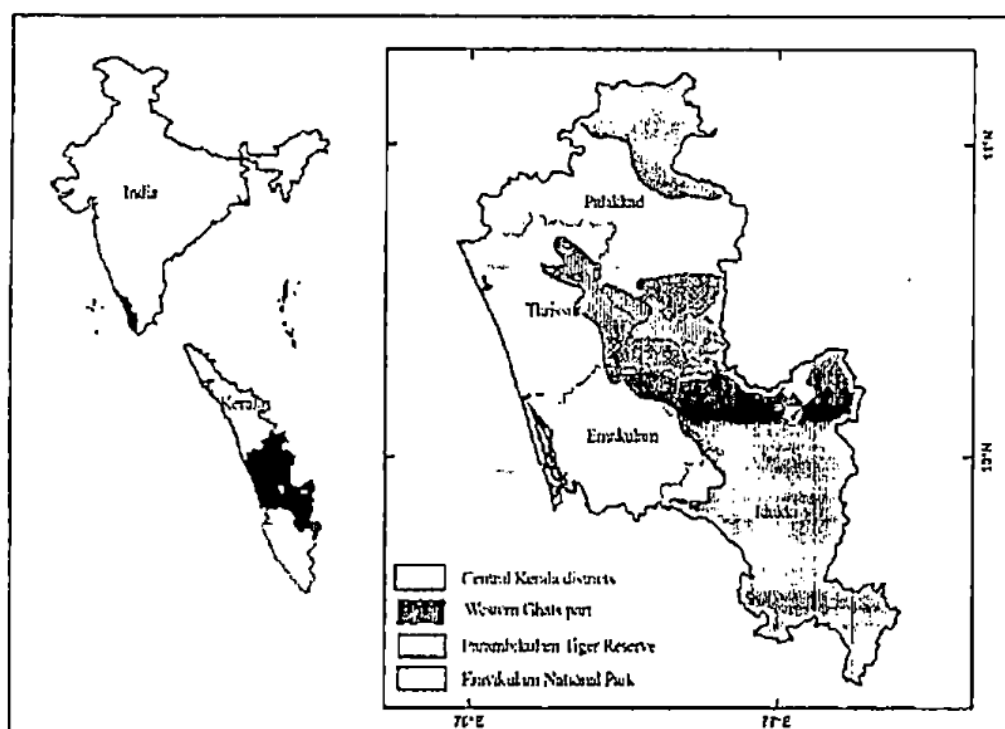


DRAFT

IDUKKI DISTRICT

Export Action Plan

Under the "District as Export Hub Initiative" of the Ministry of Commerce, GOI



IDUKKI DISTRICT

KERALA State

DISTRICT EXPORT ACTION PLAN

Introduction & General Characteristics of the District:

Idukki is the largest District of Kerala with an area of 5105.22 sq.km. About 97 percent of the total area of the District is covered by rugged mountains and forests. There is only a strip of Middle land (3%) in the western part of the district. Low land area is totally absent in the district. More than 50% of the area of the district is covered by forest.

Idukki district is marked by undulating hills and valleys. The high ranges vary in altitude from 2500 ft. above mean sea level in Kulamavu to more than 5,000 ft. above M.S.L. in Munnar. The highest peak in Kerala, Anamudi is in Idukki district. It is 8,841 ft. high. The different levels of elevation promote the growth of diverse flora. Except a bit of midland region in the western portions of Thodupuzha taluk all the remaining areas consisting of Devikulam, Peermade and Udumbanchola taluks and the eastern portion of the Thodupuzha taluk are entirely highland region. Granite hills touching the skies and being skirted round with thick rain-fed sylvan forest render a terrific charm to the district. There are eleven peaks in Idukki which exceed a height of 6000 ft. above M.S.L. The highland region is having a comparatively cold climate.

Infrastructure

A. INDUSTRIAL INFRASTRUCTURE

Idukki district is classified as Industrially backward. Potential industries are less compared to other districts. About 97% of the total area of the districts comprised by rugged mountains and forests. There are strips of middle land (3%) in the western part of the district. Low land area is totally absent in the district more than 50% of the area of the district is covered by forest. Availability of land for industries is very low. This is one of the main reasons for the district being industrially backward.

B. INDUSTRIAL DEVELOPMENT AREA DETAILS

District industries Centre has one Industrial Development Plot in the district, which is at Muttom, 10 km from Thodupuzha. Total area of the Development Plot is about 5 acres. Plots have been allotted to 13 units.

C. MINI INDUSTRIAL ESTATES

There are four Mini Industrial estates formed by District Industries Centre are operational in the district.

Mini Industrial estates formed by District Industries Centre

Sl No.	Name of Mini Industrial Estates	No. of Sheds	Area (sq.ft)
1	Manakkad	10	7200
2	Udumbanoor	10	6900
3	Rajakumari	10	6000
4	Kattappana	10	7200

Mini Industrial estates formed by SIDCO

Sl No	Name of Mini Industrial Estates	No. of Sheds
1	Olamattom	12
2	Kodikulam	12
3	Adimali	12

KNFRA PARK

Name of Park	Area (sq.ft)
KNFRA Park, Rajakumari	55000

AREA AVAILABLE FOR INDUSTRIAL PURPOSE BY LOCAL SELF GOVERNMENT INSTITUTIONS

Mini Industrial estates formed by District Panchayath

Sl No	Name of Mini Industrial Estates	No. of Sheds	Area (Sq.ft)
1	Kumily	03	2000
2	Upputhara	03	1200
3	Kakkombu(Muttom)	05	1000
4	Vazhathope	02	300
5	Murikkasserry	03	1200

- Road transport is the only mode of transportation in Idukki-for both moving goods and passengers. The total extend of road lines in the district is about 8000 Kms. National highway NH-49 passes through the district.

- The nearest port is Kochi and is about 120 Kms from Palnavu.
- The nearest Airport is Nedumbasseri International Airport and is about 60 Kms from Adimali.
- The district has good infrastructure facilities in banking. The Lead bank of District is Union Bank of India. All the major banks have their operations in the district.

- **Major Resources**

- **Agriculture:** Agriculture is the main occupation of the people in the District. This district has the agro-climatic conditions suitable for the cultivation of plantation crops like tea, coffee, rubber, coconut, cardamom, pepper etc. This district acquired 2nd place in the state in agriculture produces. This district is famous for production of spices like pepper and cardamom. This district is declared as 'Spices district' and a 'Technology Mission' has been setup for the development of spices. Recently, floriculture, mushroom cultivation, medicinal plants, vanilla cultivation etc., are being taken up by some progressive farmers/women in the district.
- **Animal Husbandry:** Animal husbandry activities are the major subsidiary occupations of the farming community. Extensive pasture, grazing lands and the favorable climate make the district suitable for rearing. Livestock wealth has great significance in the agricultural economy of the district.

5. Model Polytechnic (IHRD), Kuyilimala, Idukki

6. Govt. I. T. I, Kattappana

Potential sectors in Idukki district

Idukki is generally perceived as a Spices district. Idukki is famous for its spices like Pepper, Cardamom, Ginger, etc. and most of those products are transported in raw form. Value addition is not done in here. So MSMEs like spices processing have high potential as we consider in terms of raw material availability. Major potential New MSMEs are:- 1. Spices oils and Oleoresins 2. Curry powder unit 3. Dry packed cardamom 4. Pepper processing industries 5. Tea and Coffee There are some potential industries. Other than from spices, which are Building materials, Engineering units, readymade garments, Rubber based Industries etc.

Potential areas for service industry Tourism:

A landlocked district, Idukki is one of the most nature rich areas of Kerala. As a tourist destination, Idukki offers diverse attractions like Wildlife sanctuaries, Hill stations Dams, Spice plantations tours, Mountain treks, Elephant rides etc. High ranges and wood valleys are girded by three main rivers- Periyar, Thalayar and Thodupuzhayar and their tributaries

4. Developing district as export Hub : The DLEPC meeting

The State Government is yet to constitute DLEPC. Once the intimation regarding constitution of DLEPC received, initiative meeting will be conducted. RA, Cochin is constantly in touch with the Principal Secretary, Industries Department for constitution of the DLEPC.

5. Main Products with export potential Identified :

I. Items:

- a) Cardamom
- b) Pepper.
- c) Cloves
- d) Nutmeg
- e) Ginger etc.

II. Tourism

A landlocked district, Idukki is one of the most nature rich areas of Kerala. High ranges and wooded valleys are girded by three main rivers – Periyar, Thalayar and Thodupuzhayar – and their tributaries. The River Pamba also has its origin here. As a tourist destination, Idukki offers diverse attractions like Wildlife sancturles, Hill stations, Dams, Spece plantation tours, Mountain treks, Elephant rides etc.

RESEARCH CENTERS

Sl.No	Name of Institution	Contact Address
1	Indian Cardamom Research Institute, Myladumpara	Deputy Director, Spices Board, ICRI, Myladumpara -6855 53
2	Cardamom Research Station, Pampadumpara	Profesor and Head, Cardamom Research Station, Pampadumpara
3	Krishi Vigyan Kendram, Santhanpara	The Chairperson, Bapooji Krishi Vigyan Kendra, Santhanpara -685619

Educational Institutions and Manpower development institutions:

- Idukki district has a moderately well-established stream of education from pre-primary level to University level.

ENGINEERING COLLEGES	ARTS & SCIENCE COLLEGES	TRAINING COLLEGES	TECHENICAL INSTITUTIONS
1. Govt. Engineering College, Painavu	1. MES College, Nedumkandam	1. Al Azhar College of Arts & Science, Perumpallichira, Thodupuzha	1. Govt. Polytechnic, Muttom, Thodupuzha
2. College of Engineering, Munnar	2. Govt. College, Kattappana	2. SNDP Yogam Training College, Adimail	2. Govt. Polytechnic, Kumily
3. University College of Engineering, Thodupuzha	3. Marian College, Kutikkanam	3. St. Thomas College of Teacher Education, Mylamb, Thodupuzha	3. Govt. Polytechnic, Purupuzha, Thodupuzha
			4. Govt. Polytechnic,

4. Mar Baschios Christian College of Engineering & Technology, Peermade	4. NSS College, Rajakumary 5. Govt. College, Munnar 6. Pavanatma College, Murikkasseri 7. St. Joseph's College, moolamattom 8. Newman College, Thodupuzha 9. College of Applied Sciences, Kuttikkanam 10. College of Applied Sciences, Thodupuzha 11. College of Applied Sciences, Kattappana 12. Al Azhar College of Arts & Science, Perumpallichira, Thodupuzha 13. DC School of Management and Technology, Pullikkanam, Wagmon 14. Holy Cross College, Putady 15. Mar Baschios College, Adimali 16. Sauthigiri College of Computer Sciences, Vazhithala, Thodupuzha		Nedumkandam
--	---	--	-------------

The scope for earning foreign exchange by providing Educational Services to Foreign Nationals is also one of the area as far as Idukki is concerned.

Spice Statistics:

a) Black Pepper the background :

The MALABAR PEPPER variety has originated as chance seedling in the State of Kerala. MALABAR PEPPER was selected from the agro-climate condition of the said geographical indication. The area of production covers all the composite states comprised in the Malabar region of the erstwhile Madras Presidency, which in the present period covers the entire South India. This geographical areas comprise of Alapuzha, Palakkad, Pathanamthitta, Thiruvananthapuram, Thrissur, Wynad, Ernakulam, Idukki, Kannur, Kasaragod, Kollam, Kottayam, Kozhikode, Malappuram districts in Kerala State Dakshina Kannada, Davangere, Dharwad, Hassan, Kodagu, Bangalore, Mandya, Mysore, Shimoga, Tumkur, Udipi, Uttara Kannada, Chamarajanagar, Chickmagalur districts in Karnataka State Namakkal, Nilgiris, Coimbatore, Pudukottai, Salem, Thanjavur, Theni, Tirunelveli, Vellore, Krishnagiri, Dindigul, Erode, Kanniyakumari districts in Tamil Nadu State

"MALABAR PEPPER is classified under two grades- garbled and un-garbled. The garbled variety is black in colour nearly globular with a wrinkled surface, the deepest wrinkles forming a network in the dried fruit. The ungarbled variety has a wrinkled surface and the colour varies from dark brown to black. It (*Piper nigrum*) is a flowering vine in the family Piperaceae, cultivated for its fruit, which is usually dried and used as a spice and

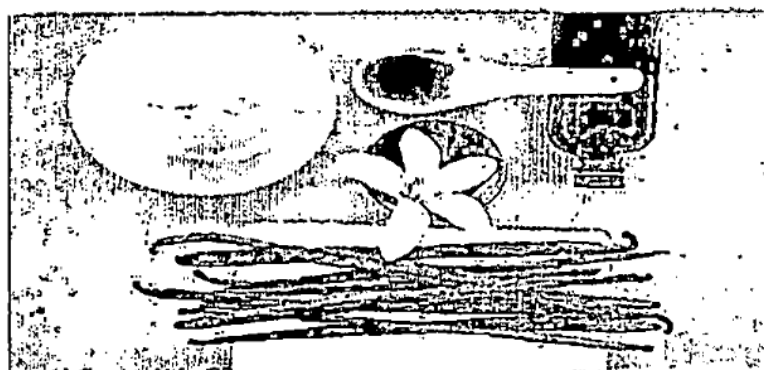
seasoning. The fruit, known as a peppercorn when dried, is a small drupe five millimetres in diameter, dark red when fully mature, containing a single seed.

Production of Pepper India

Production of Black Pepper in Major States - Area Hec Prodn - Tons								
	2015-16		2016-17		2017-18		2018-	
	Area	Prodn	Area	Prodn	Area	Prodn	Area	Prodn.
KARNATAKA	34990	23000	37750	31000	41380	35000	41381	21000
KERALA	85948	21000	85210	20000	85140	22000	84786	17000
TAMIL NADU	4349	1500	4910	2000	5270	2000	5638	3000
Total (including others)	131790	48500	134280	57000	139487	64000	138929	48000

Vanilla and value added products:

Vanilla is a Spice produced from the Idukki region. Value added products of Vanilla are Vanilla Powder, Vanilla Sugar, Vanilla Paste, Vanilla Tea, Vanilla Coffee. There is a scope for export of these products from Idukki.



Information gathered from farmers of Idukki that for the last 2 to 3 years, they are not able to cultivate Vanilla in a large quantity due to non-availability of raw material due to diseases affected to Vanilla Plant.

In order to keep away from diseases affected to Vanilla Plant, it is suggested to promote Tissue Culture, as a inter-crop in Areca Nut Plantations and Coffee plantations, using organic method, with the assistance of Agriculture and Horticulture Department.

Jack fruit / Vegetables/ Banana/ :

It is one of the largest producer of vegetables in the state. They have the option

to export all available fruits and vegetables as frozen or as processed product. Jack fruit is abundantly available in the district which one can have value added or vacuum dried products. Banaha is also in large quantity and they can have a plan for value addition to it. A common cold storage facility-centres in the district would also be helpful in storage of fruits and vegetables.

ACTION PLAN:-

A)	Resolve local problems of exporting community:-	Here are the main difficulties that exporters face when trading internationally and the best approach to have on them a) 1. Geography and transportation. b) 2. Payment methods. c) 3. Different legal norms. d) 4. Language barriers. e) 5. Finding the right importer. f) 6. Different customs and cultures.
B)	Identification of bottlenecks for exports of potential products:-	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. 4) Providing of Lab facility in the District Headquarters for phytosanitary certification. 5) Providing of Lab facility for testing fungus infection in respect

		of Spices, which are stored for export purpose
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 identified potential export products involving stake holders like manufacturers, artisans, exporters of the identifiable products:-	Sub-Group: For export of Coffee:- Nodal Officer of JDGFT, Cochin JD, DIC, Idukki, Member from Spices Board 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 a month
F)	Dissemination of information through training, seminars, guest lectures, practical training, exchange visits with other districts of excellence	Core group consisting of KCCI, SPICES BOARD 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 Promotion	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.

	Committee(SLEPC)	
--	------------------	--

CHALLENGES /SUGGESTIONS FACED BY SPICE INDUSTRY	<p>Cardamom.</p> <p>20% of the cardamom produced is exported. Major destinations are KSA,UAE NEAPAL, PAKISTAN and other South Asian countries in smaller quantises,</p> <p>Major consumers like Europe, U S A and other developed and developing countries are not promoting the use of cardamom due to the excessive use of pesticides and fertilizers from the farm level. Since cardamom is a highly sensitive plant the use of pesticides and fertilizers cannot be avoided as of now.</p> <p>The export of cardamom can be increased through applying the following measures in farming, processing and marketing.</p> <p>FARMING</p> <p>Promote organic farming.</p> <p>Concentrate on R & D in organic agri-inputs and support farmers to use and produce organic spices.</p> <p>Restrict or ban the use of Red-label pesticides and chemicals in the spices farms.</p> <p>Produce and make available for farmers, the chemicals and pesticides which are within the approved residue limit.</p> <p>Encourage the farmers to produce natural and eco-friendly spices by giving promotional prices and market support.</p> <p>Give awareness to the farmers to plant and produce, quality spices as per the demand of the market.</p> <p>Regulate over production of one item during price hike and under production at the time of lower price.</p> <p>PROCESSING</p> <p>Spices produced in the farms, must be procured, processed and packed in international packing standards.</p> <p>Processing units are to be provided in the farmer's location and proximity.</p> <p>Financial support and marketing facilities should be provided for the products which are not taken for export.</p> <p>MARKETING</p> <p>Govt. should take initiative to promote export by giving subsidies and promotional schemes to exporters.</p> <p>Farmers should be given training and expertise for making value added products in the farm level itself, which should be suitable for the export</p>
--	---

488708/2021/CBU DICIDK

	<p>market.</p> <p>Special emphasis is to be given to Indian spices marketing, in most of the countries where the quality and use of Indian spices are unknown.</p> <p>We have to support the farmers, to compete in the international market, in terms of production, quality and pricing. It should be noted that Indian spices are out-priced in the international market, irrespective of its quality, esp. pepper, cloves and ginger.</p> <p>Free trade in agri-produce as per the recent ordinance, is to be implemented in the country</p> <p>Immediately and really consider farmers as the back-bone of our economy.</p>
--	--

Thus the main focus would be:

1. Addressing the needs of Spice industry and focussing on the value added spice products
2. Spices production , facilities for storage processing , value added products , training and export
3. Vegetables , Jackfruit, other fruits for export