



HANDLOOMS, HANDICRAFTS, TEXTILES AND KHADI DEPARTMENT

KHADI, VILLAGE INDUSTRIES AND HANDICRAFTS

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INDEX

S. No	DEPARTMENTS	PAGE No
1	Department of Sericulture	1 - 54
2	Tamil Nadu Handicrafts Development Corporation Limited "Poompuhar"	55 - 79
3	Tamil Nadu Khadi and Village Industries Board	80 - 103
4	Tamil Nadu Palm Products Development Board	104 - 110

Department of Sericulture

INDEX

S. No	SUBJECTS	PAGE No
1	Introduction	1
2	Sericulture in India	5
3	Importance of Tamil Nadu Silk	6
4	Department of Sericulture	6
5	Staff sanctioned to the Department of Sericulture	7
6	Activities of Sericulture Department	8
7	Infrastructure Facilities	9
8	Flow chart of Sericulture Activities	37
9	Mulberry Cultivation in Tamil Nadu	38
10	Bivoltine / Cross Breed Silk Production	38
11	Crop Insurance	39
12	Health Insurance	40
13	Schemes implemented under Catalytic Development Programme during 2014-2015	41
14	Innovative Schemes	46
15	Achievements of the Department of Sericultlure	48

16	Strategy for further promotion of Sericulture activities in Tamil Nadu	51
17	Budget Provision for the year 2015-2016	54

**Tamil Nadu Handicrafts Development Corporation
“Poompuhar”**

INDEX

S. No	SUBJECTS	PAGE No
1	Introduction	55
2	Sales	56
3	Exhibitions	62
4	Promoting sale of Tamil Nadu’s Handicrafts outside the State and Country by providing cash assistance to Artisans	64
5	Exports	64
6	Showrooms	65
7	Production	66
8	Strengthening of Human Resources	69
9	Welfare of Artisans	70
10	Part-II Schemes for the year 2014-2015	71
11	Awards to Artisans	72
12	Other ongoing Schemes	77
13	Financial Performance	78
14	Outlook for the Future	78

**Tamil Nadu Khadi and Village
Industries Board
INDEX**

S. No	SUBJECTS	PAGE No
	Introduction	80
1	Khadi	81
2	Welfare measures for the Khadi Spinners and Weavers	85
3	Village Industries	88
4	Naturopathy	98
5	Marketing	98
6	Prime Minister's Employment Generation Programme	100
7	Production and Sales	101
8	Financial assistance from Government	102
	Tamil Nadu Palm Products Development Board	104

SERICULTURE

1. Introduction

Sericulture is an agro industrial activity aiming to produce silk through rearing of silkworm. It involves the raising of food plants for silkworm, rearing of silkworm for production of cocoons, reeling and spinning of cocoons for production of yarn for value added benefits such as processing and weaving.



Silkworm and Cocoon

Sericulture also includes the practical aspects such as increasing productivity of land as well as labour, stabilization of cocoon production, improvement of silk yarn, fabric and generating profitable income for rural poor, Scheduled Caste, Scheduled Tribe and Other Backward Class people. Silk is an animal protein fibre secreted (produced) by the silkworm larva for spinning of the cocoon. This cocoon provides a protective shell (Shelter) for the soft and delicate caterpillar to pass the pupal stage inside it and metamorphose into an imago (moth). Silk yarn is obtained from the silk cocoons.

Silk was first produced in China as early as the Neolithic period. Sericulture had become an important cottage industry in countries such as Brazil, China, France, India, Italy, Japan, Korea and Russia. China and India are the two main producers of silk accounting for more than 85% of the world's annual production.



Preparing Newly Woven Silk

According to Confucian texts, the discovery of silk production dates to about 2700 BC, although archaeological records points to silk cultivation as early as the Yangshao period. By about the first half of the 1st century A.D, it had reached ancient Khotan, and by A.D. 140, the practice had been established in India. In the 6th Century the smuggling of silkworm eggs into the Byzantine Empire led to its establishment in the Mediterranean, remaining a monopoly in the Byzantine Empire for centuries. In 1147 A.D, during the Second Crusade, Roger II of Sicily attacked Cornith and Thebes,

two important centres of Byzantine silk production, capturing the weavers and their equipment and establishing his own silkworks in Palermo and Calabria, eventually spreading the industry to Western Europe.

Sericulture is a livelihood activity that goes round the year and provides remunerative income to farmers. This sector has low gestation, high returns and it is a women friendly occupation.

Sericulture is ideal programme for weaker sections of the society. It ensures monthly income to Sericulturists as one crop of silkworms can be reared and cocoons are produced within 25 to 27 days and the farmers can directly sell them at the Government Cocoon markets and get the money directly on the same day without any delay.

It is estimated that Sericulture can generate employment of about 11 man days (in on-farm and off-farm activities) per kg of raw silk production throughout the year. This potential is par-excellence and no other industry generates this kind of employment, especially in rural areas, hence, Sericulture is used as a tool for rural reconstruction.

Sericulture also provides vibrancy to village economics as about 57% of the gross value of silk

fabrics flows back to the cocoon growers with share of income to different groups as under:

- 56.8% to cocoon growers
- 6.8% to the reelers
- 9.1% to the twisters
- 10.7% to the weavers
- 16.6% to the traders

Sericulture is also known for promoting equity as benefits of sectoral value addition primarily accrue to rural households. As the end-product users are mostly from the higher economic groups, the money flows from high end to low end groups.

2. Sericulture in India

India's silks are known for their finery and artistic designs and distinct colours. Today India is the second largest silk producer of raw silk and also has the distinction of being the world's largest consumer of pure silk. The country is known the world over for the exquisite brocade fabrics of Banaras, silks of Karnataka, tie-and-dye and patola of Gujarat and Rajasthan, ikats from Orissa, fine bandhej and temple silks of Kancheepuram and Tanjore are only a few of the myriad range of silk weaves, textures and patterns available in India. India is

the only country in the world to produce all the four known varieties of silk including Mulberry, Eri, Tasar and Muga. Mulberry is the largest practiced Sericulture industry accounting for almost 76 percent of the entire silk production. The industry provides employment to more than 7.6 million people across 51,000 villages. Currently, the demand for raw silk in India is more than 30,000 metric tonnes per annum of which 28,700 metric tonnes are produced in the country. To meet the remaining requirement, silk is imported mainly from China. The demand of raw silk in Tamilnadu is about 3,000 metric tonnes of which 1,600 metric tonnes are produced in the State and the rest is mostly obtained from Karnataka, the neighbouring State and from China.

3. Importance of Tamil Nadu Silk

The handloom silk sarees of Kancheepuram, Arni, Kumbakonam, Salem, Rasipuram and other places with enchanting craftsmanship are world famous. Authorization has been given to use geo index number as per Geo Index Act 1999 under section 2003 for the unique Venpattu dhoties of Salem.

4. Department of Sericulture

Sericulture was practiced in limited pockets in Talavady and Hosur areas prior to 1956. Due to the

development of improved silkworm crossbreeds and the resultant higher yield led to the spread of Sericulture to other districts. A separate Department for Sericulture with headquarters at Salem was formed by the Government of Tamilnadu, with effect from April 1979.

Tamilnadu contributes significantly in India's quality silk and silk fabrics production and finished goods export to other nations and moving forward every year earning substantial foreign exchange.

5. Staff sanctioned to the Department of Sericulture

The Government of Tamilnadu have sanctioned following staff to implement various Sericulture developmental schemes in the State.

S.No.	Name of the Post	Sanctioned Staff
1	Director	1
2	Joint Director	4
3	Deputy Director	10
4	Assistant Director	27
5	Inspector of Sericulture	67
6	Assistant Inspector of Sericulture	179
7	Junior Inspector of Sericulture	856
8	Others	337
	Total	1,481

6. Activities of Sericulture Department

The Department of sericulture undertakes the following activities in improving mulberry expansion, silkworm rearing, cocoon sales, silk reeling and silk twisting and overall promotion of Sericulture in Tamil Nadu.

- Imparting training in mulberry cultivation and in the art of silkworm rearing, silkworm egg production, silk reeling, twisting and computer aided textile designing (CATD).
- Encouraging farmers to cultivate high yielding mulberry varieties.
- Ensuring the supply of quality and disease free silkworm seeds.
- Transfer of technology for increased cocoon production.
- Providing assistance for high yielding mulberry cultivation, installation of drip irrigation system, procurement of improved silkworm rearing equipments and for the construction of separate rearing sheds.
- Providing assistance to establish silk reeling and twisting units in the private/co-operative sector.

- Providing marketing facilities for cocoons and silk yarn.
- Implementation of health insurance scheme for Sericulturists and workers.
- Implementation of crop insurance scheme for Sericulture farmers.
- Providing assistance for replacement of cottage basin silk reeling units with multiend reeling machineries.

7. Infrastructure facilities

The Department of Sericulture is functioning under the control of Handlooms, Handicrafts, Textiles and Khadi Department, Chennai, under the Hon'ble Minister for Rural Industries & Labour Welfare.

The Directorate of Sericulture with headquarters at Salem, formulates and implements schemes towards development of Sericulture sector in the State of Tamil Nadu.

A new building for Directorate has been constructed at a cost of Rs.1.65 crores based on the announcement of Hon'ble Chief Minister .



New Building for Silk Trading Centre at Salem



New Building of Directorate of Sericulture

There are 5 regional offices functioning at Erode, Dharmapuri, Madurai, Vellore and Trichy. 19 Assistant Director offices are functioning for mulberry expansion activities. To co-ordinate seed activities, one Deputy Director office is functioning at Hosur. To transact the silk which is produced in TamilNadu, Government Anna Silk Exchange is functioning at Kancheepuram. A state level training institute is functioning under a Deputy Director (Training) at Hosur. It provides training to the Sericulturists and Department staff under various schemes.

Except in Chennai, Sericulture is practised by planting mulberry in all the 31 districts of Tamilnadu. It is extensively practised in the districts of Krishnagiri, Dharmapuri, Salem, Erode, Tiruppur, Vellore, Namakkal, Dindigul, Tirunelveli & Theni. It is practised on moderate scale in Coimbatore, Thiruvannamalai, Villupuram, Cuddalore, Tiruchirapalli, Thanjavur, Pudukottai, The Nilgiris, Virudhunagar and Kanyakumari. Sericulture is prevalent in the rest of the districts on a limited scale.

The Department of Sericulture is strengthened with the following infrastructure facilities for promotion and development of Sericulture sector in the State.

7.1 Technical Service Centres

Department of Sericulture has established 105 Technical Service Centres to provide technical guidance to Sericulture farmers in mulberry cultivation and silkworm rearing. Each Technical Service Centre is headed by an inspector of Sericulture or Assistant Inspector of Sericulture. Every Technical Service Centre is having 5 or more sub ranges, which are looked after by Junior Inspectors of Sericulture. The District wise details of Technical Service Centres are given below:



**A Technical Service Centre at Berigai,
Krishnagiri District**

Region	Districts	S. No.	Assistant Director	No. of Technical Service Centres
Dharmapuri	Krishnagiri	1	Hosur	7
		2	Denkanikottai	6
		3	Krishnagiri	4
	Dharmapuri	4	Dharmapuri	4
		5	Pennagaram	6
Erode	Salem	6	Salem	7
	Coimbatore, Tiruppur, Erode	7	Coimbatore	4
		8	Udumalpet	5
		9	Erode	7
	10	Talavady	3	
The Nilgiris	11	Coonoor	1	
Vellore	Vellore, Kancheepuram, Thiruvallur, Chengalpattu	12	Vaniyambadi	8
	Thiruvannamalai, (& Hills of Vellore District)	13	Thiruvanna- malai	6
	Villupuram, Cuddalore	14	Villupuram	4
Trichy	Trichy, Pudukottai, Ariyalur, Thiruvarur Thanjavur, Perambalur, Nagapattinam	15	Trichy	8
	Namakkal, Karur	16	Namakkal	7
Madurai	Dindigul, Sivagangai	17	Dindigul	6

Region	Districts	S. No.	Assistant Director	No. of Technical Service Centres
	Theni, Madurai, Ramnad	18	Theni	5
	Thirunelveli, Virudhunagar, Tuticorin, Kanyakumari	19	Tenkasi	7
			Total	105

7.2 Basic Silkworm Seed Production

The commercial silkworm seeds (eggs) are produced for supply to the farmers out of the parental quality seed material, by following three tier system of seed multiplication known as the P3 (P stands for PARENTAL), P2 & P1 stages, denoting the three successive generations of seed. They are separately reared with utmost care in Government Farms, identified for this purpose.

The following 19 Seed Farms are functioning under the Department of Sericulture for the production

and maintenance of different races of local and bivoltine silkworms:

Seed Farms

District	Assistant Director	S. No	Name of the Seed Farm	Role	Total Extent (Acres)
Krishnagiri	Avalapalli	1	Berigai	P3	3.67
		2	Avalapalli	P3	11.38
		3	Hosur	P2	44.72
	Kalukondapalli	4	Kalukondapalli	P3	5.65
		5	Thally	P3	3.50
	Uddanapalli	6	Uddanapalli	P2	26.24
		7	Ulimangalam	P2	9.80
		8	Melagiri	P1	10.20
	Kollatti	9	Kollatti	P1	868.55
Salem	Salem	10	Yercaud	P2	5.96
Erode	Talavady	11	Hassanur	P2	9.00
	Madhahalli	12	Madhahalli	P1	785.29
Thiruvannamalai	Thiruvannamalai	13	Athanavoor	P1	5.73
Namakkal	Namakkal	14	Kolli Hills	P1	13.10
Theni	Theni	15	Mayiladumparai	P2	10.00
Thirunelveli	Tenkasi	16	Shencottah	P1	42.24
The Nilgiris	Coonoor	17	Coonoor	P3	25.25
		18	Masinagudi	P2	8.35
		19	Masakkal	P2	18.95

7.3 Grainages



Silk Moth – Eggs Laying

There are 11 State Government Grainages and 3 Central Government owned National Silkworm Seed Organization (NSSO) Grainages which produce silkworm eggs required for the State. The Government Grainages at Krishnagiri, Hosur, Coimbatore, Erode and Talavady are producing Bivoltine silkworm eggs also.

To meet the increasing demand for bivoltine double hybrid silkworm eggs, it is planned to engage

Dharmapuri and Pennagram grainages also in the production of bivoltine double hybrid silkworm eggs.

Grainages

District	Assistant Director	S.No	Name of the Grainage	State Govt./ NSSO *	Production Capacity (Lakhs)
Krishnagiri	Hosur (Grainage)	1	Hosur	State	14.50
		*	Hosur	NSSO	14.00
	Krishnagiri (Grainage)	2	Krishnagiri	State	16.00
Dharmapuri	Dharmapuri	3	Sogathur	State	3.00
		*	Dharmapuri	NSSO	8.00
	Pennagaram	4	Pennagaram	State	3.00
Coimbatore	Coimbatore	5	Coimbatore	State	8.00
Erode	Erode	6	Erode	State	8.00
Erode	Talavady	7	Talavady	State	4.00
Vellore	Vaniyambadi	8	Vaniyambadi	State	3.00
		*	Tirupattur	NSSO	8.00
Trichy	Trichy	9	Trichy	State	4.00
Dindigul	Dindigul	10	Dindigul	State	3.00
Thirunelveli	Tenkasi	11	Courtallam	State	4.00

7.4 Graded Cold Storage

The silkworm usually completes one or two or many generations a year, and these are called univoltine, bivoltine and poly (multi) voltine respectively. The silkworm egg lives from the time of laying to hatching for

10 days in the case of non-diapausing (multivoltine) eggs and about 6 - 10 months in the case of diapausing eggs (uni and bivoltine). To reap successful silkworm crops, it is most important to take care of preservation of eggs. Improper preservation of eggs affects not only uniform hatching but also hampers larval robustness and the quality of cocoons.

Bivoltine silkworm usually completes two generations a year. The uniqueness of bivoltine eggs is that these eggs kept under normal conditions do not hatch at the expected time.



A View of Graded Cold Storage Room of Hosur



Loose Eggs Preserved in Cold Chamber at Hosur



Recently Constructed Cold Storage building for Bivoltine Grainage at Krishnagiri



Inside View of Cold Chamber at Bivoltine Grainage of Krishnagiri.

Thus, bivoltine eggs have to be cold stored safely for a period of 120 days to 300 days at various temperature levels ranging from 2.5°C to 25°C to get uniform hatching for which graded cold storage is essential. Cold storage also facilitates the supply of bivoltine eggs throughout the year to cater to the demand of Sericulturists.

In view of supply of quality bivoltine hybrid eggs to the farmers, a well equipped graded cold storage is

functioning at Hosur in Krishnagiri District. Silkworm eggs are preserved in this cold storage at various temperature levels and with required humidity conditions. This cold storage is having 8 chambers with a preservation capacity of 15.00 lakh silkworm eggs. Bivoltine Silkworm eggs produced from Coimbatore, Krishnagiri, Hosur, Talavady and Erode grainages are preserved in this unit under four, six and nine month schedules as per the requirement plan and supplied to the farmers.

Another graded cold storage has been recently established at Krishnagiri under Catalytic Development Programme at a cost of Rs.1.00 crore. The bivoltine silkworm eggs stored in these two graded cold storages are supplied to the farmers under single window system through the Assistant Director of Sericulture, Krishnagiri (Grainage).

During 2014-2015, 25.92 lakhs bivoltine eggs were preserved in these cold storages. More than 60% farmers of TamilNadu rear bivoltine eggs to get higher returns.

7.5 Government Silk Farms

Six Government Hybrid Silk Farms (GHSF), Six Demonstration cum Training Centres (DCTC), Five Model Mulberry Plantations (MMP), Ten Farmers Training Centres (FTC) and Four Chawkie Silk Farms (CSF) are functioning in the State. Mulberry saplings production, chawkie worms supply, farmers training activities are carried out in these farms. There are also five P3 Seed Farms, eight P2 Seed Farms and six P1 Seed Farms(Father.)Street, producing seed cocoons.



Mulberry Garden at P2 Seed Farm, Uddanapalli

Government Silk Farms

District	Assistant Director	S. No.	Name of the Farm		Extent (Acres)
Krishnagiri	TNSTI, Hosur	1	Hosur	DCTC	2.18
	Krishnagiri	2	Uthangarai	GHSF	3.72
Dharmapuri	Dharmapuri	3	Sitheri	GHSF	5.79
		4	Sogathur	FTC	5.84
	Pennagaram	5	Papparapatty	CSF	1.81
Salem	Salem	6	Nathakarai	FTC	14.50
		7	Maniyarkundam	GHSF	50.00
		8	Pudur	GHSF	6.04
Villupuram	Salem	9	Vellimalai	GHSF	6.56
Erode	Talavady	10	Talavady	FTC	18.01
		11	Ramapuram	CSF	3.58
Thiruppur	Udumalpet	12	Myvadi	FTC	20.10
Kancheepuram	Vaniyambadi	13	Vitthanthangal	FTC	8.05
Vellore	Vaniyambadi	14	Minnur	FTC	18.70
Thiruvanna malai	Thiruvanna malai	15	Nadanur	CSF	1.88
		16	Puliyoor	CSF	7.99
Cuddalore	Villupuram	17	Neyveli	FTC	20.00
Trichy	Trichy	18	Uppiliapuram	DCTC	2.60
		19	Kalingapatty	MMP	5.00
		20	Karukkamadai	MMP	2.11
		21	Pachamalai	GHSF	8.45
		22	Manikandam	FTC	10.00
Thanjavur		23	Nanjikottai	FTC	4.65
Dindigul	Dindigul	24	C.K.Pudur	MMP	4.93
Sivagangai		25	Kundrakudi	MMP	6.20
		26	O.Pudur	DCTC	10.00
Ramnad	Theni	27	Pandiyur	DCTC	4.36
Thirunelveli	Tenkasi	28	Thirunelveli	DCTC	1.88
Virudhunagar		29	Srivilliputhur	FTC	10.15
		30	Sevalur	MMP	12.00
Kanyakumari		31	Nagercoil/ Konam	DCTC	3.10

7.6 Chawkie Rearing Centres (CRCs)

The centres, wherein young age silkworms are reared for 7 days from hatching and supplied to Sericulturists, are called as Chawkie Rearing Centres. Chawkie rearing means rearing of young age silkworms. Chawkie rearing is taken up with due care in hygienic separate chawkie rearing sheds. It takes 10 days from incubation of layings to rearing of silkworms upto second moult (coming out from old skin to increase the body size due to morphological development) stage, which is the stage ready for distribution to farmers.

The layings obtained from grainages are incubated at 25°C and 80% humidity. Brushing of newly hatched silkworms is done followed by feeding of chopped good quality mulberry leaves at proper intervals, maintaining the optimum level of temperature (27-28°C) and humidity (80-90%). It is also ensured that there is proper spacing, cleaning and care taken during moulting. Optimal usage of bed disinfectants is also undertaken.



Chawkie (Young) Silkworm Rearing

The distribution of chawkie silkworms, instead of usual silkworm layings to the farmers facilitates assured and increased cocoon production, thereby increasing revenue to farmers, who can rear more crops as life cycle of chawkie to cocoon takes only 16 to 18 days against 25 to 27 days required for rearing usual silkworms layings to cocoons. This has become a possibility as the young silkworms are reared in separate chawkie rearing centres maintaining the optimum level of temperature and humidity with proper hygiene. **At present 52 % of the layings are distributed as chawkie silkworms, which is the highest at the National level.**

For the purpose of rearing chawkie silkworms and distributing the same to the farmers, there are 4 exclusive Chawkie Silk Farms and 19 Government Silk Farms under Government sector.

Chawkie Rearing Centres

S. No.	District	Assistant Director	Name of the Govt. Chawkie Rearing Centre	Role
1	Krishnagiri	Krishnagiri	Uthangarai	GHSF
2	Dharmapuri	Dharmapuri	Sogathur	FTC
3	Dharmapuri	Pennagaram	Papparapatty	CSF
4	Erode	Talavady	Ramapuram	CSF
5	Erode	Madahalli	Madahalli	GSF
6	Salem	Salem	Nathakarai	FTC
7	Vellore	Vaniyambadi	Minnur	FTC
8	Kancheepuram	Vaniyambadi	Vitchanthangal	FTC
9	Vellore	Thiruvannamalai	Puliyoor	CSF
10	Vellore	Thiruvannamalai	Nadanur	CSF
11	Cuddalore	Villupuram	Neyveli	FTC
12	Trichy	Trichy	Uppiliapuram	DCTC
13	Trichy	Trichy	Manikandam	FTC
14	Trichy	Trichy	Kalingapatty	MMP
15	Trichy	Trichy	Karukkamadai	MMP
16	Thanjavur	Trichy	Nanjikottai	FTC
17	Dindigul	Dindigul	C.K.Pudur	MMP
18	Sivagangai	Dindigul	O.Pudur	DCTC
19	Ramnad	Theni	Pandiyur	DCTC
20	Thirunelveli	Tenkasi	Thirunelveli @ V.M.Chatram	DCTC
21	Virudhunagar	Tenkasi	Sealur	MMP
22	Virudhunagar	Tenkasi	Srivilliputhur	FTC
23	Kanyakumari	Tenkasi	Nagercoil @ Konam	DCTC

Apart from these, 25 macro-level Chawkie Rearing Centres under private sector are also functioning in the State. In view of the increasing demand for the chawkie worms, 10 micro-level Chawkie Rearing Centres were established in private sector, with the National Agricultural Development Programme (NADP) assistance.

100 micro-level Chawkie Rearing Centres under private sector were also established during the year 2012-2013. These have been further strengthened as specialized units for dissemination of latest technologies in Sericulture to the Sericulturists.

7.7 Government Cocoon Markets

There are three seed cocoon markets at Hosur, Denkanikottai and Coimbatore where local and bivoltine seed cocoons are transacted. Seed cocoons are sold by the seed rearers. Seed cocoons are procured and used for production of commercial silkworm layings, by the Graineurs.

In addition to these seed cocoon markets, 19 commercial cocoon markets are functioning in the State for the transaction of reeling cocoons brought by farmers. Floor price for reeling cocoon is fixed by the committee consisting of a marketing officer and other stakeholders based on the quality of cocoons. Private reelers and Government reeling units are allowed to procure the cocoons in open auction.



Open Auction at Cocoon Market at Dharmapuri

Government Cocoon Markets

District	Assistant Director	S. No.	Name of the Cocoon Markets	
Krishnagiri	Avalapalli	1	Hosur	Seed
	Hosur	2	Hosur	Reeling
	Denkanikottai	3	Denkanikottai	Seed
	Krishnagiri	4	Krishnagiri	Reeling
Dharmapuri	Pennagaram	5	Pennagaram, Palacodu	Reeling
	Dharmapuri	6	Dharmapuri	Reeling
Salem	Salem	7	Salem	Reeling
Coimbatore	Coimbatore	8	Coimbatore	Seed
		9	Coimbatore	Reeling
Erode	Talavady	10	Talavady	Reeling
	Erode	11	Erode	Reeling
Thiruppur	Udumalpet	12	Udumalpet	Reeling
Vellore	Vaniyambadi	13	Vaniyambadi	Reeling
Trichy	Trichy	14	Trichy	Reeling
Pudukottai	Trichy	15	Pudukottai	Reeling
Dindigul	Dindigul	16	Dindigul	Reeling
		17	Palani @ C.K.Pudur	Reeling
Sivagangai		18	Sivagangai	Reeling
Theni	Theni	19	Theni	Reeling
Thirunelveli	Tenkasi	20	Nannagaram	Reeling
Virudhunagar		21	Srivilliputhur	Reeling
Kanyakumari		22	Nagercoil	Reeling

7.8 Government Silk Reeling / Twisting Units

In order to support the post cocoon activities, viz, silk reeling and twisting, eight cottage basin reeling units were established by the Department. These units have

been modernized during 2014 by replacing cottage basin units with latest multiend reeling units to produce higher quality silk. Of these eight multiend reeling units, three units have twisting machineries which produce value added twisted (ready) silk.

These units are functioning as model units for new entrepreneurs and also facilitate to provide fair price to cocoons produced by Sericulturists.



Newly installed Multi-End Reeling Unit at Salem



Silk Twisting Unit at Salem

Government Silk Reeling & Twisting Units

S. No.	District	Assistant Director	Name of the Unit	Location
1	Krishnagiri	Hosur	Reeling cum Twisting unit	Hosur
2	Salem	Salem	Reeling cum Twisting unit	Salem
3	Erode	Talavady	Reeling unit	Talavady
4	Vellore	Vaniyambadi	Reeling unit	Vaniyambadi
5	Tirunelveli	Tenkasi	Reeling cum Twisting unit	Nannagaram
6	Kanyakumari	Tenkasi	Reeling unit	Konam
7	Sivagangai	Dindigul	Reeling unit	Sivagangai
8	Pudukottai	Trichy	Reeling unit	Pudukottai

7.9 Private Reeling Units

Apart from the Government reeling units there are 28 multiend reeling units, 91 cottage basin reeling units, 26 charka reeling units and one automatic silk reeling unit run by private entrepreneurs. Department is taking all steps to encourage private entrepreneurs to install more reeling units so as to increase cocoon consumption and business for Sericulture farmers.



Automatic Reeling Unit at Avinashi

7.10 Government Anna Silk Exchange, Kancheepuram

Since 1991, a Silk Exchange is functioning at Kancheepuram to provide competitive marketing

opportunities for raw silk produced by the reelers in the State. All the silk lots brought to this Exchange for marketing, are tested for quality and based on the quality, the floor price is fixed. The Tamilnadu Silk Producers Co-operative Federation Limited (TANSILK), Master Weavers and Twisters participate in the open auction and purchase the raw silk. The Silk Exchange makes spot payment through Electronic Clearing Service (ECS) to the reelers for the raw silk transacted at this centre. Anna Silk Exchange provides a platform for direct transaction between the raw silk producers and the consumers and has successfully eliminated the role of middlemen.



Silk Auction at Anna Silk Exchange, Kancheepuram

7.11 TANSILK, Kancheepuram

Since 1978, “Tamilnadu Silk Producers Co-operative Federation Limited” (TANSILK), an apex body of silk co-operative societies is functioning with headquarters at Kancheepuram. This Federation procures bulk quantity of raw silk from the Anna Silk Exchange, Kancheepuram. It has branches at Arani, Coimbatore, Erode, Kancheepuram, Kumbakonam and Salem. Silk Reelers, Twisters & Weavers’ Co-operative Societies are its members.

TANSILK supplies twisted silk at fair price to Silk Handloom Weavers Co-operative Societies, Tamilnadu Khadi and Village Industries Board and the certified institutions like Sarvodaya Sanghs. The twisted silk purchased from here, is woven into silk sarees, dhoties and other materials and sold through Tamilnadu Handloom Weavers Co-operative Society (Co-optex), Handloom Co-operative Societies’ showrooms and private outlets.



Silk Procured by TANSILK, Kancheepuram

7.12 Tamil Nadu Sericulture Training Institute, Hosur

Department of Sericulture has established a training institute exclusively for Sericulturist's at Hosur with all infrastructure and residential facilities to impart transfer of technology training to the department functionaries, newly recruited Junior Inspectors and new, existing farmers and reelers.

This Institute also publishes 'Pattu Malar', a monthly news letter of the Department of Sericulture, which helps to disseminate the latest information and

recent developments in Sericulture sector to the Sericulturists.

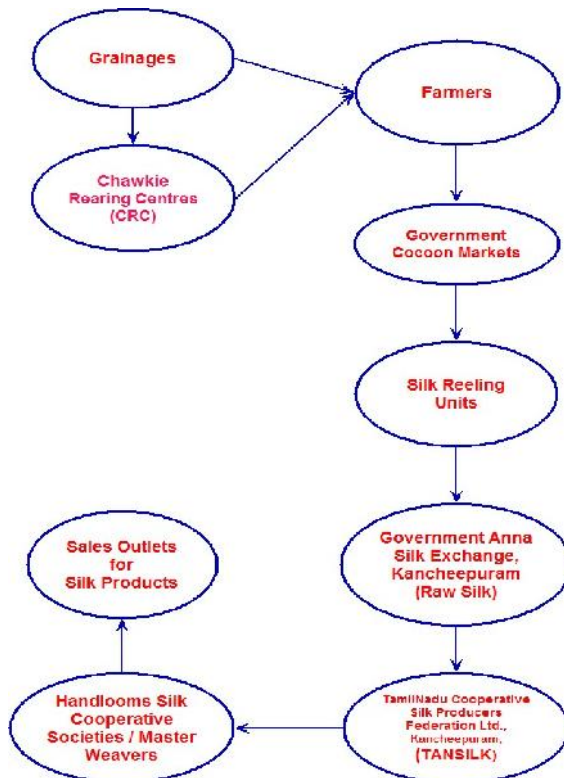
Based on the announcement of Hon'ble Chief Minister during 2012-2013 a new block for housing the office, additional training classes and hostel was sanctioned at a cost of Rs.200 lakhs.



A View of the New Block being constructed at Tamil Nadu Sericulture Training Institute, Hosur

8. Flow Chart of Sericulture Activities

Department of Sericulture has uniqueness of having all the infrastructure facilities, forward & backward linkages and complete chain to support pre cocoon, cocoon & post cocoon sectors as indicated below:



Flow Chart of Sericulture Activities

9. Mulberry Cultivation in Tamil Nadu

During 2014-2015, 8,786 acres were newly brought under Mulberry cultivation against the fixed target of 5,000 acres.

During the year 2015-2016, 8000 acres are proposed to be brought under mulberry cultivation.

10. Bivoltine / Cross Breed Silk production

The cross breed cocoons have high renditta, lower cocoon-shell weight, lower cocoon-shell ratio and lower fibre quality. Hence, the raw silk produced from the cross breed cocoons is of comparatively lesser quality. Due to this, it is not used in powerlooms. In order to overcome these limitations, the bivoltine hybrids have been evolved. The filament length of the bivoltine cocoon is 1,000 to 1,200 meters against 700-800 meters of cross breed cocoons. Bivoltine silk can be used in powerlooms, as its tenacity and elongation are better than the yellow silk. The silk imported from China is bivoltine silk. Central Silk Board and Government of Tamil Nadu are giving thrust to encourage production of bivoltine silk, so as to reduce the dependency on Chinese silk.

Tamil Nadu occupies the top position in the country in terms of bivoltine silk production. 1207 metric tons of bivoltine (white) raw silk was produced (out of total of 1602 metric tons) during the year 2014-2015. **This was highest in the country.**

11. Crop Insurance

Silkworm has predators, and some pests may attack silkworms for food and other reasons, which may lead to crop-loss. To avoid this and with a view to encourage farmers to take up silkworm rearing, a scheme has been introduced, to provide crop insurance to Sericulture farmers. 90% of premium is being provided to Sericulturists under this scheme. An amount of Rs.168/- for cross breed rearing and Rs.188/- for bivoltine rearing per 100 dfls is paid as premium benefiting 10,000 farmers. The Insurer Company will provide compensation to Sericulturists in case of crop-loss, based on the age of silkworm at the time of the loss.

12. Health Insurance

To provide social security measures to Sericulturists and their family members, a scheme to provide health insurance cover for Sericulture farmers and workers has been implemented during 2014-2015. Through this, the families of the beneficiaries avail medical treatment in empanelled hospitals. Annual coverage limit per family is Rs.20,000/-, which includes outpatient and inpatient treatment.



Sericulture Farmers & Reelers attending a Health Camp at Veppanapalli, Krishnagiri District

13. Schemes implemented under Catalytic Development Programme during 2014-2015

Department implemented Catalytic Development Programme during 2014-2015. The major components under Catalytic Development Programme and sharing pattern amongst Government of India, State Government and beneficiaries are illustrated below:-

S. No.	Name of the Scheme / Component	Unit Cost (Rupees)	Fund sharing (Rupees)		
			Central	State	Beneficiary
I	Packages for Seed Sector				
1	Support for upgrading existing Seed Farms / Grainage	5,00,000 Lumpsum	2,50,000 (50%)	2,50,000 (50%)	0
II	Packages for Cocoon Sector				
1	Support for Mulberry Plantation Development	14,000 per Acre	7,000 (50%)	3,500 (25%)	3,500 (25%)
2	Establishment of Kissan Nurseries	1,15,000 per Acre	57,500 (50%)	57,500 (50%)	0
3	Assistance for installation of Drip Irrigation	30,000 per Acre	15,000 (50%)	15,000 (50%)	0
4	Supply of Rearing appliances to farmers	70,000 per farmer	35,000 (50%)	17,500 (25%)	17,500 (25%)
5	Assistance for construction of Separate Silkworm rearing houses.				
	Level-1 (above 1500 sq.ft.)	2,75,000 per farmer	27,500 (10%)	55,000 (20%)	1,92,500 (70%)

S. No.	Name of the Scheme / Component	Unit Cost (Rupees)	Fund sharing (Rupees)		
			Central	State	Beneficiary
	Level-2 (1000 - 1500 sq.ft.)	1,75,000 per farmer	35,000 (20%)	52,500 (30%)	87,500 (50%)
	Level-3 (700 - 1000 Sq.ft.)	90,000 per farmer	31,500 (35%)	31,500 (35%)	27,000 (30%)
6	Assistance for establishment of Chawkie Rearing Centres	6,00,000 per unit	2,10,000 (35%)	2,10,000 (35%)	1,80,000 (30%)
7	Assistance for Sericulture Poly Clinic	3,00,000 per unit	1,50,000 (50%)	75,000 (25%)	75,000 (25%)
III	Package for Post Cocoon Sector				
i)	Silk Reeling & Spinning Components				
1	Support for establishment of Certified Multi-end Reeling Machines a) 10 Basins	14,05,000 per unit	7,02,500 (50%)	5,62,000 (40%)	1,40,500 (10%)
2	Incentive for production of Bivoltine Silk (Gradable silk)	100	50 (50%)	50 (50%)	0
ii)	Support Services Sector				
1	Beneficiary Empowerment Programme				
a)	Training to Sericulturists under Catalytic Development Programme	5,000 per trainee	2,500 (50%)	2,500 (50%)	0
b)	Training to Farmers under Integrated Skill Development Scheme (ISDS)	6,600 per trainee	4,950 (75%)	1,650 (25%)	0

S. No.	Name of the Scheme / Component	Unit Cost (Rupees)	Fund sharing (Rupees)		
			Central	State	Beneficiary
c)	Training to Silk Reelers under Integrated Skill Development Scheme (ISDS)	13,000 per trainee	9,750 (75%)	3,250 (25%)	0



Mulberry Garden of a Farmer at Pappireddipatty, Dharmapuri District



Drip Irrigation installed with Government assistance at a Mulberry garden in Erode District



Inside view of Silkworm Rearing in rearing shed of a Farmer



A Farmer using Bush Cutter Machine supplied free of cost by the Government



Rearing Shed constructed with Government assistance at a Mulberry garden in Dindigul District

14. Innovative Schemes

During XII Five Year Plan period, Central Silk Board has also permitted schemes under flexi-fund. Schemes formulated by the State Governments to cater to their State specific requirements, which have not been included in regular Catalytic Development Programme were taken up to improve the quality of product, strengthen extension activities, enhance efficiency in delivery and services to the Sericulturists.

The following innovative scheme will be continued to be implemented during 2015-2016.

14.1 Assistance for Transportation of Bivoltine Hybrid Layings and Chawkie Silkworms.

At present 52 % of the total layings distributed to the farmers are supplied as Chawkie. 25 private Macro Chawkie Rearing Centres, 110 Micro Chawkie Rearing Centres and 23 Government Farms are engaged in supply of chawkie worms to the farmers.

In order to facilitate the farmers for getting chawkie worms nearby their residence, it is proposed to provide Rs.1.00 per laying as incentive to Chawkie

Rearing Centres. During this year, it is proposed to distribute 15.00 lakh dfls at a cost of Rs.15.00 lakhs.

In order to encourage the farmers to adopt chawkie concept, Rs.5.00 per laying will be provided as incentive to farmers for lifting chawkie worms from Chawkie Rearing Centres. During this year, it is proposed to distribute 15.00 lakh dfls as Chawkie worms to the farmers with transportation assistance of Rs.75.00 lakhs. This scheme is expected to facilitate further increase in share of chawkie worms to a level beyond 60% with respect to total layings consumption during 2015-2016.

14.2 Convergence with Other Schemes

Department is taking all possible steps to dovetail funds available in different schemes such as Mahathma Gandhi National Rural Employment Generating Scheme, Rashtriya Krishi Vikas Yojana, Socio Economic Development Programme, State Balanced Growth Fund, Western Ghat Development Programme and Hill Area Development Programme.

During 2013-2014, 50 percolation ponds and during 2014-2015, 30 percolation ponds were established at Government silk farms to provide rain water conservation under Mahathma Gandhi National Rural Employment Generating Scheme.

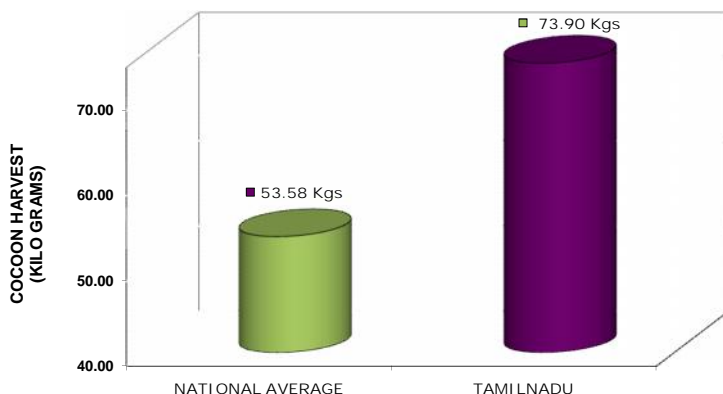
In districts Dharmapuri, Krishnagiri, Erode, Tirunelveli, Trichy, Salem, Villupuram, Vellore, Dindigul, Sivagangai, Virudhungan and Namakkal, Government Silk Farms have been selected for assistance under Mahathma Gandhi National Rural Employment Generating schemes. In Dharmapuri district, Sericulturists have been selected for assistance under Socio Economic Development Programme.

15. Achievements of the Department of Sericulture.

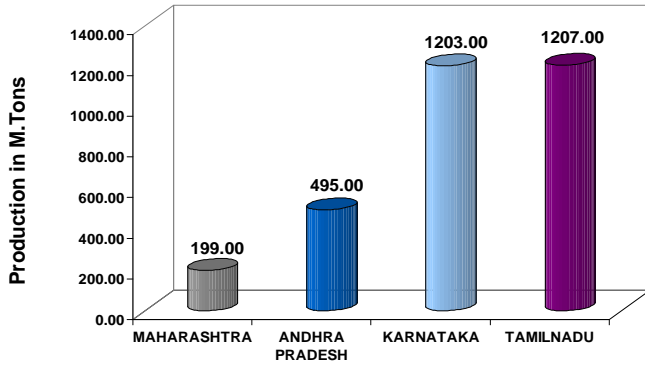
Tamil Nadu continues to occupy numero uno position in the Country and has improved upon its performance over previous years in the following aspects:

- a) Average Cocoon Productivity per 100 silkworm layings is **73.900 Kgs.** This has **improved further** during 2014-2015 from 71.50 kg in previous year.

- b) **75.34 % of total production** is Bivoltine silk. The percentage of bivoltine silk has also improved further from 63.45% in 2013-2014.
- c) **52 % of layings** to farmers are distributed chawkie worms as against 32% in previous year.
- d) Cluster Promotion Programme is being implemented in 28 different villages. Average Cocoon productivity per 100 silkworm layings is **75.54 Kgs** as against 73.40 kgs in previous year
- e) Production of bivoltine (**1207 metric tonnes**) silk in the country during 2014-2015.

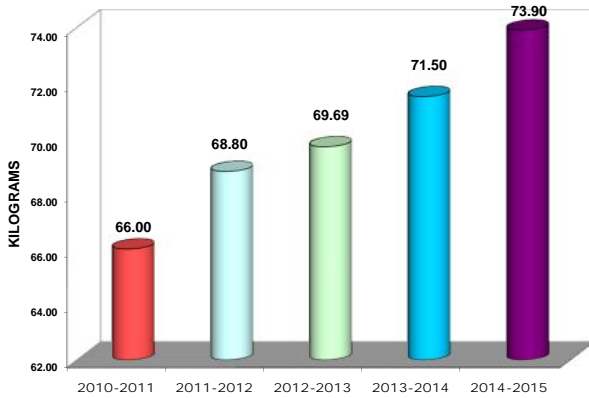


Cocoon Productivity per 100 Layings 2014-2015

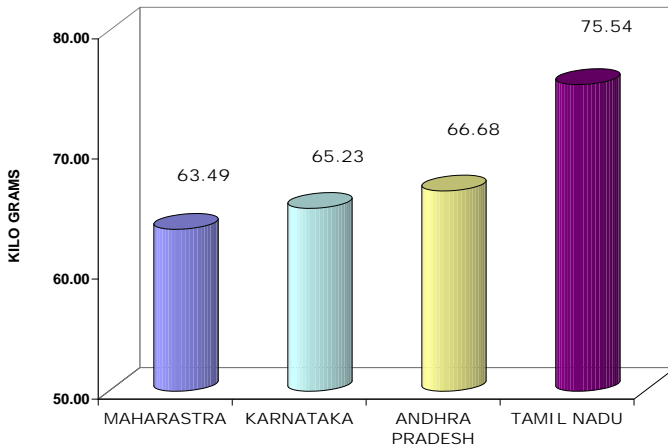


Traditional States

Bivoltine Silk Production by major states during 2014-2015



Cocoon Yield for 100 Layings in Last 5 Years



Cocoon Yield per 100 Layings in Cluster Areas 2014-2015

Department will continue to strive to increase average cocoon productivity further and aim to achieve 80 kgs per 100 DFLs in 28 clusters and 75 kgs per 100 DFLs in other areas during 2015-2016.

16. Strategy for further promotion of Sericulture activities in Tamil Nadu

16.1 Pre-Cocoon Sector

- (a) Conducting awareness programme at Technical Service Centres to motivate new farmers to take up Sericulture.
- (b) Ensure supply of quality, high yielding mulberry varieties to farmers.

- (c) Imparting training on mulberry cultivation and silkworm rearing.
- (d) Assured supply of quality disease free silkworm eggs to farmers.
- (e) Providing technical assistance to the Sericulture farmers.
- (f) Strengthening of infrastructural facilities at the units, viz., Basic Seed Farms, Government Grainage, Chawkie Rearing Centres and Cocoon Markets.

16.2 Cocoon Sector

- (a) Providing market facilities to the farmers for transacting cocoons produced by them.
- (b) Providing incentive for production of Bivoltine cocoons.
- (c) Providing crop insurance to sericulture farmers.

16.3 Post-Cocoon Sector

In order to strengthen the post cocoon sector in Tamilnadu, the following multi-pronged strategy is being adopted:

- (a) Establishment of new reeling units.
- (b) Strengthening the infrastructure at existing units.

- (c) Providing assistance for installation of new twisting units.
- (d) Assistance for loom up-gradation.
- (e) Providing assistance and training for Computer Aided Textile Designing (CATD).
- (f) Provision of increased incentive to bivoltine silk produced in automatic and multi-end reeling units.
- (g) Training to reeling entrepreneurs and workers.
- (h) Revival of closed silk reeling units in Government, Co-operative and Private sectors.
- (i) Replacing the conventional cottage basin silk reeling machineries with the improved multi-end reeling machineries.

17. Budget Provision for the year 2015-2016

The fund allocation made to the Department of Sericulture in Budget Estimate 2015-2016 for Plan and Non-Plan schemes, is given below:

S. No	Name of the Scheme	Outlay for 2015-2016 (Rs. in Lakhs)
I	PLAN SCHEMES	
	a) 1) Development Programmes under Sericulture Development and Price Stabilization Fund (SD&PSF)	100.00
	2) Sericulture Development and Price Stabilization Fund (Inter-account transfer)	170.00
		270.00
		270.00
b)	New Schemes	1356.05
c)	Western Ghats Development Programme	0.01
d)	Hill Area Development Programme	0.01
	PLAN SCHEMES Total	1626.07
II	NON – PLAN SCHEMES	
	Maintenance of Government units, Salary, Wages, etc.,	5695.60
	Grand Total (PLAN + Non-PLAN)	7321.67



THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED

The Tamil Nadu Handicrafts Development Corporation Limited was incorporated as a Public Limited Company on 26.07.1973. Popularly known as “Poompuhar” The Corporation commenced its business from 01.08.1973. With its vision to reach out to the world and to show case the hard work done by artisans in producing exquisite handcrafted products in brass, bronze, wood, stone, etc. the mission objectives of Tamil Nadu Handicrafts Development Corporation Limited are as follows:

- To upgrade the skills of artisans by imparting appropriate training.
- To improve the productivity of artisans.
- To improve the quality of handicrafts produced.
- To minimize the drudgery involved in the production process.

- To minimize / eliminate occupational hazards.
- To encourage innovation in design.
- To provide socio-economic security for craftsmen.
- To document and record the details of the handicrafts that are produced in the State.
- To provide marketing services to the artisans of Tamil Nadu.

2 Sales

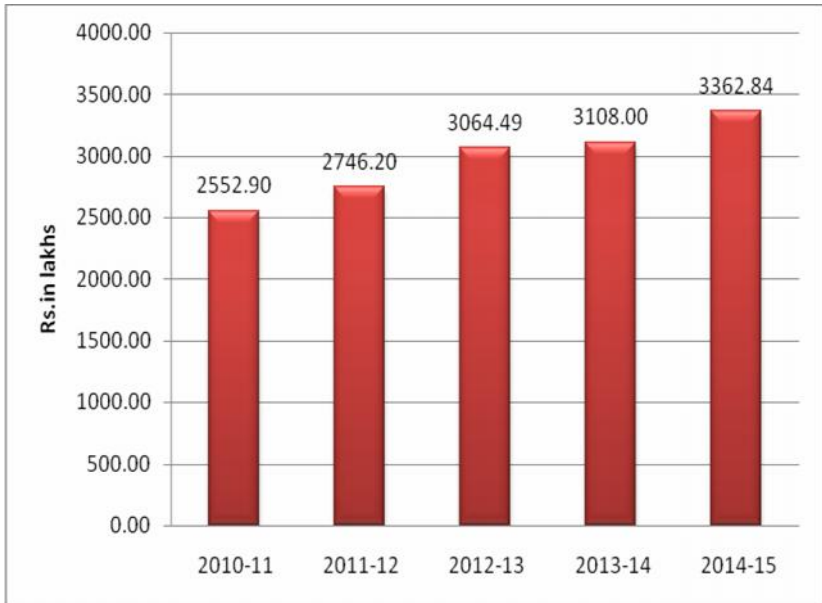
The Corporation provides marketing assistance to craft persons by selling their products through its 13 showrooms (11 within Tamil Nadu and 2 at Kolkata and New Delhi). It also conducts sales exhibitions at different places of the country throughout the year.

2.1 Sales Turnover

The Corporation has shown tremendous growth in its annual turnover since its inception. The Corporation has achieved a sales turnover of Rs.33.63 crores during 2014-2015. **This is the highest sales turn over recorded by the Corporation since its inception.** The Corporation is aiming to achieve an ambitious sales target of Rs.40.00 crores during 2015-2016.

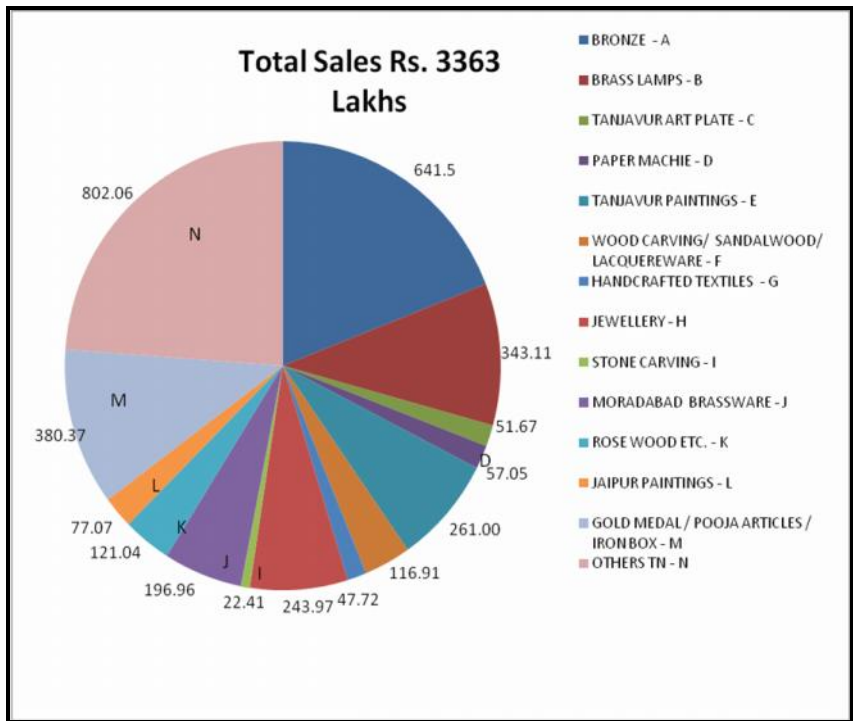
2.2 Sales during the Last Five Years:

The sales turnover of the Corporation during the last five years is as follows:



Sales Turn over during the last five year

2.3 Craft wise Details of Sales during 2014-15



2.4 Launching of e-Commerce Platform

The Hon'ble Minister for Rural Industries and Labour, launched an e-Commerce Portal www.poompuhar.org at a grand function on 16.12.2014 at Chennai. Poompuhar's hybrid application for smart phones and tablets was also launched. During the

function, the Corporation signed Memorandum of Understanding with GRT Group of Hotels and India Post. To further strengthen the e-Commerce Portal, the Corporation has signed Memorandum of Understandings with leading e-Commerce companies Snapdeal and India Mart. Corporation has recorded sale of 77 articles worth Rs.4.17 lakhs upto 31.03.2015 on its online portal.



Crafting of Thanjavur Art Plate

2.5 Technology based initiatives

- i. The Corporation has adopted a social media strategy using Face Book, Linkedin, Twitter, Pinterest, YouTube, Google+ and Instagram to reach out to the world.
- ii. It has also introduced bar-coding of products in its Chennai showroom. This will be extended to all the other 12 showrooms in phases.
- iii. It has also initiated an exercise in positioning and branding of Poompuhar.
- iv. The Chennai showroom has been brought under CCTV monitoring. This facility will be extended to all major showrooms in 2015-16.
- v. The Corporation has provided Wi-Fi facilities at its Corporate Office and Chennai showroom.
- vi. The Corporation has provided ipads to all officers / managers as a productivity enhancement tool.
- vii. The Corporation has also provided computers to all officers and staff at corporate office.

- viii. Biometric attendance system has been introduced at the Corporate Office. This will be extended to all showrooms and production centers also.

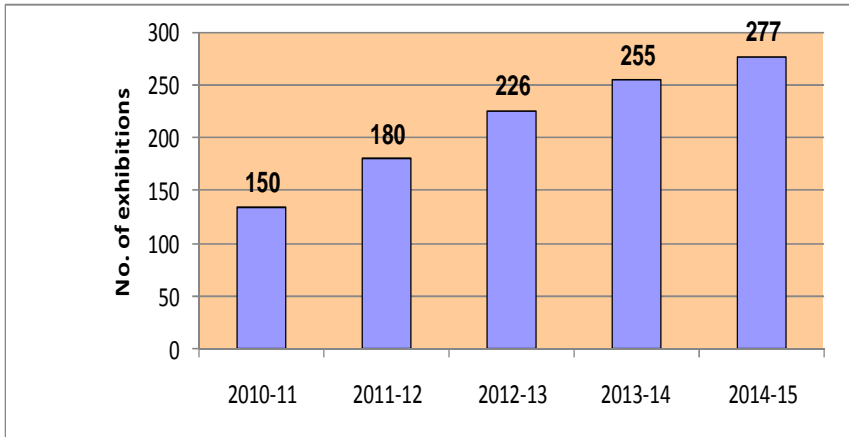
2.6 Special initiatives

- i. The corporation has introduced uniforms for the marketing staff in Chennai Showroom. This will be extended to all other showrooms during 2015-2016 in phases.
- ii. The corporation has refurbished the existing mobile van and it is being utilized as a marketing vehicle.
- iii. The corporation has opened a sales outlet at Government Arignar Anna Zoological Park, Vandalur, Chennai.
- iv. The Corporation has re-designed the existing logo by introducing Poompuhar in Tamil also with a slogan “Hand in Hand with our Artisans”, and initiated action for registration of the new logo under the Trade Marks Act 1999.

- v. The Corporation has introduced display-cum-sale of handicrafts in mobile kiosks at the premises of MNCs / educational institutions.
- vi. The Corporation has introduced the system of feedback forms in all showrooms.
- vii. The Corporation has created a “Think Tank” consisting of eminent personalities in the field of handicrafts so as to utilize their valuable inputs in achieving the vision of the Corporation.

3. Exhibitions

In order to find additional marketing avenues for the artisans, the Corporation conducts sales exhibitions throughout the year within and outside the Country. The Corporation has conducted 277 exhibitions during the year 2014-2015 as compared to 255 exhibitions conducted during the year 2013-2014. **This is the highest number of exhibitions conducted in a year by the Corporation.**



Exhibitions conducted

Out of 277 exhibitions, 37 exhibitions were conducted outside the State. These exhibitions yielded sales of Rs.368.96 lakhs in the year 2014-2015. Poompuhar is conducting exhibitions at places like New Delhi, Mumbai, Kolkata, Ahmedabad, Surat, Vadodara, Lucknow, Cochin, Chandigarh, Bhopal and Indore during the festival seasons of Vinayaga Chaturthi, Durga-Pooja, Deepavali & Dasara.

4. Promoting Sale of Tamilnadu's Handicrafts outside the State and Country by Providing Cash Assistance to Artisans

Many artisans of Tamilnadu prefer to participate in crafts exhibitions held outside Tamil Nadu and outside the Country to market their products but are unable to do so because of the expenses involved. Artisans are therefore given cash assistance to meet the travelling, accommodation and other miscellaneous expenses for participating in the exhibitions.

Each artisan is provided with a sum of upto Rs.25,000/- for participating in exhibitions outside the State and upto Rs.50,000/- for participating in exhibitions outside the country. Total expenditure during the year 2014-2015 was Rs.20.00 lakhs.

5. Exports

The Corporation exports traditional handicraft items to Singapore, Malaysia, United Kingdom and United States of America. Bronze icons, brass ornamental lamps, rosewood furniture and Thanjavur paintings are some of the important handicraft items exported to these countries.



Brass Ashtothra Parrot Hanging Lamp

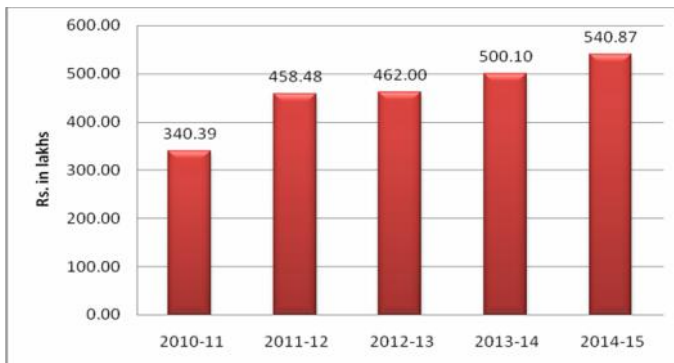
6. Showrooms

Tamil Nadu Handicrafts Development Corporation Limited has 13 showrooms at 1. Chennai, 2.New Delhi, 3.Kolkata, 4.Coimbatore, 5.Erode, 6.Salem, 7.Thanjavur, 8.Tiruchirapalli, 9.Madurai, 10.Kanyakumari, 11.Kumbakonam, 12.Swamimalai and 13.Mamallapuram.

7. Production

The Corporation has Production Centres for Bronze Icons, Brass Lamps, Thanjavur Art Plates, Stone Carvings and Wood Carvings. Training schemes are also implemented through these production centres. **The Corporation has achieved a highest ever production turnover of Rs.5.41 crores during 2014-2015** which will ultimately increased the earnings of the Poompuhar artisans. The Corporation has proposed to set a production target of Rs.6.65 crore during 2015-2016.

The details of production during the last five years are furnished below:



7.1 Production Centres

The Tamil Nadu Handicrafts Development Corporation Ltd. has 7 Production Centres at 1. Nachiarkoil (traditional brass lamps), 2. Madurai (brass lamps & brass art wares), 3. Vagaikulam (brass malabar lamps & other lamps), 4. Swamimalai (bronze icons), 5. Thanjavur (Thanjavur art plates), 6. Kallakurichi (sandalwood carvings) and 7. Mamallapuram (stone carvings).



Bronze Ega Patha Moorthy

Among all the State Handicrafts Development Corporations in India, the Tamil Nadu Handicrafts Development Corporation is the only Corporation that has its own Production Centres for important crafts.

7.2 Special Projects

The Tamil Nadu Handicrafts Development Corporation Limited has executed the work of supplying brass iron boxes to the Backward Classes, Most Backward classes and Minorities Welfare Department at a cost of Rs.85.00 lakhs during the year 2014-2015.



Brass Iron Box for supply to Backward Classes, Most Backward classes and Minorities Welfare Department

The Corporation has also received a prestigious order from the Hindu Religious & Charitable

Endowments Department for Rs.2.23 crores for supply of pooja articles during 2014-2015.



**Pooja Articles for supply to Hindu Religious & Charitable
Endowments Department**

8. Strengthening of Human Resources

With a view to strengthen the man power of the Corporation, the Corporation has recruited 59 personnel in different cadres. Due to this timely action, the

Corporation is now functioning successfully and achieving the highest sales and production.

9. Welfare of Artisans

9.1 Providing Employment to Artisans

- The Corporation provides direct employment to artisans in its production units.
- The Corporation also employs a number of artisans for its special projects.

9.2 Increase in the Rate Wages for Poompuhar Artisans

During the year 2011-2012 the Corporation had enhanced the wages by 100% to its artisans in its production centres. The wages of each artisan who worked full time increased to Rs.15000-Rs.20000 per month. A further increase in wage to the extent of 50% was given with effect from 01.10.2013 to the artisans in the production centres of the Corporation.

The wages of artisans working in the private sector units have also increased considerably due to such action initiated by this Corporation. Thus indirectly the Corporation has facilitated the welfare of Tamil Nadu

artisans. This has in turn facilitated increase in productivity and profitability of the Corporation.

10. Part-II Schemes for the year 2014-2015

Corporation has implemented the following training schemes under Part II during the year 2014-2015:

- i. Palmyrah tree climbing competition at a cost of Rs.6.50 lakhs.
- ii. Three months training scheme in making of seevali (musical instrument) at a cost of Rs.3.50 lakhs



**Training in Seevali making at Thirukkattupalli,
Thanjavur District**

- iii. Three months training scheme in pineapple fibre craft embroidery at a cost of Rs.3.50 lakhs.



**Training in Pineapple Fibre Craft Embroidery at
Punnaiyadi, Kanyakumari District**

11. Awards to Artisans

11.1. “Living Craft Treasure” – Awards

An award titled as “Living Craft Treasure Award” was introduced in the year 2013-2014 to craftspersons of eminence who are above the age of 65 years. This award consists of a cash prize of Rs.1.00 lakh, a thamirapattiram, an eight gram gold medal and a certificate. This award is given to 10 artisans at a total cost of Rs.15.00 lakhs.



Hon'ble Chief Minister distributing the Living Craft Treasure Awards for the year 2013-2014 on 28.8.2014

The awards were distributed to 10 artisans by Hon'ble Chief Minister of Tamil Nadu on 28.08.2014. For the year 2014-2015, 10 master craftsmen have been conferred with Living Craft Treasure Awards on 30.03.2015.

11.2 Poompuhar State Awards

Every year ten best artisans in the field who have contributed to the development of the crafts of

Tamil Nadu are selected and given the Poompuhar State Award, which consists of a cash prize of Rs.50,000/-, a four gram gold medal, tamirapathiram and a certificate. These state awardees are also eligible to get a monthly pension from the Government of India if they are economically backward. Poompuhar State Awards for the year 2014-2015 were distributed on 30.03.2015.

11.3. Poompuhar District Craft Awards

The Poompuhar District Craft Award had been newly introduced in the year 2011-2012. This award consists of a cash prize of Rs.5,000/-, a silver medal and a certificate. A total of 85 craftsmen in 16 crafts are awarded these prizes every year. One woman in each craft is also selected to encourage woman artisans. 60 Craft persons for the year 2011-2012, 63 Craft persons for the year 2012-2013 and 76 Craft persons for the year 2013-2014 have been given these awards. These awards were distributed to 56 artisans for the year 2014-2015 on 30.03.2015.

11.4 Gen Next Awards

In order to ensure that the traditional handicrafts of Tamil Nadu survive and are passed on to the next generation, it is necessary to enthuse the youngsters in the field. In order to achieve this, a craft competition was introduced from the year 2013-2014 onwards for artisans below 30 years of age. 65 artisans were chosen, duly honoured and given silver medals and certificates. The competitions were conducted in 13 centres namely Chennai, Thanjavur, Nachiarcoil, Swamimalai, Madurai, Kanyakumari, Kallakurichi, Arumbavur, Vagaikulam, Pudukottai, Mamallapuram, Dindigul and Pattamadai which are the centres of traditional crafts making it easy for the young artisans to participate in the competition. During the year 2013-2014, 66 artisans from different crafts were honoured with first and second prizes respectively. During 2014-2015, 48 young artisans were honoured with silver medals and certificates on 30.03.2015.

11.5 Introduction of Three New Awards during 2014-2015

The following 3 awards are introduced from 2014-2015 onwards:-

1	Handicrafts Export Awards	:	2 Artisans	Rs. 2.50 lakh
2	Team production Awards	:	3 Teams	Rs. 3.75 lakh
3	Utility Based Handicrafts Awards	:	3 Artisans	Rs. 3.75 lakh

These awards consist of a cash prize of Rs.40,000/-, 4 gm gold medal, one thamirapattiram and a certificate.

In a state level function at Chennai on 30.03.2015, Poomphuhar State Awards, District Craft Awards, Living Craft Treasure awards, Gen Next awards and new awards introduced during 2014-2015 were given to Artisans by Hon'ble Minister for Rural Industries and Labour Welfare in the presence of Hon'ble Minister for Handlooms and Textiles.



Hon'ble Minister for Rural Industries and Labour distributing Poompuhar State Award in the presence of Hon'ble Minister for Handlooms and Textiles

It is a notable fact that Tamil Nadu is the only State in the country giving such a large number of awards to artisans in recognition of their services.

12. Other Ongoing Schemes

12.1 Establishment of Urban Haat at Kanyakumari

The Corporation is also in the process of establishing an Urban Haat at Kanyakumari with a financial outlay of Rs.2.00 crores. The construction has been entrusted with the Public Works Department and

the work is expected to be completed by the October 2015.

13. Financial Performance

The Corporation earned a net profit of Rs.97.87 lakhs during the year 2014-2015 as against a net profit of Rs.87.22 lakhs in the previous year. The sales, production and net profit figures for the past 5 years are given below:

Year	Sales	Production	Profit
	(Rs. in lakhs)		
2010-11	2552.90	340.39	37.37
2011-12	2746.20	458.48	49.88
2012-13	3064.49	462.63	82.82
2013-14	3108.00	500.10	87.22
2014-15 (un-audited)	3362.84	540.87	97.87

14. Outlook for the future - The Corporation intends to:

- i. Computerize its Corporate Office, showrooms and production units through end to end ERP (Enterprise Resource Planning) software.
- ii. Renovate all its major showrooms.

- iii. Undertake a major branding and positioning exercise to take Poompuhar to its rightful position.
- iv. Refurbish Poompuhar sales show room at Chennai with the assistance of National Institute of Fashion Technology, Chennai.
- v. Availing credit from NABARD/ TUFIDCO/ Commercial banks to fill the gap in funding required for the various new initiatives of Poompuhar.
- vi. Take steps to explore the possibility of establishing an institution for preserving traditional crafts, in consultation with the State Planning Commission.
- vii. To outsource sales of high end handicrafts products via e-Commerce mode, through a marketing agency on an incentive basis.
- viii. To conduct exhibitions of Poompuhar products abroad.



TAMILNADU KHADI AND VILLAGE INDUSTRIES BOARD

“My idea is that in a well-organised village one person should suffice. For example one worker may devote two hours to taking in yarn, distributing slivers and spinning tools, and sales of khadi; village industry work might take even less, and the remainder of the time he could give to village uplift and general education. This has not till now been possible because the khadi workers’ time has been devoted to teaching people how to spin, etc. But now the time has come when khadi and village products, locally produced, must also be locally absorbed. In that case one person will be able to do all the work. Today it suffices to say that all this work is complementary – and must become one as far as possible.”

“The sacred quality of khadi is that it is a symbol of freedom. Those who wish to live in free India ought to wear khadi.”

“Mahatma Gandhiji”

In view of the unemployment scenario and to uplift the socio economic conditions of artisans, spinners and weavers, the Tamil Nadu Khadi and Village Industries Board was formed in April 1960 under the Tamilnadu

Khadi and Village Industries Board Act, 1959 with main objectives to encourage, promote and assist Khadi and Village Industries in rural areas with major focus on artisans and weaker sections to improve their livelihood and to give impetus to self-reliance and strong rural economy.

The Khadi and Village Industries Board is a statutory Board headed by Honourable Minister for Khadi and Village Industries as its President and officials nominated by the Government as Members. The Board is entrusted with the task of taking major policy decisions. The day to day activities are looked after by the Chief Executive Officer.

The Board's activities divided into two major areas as Khadi and Village Industries.

1. Khadi

Khadi stands for Indian culture and represents a way of life as well as model for economic development of Indian Villages. It is natural and durable in the tropical Indian climate as it provides cool comfort.



**Rural Textile Centre at Pavoor Chathiram, Thirunelveli District
Spinning of Yarn**

1.1 Khadi Cotton And Polyvastra

Production of Khadi is a traditional activity of the Board. The production activity under this sector is entirely manual and thereby creates tremendous employment opportunities to rural artisans. Handspun yarn and weaving activities are mostly carried out by the women-folks. This process involves spinning, weaving, bleaching and dyeing. These processes are carried out by 107 Rural Textile Centres, 41 Khadi Sub-Centres and 9 Nepali Loom Centres. This sector generate

employment for 20,000 artisans comprising mostly rural women and enable them to earn their livelihood. In addition, there are 68 Certified Institutions of Khadi and Village Industries Commission which undertake Khadi production and sales. During the year 2014-2015 the Board produced Khadi Cotton and Polyvastra goods worth to the tune of Rs.8.88 crores and the Board marketed Khadi products worth to the tune of Rs.12.14 crores.



Khadi Pedal Loom at Thirupur

1.2 Khadi Silk

The Silk industry is a traditional industry. Traditional silk sarees are produced by the 18 Khadi Silk Production Units. The silk sarees produced by the Board are affordable and unique in nature and having great market potential. The Board also produces printed and embroidered silk sarees to cater to the tastes of the consumers. The silk sarees produced by the Board with emphasis on tradition and quality are well received by the public. The Central Silk Board certified “Silk Mark” labels recognises the quality of the silk varieties produced by the Tamil Nadu Khadi and Village Industries Board. The Board is providing employment opportunities for about 1500 silk weavers throughout the year.

During the year 2014-2015 Khadi silk goods worth of Rs.5.76 crores were produced and Rs.7.59 crores worth of Khadi silk goods were sold.

2. Welfare Measures for the Khadi Spinners And Weavers

2.1 Welfare Fund for the Spinners and Weavers

The Board has set up a Welfare fund for spinners and weavers. Artisans contribute 12 % of their wages to this fund and the Board contributes an equal share. Based on their request and availability of funds in their account, financial assistance is being given to the spinners and weavers during festival seasons and for education, medical and marriage expenses. The entire amount available in weavers and spinner's account is refundable on their retirement. In addition to the wages, 10% of the basic wages are also paid to the spinners and weavers by the Board as incentive.

2.2. Welfare Board for Khadi Spinners And Weavers

A Welfare Board was set up for providing welfare assistance to spinners and weavers of the Khadi Board as well as the Sarvodaya Sanghs. For this purpose, the Government have provided a grant of Rupees one crore to the Board.

The following welfare assistance are given under this scheme:

S. No.	Nature of Assistance	Amount (Rs.)
1	Accident Insurance Scheme	
a	Accidental Death	1,00,000/-
b	Accidental Disability Based on extend of Disability	10,000 to 1,00,000/-
2	Natural Death Assistance	15,000/-
3	Funeral expenses Assistance	2,000/-
4	Educational Assistance:-	
a	Girl Children Studying 10 th	1,000/-
b	10th Passed	1,000/-
c	Girl Children Studying 11 th	1,000/-
d	Girl Children Studying 12 th	1,500/-
e	12th Passed	1,500/-
f	Regular Degree Course	1,500/-
	With Hostel Facility	1,750/-
g	Regular Post Graduate Course	2,000/-
	With Hostel Facility	3,000/-
h	Professional Degree Course	2,000/-

	With Hostel Facility	4,000/-
i	Professional PG Course	4,000/-
	With Hostel Facility	6,000/-
j	I.T.I. or Polytechnic Course	1,000/-
	With Hostel Facility	1,200/-
5.	Marriage Assistance	2,000/-
6.	Maternity Assistance	
a	Rs.1000 p.m.for Delivery	6,000/-
b	Abortion	3,000/-
7	Reimbursement of cost of Spectacles	Upto 500/-
8	Old Age Pension per month	1,000/-

So far, 9042 persons have been enrolled as members in the Spinners and Weavers Welfare Board and an amount of Rs.41.71 lakh has been disbursed as financial assistance from the Welfare Board to 928 beneficiaries.

In order to increase the productivity and to improve the standard of living of weavers, the Board has replaced the old equipments such as nada, jacquard box, pirn winding machine, healds and reeds of 292 Khadi weavers and 201 silk weavers.

3. Village Industries

Village Industries Schemes are designed to alleviate rural poverty by utilising the locally available raw materials and manpower. Large scale employment with low capital investment is the unique feature of the Village Industries programmes. The Board has been promoting various trades like carpentry and blacksmithy, leather goods manufacture, soap making, handmade paper, pottery and bee-keeping.

3.1 Carpentry And Blacksmithy Industry

Tamil Nadu Khadi and Village Industries Board has identified Carpentry and Blacksmithy Industry as one of the major industry under its purview. Seven Departmental units are functioning under the control of the Board namely, Veeraraghvapuram, Arakonam, Pallikonda, Nagamalai Pudukottai, Tiruppur, Nanjikottai, and Pettai

The furniture required for State Government Departments, Institutions and Quasi-Government Departments is produced in these units and supplied to

the Departments concerned. During the year 2014-2015, production of these Carpentry and Blacksmithy units stood at Rs.4.46 crores and sales were Rs.4.54 crores.



Carpentry Unit at Arakonam

To increase the productivity, quality of the products and to give more employment opportunities to the rural artisans the Board has programmed to modernize the Pallikonda Carpentry and Blacksmithy Unit at Vellore by installing new machineries with the Government assistance of Rs.65.00 lakhs.

3.2. Leather Industry

Leather is one of the major industries among the various industries handled by the Tamilnadu Khadi and Village Industries Board. Tamilnadu Khadi and Village Industries Board has 13 Leather Units functioning under its direct control, manufacturing ammunition boots, shoes, belts, pistol covers, conductor bags and file boxes against the orders received from the State Transport Corporation, Police Department, Fire and Rescue Services Department, Chennai Port Trust and Social Welfare Department. Footwear and sandals are also manufactured and sold to public through Khadi Kraft outlets. Around 500 artisans are directly and indirectly benefited from the manufacturing activity of leather products.

Production to the tune of Rs.5.01 crores and sales to the tune of Rs.3.92 crores were achieved during 2014-2015.



Leather Unit at Dindigul

The Board has programmed to modernize the Leather Unit at Ambattur, Chennai by installing new machineries with the Government assistance of Rs.150.00 lakhs to increase the production and to provide more employment opportunities.

3.3 Handmade Paper Industry

Four Handmade paper units viz, Pidagam, Shenbagapudur, Govanur and Ooty are functioning

under control of the Board. These units produce raw pads, file pads, manifolding papers, bond papers, file wrappers and corrugated boxes etc.

The Handmade paper industry provides employment to 178 workers. The production and sales achieved in these units for the year 2014-15 is Rs. 76.60 lakhs and Rs. 63.24 lakhs respectively.

The existing Beater Machine of Pidagam Handmade paper unit Villupuram District was replaced with the Government assistance of Rs.4.00 lakhs to increase the production capacity.

3.4. Soap Industry

There are 17 Soap units functioning under control of the Board. Out of these, there are seven bathing soap units, seven detergent soap units and three washing soap units.



Detergent Soap Unit at Perumalmalai

Having introduced new varieties of soap such as 'Kumari', 'Mooliga' and 'Sandal', the Board has also introduced liquid soap recently to attract middle / lower income group of consumers.

Based on the funds provided by Government, the Board had placed orders for supply of new machineries at Modakurichi soap unit in Erode District at a cost of Rs.5.00 lakhs. The Thirukalukundram Soap unit in Kancheepuram District is being revamped at a cost of Rs.8.50 lakhs with provision of one soap cutting machine

at a cost of Rs.0.50 lakh and one soap stamping machine under Part-II scheme for the year 2014 -2015.

Oil expeller unit at Samayapuram soap unit complex is rejuvenated at a cost of Rs.3.76 lakhs to produce Neem Oil which is the base for another product 'Gopuram Neem Bar Soap'.

The Board has initiated steps to produce and market "Kurinji Baby soap" through Tamil Nadu Medical Services Corporation Limited.

Further, an automatic bathing soap manufacturing machinery is being installed at Samayapuram soap unit complex in Trichy District at a cost of Rs.2.50 crores.

The production and the sales achieved in the year 2014-2015 is Rs.8.78 crores and Rs.8.37 crores respectively.

3.5 Bee-Keeping Industry

Bee-keeping is one of the major activities of the Board. It is largely undertaken in Kanyakumari District of Tamilnadu. About 2000 bee keepers and 10,000 workers are engaged in and around Marthandam area of this District.

The procurement of raw honey and the sales achieved for the year 2014-2015 is Rs.134.66 lakhs and Rs.174.98 lakhs respectively.



Bee-keeping at Kuzhithurai in Kanyakumari District

The Tamil Nadu Khadi and Village Industries Board has been inducted as Permanent Member of National Bee Board, New Delhi in the “F” Category. i.e., State Level Organisation. To extend the beekeeping activities in all the Districts in Tamil Nadu, the Board is taking all possible steps to receive the financial assistance through National Bee Board, New Delhi.

3.6 Pottery Industry

Handmade pottery, a traditional art is also one of the sources of livelihood of the potters living in villages. About 3,816 potters have been enrolled as members in 34 Potters Co-operative Societies registered under the Board.

To encourage the pottery industry in the State, the Board has programmed to erect new shuffle Kiln at Art pottery Unit, Virudhachallam with Government assistance of Rs.25.00 lakhs to produce attractive Terracotta dolls.

3.7 Maintenance Allowance to Potter Families

The Government have sanctioned a sum of Rs.5.24 crores as maintenance allowance to potters families who are engaged in pot making as their livelihood support in view of the fact that making pots during rainy season is difficult. Hon'ble Chief Minister has sanctioned Rs. 4000 as maintenance allowance to each potter family and 13118 potter families who have engaged in pottery industry and suffer during rainy season will be benefitted. The Government have nominated the Khadi and Village Industries Board to

implement the scheme continuously. The Board will release funds to respective District Collectors who in turn will disburse the funds to the potters through their respective bank accounts.

3.8 Training To Artisans

The Board had imparted Skill Development Training to 1000 artisans in various industries such as Pottery, Terracota, Beekeeping, Leather, Carpentry & Blacksmithy, Agarbathi, Spinning, Weaving and Readymade Garments at a total cost of Rs.98.85 lakhs to improve their skills, besides providing employment opportunities to them.



Apparel Training at Tiruppur

4. Naturopathy

In an innovative step, the Board inaugurated a Naturopathy spa at Khadi Kraft (main) Chennai where facilities such as steam bath, spinal bath, mud bath and oil massage are available.

5. Marketing

Apart from the items produced by the Board's production units, the handicraft items produced by self-help groups and artisans are also sold through 93 Khadi Kraft showrooms spread over the entire state.

Special emphasis is given to popularise the Khadi and Village Industries products by conducting National level exhibition and special campaigns in rural areas.

5.1. Marketing Development Assistance Scheme (MDA)

Khadi and Village Industries Commission has introduced Marketing Development Assistance (MDA) scheme from the year 2010-2011. Under this scheme, 20% financial assistance on production of Khadi is being allowed to Khadi institutions by Khadi and Village

Industries Commission. From the year 2012-2013, the State Government has also allowed 20% financial assistance on production of Khadi throughout the year as was allowed by Khadi and Village Industries Commission.

Out of this 5%, is directly given as incentive / bonus to spinners / weavers in Khadi Industry and weavers / reelers / dyers in Silk Industry and balance 15% is utilized for giving discount to customers to increase the Khadi sales. Thus, the sales discount of 30% is being allowed to consumers with regard to sale of Khadi cotton, polyvastra and silk varieties which includes 15% financial assistance of Khadi and Village Industries Commission.

The State Government have also raised the ceiling limit of financial assistance on production of Khadi to the Sarvodaya Sanghs from the Rs.10.00 crores to Rs.15.00 crores from the year 2014-2015.



Incentive on Market Development Assistance being given to Sarvodaya sanghs by Hon'ble Minister for Khadi

The Government have sanctioned a sum of Rs.10.00 crores to the Sarvodaya Sanghs as advance amount on the production of Khadi relating to the year 2012-2013 and 2013-2014.

6. Prime Minister's Employment Generation Programme

Prime Minister's Employment Generation Programme has been introduced by Khadi and Village Industries Commission by merging the two schemes namely Prime Minister's Rojgar Yojana (PMRY) and

Rural Employment Generation Programme (REGP). This scheme is implemented through Khadi and Village Industries Commission, Tamil Nadu Khadi and Village Industries Board and District Industries Centres. Under this scheme for establishing industry in rural areas the rate of margin money subsidy varies from 25% to 35%. The Task Force Committee headed by the District Collector selects the beneficiaries in each district.

The details of margin money subsidy released during the years 2011-2012 to 2014-2015 is given below:

Year	No.of Projects	Margin Money (Rs.in lakhs)	Employment (Nos.)
2011-12	572	823.12	4939
2012-13	52	121.80	475
2013-14	602	1311.31	7212
2014-15	770	1577.17	8359

7. Production and Sales

The overall production and sales statistics of the Board for the year 2014-2015

Sl. No.	Name of the Industry	2014-2015 Achievement (Rs.in lakhs)	
		Production	Sales
1	Khadi	1463.63	2032.17
2	Village Industries		
a	Leather	501.11	392.05
b	Carpentry and Blacksmithy	446.01	454.43
c	Soap	877.73	836.60
d	Handmade paper	76.60	63.24
e	Bee-keeping	134.66	174.98
f	Others	90.75	458.24
	Total	2126.86	2379.54
	GRAND TOTAL	3590.49	4411.71

The production and sales recorded by Tamilnadu Khadi and Village Industries Board during 2014-2015 are highest in the past 15 years.

8. Financial Assistance from Government

The assistance is being provided by the Government under “Net Cost Grant” to meet out the entire salary and pension cost to the Board staff and pensioners and “Rebate” for the sale of Khadi . The

financial support provided by the Government to the Tami Nadu Khadi and Village Industries Board and Tamil Nadu Palm products Development Board in Budget Estimate 2015-2016 is as follows:

Sl.No	Details		Rs.in lakhs
1.	Net Cost Grant		7040.64
2.	Rebate	Khadi Board	200.00
		Certified Institutions	1500.00
3.	Audit Fees		304.57
4.	Part-II Schemes		
a	Tamil Nadu Khadi and Village Industries Board		0.01
b	Tamil Nadu Palm Products Development Board		0.01
5.	Maintenance Allowance to Potters		524.72
6.	Grants to Western Ghat Development Programme		
a	Tamil Nadu Khadi and Village Industries Board		0.01
b	Tamil Nadu Palm products Development Board		0.01
7.	Khadi Spinners and Weavers Workers Welfare Board		0.01
	Total		9569.98



TAMILNADU PALM PRODUCTS DEVELOPMENT BOARD

In Tamilnadu for Palmgur Industry the Tamilnadu Palm Products Development Board was established during the year 1994 under Tamilnadu Act No.15 and it is functioning from 06.01.1995. Tamilnadu Palm Products Development Board head quarters is at Chennai.

The Tamilnadu Palm Products Development Board is not directly involved in the activities of the production and sales. To develop the Palmgur Industry 731 Primary Jaggery Manufacturing Cooperative Societies, 8 District Palmgur Cooperative Federations and one State level Tamilnadu State Palmgur and Fibre Marketing Cooperative Federation are functioning under the control of this Board. These Federations are directly doing production and sales activities.



Palm Tree

This Board is helping the palmgur artisans by providing tools and equipments for tapping neera for producing palm jaggery and to market the palm products.

1. Palm Products

Out of the raw material available in the palm tree, edibles like palm neera, palm jaggery (Karuppukatti) palm candy, palm candy toffee, chocolate and variety of Jams, non edibles of naar products variety of palm fibre brushes and other varieties of handicrafts are being produced by the palmgur artisans.

2. Production – Sales

During the year 2014-2015 palm products to the tune of Rs.12.41 crore were purchased and sale to the tune of Rs.13.73 crore was effected. In the financial year of 2015–2016 target to the tune of Rs.14.00 crore have been fixed for producing and marketing the palm products.

3. Budget

There is no separate Budget allocation for Palm Board. All the expenditure are being incurred from the budget allocation of Tamilnadu Khadi and Village Industries Board.

4. Government Financial Assistance

For the welfare of the Palmgur artisans and to increase the production and sales of palm products, the Government has sanctioned a sum of Rs.25.67 lakhs for the financial year 2014–2015 under Part II scheme.

A delivery van at the cost of Rs.2.71 lakhs have been purchased for Salem District Palmgur Cooperative Federation for increasing the procurement and sale of neera. A unit of the Tamilnadu State Palmgur and Fibre Marketing Cooperative Federation at Pudukottai have been modernised at a cost of Rs.2.75 lakhs by purchasing and fixing of new machineries, tools and equipments. Pouch filling neera unit is erected in Egmore branch of Tamilnadu State Palmgur and Fibre Marketing Cooperative Federation at a cost of Rs.7.00 lakhs with all other equipments for filling of neera in sachets. 360 litre capacity of coolers and other amenities inclusive of ice boxes and

aluminium canes for Cuddalore and Madurai branches have been purchased at a cost of Rs.3.21 lakhs.

Tools and equipments are provided to the 250 palmgur artisans who belong to 8 District Palmgur Cooperative Federation exclusively to tap neera at the cost of Rs.4000/- each totalling to the tune of Rs.10.00 lakhs.

5. Palm Tree Climbing Competition

By utilising the financial assistance of Rs.6.50 lakhs provided by the Government through the Tamilnadu Handicrafts Development Corporation, a competition for the Palmgur artisans to climb Palm tree has been conducted by the respective Palmgur Federations under the supervision of State Federation.



Different Palm Products

6. Licence to Palm Board and artisans

In order to tap and sell palm neera and to produce palm jaggery, licences are issued to palmgur artisans. The Government have ordered to renew licence to Palm Board for the period of 3 years from 01.01.2013.

During the year 2014–2015, 8884 licenses were issued to palmgur artisans by the respective District Federations/Assistant Director of Khadi and Village Industries of respective District.

T.P.POONACHI
MINISTER FOR KHADI AND VILLAGE
INDUSTRIES