



सत्यमेव जयते

विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

District Export Action Plan

Madurai

Districts
AS Export Hubs



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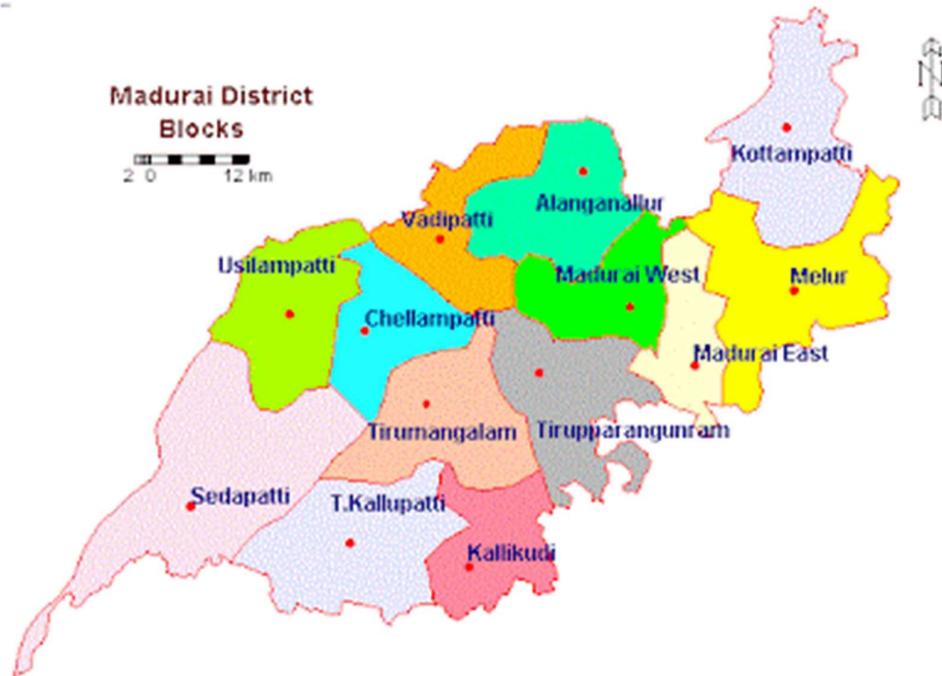
1. Introduction

Madurai is **one of the oldest cities** in Tamil Nadu. Madurai as it was then called as a huge District that comprising the present Districts of Dindigul, Theni, and Madurai. It is to be noted that there is a good export potential in the district. Thus to transform districts into export hubs based on the vision of our honourable Prime Minister a full-fledged district export promotion plan is proposed for the district of Madurai. This would help to bring into light the untapped products of the district and promote export activities.

2. District At A Glance

The District is situated in the South of Tamil Nadu state. It is bounded on the North by the districts of Dindigul, Thiruchirapalli and on the East by Sivagangai and on the West by Theni and South by Virudhunagar. The city has a number of historical monuments, with the Meenakshi Amman Temple and Tirumalai Nayakar Palace being the most prominent.

Madurai is one of the historical cities in the Indian State of Tamil Nadu. It is the administrative headquarters of Madurai District, the second largest city, located at the banks of River Vaigai. The total geographical area of Madurai is 3741.73 sq.km accounting for 2.88% of the geographical area of Tamil Nadu.

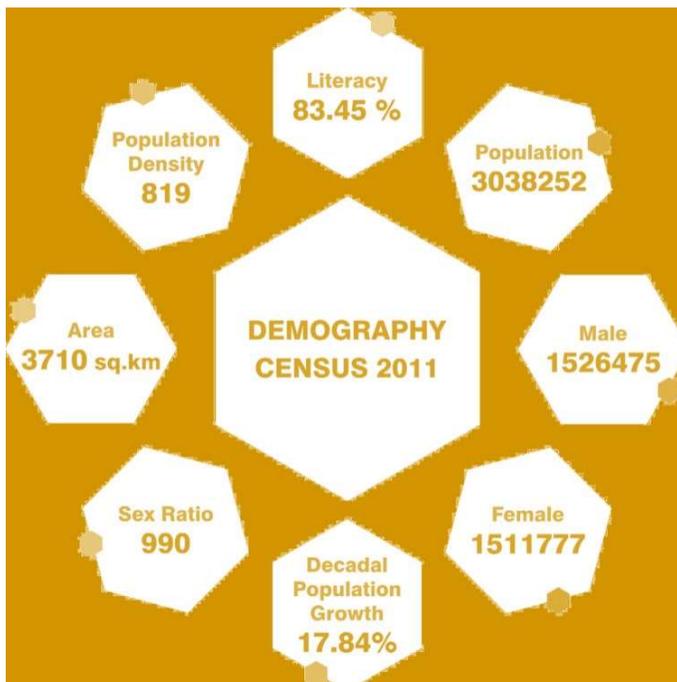




The Madurai District consists of 4 Revenue Division, One Corporation, Three Municipalities, Nine Town Panchayats, 13 Blocks and 420 Village Panchayats under its administrative control. It is situated on the North latitude between **9°56'** and **10°31'** and on the East Latitude between **77°46''** and **78°47'** and is bound on the North by Dindigul **and Tiruchirapalli** Districts, East by Sivagangai District, South by Virudhunagar District and West by Theni District. The city lies at an altitude of **456** feet or **139** meters above **mean** sea level. There are Four Revenue Divisions namely Madurai, Usilampatti, Melur and Thirumangalam. This District has **Eleven** Taluks namely Thirupparankundram, Madurai East, Madurai West, Madurai North, Madurai South, Vadipatti, Melur, Peraiyur, Kallikudi, Thirumangalam **and Usilampatti** also has **51** revenue Firkas and **665** Revenue Villages. Madurai District has 1 Corporation, 3 Municipalities, 9 Town Panchayats and 13 blocks, 420 Village Panchayats.

2.1 Demography

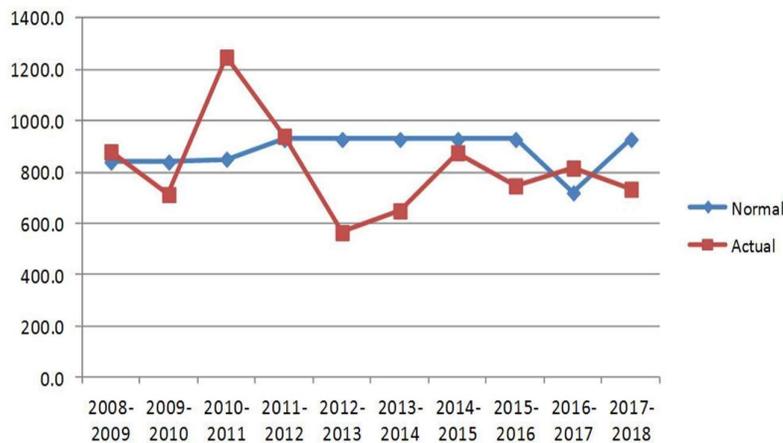
Here is the demography details of the Madurai district.





2.2 Climate and Rainfall

Madurai is hot and dry for eight months of the year. The hottest months are from March to July. The district experiences a moderate climate from August to October, tempered by heavy rain and thundershowers, and a cool climate from November to February. Fog and dew are rare, occurring only during the winter season. Being equidistant from mountains and the sea, it experiences similar monsoon pattern with North east monsoon and Southwest monsoon with the former providing more rain during October to December. Rainfall is irregular and intermittent, with an average of 85 cm per annum.



The above graph shows the variation of rainfall in this District during 2008-2018.

3. Goal

Based on the decisions taken on the meeting held on 17.03.2020 the following must be taken into account.

- To identify bottlenecks and infrastructure requirements to promote export potential products in the district.
- Proper actions to be taken to identify shortcoming hampering exports, known gaps in logistics.
- Steps to be taken to produce seeds locally rather than to depend on imports
- Offer support to exporters by providing land on lease basis.

The above are to be implemented to transform Madurai into an export hub. The district export promotion plan is mainly focused on identifying the potential export products in the district and ways to promote export.



4. Agricultural Scenario

Madurai District is mainly agrarian with an average rainfall of 874.5 mm Paddy, Millet, Pulses, Cotton are the major crops cultivated in Madurai District. Periyar – Vaigai canal is the main source of irrigation. The major crop production in Madurai district is paddy and 203616 tons of paddy is produced in Madurai. Almost the entire paddy produced in the district is hulled locally.

4.1 Land Holding And Land Use Pattern of the Farmers

- a) Geographical Area – **374200 Ha**
- b) Forest Area - **48500 Ha**
- c) Land under non-agriculture use - **75200 Ha**
- d) Permanent Pastures - **200 Ha**
- e) Cultivable Land - **6500 Ha**
- f) Land under Misc tree crops and groves - **3000 Ha**
- g) Barren and uncultivable land - **13200 Ha**
- h) Current fallow - **20600 Ha**
- i) Other fallow – **65200 Ha**

4.2 Cropping pattern and major crops

Crop	Area (Hect)	Production(Tonnes)
Paddy	71000	234400
Cholam	12000	13010
Cumbu	5200	6780
Maize	4500	1680



5. Industrial Scenario

The following are the details of industrial estates of the district of Madurai.

S.No	Industrial Estate	Number of Units
1	SIDCO Industrial Estate – K.Pudur	85
2	SIDCO Industrial Estate – Kappalur	405
3	Madurai Hosiery Industrial Estate – Uranganpatti	135
4	Madurai Integrated Textile Park – Vadipatti	24

Land has been identified for the formation of New Industrial Estates in Idayapatti village.

Possible new industrial activities in Madurai district

By virtue of having infrastructure facilities and geographical climate, the following industrial activities are seems to be encouraging.

Food and Agro based industries

1. Instant food mixes
2. Bakery & biscuit
3. Sugar candy and confectionery
4. Fruit jams & jelly
5. Tomato ketch up, juice, pickles
6. Peanut candy
7. Dehydration of fruits & vegetables
8. Dairy product
9. Potato chips & roasted cashew nuts
10. Fruit squashes, cordials and fruit juices.



11. Mushroom processing
12. Jasmine cultivation and extraction
13. Appalam/papadam manufacturing
14. Cold Storage of Vegetables and fruits

Chemical Industries

1. Detergent soaps
2. Injection moulded plastic industrial items
3. PVC—Electrical **conduit** pipes
4. FRP—Light roofing
5. Gummed paper tapes
6. HDPE blow moulded containers, furniture
7. Auto rubber moulded goods
8. Rubber play balls
9. Card Board cartons
10. PVC—dairy covers, money pouches, spectacle frames
11. Adhesives (rubber based)
12. Liquid soap
13. Zinc sulphate.

Mechanical Engineering Industries / others

1. Aluminum builders hardware
2. Bolts & nuts
3. Rolling shutters
4. Automobile workshops & servicing station
5. Small springs used in various mechanisms, Oil Seals, Washers, etc.
6. Drums up to 60 litres capacity
7. Ferrous and non-ferrous foundry unit
8. Powder coating unit

GLASS, CERAMICS & MINERAL BASED INDUSTRIES

1. Printed circuit board
2. Emergency lamps
3. Small transformers for electronic application



4. Assembling of digital clock
5. Electronic ignition system for automobiles
6. TV booster amplifier

HOSIERY

1. Cotton vests & briefs
2. Readymade garments

Scope For Ancillary Development

1. Gear cuttings
2. Plastic mouldings
3. Foundry
4. Machine shop for precision spares
5. Motor rewinding
6. Jigs for textile spares
7. Heat treatment plant
8. Material handling equipments
9. Diesel engine spare parts
10. FRP articles and components.

6.Export Potential Products

6.1 Jasmine

Madurai Malli is the Jasmine flower, known for its strong and powerful, mysteriously attractive & seductive fragrance. Because of its place of origin, it is known as Madurai Malli. This is a very old traditional flower and it has a botanical name "Jasminium". It is mainly cultivated in the district of Madurai and the neighboring places of Madurai like Theni, Sivaganga, Virudhunagar and Dindigul. Madurai Malli, as the Jasmine flower from the ancient temple town is known and is famed for its fragrance. The Madurai Jasmine plays



a key role in Tamil Nadu's culture & economy and is considered as a sacred flower, it is said that the Jasmine flower has a unique link with Madurai, since 300 BC or even earlier.



Madurai Malli' is being grown on 2000 hectares by 4,000-odd farmers in the district. Flowering instigates after 6 months of planting. Madurai stands first in the production of jasmine flowers in Tamilnadu state. Fully developed unopened flower buds should be picked in the early morning i.e. before sunrise. Flowering commences in March-April. Commercial yields are obtained after six months of planting. The yield depends upon the cultural practices pursued by the cultivator. During the first year, 750 kg of flowers could be obtained, and it increases to 2000 kg in second year, 2500 kg in third year and 3500 kg per acre from the fourth year onwards.

Although there are nearly 50 varieties of jasmine grown in India, the commercially cultivated ones in Tamil Nadu are: *Jasminum sambac* (Madurai malli) – In Madurai. Major jasmine growing blocks in Madurai district are Thirupparankundram, Thirumangalam, Usilampatti and Chellampatti. Major sources of demand are the large consumer retail markets at Bangalore, Chennai, Hyderabad, New Delhi and Mumbai. Jasmine flowers **are** transported to these cities. All these cities are well connected through air from Madurai airport. Jasmine Flowers finds export market in UAE, Malaysia, Singapore, Etc.



6.2 Readymade Garments

The District offers ample scope for the field of textiles, readymade garment. There are several power looms in the district. The district exports considerable ready garments to other countries. There are plenty of scope for the export of readymade garments in the district. There is constant demand for readymade garments in the international market.

Basically, the city of Madurai in Tamil Nadu is considered to be the major textile spinning centre in the country. It is believed that Madurai and its surrounding areas have witnessing a steady growth in powerloom weaving and readymade garment industry during the past years. With the main goal to establish in the industry, the handloom units have classified their product range and slowly entered into the export market. Various industrial organizations requested the Government to allocate separate service centres.

The Ministry of Textiles have come up with an innovative idea of establishing common Textile Testing and Development Centre (TTDC) to provide solutions for all the textile and clothing industry in one roof. This development centre offers a wide range of facilities such as textile testing laboratory, equipment for maintaining spinning machinery, knitting, mini-cabinet dyeing machine and powerlooms. Added to this, the textile manufacturers of the Madurai district have promoted one textile park in the name of M/s Madurai Integrated Textile Park Ltd. It is exactly located at Thathampatty (Village) **near** Vadipatti

6.3 Granite

The mineral resources of the district are listed below. Lime Stone: Considerable reserve of limestone is reported to be available in Peevandi and Sunnambur Villages of Melur Taluk, Kiliyorpatti in Madurai South Taluk and Thirumal Village Thirumangalam Taluks. The total deposit available in these areas has been estimated at 10.31 million tonnes. M/s Tamil Nadu Cement the total Lime stone exploitation was reported at 5 lakh M.T. From 1996-97 to 1998-99 granite to the extent of 1,00,849.71 tonnes of granite valued a Rs. 10.08crs was exploited for commercial purpose. Quality granite is found in Kilavalavu, area of Melur Taluk in Madurai district. They are having white and grey background mixed with orange color dots, blue wavy movement variation with grey and white background.



6.3 Processed Food (Appalam and Masala Products)

Appalam is a crispy thin flat bread or cracker, which is deep fried and used as an accompaniment with everyday meal. In madurai there are more than 300 best appalam companies and they make best appalam. The taste and texture of Madurai appalams are distinct and delicious. They are handmade and no machineries are involved in the making of appalams. This retains its unique taste. There is a huge demand for Madurai appalam throughout the world. An integrated appalam cluster is formed in Madurai district by Agrofood chamber of commerce and Industry. Export to the volume of ₹450 crore was being made by appalam manufacturers in the State. About 20 countries were importing appalam from Tamil Nadu. The manufacturers should go for value addition to promote export.



Madurai is a top manufacturer of various masala products used for cooking. These products are in high demand in the international market. Several masala products including processed chilli powder, dry pepper powder, coriander powder, garam masala are exported to other countries.

6.4 GI Tagged Products

Jasmine

Madurai Malli has become the first horticultural product from TamilNadu to get the GI tag and application was jointly **filed** by the Madurai Malli farmers Association and DHAN foundation, Madurai. Madurai malli differs from other jasmine varieties in the pattern of transformation of petal colours from the harvest to utilization.



Sungudi Sarees

Madurai Sungudi is a cotton fabric which is made in the city of Madurai in Tamil Nadu. Apart from the very famous Madurai Sungudi Sarees, the fabric is also used to make beautiful handbags, pillow cases, shirts, salwar. It is an exclusive fabric which is made traditionally by 12th Tie and Dye method from the region of Saurashtra in Gujarat. When people from there moved to the Madurai, they also took with them the technique. It has also been given the Geographical Indication tag in the year 2005.

7. Tourism Potential

Madurai is rightly hailed as one of the oldest continuously inhabited cities in the world and the cultural capital of Tamil Nadu. Madurai is known for various tourist attractions. There is an increase in the number of tourists who visit the district every year. There are enormous untapped tourism potential in the district. It is believed that the district has 10 times more potential as tourist destination than the present status. Owing to inadequate packaging and promotion of a number of sites in and around the city that are of significant historical importance. In 2006-07, 41, 00,446 tourists visited the city, among whom were 99,970 foreign tourists. In 2007 alone, the number has crossed the eight-lakh-mark. The jump, according to stakeholders in the tourism industry, is indicative of the potential the region holds.

The government has come forward to tap the potential of tourism of the district. Tourist importance places should be developed without disturbing their heritage value to make them attractive for tourists. There is a need to provide basic infrastructure like drinking water, improving accessibility and availability of information. Tourism in Madurai can be classified as follows

Cultural Tourism: There are many cultural places of importance in the district. Some of the notable cultural tourism places are Thirumalai **Nayakar** Mahal, Gandhi Memorial Museum, **Jain bed in Nagamalai , Y.Othakadai , Keelakuyilkudi(Samanar Malai) , Thirupparakundram , Alagarkoil , etc.**



Pilgrimage Tourism: Madurai is known for famous temples. Some of the famous pilgrimage in the district are Meenakshi Amman Temple, Alagar Koil, Pazhamudhir Solai Vandiyur Mariamman Theppakulam, Yaanai Malai, St. Mary's Cathedral, Koodal Alagar Permal Temple and others.

Medical Tourism: Madurai's increasing potential for becoming a medical tourism hub must also be noted. The city has improved vastly in terms of medical infrastructure in all specialities. Further augmentation of flight connectivity to Madurai from foreign countries can boost medical tourism.

Rural Tourism: The numerous villages surrounding the city are virgin tourism spots and there is no need to create **"infrastructure."** Several unique attempts have been made in the past to take foreign visitors to the countryside around Madurai. In yet another attempt to boost tourism, the CII is in the process of identifying a 'rural route.' Tourists will be taken along this route to witness agricultural operations, rural festivities and traditional arts and crafts and also to watch birds that congregate in lakes near villages. **World Famous Alanganallur Jallikattu, Avaniyapuram Jallikattu and Balamedu Jallikattu organised every year during the Pongal Festival attracts Foreign Tourists for Rural Tourism.**

8. Export Trends

Jasmine

During 2020-2021, fresh-cut jasmine flowers and bouquets (comprising jasmine and other traditional flowers) valued at Rs 66.28 crore were exported to the US, UAE and Singapore. Of this, flowers valued at Rs 11.84 crore were exported from the Tamil Nadu region through the airports of Chennai, Coimbatore and Madurai. Madurai has emerged as a major market for the jasmine grown in its neighbourhood and has evolved into the 'jasmine capital' of India.



Granite

During 2013-14, India exported granite blocks worth Rs. 12,047 crore against Rs.9766 crore in the previous year. Granite and products accounted for the majority of export revenue followed by other stones and products, marbles and slate stone. Granite are exported to China and European countries and finished marbles to Japan. In 2010-11, Tamil Nadu exported granite worth Rs.6,800 crore, 13 percent of export from India. The domestic market is typically a tenth of exports.

Readymade Garments

Exports of ready-made garments from the country in January this year has increased by 15 percent over the exports made in December 2014 and showed an increase of 9.21 percent compared to the exports in January 2014. According to latest official statistics Rs 9869 crore worth of readymade garments from country were exported in January this year.

9. SWOT Analysis

9.1 Strengths

The following make Jasmine cultivation favourable in Madurai.

Jasmine Cultivation

1. Diverse agro-climatic conditions and geographical locations suited for growing jasmine flowers
2. Skilled manpower to absorb the technology and implement the same at a relatively low cost.
3. Soil and water supply at most locations.
4. Good radiation of sunlight leading to healthier plant growth and better quality flowers.
5. Light rains and salubrious climate during winter, the prime export season, leading to sustained high yields.
6. Good period of sunlight even during the heavy rains leading to continued plant growth and proper yield.

Readymade Garments

- Easy access to necessary inputs and related enterprises



- Established product reputation of input (Yarn dyed fabric)
- Ability to offer low volume customized products.
- Traditional skill based with ample man power resources
- Good networking with yarn suppliers and also fabric users in the cluster.
- Experience in successfully working with quality and delivery conscious exporters

9.2 Weaknesses

Jasmine Production

The following are the notable weakness that reduces the yield of jasmine in the district.

- High cost of labor during the flowing period
- Flowers affected by pests and diseases are considered as low quality and rejected in the international market.
- Inadequate irrigation and drought situation in the areas of Jasmine cultivation in Madurai.
- High seeding cost
- Lack of technical knowledge on spit application
- Lack of subsidies for drip irrigation.
- Interference of commission agents
- Heavy price fluctuations during the peak season
- Lack of technical knowledge on export procedures of flowers
- Lack of storage, grading and high transport cost.

Issues In Granite Export

- Absence of export oriented policies by the centre that prevented up of large number of EOUs for granites, marbles, slates and sandstone near the quarries and as well as closer to the shipping ports.
- Only a few ports in the country have the facilities to handle granite.



Problems In Readymade Garment Export

- Textile policy has come long ways in reducing impediments for the industry – sometimes driven by global competition and, at other times, by international trade regulations.
- Few areas of policy weakness stand out – labour reforms (which is hindering movement towards higher scale of operations by Indian firms), power availability and its quality, customs clearance and shipment operations from ports, credit for large scale investments that are needed for up gradation of technology, and development of manpower for the industry.
- High cost of inputs (dyes and chemicals), power, blocked working capitals and hence high interest cost affecting cost competitiveness.
- Inadequate (Direct) market linkages with buying houses, buyers agents etc.,
- Inadequate information on fashion trends requiring the enterprises to remain dependent on exploitative middlemen.
- Scope for skill up gradation of labour on garment manufacturing front.
- High levels of fluctuation in input prices.
- Poor access to institution credits leading to low net realization.
- Poor levels of Technology up gradation.
- Poor linkages among weavers to jointly resolve their problems.
- Inadequate up gradation in terms of efficient rapier looms
- Poor management skills amongst the weavers.
- Lack of Air Connectivity to boost exports . Air Freight is essential for Perishable Commodities such as Floriculture and Food Products to deliver the customers within the night time for consumption.
- Plant Protection Officer to be appointed exclusively for Madurai Plant Quarantine Station in Madurai Airport.
- CFS and ICD to be established in Madurai District.

9.3 Opportunities

- Good road, rail and air connectivity that fosters export.
- Availability of natural resources in abundance.



10. Proposed Export Action Plan

- Availability of skilled labour.
- Simplification of procedures and online facility for better Inter-departmental and Inter-Governmental Coordination and better information dissemination.
- Involvement of Industrial Associations in better policy formulation and dissemination of more actionable market intelligence.
- Challenges like logistical, labor constraints, skilling requirement, Trade finance other regulatory challenges, compliance capacities e.g. certification, testing, inspection, IPRs, awareness, and training about Trade documentation and requirements of important trade issues like tariff and non-tariff barriers.
- Monitoring of Ease of doing business parameters at the district level.
- Monitoring Metropolitan development: identification of growth points, growth centres, industrial clusters with an ecosystem of supporting industries along with policy intervention at Sectoral/district/state/central.
- Effective focus on champion service sectors and especially labour-intensive services like tourism, Logistics and others
- Strategies to promote SMEs and Start Up Competitiveness, Funding, Technology Transfer, Common Services Centres etc. Are required to give thrust.
- Strategies to effectively coordinate with Export Promotion Councils, Commodities boards, local chamber of commerce and District Industry Center - transferring ownership of the plan to stakeholders themselves for effective management of the programme.
- Giving thrust to Postal exports / e-commerce to cater to newer consumer Trends and simplifying the logistical needs of Home-based Industries, Start-Ups and MSMEs.
- Environmental sustainability - the conceiving of plan under broader framework of SDGs (Sustainable Development Goals)
- Regulatory and operational reform will be further delineated specific to needs of the sectors as per ongoing extensive stakeholder consultation.

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