



**HANDLOOMS, HANDICRAFTS,  
TEXTILES AND KHADI DEPARTMENT**

**KHADI, VILLAGE INDUSTRIES AND  
HANDICRAFTS**

**POLICY NOTE**

**2016 – 2017**

**DEMAND No.18**

**G.BASKARAN**  
**MINISTER FOR KHADI AND VILLAGE INDUSTRIES  
BOARD**

# POLICY NOTE 2016- 2017

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# Department of Sericulture

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# DEPARTMENT OF SERICULTURE

Silk is a natural protein fibre which is woven into textiles. It is the most elegant textile in the world with unparalleled grandeur, natural sheen, inherent affinity for dyes, high absorbency, light weight, soft touch and high durability. Due to these unique features, silk is known as the “**Queen of Textiles**”, the world over. The silk is obtained from the cocoons of silkworms. Rearing of silkworms for obtaining silk fibre is known as Sericulture.

Historical evidence shows that silk was discovered in China and later the industry spread into other parts of the world. According to Chinese records, the discovery of silk occurred around 2640 BC. Historical evidences reveal that Sericulture was practised in China long back and the Chinese preserved the secret for more than 2500 years and they maintained the monopoly during these years, building a prosperous silk trade with the rest of the world. According to historians, the silk industry spread into India around 140 BC from China through Tibet.

Sericulture is an agro based labour intensive industry providing livelihood opportunity for rural folks owing to its high employment potential, low capital investment and remunerative nature. Sericulture industry provides employment to a sizeable portion of economically weaker sections of the society, including women in rural and semi-urban areas. This industry is recognised as one of the most appropriate avenues for socio-economic development of a largely agrarian economy like India. Hence, Sericulture is used as the tool for rural reconstruction. Sericulture involves cultivation of food plants for silkworm, reeling of silk from cocoons for the production of silk yarn which is used for weaving after value addition.

Sericulture is one of the best livelihood ventures that could be practised throughout the year with low gestation, low investment and higher remuneration. Further, it is a women friendly venture. It ensures monthly income to the farmers as one crop of silkworm can be reared within 25 to 27 days and the farmers can sell the cocoons directly at the Government cocoon markets and get money on the same day itself without

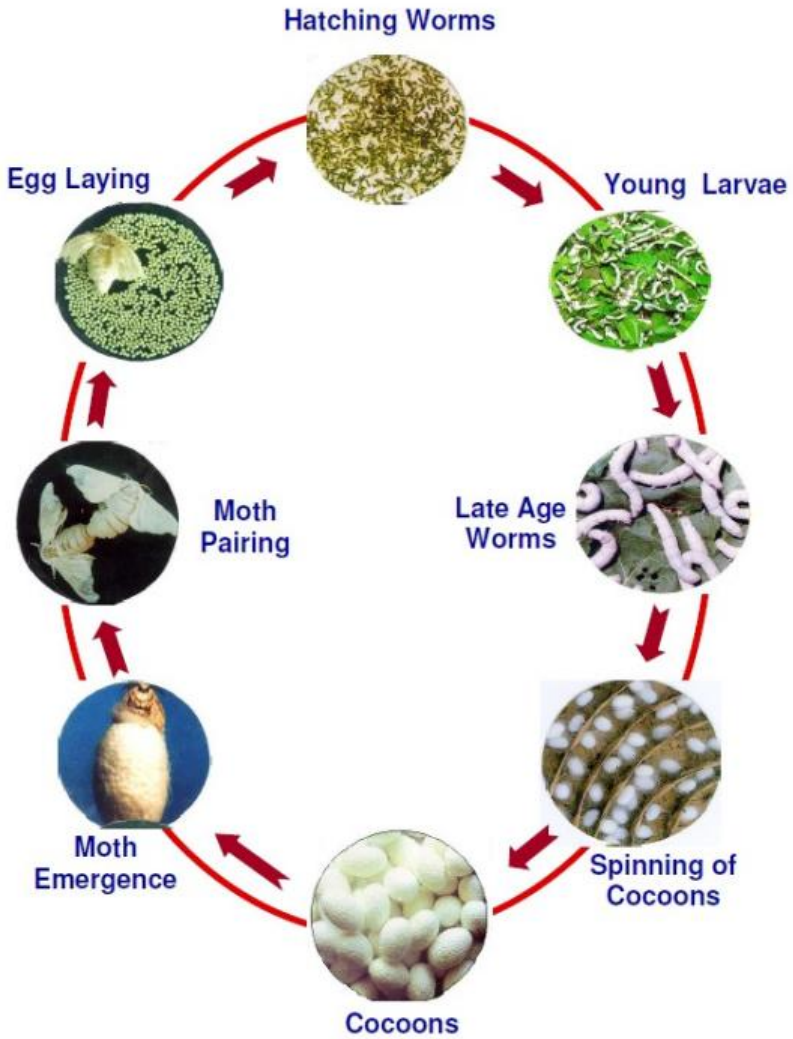


any delay. As 57% of gross value of silk fabric flows back to the cocoon growers, ie., the farmers, the Sericulture industry ensure flow of money from high-end to low-end group paving way for the development of rural population.



**Silkworm and Cocoons**

## 2. Life Cycle of Silkworm



### **3. Sericulture Activities in India**

India is the second largest producer of mulberry raw silk next to China and the highest consumer of silk fabric in the world. However, there is a gap between the demand and production and hence considerable quantum of silk is being imported to meet the demand, which leads to significant outflow of foreign exchange. Currently, the demand for raw silk in India is more than 32,000 metric tonnes per annum, of which 28,500 metric tonnes are produced in the country and the rest is imported mainly from China. India is the only country in the world to produce all the four known varieties of silk viz., Mulberry, Eri, Tasar and Muga. India produces quality silk & silk fabrics and exports to other nations to the tune of Rs.2500 crores per annum, earning substantial foreign exchange with the significant contribution of Tamil Nadu.

### **4. Sericulture in Tamil Nadu**

The Handloom silk sarees with the enchanting craftsmanship produced in Tamil Nadu are world famous. The unique Venpattu Dhoties produced in Salem has

been given an authorization to use Geo-index number as per Geo-Index Act 1999, under section 2003. The demand of raw silk in Tamil Nadu is about 3000 Metric tonnes, of which 1900 Metric tonnes are produced in the State and the rest is procured from China and Karnataka.

## **5. Department of Sericulture**

The mission objectives of the department are to improve the economic standard of rural people by adoption of updated Sericulture practices and to create opportunities for employment. A separate Department for Sericulture with headquarters at Salem was formed by the Government of Tamil Nadu, with effect from April 1979.

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



### **New building of Directorate of Sericulture at Salem**

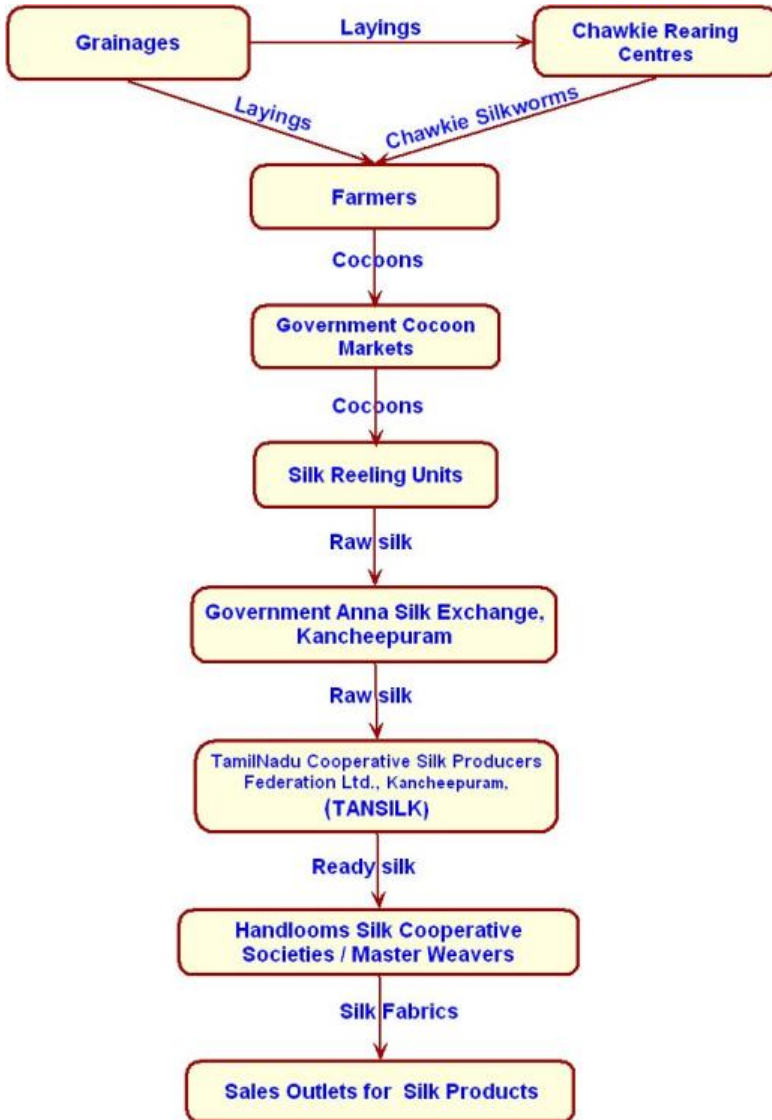
A new building for the Directorate has been constructed at a cost of Rs.1.65 crore based on the announcement of the Hon'ble Chief Minister in the year 2013-2014. The Directorate of Sericulture formulates and implements schemes for development of Sericulture sector in the State.

## 6. Staff Strength of the Department of Sericulture

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

<b>S.No.</b>	<b>Name of the Post</b>	<b>Sanctioned Staff</b>
<b>1</b>	<b>Director</b>	<b>1</b>
<b>2</b>	<b>Joint Director</b>	<b>4</b>
<b>3</b>	<b>Deputy Director</b>	<b>10</b>
<b>4</b>	<b>Assistant Director</b>	<b>27</b>
<b>5</b>	<b>Inspector of Sericulture</b>	<b>67</b>
<b>6</b>	<b>Assistant Inspector of Sericulture</b>	<b>179</b>
<b>7</b>	<b>Junior Inspector of Sericulture</b>	<b>856</b>
<b>8</b>	<b>Others</b>	<b>331</b>
	<b>Total</b>	<b>1,475</b>

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



Flow chart of Sericulture activities

## **7. Activities of the Department of Sericulture**

The Department of Sericulture undertakes the following activities for the promotion of Sericulture in Tamil Nadu:

- Motivating the farmers to raise high yielding mulberry varieties.
- Imparting training in mulberry cultivation, silkworm egg production, silkworm rearing, silk reeling & silk twisting.
- Providing subsidy assistance for mulberry cultivation, installation of drip irrigation, procurement of silkworm rearing equipments, construction of separate rearing houses and establishment of Chawkie rearing centres.
- Supply of quality and disease free silkworm layings.
- Transfer of technology for increasing productivity of cocoon.
- Implementation of crop insurance scheme for Sericulture farmers.
- Marketing facilities for cocoon and silk yarn.

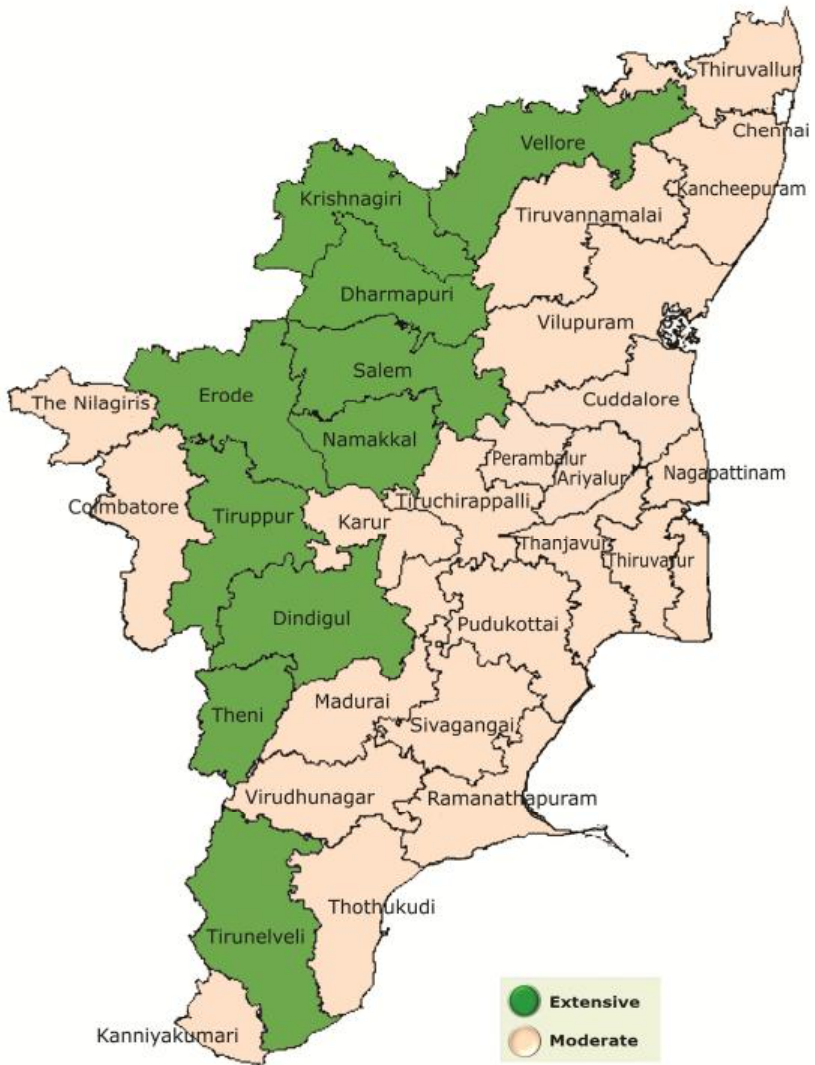


- Providing assistance for establishing upgraded Silk Reeling/ Silk Twisting Units in the private / co-operative sector.

## **8. Infrastructure Facilities of the Department of Sericulture**

Sericulture activities are monitored through five regional offices located at Erode, Dharmapuri, Vellore, Trichy and Madurai. There are 19 Assistant Directors in the State to look after mulberry extension and related works. One Deputy Director at Hosur assisted by 5 Assistant Directors is in-charge of silkworm seed coordination activity. To transact the silk which is produced in the State, Government Anna Silk Exchange is functioning at Kancheepuram. A State level training institute is functioning at Hosur headed by a Deputy Director. This Institute provides training to the Sericulturists and department staff under various schemes.

Sericulture is extensively practiced in Krishnagiri, Dharmapuri, Salem, Erode, Tiruppur, Vellore, Namakkal, Dindigul, Tirunelveli and Theni districts. It is practiced on moderate scale in the other districts except Chennai.



**State map showing extent of Sericulture activities in various Districts**

In order to promote development of Sericulture in the State, the following other infrastructure facilities are available.

### **8.1 Basic Silkworm Seed Production Units**

The production of commercial silkworm seed for supply to the farmers is carried out from out of the basic quality seed material produced from 3 different stages of multiplication known as P3, P2 and P1 stages (P stands for Parental), denoting the three successive generations of production. They are separately reared in specific farms identified for this purpose.



**P2 Seed Farm, Masinagudi**

The Department has established 19 Seed Farms for the production and maintenance of different races of local and bivoltine silkworms as detailed below:

### 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	P2	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
Vellore	Tiruvannamalai	13	Athanavoor	P1	5.73
Namakkal	Namakkal	14	Kolli Hills	P1	13.10
Theni	Theni	15	Mayiladumparai	P2	10.00
Tirunelveli	Tenkasi	16	Shenkottai	P1	42.24
The Nilgiris	Coonoor	17	Coonoor	P3	25.25
		18	Masinagudi	P2	8.35
		19	Masakkal	P2	18.95

## 8.2 Grainages

The silkworm eggs required for the State are produced in 11 State Government grainages and 3 Central Government owned National Silkworm Seed Organization grainages. The Government grainages at Krishnagiri, Hosur, Coimbatore, Erode, Talavady, Vaniyambadi, Dharmapuri, and Pennagaram are producing bivoltine silkworm eggs. The Government grainages at Tenkasi and Trichy are producing cross breed silkworm eggs.



**Silk Moth – Laying eggs**

## Grainages

District	Assistant Director	S.No	Name of the Grainage	State Govt./ NSSO *	Production Capacity (in Lakhs)
Krishnagiri	Hosur (Grainage)	1	Hosur	State	14.50
		*	Hosur	NSSO	14.00
Dharmapuri	Dharmapuri	2	Krishnagiri (Grainage)	State	16.00
		3	Sogathur	State	3.00
		*	Dharmapuri	NSSO	8.00
Coimbatore	Coimbatore	4	Pennagaram	State	3.00
		5	Coimbatore	State	8.00
Erode	Erode	6	Erode	State	8.00
		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
Tirunelveli	Tenkasi	11	Courtallam	State	4.00

### 8.3 Hi-tech Graded Cold Storage units

The silkworm usually completes one or two or many generations in 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, preservation of eggs is the most critical event. 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 in a year. The uniqueness of bivoltine eggs is that these eggs kept under normal conditions do not hatch at the expected time.

Thus, bivoltine eggs have to be cold stored 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 to the Sericulturists throughout the year.



**Hi-tech Cold Storage building at Bivoltine Grainage,  
Krishnagiri**

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



Another graded cold storage unit has been recently established at Krishnagiri under Catalytic Development Programme at a cost of Rs.1.00 crore. Bivoltine hybrid silkworm eggs produced from Krishnagiri, Vaniyambadi, Dharmapuri and Pennagaram grainages are preserved in this unit. The bivoltine silkworm eggs stored in these two graded cold storage units are supplied to the farmers under single window system through the Assistant Director of Sericulture, Krishnagiri (Grainage).



**An inside view of Cold Chamber of Bivoltine Grainage at Krishnagiri**



#### **Loose Eggs Preserved in Cold Chamber of Bivoltine Grainage at Krishnagiri**

During 2015-2016, 50.95 lakh bivoltine eggs were preserved in these cold storages. More than 90 % farmers of Tamil Nadu rear bivoltine eggs to get higher returns.

#### **8.4 Technical Service Centres**

To provide technical guidance to Sericulture farmers in mulberry cultivation and silkworm rearing, 105 Technical Service Centres are functioning in the State as detailed below:

## Technical Service Centres

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,	12	Vaniyambadi	8
	Tiruvannamalai, and Hills of Vellore District	13	Thiruvanna- malai	6
	Villupuram, Cuddalore	14	Villupuram	4
Trichy	Trichy, Pudukottai, Ariyalur, Tiruvarur Thanjavur, Perambalur, Nagapattinam	15	Trichy	8
	Namakkal, Karur	16	Namakkal	7

Region	Districts	S.No.	Assistant Director	No. of Technical Service Centres
Madurai	Dindigul, Sivagangai	17	Dindigul	6
	Theni, Madurai, Ramanathapuram	18	Theni	5
	Thirunelveli, Virudhunagar, Thoothukudi, Kanyakumari	19	Tenkasi	7
			<b>Total</b>	<b>105</b>



**Technical Service Centre at Harur, Dharmapuri District**

Each Technical Service Centre, headed by an Inspector of Sericulture or Assistant Inspector of Sericulture, has 5 or more sub-ranges, each looked after by a Junior Inspector of Sericulture.

### **8.5 Government Silk Farms**

In Tamil Nadu, 6 Government Hybrid Silk Farms, 6 Demonstration-cum-Training Centres, 5 Model Mulberry Plantations, 10 Farmers Training Centers and 4 Chawkie Silk Farms are functioning. Mulberry saplings production, Chawkie worms distribution and training to farmers are carried out in these Silk farms.



**Government P2 Silk Farm, Ulimangalam**

## Government Silk Farms

District	Assistant Director	S. No.	Name of the Farm		Extent (Acres)
Krishnagiri	TNSTI, Hosur	1	Hosur	DCTC	2.18
		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
		9	Vellimalai	GHSF	6.56
Villupuram	Salem	9	Vellimalai	GHSF	6.56
Erode	Talavady	10	Talavady	FTC	18.01
		11	Ramapuram	CSF	3.58
Tiruppur	Udumalpet	12	Myvadi	FTC	20.10
Kancheepuram	Vaniyambadi	13	Vitchanthangal	FTC	8.05
Vellore	Vaniyambadi	14	Minnur	FTC	18.70
Tiruvannamalai	Tiruvanna- malai	15	Nadanur	CSF	1.88
Vellore		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
		23	Nanjikottai	FTC	4.65
Thanjavur	Dindigul	24	C.K.Pudur	MMP	4.93
Dindigul		25	Kundrakudi	MMP	6.20
		26	O.Pudur	DCTC	10.00
Ramanathapuram		Theni	27	Pandiyur	DCTC
Tirunelveli	Tenkasi	28	Tirunelveli	DCTC	1.88
Virudhunagar		29	Srivilliputhur	FTC	10.15
		30	Sevalur	MMP	12.00
Kanyakumari		31	Nagercoil/ Konam	DCTC	3.10

## 8.6 Chawkie Rearing Centres

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 is taken up with due care in hygienic, separate chawkie rearing sheds. It takes 10 days from incubation of layings to rearing of silkworms up to 2nd moult, after which the silkworms are distributed to farmers.



**Chawkie Silkworm Rearing Centre, Dindigul**

The layings received from grainages are incubated at 25°C and 80% humidity. Brushing of newly hatched silkworms is carried out followed by feeding of chopped good quality mulberry leaves at proper intervals, maintaining the optimum level of temperature and humidity. During rearing, utmost care is taken for proper spacing, cleaning, moulting and use of bed disinfectants. As of now 64% of the silkworm layings are utilized as chawkie silkworms by Sericulture farmers.

The distribution of chawkie silkworms, instead of silkworm layings to the farmers ensures, assured and increased cocoon production, thereby increasing the income level of the farmers. The farmers receiving chawkie silkworm instead of layings can rear more crops as rearing of chawkie silkworm to cocoon takes only 16 to 18 days against 25 to 27 days required for rearing usual silkworm layings to cocoon

For the purpose of rearing chawkie silkworms and distributing the same to the farmers, 4 exclusive Chawkie Silk Farms and 19 Government Silk Farms are functioning under Government sector as detailed below:



## 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	Vitthanthangal	FTC
9	Vellore	Tiruvannamalai	Puliyoor	CSF
10	Tiruvannamalai	Tiruvannamalai	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	Ramanathapuram	Theni	Pandiyur	DCTC
20	Tirunelveli	Tenkasi	Tirunelveli @ V.M.Chatram	DCTC
21	Virudhunagar	Tenkasi	Sevalur	MMP
22	Virudhunagar	Tenkasi	Srivilliputhur	FTC
23	Kanyakumari	Tenkasi	Nagercoil @ Konam	DCTC

Apart from these, 135 Chawkie Rearing Centres under private sector are functioning in the State. These chawkie rearing centres have been established with the financial assistance received under National Agricultural Development Programme and Catalytic Development Programme.

These centres have been further strengthened as specialized units for dissemination of latest technologies in Sericulture to the farmers.

## **8.7 Government Cocoon Markets**

For the transaction of reeling cocoons produced by farmers 20 Government Commercial Cocoon Markets are functioning in the State. 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. In addition to these, 3 Seed Cocoon Markets are functioning to transact seed cocoons. Seed cocoons are

sold by the seed rearers and are procured for production of commercial silkworm seeds by the graineurs.

Through these market transactions, department is collecting levy at the rate of 0.75% of the value of transaction from sellers and buyers.



**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
Tiruppur	Udumalpet	12	Udumalpet	Reeling
Vellore	Vaniyambadi	13	Vaniyambadi	Reeling
Tiruvannamalai	Tiruvannamalai	14	Tiruvannamalai	Reeling
Trichy	Trichy	15	Trichy	Reeling
Pudukottai	Trichy	16	Pudukottai	Reeling
Dindigul	Dindigul	17	Dindigul	Reeling
		18	Palani @ C.K.Pudur	Reeling
Sivagangai		19	Sivagangai	Reeling
Theni	Theni	20	Theni	Reeling
Tirunelveli	Tenkasi	21	Nannagaram	Reeling
Virudhunagar		22	Srivilliputhur	Reeling
Kanyakumari		23	Nagercoil	Reeling

## 8.8 Government Silk Reeling / Twisting Units

To support the post cocoon activities, viz, silk reeling and twisting, 8 multiend reeling units and 3 Silk Twisting Units are functioning as the model units for new entrepreneurs. These units also facilitate to provide fair price to reeling cocoons produced by the farmers. The details of these units are given below:

**Government Silk Reeling and 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



**Government Multi-End Reeling Unit at Nannagaram**



**Government Silk Twisting Unit at Nannagaram**

## 8.9 Private Sector Reeling Units

. Department is taking all steps to encourage private entrepreneurs to install more reeling units so as to increase the consumption of cocoons produced within the State and also to ensure that the farmers are getting fair price for the cocoons produced by them. As of now, there are 30 multiend reeling units, 97 cottage basin reeling units, 28 charka reeling units and one automatic silk reeling unit run by private entrepreneurs.



**Automatic Reeling Unit at Avinashi**

### **8.10 Tamil Nadu Sericulture Training Institute, Hosur**

To impart refresher training to the field level functionaries of the department, and to train new farmers and reelers, Department of Sericulture has a training institute at Hosur with all infrastructure and residential facilities.

This Institute also publishes 'Pattu Malar', a monthly magazine of the Department of Sericulture, which helps to disseminate the latest information and recent developments in Sericulture sector to the Sericulturists.



**New building of Tamil Nadu Sericulture Training Institute at Hosur**



Based on the announcement of the Hon'ble Chief Minister, a new block for housing the office, additional training classes and hostel has been constructed at a cost of Rs.200 lakhs, during 2015.



**Farmers at Training Session**

### **8.11 Government Anna Silk Exchange, Kancheepuram**

Government Anna Silk Exchange is the centre wherein raw silk produced by the silk reelers of the State are being marketed. The Silk Exchange is functioning at



### **Silk Auction at Anna Silk Exchange, Kancheepuram**

Kancheepuram, since 1991. All the silk lots brought to this exchange for marketing by the silk reelers are tested for quality by the Silk Conditioning and Testing House of Central Silk Board at Kancheepuram. On the basis of quality and the prevailing price of raw silk, floor price is fixed for the raw silk and then the silk lots are admitted for auction. 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.

## **8.12 Tamil Nadu Co-operative Silk Producers Federation Limited (TANSILK), Kancheepuram**

“Tamil Nadu Co-operative Silk Producers Federation Limited” (TANSILK), Kancheepuram is an apex body of Silk Co-operative Societies, registered in the year 1978. This Federation procures bulk quantity of raw silk from the Anna Silk Exchange, Kancheepuram. It has 6 branches located at Arani, Coimbatore, Erode, Kancheepuram, Kumbakonam and Salem. Silk Reelers, Twisters and Weavers’ Co-operative Societies are its members.

This federation supplies quality twisted silk at fair price to Silk Weavers Co-operative Societies, 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 Tamil Nadu Handloom Weavers Co-operative Society (Co-optex), Handloom Co-operative Societies’ showrooms and private outlets.

## **9. Mulberry Area in Tamil Nadu**

12,575 acres were newly brought under Mulberry cultivation against the target of 8,000 acres during 2015-2016. During the year 2016-2017, it is programmed to bring 10,000 acres additionally.

## **10. Bivoltine / Cross Breed Silk Production**

The raw silk produced from cross-breed cocoon (yellow) is of inferior quality and hence it cannot be used in powerlooms. In order to produce quality raw silk, the bivoltine hybrids (white) have been evolved. The filament length of the bivoltine cocoon is 1000 to 1200 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.

1532 metric tonnes of bivoltine raw silk were produced out of total production of 1898 metric tonnes of raw silk during the year 2015-2016. **Tamil Nadu occupies first position in the Country in terms of Bivoltine silk production.**

## **11. Crop Insurance**

Silkworm is prone and vulnerable to few predators. Few pests also attack silkworms for food and other reasons, which may lead to crop loss. To compensate crop loss and with a view to encourage farmers to take up silkworm rearing “Crop Insurance Scheme” is implemented. 90 % of premium is being provided by the Government to the Sericulturists under this scheme. An amount of Rs.149/- for cross breed rearing and Rs.164/- for bivoltine rearing per 100 dfls is paid as premium benefitting 20000 farmers. The insurance company provides compensation to Sericulturists in case of crop loss, based on the stage of silkworm at the time of crop loss.

## **12. Schemes Implemented during 2015-2016**

### **12. 1 State Plan**

“Ministry of Textiles, Government of India” have stopped the financial assistance given under “Catalytic Development Programme” for certain components from the year 2015-2016. However, to protect the welfare of Sericulture farmers, the State Government have decided to continue important schemes and bear the Central

share also. Based on the announcement of the Hon'ble Chief Minister under rule 110, Government have sanctioned Rs.22.55 crores during 2015-2016 as detailed below:

S.No	Name of the scheme	Physical	Unit cost (in. Rs)	Total cost (Rs.in lakhs)	Cost sharing details (Rs.in lakhs)	
					State share	Beneficiary share
1	Assistance for Plantation of high yielding mulberry varieties	5000.00 Acres	14,000	700.00	525.00 (75%)	175.00 (25%)
2	Supply of Rearing Appliances	1000 Nos	70,000	700.00	525.00 (75%)	175.00 (25%)
3	Construction of Rearing shed - Level 1	180 Nos	2,75,000	495.00	148.50 (30%)	346.50 (70%)
4	Construction of Rearing shed - Level 2	570 Nos	1,75,000	997.50	498.75 (50%)	498.75 (50%)
5	Construction of Rearing shed - Level 3	250 Nos	90,000	225.00	157.50 (70%)	67.50 (30%)
6	Installation of Drip irrigation system	1400.00 Acres	30,000	400.00	400.00 (100%)	–
<b>TOTAL</b>				3517.50 (or) 3518.00	2254.75 (or) 2255.00	1262.75 (or) 1263.00

**The allocation of funds by the State Government during 2015-2016 is the highest in the history of the Department.**



**A farmer using shoot harvester supplied by the Government**



**Drip irrigation installed with Government assistance at Udumalpet, Tiruppur district**



**Mulberry garden and silkworm rearing shed established with Government assistance at Udumalpet, Tiruppur district**



**Inside view of silkworm rearing shed of a farmer at Dharmapuri**



The Hon'ble Minister for Rural Industries has made the following announcements on the Floor of the Legislative Assembly of Tamil Nadu during 2015-2016:

1. Filling up of essential posts of Junior Inspector of Sericulture and Assistant Inspector of Sericulture.
2. Upgradation of existing 5 Cottage basin reeling units to Multiend reeling units.
3. Insurance coverage for silkworm crop and assets.
4. Incentive for production of Bivoltine reeling cocoons
5. Provision of Revolving fund to Government Reeling units.

The Department has taken up effective steps for recruitment of Junior Inspectors of Sericulture and Assistant Inspectors of Sericulture during 2015-2016 to fill up the existing vacancies. Orders have been issued appointing 256 Junior Inspectors of Sericulture and 31 Assistant Inspectors of Sericulture.

Crop Insurance scheme has been renewed upto March 2017 benefitting 20,000 Sericulture farmers.

Revolving fund of Rs.40.00 lakhs had been released to 8 Government Silk Reeling units at the rate of Rs.5.00 lakhs each for purchase of cocoons.

## **12.2 Sericulture Development and Price Stabilisation Fund**

Government have stepped up allocation and sanctioned a sum of Rs.306.14 lakhs for implementing the Sericulture Development and Price Stabilisation Fund scheme during 2015-2016 as detailed below:

<b>S.No</b>	<b>Name of the Work</b>	<b>Physical</b>	<b>Unit cost (in. Rs)</b>	<b>Total Sanctioned (Rs. in lakhs)</b>
1	Silk worm crop Insurance	20.00 Lakh dfls	Rs.390/- 100 dfls	70.200
2	Incentive for production of bivoltine reeling cocoons	1000 Metric Tons	Rs.10/- per kg	100.000
3	Providing Revolving Fund for Government Silk Reeling units	8	5.00 lakhs	40.000
4	Incentive for production of bivoltine Silk	20 Metric tons	Rs.100/- per kg	20.000
5	Printing and distribution of Pattu Malar - 2015-2016	14000 Nos	Rs.9.50	13.000
6	Installation of Digital Display System at Anna Silk Exchange, Kancheepuram	1	Rs.5.00 lakhs	5.000

7	Fuel for Generators of Cold Storages and Grainages	12	Lump sum	5.000
8	Purchase of Generators for two Grainages and Silk Trading centre, Salem (25 KV)	3	Rs.5.00 lakhs	15.000
9	Provisions of rental charges for the landline connection provided to the Cocoon Market to access the internet for one year.	16	Lump sum	16.000
10	Provision of Cocoon preservation, Egg preservation plastic trays and plastic stands for grainages	3	Lump sum	10.000
11	AMC for Graded Cold Storage, Avalapalli at Hosur	1	Lump sum	6.100
12	AMC for Graded Cold Storage, Coimbatore	1	Lump sum	1.710
13	AMC for Graded Cold Storage, Krishnagiri	1	Lump sum	3.580
14	AMC for CCTV system installed in 5 Government Cocoon Markets	5	Lump sum	0.550
	<b>Total</b>			<b>306.140</b>

## 12.3 Central Sector Scheme

Consequent to the decision of the Ministry of Textiles, Government of India to restructure Catalytic Development Programme as Central Sector Scheme, Central Silk Board has restricted the financial assistance to few components only. A sum of Rs.470.84 lakhs has been released to Tamil Nadu during 2015-2016 as detailed below:

S.No.	Name of the Scheme / Component	Physical	Unit cost	Sharing Pattern			Total
				Central Share	State Share	Bene-ficiary Share	
				(Rs. in lakhs)			
1	Beneficiary Empowerment Programme (BEP)	1500	Rs. 7000/-	105.00	-	-	105.00
2	Prophylactic Measures	3493	Lump sum	139.74	-	-	139.74
3	Popularisation of Chawkie Rearing Centres	2	Rs. 10.00 lakhs	16.00	-	4.00	20.00
4	Assistance for Sericulture Poly-Clinics	2	Rs. 1.40 lakhs	2.24	-	0.56	2.80
5	Revolving Capital Fund support for State Grainages	1	Lump sum	15.00	-	-	15.00
6	Assistance for purchase of Seed Testing Equipments for State Grainages	2	Rs. 10.40 lakhs	20.80	-	-	20.80

7	Support for establishment of Multiend Reeling Units.	5	Rs. 14.05 lakhs	55.71	10.538	7.025	73.273
8	Support for Automatic Reeling Units	1	Rs. 135.00 lakhs	100.13	-	34.870	135.00
9	Assistance for Twisting Units	3	Rs. 5.406 lakhs	16.22	-	-	16.22
	<b>Total</b>			<b>470.84</b>	<b>10.538</b>	<b>46.455</b>	<b>527.83</b>

## 12.4 Convergence with other Schemes

Department is taking all efforts to dovetail funds available in different schemes of various Departments. 68 projects have been sanctioned for a sum of Rs.12.37 crores for the promotion of Sericulture activities in 68 backward blocks of the State under State Balanced Growth Fund as detailed below:

Year	Blocks	State Balanced Growth Fund (SBGF)	Beneficiary contribution	Project cost
		(Rs. in lakhs)		
2014-2015	10	99.27	37.80	137.07
2015-2016	58	717.43	382.73	1100.16
<b>Total</b>	<b>68</b>	<b>816.70</b>	<b>420.53</b>	<b>1237.23</b>

In these projects subsidy assistance is provided for mulberry cultivation, drip irrigation, construction of rearing sheds, rearing appliances and training to farmers.

The Government of India have sanctioned a sum of Rs.147.75 lakhs under Integrated Skill Development Scheme (ISDS) as Central share for providing training in silkworm rearing to 2000 farmers and silk reeling to 500 reeling workers/entrepreneurs for the year 2015-2016. The State Government have sanctioned a sum of Rs.49.25 lakhs as State share for this programme.

### **13 Innovative Schemes**

#### **13.1 Seri Tourism**



**Up-coming Seri-Tourism complex at  
Government Silk Farm, Yercaud, Salem District**



**Construction of Scientific Exhibition Hall**



**Construction of Food Court**



**Construction of Children's Animation Centre**



**Construction of Sales Outlet**



As an innovative approach to create awareness about Sericulture activities among tourists, State Planning Commission has approved proposal of Department of Sericulture and sanctioned “Seri Tourism” project under “State Innovation Fund” during the year 2015-2016. Government have sanctioned a sum of Rs.250 lakhs towards Seri Tourism project at Government Silk Farm, Yercaud. The scheme components earmarked are detailed below:

<b>S.No</b>	<b>Scheme components</b>	<b>Cost sanctioned (Rs. in lakhs)</b>
<b>1</b>	<b>Landscapping, establishment of model mulberry plots etc.,</b>	<b>60.00</b>
<b>2</b>	<b>Construction of new exhibition hall, food court, civic amenities, sales outlets, etc.,</b>	<b>90.00</b>
<b>3</b>	<b>Establishment of children’s park, lawn, scientific exhibition and children’s animation centre.</b>	<b>50.00</b>
<b>4</b>	<b>Establishment of model silk reeling unit, twisting unit, wet processing unit and weaving unit.</b>	<b>50.00</b>
	<b>Total</b>	<b>250.00</b>

### **13.2 Incentive for Production of Bivoltine Cocoons**

With a view to encourage farmers to produce quality bivoltine cocoons and to increase bivoltine cocoon productivity, an incentive of Rs.10/- per kg is provided to the Sericulture farmers who have achieved an yield of 80 kgs and above per 100 dfils from 2015-2016. This scheme will be continued during 2016-2017.

### **14. Award for adoption of Innovative Technologies**

Two farmers of Tamil Nadu namely Tmt.S.SivaSelvi, W/o.C.SenthilKumar, Malayandi Goundanur, Tiruppur district and Thiru.P.Siddharaj, S/o.Puttusamy, Erahanahalli, Talavady received awards for getting highest returns per unit area and best innovation adoption to improve productivity at two days workshop on “Innovative Technologies and Best Practices in Sericulture” organized by Central Silk Board at Mysuru in November 2015.



**A farmer of Tamil Nadu receiving award for the best practices in Sericulture at Mysuru on 18<sup>th</sup> November 2015**

## 15. Schemes for the Year 2016-2017

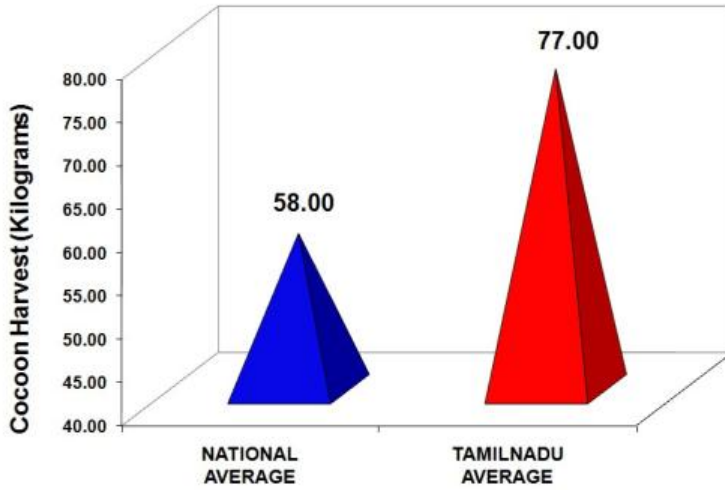
Department has proposed the following schemes to Central Silk Board for approval during 2016-2017.

S.No.	Name of the Scheme / Component	Unit Cost (Rupees)	Fund sharing (Rupees in lakhs)		
			Central	Beneficiary	Total
1	Establishment of Automatic Silk Reeling Unit (400 ends) (75%:25%)	13500000	101.250	33.750	135.000
2	Support for establishment of certified Multi-End Silk Reeling Machines (75%:25%)	1485600	111.420	37.140	148.560
3	Assistance for Twisting Units (75%:25%)	786000	29.475	9.825	39.300
4	Purchase of Equipments for Govt. Grainages (100%)	1300000	26.000	-	26.000
5	Assistance for establishment of Macro Chawkie Rearing Centres (80%:20%)	1000000	56.000	14.000	70.000
6	Assistance for Seri Poly-Clinic (80%:20%)	140000	2.240	0.560	2.800
7	Supply of Quality Disinfectants(100%)	5000	150.000	-	150.000
8	Beneficiary Empowerment Programme (BEP) (100%)	7000	105.000	-	105.000
	<b>TOTAL</b>		<b>581.385</b>	<b>95.275</b>	<b>676.660</b>

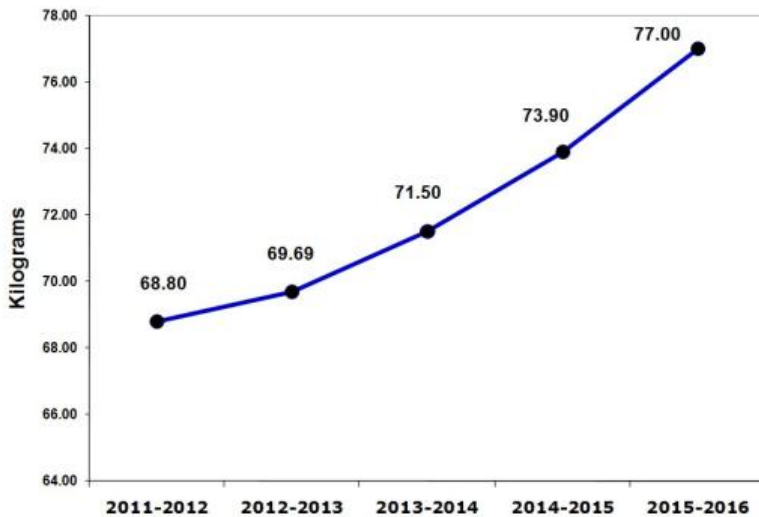
## 16. Achievements of the Department of Sericulture

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

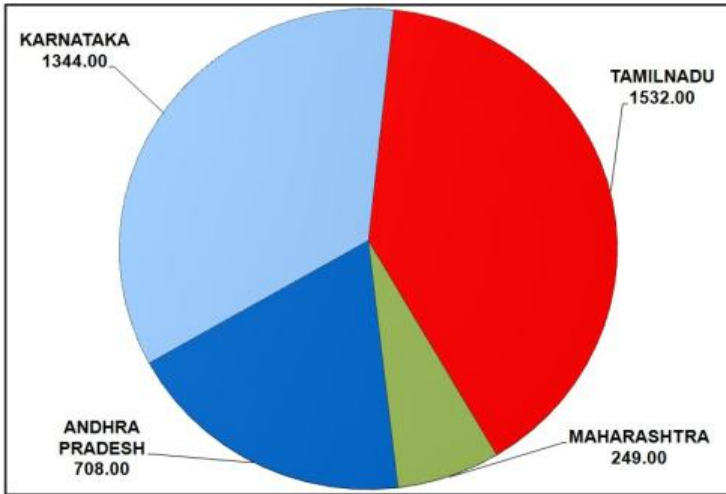
- Average cocoon productivity per 100 silkworm layings has **increased to 76.90 kgs** during the year 2015-2016 from 73.90 kgs reported during the previous year.
- **80.71 % of total production** during the year 2015-2016 is bivoltine silk. 1532 metric tonnes of bivoltine silk were produced in Tamil Nadu during 2015-2016. The percentage of bivoltine silk is improved from 75.34% in 2014-2015.
- Cluster Promotion Programme is being implemented in 28 different villages to increase bivoltine cocoon production. Productivity of cocoon has increased from 75.54 kg in previous year to **78.00 kg per 100 dfls during 2015-2016**.



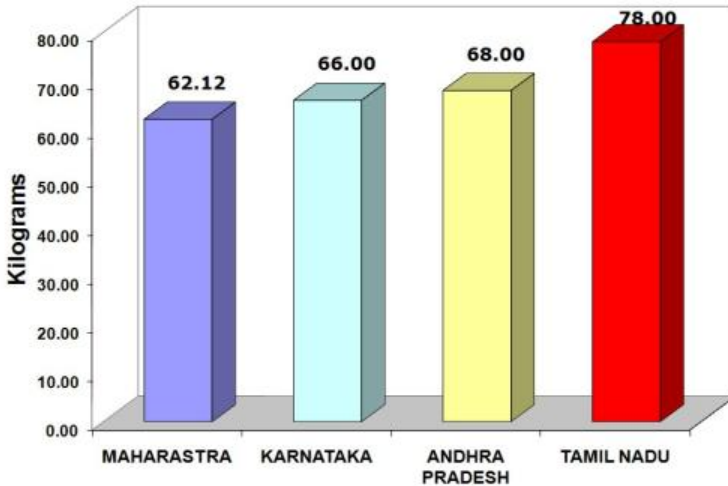
**Cocoon yield per 100 layings during 2015-2016**



**Cocoon yield per 100 layings in last 5 Years**



**Bivoltine silk production by major States during 2015-2016 (in Metric Tonnes)**



**Cocoon yield per 100 layings in cluster areas of traditional States in 2015-2016**

Department will continue to strive to increase average cocoon productivity further and aim to achieve 82 kgs per 100 dfls in 28 clusters and 78 kgs per 100 dfls in other areas during 2016-2017 to further improve income of Sericulture farmers.

## **17. Strategy for the Improvement of Sericulture Activities in Tamil Nadu**

### **17.1 Pre-Cocoon Sector**

- (a) Conducting awareness programme and further extension of technical expertise at Technical Service Centres to motivate new farmers to take up Sericulture.
- (b) Ensure supply of quality, high yielding mulberry varieties to farmers.
- (c) Assured supply of quality disease free silkworm eggs to farmers.
- (d) Imparting training on mulberry cultivation and silkworm rearing.
- (e) Strengthening of infrastructural facilities at the Government units, viz., Basic Seed Farms,



Grainages, Chawkie Rearing Centres and Cocoon Markets.

- (f) Provision of financial assistance to the Sericulture farmers for mainly planting mulberry and installation of drip irrigation system.

## **17.2 Cocoon Sector**

- (a) Provision of market facilities to the farmers for transacting cocoons at fair price.
- (b) Provision of crop insurance to Sericulture farmers.
- (c) Provision of incentive for production of Bivoltine cocoons.
- (d) Provision of financial assistance to Sericulture farmers mainly for construction of silkworm rearing sheds and supply of rearing equipments.

## **17.3 Post-Cocoon Sector**

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

- (a) Provision of financial assistance for establishment of new reeling units and twisting units in private sector.
- (b) Provision of increased incentive to bivoltine silk produced in automatic and multi-end reeling units.
- (c) Training to reeling entrepreneurs and workers to improve quality and productivity.
- (d) Replacing the conventional cottage basin silk reeling machinery with the improved multi-end and automatic reeling machinery.

## 18. Budget provision for the Year 2016-2017

The fund allocation made to the Department of Sericulture in Budget Estimate 2016-2017 for Plan and Non-Plan schemes is given below:

S.No	Name of the Scheme	Outlay for 2016-2017 (Rs. in Lakhs)
I	<b>PLAN SCHEMES</b>	
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
b)	<b>New Schemes</b>	1106.04
c)	Western Ghats Development Programme	0.01
d)	Hill Area Development Programme	0.01
	<b>PLAN SCHEMES TOTAL</b>	1376.06
II	<b>NON – PLAN SCHEMES</b> Maintenance of Government units, Salary, Wages, etc.,	6244.91
<b>Grand Total (PLAN + NON-PLAN)</b>		7620.97



## **THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED**

***“The Tamil Nadu Handicrafts Development Corporation Limited”*** popularly known as ‘Poompuhar’ was formed into a Government owned Public Limited Company and incorporated under the Companies Act, 1956. It commenced its operation from 01.08.1973. The Handicrafts Sales Emporia / Depots and the Training-Cum-Production Centres of various crafts which functioned under the control of the Industries and Commerce Department and Tamil Nadu State Co-operative Marketing Society Limited were transferred to the Corporation immediately after its formation.

The major objectives of the Corporation are to upgrade the skills of artisans by imparting appropriate training, improve productivity and the quality of handicrafts produced by them, minimize the drudgery involved in the production process, eliminate occupational hazards and also encourage innovation in designs.

Artisans get benefit of socio-economic security and a platform to market their products through the Corporation. The Corporation also helps to document and record the details of the handicrafts that are produced in the State.

## 2. Branches of Poompuhar in Tamil Nadu



### **3. Showrooms**

The Corporation provides marketing assistance to craft persons by selling their products through its 12 showrooms located at Chennai, New Delhi, Kolkata, Coimbatore, Erode, Salem, Thanjavur, Tiruchirapalli, Madurai, Kanyakumari, Swamimalai and Mamallapuram.



**Poompuhar showroom at Chennai**

#### **4. Exhibitions**

The Corporation has conducted 250 exhibitions in various prominent places during 2015-2016 including 5 Craft Bazaars at Chennai, Ahmedabad, Baroda, Bangalore and Coimbatore. It is also planning to organize 260 exhibitions including 3 Gandhi Shilpa Bazaars at Chennai, Coimbatore and Kanyakumari, 15 Craft Bazaars and 15 Exhibitions all over India during 2016-2017.



**Poompuhar exhibition at Mumbai**

## 5. Production Centres

The Tamil Nadu Handicrafts Development Corporation is the only Corporation in India that has its own Production Centres for the important crafts. It has 7 Production Centres located at Nachiarkoil (traditional brass lamps), Madurai (brass lamps and brass art wares), Vagaikulam (brass malabar lamps and other lamps), Swamimalai (bronze icons), Thanjavur (Thanjavur art plates), Kallakurichi (sandalwood carvings) and Mamallapuram (stone carvings).

The Corporation achieved a production of Rs.379.94 lakhs and has set a production target of Rs.665.00 lakhs for the year 2016-2017 which will help to increase the profitability of the Corporation besides helping to increase the earnings of the Artisans.

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

<b>Year</b>	<b>Production (Rs. in lakhs)</b>
<b>2011-2012</b>	<b>458.48</b>
<b>2012-2013</b>	<b>462.63</b>
<b>2013-2014</b>	<b>500.10</b>
<b>2014-2015</b>	<b>540.87</b>
<b>2015-2016</b>	<b>379.94</b>





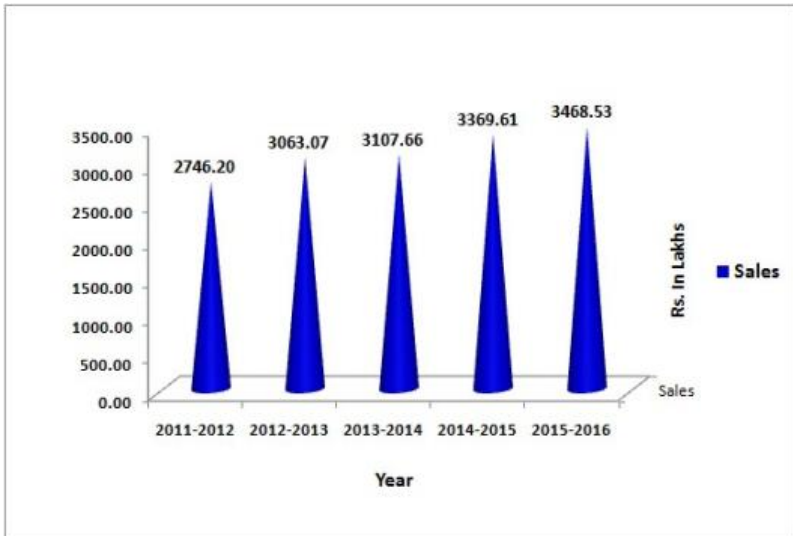
**Crafting of stone sculpture**

## **6. Sales Turnover**

The Corporation has shown tremendous growth in its annual turnover since its inception. It has achieved a **turnover of Rs.34.68 crores during 2015-2016, which is the highest turnover since inception of the Corporation.**

## 6.1 Sales during the Last Five Years

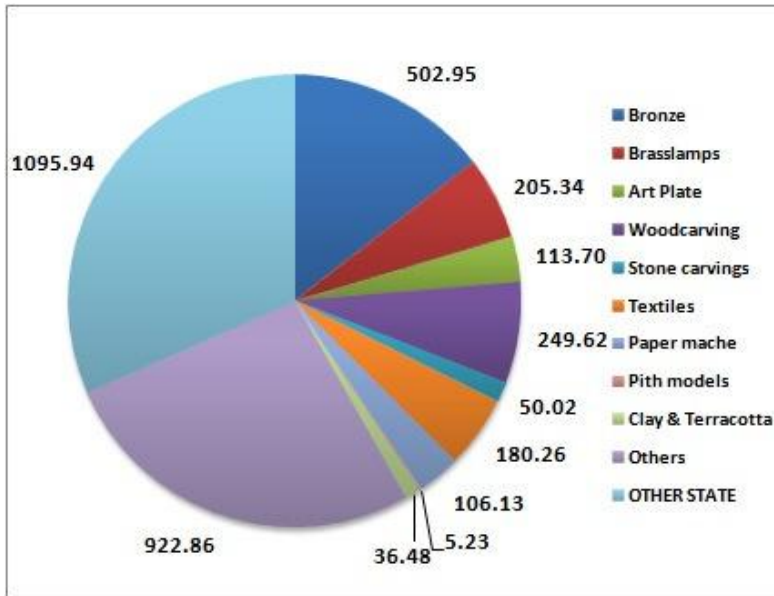
The sales turnover of the Corporation during the last five years is furnished below:





**Bronze Radhakrishna**

## 6.2 Craft wise details of Sales during 2015-2016



## 7. Technology Based Initiatives

The Corporation's efforts to tap the global market through e-commerce and social media like Facebook, Twitter, YouTube, LinkedIn, Pinterest, Google+, Instagram, Blogs and Slide shows have shown results, as is evidenced by the response on these social media, by the online community.

<b>Social media</b>	<b>Number of Viewers</b>
<b>Facebook</b>	<b>10542</b>
<b>Twitter</b>	<b>59900</b>
<b>Pinterest</b>	<b>32056</b>
<b>Instagram</b>	<b>710473</b>
<b>Blog</b>	<b>38234</b>
<b>Google</b>	<b>57089</b>

The total post reach metrics was 908294. These expanded marketing strategies have emboldened the Corporation to set a highest sales target for the year 2016-2017.

## **8. Financial Performance**

The Corporation earned a net profit of Rs. 78.37 lakhs (unaudited) during the year 2015-2016. The Corporation has reported profit continuously for the past 12 years.

## **9. Special Initiatives**

1. The entire organization including Corporate Office, all 12 showrooms and all 7 production centers now works on a web based ERP

(Enterprise Resource Planning) software, making the Corporation a less paper, “Anytime, Anywhere” organization. This means that files move at a faster pace. This will increase the overall efficiency of the organization. This is in addition to a slew of technology infusion that was undertaken in 2014-2015.

2. All 12 showrooms and all 7 production centers are under centralized CCTV surveillance now.
3. Efforts at finding a new revenue stream for the organization have borne fruit. Chennai Airport sanctioned Rs.3.05 crores and Rs.2.47 crores in Phase I and II respectively for embellishment of interiors at its International Terminal. Ennore Port Trust has also sanctioned an amount of Rs.1.10 crores for embellishing their exteriors. Similarly, negotiations with airports at Tirupathi, Trichy, Madurai and Coimbatore and 7 Stations under Southern Railway and Kalaivanar Arangam are under an advanced stage. This has positively impacted the turnover and has catapulted

Poompuhar as a reputed handicraft interior decorator agency, all over India.

4. Government have sanctioned Rs.16.00 lakhs for conducting a training of trainers programme for training children with special needs in Paper Mache.
5. Government have sanctioned Rs.25.00 lakhs for establishing a Craft Cafe at Poompuhar Sales Showroom, Mamallapuram. The Corporation has established a similar Craft Cafe at Poompuhar Sales Showroom, Chennai. The Corporation expects this concept to bring significant increase in footfalls and increase in sale of handicraft products.
6. The Corporation received Rs.17.50 lakhs and Rs.8.50 lakhs from the Government of India for training our artisans in five languishing crafts and for a product design project at Swamimalai respectively.
7. Government have declared Poompuhar as an “Optional Procurement Agency” by a notification under clause (f) of section 16 of the Tamil Nadu

Transparency in Tenders Act, 1998 for all Government departments and agencies which will facilitate in getting large number of orders to the Corporation in the coming years.



**Embellishment of International terminal at Chennai Airport**



## **10. Transformation of Poompuhar using Technology**

1. The e-commerce site [www.poompuhar.org](http://www.poompuhar.org) is functioning since 15.11.2014 and orders worth of Rs.9.56 lakhs have been executed on line.
2. The work relating to computerization and development of software inclusive of Bar-Coding of all products in all showrooms have been completed.
3. Installation of centralized Tally Software in Corporate office for maintenance of accounts has been completed.
4. All showrooms and production centres have been provided with computer, accessories and Internet facility.
5. Re-engineering of showrooms and billing software is currently under progress. WiFi connectivity is being provided to all showrooms and production Centres

6. 3D designing, scanning and printing technology have been introduced in the production activities, and this will be extended to all production centers.

## **11. 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.



**Pooja door produced for export**

## 12. 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.45.14 lakhs during the year 2015-2016.



**Brass Iron box for supply to Backward Classes,  
Most Backward Classes and Minorities Welfare Department**

### **13. Strengthening of Human Resources**

The Corporation has recruited 59 persons in various position to fill up existing vacancies during the past five years.

### **14. Welfare of Artisans**

#### **14.1 Awards**

The Corporation is distributing the following awards every year to motivate the artisans.

<b>S.No.</b>	<b>Name of the Award</b>	<b>Award components</b>	<b>No. of Awards</b>
<b>1</b>	<b>Living Craft Treasures</b>	<b>Rs.1.00 lakh cash, 8 gms gold medal, Tamirapathiram and a certificate</b>	<b>10</b>
<b>2</b>	<b>Poompuhar State Award</b>	<b>Rs.50,000/- cash, 4 gms gold medal, Tamirapathiram and a certificate</b>	<b>10</b>
<b>3</b>	<b>Poompuhar District Craft Award</b>	<b>Rs.5000/- cash, silver medal and a certificate</b>	<b>85</b>
<b>4</b>	<b>Handicrafts Export Award</b>	<b>Rs.40,000/- cash, 4 gms gold medal, Tamirapathiram and a certificate</b>	<b>2</b>
<b>5</b>	<b>Team Production Award</b>	<b>Rs.40,000/- cash 4 gms gold medal, Tamirapathiram and a certificate</b>	<b>3 Teams</b>

6	Utility Handicraft Production Award	Rs.40,000/- cash 4 gms gold medal, Tamil Nadu and a certificate	3
7	Gen Next Competition	Rs.2000/- cash, silver medal and a certificate	150
Total			263

State has the distinction of giving the highest number of awards to artisans in the country.



Distribution of Poompuhar awards during the year 2015-2016

## **14.2 Providing Employment to Artisans**

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

## **15. Innovative schemes**

### **15.1 Design Research and Development Centre**

The Government have sanctioned a Design Research and Development Centre (DRDC) for Rs.1.68 crores from the State Innovation Fund. The project envisages usage of 3D Designing and Printing technology. This will greatly enhance the capacity of the Corporation to come out with new designs in the market.

The DRDC will facilitate access to information, and maintain an extensive on-line database for designers, artisans, commercial organizations and individuals interested in our crafts. It will also bring together various stakeholders in innovative product development and promote research and design related

projects in collaboration with universities and design institutions in India as well as abroad.

## **15.2 e-Repository of Artisans and their Skills**

Government have sanctioned Rs.1.00 crore to establish a web based e-Repository for handicraft artisans. The repository will have an individual web-page for every artisan in the State featuring their personal details and craft skills. This has multiprong benefits as mentioned below:

1. Direct access to the Corporation and its facilities.
2. Direct Access to buyers – better marketing and more exposure through our e-commerce platform.
3. Access to better ideas and process videos.
4. Ability to reach out to the world market avoiding middlemen.



## **16. Establishment of Urban Haat at Kanyakumari**

The objective of establishing Urban Haat is to setup a permanent marketing infrastructure in tourist towns/ metropolitan cities to provide direct marketing facilities to the handicrafts artisans/handloom weavers. This will enable to sell their products round the year to a wider target audience. Another important feature of the Haat is that there will be adequate number of stalls selling authentic Indian cuisine of various regions in the country by rotation. The food and craft bazaar will provide leisure and recreational facilities for domestic as well as international tourists on the lines of Dilli Haat, which has already attained a prominent status amongst domestic and international buyers/tourists.

The Corporation has established an Urban Haat at Kanyakumari at an outlay of Rs.2.40 crores which includes financial assistance of Rs.140.00 lakhs from Government of India, Rs.60.00 lakhs from State Government and Rs.40.00 lakhs from other Government agencies. The construction was entrusted to the Public Works Department.

The Urban Haat has 36 shops, food court, dormitory, amphitheatre, children's park and parking facility.



**Full view of Urban Haat at Kanyakumari**



**Food Court building at Urban Haat at Kanyakumari**



**Inside view of shops**

## 17. Integrated Development and Promotion of Handicrafts

The Government of India have approved a scheme called “Integrated Development and Promotion of Handicrafts” on cluster basis at a cost of Rs.20.38 crores. The major objective of this project is to provide artisans better working environment, skill upgradation, marketing facilities and exposure to new designs. The projects have the following components.

<b>S.No.</b>	<b>Name of the Scheme</b>	<b>No. of events</b>	<b>Amount received (Rs. in lakhs)</b>
1.	<b>Common Facility Centre</b>	13	780.00
2.	<b>Design Workshop</b>	63	189.00
3.	<b>Integrated training</b>	21	177.45
4.	<b>Toolkits</b>	10000 Artisans	500.00
5.	<b>Exhibitions</b>	34	362.00
6.	<b>Buyer /Seller Meet</b>	2	30.00
	<b>Total</b>		<b>2038.45</b>

## **18. Outlook for the Future**

The Corporation is confident of increasing the sales turnover considerably during 2016-2017 based on the numerous initiatives and innovations the Corporation has undertaken in the last two years, greatly benefiting our artisans.



## **TAMIL NADU KHADI AND VILLAGE INDUSTRIES BOARD**

**“The mission of Khadi is not merely to supply the towns people with fashionable Khadi that will vie with the mill manufacturers and thus like other industries supply a few artisans with employment, but it is to become a supplementary industry to Agriculture. This mission still remains unfulfilled. In order that it may fulfill this mission, it has to be self-sustained and its use must spread in the villages. Just as the villagers cook their own roti or rice, so must they make their own Khadi for personal use. The surplus, if any, they may sell.”**

**-Mahatma Gandhiji**

The Tamil Nadu Khadi and Village Industries Board was formed in April 1960 with the main objectives of promoting, organizing and improving the Khadi and Village Industries in rural areas in coordination with other agencies engaged in rural development.

Its main focus is to improve the economic conditions of the artisans and the rural poor through creating sufficient opportunities for profitable self employment.

### **Objectives of the Board**

- Promotion and development of Khadi and Village Industries.
- The social objective of “providing employment” to the rural poor.
- The economic objective of “producing eco-friendly saleable articles”.
- The wider objective of “creating self-reliance” amongst the poor people and building up of a strong rural community spirit.
- Integrating the rural artisans for improving their productivity and profitability.

### **Administration**

The Khadi and Village Industries Board is a statutory board headed by the Hon'ble Minister for Khadi and Village Industries as its President and officials nominated by the Government as the members. The

Board is entrusted with the task of taking major policy decisions in implementing the programmes. The day to day activities are being looked after by the Chief Executive Officer.

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

## **1. Khadi**

Khadi symbolizes nationalism, recapitulates our struggle for freedom and denotes a spirit of self reliance and economic upliftment of villages. Khadi fabrics are natural and durable, eco-friendly and well suited for the tropical Indian climate as it provides cool comfort.

### **1.1 Khadi Cotton and Polyvastra**

One of the main activities of the Tamil Nadu Khadi and Village Industries Board is to create employment opportunities to the village poor mainly women by engaging them in manual spinning, weaving, bleaching and dyeing activities in the production of cotton, silk and polyvastra varieties. Under the control of the Board, 107 Rural Textile Centres are functioning where the spinning activities are undertaken mainly by the rural women folk.



These Rural Textile Centres are coordinated by 40 Khadi Sub Centres and 9 Nepali Centres which receive the hanks produced by the Rural Textile Centres for redistribution to the weavers for production of kora cloth. About 20,000 poor people comprising mostly of rural women are getting job opportunities by way of spinning and weaving through these Rural Textile Centres and Khadi sub centres. There are 68 Sarvodaya Sanghs in Tamil Nadu certified by the Khadi and Village Industries Commission which are also engaged in production and sale of Khadi affording employment opportunities to the rural poor.



**Rural Textile Centre (12 Spindles) Thiruvarangulam**



### **Rural Textile Centre (8 Spindles) Thiruvarangulam**

During the year 2015-2016 the Board produced Khadi cotton and polyvastra goods worth Rs.926 lakhs and marketed Khadi products worth Rs.1,795 lakhs.

### **1.2 Khadi Silk**

The silk industry is a traditional one in our State. Traditional silk sarees are produced by the 18 Khadi silk production units. Further the Board also produces printed and embroidered silk sarees to cater to the changing tastes of the consumers. The silk sarees produced by the Board with special emphasis on tradition, quality and purity of Jari are well received by the public. The Central

Silk Board certified “Silk Mark” label for 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 through these 18 Khadi Silk Production Units.

During the year 2015-2016 the production of Khadi silk varieties was to the tune of Rs.539 lakhs and sale was to the tune of Rs.739 lakhs.



**Silk Weaving Centre – Coimbatore**

## **2. Marketing Development Assistance**

As a follow up of introduction of Marketing Development Assistance (MDA) scheme by Khadi and Village Industries Commission from the year 2010-2011, by which, 20% financial assistance is allowed on production of Khadi to Khadi Institution, the State Government have also allowed 20% financial assistance on production of Khadi throughout the year from 2012-2013. Out of this 20%, 5% will be directly given as incentive / bonus to spinners/weavers in Khadi Industry and weavers/reelers/dyers in Silk Industry and balance 15% will be utilised for giving discount to customers with a view to encourage and improve the Khadi sales. Combining this 15% with the 15% of financial assistance given by the Khadi and Village Industries Commission, the sales discount of 30% is being allowed to consumers for Khadi cotton, polyvastra and silk varieties throughout the year in our State. State Government have also raised the ceiling for financial assistance to Sarvodaya Sanghs from Rs.10.00 crores to Rs.15.00 crores from the year 2014-2015 onwards.

### **3. Khadi Spinners and Weavers**

#### **3.1 Welfare fund for the Spinners and Weavers**

The Board has set up a welfare fund for spinners and weavers as per the guidelines of Khadi and Village Industries Commission. Artisans contribute 12 % of their wages to this fund and the Board contributes an equal share. Based on their request and subject to availability of funds in their account, financial assistance is being given to the spinners and weavers during festival seasons and on expenses relating to education, medical and marriage of their family members. The entire amount available with their account will be refunded, when they retire. In addition to the wages, 10% of the basic wages are also paid to the spinners and weavers by the Board as incentive.

Under this scheme a sum of Rs.62.38 lakhs has been disbursed to 1845 artisans during the year 2015-2016.

### 3.2 Khadi Spinners and Weavers Welfare Board

A Welfare Board has been set up for providing welfare assistance to Spinners and Weavers of the Khadi Board as well as the Sarvodaya Sanghs. The Government have provided a grant of Rupees one crore to the Board for providing welfare assistance to the spinners and weavers who are enrolled as members in this Board.

The details of various assistances extended under this scheme are given below:

<b>S.No.</b>	<b>Nature of Assistance</b>	<b>Amount (Rs.)</b>
<b>1.</b>	<b>Accident Insurance Scheme</b>	
<b>a</b>	<b>Accidental Death</b>	<b>1,00,000/-</b>
<b>b</b>	<b>Accidental Disability Based on extent of Disability</b>	<b>10,000 to 1,00,000/-</b>
<b>2.</b>	<b>Natural Death Assistance</b>	<b>15,000/-</b>
<b>3.</b>	<b>Funeral Expenses Assistance</b>	<b>2,000/-</b>
<b>4.</b>	<b>Educational Assistance:</b>	
<b>a</b>	<b>Girl Children Studying 10<sup>th</sup></b>	<b>1,000/-</b>
<b>b</b>	<b>10th Passed</b>	<b>1,000/-</b>

<b>c</b>	<b>Girl Children Studying 11<sup>th</sup></b>	<b>1,000/-</b>
<b>d</b>	<b>Girl Children Studying 12<sup>th</sup></b>	<b>1,500/-</b>
<b>e</b>	<b>12th Passed</b>	<b>1,500/-</b>
<b>f</b>	<b>Regular Degree Course</b>	<b>1,500/-</b>
	<b>With Hostel Facility</b>	<b>1,750/-</b>
<b>g</b>	<b>Regular Post Graduate Course</b>	<b>2,000/-</b>
	<b>With Hostel Facility</b>	<b>3,000/-</b>
<b>h</b>	<b>Professional Degree Course</b>	<b>2,000/-</b>
	<b>With Hostel Facility</b>	<b>4,000/-</b>
<b>i</b>	<b>Professional PG Course</b>	<b>4,000/-</b>
	<b>With Hostel Facility</b>	<b>6,000/-</b>
<b>j</b>	<b>I.T.I. or Polytechnic Course</b>	<b>1,000/-</b>
	<b>With Hostel Facility</b>	<b>1,200/-</b>
<b>5.</b>	<b>Marriage Assistance</b>	<b>2,000/-</b>
<b>6.</b>	<b>Maternity Assistance</b>	
<b>a</b>	<b>Rs.1000 p.m.for Delivery (3 months before and after delivery)</b>	<b>6,000/-</b>
<b>b</b>	<b>Abortion</b>	<b>3,000/-</b>
<b>7.</b>	<b>Reimbursement of cost of Spectacles</b>	<b>Upto 500/-</b>
<b>8.</b>	<b>Old Age Pension per month</b>	<b>1,000/-</b>

So far, 9042 persons have enrolled themselves as members in the Spinners and Weavers Welfare Board and an amount of Rs.54.52 lakhs has been disbursed as financial assistance from the Welfare Board to 1134 beneficiaries.

### **3.3 Assistance to improve Productivity**

In order to increase the production of Khadi and to improve the productivity and income levels of weavers, the Board has taken action to repair and rejuvenate the old equipments such as Healds and Reeds, Nada, Jacquard Box and Thar Winding Machine to Khadi weavers and silk weavers in the last two years. This was done in 2 phases. In the first phase, 292 weavers of Khadi, polyvastra and silk varieties were covered at a cost of Rs.26 lakhs in the year 2014-2015. During the second phase in 2015-2016, 201 silk weavers were covered at a cost of Rs.10 lakhs. With the repair and replacement of above important spares, the weaving time of the weavers has come down resulting in improvement of their productivity leading to higher production and increased wages.





**Silk weaving with renovated equipments**

#### **4. Village Industries**

The main focus of the Village Industries is to provide employment opportunities to the village artisans by utilizing their traditional and inherent skill and by making use of the locally available raw materials. All the Village Industries sponsored and managed by the Tamil Nadu Khadi and Village Industries Board are basically manual labour oriented and primarily aimed at tapping the local manpower of the rural poor. It helps not only in eradicating poverty in rural areas but also enhancing the artisan's self reliance and endurance in continuing with their traditional trade.



## 4.1 Soap Industry

Among 17 Soap units functioning under control of the Board, seven are bathing soap units, six are detergent soap units and four are washing soap units.

The Board takes steps to introduce new varieties of bathing soap at an affordable cost in order to attract middle and lower income groups.

The Board provided employment to 47 workers in Soap Industry during the year 2015-2016. Production and sales of soap achieved during the year 2015-2016, is Rs.865.80 lakhs and Rs.814.44 lakhs respectively.



**Washing Soap Unit at Poondi**



**Bathing Soap Unit at Modakurichi**

## **4.2 Leather Industry**

Leather Industry occupies prime position among the various industries run by Tamil Nadu Khadi and Village Industries Board. There are 13 leather units functioning under the control of the Tamil Nadu Khadi and Village Industries Board which manufacture ammunition boots, shoes, chappals, belts, pistol covers, conductor bags, ground sheet, bed, pillows and file boxes based on the orders received from the Police Department, State Transport Corporations, Fire and Rescue Services Department, Chennai Port Trust, Prison

Department, Social Welfare Department and other Institutions. Footwear and sandals are also manufactured and sold to public through Khadi Kraft outlets. Around 500 artisans get employment directly and indirectly through these 13 leather units.

Production to the tune of Rs.379.62 lakhs and sales to the tune of Rs.376.60 lakhs were achieved during 2015-2016.

### **4.3 Carpentry and Blacksmithy Industry**

Carpentry and Blacksmithy Industry is considered to be another important Village Industry which offer good employment potential to the village artisans. Seven Carpentry and Blacksmithy units are functioning under the control of the Board in Veeraraghavapuram, Arakonam, Pallikonda, Nagamalai-Pudukottai, Tiruppur, Nanjikottai and Tirunelveli- Pettai.

The furniture requirement of State Government Departments, Institutions and Quasi Government Departments such as tables, chairs, cupboards and dual benches are fabricated and supplied by these 7 units.

During the year 2015-2016, production of these Carpentry and Blacksmithy Units was to the tune of Rs.344.16 lakhs and sale was to the tune of Rs.382.42 lakhs.

#### **4.4 Bee keeping Industry**

Bee keeping is also one of the promising Village Industries promoted by the Tamil Nadu Khadi and Village Industries Board. It is largely undertaken in Kanyakumari district of Tamil Nadu. About 2000 bee keepers and 10,000 workers are engaged in beekeeping in and around Marthandam area of this district.

In the year 2015-2016 procurement of raw honey from the beekeepers and the sales of processed honey to the consumers were to the tune of Rs.114.81 lakhs and Rs.133.80 lakhs respectively.

The Tamil Nadu Khadi and Village Industries Board has been inducted as a permanent member of the National Bee Board, New Delhi in the 'F' category (i.e.) State Level Organisation.

## **4.5 Handmade Paper Industry**

Four Handmade paper units viz, Pidagam, Shenbagapudur, Govanur and Ooty are functioning under the control of the Board, which produce raw pads, file pads, manifold paper, bond paper, file wrapper, and corrugated boxes.

The Handmade Paper Industry provides employment to 149 workers. Production and sales achieved in these units during the year 2015-2016, were Rs.54.15 lakhs and 52.97 lakhs respectively.



**Paper Board making in Hand Made Paper Unit at Pidagam**

## **4.6 Pottery Industry**

Handmade Pottery, a traditional art is the main source of livelihood for the potters living in villages. About 3,816 potters have been enrolled as members in 34 Potters Co-operative Societies registered under the Board.

## **5. Modernisation of manufacturing units of Khadi and Village Industries**

Khadi and Village Industries Board has taken up modernisation of its units in a phased manner with the financial assistance from the State Government. The following units of the Khadi and Village Industries Board have been taken up for modernisation.

### **5.1 Rural Textile Centre**

Basic amenities such as toilets have been provided in 30 Rural Textile Centres at a total cost of Rs.9.00 lakhs.



## **5.2 Soap Units**

New machineries have been installed at a cost of Rs.11.00 lakhs in Sevvapet, Perumalmalai and Panruti soap units to increase the production.

The soap unit at Samayapuram is the biggest soap unit under the Khadi and Village Industries Board. Government has sanctioned a sum of Rs.250 lakhs to modernise this unit. Khadi and Village Industries Board has constructed a new building of 6000 sq.feet and also procured an automatic bathing soap making machine which is capable of producing about 60,000 units of bathing soap per day. Installation and commissioning of automatic machines will be completed shortly.



**New building constructed for Automatic Bathing Soap Manufacturing Unit, Samayapuram**



**Automatic Bathing Soap Manufacturing Machine being installed at Samayapuram.**

### **5.3 Oil Expeller Unit, Samayapuram**

Oil expeller unit, which is functioning at Samayapuram soap unit complex has been rejuvenated at a cost of Rs.3.76 lakhs. The neem oil produced in this unit is being used in the soap making units functioning under the control of this Board.



**Oil Expeller Machine at Samayapuram**

### **5.4 Jawadhu Unit, Vedapatti**

Modernization of Jawadhu unit functioning at Vedapatti in Dindugul district is being taken up by the

Board. A new machine for manufacturing instant sambrani has been installed. For the current year the Government have sanctioned a sum of Rs.40 lakhs for the construction of a building and installation of modern machinery in this unit.



**Women getting Employment in Jawadhu Unit at Vedapatti**

### **5.5 Leather Unit, Ambattur**

To increase the production, quality and to provide employment to more workers, leather unit in Ambattur has been modernised. New machineries worth

Rs.150 lakhs have been installed with the financial assistance sanctioned by the Government.



**Modernised Leather Unit at Ambattur**

### **5.6 Carpentry and Blacksmithy Unit, Pallikonda**

In order to provide more employment to the rural artisans and to improve the production and quality, the Government have sanctioned a sum of Rs.65.00 lakhs, to modernise Pallikonda Carpentry and Blacksmithy unit. Accordingly modern machinery to the tune of Rs.40 lakhs have been installed and building at a cost of Rs.25 lakhs is under construction.



**Modern Shearing Machine installed at Carpentry and Blacksmithy unit at Pallikonda**



**Work shed under Construction in Carpentry and Blacksmithy Unit at Pallikonda**

### **5.7 Honey processing Unit, Amsi**

With a view to enhance the processing capacity to provide attractive and standardized packing and to increase the procurement of honey from the beekeepers, the Government have sanctioned Rs.60 lakhs for construction of new building and installation of honey processing and automatic honey filling machine at Amsi near Marthandam in Kanyakumari district.

### **5.8 Handmade Paper Unit, Govanur**

A modern integrated cloth lined cover manufacturing machinery has been installed with financial assistance of Rs.3.84 lakhs provided by Government, at Govanur Handmade Paper Unit to enable mass production of cloth lined covers for which there is good demand in the Government Departments.



**Cloth lined cover manufacturing machine  
at HMP unit, Govanur**

## **5.9 Art pottery Unit, Virudhachalam**

To streamline the kiln processing required for the Pottery Industry, the Board has erected a new oil fired shuttle Kiln at Art pottery Unit, Virudhachallam at a cost of Rs.25.00 lakhs, provided by Government. This unit produces a variety of attractive terracotta dolls that are sold through the various outlets of Khadi Krafts all over the State.





**Oil fired shuttle kiln at Art pottery unit, Virudhachalam**

## **6. Maintenance allowance to Potter Families**

During 2014-2015 and 2015-2016 the potters maintenance allowance at the rate of Rs.4000/- per family has been disbursed to 12,236 potter families who are engaged in pot making as their livelihood support in view of the fact that making pots during rainy season is difficult. This apart, Rs. 57 lakhs was sanctioned by the Government from State Disaster Relief Fund to 726 families who were affected by the flood during November-December 2015 in Cuddalore, Chennai, Kancheepuram and Thiruvallur districts.

## 7. 'Khadi Kraft' Outlets

The Board is running a chain of selling outlets viz - 'Khadi Kraft', at Kuralagam building in Chennai and other districts to facilitate marketing of Khadi and Village Industries products produced by the various units of the Tamil Nadu Khadi and Village Industries Board. There are 92 Khadi Krafts functioning all over the State. In addition to the items produced by the Board's production units the handicraft items produced by self-help groups and traditional artisans are also sold through these outlets.



**Khadi Kraft Outlet at Erode**

Special emphasis is given to popularize the sale of Khadi and Village Industries products by conducting national level exhibition and special campaigns in rural areas.

As an innovative step, the Board is running a Naturopathy Spa at the Main Khadi kraft in Chennai where facilities like steam bath, spinal bath, mud bath and bath crude oil massage are made available to the customers and visitors of Khadi Kraft.

Tamil Nadu Khadi and Village Industries Board has supplied 77,000 bedsheets valuing Rs.279 lakhs and 73,000 mats valuing Rs.67 lakhs to the flood affected people in Thiruvallur, Kancheepuram and Cuddalore districts during the unprecedented rain and floods in December 2015.

## **8. Prime Minister's Employment Generation Programme**

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

Employment Generation Programme (REGP). Under this scheme the rate of Margin Money subsidy for establishing industry in rural areas varies from 25% to 35%. The margin money subsidy released between 2011-2012 to 2015-2016 (upto 31.03.2016) is given below:

Year	Target			Achievement		
	(Physical in Nos./Rs. in lakhs)					
	No. of Units	Amount of Margin Money Subsidy	Employment to be generated (person)	No. of Units	Amount of Margin Money Subsidy	Employment generated (person)
2011-2012	712	997.04	7120	572	823.12	4939
2012-2013	0	0	0	151	254.51	1731
2013-2014	1379	1751.93	11032	602	1311.31	7212
2014-2015	1218	1447.49	9744	845	1726.62	9151
2015-2016	765	1530.24	6120	686	1605.56	6021

The Khadi and Village Industries Commission, Mumbai is coordinating the implementation of Prime Minister's Employment Generation Programme. Khadi and Village Industries Commission, District Industries Centre and Tamil Nadu Khadi and Village Industries

Board are the implementing agencies for PMEGP scheme in Tamil Nadu. The applications from the entrepreneurs are collected in the concerned district Assistant Director's office and they are placed before the District Task Force Committee headed by the respective District Collector for selection and selected applications are forwarded to the financing banks for sanction of loan.

## **9. Financial Assistance from Government**

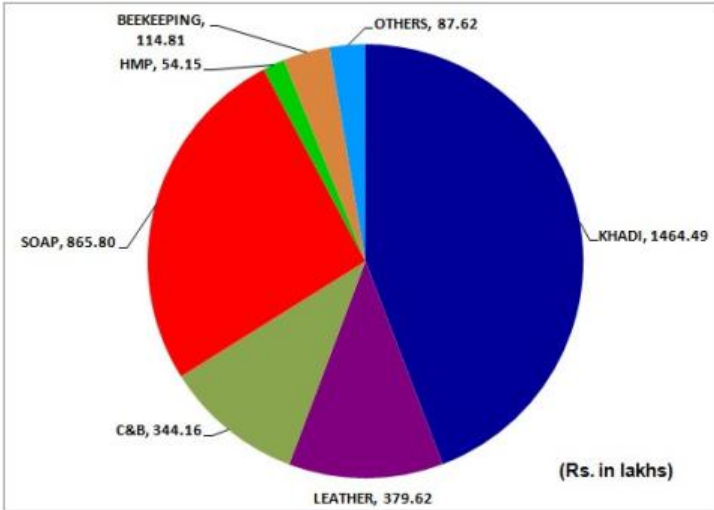
Financial assistance is being provided by the Government under "Net Cost Grant" to meet out the entire salary and pension to the Board staff and pensioners and "Rebate" for the sale of Khadi. The financial support provided by the Government to the Tamil Nadu Khadi and Village Industries Board and Tamil Nadu Palm products Development Board in Budget Estimate 2016-2017 is as follows:

<b>S.No</b>	<b>Details</b>		<b>Rs. in lakhs</b>
<b>1.</b>	<b>Net Cost Grant</b>		<b>7178.32</b>
<b>2.</b>	<b>Rebate</b>	<b>Khadi Board</b>	<b>200.00</b>
		<b>Certified Institutions</b>	<b>1500.00</b>
<b>3.</b>	<b>Audit Fees</b>		<b>346.20</b>
<b>4.</b>	<b>Innovative Schemes</b>		
<b>A</b>	<b>Tamil Nadu Khadi and Village Industries Board</b>		<b>0.01</b>
<b>B</b>	<b>Tamil Nadu Palm products Development Board</b>		<b>0.01</b>
<b>5.</b>	<b>Maintenance Allowance to Potters</b>		<b>524.72</b>
<b>6.</b>	<b>Grants to Western Ghat Development Programme</b>		
<b>A</b>	<b>Tamil Nadu Khadi and Village Industries Board</b>		<b>0.01</b>
<b>B</b>	<b>Tamil Nadu Palm products Development Board</b>		<b>0.01</b>
<b>7.</b>	<b>Khadi Spinners and Weavers Workers Welfare Board</b>		<b>0.01</b>
	<b>Total</b>		<b>9749.29</b>

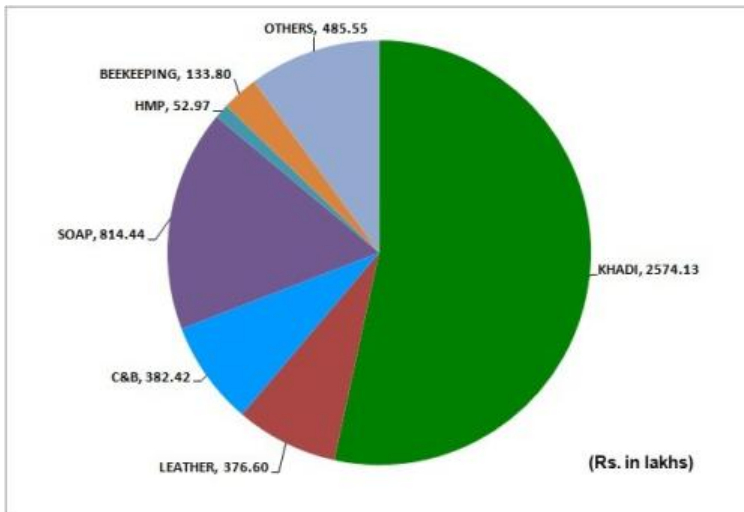
## 10. Production and Sales

The overall production and sales of Khadi and other Village industry units run by the Board for the year 2015-2016 are as given below:

S.No.	Name of the Industry	2015-2016 Achievement (Rs.in lakhs)	
		Production	Sales
1	Khadi	1464.49	2574.13
2	Village Industries		
A	Leather	379.62	376.60
B	Carpentry and Blacksmithy	344.16	382.42
C	Soap	865.80	814.44
D	Handmade paper	54.15	52.97
E	Beekeeping	114.81	133.80
F	Others	87.62	485.55
	Total	1846.16	2245.78
	GRAND TOTAL	3310.65	4819.91



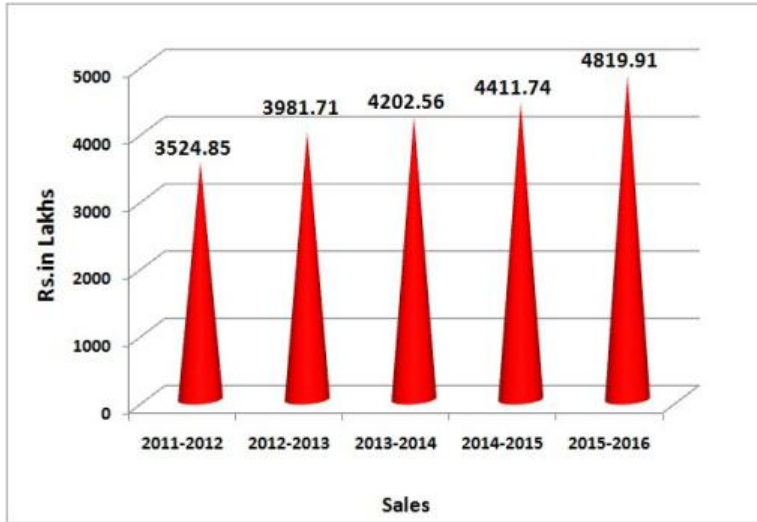
**Khadi and Village Industries production for the year 2015-2016**



**Khadi and Village Industries sales for the year 2015-2016**



The sales of Tamil Nadu Khadi and Village Industries Board for the past 5 years is given below:



**Khadi and Village Industries sales**

**The sales recorded by the Tamil Nadu Khadi and Village Industries Board during 2015-2016 are the highest in the past 15 years.**

# **TAMIL NADU PALM PRODUCTS DEVELOPMENT BOARD**

## **1. Objectives**

Tamil Nadu Palm Products Development Board was established during the year 1994–1995 with its head quarters at Chennai. The main objectives of the Board are to provide an institutionalised support for palm products development, to provide co-operative platform for the sustenance of palm products industry and to promote the welfare of the palmgur artisans.

## **2. Palmgur Societies and Federations**

The Tamil Nadu Palm Products Development Board is not directly engaged in the production and sales of palm products. 731 Primary Jaggery Manufacturing Co-operative Societies, 8 District Palmgur Cooperative Federations and one State Level Tamil Nadu State Palmgur and Fibre Marketing Co-operative Federation are functioning under the control of Tamil Nadu Palm Products Development Board. These Co-operative Societies and Federations are directly engaged in the production and sales of palm products.

### 3. Palm Products

Neera is the primary palm product, which forms the raw material for the production of a chain of other edible palm products like palm jaggery (which is commonly called in vernacular language as Karuppatti), palm candy, (kalkandu), palm sugar, palm candy toffee, palm halwa, palm chocolate and a variety of palm fruit jams. As a drink 'Neera' is very popular and much sought after during tapping season in the area where palm trees are available in plenty.



**Palm leaf products**



**Palm Candy Toffee**



**Palm Sugar**



**Palm Candy**



**Palm leaf Fan**



**Palm Jaggery**



**Boiling Neera to get palmgur**

The non edible palm products include a variety of palm fibre brushes, fans, mats and containers made of palm leaves and palm stalk fibres. Toys and different kinds of plain and coloured handicraft items are also produced by palmgur artisans.

#### **4. License to Palm Board and Artisans**

In order to prevent the misuse of Neera, the Government have ordered that tapping and selling of Neera have to be carried out only with proper licence. The Government have ordered to renew the license to palm Board for 3 years from 1-1-2016.



**Tapping Neera from Palm Tree**

During the year 2015 – 2016, licenses have been given to 9710 palmgur artisans by the respective District Federations / Assistant Director of Khadi and Village Industries.

## **5. Assistance to Palmgur Artisans**

The Palm Board is helping the palmgur artisans by organizing training for climbing the palm tree and providing tools and equipments for tapping Neera for producing palm jaggery and other palm products.



**Preparation of Palm Jaggery (Karupatti)  
from Neera concentrate**

## **6. Administration**

There is no separate budget allocation for Palm Board. All the staff of the Palm Board, including its Chief Executive Officer belong to the establishment of Tamil Nadu Khadi and Village Industries Board. The



Chief Executive Officer of the Tamil Nadu Khadi and Village Industries Board is the Functional Registrar for all the Cooperative Societies and Federations functioning under the control of Tamil Nadu Palm Products Development Board.

## **7. Marketing of Palm Products**

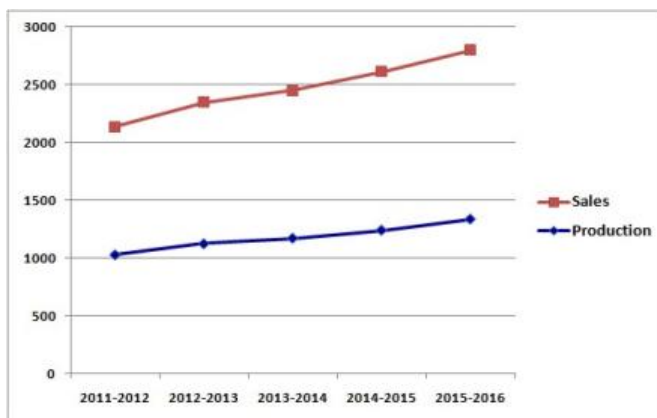
Neera which by itself is a delicious and nutritious drink has to be consumed within a few hours after its tapping. Alternatively it could be preserved under a cold chain system from the point of tapping till it is consumed. To facilitate this, the Government have extended financial assistance for installing pouch filling unit for filling Neera in sachets, and for purchasing of coolers, ice boxes and aluminium canes.

An exclusive sales outlet for sale of various kinds of palm products is operated by the Palm Board within the Kuralagam campus at Chennai. This outlet was renovated at a cost of Rs.2.60 lakhs during 2015-2016 by the Tamil Nadu Palm Products Development Board.

## 8. Production and Sales of Palm Products

In the financial year 2015–2016, production of palm products was to the tune of Rs. 1337.03 lakhs and sale was to the tune of Rs.1462.09 lakhs. For the current year 2016-2017 target for production and sales have been fixed as Rs.1500 lakhs and Rs.1700 lakhs respectively.

### PRODUCTION AND SALES OVER THE LAST FIVE YEARS



The production and sales of palm products have been steadily increasing every year in the past five years as seen from the graph above.

**G.BASKARAN**  
MINISTER FOR KHADI AND VILLAGE  
INDUSTRIES BOARD