



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

Districts
AS Export Hubs



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सत्यमेव जयते

District Export Action Plan Ramanathapuram

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1. Introduction

Ramanathapuram is the southernmost district of Tamilnadu. It is a highly drought prone district and most backward in development. Though agriculture is the major economic activity in the district, fish and marine products are found in abundance as the district owns a longest coastal line. It has a huge scope and untapped potential in the export of marine products. In the effort to bring into reality the vision of Honourable Prime Minister to convert the district of Ramanathapuram into an export hub, a detailed district export promotion plan is outlined for the district. Further the plan focuses on harnessing and improving the export potential in the district and work for the promotion and growth of exports in the district.

2. District Profile

Ramanathapuram district was formed in the year 1910 by clubbing certain portions of Madurai and Tirunelveli districts. It is surrounded by Palk Strait and Gulf of Mannar in the East and South directions respectively. The district is bounded by two main districts namely Virudhunagar and Sivagangai in the North West and North East direction. The district total geographical area is about 408957 hectares. The population of district is 1353445.



Fig.1 Blocks of Ramanathapuram District



The district is called as Mugavai(face) as the river Vaigai ends its journey in Palk Strait. The district includes 9 Taluks, 2 Revenue divisions and 400 revenue villages, 4 Municipalities, 11 Panchayat Unions, 7 Town panchayats and 429 village Panchayats. The district is a popular tourist destination. Every year thousands of tourists visit the district from various parts of the world. The unique feature of this district is the longest coastal line measuring about 237 km accounting for nearly 1/4th of the total length of the coastal line of the State.

2.1 Demography

2.1.1 Population

The total population of this district is 1353445 comprising 682658 Men and 670787 women as per 2011 census. The urban population is 410699 constituting only 30 % of the total Population, the remaining 70% ie.942746 is rural population.

2.1.2 Sex Ratio

Sex composition is the most important social indicator of demographic characteristics to measure the extent of prevailing equity between males and females in a society at a given point of time. Sex Ratio is defined as the number of females per thousand males. In 2001, the study area had a positive sex ratio of 1036. However, it became negative in 2011 and amounted to **only 977 females per 1000 males**. Thus the sex ratio declined in Ramanathapuram district. **One of the reasons is the lack of job opportunities in the district. This resulted in migration of people, especially males to other districts or states or countries.**

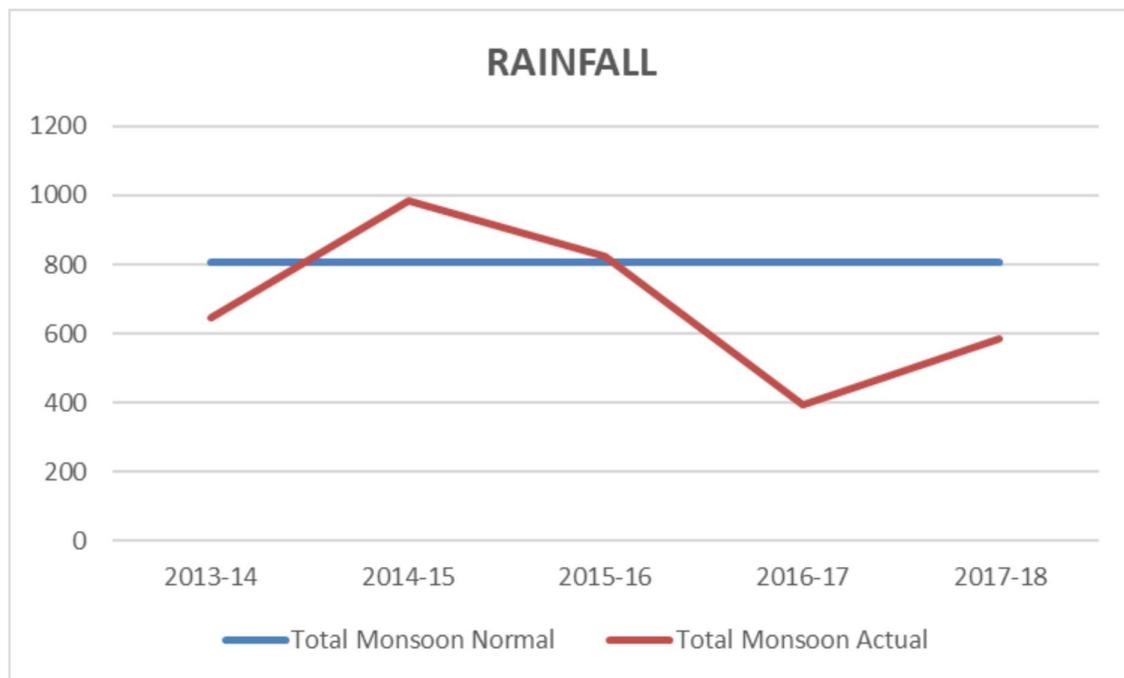
2.1.3 Literacy

Average literacy rate of Ramanathapuram in 2011 were 80.72 compared to 72.96 of 2001. If things are looked out at gender wise, male and female literacy were 87.81 and 73.52 respectively. For 2001 census, same figures stood at 83.01 and 63.36 in Ramanathapuram District. Total literate in Ramanathapuram District were 978,946 of which male and female were 536,487 and 442,459 respectively.



2.2 Climate and Rainfall

The district receives rain under the influence of both Southwest and Northeast monsoons. The Northeast monsoon chiefly contributes to the rainfall in the district. Most of the precipitation occurs in the form of cyclonic storms caused due to the depressions in Bay of Bengal. The Southwest monsoon **rainfall is highly erratic** and summer rains are negligible. The average annual rainfall over the district is 827 mm with the maximum around Pamban and all along the coast and it decreases towards inland.



2.3 Agricultural Crops

The total cropped area of the district/ zone is 172469 hectares (as per 2016-17 G-return). The area under irrigated agriculture is 63800 Hectare, while 137099 hectare is under rainfed Agriculture. The major food grain crops cultivated are

- Paddy
- Cholam
- Kambu



- Ragi
- Pearl Millet
- Chilli
- Black gram
- Cotton

3. Goal

The primary goal of this District export promotion plan is to identify the potential of Ramanathapuram district in transforming it into an Export Hub. Honorable Prime Minister of India has mentioned that each district in India possess products and services that possess attractive potential in global market. Department of commerce through Director General for Foreign Trade and state government is taking various measures to implement the vision of Honorable Prime Minister to convert the district into an active Export Hub and to increase the exports within the district in the next five years.

3.1 Policy Framework

Based on the minutes of meeting held on 24.11.2020 under the chairmanship of District collector Ramanathapuram. The following steps have been taken

- To create a special wing with focus on export promotion at policy level
- To identify potential products for exports in the district Ramanathapuram
- To identify bottlenecks in promoting export potential products.
- To identify potential exporters in the district for fishery products and dry fish.
- To prepare a detailed report on the engineering components manufactured in the district.
- To take steps to increase the export of Mundu chilli.



2. Study On Potential Export Products

The district is strategically located close to Gulf of Mannar and Palk Strait. It is also well connected to Thoothukudi port and Thoothukudi airport. The district is known for its active economic activity. The trade activities mainly revolve under the agriculture sector and fisheries industries.

2.1 Agricultural Products

Agriculture in the district is mainly attributed by several factors including rainfall and soil and ground water. The district receives most of its rainfall during North East and South East Monsoons. The cropping pattern of the district varies from Taluk to Taluk. Paddy occupies however, the largest area of cultivation. Other crops grown in the district are Cholan, Kambu, Ragi, Maize, Cereals, groundnut, gingely and sunflower.

2.1.1 Chilli

Ramanathapuram district is the leading producer of chilli in Tamil Nadu, contributing to 31% of the state's production. The district grows chilli in an area of roughly 16,000 ha with a normal production of 13,164 tonnes Gundu Mundu chilli production is widespread in Ramanathapuram district of Tamil Nadu. This is because gundu chilli grows well in rainfed conditions. The district cultivates nearly 808 kg per hectare of chilli. Thoothukudi and



Madurai districts together match the production of Chilli in Ramnathapuram district. Farmers in the district cultivate gundu chilli as it is shiny with deep red color. This type of chilli is high demand in the international market. This chilli is suitable for dry chill powder.

The following problems affects chilli cultivation and hinder the scope for export in the district.



Cultivation Problems

- High cost of good quality seeds
- Lack of drying space
- Irregular supply of fertilizer
- High cost of fertilizer
- Infestation of pest
- Lack of technical knowledge

Marketing Problems

- Heavy commission charges
- Lack of storage facilities
- Lack of market intelligence
- High cost of transport
- Irregular payment of intermediaries

Thus the farmers in the district must be educated on the importance of using treated seeds and proper irrigation for the chilli plants.

2.2 Marine Products

The district is bounded by the Bay of Bengal Sea. This makes it favourable for the growth of fishing industry in the district. Capture fisheries is one of the major occupations and income provider for the people of the Ramanathapuram district. The district has 237 km coastline and covers almost 22% of the state fisher population. The district leads in marine fish production in the state and contributes for more than 20% of the fish landings in the state. Fishing operation is mostly carried out by mechanized boat, motorized boat, non-mechanized boat and shore seine. However in recent years shore seine had been reduced due to its high cost. There are about 6 fish landing centre, 5 freezing plants and 18 ice, cold storage plants. Inland fishing is mainly confined to seasonal tanks only. Among three types of fisheries (marine, inland and brackish water), the marine fishery operation is very dominant in this district.

The Marine fisheries profile of the Ramanathapuram district is given below

Total coastline- 237 km



No of fishermen villages-- 178

Fisher population -1,93,413

No. of fishermen families -41,048

No. of Mechanized boat- 4,790

No. of Motorized boat- 372

No. of non-motorized boat- 1926

There are nearly 35 fish markets in Ramanathapuram district, out of which nine are large, seven are medium and remaining are small. The following are the large markets in the district Rameswaram, Ramanathapuram, Erwadi, Keezhakkarai, Paramakudi, Devipattinam, Thondi Sikkal, Pamban, Mandampam. The medium markets are Thangachimadam, Uchipulli, Periyapattinam, Valinokam, Kannirajapuram, Mudukulathur, Sikkal.

2. Analysis Of Marine Fish Production

Ramanathapuram district is known for its abundant marine resources. Ramanathapuram is one of the top producer of fish. This enhances the possibility of creating a fish hub in the district.

Based on the data in the table below the fish production in the district shows an increasing trend in the last ten years. Thus it is evident that there is a greater possibility to increase the exports of marine product in the district of Ramanathapuram.

S.no	Year	Marine	Inland	Total
1	2009-10	92973	5016	97989
2	2010-11	112496	4155	116651
3	2011-12	113433	6221	119654
4	2012-13	114624	7361	121985
5	2013-14	115624	7896	123520



6	2014-15	117562	7965	125527
7	2015-16	118524	8560	127093
8	2016-17	152485	8965	161450
9	2017-18	165243	8978	174221
10	2018-19	175426	9856	185282

Table:1 Marine Fish Production

General Characteristics of Marine Products

HS Code: The Harmonized System is a **standardized numerical method of classifying traded products**. It is used by customs authorities around the world to identify products when assessing duties and taxes and for gathering statistics. Marine fish products are processed and frozen so that it remains fresh and feasible for export to other countries. The products are perishable and hence proper storing, processing and freezing procedure must be followed.

- One of the most innovative practices to have originated in the global food industry is advocating for the use of GI tags. A geographical indication (GI) tag serves as a marker or a nameplate, which is used on certain products to show to the user that the food material is from a specific geographical location. It offers legal protection to the products and prevents unauthorized use of GI tagged products by other producers who aren't producing in that locality.
- GI tags make it easy for consumers to get quality products of desired traits, and they're assured of its authenticity.
- GI tags promote the economic prosperity of producers of GI tagged goods by enhancing their demand in national and international markets. This can also help boost the country's rate of economic growth.
- GI tagged goods which are exported can help the country improve its Balance of Payments position.



Marine Products Export Development Authority

The Marine Products Export Development Authority (MPEDA) was set up to promote the marine products industry with special reference to exports from the country. It is envisaged that this organization would take all actions to develop and augment the resources required for promoting the exports of “all varieties of fishery products known commercially as shrimp, prawn, lobster, crab, fish, shell-fish, other aquatic animals MPEDA is given the authority to prescribe for itself any matters which the future might require for protecting and augmenting the seafood exports from the country. It is also empowered to carry out inspection of marine products, its raw material, fixing standards, specifications, and training as well as take all necessary steps for marketing the seafood overseas.

Tamil Nadu Fisheries Development Corporation

Established in 1974, Tamil Nadu Fisheries Development Corporation Limited (TNFDC) is a state owned Public Sector undertaking with an authorized share capital of Rs 5 crore . The corporation is continuously earning profit from the year 2005-06 onwards through its business activities such as reservoir fisheries management, marketing of fish and fishery products, fish processing, supply of diesel/kerosene to fishermen and ornamental fish culture activities.

3.1 Fisheries Industries

In Ramanathapuram district, 7 fish processing factories are functioning in Tondi and Mandapam. Prawn, Squids, Cuttle fish, Crabs and fish are processed by fishing and exported to foreign countries. Many small entrepreneurs are involved in fish drying and dried fish is used in poultry and cattle feed manufacturing. Here Fishers department offers many subsidiary schemes for fisherman community. Cage fishing here mostly used cobiya breed men means (40%sub :60%loan) and for women(60%sub:40%loan).



3.2 Marine Resources

Ramanathapuram district has extensive fish resources along the north side of the coast. It possesses immense fish production potential. The fish resources comprise of Pelagic fishes, Demersal fishes, crustacean fishes and Molluscan fishes. These resources provide plenty of opportunities to fishermen. The Pelagic fish inhabiting the Pelagic zone contributes to the fishery in the Gulf of Mannar. The major groups are Sardines, anchovies, mackerel, Carangids, tunas and seer fishes. Majority of them are caught by gillnet, drift gillnets, drift nets and hook and line and trawl from Rameswaram and Pamban.



The major demersal fish groups consist of silverbellies, rays, perches, goat fishes, sciaenids and barracudas, catfishes and flatfishes which are found in Mandapam

region. These are caught by gillnets, hook and lines and occasionally in traps around the islands. The crustacean fishery resource of this region include shrimps, crabs and lobsters. About 95 per cent of the shrimp resources comprise of penaeid prawns. They are found in Pamban, Mandapam, Ervadi, Keelakkarai Valinokkam, Devipattinam and Thondi.

Some of the marine industry with high export potential are listed below

- a) Pearl fishery
- b) Chank fishery
- c) Shrimp farming
- c) Fish Culture in cages
- d) Dry Fish Production
- g) Seaweed cultivation



5. Other Potential Products For Export

a) Palm leaf handcraft :The district is famous for traditional handicraft business using palm leaf. As they lack marketing skills they are not able to make considerable profit. Many of them recently stopped their business due to minimal profit margin. There is a certain scope for value added training in this craft. Training must be provided to people to come up with certain value added products with palm leaf.

b) Palm gar : The Ramanathapuram District has more than one crore palm trees all around the district. But the maximum use to tap Sap during seasons starting from February to July end every year is minimal. It is an “untapped Potential” of this district resource not much development and research in processing Sap for Palm sugar production is done. Hence the study was taken to explore the transfer of traditional technology used in producing “palm candy” to “palm sugar” directly and this is the focused objective in designing the equipment to produce palm sugar as an organic product.

c) Jasmine: In a quiet development in recent years, about 500 fishermen families of Mandabam gave up their traditional vocation of fishing and began cultivating the much sought after jasmine flower in places like Akkalmadam, Thangachimadam, Peikarumbu and Thenkuda in a small way with nearly 300 to 400 family members are cultivating jasmine at 18kgs-20kgs per acre/day.Jasmine is used for making perfumes in the Mandabam unit.

d) Handloom: Textile mills are functioning in the district, which produce a variety of yarns. Mat weaving is followed in the vicinity of Ilaiyankudi. Boxes and other articles from palmyrah leaves are being manufactured in a number of places in Ramanathapuram taluk. Coconut coir fibre making is followed in the district, the important centre being Periyapattinam There has been no discharge of industrial effluents in river basin/other water bodies in Ramanathapuram district.



Strategies To Improve Agriculture

- Encourage the use of hybrid seeds and quality planting material.
- Promotion of cultivating high value horticulture crops.
- Educate on the use of micro irrigation, pest and disease management.
- Train farmers on post-harvest management techniques.

Industries At A Glance

MAJOR INDUSTRIES OF RAMANATHAPURAM

Adani's largest solar power project in Tamil nadu

- Adani group of company which has interests in ports, edible oil and energy. On Wednesday, 21 September, 2016, the Adani group launched the largest single location solar power project. The new project of solar power production is being undertaken by Adani Green Energy (Tamil Nadu), the renewable energy wing of the Adani Group is located in **Kamuthi in Ramanathapuram district**, Tamil Nadu. It The new plant has a capacity of 648 megawatts (MW) and involves an investment of around Rs 4,550 crore. It is part of the state government's target to generate 3,000 MW in line with its new solar energy policy unveiled in 2012.

Tamil Nadu Salt Corporation

- It is situated in Valinokkam, Kadaladi Taluk of Ramanathapuram district. It was established in the year 1974 in an area of 5505 acres of land allotted by the Government in Kadaladi Taluk. It started its production from the year 1978. TamilNadu Salt Corporation obtained FSSAI (Food Safety and Standard Authority of India) license for Fortified salt production for the first time in salt industry. It is producing iodised and double fortified salt since 1990. This iodised and double fortified salt helps to eradicate anemia and iodine deficiency disorders.
- **Hand loom Industry**
Large number of small and tinny hand loom textile Industries Scatterd in an around paramakudi town which provides employment oppertunities to the local people.



Registered Industries

Large Scale Industries / Public Sector undertakings

1. M/s Oil and Natural Gas Corporation Ltd – 4 units
2. M/s Penna Gas Power plant, Valanthuravai
3. M/s Power Plant (Fire Wood), Pamppor.
4. M/s Tamilnadu Salt Corporation, Vallinokam.
5. M/s South Indian Bromine & allied Chemicals Pvt Ltd, Vallinokam.
6. M/s Pioneer Spinners, Kamuthakudi.
7. M/s Platinum Textile, Thiruvadani.
8. M/s Mannan Cotton Mill, Abiramapuram.
9. M/s Aysha Cotton Mill, Abiramapuram.
10. M/s Srinithi Industries Ltd, Achundanvayal.

Medium Scale Enterprises

1. M.C. Ramachandran Fancy Paper Boxes, Ramanathapuram.
2. Bharath Travel, Ramanathapuram.
3. A.Yovanraj Air condition plant creation and Installation, Paramakudi.
4. Mugavai Coir Pith Industries

Number of Registered Industries as on 24.06.21

Type	Micro	Medium	Large	Total
Manufacturing	719	47	2	768
Service	2023	24	1	2048

The Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. It contributes significantly in the economic and social development of the country by fostering entrepreneurship and generating large employment opportunities at comparatively lower



capital cost, next only to agriculture. MSMEs are complementary to large industries as ancillary units and this sector contributes significantly in the inclusive industrial development of the country. The MSMEs are widening their domain across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global markets.

Major exportable Products

Major Exportable Items in Ramanathapuram The following are the major items exported from the district.

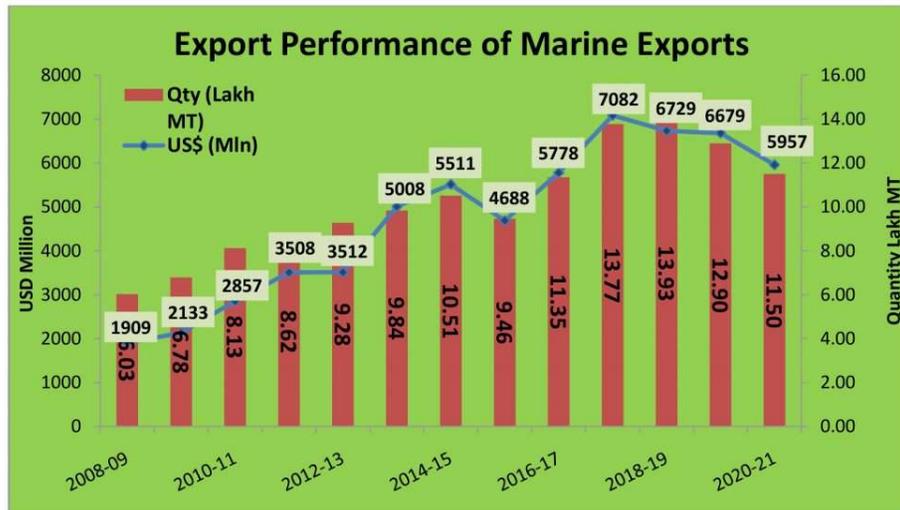
1. Sea Food
2. Coir Pith
3. Handicrafts made out of sea shell
4. Organic Chillies

Enterprises having potential in Ramanathapuram

High	Medium	Low
Tourism ❖ Fish processing ❖ Dry fish processing ❖ Boat repairing ❖ Cell Phone servicing ❖ Domestic Repairing services ❖ Manufacturing of Handicrafts ❖ Solar Power Generation	Marketing consultancy ❖ Entrepreneurship Development Institutions ❖ Internet Browsing ❖ Beauty Parlours ❖ Sporting and other recreational Activities ❖ Manpower agency	Mechanical related industry ❖ Chemical related industry



Export Trend of Marine Products: The following chart would help to know the increasing export trend in the export of marine products from India.



6. SWOT Analysis Based on Export

The district export promotion plan has come up performed SWOT analysis to study the opportunities for export in the district of Ramanathapuram.

6.1 Strengths

The following are some of the prominent strengths of the district for export.

Good Road and Rail Connectivity: Ramanathapuram district is connected by NH 49 to Madurai from Rameswaram. East coast road is the major coastal road in east Tamilnadu which connects Chennai, Pondicherry with Ramanathapuram in North and connects Thoothukudi, Kanyakumari in South. This district connected well by rail road to major cities of India through Madurai Junction. The nearest airport is Madurai Airport, about 125 Kms. All villages, Taluk headquarters and Block headquarters are well connected by road with Ramanathapuram.



Increasing Export Trend of Marine Products: Ramanathapuram district is rich in marine resources. The export trend of marine products seem increase every year. Thus the district is favourable for the export of marine products.

Other strengths of the district are listed below

- The district boasts of its good bio reserve and vast biodiversity in the form of flora and fauna.
- Availability of agricultural land.
- Community involvement.
- Availability of natural gas.
- Adequate basic infrastructures for export.
- Longthiest shoreline of 237 Kms. For fisheries

6.2 Opportunities

- Aspiration district, priority for all schemes and projects .Export potentials (Preserved Sea foods, Coir Pith, Sea shell ,organic chillies and Handicrafts made in palm leaf)
- High scope for food processing
- Scope for FPOs, enterprises, local employment generation
- Handicrafts particularly palm based is considered to have potential to generate employment at large numbers
- Integrated textile- park proposed by SIPCOT at Manakudi village in Tiruvadanai taluk in 90.58 Hectare area.
- Potentials areas for service industry (Hydraulic Water service Station for Four wheelers, Television Servicing, Computer &LapTop Servicing, Mobile Phone Servicing and Electrical Home Appliance servicing)
- Potential areas for new MSMEs (Modern rice mill, Coconut based industries, Sea food Processing Industries, Oleo resin spices manufacturing units, Fish net.



6.3 Identifying Weaknesses

The following are some of the weaknesses identified in the district of Ramanathapuram that hinder the export of products.

- Low Pace of development in the non-agricultural sectors like tourism, education and industrial sector
- Uncertain Rainfall and lack of water availability.
- Bad agricultural productivity due to drought
- Migration of students to other districts
- Lack of technology skills
- Lack of cold storage
- Highly influence of middlemen agriculture marketing.
- Lack of common facility centre
- Lack of credit facilities from the Banks
-

Technological Bottlenecks

Although the district has excellent potential for the export of marine products there is no awareness among the fisherman on creating value added products. There is a lack of knowledge and awareness on branding, packaging and standardization of products. There is a need to fill this technological gap and fully harness its potential.

Skill Gaps

There is a huge need to enhance the international entrepreneurial skills of businessmen, farmers and fishermen in the district. They must be assisted in exploring the international market. Proper training and capacity building must be offered to them.

Ancillary Infrastructure

The district has minimal infrastructure for exports like testing, certification labs etc to establish superior export products. Thus, there is a need to strengthen the basic infrastructure and facilities for export.



6.4 Threats

- Migration of farmers
- Alien species Prosopis Juliflora which reduce capacity water bodies and area under cultivation.
- Unprecedented natural calamities
- Highly affected by storms and cyclones formed in Bay of Bengal.

7. Plan of Action

The aim of this District Export Promotion Policy is to minimize the above-mentioned weakness and thwart the threats posed to the exports of the district and convert it into becoming a major export hub.

- DEPC will create sub groups for each of the potential export products in the district.
- There is a need to set up a single window system at the district industries centre for any export related approvals or clearances at the district level.
- DEPC has assessed the gaps in infrastructure and policies relating to exports from the district.
- Meetings will be held at regular intervals to minimize the gap mentioned above and strengthen the opportunities available globally.
- DEPC also coordinate with various departments for imparting necessary training to the labourers, artisans and entrepreneurs.
- Dissemination of information through trainings, seminars, guest lectures, practical trainings, exchange visits with other districts of excellence will be followed.
- DEPC will act as **one-point facilitator** for export promotion at district level for coordinating and liaising with and report to State Export Promotion Committee (SEPC) and other related departments for removing all the above- mentioned bottlenecks and developing this district into an export hub.



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