The following table shows the land use pattern in Coimbatore district in 2009- 10. The below table depicts the Categories Area (hectares)

Categories	Area (Hectare)
Area under Non-Agricultural Uses	76045
Barren and Un-Cultivable Land	4793
Permanent Pastures and Other Grazing Lands	1192
Land under Miscellaneous Tree Crops	3309
Culturable Waste Land	8619
Fallow Lands other than current fallows	68553
Current Fallows	26647
Net Area Sown	173599
Total Cultivated Area	177313
Net Irrigated Land Area sown	115964
Net Un-Irrigated Land Area sown	58827



District Infrastructure

Power

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

Rural Electrification

Overall, 100 per cent of the hamlets are covered under rural electrification.

Road and Rail Connectivity

Coimbatore Railway Junction serves as the principal railway station of the city of Coimbatore. The station is a part of the Salem railway division of the Southern Railway zone. Rail line runs from Mettupalayam in the North to Pollachi in south and hence Coimbatore district is almost completely rail connected. Coimbatore is well connected to other major cities of the country via regular flights. The Coimbatore International Airport is located within the City.

NATIONAL HIGHWAYS	
Salem – Kochi Highway	NH-544
Trichy Road	NH-81
Mettupalayam Road	NH-81
Sathyamangalam Road	NH-948
Pollachi Road	NH-83



Regulated Markets

There are Twenty regulated markets in the district, prominent ones being

1. Coimbatore
2. Pollachi
3. Thondamuthur
4. Anamalai
5. Karamadai
6. Annur
7. Senjeri
8. Sulur
9. Negamum

Marketing and Storage Infrastructure

Marketing of agriculture product is done through various regulated markets, co-operative marketing societies, Uzhavarsandhai (Fruits and Vegetables), Wholesale markets and Local Shandies. Apart from these Weekly markets and daily markets also exists in the district. The details of markets are as described as under.



Industrial Infrastructure:-

Private Industrial Estate

Government Scheme under SIDCO's nodal agency

S.No	Name of Industrial Estate and Location	Extent	Plots (Proposed)
1	CODISSIA Industrial Park Ltd, Kallapalayam Village, Sulur (TK), Coimbatore	116.24 acres	120
2	CODISSIA Industrial Park Ltd, Moopiripalayam Village, Sulur (TK), Coimbatore	227 acres	202
3	COSIEMA Industrial Park Ltd, Solavampalayam Village, Kinathukadavu (TK), Coimbatore	42.42 acres	78
4	Anna Industrial Park, Kittampalayam Village, Coimbatore	316.04 acres	585

SIDCO Industrial Estates

S.No	Name of Industrial Estate	Extent	Total no.of. plots	Total no.of.sheds	Allotted plots	Allotted sheds
1	Kurichi	88.43 acres	13	229	13	229
2	Malumichampatty	36.14 acres	86	42	86	42
3	Kalapatty (transferred from ICDIC during 2018)	16.34 acres	29	0	29	0

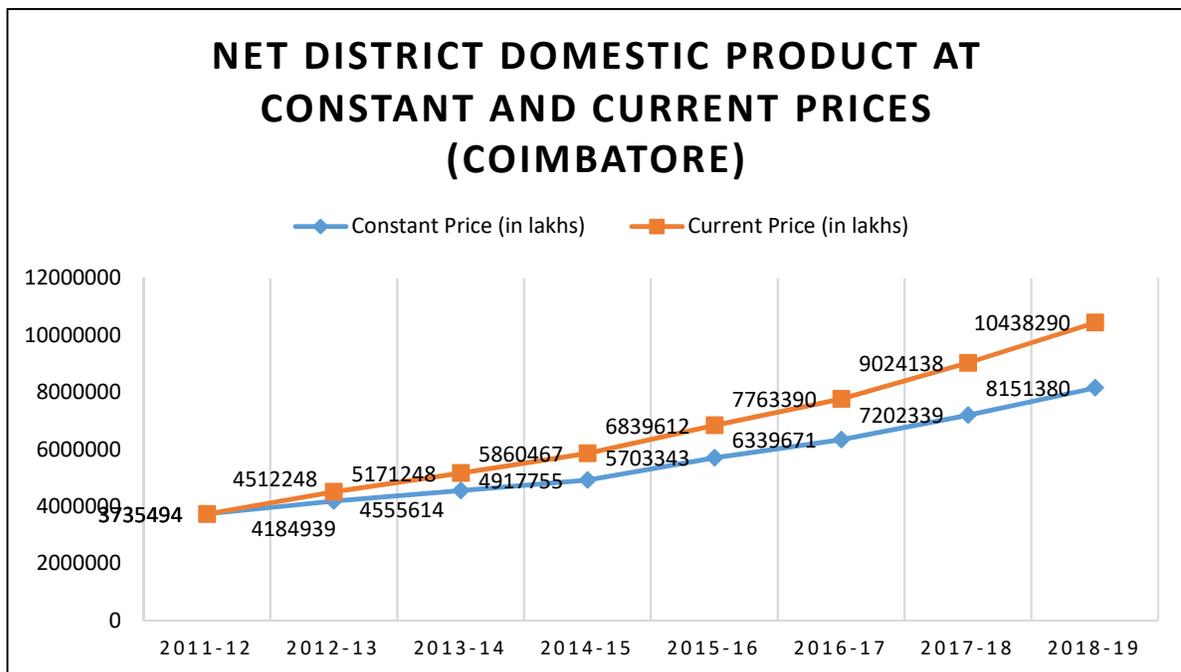


Economic profile of the district

Introduction

Coimbatore's Prudence is heavily influenced by the Information Technology, Engineering and Textiles industries. Coimbatore is called the 'Manchester of South India' owing to its extensive textile industry, fed by the surrounding cotton fields. Coimbatore bagged 14th position in the list of most competitive (by business environment) Indian cities.

Coimbatore has a large and a diversified manufacturing sector which are facilitated by the presence of Sakthi Group, Bannari Amman Group, Lakshmi Machine Works, Larsen & Toubro, Baker Hughes, Alstom, ZF Friedrichshafen, Konecranes, Pricol, V-Guard Industries, Suzlon, ARGO-HYTOS, Titan, Flowserve, KSB, Makino, Messer, Gilbarco Veeder-Root, Rieter, VWR International, Hella, Shanthi Gears, ITC Limited, ACC Cements, TTK Prestige, Kirloskar Group, Hirotec, ELGI Equipments, Roots Industries, Salzer Electronics, Mak Controls and systems, Texmo Industries, SE Electricals and others.





Textile

Coimbatore houses a large number of small and medium textile mills. It also has a central textile research institutes like the Central Institute for Cotton Research (CICR) - Southern Regional station and the Sardar Vallabhai Patel International School of Textiles and Management.

The South Indian Textiles Research Association (SITRA) is also based in Coimbatore. The city also houses two of the Centers of Excellences (COE) for technical textiles proposed by Government of India, namely Meditech, a medical textile research centre based at SITRA, and InduTech based in PSG College of Engineering and Technology.

Information Technology

The city is the second largest software producer in Tamil Nadu, next only to Chennai. IT and BPO industry in the city has witnessed a mammoth growth with the launch of TIDEL Park and other planned IT parks in and around the city.

It is ranked at 17th among the global outsourcing cities. Companies like Tata Consultancy Services, Cognizant Technology Solutions, IBM, Robert Bosch GmbH, Cameron International Corporation, Tata Elxsi, Dell, Aditi Technologies, CSS Corp and KGISL have made their presence felt in this Smart City by and large.

Manufacturing

Coimbatore has an extensive and a diversified manufacturing sector facilitated by the presence of research institutes like Tamil Nadu Agricultural University, South India Textile Research Association (SITRA) and large number of engineering colleges producing about 50,000 engineers yearly.



Some of the prominent industries in Coimbatore include L&T, BOSCH, PSG, Sakthi group, Lakshmi Machine Works (LMW), Premier Instruments & Control Limited (PRICOL), Premier Evolvics, Janatics, LGB, Revathi Equipment Ltd, ELGI Equipments, Craftsman Automation Pvt Ltd, Shanthi Gears, Roots Industries.

Auto Components

Coimbatore has emerged as one of the most trusted outsourcing destinations for the auto components industry. Several factors have contributed to this growth, including ready availability of resources and skilled technical talent. Many auto components manufacturing companies are OE partners to multinational brands.

Some of the auto component makers in Coimbatore include Robert Bosch GmbH, PRICOL, Craftsman Automation and Roots Industries.

Wet Grinders and Pump Manufacturing

Coimbatore has more than 700 wet grinder manufacturers with a monthly output of about 75,000 units (as of March 2015) per every 100,000 produced in India. The term "Coimbatore Wet Grinder" was given a Geographical indication for wet grinders manufactured since 2005-06. The wet grinder manufacturing industry provides direct employment to more than 20,000 people and 50,000 people are benefitted indirectly.

It is also referred as the "Pump city of Asia". The City houses large number of small scale engineering companies. The motor and pump industry supplies two third of India's requirements, while its wet- grinder industry has a near monopoly. The Major Pump industries Sharp Industries, CRI Pumps, Texmo Industries, Deccan Pumps & KSB Pumps are renowned worldwide owing to its qualitative output.



Educational Institutions

Coimbatore is an educational hub of the region. Coimbatore region is home to 7 universities, 67 engineering colleges, 3 medical colleges, 26 polytechnics Colleges and 51 Arts and Science Colleges, more than 20 research institutes and more than 100 CBSE schools.

The city has reputed state owned universities like Tamil Nadu Agricultural University (est.1971), Bharathiar University (1982), Anna University Coimbatore (2007) and private universities like Avinashi Lingam University (1987), Amrita University (2003), Karunya University (2004) and Karpagam University (2005).

Health Care

The size of the Coimbatore health care industry has been estimated as 1500 Crore (150 million) in 2010. There are nearly 750 hospitals in and around Coimbatore with a capacity of 5000 beds. The Coimbatore Municipal Corporation is also running 20 Urban Health Posts (UHP) and they provide services free of cost to the public, which is a welcome one. 5 AIDS control centres are also functioning. In terms of dispensaries, there are 11 Allopathic, 3 Ayurvedic, and 2 Siddha dispensaries which are proud of serving the common men.

The first health care center in the city was started in 1909. In 1969, it was upgraded to Coimbatore Medical College Hospital (CMCH). It is a government run hospital with bed strength of 1020 and provides free health care. The city also has many large multi-facility private hospitals like the PSG Hospitals, Kovai Medical Center and Hospital (KMCH), KG Hospital, Coimbatore Kidney Centre, G. Kuppuswamy Naidu Memorial Hospital, Sri Ramakrishna Hospital, Sheela Hospital, Kongunad Hospital, Gem Hospital, Ganga Hospital, Aravind Eye Hospital, SankaraNetralaya, Lotus Eye Hospital, Ashwin hospital, Vikram ENT hospital, Coimbatore Cancer Foundation, G.P.Hospital etc.



Industry

S.No	Head	Particulars
1	Registered Factories	4670
2	Total Working Factories	3659
3	Employment in Registered Factories	173992
4	Registered Medium & Large Unit	M=772 L=343
5	Estimated avg. no. of daily worker employed in small scale industries	77477

Existing Industrial Scenario in the District

Source: District Industries Centre, Coimbatore

MSME profile

S.No	Details	Total	Micro	Small	Medium
1	Total Units registered under URC	113527	107176	5786	565
2	Manufacturing Units	80408	75650	4258	500
3	Service Units	33119	31526	1528	65



District level export data of FY 22

The list of top 4 exports from the district at Principal Commodity level in FY 22 are listed as follows

S.No	Exported Products	No.of.units producing the product in Coimbatore	Countries to which the product is exported	Volume produced in district (per annum)
1	Wet Grinders	1025	Africa and Middle East	7.50 lakh units
2	Pumps and Motors	250	Africa and Middle East	Rs.5,000 crores
3	Aerospace Components	4	Europe	18,000 nos.
4	Coconut Products			
4.1	Coir pots, Coir liners, Coir mulch mat, Rubberised coir	6	USA, UK	150 containers
4.2	Tender coconut water, coconut milk, coconut sugar, Desiccated coconut powder, Virgin coconut oil	1	Saudi Arabia, Thailand, Europe	15 million bottles
4.3	Rubberised coir, PU foams, Spring mattresses and pillows	5	USA	5 lakh products
4.4	Vinyl latex backed coir mats, Panama mats, Brush coir mats, Rubber mats, Rubber try mats, Wire brush mats, Coir rolls, Coir scrub and Coir pots	2	USA, Europe, Australia, Germany, France, UK	35 lakh mats



4.5	Coir garden articles, Coir pots and Coir pith discs	5	USA, Netherlands, South Korea, Germany, UK, New Zealand, China	
4.6	Coir pith 5 kgs/1 kg/ 650 gram blocks, Coconut husk chips 5 kgs/ 1 kg blocks and Coir pith grow bags	350	USA, Netherlands, South Korea, Germany, UK, New Zealand, China	3.57 lakhs metric ton
4.7	Coir tufted PVC mats and Coir geo textiles	3	USA, Europe	18 lakhs sq. m



Focus products for Export Promotion

Discussion Points				
S.No	Coir Products	Production Per Day	Production Per Year Per Unit	Units in Coimbatore
1	Coir Fibre	3500 Kg	8,75,000 Kg (250 Days)	500
2	Coir Pith	3000 Kg	5,40,000 Kg (180 days)	500
3	Coir Yarn (6 Machines)	1000 Kg	2, 50,000 Kg (250 days)	250
4	Coir Pith(Grow bags)	1500 Kg	2, 70,000 Kg (180 days)	100
5	Machine Twisted Coir Fibre (6 Machines)	2100 Kg	5,25,000 Kg (250 days)	25
6	Tufted Mats	2000 Sq.mt	5,00,000 Sq.mt (250 days)	4
7	Geo Textiles (2 Machines)	800 Sq.mt	2,00,000 Sq.mt	3
8	Garden Articles (3 Machines)(4"pot)	10,000 pieces	25,00,000 Pieces	15
	<p><u>Coir Pith:</u> 1.Need of Poly propylene sheets for unit for drying coir pith to reduce/exempt from coir pollution 2.Require for 25 sq. ft in 50 lakhs to the existing units.</p> <p><u>Coir Fibre:</u> 1.To Adopt the technologies used in the countries like China especially like 3D mattress, promoting coir wood products and technology.</p>			



Problem Classification and Responsibility Mapping with Targets

S.No	Challenges to be addressed	Details of the challenge	Intervention required	Action to be taken by
1	Ease of doing business	Delays in government approvals pertaining to environment and land acquisition for business	Expansion of departments under Tamil Nadu Single Window portal, a Single point of acceptance and electronic distribution of applications to the respective Competent authorities	Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu; Guidance Tamil Nadu
2		Availability, Reliability and Affordability of Power especially for MSMEs	Improvement in awareness on Low Tension Power Tariff subsidy scheme for Micro Manufacturing Enterprise	Micro, Small and Medium Enterprises Department, Government of Tamil Nadu
3			Rationalisation of tariffs for Industry	Department of Energy, Government of Tamil Nadu



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 Textiles	Directorate General of Foreign Trade; Ministry of External Affairs; Export Promotion Councils
7			More number of trade fairs need to happen in Tamil Nadu, along with a	Department of Commerce, Government of India; Directorate General of Foreign Trade, Government of India;



			calendar of events. Fairs similar to Canton Fair in China can be explored	Export Promotion 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 Logistics	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 for targeted sectors of importance with respect to growth and employment. Avenues for knowledge	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



			sharing in local languages in collaboration with state governments 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 neutralisation 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 licenses required under trade promotion schemes like Advanced Authorisation	Procedural simplification and clearance of pendency in trade promotion schemes	Office of Zonal Additional Directorate General of Foreign Trade, Chennai; 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 mechanisms 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 ; Tamil Nadu Pollution Control Board, 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 Export Credit guarantee and credit options	Awareness programs to be conducted on Trade Financing and Credit Support available for exporters	Office of Zonal Additional Directorate General of Foreign Trade, Chennai; Export Credit Guarantee Corporation
15	Transportation	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 Tamil Nadu and Ports on West Coast of India for enhanced connectivity to and competitiveness in western markets Formation of Dry Ports	Ministry of Road Transport and Highways, Government of India
17		Delays in shipment reaching the destination due to inadequate infrastructure at ports	Products currently 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	Ministry of Ports, Shipping and Waterways, Government of India



			need for mother ship transport from the ports of Tamil Nadu like Nagapattinam, Thoothukudi	
18	Training	Availability of Skilled workforce is challenge and lack of information on skill profile	Need access to labour availability information (till taluk/ block level) on a public database which will help address labour shortages and information asymmetry	Tamil Nadu Skill Development Corporation (TNSDC)
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	Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu; Department of Labour and Employment, Government of Tamil Nadu



			like Gujarat are now providing such subsidies, which is a shift from only under-developed states providing such subsidies	
Sector specific issues				
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
21	Textiles	Scope for Technology Adoption is high	<ul style="list-style-type: none"> • Capital Subsidies for technology up gradation can be provided. • Revision of guidelines of production linked subsidy Scheme. • To reach MSME Sector 	Ministry of Micro, Small and Medium Enterprises(MSME), Government of India; Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu; Handlooms, Handicrafts, Textiles and Khadi Department; Government of Tamil Nadu



22	Motor/Pump/ Foundry	1. Price of Raw Material Fluctuation [No locational advantage for raw material]. 2. Scope for Diversification - EV Motor	<ul style="list-style-type: none">Raw Material bulk purchase through SIDCO/NSICR & D facilities / infrastructure to be developed for Mfg of EV Motor	Ministry of Micro, Small and Medium Enterprises (MSME), Government of India; Industries, Investment Promotion & Commerce Department, Government of Tamil Nadu;
23		Higher focus on quality management and standards is necessary to capture market share and lack of understanding on standards in MSMEs	Awareness programs to be conducted on International Standards and Quality management	Office of Zonal Additional Directorate General of Foreign Trade, Chennai; Directorate General of Foreign Trade, Government of India; Sector specific Export Promotion Councils
24		Inaccessibility of potential buyers due to less buyer-seller meet	Buyer-Seller meets to be organised with a focussed approach on target markets and dissemination of market intelligence	Department of Commerce, Government of India; Office of Zonal Additional Directorate General of Foreign Trade, Chennai;

