



Confederation of Indian Industry

pudhu Madur.ai

ancient intelligence

**A VISION
DOCUMENT
FOR 2035**



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CHAIRMAN MESSAGE

Ashwin R Desai

Chairman, CII Madurai Zone &
Managing Director
A&T Video Networks Private Limited.



Madurai and the southern region of Tamil Nadu hold a special place in all our hearts – for their rich history, vibrant heritage, unique culture, and natural beauty. For centuries, Madurai has stood as a major entrepreneurial hub, with a legacy of flourishing international trade that dates back to ancient times.

As many of you are aware, the CII Madurai Zone covers six districts. Over the past 26 years, it has been our constant endeavor to drive growth across this region through capacity building, scaling up MSMEs and large industries, enabling policy initiatives, and attracting strategic investments. Through consistent effort and collaboration, CII has initiated several impactful programs that have resulted in long-term socio-economic transformation.

One such initiative is SPEED – Southern Prosperity for Enhanced Economic Development – which was conceptualized by CII's visionary leaders in 2005 to advocate for the Madurai Tuticorin Industrial Corridor. Over the past decade, this initiative has steadily gained momentum, yielding tangible benefits through the joint efforts of key stakeholders.

In today's rapidly changing environment, it is critical that we not only keep pace but also plan with foresight. It gives me immense pride in working on pudhu Madurai: A Vision Document for Madurai @2035 – a landmark initiative that reflects our aspirations for the future.

As the historic gateway to the South, Madurai has long played a central role as a cultural, economic, and geographic anchor in Tamil Nadu. Staying true to this legacy, CII Madurai Zone has been instrumental in championing industrial and regional development through focused initiatives in sectors such as Tourism & Hospitality, IT/ITeS & Electronics, Manufacturing, Food & Agro, Textiles, Rubber, and more.



pudhu Madurai Vision Document is a forward-looking, strategic roadmap designed to transform Madurai into a resilient, inclusive, and sustainable urban centre – one that proudly celebrates its heritage while embracing innovation, digital transformation, and smart infrastructure. This vision is the result of a collaborative and consultative planning process, incorporating insights from industry leaders, community members, and experts across multiple sectors.

CII's mission is to present a collective industry vision — one that harmonizes economic progress with cultural preservation. The success of this vision rests on a shared commitment. Your active participation and continued support are crucial in turning this vision into reality.

Let us work together with the government and civil society to drive meaningful change — not just through dialogue, but through proactive collaboration and implementation.

I take this opportunity to thank all the Past Chairmen of CII Madurai Zone for their invaluable contributions during the brainstorming and formulation of this vision. My sincere thanks also go to the CII Secretariat for their dedication in bringing this document together.

As we take this important step toward the future, I look forward to your support and partnership in building a sustainable, inclusive, and future-ready Madurai.

Let's come together to build the Madurai of tomorrow.

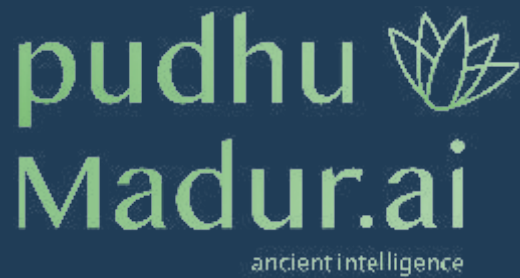
Thank You.



Warm regards,
Ashwin R Desai







The *pudhu Madurai.ai* logo is more than a visual, it's a story, a symbol, and a statement.

Rendered in green, the logo reflects our city's enduring bond with nature and sustainability. The color stands for growth, renewal, and environmental responsibility, all vital qualities of a city evolving with purpose.

At its core, the blooming jasmine pays homage to Madurai's soul. Jasmine, long associated with the city's culture and heritage, represents purity, resilience, and timeless beauty. In bloom, it captures the spirit of a city in constant transformation & flourishing while honoring its deep roots.

The true essence of the logo lies in its name: *pudhu Madurai.ai*. Here, "AI" proudly stands for Ancient Intelligence beyond Artificial Intelligence. It celebrates the wisdom passed down through generations, the insights of our ancestors, and the cultural brilliance that continues to guide us. This ancient knowledge is what empowers Madurai to evolve in step with the modern world.

This logo is a bridge between tradition and transformation. It reflects a city of heritage stepping boldly into the future, led by innovation yet grounded in timeless values. It is modern, intentional, and forward-looking, a sharp expression of a city poised for dynamic growth.

As the world moves faster than ever, Madurai rises with it, not by letting go of the past, but by carrying it forward, intelligently.

The logo represents a city that is reborn with every new challenge, drawing strength from its history to build a thriving, modern identity.

In essence, the *pudhu Madurai.ai* logo tells the story of a city that is forever blooming guided by ancient intelligence, energized by today's innovation, and prepared for the world of tomorrow.



INTRODUCTION & VISION

Southern Tamil Nadu has historically been a cultural and spiritual heartland, but it has often moved more slowly than other regions in terms of large-scale economic transformation. Madurai, as the pivot of this region, holds the potential to reverse that narrative — by becoming a catalyst for industrial decentralization, rural-urban balance, and investment-led growth. The surrounding districts are rich in agriculture, handicrafts, and skilled human capital, but need stronger urban-industrial linkages and modern infrastructure. Creating employment opportunities close to home will reduce distress migration, retain talent locally, and drive equitable prosperity across the region. The South also holds immense untapped potential in tourism, dryland farming, and export-oriented manufacturing — sectors that can drive inclusive growth and regional prosperity. A focussed transformation effort in this region, anchored by Madurai, can position South Tamil Nadu as a vital contributor to India's growth story.

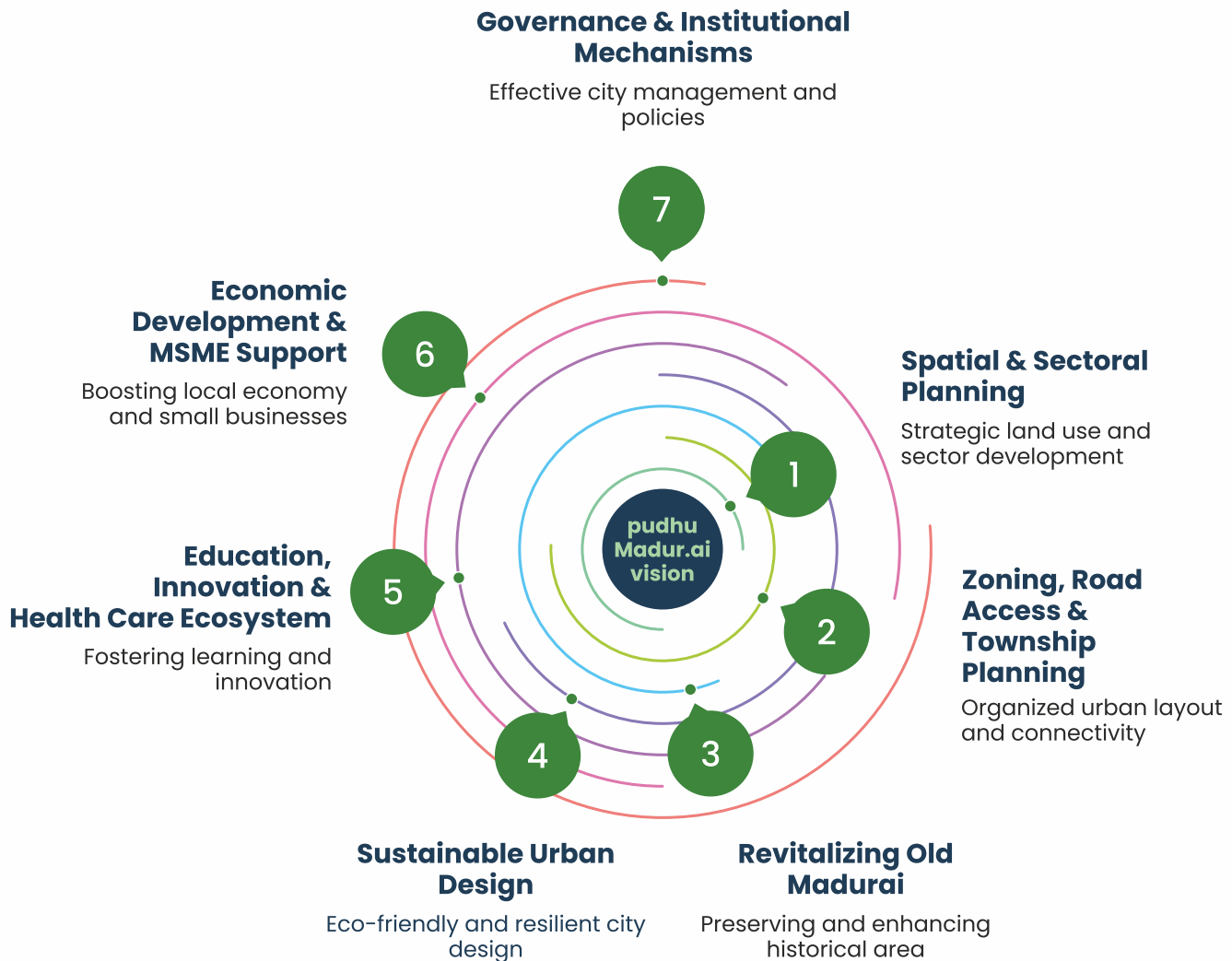
1.1 – pudhu Madur.ai: Vision, Dual-City Model & Guiding Principles

pudhu Madur.ai reimagines Madurai as a harmonious blend of tradition and transformation — a dual-city model where the historic core remains a vibrant cultural, commercial, and spiritual nucleus, while a new city emerges (30–60km outward) as a hub for industry, innovation, and infrastructure. The vision anchors Madurai as the capital of South Tamil Nadu.

This transformation is driven by three core objectives: inclusive growth, cultural continuity, and future-readiness. It calls for zoning-led, infrastructure-first development; walkable, self-contained townships; climate-sensitive industrial corridors; and smart, citizen-centric civic systems. *pudhu Madur.ai* aims not to replicate other cities, but to build on Madurai's ancient intelligence — allowing heritage to inspire modernity, and identity to drive aspiration. It is also one of the rare Indian cities where tourism, industry, and IT can coexist meaningfully — creating a unique model of balanced urban evolution.

- ◎ Old Madurai as the cultural heart with heritage focus.
- ◎ *pudhu Madur.ai* is envisioned as a planned, modern extension – anchored in IT/ ITeS, electronics, export-oriented manufacturing, value added agro and textile industries.

Comprehensive Urban Development Plan



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SPATIAL & SECTORAL PLANNING

2.1 – Geographic Distribution of Clusters

The spatial arrangement of industrial and economic clusters in the *pudhu Madurai* vision is characterized by existing concentration along key infrastructure corridors and strategic proposals for future growth. Currently, established industrial areas are largely concentrated along major highways, including NH-44 and NH-38. Specific industrial parks, such as those managed by SIDCO, are operational in locations like Kappalur and K.Pudur. The Information Technology sector is anchored by the ELCOT IT Park at Vadapalanji, which features a substantial Special Economic Zone (SEZ) of over 200 acres hosting prominent companies. A specialized textile park is located at Vadipatti, and Kappalur is the designated site for a MADITSSIA–Trade centre.

The *pudhu Madurai* vision proposes industrial belt structure with cluster-based development located between 30–60 km radius of Madurai. The industrial belt will house Government offices, Industrial clusters, Urban townships and High-quality infrastructure, with a vision towards Eco-sensitive Urban Growth and Economic Empowerment with local and global linkages. Industrial corridors are proposed as follows:

CORRIDOR	CLUSTER
Madurai – Dindigul	Rubber & Allied Industries
Madurai – Trichy	IT, ITES & Electronics industries
Madurai – Kanyakumari	Food & Agro Industries
Madurai – Tuticorin	Export Focused manufacturing– Large Industries incl. electric mobility
Madurai – Theni	Textile & Allied industries

Each ‘cluster’ will emerge as a new integrated city, planned across approximately 2,500 acres, and designed to host a balanced mix of industrial, residential, and commercial spaces. Cluster development can follow one of two models:

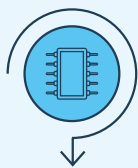
- ◉ Segmented Approach: A broad land use plan is outlined by the State, and Private developers are invited to plan and execute development on their parcels.
- ◉ Integrated View: A State Agency acquires and consolidates land, prepares a comprehensive master plan, and oversees phased development with coordinated zoning, infrastructure, and services.

This flexible implementation strategy allows for inter-district collaboration, ensuring regional balance and enabling shared economic growth across South.

Proposed Industrial Clusters around Madurai



**Madurai –
Dindigul**
Rubber & Allied
Industries



**Madurai –
Trichy**
IT, ITES &
Electronics



**Madurai –
Kanyakumari**
Food & Agro
based Industries



**Madurai –
Tuticorin**
Export Focused
manufacturing incl.
Electric Mobility



**Madurai –
Theni**
Textile & Allied
Industries

2.2 – Sectoral Hubs: Rubber, IT, Agro, Export, Textiles

Rubber & Allied Industries around Madurai produces a diverse range of items, crucial automobile rubber components, mats, gloves, sports goods and various utility products. Leading companies such as TVS Srichakra (specializing in tyre manufacturing), Sundaram Industries (with its Rubber and Coach Divisions), Fenner India, Hi-Tech ARAI Ltd, and Lanxess India are prominent in this field.

The proposed Rubber & Allied Industries Cluster in the Madurai region aims to position South Tamil Nadu as a competitive hub for rubber-based manufacturing and innovation. It will feature shared infrastructure like testing labs, recycling units, and skill development centres, enabling MSME growth and sustainable practices. By leveraging existing transport corridors and workforce potential, the cluster is expected to generate significant employment and boost regional exports.

IT, ITES & Electronics Corridor: Madurai – Trichy Growth Axis

Madurai is strategically positioned and actively emerging as a Tier-II hub for Information Technology (IT), IT Enabled Services (ITES), and Electronics. The city currently hosts around 200 IT companies – including global names like Honeywell Technology Solutions – which collectively generate \$200 million in revenue and employ around 18,000 people. This ecosystem is anchored by robust infrastructure such as the fully occupied IT SEZs and the ELCOT IT Park at Vadapalanji, where leading firms like HCL, Chainsys, and Pinnacle operate.

To further accelerate this momentum, a dedicated IT, ITES & Electronics Cluster is proposed along the Madurai–Trichy highway, based on three strategic imperatives:

01. **Defence Corridor Synergy:** The extension of the Tamil Nadu Defence Corridor from Trichy to Madurai opens the door for Defence Electronics industries from both cities to co-locate and collaborate.

02. Industrial Anchor: US-based electronics giant JABIL is setting up a major facility in Manaparai. The proposed cluster will benefit from this anchor investment and foster a cohesive electronics identity across the corridor.
03. Integrated Innovation: The fusion of IT, ITES, and electronics within one zone will enable hybrid tech development, driving innovation in areas like IoT, smart mobility, and embedded systems.

With the upcoming Neo-TIDEL Park in Mattuthavani expected to create 10,000+ new jobs, and a strong engineering talent pool in the region, this corridor is poised to become a future-ready digital and electronics manufacturing hub for South India. The *pudhu Madurai* vision sees this as a catalytic zone that connects strategic infrastructure, industrial investment, and local talent into a unified growth engine.

pudhu Madurai vision proposes Agri and Food Processing Cluster along the Madurai–Kanyakumari corridor to harness South Tamil Nadu's agricultural richness — from the Vaigai delta's paddy fields to GI-tagged specialties like Madurai Malli and Kovilpatti Kadalai Mittai. With strong daily throughput at Paravai market and rising demand for value-added exports like Millets and Moringa, the region is primed for infrastructure-led transformation. The cluster will include cold storage units, integrated processing hubs, quality testing labs, and last-mile logistics — enabling local farmers and MSMEs to scale. Strategic initiatives such as Kisan Rail connectivity and crop-specific investments will improve market access and reduce post-harvest losses. This initiative supports *pudhu Madurai*'s vision of building rural-industrial linkages while preserving culinary heritage and boosting agri-based livelihoods.

- ⦿ District-based specialization in value chains like Groundnut (Aruppukottai), Chili (Paramakudi), and Jasmine (Madurai), with targeted processing units.
- ⦿ Revival of existing infrastructure such as the Virudhunagar Food Park through product-specific hubs and private participation.
- ⦿ Support for GI-tagged products via branding, marketing cooperatives, and cluster-based packaging and distribution.
- ⦿ Integrated logistics and cold storage networks to reduce post-harvest losses and enhance shelf life for perishables.
- ⦿ Skill-building and MSME enablement through tailored support for FPOs, micro-enterprises, and decentralized agri-entrepreneurship.

The Madurai–Thoothukudi corridor presents a strategic opportunity to anchor **export-focused large-scale industries** by leveraging Thoothukudi's port infrastructure and Madurai's connectivity, workforce, and institutional base. This corridor can support sectors such as Electric Vehicles manufacturing and Ancillary Units, Engineering Goods, Textiles, Specialty Chemicals, Electronics, and Processed Agri-commodities.



Development of integrated industrial parks with plug-and-play infrastructure, logistics hubs, and inland container depots will reduce turnaround times and enhance global competitiveness. Focused policy incentives, ease of doing business measures, and private sector participation can position the corridor as South Tamil Nadu's industrial growth belt, enabling value-added exports and creating large-scale employment across districts. Proposed infrastructure developments include:

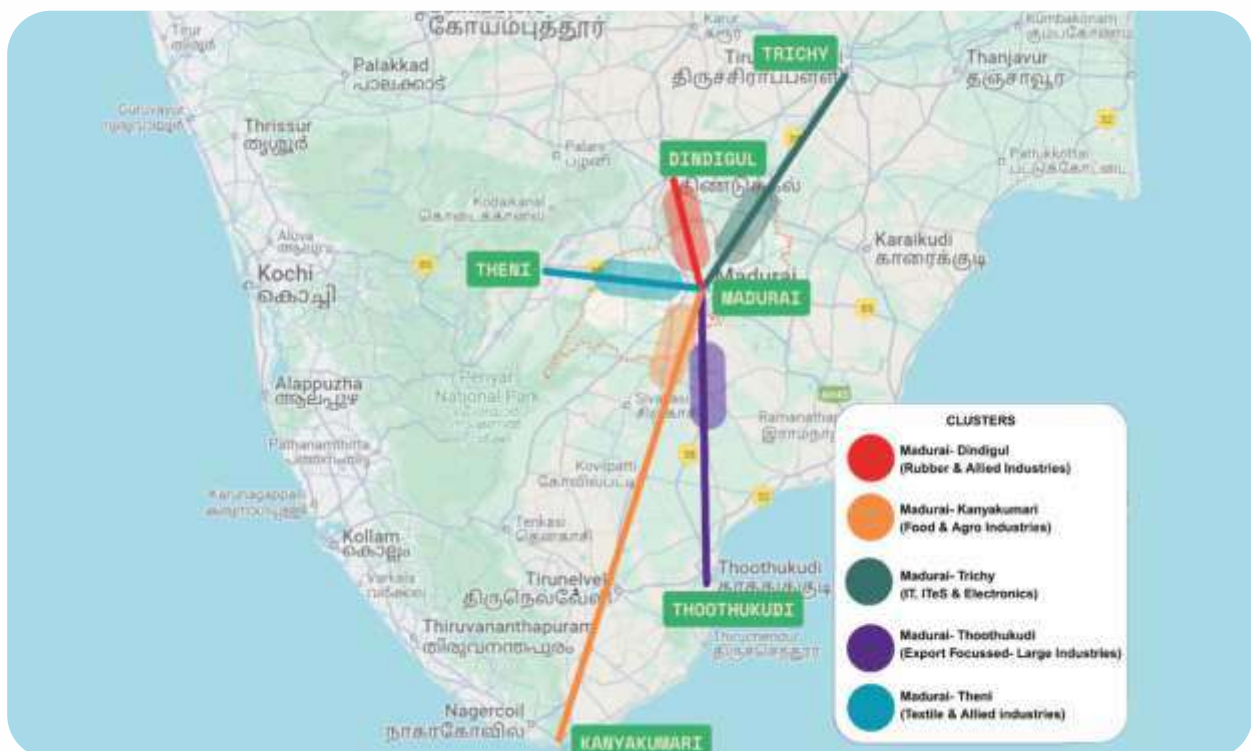
- Development of multi-sector industrial parks with plug-and-play facilities
- Strengthen Inland Container Depot (ICD) near Madurai to ease port logistics

Madurai and Theni are noted for textile manufacturing combining deep-rooted tradition with industrial capabilities. Madurai is globally known for Sungudi – the tie-and-dye textile heritage sustained by the Saurashtrian community – as well as for large-scale mills like Thiagarajar Mills, a leader in spinning and high-quality yarn production with a legacy of excellence.

To the west, Theni and Periyakulam anchor a robust ecosystem of spinning, weaving, and fabric units, ranging from affordable cotton to premium silk. Together, **Madurai-Theni corridor presents an opportunity to develop a textile value chain** – from artisanal craft to modern automated production – making it ideal for a dedicated manufacturing cluster.

KEY PRIORITIES:

- Upgrade infrastructure for dyeing, processing, and logistics.
- Strengthen MSME supply chains with anchor industries.
- Position the cluster for export growth through Tuticorin Port.



2.3 – Entertainment City: Flagship Leisure Destination for South Tamil Nadu

A cornerstone of the *pudhu Madurai* vision is the creation of a world – class Entertainment City within 30 minutes of Madurai airport along the Madurai–Thoothukudi corridor. Envisioned as a vibrant cultural, leisure, and tourism hub, this destination will anchor South Tamil Nadu’s transition into a diversified economy that blends heritage, lifestyle, and global appeal.

KEY FEATURES:

- ◎ **Theme Parks & Family Entertainment Zones:** High-quality amusement parks, aquariums, and interactive exhibits.
- ◎ **Country Pavilions:** Showcase global cultures and commerce, boosting tourism and trade.
- ◎ **Nightlife & Live Entertainment:** Dedicated districts for concerts, theatres, comedy clubs, and nightlife venues.
- ◎ **Gaming & Sports Arenas:** E-sports, indoor arenas, and multipurpose stadiums.
- ◎ **Dining & Retail:** Curated F&B streets, local cuisine clusters, and premium shopping experiences.
- ◎ **Plug-and-Play Infrastructure:** Road access, water, power, waste systems, and hospitality zones planned upfront.

This project complements Madurai's identity as a spiritual and cultural capital, creating new pathways for economic growth, employment, and domestic and international tourism.

Entertainment City @ pudhu Madurai

Plug-and-Play Infrastructure

Pre-planned road access, water, power, waste systems, & hospitality zones.

Dining & Retail

Curated F&B streets, local cuisine clusters and premium shopping experiences.

Gaming & Sports Arenas

E-sports, indoor arenas, & multipurpose stadiums for sports enthusiasts.

Theme Parks & Family Zones

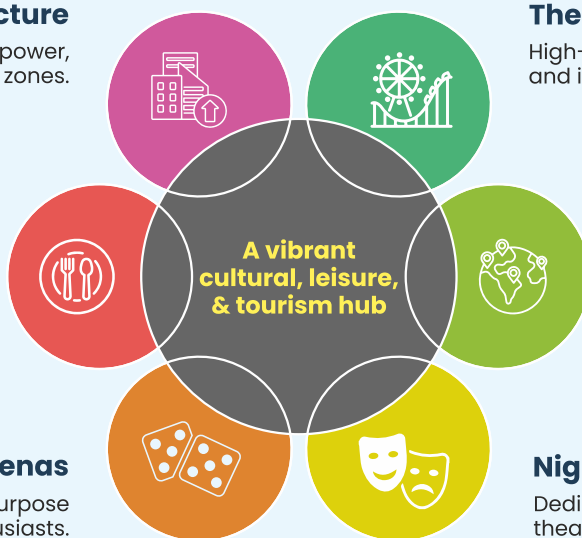
High-quality amusement parks and interactive exhibits for family fun

Country Pavilions

Showcasing global cultures and commerce to boost tourism and trade.

Nightlife & Entertainment

Dedicated districts for concerts, theatres, and nightlife venues.



2.4 – Zoning, Road Access & Township Planning

Structured spatial planning is a cornerstone of the *pudhu Madurai* vision — ensuring that industrial growth advances without compromising sustainability or livability. Each proposed cluster — whether focused on IT, agro-processing, or manufacturing — will follow a zoning-based layout that clearly delineates spaces for industry, housing, commerce, and green buffers.

To ensure efficiency, accessibility, and orderly development:

- ⦿ Road access into industrial clusters will be provided every 1 km to facilitate smooth logistics and internal circulation.
- ⦿ The first 500 meters from major roads will be zoned for commercial and retail activity, acting as a transitional buffer between high-traffic zones and core industrial areas.
- ⦿ Core industrial zones will be set beyond this buffer to reduce congestion and safeguard quality of life in adjacent residential areas.
- ⦿ Townships will be developed within a 3-km radius, integrating affordable housing, schools, healthcare, and recreational spaces to create a “live-work” ecosystem. Special attention will be given to ensure adequate housing options for blue-collar workers to promote workforce stability and social inclusion.

To support regional mobility and decongestion:

- ⦿ A dedicated 6-lane regional expressway will anchor the belt, ensuring fast connectivity between clusters and surrounding districts.
- ⦿ A grid-iron road network will support efficient mass transportation, with economic activities aligned along primary corridors.
- ⦿ Separate highway-grade routes for freight movement will be planned to divert truck traffic from residential and heritage zones.
- ⦿ Metro-Lite access will be integrated with road and rail infrastructure to facilitate last-mile connectivity.

To optimize land use and minimize environmental impact:

- ⦿ Vertical industrial sheds and MSME infrastructure will be promoted to reduce land consumption and improve cost-efficiency.
- ⦿ All developments will incorporate rainwater harvesting systems, centralized waste and energy monitoring, and designated “no-touch” ecological zones for environmental protection.

Together, these integrated planning principles aim to build compact, connected, and climate-resilient industrial corridors — establishing South Tamil Nadu as a benchmark for inclusive, efficient, and future-ready urban-industrial growth.

REVITALIZING OLD MADURAI

3.1 – Core City Renewal: Water Bodies, Streetscapes

Reclaiming Madurai's water heritage and integrating nature-based solutions into urban revitalization is central to the *pudhu Madurai* vision. From the Vaigai river to temple tanks, Madurai's water bodies are not just ecological assets — they are cultural landmarks and essential urban infrastructure. The vision emphasizes a dual strategy: Water Body Restoration to rejuvenate key water assets, and Urban Micro-Solutions to tackle dense-core urban challenges with scalable, local interventions.

Vaigai Riverfront Development

The Vaigai Riverfront is envisioned as a 7-kilometre cultural and recreational corridor that reimagines Madurai's connection with its historic river. This initiative seeks to blend ecology, spirituality, and civic design — transforming the riverbanks into vibrant urban commons for both residents and visitors.

Key Features:

- ⦿ Landscaped walkways, seating zones, and shaded green buffers for everyday leisure.
- ⦿ Dedicated spaces for cultural performances and public events.
- ⦿ River-facing activity zones to encourage year-round community use.

A Ghat & Aarthi Zone is proposed along the Vaigai, aligned with the Meenakshi Amman Temple. Designed as a sacred and visual axis, this space will:

- ⦿ Serve as the primary site for daily Aarthi rituals and temple-facing gatherings.
- ⦿ Create a spiritual ambience through thoughtful lighting and river-facing steps.
- ⦿ Anchor seasonal festivals and act as a landmark of cultural expression.

The project also proposes a network of check dams along its course. These will:

- ⦿ Enable water retention during monsoon months.
- ⦿ Recharge groundwater and support nearby green zones.
- ⦿ Maintain aesthetic water levels to sustain the river front experience year-round.

This integrated riverfront will become a symbol of Madurai's fusion of heritage, ecology, and civic pride.



Water Body Restoration

- ⦿ Large water bodies will be demarcated, fenced, and landscaped, creating green buffers with jogging tracks and public parks.
- ⦿ Temple tanks and teppakulams across the city will benefit from desilting and rejuvenation through the Government's Repair, Renovation, Restoration program, ensuring heritage conservation and water security.
- ⦿ The River Road, which is currently fragmented within the circular core of the city, should be reconnected through the masterplan to improve access and visual continuity across zones.
- ⦿ A Broadwalk of at least 2 km is proposed along the riverfront and adjoining major roads to accommodate street vendors and create a 24-hour pedestrian-friendly corridor that celebrates Madurai's street food and cultural vibrancy.

Urban Micro-Solutions

A key proposal is the relocation of wholesale markets to vertical complexes at the urban periphery. This intervention will reduce core city congestion, improve public hygiene and logistics and free up valuable space for civic and cultural uses in Old Madurai. Further, the reclaimed space can be transformed into a walkable, pedestrian-first zone including:

- ⦿ Heritage street scapes and open plazas.
- ⦿ Improved public amenities and mobility for residents and visitors alike.
- ⦿ Designated waste management zones and decentralized recycling units for effective sanitation.
- ⦿ Clean Toilet facilities to be established in major tourist attractions on PPP mode for high quality maintenance.

Together, these micro-level interventions will enhance visitor experience and resident quality of life—transforming Old Madurai into a vibrant, walkable, and culturally rich urban core. To ensure lasting impact, all upgrades will be supported by professional third-party infrastructure audits that regularly assess, upgrade, and maintain critical civic assets, enabling a more resilient and well-managed city environment.



3.2 – Central Urban Park & Open Spaces

The Tamil Nadu State Government has proposed transforming the 33-acre site of Madurai's central jail into a vibrant green corridor for the city. Located in the heart of Old Madurai, this land offers an opportunity to create a large, inclusive public park that addresses the city's acute shortage of open spaces. As Madurai grows denser and more congested, the need for such a "lung space" becomes more critical — not only to improve environmental quality, but also to promote community wellbeing.

More than just a leisure place, this urban park could be designed as a multi-use civic space that blends nature, recreation, and cultural engagement. With thoughtful planning, it can become a landmark destination that enhances quality of life for residents and visitors alike.

To fully realize its potential, the proposal must be expedited and developed with sustainability, accessibility, and long-term civic value in mind.

Key Considerations for the Park Design:

- ⦿ Dedicated walking and cycling paths, open-air fitness zones, and shaded seating.
- ⦿ Nature-inspired children's play areas and water features.
- ⦿ Rainwater harvesting and native landscaping for sustainability.
- ⦿ Event spaces for local art, culture, and community gatherings &
- ⦿ Barrier-free access and inclusive amenities for all age groups and abilities.

This park could redefine urban life in Old Madurai — turning a once-restricted zone into a green and welcoming civic heart.

3.3 – PathuThoon: Reviving a Forgotten Landmark

Standing tall since 1636 AD, the PathuThoon (Ten Pillars) are among Madurai's most overlooked but iconic architectural legacies. Built during the reign of Thirumalai Nayakkar, these granite columns, each 12 meters high are believed to have once marked the grand entrance of Muthiyaalu Nayakkar's palace. Declared an archaeological monument in 1973, today they remain hidden behind layers. It is time to reclaim them — not just as protected relics, but as a new-age symbol of Madurai's pride and progress.

- ⦿ Light as Identity: Floodlights rising from the base and from the pillar tops can transform PathuThoon into a softly glowing landmark visible from across the city.
- ⦿ Illuminated Landmark: Install dynamic floodlighting (upward and top-mounted) to make the pillars visible from across the city — a glowing emblem of unity between old and *pudhu Madurai*.



- ⦿ Tourism Anchor: Make it the focal point of heritage walks, night bazaars, and public storytelling zones.
- ⦿ Civic Identity: Let each pillar represent a theme of Madurai's future — from sustainability to innovation.



Pathu Thoon
can once again become a point of pride –
rooted in heritage, reimagined for today.

3.4 – Heritage Preservation, Night Tourism & Cultural Trails

Madurai's heritage—anchored by marvels like the Meenakshi Amman Temple and Thirumalai Nayakkar Palace—is not merely a symbol of the past but a living economic and cultural engine for the future. The *pudhu Madurai* vision emphasizes structured cultural trails and pedestrian-friendly heritage routes that enable immersive, educational exploration.

A proposed 15-point Heritage Walk would cover key historic zones near the temple, enhanced with interpretive signage, seating, and safe pathways. Beyond monuments, theme-based experiential trails—such as the Madurai Malli (Jasmine) Trail, Madurai Food Trail, and Potters Trail—have already been initiated, connecting visitors to local crafts, markets, and living traditions. Additional sites have been identified for future development, aiming to deepen cultural engagement.

Night tourism can further elevate Madurai's distinct identity as ThoongaNagaram (the city that never sleeps). Light and sound shows at Thirumalai Nayakkar Palace already draw evening visitors, but this model can be expanded through organized street performances, and guided evening tours. Streets around the temple are proposed to be converted into walk-only zones with e-cart and cycle access, improving both safety and ambience.

The Chithirai Festival and other local traditions offer powerful platforms for storytelling and heritage branding, while integrated efforts with hospitality and townships can drive longer visitor stays and local job creation.

Proposed Interventions:

- ⦿ Pedestrianized heritage walk zones with signage and amenities.
- ⦿ Night markets and curated food courts to boost cultural tourism.
- ⦿ Night tourism infrastructure around temples and palace precincts.
- ⦿ Cultural festivals and guided storytelling programs.
- ⦿ Integration of hospitality and local crafts along trails.
- ⦿ Lighting and safety upgrades in key heritage streets.



SUSTAINABLE URBAN DESIGN

4.1 – Green Mandates: Dust, Soil, Rainwater

As part of the *pudhu Madurai* vision, Madurai's sustainable urban design proposal includes strong environmental mandates focused on managing dust, conserving soil, and harvesting rainwater. These measures aim to enhance livability while ensuring ecological resilience. From reducing air pollution through afforestation and clean mobility, to preserving fertile soil and implementing effective rainwater harvesting systems, the city's approach blends infrastructure with environmental stewardship.

KEY INITIATIVES:

- ◎ **Dust Control:** Miyawaki forests, paved roads, mechanical sweepers, and water sprinklers under NCAP.
- ◎ **Air Quality:** Promotion of battery-operated vehicles and creation of urban green spaces.
- ◎ **Soil Cover Mandate:** No exposed soil in open lands; erosion control near water bodies, shoreline stabilization, and urban afforestation.
- ◎ **Rainwater Harvesting:** Rooftop RWH systems, stormwater recharge structures, and awareness campaigns.
- ◎ **Blue-Green Infrastructure:** Rain gardens, bio-retention basins, and permeable pavements to manage runoff.
- ◎ **Sustainable Land Use:** 57% of the outer Local Planning Area (LPA) designated for agriculture to protect soil health.
- ◎ Focussed upgradation of Madurai's **sewerage system**, replacing aging infrastructure to address overflow, siltation, and hydraulic inefficiencies.
- ◎ **State-of-art Integrated Storm Water Drain (ISWD)** including micro-drains tailored for narrow, congested roads – improving flood resilience and sanitation.
- ◎ **Pedestrianized zones** around heritage precincts like Meenakshi Temple will be supported with improved local drainage and small-scale green interventions.

These interventions collectively support a future-ready, environmentally conscious urban growth model for the South.

4.2 – Vertical Forests, Urban Greens & “No-Touch” Zones

Madurai’s sustainable urban strategy includes vertical greening, expansion of urban green cover, and the protection of ecologically sensitive zones. The plan proposes green roofs, green walls, and building-integrated vegetation to reduce the urban heat island effect and improve air quality. In parallel, the creation of urban forests, green corridors, and a hierarchical open space network supports biodiversity and recreational needs.

Equally critical are designated “No-Touch” Zones — ecologically rich or fragile areas protected from development. These include reserve forests like Kodimangalam and Perumalmalai, and proposed Biodiversity Heritage Sites such as Arittapatti. Additional safeguards include environmental buffers around water bodies and protected hill zones. These efforts reflect a long-term commitment to preserving Madurai’s natural heritage and ensuring balanced urban growth.

KEY INITIATIVES:

- ⦿ Green roofs and vertical greening to cool urban hotspots and beautify cityscapes.
- ⦿ 50m buffer zones around key water bodies with restricted construction &
- ⦿ Declaration of sensitive sites (e.g., Arittapatti, Yanaimalai) as conservation zones.

4.3 – Power, Water, and Waste Management Strategy

pudhu Madurai envisions a future-ready utility framework driven by sustainability, digital governance, and circular economy principles. The city should adopt an integrated approach across power, water, and waste systems — ensuring smart, resilient services for current and future residents.

Power infrastructure should prioritize 24x7 supply by transitioning to clean energy sources such as rooftop solar, biomass from waste, and smart grid systems. Water systems are expected to be upgraded with SCADA-based controls under the 125 MLD Dedicated Water Supply Scheme, allowing real-time monitoring, leak detection, and more efficient distribution. Smart metering, rainwater harvesting, groundwater recharge, and treated greywater reuse should be made mandatory in all new developments.

Waste management must pivot toward decentralized models, emphasizing segregation at source, composting, and scientifically managed hubs for C&D and bio-waste. The broader aim is to move toward a zero-discharge, zero-landfill urban future.

KEY PRIORITIES:

- ⦿ SCADA-based citywide utility monitoring and smart metering.
- ⦿ Rooftop solar and water reuse mandates in new zones &
- ⦿ Segregation-driven waste recovery and composting infrastructure.



4.4 – Metro-Lite, EV Networks and Walkability

A Metro-Lite system is proposed to connect Madurai with surrounding satellite towns such as Thirumangalam and Virudhunagar, enabling decongestion, reverse migration, and balanced regional development. The identified corridor from Thirumangalam to Othakadai, featuring 18 stations, will serve as the backbone of Madurai's mass rapid transit system.

To ensure meaningful decongestion, metro access points could be designed to discourage two- and four-wheeler penetration into the urban core. Ample multi-level parking facilities at each metro station – particularly on the city's edge – will support park-and-ride behaviour, keeping private vehicles out of high-density zones. Similarly, vertical complexes proposed for market relocation must incorporate structured parking zones to absorb traffic and prevent road-level overflow.

Smart traffic systems will support this shift through NFC-based paid parking, real-time space availability updates, adaptive traffic signals, ANPR cameras, and a centralized Traffic Management Center (TMC) for citywide coordination.

Electrified mobility will be promoted through dedicated EV lanes, public charging points, and integration of electric carts in pedestrian and heritage precincts. Streetscape interventions – such as shaded footpaths, universal access, street furniture, and vendor zoning – will elevate urban vibrancy and accessibility.

ADDITIONAL PROPOSALS INCLUDE:

- ⦿ Development of dedicated walking and cycling paths across all city wards to encourage non-motorized mobility and reduce last-mile carbon footprint.
- ⦿ Elevated pedestrian walkways at key transport hubs like Periyar Bus Stand and Mattuthavani, ensuring safe and seamless crossings in high-traffic areas.
- ⦿ Last-mile connectivity integration with train, metro, and bus transport systems to create a smooth end-to-end commuter experience.
- ⦿ A proposed elevated road across Vandiyur Lake, connecting KK Nagar to Mattuthavani, will relieve congestion and improve vehicular movement in the city's northeast sector.

These multimodal, climate-conscious, and inclusive interventions aim to make Madurai a model of balanced mobility – one that integrates tradition, technology, and sustainability into its daily rhythms.



EDUCATION, INNOVATION & HEALTHCARE ECOSYSTEM

5.1 – Positioning South TN as a Learning Hub

Madurai, with its rich legacy in Tamil culture and learning, is poised to re-establish itself as South Tamil Nadu's academic nucleus. Home to over 1,000 schools and 65 higher education institutions—including Madurai Kamaraj University, the Agricultural Research Institute, and Thiagarajar College of Engineering—the city serves over 70,000 students and attracts learners from across the region. However, to move from being a center of knowledge consumption to one of innovation, Madurai must bridge the gap in advanced research and global academic linkages.

The recent announcement to replicate the IIT Madras Research Park model in Madurai is a shot in the arm for South Tamil Nadu's innovation ecosystem. The *pudhu Madurai* vision proposes to promote University Research Parks in Madurai, to foster industry-academia collaboration and drive sector-specific innovation in areas like IT, agri-tech, and rubber. To address the region's unique agro-climatic challenges, the establishment of a dedicated dryland agriculture R&D center is also proposed. Combined with international academic partnerships and expanded infrastructure for schools and colleges, these initiatives will transform Madurai into a knowledge and innovation gateway for South India.

KEY PROPOSALS – EDUCATION:

- ⦿ University-linked research parks (IT, rubber, agri-tech) modeled on IIT-M.
- ⦿ Dryland agriculture R&D centre.
- ⦿ Incentives for international universities to establish South TN campuses.
- ⦿ Expanded school and higher education infrastructure &
- ⦿ Academic-industry alliances for research and startup growth.



5.2 – Healthcare & Medical Tourism

Madurai is steadily evolving into a premier medical value tourism destination, driven by its growing ecosystem of multi-specialty hospitals, diagnostic centers, and internationally benchmarked clinical services. With affordable yet high-quality care, the city attracts patients from across India and overseas. Building on this foundation, the *pudhu Madurai* vision proposes AIIMS-like centers across disciplines, and bio-medical research hubs to position Madurai as a regional leader in advanced healthcare and innovation.

The arrival of AIIMS Madurai marks a transformative moment. While current batches are temporarily housed at the Government Ramanathapuram Medical College, a state-of-the-art campus is under construction at Thoppur (~15 km from the city). This represents a phase of transition — affirming both State and Central Government commitment to world-class medical education in the region.

The convergence of health-tech innovation, urban health systems, and inclusive access will enable Madurai emerge as a hub for wellness, research, and resilient public health.

KEY PROPOSALS – HEALTHCARE:

- Expedite development of AIIMS Madurai campus at Thoppur.
- Establish specialty hospitals and wellness centers for medical tourism.
- Create medical research institutions and allied health education hubs.
- Integrate health-tech infrastructure and urban health data platforms.
- Promote public-private partnerships for inclusive, affordable care &
- Launch training institutes for nursing, paramedics, and public health professionals.



ECONOMIC DEVELOPMENT & MSME SUPPORT

6.1 – Integrated Economic Clusters

Integrated Economic Clusters remain critical anchors for export-oriented growth in South Tamil Nadu. Madurai's ELCOSEZ at Vadapalanji, already housing global IT players like HCL and Chainsys, demonstrates the potential of well-designed Integrated Economic Clusters to catalyze job creation and attract investment. Building on this model, the proposed expansion includes sector-specific Integrated Economic Clusters across industrial corridors such as Madurai-Trichy (IT/ITES & Electronics), Madurai-Tuticorin (Export-Focused Industries), and Madurai-Kanyakumari (Agri & Food Processing). These Integrated Economic Clusters will be equipped with robust logistics connectivity, streamlined clearances, and a business-friendly environment to attract domestic and foreign capital.

KEY PROPOSALS:

- ⦿ Sector-focused Integrated Economic Clusters for IT, food processing, and engineering.
- ⦿ Link Integrated Economic Clusters with multimodal logistics and port infrastructure &
- ⦿ Anchor larger firms to drive regional industrial ecosystems.

6.2 – Incentives for MSMEs & Export Units

MSMEs form the backbone of Madurai's industrial ecosystem, especially in agro-processing, handicrafts, and light manufacturing. The *pudhu Madurai* vision proposes targeted support through cluster-based infrastructure—including cold storage, testing labs, common processing units, and logistics hubs. This will be complemented by export facilitation measures like quality certification, packaging innovation, and branding for GI-tagged products.

Sectors such as moringa, groundnuts, jasmine, pulses, and chillies are primed for growth through value-chain focused hubs along the Madurai-Kanyakumari corridor. Given proximity to Tuticorin Port, there is tremendous scope for value-addition industries like edible oil refining and meat processing, enabling direct exports and agri-linked job creation.

Artisan-based MSMEs—like Vilachery toy makers, potters, and rural weavers—require dedicated common facility centers and shared marketing platforms. Fiscal incentives, credit linkages, and schemes under the Agricultural Infrastructure Fund will support scaling and market access for micro and small enterprises



KEY PROPOSALS:

- ⦿ Testing, packaging, and cold chain infrastructure near agro MSME clusters.
- ⦿ Cluster-specific export support (jasmine, moringa, peanuts, chillies).
- ⦿ Common facility centers for artisans, potters, and rural producers.
- ⦿ Fiscal and policy support under central/state MSME schemes &
- ⦿ Promotion of value addition industries like edible oil refining and meat processing units to leverage port logistics.

6.3 – Plug-and-Play Industrial Infrastructure

To attract large enterprises and global investors, *pudhu Madurai* envisions industrial parks and corridors equipped with plug-and-play infrastructure and a supportive policy ecosystem. These parks will offer ready-built factory sheds, shared utilities, uninterrupted power and water supply, and integrated logistics support — significantly reducing setup time and operational risk for investors.

Neo-TIDEL Park at Mattuthavani is a flagship project catering to the IT/ITES sector, with the potential to generate over 10,000 jobs. Additional estates near Sedapatti and along the Madurai–Tuticorin corridor are planned as key nodes for engineering, electronics, and export-focused industries.

To boost competitiveness, these zones will be supported by fiscal incentives, streamlined clearances, and policy frameworks designed to attract anchor industries and foster supplier ecosystems. *pudhu Madurai* aims to position Madurai as an investment-ready, globally competitive destination.

KEY PROPOSALS

- ⦿ Ready-to-use factory spaces with shared services.
- ⦿ Grade-A infrastructure in IT, food, and manufacturing zones.
- ⦿ Fiscal and policy incentives for global entrants.
- ⦿ Logistics hubs linked to Tuticorin Port and inland terminals.
- ⦿ Private participation through PPPs in park development.

GOVERNANCE & INSTITUTIONAL MECHANISMS

7.1 – Role of MOIDA (Madurai Outer Integrated Development Authority)

The formation of MOIDA marks a transformative step in ensuring structured, long-term development for Madurai's peri-urban and regional zones. As a dedicated, empowered authority, MOIDA will take charge of planning, development, operations, and maintenance (O&M) of large-scale urban extensions and economic corridors across a 30–60 km radius from the core city.

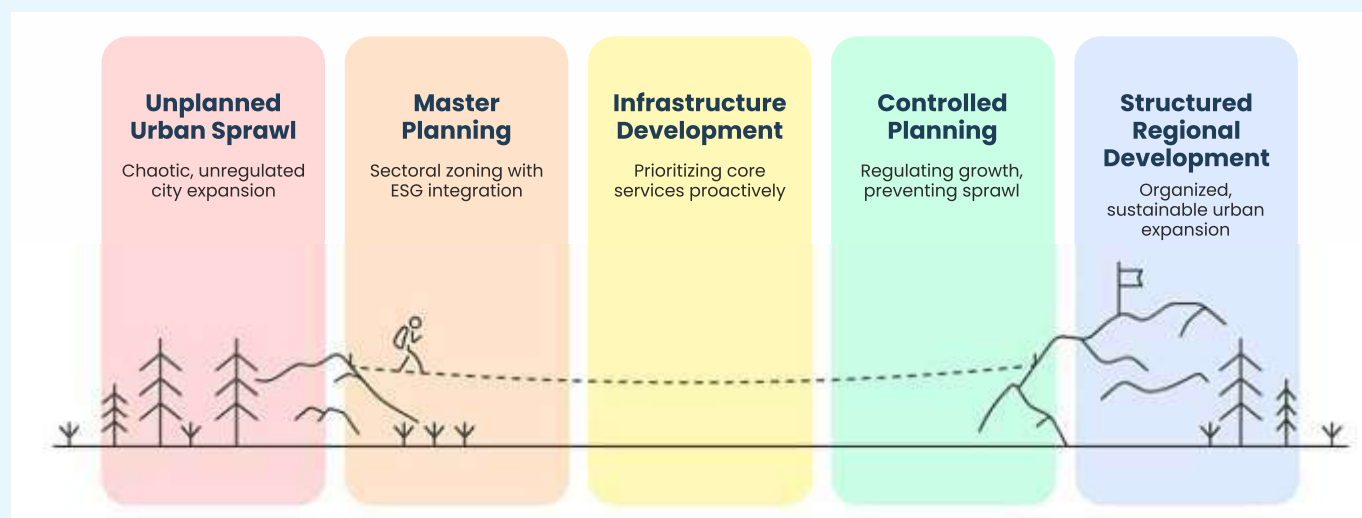
Its mandate includes controlled planning to regulate unplanned sprawl, zoning discipline, and an infrastructure-first approach — ensuring core services are in place before development begins. Unlike traditional municipal bodies, MOIDA will have the autonomy to align land use, mobility, housing, and economic strategies.

It will also actively promote ESG-compliant, data-driven growth. Integration with local bodies will be ensured through a consultative framework, while MOIDA retains execution authority.

KEY FUNCTIONS :

- ⦿ Master planning with sectoral zoning and ESG integration.
- ⦿ Planning, Development, and Operations & Maintenance.
- ⦿ Regulating unplanned growth through controlled planning.
- ⦿ Coordinating inter-agency delivery of infrastructure and services.

MOIDA's Role in pudhu Madur.ai Vision



7.2 – Citizen-Centric Planning Systems

In Madurai's next phase of growth, citizen-centric governance will serve as a cornerstone—anchored in transparency, accountability, and inclusiveness. Planning must adopt a bottom-up, nested approach—from informal sectors to neighbourhoods, wards, zones, and the city-region—ensuring that decisions reflect realities and community aspirations at every level.

To enable this, public consultations, real-time feedback loops, and accessible grievance redressal mechanisms will be institutionalized. Civic data platforms will support participatory budgeting, localised planning, and hyperlocal service delivery. Digital Governance Portals will allow residents to report civic issues, track projects, and access services like licensing, records, and approvals—all through transparent, tech-enabled workflows.

Madurai should also explore municipal bonds and other community-backed financing tools—linking citizen trust and fiscal innovation to accelerate infrastructure development. Together, these tools aim to democratize planning and give citizens a direct role in shaping their city.

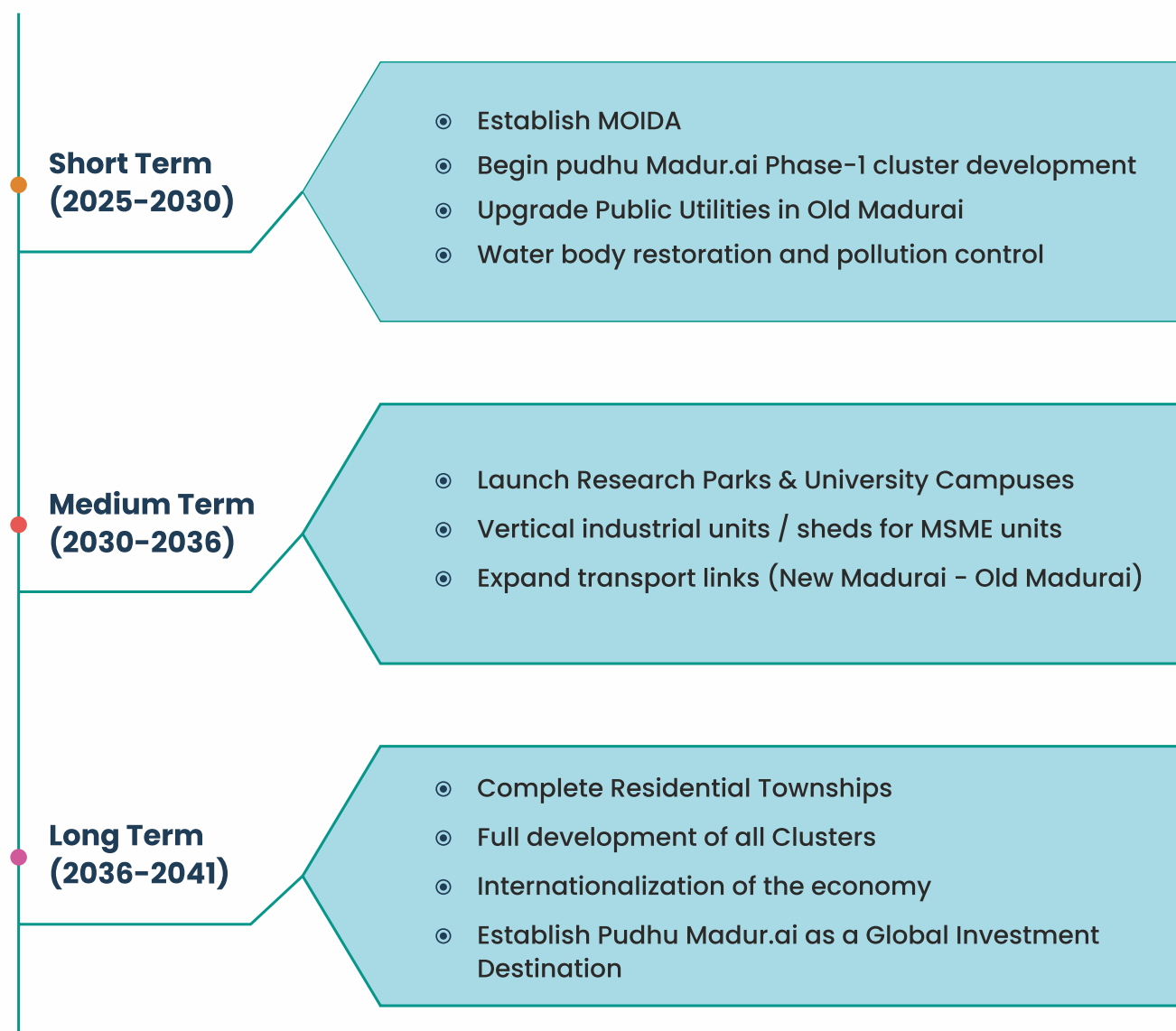
KEY INITIATIVES:

- ◉ Adopt the STAR (Simple, Transparent, Accountable, Responsive) governance model.
- ◉ Institutionalize citizen engagement in masterplans and urban design.
- ◉ Digitize public feedback, suggestions, and grievance redressal.
- ◉ Deploy ward-level dashboards to track service delivery.
- ◉ Enable inclusive protocols to empower informal and marginal voices &
- ◉ Explore municipal bonds to finance citizen-prioritized infrastructure projects.



IMPLEMENTATION STRATEGY

The successful realization of *pudhu Madur.ai*'s vision necessitates a structured implementation strategy, phased over the short, medium, and long term, to guide institutional action, infrastructure investment, and economic development in a coordinated and time-bound manner.



8.1 – Short Term (2025–2030)

Establish MOIDA

The Madurai Outer Integrated Development Authority (MOIDA) should be constituted through a dedicated legislative process, with detailed planning and execution. This will be the institutional anchor for infrastructure-first, zoning-led development in the *pudhu Madurai* region.

Madurai should also explore municipal bonds and other community-backed financing tools—linking citizen trust and fiscal innovation to accelerate infrastructure development. Together, these tools aim to democratize planning and give citizens a direct role in shaping their city.

Begin pudhu Madurai Phase-1 Cluster Development

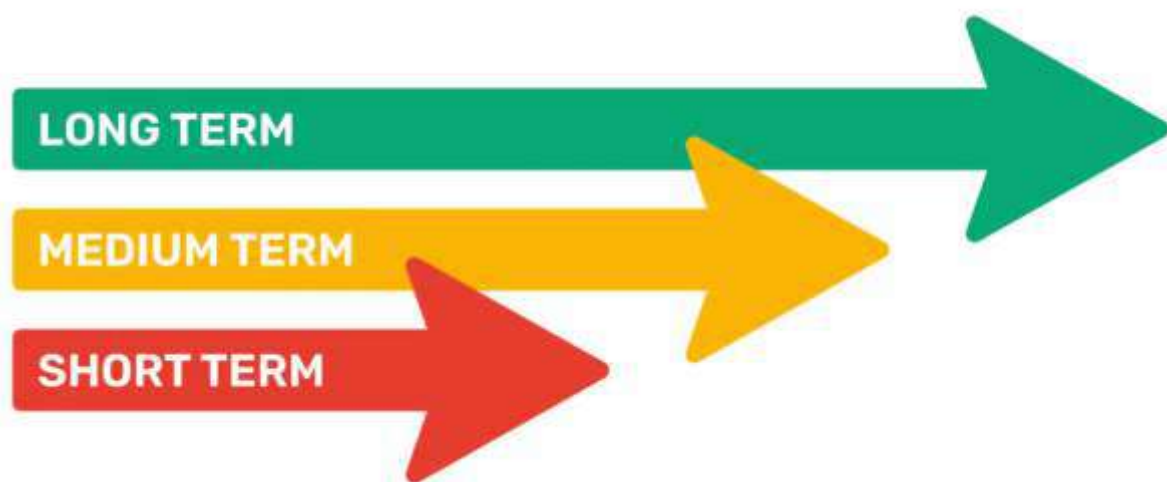
The first set of industrial clusters — focused on sectors like rubber, agro-processing, textiles and IT — should be initiated in strategically located sites 30–60 km from the city core. These should include ready infrastructure like roads, power, water, and plug-and-play industrial spaces.

Upgrade Public Utilities in Old Madurai

Water supply, sewerage, drainage, and solid waste systems in the core city should be modernized with SCADA-enabled infrastructure. This is essential to improve livability, tourism potential, and hygiene in the heritage precinct.

Water Body Restoration and Pollution Control

Restoration of key lakes, tanks, and the Vaigai River should begin with encroachment clearance, pollution control, and creation of buffer zones. These efforts will be critical to flood mitigation, climate resilience, and the creation of civic spaces



8.2 – Medium Term (2030–2036)

Launch Research Parks & University Campuses

Dedicated research parks in key sectors — dryland agriculture, clean tech, and advanced materials — should be established in collaboration with local and international institutions. Parallely, world-class universities and innovation hubs could be invited to set up campuses within *pudhu Madur.ai*.

Vertical MSME Infrastructure Development

To address space and efficiency constraints, vertical industrial complexes for MSMEs should be developed with shared facilities, logistics access, and digital compliance systems. These should be located near the main clusters and transport corridors.

Expand Transport Links (New Madurai – Old Madurai)

Metro-Lite corridors, express bus routes, and arterial road links should be constructed to seamlessly connect the old city with the emerging clusters. This connectivity is key to workforce mobility, logistics efficiency, and integrated urban growth.

8.3 – Long Term (2036–2041)

Complete Residential Townships

Mixed-income, self-contained residential townships should be fully developed around industrial clusters. These may include schools, healthcare, recreation, and public transport access to ensure balanced and inclusive urban living.

Full Development of All Clusters

All four planned economic clusters — Rubber & Allied, IT, ITES & Electronics, Food & Agro, Textile and Export focussed manufacturing — could reach maturity, attracting sustained investment and generating large-scale employment across South Tamil Nadu.

Internationalization of the Economy

Export zones, testing and certification labs, and international trade infrastructure (such as bonded logistics parks and e-commerce export hubs) could be established to integrate Madurai into global value chains

Establish *pudhu Madur.ai* as a Global Investment Destination

By 2041, *pudhu Madur.ai* will emerge as a competitive destination for global capital — with high-quality infrastructure, ESG standards, and a vibrant ecosystem of startups, SMEs, and multinational enterprises. This requires continuous branding, policy stability, and investment promotion.





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Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering Industry, Government and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness, and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2024-25, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme, prioritizing 5 key pillars. During the year, it would align its initiatives and activities to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian industry.

With 70 offices, including 12 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

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