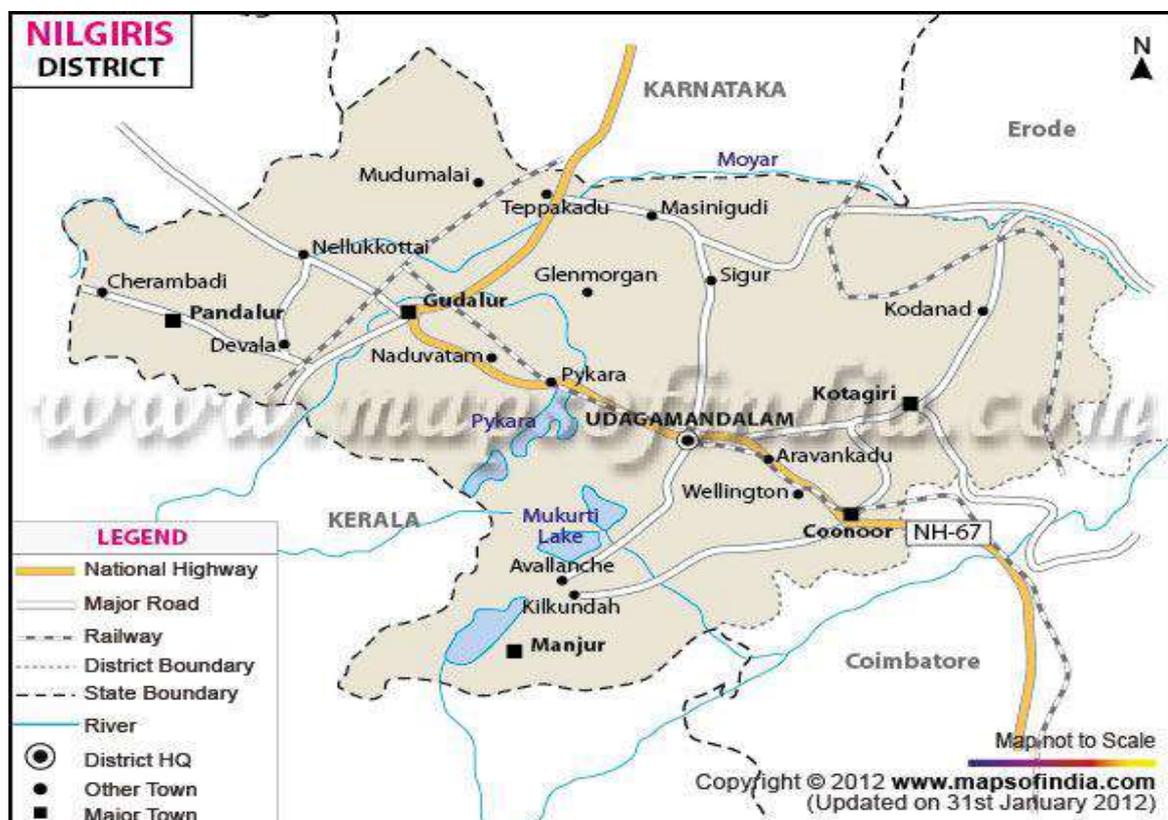


## District Export Action plan for The Nilgiris District, Tamilnadu



### District Map

The Nilgiris, one of the oldest mountain ranges is a part of the Western Ghats, located at the tri-junction of Tamil Nadu, Kerala and Karnataka. Because of its natural charm and pleasant climate the district attracts tourists throughout the year.

Geographical Location :

North Latitude : Between  $11^{\circ} 30' 00''.12$  and  $19^{\circ} 30' 00''.42$

East Longitude : Between  $76^{\circ} 29' 52''.55$  and  $76^{\circ} 36' 00''.21$

### Climate

Since this district is situated at an elevation of 900 to 2636 meters about MSL during summer the climate remains to the Maximum of 21 degree Celsius to 25 degree Celsius and the minimum of 10degree Celsius to 12degree Celsius. During the winter, the temperature available to the maximum 16degree Celsius to 21degree Celsius and minimum of 2degree Celsius.

## **Transport**

Road is the only means of transport for personal and commercial purpose. The Nagapattinam - Gudalur National Highway Passes through this district. All the taluks are connected with Major District Roads. The village roads are maintained by Panchayat Union. There is no sea port or Airport in this district.

## **Tourism**

The Nilgiris is a summer resort for the tourists which attract the entire world. Mudumalai Tiger Reserve the first Sanctuary to be set up in India located 36 kms from Ooty which extends over an area of 321 sq.kms at an elevation of 1,140 mtrs inhabitat wildlife like Elephants, Gaur, Tiger, Panther, Spotted Deer, Barking Deer, Wild Boar, Porcupine etc. Apart from Safari inside the sanctuary the Theppakadu elephant camp is popular tourist attraction. Dolphin's Nose is located about 12 kms from Coonoor near Tiger Hills. We can see the St. Catherine's Falls with their stream and the stream from Kotagiri together tribute to the great Bhavani river. Tribal Museum is located within the Tribal Research Centre campus at M.Palada, 10 kms from Ooty Central Bus stand towards Avalanchi road. The main aim of establishing the museum is to preserve the cultural heritage of the Tribals. Artifacts like traditional Ornaments, Weapons, Utensils, Basketrty, Pottery, Tribal Model huts, Agricultural Implements, Hunting and fishing material Painting & Photography, Sculptures of different tribal ethnic Communities were exhibited in the Tribal Museum. Other important places Emerald Dam, Avalanchi and Eco Tourism places are located nearby the Tribal Museum.

## **Agricultural activities in the district**

The Geographical area of the district is 2545 square Kilometer with 56% of the total area is under natural vegetation. The average rainfall for the district is 1522.7 mm per annum. The cultivation is done mainly in terraced lands. The temperate crops such as tea, potato, cabbage, carrot, beans, plum, peach, pear etc., are grown in the higher elevation. Mandarin orange, Coffee are grown in mid-elevation. Tropical crops like clove, nutmeg, Pepper, Ginger and fruits like Durian, Litchi, Rambutan and Mango Steen are grown in the lower elevation of this District. The cultivation is done mainly in terraced lands. The temperate crops such as tea, potato, cabbage, carrot, beans, plum, peach, pear etc., are grown in the higher elevation. Mandarin orange, Coffee are grown in mid-elevation. Tropical crops like clove, nutmeg,

Pepper, Ginger and fruits like Durian, Litchi, Rambutan and Mango Steen are grown in the lower elevation of this District.

### **Fisheries activity in the district**

Fresh water fishery is done in the district. Avalanche Trout Hatchery at Avalanche is fully utilized for hatching eyed ova of rainbow trout. The “Government Wilson trout farm” is utilized for rearing trout fry, fingerlings, advanced fingerlings and brooders. Main activities were carried out in Upper Bhavani, Avalanche, Emerald, Mukurthi, Parson’s Valley.

### **Potential activities that contribute to the GDP of district**

Tea, a plantation crop, grown at an elevation ranging from 1000 to 2500 meters above mean sea level provides employment to large population of the district where the plucking continues throughout the year with no dormant season. Coffee is also grown to small extent. Other than Tea and Coffee, the favorable climate of the district motivates the cultivation of different horticulture crops such as Carrot, Potato, Cabbage, Beans and Beetroot.

Further, significant population of the district depends on tourists for their livelihood. To support tourists visiting The Nilgiris, lot of Hospitality services such as Hotels, lodges, cottages, tourist vehicles, etc are being operated. The Nilgiris is famous for ‘Ooty varky’, homemade chocolates and essential oils. So lot of bakeries, homemade chocolate and essential oil production units are present in the district.

Public sector industry like M/s. Cordite factory which manufactures quality propellants for different type of Ammunitions, M/s. Pasteur Institute of India which majorly produces vaccines for rabbies and large industries such as M/s. Needle Industries (India) Private Limited, M/s. Human Biological Industry, M/s. Nestle India Limited are also functioning in the district.

The block wise major industries in the district:

<b>S. No</b>	<b>Block</b>	<b>Possible industrial activities</b>
1	Udhagamandalam	Black Tea manufacturing, Homemade Chocolates,

		Bakery, Carrots processing
2	Coonoor	Black Tea manufacturing, Food processing and value added products (Vegetables, Fruits, Oils)
3	Kotagiri	Black Tea manufacturing, Food processing and value added products (Vegetables, Fruits, Oils)
4	Gudalur	Black Tea manufacturing, spices, Bakery, Areca leaf plates, paper cups, plates, bags, cloth bags, hollow bricks and blocks

The details of the sector wise industries present in the district are as follows.

#### **TEA SECTOR:**

The Nilgiris is the largest Tea growing district in South India. The Nilgiris Tea is generally described as intensely aromatic, fragrant and flavored tea grown in the southern portion of the Western Ghats. There are 128 individual private tea industries are producing tea. Other than private industries, 16 INDCOSERVE Tea factories are also functioning.

#### **THE INDCOSERVE:**

The Central organization of the 16 Industrial Cooperative Tea Factories is called INDCOSERVE (The Tamilnadu Small Tea Growers Industrial Cooperative Tea Factories Federation Ltd.). It has 25,000 Small Tea Growers as its members. Initially, the small tea growers were supplying green leaf to bought leaf factories at low price. In order to uplift the tea growers, the Government of Tamil Nadu decided to promote Cooperative movement among them. With the establishment of the first Industrial Cooperative Tea factory at Kundah in 1962, these small tea growers were able to realize a better price for their green leaf. Today, the INDCOSERVE has become the largest business organization in the country. The INDCOSERVE provides various services to the Indco Tea Factories such as warehouse facilities at Coonoor, Coimbatore and Cochin, supply of fertilizers, supply of jute bags for packing of teas, machinery spares, and other inputs to the small tea grower/members through the Indco Tea Factories besides helping to market the teas of the factories to their best advantage. INDCOSERVE also

provides financial support to the member Indco Tea Factories. It is selling Ooty Tea through Public Distribution System in the State.

The details of the tea industries present in the district are as follows

Sl.No	Tea Industries	No of Units
1	INDCOSERVE	16
2	TAN TEA	6
3	PRIVATE TEA INDUSTRIES	104
4	LARGE CORPORATE TEA INDUSTRIES	18

#### **TOURISM AND HOSPITALITY SECTOR:**

Being a tourism based district, the district has lot of infrastructure to support the tourists. More than 14,000 families solely depends on the hotels, restaurants, lodges, cottages, tourist taxis and others being depending on the services such as sale of readymade garments like sweaters, jerkins, handicrafts, Tea powder, spices, etc.

#### **BAKERIES, HOMEMADE CHOCOLATES AND ESSENTIAL OILS:**

The Bakery products and homemade chocolates made in the district is unique in quality and taste. 'Ooty varky' is famous throughout the country and so large number of varky and bakery related food processing units are present in the district. 'Chocolates' produced in the district is also called as 'Homemade chocolates' and known for its indigenous. Lot of homemade chocolate producing units is also present in the district. Four numbers of large industries and several small units are engaged in producing eucalyptus oil and other aromatic oils like Citriodora Oil, Geranium Oil, Citronella Oil, Palmarosa Oil and Lemon Grass Oil which are being sold in almost every shop of the district.

The number of Bakeries and Homemade chocolate units present in the district are as follows:

Sl.No	Industry	No of Units
1	Bakery units	400
2	Homemade chocolate units	20

## **GENERAL PURPOSE ENGINEERING SECTOR**

### **SIDCO:**

SIDCO was established in Indunagar in Ooty in 1981. It has 4 plots and 25 sets and has industries of different sectors.

The list of Industries present in SIDCO is as follows:

<b>Sl.No</b>	<b>Name of the Industry</b>	<b>Product</b>
1	M/S.PETALS FABRICARE	Commercial laundry
2	M/S.PSC AROMATICS	Essential oils
3	M/S.OCURA	Hand sanitizer
4	M/S.S.K.ELECTRICALS	UPVC doors
5	M/S.PRESTIGE INDUSTRIES	Corrugated box
6	M/S.M.N.CHOCOLATES	Homemade chocolate
7	M/S.ELGI RUBBERS	Tyre retreading

### **ESSENTIAL OILS:**

Four number of large industries and several small units are engaged in producing eucalyptus oil and other aromatic oils like Citriodora Oil, Geranium Oil, Citronella Oil, Palmarosa Oil and Lemon Grass Oil.

### **NEEDLE INDUSTRIES (INDIA) PRIVATE LIMITED:**

The Company was incorporated in 1949 in Yellanalli, Ooty as a subsidiary of a major British manufacturer of hand sewing needles, knitting pins and hard haberdashery products. Manufacturing commenced with the very simple gramophone needle. Over a period of time, the product range was expanded; Hand Sewing Needles, Knitting Pins and Accessories, Snap Fasteners, Hooks & Eyes and a complete range of pins were all introduced and now constitute the bulk of manufacture and provides employment to more than 800 families. Pony branded products are now sold in all the continents of the world with exports accounting for some 70% of the Company's total turnover. A highly specialized and extensive range of Surgical Suture Needles was introduced in the 1960s and continues to be a growing product group for the Company.

## **NESTLE INDIA LIMITED**

Nestle factory is located at Cherambadi in the Pandalur Taluk in Gudalur block which is a 100% Export Oriented Unit, manufacturing Instant tea. Nestle India Limited is registered under MEPZ, Chennai and holders of Green Card issued by Govt of India. The factory processes, on an average, 45,000 kg of green tea leaf every day. Leaf is procured from about 1,000 farmers including small growers. Around 200 workers are working in the factory. Instant Tea is exported to around 20 Countries.

### **Vision**

Hon'ble Prime Minister in his Independence Day Speech on 15th August, 2019 had inter-alia, observed that each district of our country has potential equal to that of one country. Each district has its own unique specialities in terms of products and services which has potential in the global market. Each district has the potential to become Export hubs.

### **Goal**

The goal of this District Export Plan (DEP) is to achieve Hon'ble Prime Minister's vision by undertaking steps and initiatives to convert The Nilgiris District into an Export Hub and to double the exports (baseline 2018-19) from the district within the next five years. As per Table 6A of GST-R1 source, District wise exports in the financial year 2018-19 is Rs.598.23 crores.

### **Policy framework**

The framework of District Export Promotion policy is based on Ministry of Commerce and Industry, Government of India's D.O. No.01/36/218/01/AM-18/TC/Part-I/01 Letter dated 13-11-2019 mandating Regional Authorities of Directorate General of Foreign Trade (DGFT) to work with State Governments and District level officers to initiate preparation and implementation of a District Export Plan (DEP) specific to each district in every State/ UT through an institutional structure at the district level for fulfilling the goal mentioned above. Accordingly, DGFT through its O.M dated 26/12/2019 has notified the action items along with timelines for developing Districts as Export Hubs. Apart from the action items, it also suggested composition of District Export Promotion Committee (DEPC) and terms of reference for plan of action for developing districts as export hubs. Subsequently, DEPC has to be constituted and notified for all the districts in a State by the concerned State Government. Government of Tamil Nadu through its G.O No 29 dated 16-03-2020 of Micro, Small and Medium Enterprises Department notified composition of members of DEPC for twenty two districts in the State along with its potential products for exports.

This G.O also bestowed the power on DEPC to call for additional members and also to amend the list of potential products for export promotion.

Members of DEPC for The Nilgiris district are as follows:

1. District Collector, The Nilgiris - Chairperson
2. Regional Joint DGFT, Coimbatore - Co-Chairman
3. GM, District Industries Centre, The Nilgiris - Convenor
4. Lead Bank Manager, The Nilgiris - Member
5. Representative, MSME – Development Institute, Coimbatore - Member
6. Representative, Agricultural and Processed Foods Export Development authority (APEDA), - Member
7. Representative, Handloom Export Promotion Council (HEPC) - Member
8. Representative, Tea Board – Member
9. Representative, Coffee Board -- Member.

The Government of Tamilnadu has identified and notified the following products as having potential for export in the District.

1. Horticulture crops like Potato, cabbage, Carrot, Tea, Coffee, Ginger, Fruits, Timber, Eucalyptus oil, Garlic & pepper
2. Floriculture products such as Cutflowers like lily, Carnation, Gerbera, etc.
3. Toda Shawls (G.I. Product)
4. Home made Chocolates
5. Ooty Varkey.
6. Nilgiri (Orthodox) Logo (G.I. Product)
7. Kurumba Paintings

#### 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 Govt 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.

First District Export Promotion committee meeting was held on 12.11.2020 under the chairmanship of the District collector, The Nilgiris, and the DEPC is reconstituted with the following members vide Proceedings of the District Collector dt. 4.12.2020

1. District Collector, The Nilgiris - Chairperson
2. Regional Joint DGFT, Coimbatore - Co-Chairman
3. GM, District Industries Centre, The Nilgiris – Convenor
4. Joint Director , Horticulture Department, The Nilgiris – Member
5. Project Director, Magalir Thittam, The Nilgiris – Member
6. Deputy Director, Department of Agricultural Marketing and Agri Business, The Nilgiris – Member.
7. Representative, Food Safety and Standards Authority of India – Member.
8. Representative, Agricultural and Processed Foods Export Development authority(APEDA), - Member
9. Representative, Handloom Export Promotion Council(HEPC) - Member
10. Representative, Tea Board – Member
11. Representative, Coffee Board -- Member.
12. Representative, MSME – Development Institute, Coimbatore - Member
13. District Development Manager, NABARD, Coimbatore & The Nilgiris.

14. Lead Bank Manager, Canara Bank, The Nilgiris – Member
15. Representative, INDCOSERVE, Coonoor - Member.
16. Representative, TANTEA, Coonoor.
17. Representative, Toda Embroidery, President, Nilgiri Primitive Tribal Peoples Federations – Member.

2. Export Action plan proposed for converting the district into Export hub.

S. No	Challenges addressed	Implementing Agency/ Department	Action Plan	Timeline
1	Inclusion of Spices Board as member. And inclusion of Spices and Essential oil, Button Mushroom as potential products.	DIC	Spices Board to be invited for DEPC meeting.	3 Months
2	Motivate the FPOs as exporters.	DD (AM & AB), The Nilgiris APEDA, NABARD, DGFT	APEDA to get the details of FPOs in the district from DD (AM&AB) and NABARD and motivate them as exporters.	2 Months
3	Collection of data on Toda Embroidery and to conduct workshops to train the weavers in value addition and marketing of Toda Shawls.	Handloom Export Promotion Council	26 SHGs involved in weaving Toda shawl were identified which has substantial export potential, hence the federation and HEPC to collect the data of weavers in the Nilgiris District and conduct workshops to train the weavers in value addition, international standardization and marketing. Also support may be provided for the infrastructure establishment and finance.	3 Months

4	An exclusive brand to be created for Nilgiris grown coffee.	Coffee Board	Coffee board has informed that around 8700 hectares of coffee grown in The Nilgiris and Arabica coffee grown in 2400 hectares in Gudalur Area which has high export potential. Hence, an exclusive brand to be created for Nilgiris grown coffee.	3 Months
5	Mapping the export potential for Black Tea.	DIC, TANTEA, INDCOSERVE	To arrange meeting with all the members of Industrial Associations, Bought Leaf members to map the export potential for Black Tea.	2 Months
6	Revival of Kurumba painting.	Handicrafts Service Centre, Salem	Handicrafts service Centre, Salem to train the painting artisans in value addition and marketing to safeguard the Kurumbas tribal art.	2 Months