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ജനറൽ മാനേജർ

വ്യവസായ വാണിജ്യ ഡയറക്ടർ
തിരുവനന്തപുരം

സർ,

വിഷയം :- വ്യവസായം - ജില്ലാ വ്യവസായകേന്ദ്രം, പത്തനംതിട്ട-എക്സ്പോർട്ട് ഹബ്ബ് പോളിസി-സംബന്ധിച്ചു

പത്തനംതിട്ട ജില്ലയെ എക്സ്പോർട്ട് ഹബ്ബ് ആക്കി മാറ്റുന്നതിനുള്ള എക്സ്പോർട്ട് ഹബ്ബ് പോളിസി ഇതോടൊപ്പം ഉള്ളടക്കം ചെയ്ത അയച്ചു കൊള്ളുന്നു

വിശ്വസ്തയോടെ,

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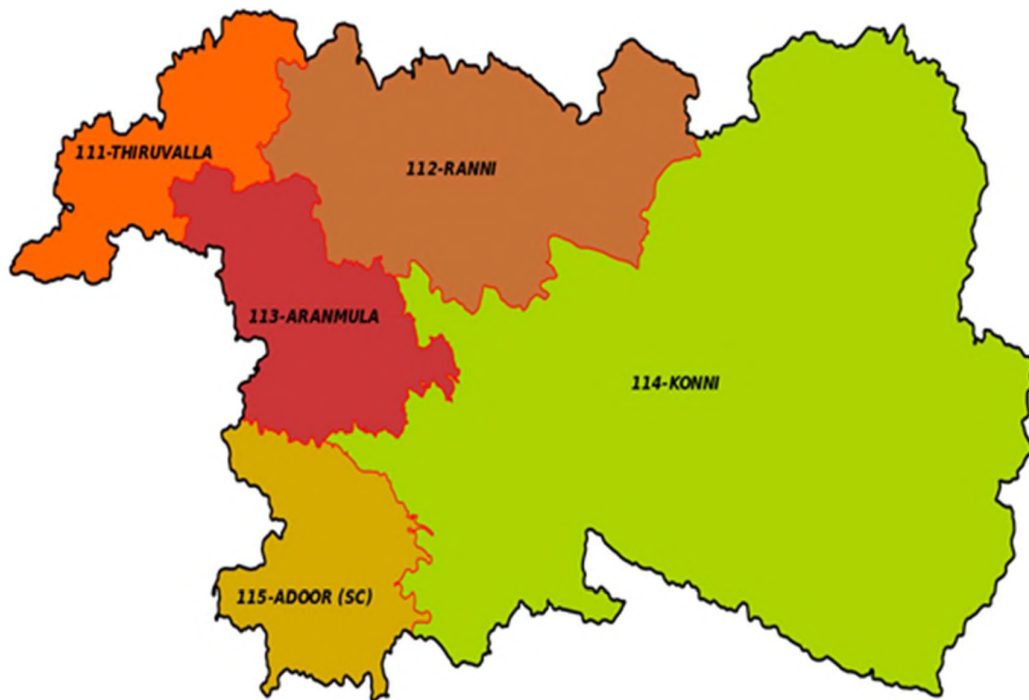
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PATHANAMTHITTA DISTRICT

Export Action Plan



PATHANAMTHITTA DISTRICT

KERALA

DISTRICT EXPORT ACTION PLAN

Introduction & General Characteristics of the District: •

Pathanamthitta District is a district in the southern part of Kerala, India. The district headquarters is in the town of Pathanamthitta. There are four municipalities in Pathanamthitta: Tiruvalla, Adoor, Pathanamthitta and Pandalam.

According to the 2011 Census of India, the population was 1,197,412, making it the third least populous district in Kerala (out of 14), after Wayanad and Idukki. Pathanamthitta has been declared the first polio-free district in India. The district is 10.03% urbanised. Pathanamthitta is one of the richest districts in India with just 1.17% poverty as of 2013, which places the district among top 5 districts in India with least poverty and one of the most oxygen rich places in India.

Geography: -

Pathanamthitta is a landlocked district, located at 9°16'N 76°47'E, spanning over an area of 2,637 square kilometres (1,018.15 sq mi). The district is bordered by the districts Kottavam and Idukki districts in the north, Alappuzha district in the west, Kollam district in the south. To the east it borders the Tenkasi district of the Tamil Nadu state. Devar Mala is the highest point in Pathnamthitta District.

The district can be divided into three natural geographical regions: the highland, the midland and the lowland. The highland stretches through the Western Ghats, where the hills are tall and covered with thick forests. Western Ghats maintains an average altitude of around 800 m. It descends to the smaller hills of midland in the centre and finally to the lowland. The lowland with its abundance of coconut trees, lies along the eastern borders of Alappuzha district western part of Tiruvalla Taluk

Rivers

Three important rivers flow through the district. These rivers originate from various mountains of the Western Ghats mountain range. The Pamba (176 km or 109 mi), which is the third longest river in Kerala, has its origin in Pulachimala. The Achankovil river (128 km or 80mi) originates from Pasukida Mettu, and Manimala river (90 km or 56 mi) originates from the Thattamalai hills. A small portion of Kallada river also falls in the southern border of the district. Pamba and Achankovil rivers together drain more than 70% of the total area of Pathanamthitta.

INFRASTRUCTURE: -

A) Industrial Profile: -

In 1982 the district of Pathanamthitta was formed and the town of Pathanamthitta was named its headquarters. It is predominantly an agricultural district growing rubber and tea the most. The shrine at Sabaimala is a star attraction and about 10 million pilgrims visit it every year.

Pathanamthitta is a landlocked district situated in the southern part of the state, and is bordered by Kottayam and Idukki districts in the north, Alappuzha in the west, Kollam in the south and has a border with Tamil Nadu in the east. The district was made up from combining areas from the Alappuzha, Idukki and Kollam districts. The district is part of the historical Central Travancore region of Kerala. The Central Travancore consists of the South-Central districts of Pathanamthitta and (parts of) Kottayam, Alappuzha, Idukki and Kollam.

For Industrial promotion 3 industrial areas, DP Kunnamthanm, Kinfra Kunnamthanam, Elamannoor Adoor are functioned with more than 150 industrial units. Major portions of MSME establishment is under Food sector.

B) TRANSPORT FACILITY: -

Trivandrum International Airport at Thiruvananthapuram (119 km) and Cochin International Airport (136 km) are the nearest airports. The Pathanamthitta Sabarimala airport being planned in.

C) Tourism

With a number of fairs and festivals, 'Pathanamthitta district is known as the "headquarters of pilgrimage tourism. The district receives an estimated 3 to 4 million pilgrims during the festival season of Sabarimala temple. The temple is dedicated to the Hindu deity, Ayyappa. The district is a host to Asia's biggest and the world's second largest Christian convention, the Maramon Convention

It is an eight-day Christian gathering in the month of February, conducted by the Malankara Marthoma Syrian Church and dedicated to gospel preaching by renowned Christian missionaries from all over the world, and held at Maramon on the sand-bed of Pamba River. The three-day Christian gathering is held at Makkamkunnu, Pathanamthitta known as Makkamkunnu Convention by Malankara Orthodox Church. The Cherukolpuzha Hindu convention. Kadammanitta devi temple (famous for padayani), the 10th century Kavivoor mahadeva temple. Parthasarathi temple at Aranmula are some of the Hindu religious places of interest. The most important and famous Christian center is Parumala St Peters, St Paul's and St Gregorios Orthodox Church famous for the tomb of Saint Gregorios (Parumala Thirumeni). Millions of Pilgrims visit this church annually.

St. George Orthodox Church. Chandanapally or Chandanapally Valiyapalli is one of the biggest churches in South India, located at a village named Chandanapally, Pathanamthitta District.

Manjanikkara is one of the renowned pilgrim centres of the Jacobite Syrian Christians located in Pathanamthitta District. The Feast of Mar Ignatius is observed on February 13. On that day, the hill and its surroundings would overflow with hundreds of pilgrims who come from different parts of Kerala by foot. Mar Ignatius Dayara, the Mar Esthapanos church, and the residents of Omalloor provide all facilities for the pilgrims. Mar Ignatius is the only Patriarch of Antioch to have been laid to rest at Malankara.

Parumala church: St. Peter's and St. Paul's Orthodox Church also known as Parumala Church is a well-known Christian pilgrim center of Kerala situated in the Pathanamthitta district. Locally known as Parumala Pally, it is a renowned parish church of the Malankara Orthodox Syrian community. Located on the banks of River Pamba, this church is believed to be more than 2000-year-old. It is the tomb church of Parumala Thirumeni or Saint Geevarghese Mar Gregorios.

Maramon : Situated near Kozhencherry, Maramon is the venue of a mammoth religious convention of Christians from all over the world. It is attended by people from all communities. The convention which is usually held in February is addressed by religious thinkers and Christian scholars from across the world. This is perhaps the largest Christian convention in Asia.

Perunthenaruvi water falls.

The district is known for its reserve forest and wild life. Perunthenaruvi water falls. Kakki reservoir surrounded by forest and wild animals, dam sites at Moozhyar and Manivar. elephant training centre at Konni. Charalkunnu hill station are ideal locations for nature enthusiasts. Trekking to the Sabari Hills during January to March is also organized by Pathanamthitta District Tourism Promotion Council (DTPC).

Pathanamthitta district has places known for its historical importance. Among them are, ancient Valiyakoickal Temple and Palace at Pandalam. monument of Velu Thampi Dalawa at Mannadi and the Muloor Smarakom (Muloor memorial). Pandalam was the capital of the ancient Travancore kingdom. The district has other tourist attractions. Aranmula is a major attraction for its famous metal mirrors and snake boat race. The school of traditional arts attracts foreign visitors. Founded by French artist Louba Schild, the school teaches kathakali. classical dance, classical music as well as kalarippavattu. The palace at Aranmula Aranmula kottaram has a history of 200 years

Gavi

Gavi is an Eco-Tourism a project of the Kerala Forest Development Corporation located in Pathanamthitta district, Kerala. Gavi, located in Pathanamthitta district offers its visitors activities like trekking, wildlife watching, outdoor camping in specially built tents, and night safaris. Distance from Pathanamthitta to Gavi is 109 km 428 mtrs & Travel Time is 2 hours 5 mins by Road. Gavi is 14 km south west of Vandiperiyar, 28 km from Kumily, near Thekkady. Gavi is inside the Ranni reserve forest. Gavi is a part of Seethathode Panchayath in Ranni Taluk. Gavi is part of the Periyar Tiger Reserve, and the route can be covered by car from Vandiperiyar.

Bow boat riding/Coracle boating

With a 5-km stretch broadened by the Kallar River, Adavi welcomes you to experience nature at its best. The package is available in two slots – one is short ride and the other long ride. The place is best during monsoon as the river is full and you can experience the fresh air, and soak yourself in the scenery of pristine greenery, and clear waters of the Kallar River

Flora_and fauna

The forests of the district have excellent wild life habitats. A variety of animals and birds can be found. Tigers, elephants, gaur, deer, monkeys and other wild animals are found in the forest. Giant squirrel, lion-tailed macaques, barking deer and bear can also be spotted in the reserve. Malabar grey hornbill and great Indian hornbill are found. Wide variety of other birds such as sunbirds, woodpeckers and kingfishers can also be seen. The existence of the wildlife habitat is under threat from various areas. Pollution from fertilizer and industries and illegal sand mining are the major threats. Issues connected to Sabarimala pilgrimage such as clearing of forest land and large amount of waste discharged also threatens the habitat

Aranmula Metal Mirror

Aranmula is famous for 'ARANMULA KANNADI' a unique artistic object made by craftman of Aranmula. It is the symbol of craftsmanship in metal mirror. The mirror received GI tag in 2004-2005.

A) Developing district as export Hub

District Export Promotion committee constituted at Pathnamthitta on 10/2/21. The committee decided to collect and prepare the data base of sectors and human resources and also the details of enterprises in various sectors.

E) Strengths of the District

1. Pathanamthitta is having a good network of banks. There are more than 382 branches of commercial banks and 172 branches of Co-operative banks. Kerala State Co-operative bank and Kerala Financial Corporation have one branch each in the district.
2. Pathanamthitta is having good resources in raw materials such as rubber spices and coconut etc.
3. A good number of experienced Ex- NRIs are residing in Pathanamthitta, can be persuaded and attracted to the field of industry.
4. The foreign money deposit is higher than other districts.
5. CD ratio is 32.00. The deposit is nearing to 45,000 crores.
6. Industries department developed a D.P. of an extent of 20.93 acres at Kunnamthanam PanchayatMallappally block and is allotted to 82 prospective entrepreneurs including NRIs. 64 units have started commercial production. Remaining units are under implementation.
7. KIFRA, Ministry of Food Processing are promoting Industrial parks, Food parks, Food Craft Institute and hence Pathanamthitta will have a dominant place in the fields of Food Industry. Units are being set up in KINFRA Park, Kunnamthanam &Adoor.
8. The district is having plenty of pure water, which is very essential for food-based units.
9. Quality power is available in all most all parts of the district.

All the above aspects show a bright future for industrial development and Export oriented unit establishment of the district.

B) Weaknesses of the district

1. The economy of Pathanamthitta district is basically agrarian.
2. The entrepreneurship quality is high among peoples in district but that investments are in out of india
3. The land value is high.
4. Reserve Forest is nearly 50 % of the geographical area.

5. Role models for entrepreneurs are less.
6. No industrial research institutions at present.
7. No export zone in specific sectors

Crop cultivation and Production in Pathanamthitta

Crop	Area(ha)	Production(tonnes)
Paddy	3504	11383
Jack Fruit	3238	11 million nuts
Tapioca	4766	235265
Rubber	50890	46610
Cocoa	309	446
Pepper	1617	520
Ginger	271	1333
Turmeric	110	396
Cardamom	1328	25
Areca nut	1032	571
Banana	2246	18086
Plantain	2308	22143

C) CONTRIBUTION OF MSME SECTORS WITH NO.AND EMPLOYMENT

Sl No	Sector	No.of unit	Employment
1	Food Industry	1484	8904
2	Cement/ Bricks	304	1581
3	Computer /IT related/	129	305
4	General Engineering	896	2688
5	RMG/Tailoring	1248	6790
6	Wood Based	438	1752
7	Printing	204	1224
8	Rubber	96	1290
9	Others	1101	1658
	Total	5900	26182

D) Major Exporting Products

Oleoresin, Spice Oil,

Other Food Products,

Fried Food Products,

Rubber moulded products Etc.

E) Potentials areas for service industry: -

1. Construction 7 prefabricated structure production
2. Food Processing
3. Light Engineering Field
4. Bakery Products
5. Rubber Based Products
6. Automobile Service & Repair
7. IT Enabled Services

I) Export units (Direct/Indirect)

1. M/s. Wynad Exports, Kozhencherry –Food Products
2. M/s. Akay Natural Ingredients Pvt. Ltd
3. IM/S. deal Coir Tuft
4. M/s. Coco Fiber Industrial Pvt. Ltd
5. M/s. Zigma polymers
6. M/s. Nature power Super extraction pvt. ltd
7. M/s. K J Rubbers ,
8. Indiana Polymers
9. M/s. C K Agro Products

G) ACTION PLAN: -

A)	Resolve local problems of exporting community:-	<p>Here are the main difficulties that exporters face when trading internationally and the best approach to have on them</p> <ol style="list-style-type: none"> 1. Geography and transportation. 2. Payment methods. 3. Different legal norms. 4. Language barriers. 5. Finding the right importer. 6. Different customs and cultures.
B)	Identification of bottlenecks for exports of potential products:-	<ol style="list-style-type: none"> 1) Improving of infrastructure like maintenance of approach Road for logistic purpose with the help of local authorities; 2) Conduct awareness programme in all Taluks about the benefits covered under the FTP and its advantage; 3) Conduct awareness programme about RBI regulations and EXIM Policy through ECGC with the help of Leading Banks.

* r *		<p>4) Providing of Lab facility in the District Headquarters</p> <p>5) Providing of Lab facility for testing .fungus infection in respect of Spices, which are stored for export purpose</p>
C)	<p>Identifying training and development need of district industries and coordination of training with other departments:-</p>	<p>Training on Manufacturing Excellence</p> <p>Training on International Product Certifications</p> <p>Training on implementing International Best Practices in Manufacturing specific products</p> <p>Skill development in large scale manufacturing</p>
D)	<p>Creation of subgroups for each identified potential export products involving stake holders like manufacturers, artisans, exporters of the identifiable products:-</p>	<p>Sub-Group: Nodal Officer of JDGFT, Cochin JD, DIC, Pathanamthitta, Member from Industries Association and a member from Leading Exporter from the region.</p>
E)	<p>Resolution, escalation and monitoring of issues in exports from the district identified</p>	<p>Regular follow-up meeting are to be scheduled with DC-Chairman, DLEPC, JD, DIC(Member Secretary) at least once in a month</p>

	products through regular meeting:-	
F) --	Dissemination of information through training, seminars, guest lectures, practical training, exchange visits with other districts of excellence	Core group consisting of KCCI/KSSIA and DIC and MSME Department to be formed for such activities
G)	Act as one-point facilitator for export promotion at district level:-	Create a full fledged center under DIC with JD Industries as head and all District Associations for Industries, Trade and Commerce as members with a mandate to work on the activities of export promotion at the district level.
H)	Liaison with and report progress to State Level Export Promotion Committee(SLEPC)	The JD, DIC, should interact with the State Level Export Promotion Committee about briefing the Committee about the action plan and outcome of the DLEPC meeting in their respective District.

**CHALLENGES
/SUGGESTIONS
RAISED BY
INDUSTRIAL
ASSOCIATIONS**

- The interest rate of financial institutions is very high compared to priority sectors.
- Most of the banks are not willing to enable CGTMSE facility to the entrepreneurs.
- The minimum guarantee scheme of KSEB may be instituted.
- The subsidy rate of the enterprises may be enhanced.

<p>CHALLENGES/ SUGGESTIONS</p>	<p>e) <u>The delay in licensing and clearance from concerned departments may affect the - - timely-implementation of the project-</u></p> <p>f) <u>Fear factors of entrepreneurs with over conscious about environmental issues by 'general public.'</u></p> <p>g) <u>Lack of modern technology</u></p> <p>h) <u>Lack of marketing issues such as delayed payment or credit</u></p> <p>i) <u>Lack of awareness about GST</u></p> <p>j) <u>More competition with Large Units.</u></p> <p>k) <u>Less credit flow for MSEs</u></p> <p>1 (Source DIC)</p>
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GENERAL MANAGER

