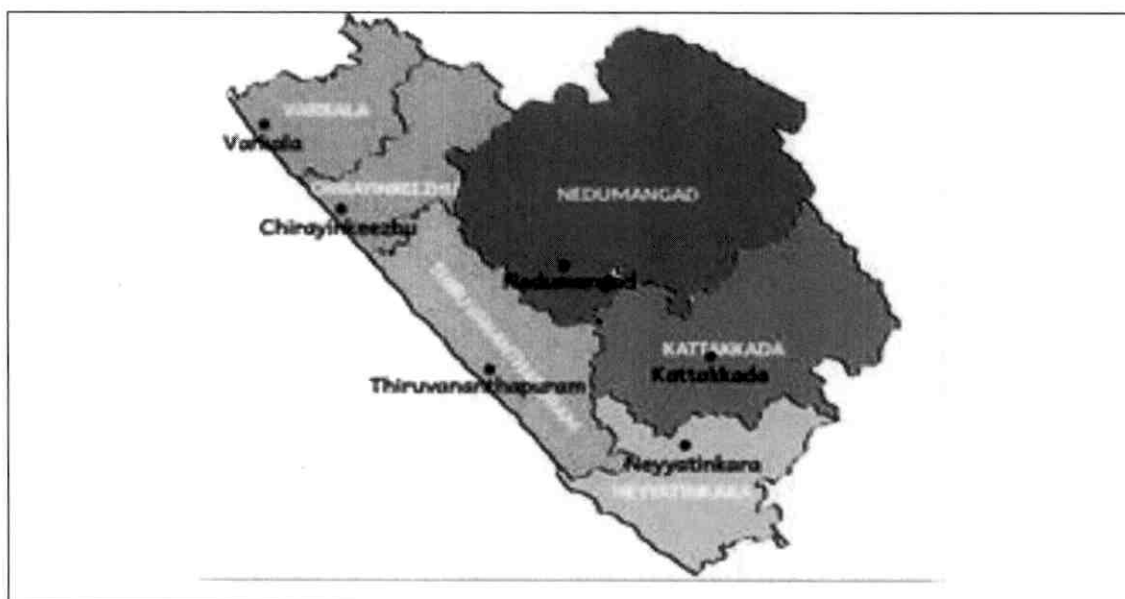


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THIRUVANANTHAPURAM DISTRICT

Export Action Plan

Under the “**District as Export Hub Initiative**” of the Ministry of
Commerce, GOI



THIRUVANANTHAPURAM DISTRICT

KERALA State

DISTRICT EXPORT ACTION PLAN

Introduction & General Characteristics of the District:

Thiruvananthapuram District is the southernmost district in the Indian state of Kerala. The district was created in 1949, with its headquarters in the city of Thiruvananthapuram, which is also Kerala's capital. The present district was created in 1956 by separating the four southernmost Taluks of the erstwhile district to form Kanyakumari district. The district is home to more than 9% of total population of the state. The district is divided into six subdistricts: Thiruvananthapuram, Chirayinkeezhu, Neyyattinkara, Nedumangadu, Varkala, and Kattakada.

The district has three major rivers, several freshwater lakes, and over 300 ponds. Its eastern region is forested, northern regions are mostly under rubber cultivation and the remaining areas grow mixed dry-land crops of coconut, plantain, and tapioca, among others. Built-up areas and rice fields complete the land use pattern.

INFRASTRUCTURE:-

A. INDUSTRIAL INFRASTRUCTURE

The media and information technology sectors are mainstays of Thiruvananthapuram district's economy, and other major sectors are tourism and leisure, agriculture, and education. India's first animation park, the Kinfra Animation Park, is in the district.

Thiruvananthapuram district has 2 central-sector, 14 state-sector, 1 co-operative-sector, 4 joint-sector, and 60 private-sector medium- and large-scale enterprises. As of 31 March 2003, Kerala State Industrial Development Corporation (KSIDC) units employed 9,262 people, and had invested Rs. 3439.4 million. In 2002, there were 901 registered

working factories, including oil mills, cashew factories, Cotton mills, Sawmills, printing units, rubber industrial units, chemical units, match factories, general engineering units, and automobile workshops. The Shree Mulam Thirunal Shashtiabdapoorthy Memorial Institute (S.M.S.M. Institute) in Thiruvananthapuram city is a major state government emporium marketing products of Kerala's handicraft industries.

B. TRANSPORT FACILITY:-

National Highway 66 (formerly known as National Highway 47) stretches from Kaliyikkavila at its southern end to Navaikulam near Parippally in the north, covering a distance of 80 km (50 mi) within the district. The Main Central Road covers a distance of 55 km (34 mi), passing through Kesavadasapuram, Vembayam, Venjaramoodu, Kilima noor, and Nilamel in the north. The Kerala Public Works Department maintains some 1,552 km (964 mi) of road in the district. Local bodies are responsible for the maintenance of 9,500 km (5,900 mi) of road. There are 116 bridges in Thiruvananthapuram District.



Thiruvananthapuram Central Station

Rail transport in the district is operated by Southern Railway zone of Indian Railways. Thiruvananthapuram is connected to the rest of the country by broad gauge railway line. 82 km (51 mi) of railway line passes through the district. Thiruvananthapuram district currently has 20 stations, including Thiruvananthapuram Central railway station.

Domestic and international airlines operate from Trivandrum International Airport, which has direct flights to many

international cities, including Kuwait City, Dubai, Dammam, Singapore, Malé, Colombo, Sharjah, Muscat, Manama, Doha, Jeddah, and Abu Dhabi. Domestic flights link it with Chennai, Delhi, Mumbai, Hyderabad, Bangalore, and Kolkata

C) Socio-economic conditions:-

More than 50% of the total population depends on agriculture for its livelihood. Agricultural workers constitute 42% of the total labour class. Most of the workforce is engaged in low-income, low capital intensity occupations. Political and social awareness and the efforts of social, religious and cultural leaders have contributed to breaking down the traditional feudal order. Economic changes have also had an impact on community social life and attitudes.

D) Tourism:



Kovalam

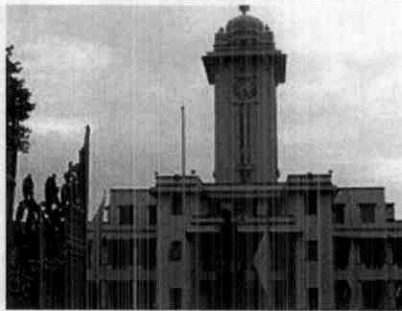
Tourism is a major sector of Thiruvananthapuram's economy. A full range of tourist options is available in the district, including hill stations, the Kerala backwaters, beaches, lagoons, and wildlife sanctuaries. Kovalam & Varkala and its internationally known beaches are in Thiruvananthapuram district.

Thiruvananthapuram is a major destination for chartered flights to India for medical tourism, with over fifty recognized Ayurveda centres in and around the city. The city

also offers world-class modern hospitals. Convalescent facilities are available at nearby five-star beach resorts and hill stations.

Tourism has also contributed heavily to the economy of Thiruvananthapuram. Thiruvananthapuram, is a destination for chartered flights to India for Medical tourism. Padmanabha Swamy temple located in Thiruvananthapuram is considered as the richest temple in the world has got 1 Trillion USD worth treasure.

E) Education:-



Kerala University administrative Building in Thiruvananthapuram

Thiruvananthapuram district is a major academic hub. The University of Kerala is in Thiruvananthapuram city. There are 20 arts and sciences colleges in the district, and the estimated total number of students is 15,926. The University of Kerala has its research and higher-education centres at Kariavattom

F) Economy of Thiruvananthapuram



Thiruvananthapuram

The economy of Thiruvananthapuram, capital of the Indian state of Kerala, mostly consists of tourism and leisure, information technology, rubber plantations, coffee production, tea production, and education. There are many

manufacturers, such as Travancore Titanium Products Ltd and English Indian Clays (The Thaper Group).

G) Manufacturing industries:-

In Thiruvananthapuram there are many medium and large scale industries which fall under central sector, state sector, co-operative sector, joint sector and private sectors. The Kerala State Industrial Development Corporation is a public sector establishment to set up small scale and large scale industries effectively. The registered working factories in the city include oil mills, cashew factories, cotton textiles, saw mills, printing units, rubber industrial units, chemical units, match factories, general engineering units and automobile workshops. The S.M.S.M. Institute in Thiruvananthapuram is a major institution through which the products of the handicraft industries are marketed.

There is an industrial estate at Pappanamcode and an industrial development centre at Kochuveli. Traditional industries such as coir and handloom are now faced with several problems. Handloom weaving is prevalent at Balaramapuram, Amaravila, Kulathoor and Chirayinkeezhu, which are located in the suburbs of the city. It is estimated that clothes worth ₹9.50 crores are annually produced in the handloom sector. Keltron (Kerala State Electronics Development Corporation) has made inroads into electronic markets throughout the country. The Kerala State Sericulture Co-operative Federation Limited had declared Balaramapuram a "silk village" in 2004 and the silk yarn produced at different centres in Kerala is processed to fabric at Balaramapuram.

Companies such as Travancore Titanium Products Ltd, the leading manufacturer of anatase grade titanium dioxide in Asia, English Indian Clays Limited, Kerala Automobiles Ltd, the leading public sector company in manufacturing three-wheelers in south India are located in the city. Hindustan Latex Limited is an Indian giant in the manufacturing of latex-based products, including condoms. They currently hold a license to

manufacture Ormeloxifene, a form of birth control. HLL is headquartered in the city. BrahMos Aerospace Private Limited, the manufacturer of cruise missiles has the manufacturing unit in the city.

H) Information technology:-



Professionals at work in the Technopark campus

Technopark was established for the development of electronics and information technology in the State. It is India's first industrial park dedicated to electronics, software, and IT ventures. Started 1995, the campus at Thiruvananthapuram city covers an area the 330 acres (1,335,462.6 m²) campus with 4,000,000 sq ft (370,000 m²). of built-up space available currently and another 2,000,000 more sq ft of built up space coming up, is now home to over 260 companies. Over 35,000 IT professionals are working here. The companies include one CMMI level 5 and PCMM level 5 company, four CMM Level 5, two CMM Level 3 and several ISO 9001 certified companies. Technopark is undergoing major expansion with the development of the Technocity project.



A building at the Infosys-Thiruvananthapuram campus

Thiruvananthapuram was rated as the best 2nd tier metro with IT/ITES infrastructure, and second in terms of availability of human talent. The district contributes 80% of software exports from the state. Technopark also houses global majors like Oracle Corporation, Infosys, TCS, HCL, Visual Graphics Computing Services, Ernst & Young Global Shared Services Center, Allianz Technology, UST Global, Tata Elxsi, IBS Software Services, NeST Software, SunTec Business Solutions etc.

I) Aerospace:-

The Indian Space Programme came into being on 21 November 1963 with the launching of a sounding rocket from Thumba in Thiruvananthapuram city borders. This Thumba Equatorial Rocket Launching Station (TERLS) ultimately blossomed into various centres of the Indian Space Research Organisation (ISRO). Vikram Sarabhai Space Centre (VSSC) is the prime centre engaged in design and development of launch vehicles.

The ISRO under the Department of Space, Government of India has the VSSC at Thumba and Liquid Propulsion Systems Centre (LPSC) at Valiyamala Nedumangadu in Thiruvananthapuram district. The ISRO Inertial System Unit (IISU) of the ISRO and the Reinforced Plastic Centre (REPLACE) function from Vattiyoorkavu in the city.

J) Biotechnology:-

Since the commencement of Rajiv Gandhi Centre for Biotechnology (RGCB) in 2002, the domain of biotechnology is a rapidly expanding field in the city. The Biotechnology park owned by KINFRA in Kazhakkootam is home to many biotechnology companies. The establishments such as Regional Cancer Centre, CSIR - Regional Research Laboratory (RRL), Sree Chitra Thirunal Institute of Medical Sciences and Technology (SCTIMST) contributes much to the biotechnology, microbiology related industries

Developing district as export Hub :**The DLEPC meeting**

The Government of Kerala vide O&M dated 11.9.2020 had constituted the District Level Export Promotion Committee.

Main Products with export potential Identified :

Medical devices, blood bags and similar products, aerospace engineering products, high end engineering products etc.

Potentials areas for Service industry :

- 1) Software Development
- 2) Medical tourism

Potential for new MSMEs:-

- i. IT & ITES
- ii. Paper products

(Source DIC)

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.
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		<p>5. Finding the right importer.</p> <p>6. Different customs and cultures.</p>
B)	Identification of bottlenecks for exports of potential products:-	<p>1) Improving of infrastructure like maintenance of approach Road for logistic purpose with the help of local authorities;</p> <p>2) Conduct awareness programme in all Taluks about the benefits covered under the FTP and its advantage;</p> <p>3) Conduct awareness programme about RBI regulations and EXIM Policy through ECGC with the help of Leading Banks.</p> <p>4) Providing of Lab facility in the District Headquarters for phytosanitary certification.</p>
C)	Identifying training and development need of district industries and coordination of training with other departments:-	<p>3. Training on Manufacturing Excellence</p> <p>4. Training on International Product Certifications</p> <p>5. Training on imbibing International Best Practices in Manufacturing specific products</p> <p>6. Skill development in large scale manufacturing</p>
D)	Creation of subgroups for each	Sub-Group: Nodal Officer of JDGFT, Cochin JD, DIC, Trivandrum, Member

	identified potential export products involving stake holders like manufacturers, artisans, exporters of the identifiable products:-	from Industries Association and a member from Leading Exporter from the region.
E)	Resolution, escalation and monitoring of issues in exports from the district identified products through regular meeting:-	Regular follow-up meeting are to be scheduled with DC-Chairman, DLEPC, JD, DIC(Member Secretary) at least once in 3 month
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)	Liason with and report progress to State Level Export	The JD, DIC, should interact with the State Level Export Promotion Committee about briefing the

	Promotion Committee(SLEPC)	Committee about the action plan and outcome of the DLEPC meeting in their respective District.
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CHALLENGES /SUGGESTIONS RAISED BY INDUSTRIAL ASSOCIATIONS	i)Lack of sufficient indigenous skilled workers ii)Delay in getting timely finance iii)Non availability of sufficient land iv)Scarcity of raw material for food sector because of the decrease in farm cultivation <div style="text-align: right;">(Source DIC)</div>
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