



Government of India
Ministry of MSME

Brief District Industrial Profile
RAMANATHAPURAM
2015-16



सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

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FOREWORD

MSME-DI, Chennai, Tamil Nadu is one of the field outfit of Office of Development Commissioner, Ministry of Micro, Small and Medium Enterprises (DC-MSME) established in the year 1954 for implementing the various policies and programmes of Ministry of MSME towards entrepreneurship development in Micro, Small and Medium Enterprises across the State in liaison with State Govt. and other stake holders. This Institute covers 32 Districts in the State of Tamil Nadu and UT of Puducherry. with the following mandate

- **For Aspiring entrepreneurs :** identify, motivate, train, handhold and provide mentoring services.
- **For Existing entrepreneurs.** To provide techno economic consultancy and facilitation service
- **Skill Development:** To impart need based skill training through Skill Development Programmes (SDP)

One of the wide spectrum of value added services of the Institute is to prepare a brief district industrial profiles of each district for the benefit of aspiring and existing entrepreneurs in the State of Tamil Nadu and other States

This report contains brief details of the District, geographical information, statistical data relating to MSME's of the district, registration under Udyog Aadhaar Memorandum (UAM), potential areas for investment in service sector and manufacturing sector, identified industrial clusters, key contacts for whom to contact for what etc. . The report has been prepared based on our earlier first edition report duly updated from data/inputs collected by District nodal officers and from reports/publications of M/o. MSME, Govt. of India and Govt. of Tamil Nadu, MSME Deptt.

Economic Investigation Division of the Institute has taken special efforts in collection and compilation of the relevant data for preparing the document not only for the **RAMANATHAPURAM District** but for all the Districts of Tamil Nadu. My sincere thanks to all the officers of the Institute for their cooperation in bringing out this brief industrial profile.

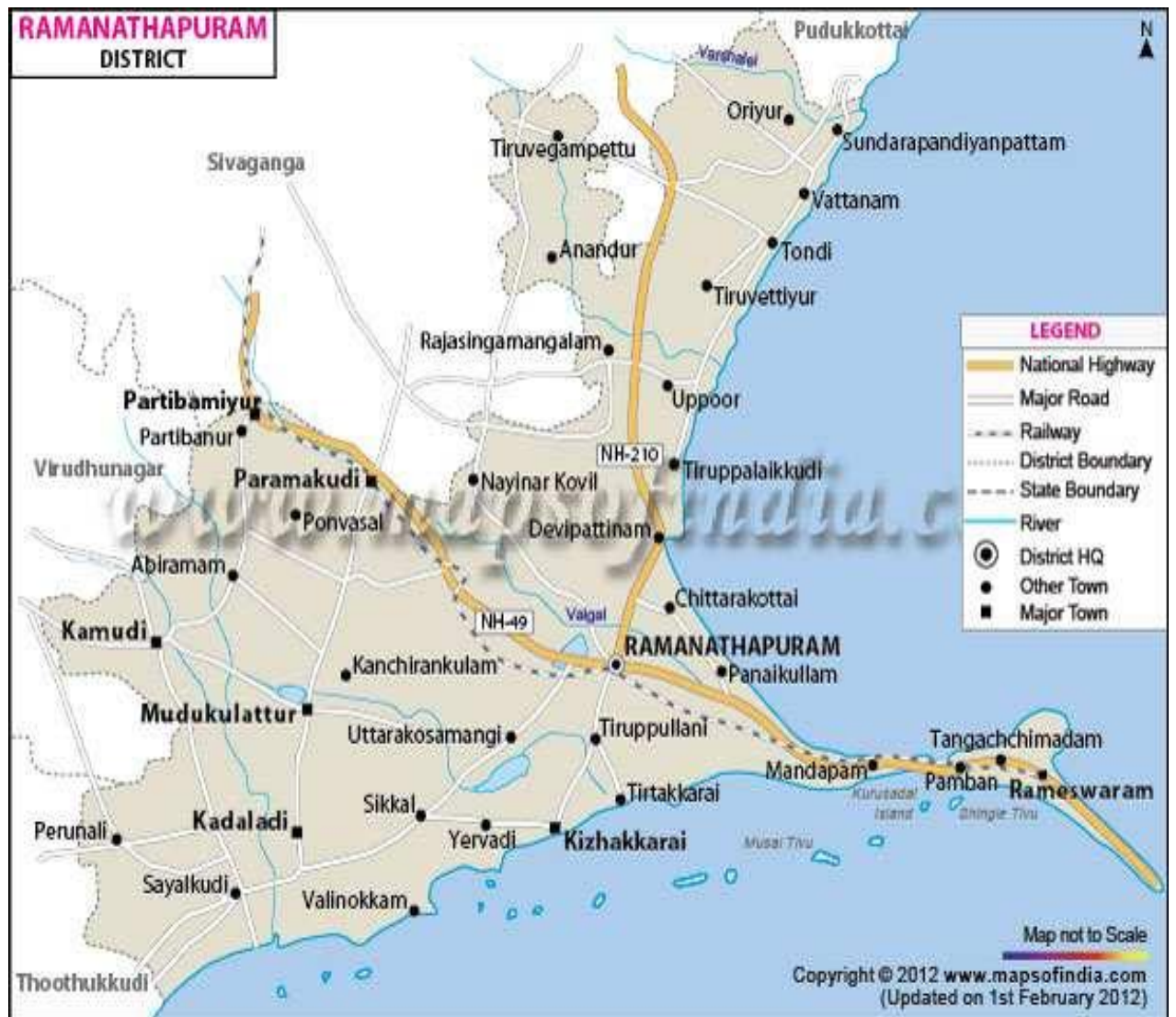
I am sure that that this document will be of much useful for the benefit of aspiring and existing entrepreneurs who are desirous of setting up of MSMEs in the State of Tamil Nadu in general and in the **District of RAMANATHAPURAM** in particular.



(S. PANIKKASSERY)
DIRECTOR

Place: CHENNA
Date: 25-06-2016

DISTRICT MAP



Brief Industrial Profile of Ramanathapuram District **2015-16**

1. General Characteristics of the District

In the early 15th Century the present territories of Ramanathapuram district comprising of taluks Tiruvadanai, Paramakudi, Kamuthi, Mudukulathur, Ramanathapuram and Rameswaram were included in Pandiyan Kingdom. For a short period, this area was under the Chola Kings when Rajendra Chola brought it under his territory in 1063 AD. With the help of the King of Thanjavur in 1730 A.D. one of the chieftains deposed Sethupathy and became the Raja of Sivaganga. Acting upon the weakness of the Nayak rules, the local chieftains (Palayakarars) became independent. Raja of Sivagangai, Sethupathy of Ramanathapuram were prominent among them. In 1773, Chand, a Sahib of Carnatic, captured Ramanathapuram.

In 1795, the British deposed Muthuramalinga Sethupathy and took control of the administration of Ramanathapuram. In 1910, Ramanathapuram was formed by clubbing portions from Madurai and Tirunelveli district. Shri J.F. BRYANT I.C.S was the first collector. And this district was named as Ramanathapuram. During the British period this district was called "Ramnad". The name continued after independence. Later the district was renamed as Ramanathapuram to be in conformity with the Tamil Name for this region.

1.1 Location & Geographical Area

Ramanathapuram is located between 9° 05' and 9° 50' North of Latitude and between 78° 10' and 79° 27' East of Longitude.

It is bounded on the north by Sivaganga District, on the northeast by Pudukkottai District, on the east by the Palk Strait, on the south by the Gulf of Mannar, on the west by Thoothukudi District, and on the northwest by Virudhunagar District. It covers the geographical area of 4175.00 Sq. km.

1.2 Topography

Ramanathapuram is situated in South-eastern part of Tamilnadu and it is something in dumper shape.

1.3 Availability of Minerals

Crude Oil
Natural Gas
Savadu
Gravel
Limeshell

1.4 Forest

The forest cover an area of 4488 hectares in 2010-2011 extending over 1.09 percent of the total geographical area

1.5 Administrative set up

Ramanathapuram is the district headquarter. This district have 02 revenue divisions, 4 municipalities, 7 taluks, 11 blocks, 38 frikas, 429 panchayats, 400 revenue villages, 2362 hamlet village.

1.6 Climate

The district has a hot tropical climate temperature ranging from 22.3 C (min) to 37.8 C (max) and the relative humidity is high at 79% on an average and it ranges between 80% to 90% in coastal areas.

1.7 Connectivity

The town is located on south east Tamil Nadu and connected by NH 49 to Madurai from Rameswaram. East Coast Road is the major coastal road in east Tamil Nadu which connects the state capital Chennai and Ramanathapuram; this road also connects Ramanathapuram with Pondicherry, Tuticorin and Kanyakumari. The town is well connected by railroad to major cities in India through Madurai Junction. The nearest airport is Madurai Airport, about 125 km.

1.8. Tourism

Tourists visit Ramnad to see the Raja Palace, still occupied by the former Sethupathy Raja and his family. Although no longer in power, the family contributes to the community by setting up schools and hospitals. Ramanathapuram is close to Rameswaram and Devipattinam, both important pilgrimage centres. Uchipuli, a main tourist place, which connects through airways Ariyamaan Beach is one among the popular entertainment beaches in Uchipuli. Puduvalasai, Panaikulam, Alagankulam beaches are also popular in Ramnad.

2. District at a glance

Particular		Unit	Statistics
Geographical features			
Geographical Data			
i) Latitude			09° 05' to 09° 50'
ii) Longitude			78° 10' to 79° 27'
iii) Geographical Area		Hectares	417500.00
Administrative Units			
i) Sub divisions		Nos	02
ii) Municipals		Nos	04
iii) Taluk		Nos	07
iv) Town		Nos	07
v) Block		Nos	11
vi) Firkas		Nos	38
vii) Revenue Village		Nos	400
viii) Panchayats		Nos	429
xi) Hamlet villages		Nos	2362
x) Assembly Area		Nos	04
Population (2011 census)			
i) Male		Nos	583376
ii) Female		Nos	604228
Rural Population		Nos	885210
Forest			
(i) Forest		Ha.	4488.00
Livestock & Poultry (2012 census)			

a. Cattle	85843
b. Buffaloes	1291
c. Sheep	242956
d. Goats	224388
e. Poultry	360215
f. Pig	2426
g. Dog	14308

Railways			
i) Length of rail line		Kms	115.09
Roads			
(a) National Highway		Kms	188.00
(b) State Highway		Kms	201.00
(c) Main District Highway		Kms	139.00
(d) Other district & Rural Roads		Kms	1142.00

Banking commercial			
(a) Commercial Bank		Nos.	84
(b) rural Bank Products		Nos.	24
(c) Co-Operative bank Products		Nos.	28
Education			
(a) Primary school		Nos.	1016
(b) Middle schools		Nos.	260
(c) Secondary & senior secondary schools		Nos.	105
(d) Colleges		Nos.	18
(e) Technical University		Nos.	Nil

3. Industrial Scenario of Ramanathapuram district

3.1 Industrial Estates in the District Ramanathapuram

S. No.	Name of Ind. Area
1	Thellichathanallur, Paramakudi
2	Nenmeni, Paramakudi
3	Keela Naagachi

3.2 Year wise Details of registered units

Year	No. of Units registered (EM-II) – RAMANATHAPURAM			
	MICRO	SMALL	MEDIUM	TOTAL
2007-08	146	1	0	147
2008-09	120	8	0	128
2009-10	167	4	0	171
2010-11	186	15	1	202
2011-12	234	17	3	254
2012-13	471	31	1	503
2013-14	473	76	2	551
2014-15	562	80	3	645

3.3 UDYOG AADHAAR MEMORANDUM (UAM)

Govt. of India, Ministry of Micro, Small and Medium Enterprises (MSME) has notified the Udyog Aadhaar Memorandum (UAM) under the MSMED Act, 2006 vide gazette notification [SO No. 2576(E)] dated 18-09-2015 in order to promote ease of doing business for MSMEs. A one-page simple registration form for online filing of UAM has been introduced which replaces the filing of Entrepreneur's Memorandum Part I & II. The filing of UAM can be done on **www.udyogaadhaar.gov.in** or **www.msmeonline.tn.gov.in**. Registration is online and user-friendly. UAM can be filed on self-declaration basis. No documentation required. No Fee for filing. Can file more than one Udyog Aadhaar with same Aadhaar Number. **EM-I has been abolished. Udyog Aadhaar (UA) is for running units. No need to apply for upcoming units.**

3.4 DETAILS OF UDYOG AADHAAR MEMORANDUM FILED/REGISTERED

SI No.	District Name	Total	Micro	Small	Medium
1	Total Units registered under UAM	320	236	82	2
2	Manufacturing Units	113	93	20	0
3	Service Units	207	143	62	2

3.5 Large Scale Industries / Public Sector undertakings**List of major units in Ramanathapuram District**

1. M/s Oil and Natural Gas Corporation Ltd – 4 units
2. M/s Penna Gas Power plant, Valantharavai
3. M/s Power Plant (Fire Wood), Pamppor.
4. M/s Tamilnadu Salt Corporation, Vallinokam.
5. M/s South Indian Bromine & allied Chemicals Pvt Ltd, Vallinokam.
6. M/s Pioneer Spinners, Kamuthakudi.
7. M/s Platinum Textile, Thiruvadani.
8. M/s Mannan Cotton Mill, Abiramapuram.
9. M/s Aysha Cotton Mill, Abiramapuram.
10. M/s Srinithi Industries Ltd, Achundanvayal.

3.6 Medium Scale Enterprises**3.6.1 Details of major units in Ramanathapuram**

1. M.C. Ramachandran Fancy Paper Boxes, Ramanathapuram.
2. Bharath Travel, Ramanathapuram.
3. A. Yovanraj Air condition plant creation and Installation, Paramakudi.
4. Mugavai Coir Pith Industries

3.7. Major Exportable Item

1. Preserved Sea foods.
2. Coir Pith
3. Sea shell
4. Handicrafts made in palm leaf

3.8 Service Enterprises

Tourism based

Rameswaram is famous for the RAMANATHASWAMY JYOTIRLINGA temple. Throughout the year pilgrims visit the temple from all part of the India. To cater the needs and demand of the pilgrims the tourism based service enterprises may be developed.

3.9 Potentials areas for service industry

1. Hydraulic Water service Station for Four wheelers.
2. Television Servicing.
3. Computer & LapTop Servicing.
4. Mobile Phone Servicing.
5. Electrical Home Appliance servicing.

3.10 Potential areas for new MSMEs

1. Modern rice mill.
2. Coconut based industries.
3. Sea food Processing Industries.
4. Oleo resin spices manufacturing units.
5. Fish net manufacturing Unit.
6. Fish meal oil manufacturing unit.

Charcoal manufacturing is the prominent activity in this district. This was carried out by the peoples, those are in border / nearer to the **Below Poverty Line (BPL)**. This is a seasonal activity. This activity will be halt during the rainy season and no asset creation. So the bankers are heisting to give loan. The Government should take necessary steps to get financial support from Nationalised Bank for the Charcoal manufacturing activity. If this has done this will improve their socio economic status.

Near about 500 micro county brick manufacturing units are functioning in this district. They are following the old method (manual). There is good scope for formation of brick cluster for the benefit of the micro units.

In and around **Sayalkudi**, number of palmgar manufacturing unit is functioning. Except few, all others are cottage industries and they are in the unorganized manner. They are following the old tradition methods. If we convert into organized manner and cluster development programme can be initiated. So that the people can improve their socio economic status.

3.11 BLOCKWISE INDUSTRIAL POSSIBILITIES

MANDAPAM BLOCK

Mandapam block is situated very close to the Bay of Bengal. In this block sea based industries like Processing of Fishes, Dry fish processing. Crab, Prawn processing, Fish net, Ice Plants, Food Processing Industries , Coir fibre and Coir related industries are encouraged.

RAMANATHAPURAM BLOCK

Ramanathapuram Block is situated near approach to sea. In this Block, not only sea based Industries but also all type of Industries like , Masala Powder, Flour Mills, Modern Rice Mills, Spinning Mills, Coir fibre and Coir related industries, Bakeries, Food Processing Industries Wooden Furniture, Cold Jewelery Making industries etc are encouraged

THIRUPULLANI BLOCK

Thirupullani block is situated very close to the Bay of Bengal. In this block sea based industries like Processing of Fishes, Dry fish processing. Crab, Prawn processing, Fish net, Ice Plants, Food Processing Industries , Bakeries, Wooden Furniture, Milk related Industries, Coconut, Coir fibre and Coir related industries are encouraged.

THIRUVADANAI BLOCK

In Thiruvadanai Block, Modern Rice Mills, Flour Mills, Masala Powder, Gingerly Oil Extraction and De-oiled cakes, Cotton Seed Oil based Units Bakeries, Processing of Fishes, Dry fish processing. Crab, Prawn processing, Fish net, Ice Plants Food Processing Industries, Dhal Processing Units, Tamarind Paste units etc., are encouraged.

RAJASINGA MANGALAM BLOCK

In Rajasinga Mangalam Block, Modern Rice Mills, Flour Mills, Masala Powder, Gingerly Oil Extraction and De-oiled cakes, Cotton Seed Oil based Units, Bakeries, Food Processing Industries, Dhal Processing Units Tamarind Paste units etc., are encouraged.

NAINARKOIL BLOCK

In Nainarkoil Block, Modern Rice Mills, Flour Mills, Masala Powder, Gingerly Oil Extraction and De-oiled cakes, Cotton Seed Oil based Units, Groundnut based units, Bakeries, Food Processing Industries, Dhal Processing Units etc., are encouraged.

PARAMAKUDI BLOCK

In Paramakudi Block, Modern Rice Mills, Flour Mills, Masala Powder, Cotton Seed Oil based Units, Ginning units, Bakeries, Food Processing Industries, Dhal Processing Units etc., are encouraged.

BOGALUR BLOCK

In Bogalur Block, Modern Rice Mills, Flour Mills, Masala Powder, Bakeries, Ground Nut based units, Food Processing Industries, Dhal Processing Units etc., are encouraged.

KAMUTHI BLOCK

In Kamuthi Block, Modern Rice Mills, Flour Mills, Masala Powder, Gingerly Oil Extraction and De-oiled cakes, Cotton Seed Oil based Units, Ginning, Bio-Diesel (From Jetroba) ,, Bakeries, Food Processing Industries, Dhal Processing Units etc., are encouraged.

KADALADI BLOCK

In Kadaladi Block, Modern Rice Mills, Flour Mills, Masala Powder, Gingerly Oil Extraction and De-oiled cakes, Cotton Seed Oil based Units, Ginning, Bio-Diesel (From Jetroba) ,, Bakeries, Food Processing Industries, Dhal Processing Units etc., are encouraged.

MUDUKULATHUR BLOCK

In Mudukulathur Block, Modern Rice Mills, Flour Mills, Masala Powder, Gingerly Oil Extraction and De-oiled cakes, Cotton Seed Oil based Units, Ginning, Bio-Diesel (From Jetroba) ,, Bakeries, Food Processing Industries, Dhal Processing Units etc., are encouraged.

This is an Illustrative units only and new Industries if any proposed by an entrepreneur also be encouraged by District Industries Centre, Ramanathapuram.

4. Identified industrial Clusters

Name of the cluster	Location	Product
Sea shells	Rameswaram	Sea shells, conch etc
Jewellery	Paramakudi	Gold ornaments
Engineering ##	Paramakudi	Metal products like L-Clamp. U-Clamp and other accessories for TN Electricity Board

Engg. Cluster Paramakudi has got approval for Establishment of Common Facility Centre (CFC) for Structural Fabrication Centre, R&D Cum Testing and Training facility” under MSE-CDP scheme of Govt. of India/Govt. of Tamil Nadu. The CFC is under initial stage of commissioning of machineries.

5. General issues raised by industry association

1. Power supply is the major problem.
2. CLCSS lack of awareness among the branch level bankers..
3. Delayed payment related issues.

6. STEPS TO SET UP MSMEs

18 STEPS TO START MSE	
	18 STEPS TO START INDUSTRY
1.	DECISION TO BE AN ENTREPRENEUR
2.	PRODUCT SELECTION/TECHNOLOGY
3.	LOCATION OF THE UNIT
4.	TYPE OF THE ORGANISATION
5.	PROJECT REPORT PREPARATION
6.	ARRANGMENT OF FINANCE
7.	STATUTORY LICENCES AND REGISTRATION
8.	LAND AND BUILDING
9.	PURCHASE OF MACHINERY
10.	POWER CONNECTION AND WATER SUPPLY
11.	INSTALLATION OF MACHINERY
12.	MANPOWER
13.	RAW MATERIAL PROCUREMENT
14.	PRODUCTION
15.	COSTING AND PRICING
16.	MARKETING
17.	SALES
18.	PROFIT

7. LICENSING AUTHORITIES – KEY CONTACTS

Approval of production programme for items compulsorily licensable	Production programme approval is not necessary but while obtaining for provisional registration brief project outline is submitted to DIC / Development Commissioner (SSI) New Delhi through State Directorate of Industries.
For units functioning in places other Industrial Estate / approved Developed Plots	License from Corporation Commissioner Municipal authority or Panchayat Board.
Manufacture of Drugs and Cosmetics	State Drug Controller, Drug Control Administration.
Fruits & Vegetable based products	Dy. Director, Food & Vegetable Preservation-Shastri Bhavan.
Units employing 10 or more workers (power used) or 20 or more workers (power not used) approved under Factories Act	Chief Inspector of Factories.
Effluent disposal	Clearance from District Health Officer, Director of Public Health, Pollution Control Board
Registration under Sales Tax Act	Local Joint Commercial Tax Officer
Registration under Central Excise Act	Superintendent of Central Excise of the area or Collector of Central Excise.
Power Connection	Local Assistant Divisional Engineer
Registration Partnership Firm	Inspector General of Registration, 26, Rajaji Salai, Chennai
Details of ISI Specification (Now known as BIS)	Bureau of Indian Standards Southern Regional Office, Taramani, Chennai-600 113.

8. INSTITUTIONAL SUPPORT – WHOM TO CONTACT FOR WHAT

S.No	Type of assistance	Name and address of agencies
1.	Technical guidance	<p>i) District Industries Centre (DIC), Collectorate Complex, RAMANATHAPURAM PIN : 623503 PHONE : 04567- 232329 E-MAIL : rmddic@gmail.com Website www. dicrmd.in</p>
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	<p>i) MSME Development Institute, No :6, Jeyaraj Road, TUTICORIN – 628 002. Tele Fax : 0461 2375345. Email : brmsmedituty@gmail.com</p> <p>ii) District Industries Centre (DIC), Collectorate Complex, RAMANATHAPURAM PIN : 623503 PHONE : 04567- 232329 E-MAIL : rmddic@gmail.com Website www. dicrmd.in</p> <p>iii) National Small Industries Corporation (NSIC), Arasaradi, Madurai – 625016, Tele Phone : 0452-2609992, 2602419, 2609993 www.nsic.co.in</p> <p>v) Khadi and Village Industries Commission (KVIC), www.kvic.org.in</p> <p>vi) Khadi and Village Industries Commission (KVIB)</p>

3.	Land and Industrial shed	<p>i) State Industries Promotion Corporation of Tamilnadu Ltd. (SIPCOT), SIPCOT 19-A, Rukmani Lakshmi pathy Road, Egmore, Chennai - 600 008. www.sipcot.com</p> <p>ii) Branch Manager SIDCO Industrial Estate, Thondi Road, Sivagangai. Ph: 04575-240636</p>
4.	Financial Assistance	<p>i) All Nationalised Banks, ii) Industrial Development Bank of India (IDBI), iii) Small Industries Development Bank of India (SIDBI), iv) Branch Manager, Tamil Nadu Industrial Investment Corporation, (TIIC), (IOB upstairs) Near New Bustand, Ramanathapuram Ph: .04567 220474.</p>
5.	For raw materials under Govt. Supply	<p>i) National Small Industries Corporation (NSIC), ii) Branch Manager SIDCO Industrial Estate, Thondi Road, Sivagangai. Ph: 04575-240636</p>
6.	Plant and machinery under hire / purchase basis.	i) National Small Industries Corporation (NSIC)
7.	Power/ Electricity	<p>i) Tamilnadu Generation and Distribution Corporation Ltd. (TANGEDCO), ii) Tamilnadu Transmission Corporation Ltd. (TANTRANSCO) and iii) TNEB Limited</p>
8.	Technical Know –how.	<p>i) MSME DI, No:6, Jeyaraj Road, Tuticorin – 628 002. Tele Fax: 0461- 2375345.</p>
9.	Quality & Standard	<p>i) Bureau of Indian Standards (BIS) 5th Floor, Kovai Towers 44 Bala Sundaram Road Coimbatore 641 018</p>

		(Landmark- On RTO Road, Near Womens Polytechnic) 0422 2201016, 2210141, 2215622 Fax: 0422-2216705 Email: cbto@bis.org.in
10.	Marketing /Export Assistance	I National Small Industries Corporation (NSIC), ii) Marine Product Export Development Authority (MPEDA), iv) SIDCO
11.	Other Promotional Agencies	i) The Director, Khadi and Village Industries Commission (KVIC), Bypass Road, Madurai 10 Ph: 0452 2380381 ii) Khadi and Village Industries Commission (KVIB), iii)Tamilnadu Industrial Investment Corporation (TIIC), iv) ITCOT Consultancy & Services Ltd. 50- A, Greams Road Murugesu Naicker Complex, Chennai 600 006. Phone : 044-2829 0324 /42936800/ 6801 Fax : 044-2829 3512 Email : itcot@vsnl.com

9. KEY WEBSITES OF GOVERNMENT OF INDIA AND GOVT. OF TAMIL NADU

www.msme.in	Ministry of MSME, Govt. of India, New Delhi
www.dcmsme.gov.in	Office of Development Commissioner, Ministry of MSME, Govt. of India, New Delhi
www.tn.gov.in	Portal to Government of Tamil Nadu
www.tidco.com	Tamil Nadu Industrial Development Corporation (TIDCO)
www.tneb.in	Energy department
www.tnidb.tn.gov.in	Tamil Nadu Infrastructure Development Board
www.teda.in	Tamil Nadu Energy Development Agency
www.indcom.tn.gov.in	Micro, Small and Medium Enterprises Department
www.tnsamb.gov.in	Agricultural marketing
www.hepcindia.com/tamilnadu.php	Handloom export promotion in Tamil Nadu
www.tn.gov.in/transport	Transport Department
www.sipcot.com	About industrial parks
www.mepz.gov.in	Madras Export Processing Zone
www.elcot.com	About Software & ITES
www.investingintamilnadu.com	Guide to investing in Tamil Nadu, policies, Tamil Nadu Vision 2023, step by step approach to establishing a company
www.sidco.tn.nic.in	<i>Tamil Nadu Small Industries Development Corporation (TANSIDICO) - for allotment of plots/sheds in industrial estates</i>