



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

District Export Action Plan

Perambalur

Districts
as **Export Hubs**

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1. DISTRICT PROFILE – PERAMBALUR

Perambalur is an administrative in the state of Tamil Nadu, India. The district headquarters is located at Perambalur. Perambalur district is a centrally located in land district of Tamil Nadu. It was trifurcated from the erstwhile composite Tiruchirappalli district and was formed on 1 November 1995.

Ranjankudi Fort is located about 17 Kms north of Perambalur. The Fort was built by Jaginthar under Nawab of Carnatic in the 17th century AD. The Fort was the scene of battle of Valikondah between the British and Mohamed Ali on one side and Chandha Sahib and the French on the other side in 1751 AD. This Fort is under protection of Archaeological Survey of India.

The ancient Arulmigu Ekambareswarar and Thandayudhapani Swamy Temples are situated in Chettikulam village and was built by King Kulasekara Pandiyan 800 years ago. Thai Poosam festival and Panguni Uthiram festivals are celebrated in a grand manner.

Mathura Kali Amman at Siruvachur is one of the most popular shrine in the district. The presiding deity of the temple is known as Sri Madura Kali Amman. She is one of the forms of Kali.

The major crops grown in the district are Maize, Cotton, small onion, groundnut, sugarcane and millets. Now the major cultivation is maize and small onion. The onion cultivation villages are Nakkasalem, Ammapalayam, Siruvayalur, Chettikulam, Kalarampatty, Esanai, Melapuliyur, Arumbavur, Irur, Alathur, padalur etc.

The Perambalur district is fairly rich in mineral deposits. Lime Stone, Shale, Sand Stone and Phosphate nodules occur at various places in the district. A good deal of building stone (rough stone) is quarried in Perambalur, Kunnam and Veppanthattai Taluks.

The Perambalur district is the potential area of agro based industries (Cotton ginning and processing), Engineering (Fabrication), Food Processing (Cattle feed, Masala Powder, Milk processing, Sago/starch products), Nonmetallic Mineral Products (Blue metal jelly, Hollow blocks, M-sand, Fly ash bricks, Granite cutting & polishing, Concrete ready mix plants) and etc.

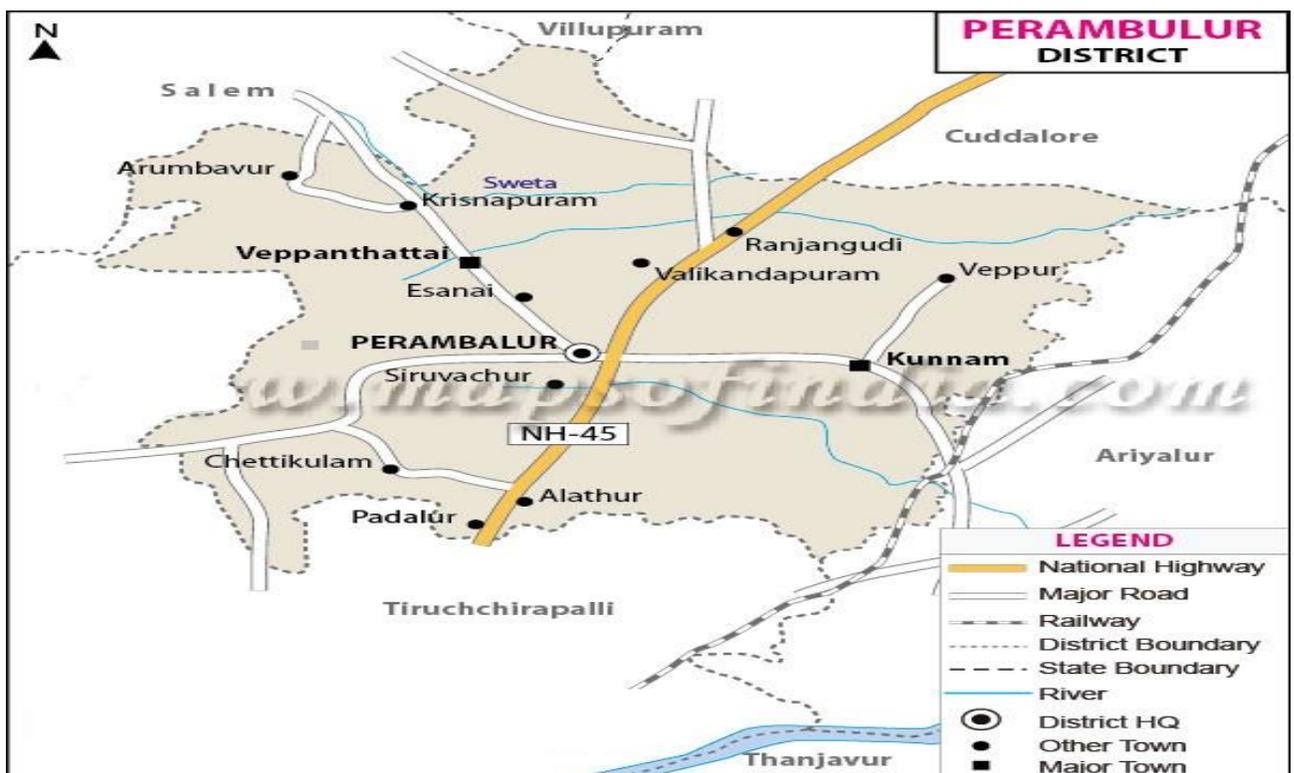
2. GEOGRAPHICAL LOCATION:

The district is situated on the Centre of Tamilnadu. It is bounded on the east by Ariyalur and Cuddalore Districts, Kallakurichi District on the north, Thiruchirappalli and Salem Districts on the west and Thiruchirappalli District on the south.

3. TOPOGRAPHY:

The Perambalur District lies in the Southern plateau & hill zone of Agro-climate regional planning with characteristics of semi-arid climate. And also the world class Black Granite in Pachaimalai Hills. Perambalur is located nearby developed cities like Tiruchirappalli, Namakkal, Ariyalur, Cuddalore, Vellore and Chennai.

4. DISTRICT MAP:



5. ADMINISTRATIVE SET-UP:

District Head Quarters : Perambalur

No. of Revenue Division: 1 (Perambalur)

No. of Taluks : 4

Name of the Taluk : 1. Perambalur
2. Alathur
3. Kunnam
4. Veppanthattai

Name of the Block (4 Nos) : 1. Perambalur
2. Alathur
3. Veppur
4. Veppanthattai

No of Revenue Villages : 121.

6. NUMBER OF MSME REGISTER UNDER UDAYAM PORTAL:

Category	Nos.	Employment
Manufacturing	6381	38286
Service	9573	47865
Total	15954	86151

7. LARGE INDUSTRIES FUNCTIONING IN PERAMBALUR DISTRICT:

1. Perambalur Sugar Mill
2. Dhanalakshmi Sugar Mill
3. MRF Ltd(2 Plants)
4. Aavin Dairy(2 Plants)
5. Chakra Milk Dairy Products
6. Mid Valley Foods Pvt Ltd

8. PRODUCTS IDENTIFIED FOR EXPORT:

- ✓ Onion & Processed Onion
- ✓ Maize, Maize flakes, Maize Ravai, Corn Oil, Maize noodles, Corn Starch, Maize Feed
- ✓ Cotton (Ginning)

8.1. ONION & PROCESSED ONION:



Perambalur district in Tamil Nadu is a significant hub for small onion production and export. The district's favorable climate and soil conditions make it an ideal place for small onion cultivation. In fact, Perambalur is one of the major small onion growing districts in Tamil Nadu.

The major export destinations for small onions from Perambalur district include Malaysia, Indonesia, Sri Lanka, and Maldives. These countries have a high demand for small onions, which are used in various culinary preparations.

In terms of production, Perambalur district has a significant area under small onion cultivation, with around 7948 hectares dedicated to this crop and the district small onion export industry continues to thrive, with many local farmers and exporters benefiting from the demand for this crop.

Products made from shallots including onion paste, powder, pickle and oil. These should be manufactured here for domestic use and exported abroad. As Perambalur shallot is popular in Asia, it should be given a GI tag.

Perambalur exports a variety of onion products, including fresh onions and onion powder, dehydrated onion powder is another common type of onion exported from India. India's onion exports have been increasing steadily in recent years.

The Perambalur onions are known for their sharp taste and are in high demand globally. India's competitive prices, superior quality, and excellent packaging have helped it capture the export market.

8.2. MAIZE & MAIZE PRODUCTS:



Perambalur is a significant producer of maize in Tamil Nadu, India. The district's favorable climate and soil conditions make it an ideal place for maize cultivation.

Some of the maize products that are likely produced in Perambalur include:

- Starches: used in various industrial applications, such as paper, textile, and food industries
- Sweeteners: derived from maize starch, used as a natural sweetener in food products
- Corn oil: extracted from maize, used as a cooking oil and in industrial applications

- Beverage and industrial alcohol: produced from maize, used in the production of alcoholic beverages and as a solvent in various industries

Additionally, maize is also used as animal feed and in the production of biodegradable plastics and its by products are getting attention due to its wide range of usage. Invention of Polylactide (PLA), a biodegradable polymer made from corn is being used successfully in the manufacturing of a wide variety of everyday items such as clothing, packaging, carpeting; recreational equipment and food utensils. This has increased the demand for Maize to further level. The raise in demand has persuaded the farmer to go for Maize cultivation.

8.3.COTTON – GINNING:



Cotton ginning and export are significant activities in Perambalur district, Tamil Nadu. Perambalur district is known for its cotton production, and the area under cotton cultivation has been increasing over the years. The district's cotton production is mainly focused on varieties like MCU-5 and SVPR-2.

There are several ginning units in Perambalur, equipped with modern machinery to process cotton. These units play a vital role in preparing cotton for export.

India exports cotton to various countries, including China, Bangladesh, and Vietnam. Perambalur's cotton ginning units cater to these export markets, adhering to international quality standards.

9. CONCLUSION:

The above District Export Action Plan for the district of perambalur is not straitjacket approach but is adaptive to the needs of the fast changing economy. The District Export Promotion Committee has to adopt and finalize the plan after consultation with all stake holders. 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 new infant district of Perambalur moves towards SELF-RELIANCE and transforms into a HUB FOR EXPORTS from India.