

# **District Export Action Plan for District of Nagapattinam,**

## **Tamil Nadu**

### **Introduction**

Tamil Nadu, located on the south-eastern coast of India, is a well-known and diversified industrial state of India. The state, a significant contributor to the Indian economy, has witnessed spectacular economic growth for decades. It has become the second largest economic powerhouse in India and has become one of the most sought-after investment destinations due to its strategic location, conducive business environment, state-of-the-art infrastructure, proactive governance and favourable eco-system. It accounts for more than 11 per cent of the total exports of the country.

On a closer look at various district profiles of Tamil Nadu, a diverse picture with scope for huge untapped potential can be seen. One such districts of Tamil Nadu with untapped potential for exports is Nagapattinam district. This plan aims at understanding the hurdles faced by exporters in the district and following it up with measures in a concerted manner to transform this district into a “Hub for Exports”.

### **District Profile**

The district of Nagapattinam is a coastal district of Tamil Nadu, on the eastern side facing Bay of Bengal. It is situated 326 km south of the state capital -Chennai, 145 km from Trichy-the nearest airport. The District Capital Nagapattinam lies between Northern Latitude 10.7906 degrees and 79.8428 Degrees Eastern Longitude. Nagapattinam is known for its Rich Religious Heritage and Communal Harmony. Nagapattinam district was carved out by bi-furcating the erstwhile composite Thanjavur district on 18.10.1991.

### **Administrative Profile**

The district spreads over an area of 2,715.83 sq.km. This district envelops 11 Panchayat unions, 4 municipalities, 8 town Panchayats, 2 revenue divisions and 523 revenue villages. Nagapattinam district consists of 8 taluks and they are as Sirkazhi, Mayiladuthurai, Tharangambadi, Kuttalam, Nagapattinam, Kilvelur, Vedaranyam, Thirukuvalai.



## **Demographic profile**

Population			Literates		
Persons	Male	Female	Persons	Male	Female
1616450	798127	818323	1213008	640916	572092
100%	49.37%	50.62%	100%	52.83%	47.16%

Source: Census data 2011

## **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 diverse identity and potential for targeting global markets and there is a need for converting each district into potential export hubs. Department of Commerce, Government of India through Directorate General of Foreign Trade (DGFT) and the State government is undertaking various measures to implement the same.

### **Goal**

The primary goal of the programme is to double the exports from the district in the next five years. The District Export Action Plan (DEAP) aims to layout the measures/ efforts that will be undertaken collaboratively by various Government agencies and stakeholders to overcome the prevailing hurdles faced during the entire exporting life cycle by the industries in the district.

### **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 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 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 Export Promotion Committee (SEPC).

## **Action Plan for Nagapattinam**

This **District Export Action Plan** enlists the plan of action and strategies for converting the district of Nagapattinam into a district with export potential and as a hub of export for the identified core products. The Aim is to achieve this through DEPC, as a facilitating body constituted for this purpose and through it, undertaking constructive district specific initiatives, implementing export-oriented schemes & customizing export enhancing programs for the district.

### **Analysis of the Existing Industrial scenario in Nagapattinam 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 for the district:

#### **Strengths and Opportunities:**

1) **Agriculture** : Nagapattinam district is primarily an agrarian district and has one of the largest areas dedicated in the State for rice cultivation. Other important crops cultivated in the district include groundnut, pulses, gingelly, sugarcane, cotton, coconut and Mango. This district is very famous for a local variety of Mango called Padiri.

<b>Details of important crops in district</b>		
<b>Sl. No.</b>	<b>Name of the crop</b>	<b>Area in ha</b>
1	Rice	1,54,945
2	Sugar cane	8,824
3	Cotton	650
4	Groundnut	5,820
5	Gingerly	2,950
6	Green gram	17,130
7	Black gram	48,400
8	Vegetables	746
9	Coconut	3,116

2) **Forest Resources** : There are 41 forest areas in the Nagapattinam district constituting a total area of 5,311.70 ha with 35 forest areas falling under the Reserve Forest category with 5,037.21 ha and 6 under reserve land category with 274.49 ha. Forestry activities in the district are being carried out by Wildlife Division, with Wildlife Warden as the administrative head. The division consists of 4 ranges with headquarters at Nagapattinam, Kodiakkarai, Muthupet and Thanjavur.

The forest and wildlife areas in the division include Point Calimere Wildlife sanctuary. The other important areas are,

1. Vaduvor
2. Udayamarthandapuram
3. Karaivetti bird sanctuary
4. Muthupet mangroves

Point Calimere Wildlife Sanctuary and Muthupet mangroves are the most important forests and wildlife areas of Nagapattinam district. Every year, from October to January nearly

90 species of migratory water birds visit the sanctuary and its surroundings. They include Flamingoes, Painted storks, Pelicans, Spoonbills, ducks, teals and a variety of shore birds.

### **3) Mineral resources:**

#### **Major minerals**

The important major minerals available in Nagapattinam District are as follows:

1. Crude oil
2. Natural gas
3. Silica sand
4. Lime shell
5. Heavy mineral sand (Garnet, Iluminite, Rutile Zircon, Monozite)

#### **Silica sand**

The silica sand is an oxide of silicon which is used mainly for the manufacture of Sodium Silicate, which in turn is used in the soap and detergent manufacturing industries and also used in foundries, glass making and ceramics as an abrasives. The Silica sand deposit is 4.86 million tonnes, occurring in Vadamalai Manakkadu, Vanduvancherri, Thanikottagam villages of Vedaranyam Taluk in Nagapattinam District. There are 7 silica sand leases in the Nagapattinam District.

#### **Crude oil and natural gas**

On its coastal side, oil and natural gas are being extracted in Narimanam and Kuthalam villages by the Oil and Natural Gas Commission (ONGC).

#### **Lime-shell**

Lime-shell deposits are available in Sirkali and Nagapattinama taluk of Nagapattinam district (1,87,064 Tonnes). It is used for making lime-mortar and bleaching agent in sugar industries and one lime-shell lease is operating in the district.

**4) Fisheries :** The Nagapattinam district has a coastal line of 188 km. Fishery is the economic backbone of this coastal district. This long coastal line contributes to the district playing a major role in marine products within the State. There are huge marine biodiversity resources along the Bay of Bengal coast near Sirkali taluk, Nagapattinam district. Due to the huge fisheries potential of Nagapattinam district, The Marine Products Export Development Authority (MPEDA), Government of India, has its Regional Centre (aquaculture) in Nagapattinam.

Nagapattinam, is a front runner district of the State for the highest exports of marine commodities through vast number of shrimp farms. There are as many as 1,400 active shrimp farms across Nagapattinam district, of which only 900-odd farms are functioning with appropriate licences, while the rest are either awaiting licences from the District Level Committee (DLC).

**5) Tourism:** Nagapattinam was a part of Thanjavur District till it was created as separate District in the year 1991. It has twin importance as a Historically and Culturally significant area. Nagapattinam is the base town for visiting **Poompuhar, Kodyakarai, Vedaranyam,**

**Velankanni and Tharangambadi.** Kodiyakarai is known for its Point Calimere Wildlife Sancuturay, which is an important attraction for international travelers. Velankanni has one of the country's biggest Catholic pilgrimage centres, the Basilica of Our Lady of Good Health, which attracts international pilgrims. Knowing the importance of this town the Pope in the Vatican city has declared Velankanni as a Holy city.

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

The State Government has notified Coir Industries, 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. 58.98 crs.**

#### **Challenges and Bottlenecks**

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

**1) Sea Port infrastructure and connectivity:** The nearest port facility for Nagapattinam District is the Karaikal Port, which is part of UT of Pondicherry. Because of inherent jurisdictional issues, Karaikal port is still under-utilized by its neighboring districts. This port commenced operations in 2009 and has handled bulk cargo such as coal, pet coke, raw sugar, fertilizer, cement, project cargo and construction materials. However, this Port needs to improve its capacity and infrastructure in order to accommodate the agro and marine processed products for exports.

**2) Lack of Cold Storage facilities:** Agro and marine products are seasonal in nature. In order to ensure that adequate returns are available, value addition through processing and year-round supply of the goods are vital. Hence cold storage units across the districts are necessary. There is lack of cold storage facilities for both agro and marine products in the district of Nagapattinam. This has resulted in most of the marine products (ie) sea catch being sold in the domestic market. Shrimps are processed and mostly transported through the Cochin port in Kerala.

**3) Constant tussle between agro and marine products in the district:** Blue revolution in the district has negatively impacted its agriculture. Saline water is the main source for shrimp farming but it is drained into adjacent agricultural land. This has reduced soil fertility and in some pockets of the districts, these agricultural lands have turned into wastelands.

The instructions of Coastal Aquaculture Authority (CAA), a statutory body for regulating the aqua farming practices, that all the L. vannamei shrimp farms should have Effluent Treatment System (ETS) to treat the saline water used in farms before discharging it into nearby habitat needs to be mandatorily followed. This can ensure that Shrimp farming co-exists with Agriculture in the district.

**4) Cyclone affected district :** Nagapattinam is one of the coastal districts in the State that is adversely impacted by Cyclone every year. This damage is multiplied manifolds as the district primarily has an agro-based economy. Infrastructure, coconut trees, agricultural crops, etc are damaged and so is the livelihood of the people.

For ex: Cyclone Gaja during 2018, has created massive destruction to both life and property. Vast acres of Coconut farms, Mango farms, etc were destroyed. This has curtailed the supply of raw mangoes to the newly set up Nagai Organic Farmers Producer Company with government support at Kameswaram village in Keelayur taluk.

**5) Challenges faced by MSME exporters:** Nagapattinam district has primarily MSME traders and manufacturers/ exporters. In order to sustain and increase exports from this district, more MSME entrepreneurs have to be incentivised into this domain. Existing exporters and potential exporters are faced with following several challenges:

**Awareness/ Know how**

- Limited information about products & services in demand
- Working of the foreign markets, and in particular difficulties in accessing export distribution channels and in connecting with overseas customers
  - Lack of awareness on export promotion and assistance programmes offered by the government
- Unfamiliarity with legal and regulatory frameworks of the exporting and importing countries
- No or zero awareness on IPR issues and various International Trade Agreements (ITAs)

**Finance**

- Access to affordable trade finance
- Costly product standards and certification procedures
- Logistics cost – airport and shipping costs etc.

**Technology**

- Lack of innovation, low-value addition and poor packaging due to low level of technology adoption
- Unable to meet importer's quality standards and establishing suitable design and image for the export market Documentation
- Time-consuming and cumbersome documentation process required to comply with foreign and domestic market regulations

**6) Lack of exposure and export promotion:** Nagapattinam 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 coir and coir products, there is a potential demand in the international market which is still untapped by the farmers.

**7) Technology:** Though Nagapattinam has export potential agro products, there is no sufficient value addition, with very minimal attention given to branding, packaging, standardization, etc. For value addition of agro products there is a need for more dissemination of technical know-how from research centres to field. Indian Institute of Food Processing Technology, Thanjavur has state-of-the-art technologies in the field of value addition, standardisation, etc. There is need to transfer these technologies from the labs to farmers and agro producers.

**8) 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 products exports, exporters needs to be well informed about Sanitary and phytosanitary (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. Nagapattinam has potential for coir processing, but there is lack of skill development in this potential sector.

**8) 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. Nagapattinam have considerable Oil seeds cultivation. However there is no oil extraction facility available.

**9) Ease of doing business:** At the district level, ease of doing business has to be ensured, especially for the Marine food processing sector, Salt industries 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.

**10) Poor infrastructure to attract tourists to the existing tourist centres/wildlife sanctuaries:** Despite many tourist attractions, the district very poor tourist infrastructure and most of the facilities are not commensurate with international requirements, thereby not attracting tourist from outside the country. This need to be addressed if we need to promote tourism.

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

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 Nagapattinam 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 Nagapattinam is turned into a hub for exports in the next 5 years.

As the first step in converting Nagapattinam 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 Nagapattinam:**

The Government of Tamil Nadu (GoTN) through its G.O No 16 dated 23-01-2020 and G.O (Ms) 29 dt 16-3-2020 of 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 Nagapattinam district notified vide GO (Ms) no 16 dt 23-01-2020 has the following composition:

1. District Collector, Nagapattinam - Chairperson
2. The office of Zonal Additional DGFT, Chennai - Co-Chairman
3. GM, District Industries Centre, Nagapattinam - Convener
4. Lead Bank Manager, Nagapattinam– Member
5. Representative, MSME, Chennai – Member
6. Representative, MPEDA, Gov. of India - Member
7. Representative, Coir Board, Govt. of India - Member
8. Representative, Directorate of Agricultural Marketing and Agri Business, State Govt. of Tamil Nadu - Member

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

1. Agro Food Processing
2. Marine Food Processing
3. Artificial Jewellery
4. Coir

**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 Government 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, sub-group on coir product, 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 Marine Products**

- The District Collector- Chairperson / DC's representative
- O/o Zonal Additional DGFT, Chennai
- District Industries Centre, Nagapattinam
- Representative from MSME, Government of India, Chennai
- Representative from MPEDA, Government of India, Chennai
- Director, IIFPT, Thanjavur

**Sub-group on Agro Food Processing Products**

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

- Representative, APEDA, Gov. of India
- Representative, Department of Agriculture, Gov. of Tamil Nadu

3) The detailed **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>Data analytics</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/</b> sector and set timelines for achieving the desired export performance over a period of 5 years. Data obtained from the GST, District Industries Centre, Nagapattinam, MSME, Govt of India, Chennai, APEDA, Govt of India, Coir Board, 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 Nagapattinam	<b>Comprehensive database on exporters from the district-</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, Coirboard, 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 for the exporters and their products.	6 months to 12 months
3.	Single window system at the district level	District administration & DIC Nagapattinam	<b>Single window system at the district level-</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, Nagapattinam	<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 Value addition, For Agro Food Products	IIFPT	<b><u>Transfer of Technologies</u></b> -The Action Plan envisages taking necessary steps to transfer these technologies from labs to the field by utilizing the existing skill development initiatives of Government in coordination with IIFPT, Thanjavur. A sub-group will study and evolve a program	Within two years
6.	Skill enhancement on coir production	Coir Board and MSME Chennai	<b><u>Training on Coir Production</u></b> - The action plan proposes to impart training on coir production and value addition in coordination with Coir Board, Government of India and MSME, Chennai	Once every year
7.	Training on SPS, Codex Alimentarius standards	APEDA, MPEDA and IIFPT, Thanjavur	<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 Nagapattinam.	Once every year
8.	Port infrastructure – for agro products	sub-group for the purpose	<b><u>Improve capacity of the port</u></b> - Port needs to improve its capacity to accommodate the agricultural products for export purposes. Through this Plan, the aim is to start an assessment to find out the bottlenecks for agro products in port infrastructure and to evolve a strategy to address the identified bottlenecks. <b>A subgroup/sub-committee will be tasked with this project.</b>	3 years
9.	Road Connectivity	Sub-group	<b><u>Improve capacity of the Road –</u></b> The existing Road connectivity are not sufficient for seamless moment of goods. Through this Plan, Widening the roads to Karaikal Port from two separated parts of the districts. <b>A sub-group will be constituted to study and steer the road infrastructure initiatives.</b>	5 years
10	Rail Connectivity	Sub-group	<b><u>Mayiladudurai to Karaikal Railway line –</u></b> The existing Railway line from Mayiladudurai to Karaikal is longer and not well connected with towns of Nagapattinam. This Plan aims to explore better railway connectivity to the district and <b>a subgroup will work on it along with the Indian railways.</b>	5 years

11	Cold Storage Facilities	Sub-group	<b>Establishing Cold Storage Facilities</b> – The existing cold storage facilities are not enough for the development of Agro 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
12	Advertisement	District Administration	<b>Market Promotion -</b> To increase the market reach for Nagapattinam’s rich Heritage sites, there is a need for market promotion in International Destinations. The action plan aims to have market promotion advertisement for Nagapattinam, as a tourist destination.	2 years
13	GI Products	District Administration and DGFT	<b>Identification of products for GI Tag</b> – The District of Nagapattinam have an variety of mango called Padiri. Which is famously growing in this locality. Through this action plan, DEPC will work to identify potential products along with Padiri Mango for getting GI Tag and promotion of their exports.	2 years
14	Food Processing Park (FPP)	DEPC –and Subcommittee	<b>Creation of FPP exclusively for exports within the district for both agro and marine products.</b> This will be undertaken based on a feasibility study by a sub-committee created for this purpose.	5 years

The above District Export Action Plan for the district of Nagapattinam is not conclusive and is tentative. The Covid -19 crisis and other challenges have to be overcome before the plan is adopted and put into action. 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 the in such a way, that the district of **Nagapattinam** moves towards SELF-RELIANCE and transforms itself into a HUB FOR EXPORTS from India.