



विदेश व्यापार महानिदेशालय
DIRECTORATE GENERAL OF
FOREIGN TRADE

District Export Action Plan Tiruchirappalli District

Districts
as Export Hubs



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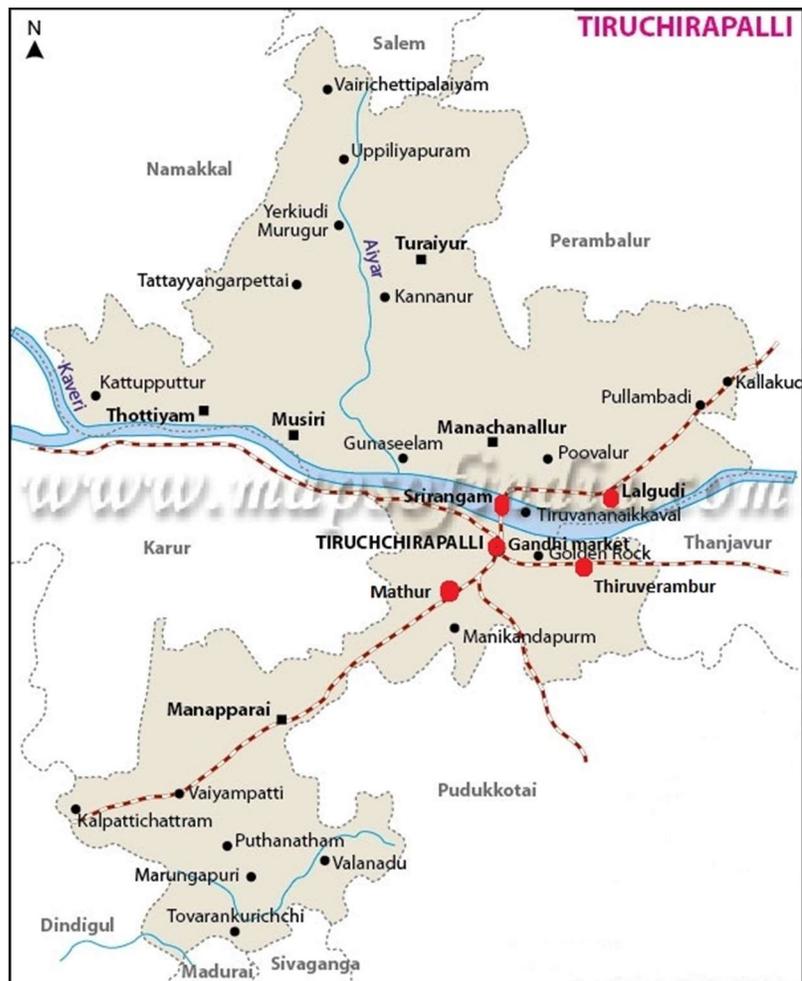
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General characteristics of the district

Tiruchirappalli District is located in the central region of the state and The Kaveri River flows through the length of the district and is the principal source of irrigation and drinking water. The main town in Tiruchirappalli District is the city of Tiruchirappalli, also known as Trichy. During the British Raj, Tiruchirappalli was known as Trichinopoly, and was a district of the Madras Presidency; it was renamed upon India's declaration of independence in 1947.

Tiruchirappalli is vitally a trade and agriculture center with Metro comforts and rural base. The District has great culture and historical importance and plays a key role in the economy of the state. The Tiruchirappalli District is well known as a busy centre for education, learning, culture, commerce, agriculture, industry and for engineering. Indian Institute of Management, Trichy is the 11 IIM in the country.





There are also available blue metals and granite in some parts of Tiruchirappalli District. Trichirappalli's Diamond bazaar is a famous market for both precious natural and artificial gems. There are number of Tanneries in the vicinity of Tiruchirappalli Town.

The total geographical area of the district is 4403.83 Sq Km comprising the 4 Revenue Divisions of Trichy, Srirangam, Musiri and Lalgudi. The district has 11 Taluks viz. Tiruchirappalli (East), Tiruchirappalli (West), Thiruverumbur, Srirangam, Manapparai, Marungapuri, Lalgudi, Mannachanallur, Musiri, Thottiyam and Thuraiyur. There are 14 Development Blocks and three Municipalities viz. Thuvakkudi, Manapparai and Thuraiyur representing urban sectors along with sixteen Town Panchayats.

Location and geographical area

Tiruchirappalli district is a centrally located district in Tamil Nadu State, has an area of 4403.83 Sq. Km stretching between 10 and 11.30 of the Northern Latitude and 74.858 of the Eastern Longitude. Altitude is 78m above sea level bounded by Namakkal and Perambalur districts on the North, Thanjavur and Pudukkottai in the east, Sivaganga, Madurai and Dindugal districts in the South and Karur district in the west. It is not only an Inland district without any coastal line but also most centrally located district in the state. The district has no marked natural divisions.

The topography of Tiruchirappalli district is almost plain except for the short range of Pachaimalai hills in the North. Cauvery is the major river flowing across the central portion of the district. Alluvial sandy loam and loamy soil constitutes major portion of the Delta regions bordering the river. In Lalgudi, Mannachanallur and Andanallur Blocks, loamy soils are predominant. In dry tracks Red soil is predominant, followed by Black soil.

The Pachamalai Hill is situated partly in Perambalur district and Thuraiyur Taluk and is the important hill in the district. The Cauvery and Coleroon are the major rivers and there are other small rivers, which are contributed to the irrigation potential of the district. The presence of innumerable streams and river lets in the



region, drainage has not been a problem for the district. It is subjected to extremes of climates. The normal rainfall works out to be 727.5 mm.

The red loamy soil is predominantly found here. Manapparai and part of Thuraiyur have red loam soil. The district has also sandy alluvial soil in other parts of the district.

Climate conditions

Tiruchirappalli experiences a tropical savanna climate with no major change in temperature between summer and winter. The high temperatures have been attributed to the presence of two rivers, Cauvery and Kollidam. As Tiruchirappalli is on the Deccan Plateau, the days are extremely warm and dry. Evenings are cooler because of cold winds that blow from the southeast. From June to September, the variation of temperature through out the year exhibits hot and dry climate with high temperature and low degree of humidity. The region experiences four main seasons: Cool Months - December to February; Hot Months - March to May; Windy Months - June to August and Rainy Months - September to November. Generally, the region has a long spell of hot climate with a short spell of rainy season and winter.

Temperature is low during the month of January with average mean daily temperature of 28° C. The maximum daily temperature recorded during the hot season in the month of May is 42° C.

The district receives seasonal rainfall from September to December. The average annual rainfall is in North East monsoon 356.1mm and South West monsoon 270.3 mm. the Northeast Monsoon period is from October to December. Southwest monsoon generally sets in at the beginning of June and blows with great force till the end of August.



Major agricultural crops grown in the region

Agriculture is one of the main source of economy of the district and Farm output provides not only food requirements of the district but also sizable portion of it is exported to other parts of Tamil Nadu. Agriculture continues to be the most predominant sector of this district economy, as 70 percent of the population is engaged in Agriculture and allied activities for their livelihood.

The major irrigated crops in the district are paddy, pulses, groundnut, sugarcane, banana, vegetables, and flowers. Judicious use of water with modern water management techniques, yield of those crops can be boosted and thereby export potential can be explored. The productivity of food crops like paddy, groundnut and pulses can also be increased to the target levels by proper water management practices.



S.No	Crop	Normal area	2018-19 Area coverage
1	Paddy - Kuruvai	3129	4309
	Rabi / Samba	48286	38230
	Navarai	2000	1419
	Total Paddy	53415	43958
1	Sorghum	26141	34844
2	Cumbu	1100	247
3	Maize	9220	15745
4	Varagu		21
5	Other Millets		39
6	Ragi		5
	Total Millets	36461	50901
1	Red Gram	1687	1478
2	Black Gram	6752	6736
3	Green gram	743	400
4	Horsegram	550	1217
5	Bengal gram	32	10
6	Cowpea	496	789
	Other pulses		248
	Total Pulses	10260	10878
	Total FGM crops	100136	105737
1	Groundnut	9167	6232
2	Gingelly	1230	158
3	Sunflower	813	85
4	Castor	301	255
	Total oilseeds	11511	8139
1	Sugarcane	3973	2141
2	Cotton	16005	8367

Important crops grown in the district are Paddy, Groundnut, Ragi, Cumbu, pulses (Redgram and Blackgram), sugarcane and flowers. The most important cash crop of the district is Banana. The area under occupied nearly 42 percent of the total cultivated area of the district. Sugarcane is the next most important cash crop of the district. Sugar mills are located at Andanallur and Lalgudi blocks. Sugar cane is supplied to some other mills, located out of the district like Perambalur and Namakkal.



Demography

The total population of this district 27,22,290 comprising 13,52,284 Men and 13,70,006 women as per 2011 census. The urban population is 13,38,033. the remaining 13,84,257 is rural population. Tiruchirappalli district as per 2011 census are furnished in Table 1.

		District / Number	Percentage
Total Population	Persons	2722290	
	Males	1352284	49.67
	Females	1370006	50.33
Rural	Persons	1384257	
	Males	688552	49.74
	Females	695705	50.26
Urban	Persons	1338033	
	Males	663732	49.61
	Females	674301	50.39
Decadal Population Growth 2001 - 2011	Persons	303924	
	Males	143750	47.30
	Females	160174	52.70

The sex ratio in Tiruchirappalli district is 1013 per 1000 male compared to 2001 census figure of 1072 which is slightly greater than that of the state sex ratio of 996 given below table.

Particulars	Numbers	Percentage
Male	1352284	49.67 %
Female	1370006	50.33 %
Total	2722290	
Sex Ratio	1013	



Status of Industries and products /services in the district

GROUP DESCRIPTION	No.of Units	Emp.
Maintenance and Repair of Motor vehicles Motor Cycles	457	3911
Maintenance and Repair of personal Household goods	772	6399
Restaurant service	9	53
Land transport	6	25
Post and Telecommunications	53	388
Computer and Related Activities	350	2471
Manufacturing of fabricated metal products except Machinery and equipments	1787	21602
Manufacturing of Wood,cork, articles of straws plating articles exceptfurniture	419	3550
Maintenance and Repair of personal Household goods	772	6399



District level export data of FY 22

The list of top 25 exports from the district at Principal Commodity level in FY 22 are listed as follows

S.No	PRINCIPAL COMMODITY	EXPORT VALUE IN FY 22 (in Crore)
1	PAPER, PAPER BOARD AND PRODUCT	125.35
2	MISCELLANEOUS ENGINEERING ITEMS	124.96
3	PRODUCTS OF IRON AND STEEL	96.36
4	ELECTRONICS INSTRUMENTS	55.51
5	NUCLEAR REACTORS, BOILERS	26.80
6	ELECTRIC MACHINERY AND EQUIPMENT	24.50
7	COIR AND COIR MANUFACTURES	24.12
8	RICE - BASMATI	17.06
9	FRESH VEGETABLES	14.87
10	CERAMICS AND ALLIED PRODUCTS	13.79
11	AGRO CHEMICALS	13.35
12	CONSTRUCTION MACHINERY	11.28
13	MISCELLANEOUS CHEMICALS	10.25
14	COTTON YARN	9.59
15	RMG COTTON INCLUDING ACCESSORIES	8.93
16	MOULDING MACHINERY	8.23
17	RICE (OTHER THAN BASMATI)	7.07



18	MACHINE TOOLS	6.82
19	NON FERROUS METAL AND PRODUCTS	6.49
20	INORGANIC CHEMICALS	6.48
21	SPICES	6.12
22	FRESH FRUITS	5.58
23	MACHINERY FOR DAIRY	5.28
24	CEMENT, CLINKER AND ASBESTOS CEMENT	5.09
25	RESIDUAL CHEMICAL AND ALLIED PRODUCTS	4.27

The list of top 25 exports from the district at 8 digit ITC HS Code level in FY 22 are listed as follows

ITC HS CODE	COMMODITY DESCRIPTION	EXPORT VALUE IN FY 22 (in Crore)
87089500	SAFETY AIRBAGS WITH INFLATER SYSTEMS AND PARTS THERE OF	110.41
48109900	PAPER AND PAPERBOARD	86.86
73259100	GRINDING BALLS AND SIMILAR ARTICLES FOR MILLS	69.79
85043100	TRANSFORMERS: HAVING A POWER HANDLING CAPACITY NOT EXCEEDING 1 KVA	51.18
48109200	PAPER AND PAPERBOARD: MULTI-PLY	36.07
53050040	COIR PITH	23.99



85030090	PARTS OF ELECTRIC MOTOR	21.83
10063020	SEMI-MILLED OR WHOLLY MILLED RICE, WHETHER OR NOT POLISHED OR GLAZED: BASMATI RICE	17.06
84022000	SUPER-HEATED WATER BOILERS	16.67
73269099	ARTICLES OF IRON OR STEEL - FORGED OR STAMPED, BUT NOT FURTHER WORKED	15.16
84811000	PRESSURE-REDUCING VALVES	12.04
69022020	CONTAINING BY WEIGHT MORE THAN 50% OF ALUMINA (AL ₂ O ₃), OF SILICA (SiO ₂) OR OF A MIXTURE OR COMPOUND OF THESE PRODUCTS: HIGH ALUMINA BRICKS AND SHAPES	10.97
38089199	INSECTICIDES	10.71
84314310	PARTS OF BORING OR SINKING MACHINERY OF SUB- HEADING 8430 41 OR 8430 49: OF BORING OR SINKING MACHINERY, SELF-PROPELLED	10.30
38021000	ACTIVATED CARBON	10.25
07099990	EDIBLE VEGETABLES AND CERTAIN ROOTS AND TUBERS	8.97
84669390	OTHER PARTS ACCESSORIES, ATTACHMENT FOR MACHINE-TOOL	6.71
52052690	COTTON	6.62
81019990	ALL OTHR ARTCLS OF TNGSTN AND ITS BASE ALLOY	6.38
73089090	STRUCTURE AND PARTS OF STRUCTURES OF IRON AND STEEL	4.95
10063010	RICE PARBOILED	4.37



73090090	ARTICLES OF IRON OR STEEL, OF A CAPACITY EXCEEDING 300 L, WHETHER OR NOT LINED OR HEAT-INSULATED, BUT NOT FITTED WITH MECHANICAL OR THERMAL EQUIPMENT	4.21
25232910	ORDINARY PORTLAND CEMENT, DRY	3.60
40129010	SOLID RUBBER TYRES FOR MOTOR VEHICLES	3.64
38160000	REFRACTORY CEMENTS, MORTARS, CONCRETES AND SIMILAR COMPOSITIONS	3.60

Focus products for Export Promotion

Engineering goods

General characteristics of the focus product and the value-added products are as follows

1. HS code of the product:

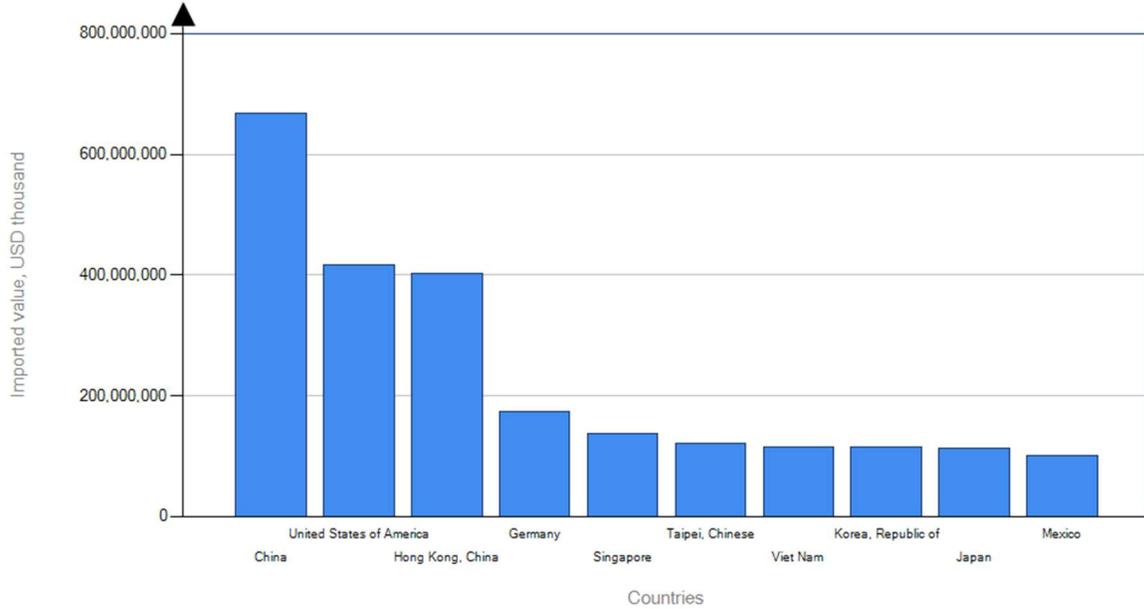
ITC HS CODE	COMMODITY DESCRIPTION
87089500	SAFETY AIRBAGS WITH INFLATER SYSTEMS AND PARTS THERE OF
73259100	GRINDING BALLS AND SIMILAR ARTICLES FOR MILLS
85043100	TRANSFORMERS: HAVING A POWER HANDLING CAPACITY NOT EXCEEDING 1 KVA
85030090	PARTS OF ELECTRIC MOTOR
84022000	SUPER-HEATED WATER BOILERS
73269099	ARTICLES OF IRON OR STEEL - FORGED OR STAMPED, BUT NOT FURTHER WORKED

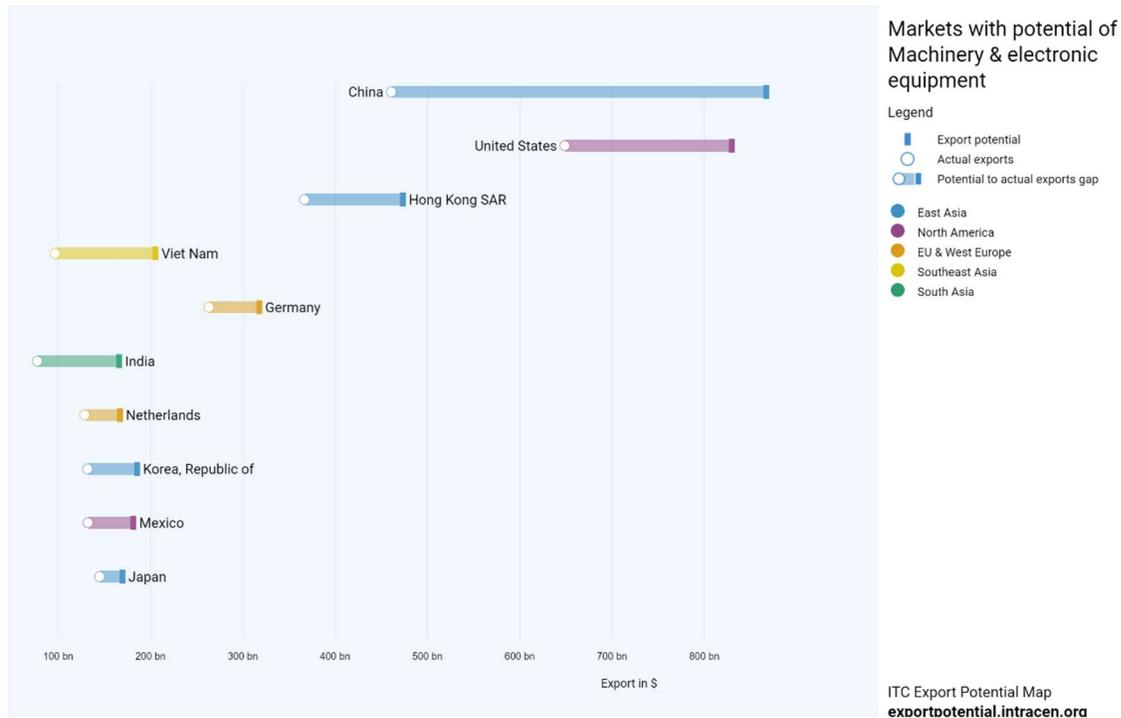


84811000	PRESSURE-REDUCING VALVES
84314310	PARTS OF BORING OR SINKING MACHINERY OF SUB- HEADING 8430 41 OR 8430 49: OF BORING OR SINKING MACHINERY, SELF-PROPELLED

2. Is the product perishable? : No
3. Concerned Line Ministry, State departments and Boards:
 - a. Ministry of Heavy Industries , Government of India
 - b. Ministry of Commerce and Industry, Government of India
4. Export Promotion Council: Engineering Exports Promotion Council

List of importers for the selected product in 2021
Product : 85 Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television image and sound recorders and reproducers, and parts and accessories of such articles





Source: <https://exportpotential.intracen.org/>

The markets with greatest potential for World's exports of Machinery & electronic equipment are China, United States and Hong Kong SAR. China shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$422 bn.

Banana

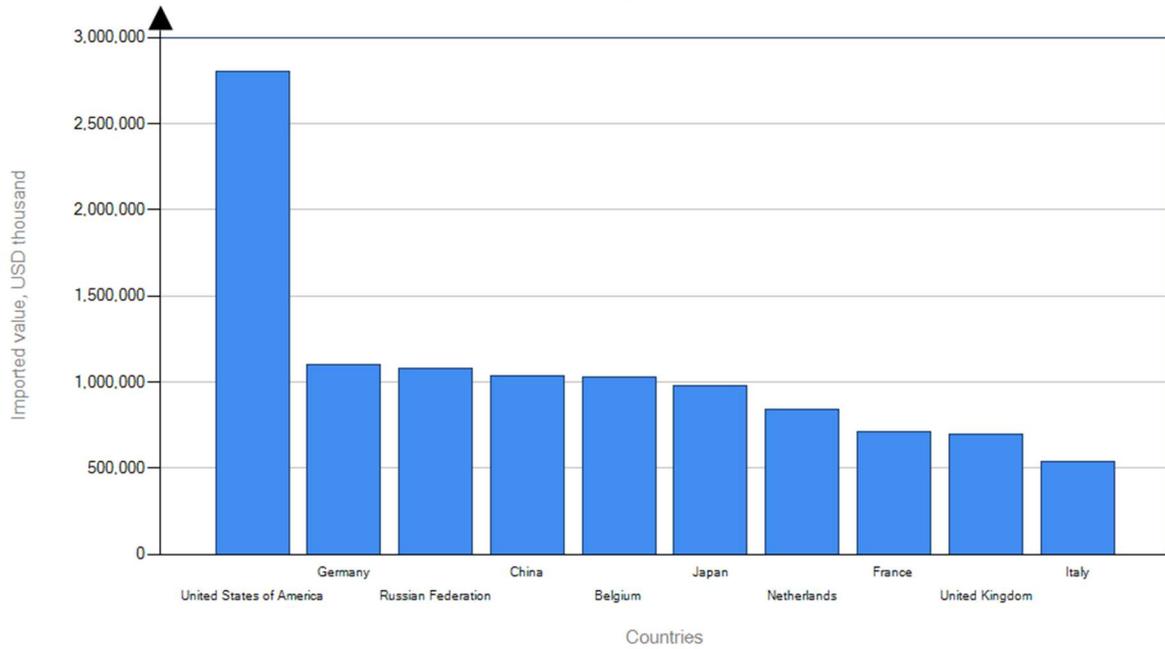
General characteristics of the focus product and the value-added products are as follows

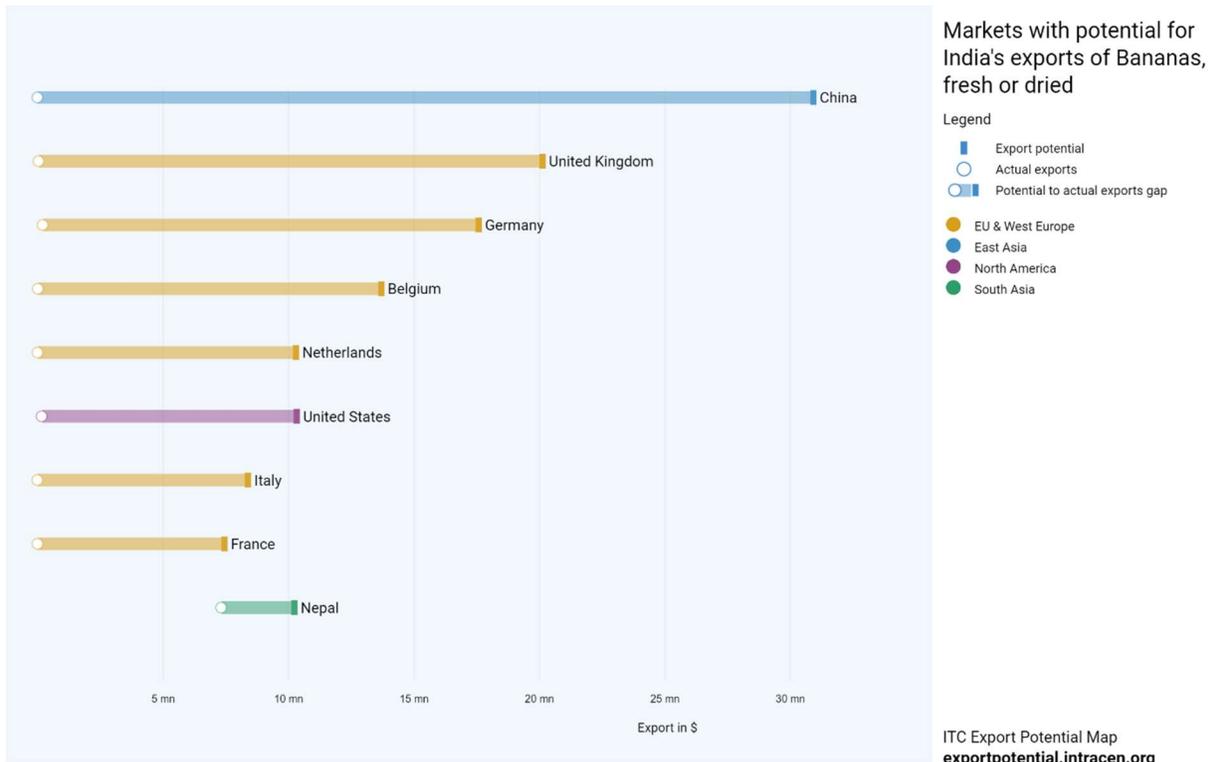
1. HS code of the product: 0803 (Bananas, including plaintains, fresh or dried)
2. Is the product perishable? : Yes
3. Concerned Line Ministry, State departments and Boards:
 - a. Ministry of Agriculture & Farmer's Welfare, Government of India
 - b. Agriculture and Farmers' Welfare Department of State of Tamil Nadu



- c. National Bank for Agriculture and Rural Development (NABARD)
- 4. Export Promotion Council: Agricultural and Processed Food Products Export Development Authority (APEDA)

List of importers for the selected product in 2021
Product : 0803 Bananas, incl. plantains, fresh or dried





Source: <https://exportpotential.intracen.org/>

The markets with greatest potential for India's exports of 0803 Bananas, fresh or dried are China, United Kingdom and Germany. China shows the largest absolute difference between potential and actual exports in value terms, leaving room to realize additional exports worth \$31 mn.



SWOT (Strength, Weakness, Opportunities and Threats) of the district

- Strengths
 - Proximity to Markets
 - Connectivity
 - Hub of Food Processing, Fabrication
 - Climate, Soil and resource institutions for Banana
 - Prevailing Business Eco-System Support in engineering, processing industries.
- Weakness
 - Lack of Suitable infrastructure Cold Chain, Ware houses and Refrigerated logistics and Pack houses.
 - Farmer Participation limited to Production and Lack of Value Chain Strengthening.
 - In-adequate knowledge to technology and Market intelligence.
- Opportunities
 - High scope for food processing and service enterprises
 - Scope for linked enterprises & Employment generation
- Threats
 - Groundwater scarcity
 - Middle Man/ Agent
 - Environment pollution



Problem Classification and Responsibility mapping with Targets

S. No	Challenge to be addressed	Details of the challenge	Intervention required	Action to be taken by
1	Administrative Support	Lack of proper monitoring of DEH program and lack of information dissemination	Need to form a 'Trichy District Export Promotion Centre' which should be headed by highly knowledgeable resource personal. Key product export development team/ officers should be in the centre.	District administration, Trichy
2		Need a separate hub for exclusively clearing all doubts which related to exports.	A common export facilitation centre on all the district that has been chosen under DEH scheme can be formed. District level communication facility should be available for DGFT.	Directorate General of Foreign Trade, Government of India; District administration, Trichy
3		Availability, Reliability and Affordability of Power especially for MSMEs	Improvement in awareness on Low Tension Power Tariff subsidy scheme	Micro, Small and Medium Enterprises Department, Government of



				Tamil Nadu
4		Getting GST refunds is difficult now because they calculate only FOB value for refund and not invoice value. It has to be changed and full GST refund has to be given by considering invoice value or transaction value.	The issue may be examined by relevant authority	Ministry of Finance, GOI
5	Branding	There is lack of marketing information on exports. Exporters need assistance on this.	Exporters' conclaves can be conducted in the district, More number of trade fairs need to happen in Tamil Nadu, along with a calendar of events.	Department of Commerce, DGFT



6		Govt support is needed for branding products (Eg. Poovan banana / Powder)	Subsidy is required for MSMEs to participate in trade fairs	Ministry of MSME,GoI; Micro, Small and Medium Enterprises Department, Government of Tamil Nadu;
7	Awareness	Need awareness regarding market identification for selling particular products.	<p>1. Programme on Trade Promotion for two days to be conducted on Market Research, Export Documentation, Export Financing, Shipping and Logistics</p> <p>2. Collaboration with think tanks and research institutions for proactive and wider dissemination of market intelligence for targeted sectors of importance with respect to growth and employment. Avenues for knowledge sharing in local languages in</p>	Office of Zonal Additional Directorate General of Foreign Trade, Chennai; Directorate General of Foreign Trade, Government of India; Indian Institute of Foreign Trade



			collaboration with state governments may also be explored	
8		Need awareness regarding rules and regulations pertaining to export, shipping / air cargo rules and regulations.	3. Buyer seller meetings or expo-conferences should be conducted at Trichy. More B2B links to be provided to expand the business.	
9		HSN Code and details in local language has to be made available.	HSN codes in Local languages can be prepared	Directorate General of Foreign Trade, Government of India;



10	Quality assurance & Certification	Information dissemination is required to identify what all certification are needed in a particular importer country for a particular product. (Eg. Basmati rice export to various countries)	Awareness programs are to be conducted for MSMEs on standardisation, certification and quality management	Directorate General of Foreign Trade, Government of India;
11		Need assistance in identifying technical criteria and technical guidelines for particular product for exporting (Eg. Electrical panel board Quality criteria for exporting)		
12		Food testing costs are very high.	TN govt. should set up own testing lab in ADAC & RI, Trichy /	Department of Commerce; Ministry of



			agriculture university.	Agriculture
13		Maximum Residual Limit (MRL) certifications costs are very high.	Subsidisation of Certification costs can be considered	
14		Cost of getting SPS certificate is increasing which is making export less competitive.	Number of lab testing facilities has to be increased. An online based system can be developed.	
15		Validity of standards certificate has to be increased, minimum to 5 years.	The issue may be examined by relevant authority	
16	Government support	Latest and advanced machineries are required to manufacture quality item in huge quantity.	More information dissemination regarding schemes like EPCG, along with subsidisation of capital goods for exports can be considered	Directorate General of Foreign Trade, Government of India;



17		Need financial support for product development and marketing.	Marketing support schemes can be developed	Ministry of Commerce and Industry
18		APMC cess of 1% in Tamil Nadu making Agri-exports less competitive	cess of 1% in Tamil Nadu may be removed as in States such as Kerala, Andhra Pradesh and Goa	Department of Agriculture and Farmers' Welfare, Government of Tamil Nadu
19		Need to update government websites frequently with latest schemes and current policies.	Updated government websites has to be kept	Concerned ministries
20	Credit Support	Lack of working capital for executing new orders. Post COVID-19, private banks are reluctant to provide support.	Streamlining the procedures for obtaining credit support	Ministry of Finance
21		Need low interest loans or collateral free	Streamlining the procedures for obtaining credit support	Ministry of Finance



		loans.		
22		Information dissemination has to be done by providing the details of where and how to get the credit.	Awareness programs to be conducted on Trade Financing and Credit Support available for exporters	Office of Zonal Additional Directorate General of Foreign Trade, Chennai; Export Credit Guarantee Corporation
23	Infrastructure and Logistics	Shipping services are delaying and changing frequently.	Need proper shipping logistic agencies.	Ministry of Shipping
24		Poor connectivity and high logistical cost for exporters.	International standard ICD with railway connectivity to Cochin, Chennai and Tutucorin. ICD should be integrated with all other services related to export like APEDA, FIEO, ECGC branches in the ICD itself. the feasibility of an International standard	Ministry of Road Transport and Highways, Government of India



			ICD in Trichy has to be considered	
25		No proper reefer container facility available.	Government should ensure ample reefer container availability.	Ministry of Shipping
26		Packing expertise and standards are not up to the mark. Cost of packing is increasing	Need a new APEDA pack house of international standards at Panjapur (near agriculture market)	Ministry of agriculture; APEDA
27		Now cargo is handled by passenger flights, which is causing uncertainty in cargo handling capacity of the flight.	Direct cargo flights from Trichy airport has to be started.	Ministry of civil aviation



28	Training	Labor shortage in and around the industry. (Eg. Pekavurani Coir spinning industry suffering from insufficient labor availability)	Permanent labour housing (family accommodation) is needed to reduce attrition in the factories. 60% of labourers are women, who go back for family related issues. Housing can	Ministry of Housing and Urban Affairs,
29		Attrition in migrant labour and labour shortages in the district	also help people reduce commuting time over long distances	
30	R&D	Lack of innovation in products which makes products lesser attractive in export markets	More services and technological support through better research and Development has to be provided . Trichy Agribusiness Incubation Forum has to be equipped for promoting R&D. New technologies have to be disseminated to ground level to make new products (Eg. Technology for making	Department of Agriculture and Farmers' Welfare, Government of Tamil Nadu; Micro, Small and Medium Enterprises Department, Government of Tamil Nadu



			banana and milk based beverages)	
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