

## DISTRICT EXPORT ACTION PLAN – DINDIGUL

The Indian economy has grown significantly over the last decade to occupy the position of the fifth largest economy in the world, with a share of close to 8 percent in the global Gross Domestic Product. Tamilnadu is one of the Prime Industrial states in India.

The History of Trade from Tamilnadu has a bejewelled past dating back 3000 years.

In an era driven by globalisation, the state's trade network has grown manifold and emerged as the 3<sup>rd</sup> largest exporter in India for the last decade and presently contributing 9% of India's Exports to the World.

In alignment with the Government of India initiative to develop District as Export Hubs, Tamilnadu offers Multi-Product Potential to export from each District.

Each district of our country has a potential equal to that of one small country. Every district has products and services which are being exported and can further be promoted, along with new products to increase production, grow exports, generate economic activity, and achieve the goal of Make in India.

### OBJECTIVES

To enable MSMEs, farmers and small industries to get benefit of export opportunities in the overseas markets.

To shift focus on District led Export Growth for self-sufficiency and self-reliance.

Attract investment in the Districts to boost manufacturing and exports.

Provide ecosystem for Innovation/use of Technology at District level to make them export competitive.

Reduce transaction cost for the exporter at various stages of export cycle.

Handholding and assistance to exporters by doorstep delivery of timely and relevant information.

To generate employment in the Districts.

Providing platforms for wide and global reach of products and services from the district through E-commerce and Digital marketing. Promoting Artisans, Farmers, Handicraft, Handloom, tourism and other cottage industries.

## Dindigul District

Dindigul district is located in the South Western Part of Tamilnadu.

Bounded by

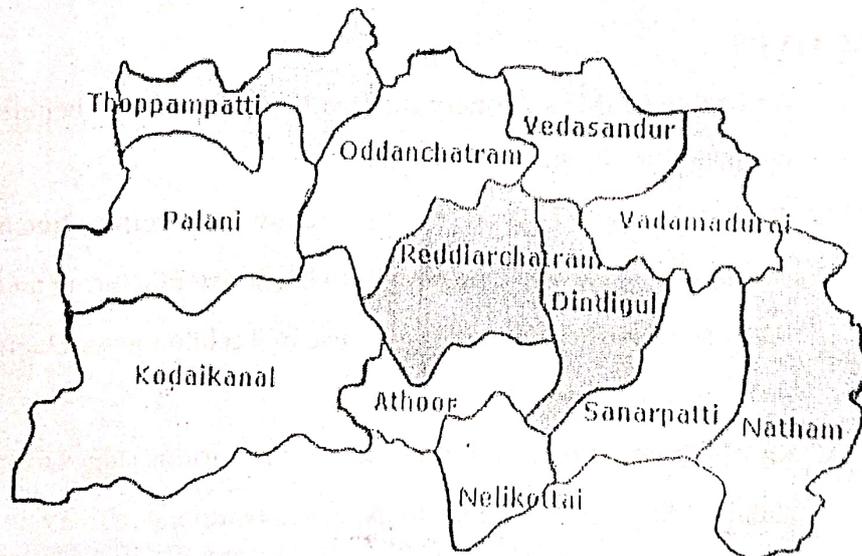
North - Coimatore , Karur and Trichy

South - Madurai

East - Sivaganga and Trichy

West - Theni, Tirupur and Kerala State

## Dindigul District



The district comprises of

3 Revenue Divisions	Dindigul, Palani, Kodaikanal
10 Taluks	<ol style="list-style-type: none"><li>1. Dindigul East</li><li>2. Nilakotai</li><li>3. Natham</li><li>4. Athoor</li><li>5. Palani</li><li>6. Oddanchatram</li><li>7. Vedasandur</li><li>8. Kodaikanal</li><li>9. Dindigul West</li><li>10. Gujilamparai.</li></ol>
14 Panchayat Unions	

### **District as Export hub**

The Government of India has announced an initiative under Ministry of Commerce and Industry named "District as Export Hubs" to promote export culture at the grassroot level. The idea is to decentralise the export activity, to boost local production and to generate new employment opportunities in the districts. The scheme also empowers the rural hinterlands of the country by making them self sufficient and self reliant.

Dindigul district is one among the major exporters in the state. It has a greater export potential with an abundant natural resources. The identified products for export promotion can help in filling the export gaps and further economic development.

The products identified for Exports under the "District as Export Hub " for Dindigul is given below

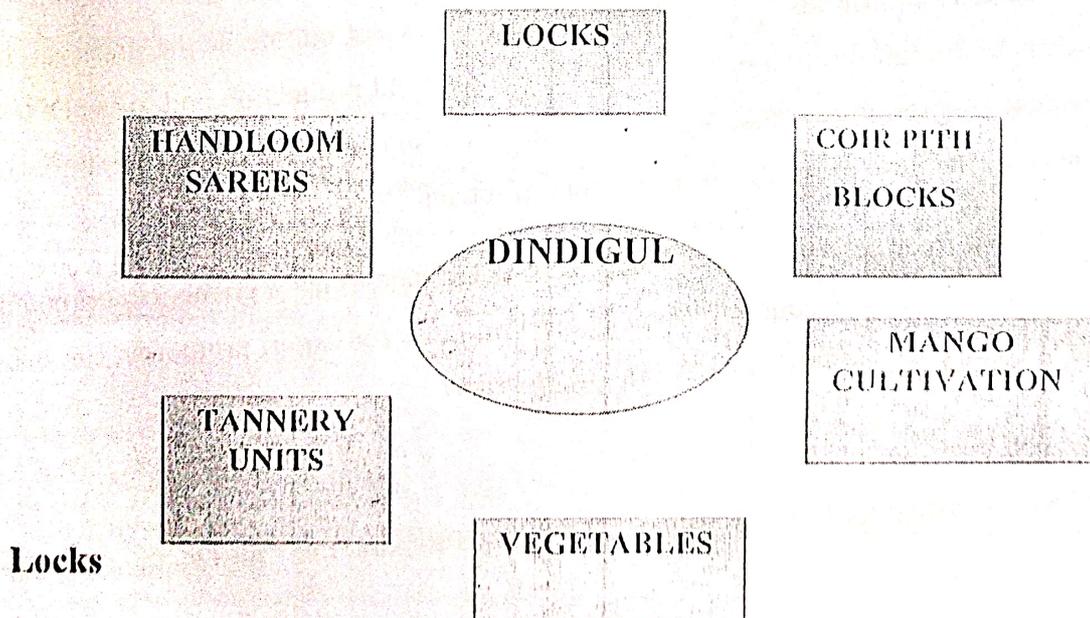
CATEGORY	PRODUCTS
Agricultural products	Sorghum, Maize, Pulses
Horticultural products	Coconut, Mango, Sivanalai banana, Coffee, Moringa, Flowers
Manufactured products	Dindigul locks, Coir pith blocks, Art silk & sungudi sarees, Tannery
Minerals	Charnockite, Crystalline limestone, Granite

### ODOP – One District One product

One District One Product (ODOP) as part of the District Export Plan, one product per district was identified and the District Export Promotion Committee will also seek to set up a mechanism to provide continuous facilitation to the industry in dealing with the complexities and concerns in the export procedures.

The Product identified for One District One Product for Dindigul is Coir Pith Blocks.

### ECONOMIC ACTIVITIES OF DINDIGUL



For a long time, Dindigul town has been associated with Iron locks, Iron safe of good quality and durability. A lock manufacturing unit under co-operative sector is functioning here.

Locks manufactured here have an international reputation.

Dindigul locks are likely to get Geographical Indication for establishing their place of origin.

Different kinds of locks are manufactured in Dindigul, like Mango lock, Almirah locks, Excise lock, Export lock, Trick lock, Bell lock, Drawer lock etc. Dindigul is famous for the manufacturing of padlocks.

Dindigul locks mostly purchased for Temples, Government hospitals, Government offices and so on.

The unofficial motto of Dindigul lock manufacturers is that the customers are trustful while the thieves are fearful.

Mattupatti, Nagalnagar, Perumalkovilpatti, Paaraipatti, Balamarathupatti, Nallampatti, Kammalapatti and some other places of lock manufacturing.

### **Tobacco – CTRI**

A favourite cigar of Winston Churchill called churut was produced in dindigul.

The tobacco industry is one of the main sources of employment for the local inhabitants of dindigul.

Central tobacco Research Institute is located in Vedasandur.

### **Tanneries**

There are about 49 tanneries functioning in Dindigul which tan about 125 tons of hides and skins per day.

The finished and semi finished leather and other leather products have a good export market.

### **Handloom Industry**

The city of Dindigul is known for its handloom industry and the cotton and silk sarees that the Saurashtrian weavers design and create here.

These sarees have been given the 'Handloom mark' that was launched as a government initiative in 2006 to offer a guarantee to the customers that the product they are purchasing is a genuine handwoven product and not something out of a powerloom or mill.

Moreover, many of the companies that are selling these sarees have been given 'silk mark' which further contribute to their significance.

Silk, Art silk, Mixture Art silk & Cotton, Polyester - Aathur in Chinnalapatti area, Palani and Thoppampatti region.

## **Agriculture**

Dindigul Agricultural District consists of five Agricultural Divisions, namely

1. Dindigul,
2. Natham,
3. Nilakottai,
4. Palani and
5. Veda sandur.

Principal crops are Paddy, Jowar, Maize, Green gram, Black gram, Horse gram, Sugarcane, Groundnut, Coconut, Cotton, Potato, Onion, Mango, Banana, Orange, Guava, Coffee, Tamarind and Flowers.

There are about 165 rice mills in and around Dindigul.

## **Horticulture**

The district has horticultural crop area of 102284 Hectares, in which Plantation crops (39%) occupies major area and followed by Fruits (28.5%), Vegetables (21%), Spices (6.5%), Flowers (2.5%) and Medicinal crops (2%).

Coconut is the major growing crop grown in 27526 ha, followed by Mango (15741 Ha), Coffee (11857 Ha), Banana (3804 Ha), Moringa (3630 Ha), Tamarind (3473

Ha) and Potato (3300 Ha) are the major Horticulture crops that are cultivated in the district.

The blocks namely Natham, Sanarpatty and Kodaikanal are major fruits growing regions and Kodaikanal, Oddanchatram and Thoppampatti are major vegetable growing regions.

Situated in the foothills of Sirumalai is Dindugal's own vineyard hub, consisting of over 25 villages. In this pocket, over 500 farmers are engaged in the cultivation of a variety of grapes known as 'Panneer grapes'. The crop is a climber that can yield every three months, thus having a maximum of four seasons per year and is grown on hundreds of acres in Pappanampatti, Ellapatti, Puguthapatti, Chettiyapatti, Munnilaikottai and other villages.

Important Food crops Paddy, Sorghum, Maize, Pulses, Coconut, Mango, Banana and Coffee.

Important Non Food crops Cotton, Flowers.

## **Minerals**

Dindigul district is blessed with the minor minerals such as Granite, Blue metal (Charnockite), Brick Soil, Gravel, Kankar, Quartz and Feldspar and sand as well as major minerals like Crystalline limestone and Bauxite.

Charconite can be used for road material and construction purposes, used as a raw material to produce M-sand, hollow block bricks etc.,

Crystalline limestone found along Gujiliyamparai block of Vedasandur taluk and Natham region is of cement grade and can be used for various processes like steel manufacturing, mining, paper production, etc.,

## **Sericulture**

Sericulturists want the government to establish a cocoon procurement centre and encourage entrepreneurs to set up a private silk reeling centre in Dindigul to utilise local cocoon production and to cut transport cost.

Rapid expansion of sericulture farms has pushed Dindigul district to the third place in the State in cocoon production. Koovanuthu Pudur near Saanaarpatti is a major

cocoon production centre in the district. Sericulturists here have been blessed with adequate water, fertile soil and simple silk worm rearing techniques.

The total area under sericulture in Palani, Oddanchtram, Saanaarpatti, Vedasandur and Battlagundu is 2,985 acres.

### GEOGRAPHICAL INDICATION TAGS

Kodaikanal Malai poondu (Hill garlic)

Palani Panchamirtham

Dindigul locks

### INTERNATIONAL MARKETS

PRODUCTS	EXISTING MARKETS	EMERGING AVENUES
<b>Coir pith</b>	USA, China, Netherlands	Libya, Slovakia, Madagascar
<b>Mango</b>	UAE, UK, Qatar	Iran, Cambodia, Zambia
<b>Coffee</b>	Italy, Germany, Belgium	Myanmar, Canada, Vietnam
<b>Cut flowers and loose flowers</b>	USA, Netherlands, Germany	Finland, Seychelles, Norway
<b>Banana</b>	Bangladesh, UAE, Iran	Slovakia, Bolivia, Luxembourg

### POTENTIAL OPPORTUNITIES

## 1. OPPORTUNITIES FOR COIR BASED PRODUCTS

Coconut coir being an eco-friendly product witnesses a surge in demand due to its light weight and water absorbing properties. Coir pith has been chosen for One District One Product scheme from Dindigul district by the Government of India. Going with the name kalpavriksha most of the byproducts from coconut can be used in various ways like coconut shell cups, stitched mats, rope, growth medium for plants, etc.,

## 2. OPPORTUNITIES FOR MANGO

The King of Fruits in India holds a special place in Indian household. India cultivates a wide variety of mangoes with attractive colour and top edible quality. Value addition in mango can be done such as squashes, jams, pickles, etc.,

## 3. OPPORTUNITIES FOR COFFEE

The hilly tracts of Dindigul with an area of nearly 14000 ha is a major coffee growing area in the state. Palani hills contribute about 7500 MT of coffee in the state.

## 4. OPPORTUNITIES FOR SIRUMALAI BANANA

The aromatic and delicious hill bananas are widely cultivated in the hilly tracts of Palani. The plantain has also received Geographical indication tag on 2008. These bananas used for making the famous delicacy Palani Panchamirtham have a greater export potential.

## 5. OPPORTUNITIES FOR SORGHUM

A major millet cultivated extensively along Thoppampatti region of Dindigul. Millets are proven to be an excellent source of nutrients. Fodder sorghum is an important animal feed in the animal husbandry. Emerging uses include biogas, ethanol production. Its wide range of uses created a wider world market.

## 6. OPPORTUNITIES FOR CUT FLOWERS AND LOOSE FLOWERS

Flowers like jasmine, nerium, chrysanthemum are grown extensively along Lower Palani hills tract of Dindigul. Commercial floriculture have higher trade potential than most field crops. It is a sunrise industry with steady increase in demands.

### **WEAKNESS**

Primary sector oriented economy – less diversification among sectors.

Less export hubs.

Lack of national and international level promotion and marketing.

### **OPPORTUNITIES**

Huge opportunities for value addition in horticultural crops – coconut, mango, coffee, cut flowers and loose flowers.

Scope for Mega food parks, MSMEs , food technology research areas.

Large scale millet production can ensure food security.

### **THREATS**

Lack of large commercial players in the district.

Slow technological penetration.

Lack of technical awareness.