

# **POLICY NOTE 2017- 2018**

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# Department of Sericulture

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# DEPARTMENT OF SERICULTURE

Silk is a natural fibre and was amongst the earliest fibres discovered by man with others being wool, hemp, linen and cotton. Silk is a fibre made of proteins secreted in the fluid state as single filament by a caterpillar, popularly known as “silkworm”. These silkworms feed on the selected food plants and spin cocoon as a “protective shell” to perpetuate the life. Silkworm has four stages in its life cycle, viz., egg, larva (silkworm), pupa (cocoon) and adult (moth). Man interferes this life cycle at the cocoon stage to obtain silk, a continuous filament of commercial importance used in weaving of the dream fabric.

Silk has several natural properties that makes it distinct from all other fibres both natural and manmade. It has a natural sheen, and inherent affinity to rich colours, high absorbance, light weight, yet stronger than a comparable filament of steel, poor heat conduction that makes it warm in the winter and cool in summer, low static current generation, resilience and an excellent

drape. Due to these unique features, silk is known as “Queen of Textiles”.

Various types of silk are produced for diverse range of applications like fashion apparel, furnishings, upholstery, carpets and rugs. Silk is also blended with the other fibres to produce fabrics.

The domesticated silkworm species Bombyx mori was evolved almost 4600 years ago from the wild species Bombyx mandorina, a native of China and Palaeartic region. The eggs of silkworm, Bombyx mori were first introduced from China into Japan and Korea in the first Century and subsequently into Middle Eastern and European countries and later into the neighbouring countries around China in the sixth century. The historical background of silkworm entry into India is still a mystery, and the historical evidence indicates that a flourishing silk trade existed between India and Rome/ Greece during Kanishka period.

The rich tradition of silk and silk use are evident from ancient sacred literature like the Rig Veda, the

Ramayana and the Mahabharata. Tipu Sultan introduced silkworm rearing in South India.

The art of silk production is called Sericulture that comprises cultivation of mulberry, silkworm rearing and post cocoon activities leading to production of silk yarn. Sericulture provide gainful employment, economic development and improvement in the quality of the life of the people in rural area and therefore it plays an important role in anti-poverty programmes and prevents migration of rural people to urban area in search of employment. The industry activities help in eradicating poverty and hunger, promote gender equality and empower women, ensuring environmental sustainability and develop a global partnership for development. It is the only one cash crop in Agricultural sector that gives return within 30 days. Due to high labour force participation rate, silk industry has emerged as the ideal tool for employment generation and rural development. 60 % of the income from Sericulture industry flows back to primary producers, i.e., farmers. There is a strong and assured domestic demand for silk products which is consistently in upward trend for the last five decades.



## 2. Life Cycle of Silkworm



## 3. Sericulture in India

Over thousands of years, silk has become an inseparable part of Indian culture and tradition. No ritual is complete without silk being used as a wear in some form or the other. India is the only country in the world that produces all four varieties of silk viz., Mulberry, Eri, Tasar and Muga. Though India is the second largest silk producer in the world after China it accounts for just 14%

of the global silk production. Bulk of the Indian silk thread and silk cloth are consumed domestically. The Sericulture industry is land based as the silkworm rearing involves over 12 lakh farm families and is concentrated in the three southern States of Karnataka, Tamil Nadu and Andhra Pradesh. Silk industry provides employment to approximately 85.10 lakh persons in rural and semi-urban areas across various activities of silk production chain. Sizeable number of these workers belongs to the economically weaker sections of the society, especially women with a participation rate of around 55%. The country's current raw silk production is 30,263 Metric Tonnes against the requirement of 32,000 Metric Tonnes per annum. Silk import has come down over the years due to production of import substitute international quality bivoltine silk within the country. India's export earnings from silk is around Rs.2500 crore with significant contribution from Tamil Nadu.

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

Tamil Nadu is the leading State in bivoltine silk production over the years. The handloom silk

sarees including Kancheepuram silk sarees produced in Tamil Nadu are world famous because of its enchanting craftsmanship. Venpattu dhoties produced in Salem are very unique and has got authorization to use geo-index number. The demand for raw silk is perennial in the State and it produces nearly 1914 Metric Tonnes against the demand of 3,000 Metric Tonnes. Some quantity of raw silk is procured from the neighbouring Karnataka and also imported from China.

## **5. Department of Sericulture**

The core objectives of the department are to attain self sufficiency and to become a bivoltine Sericulture State, helping the stakeholders to improve their economic standards by adopting latest Sericulture technologies and to create avenue for employment in rural / semi urban bases. The Directorate of Sericulture formulates and implement various schemes for development of Sericulture sector in the State.

A separate department for Sericulture was formed during 1979, with its headquarters at Salem.

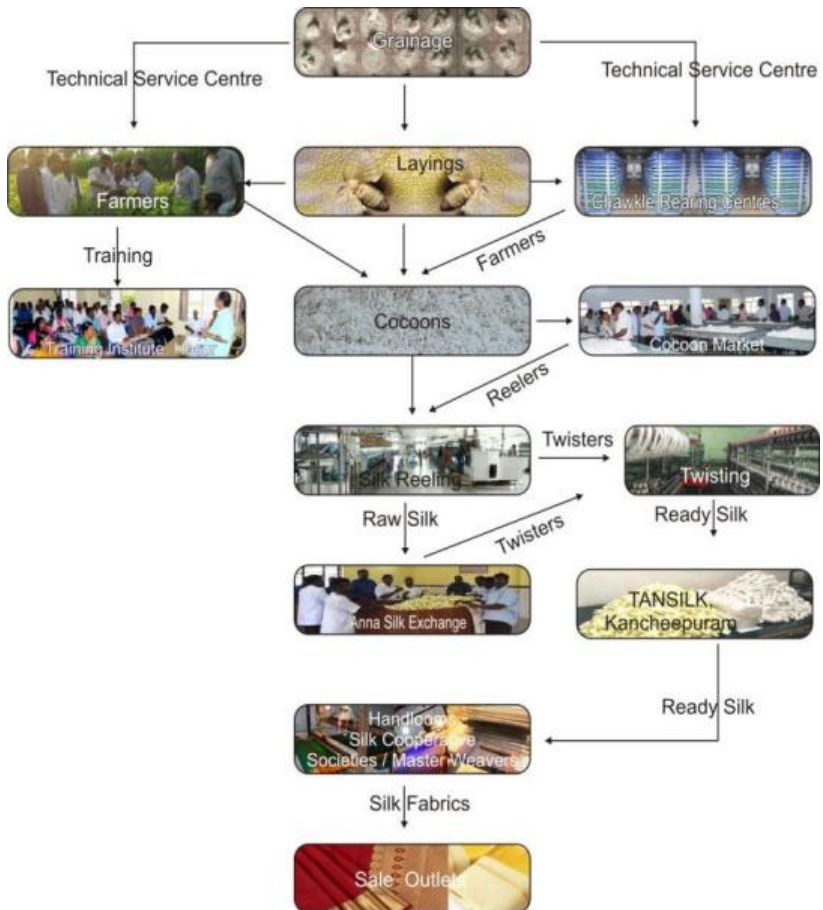
The department of Sericulture is functioning under the control of Handlooms, Handicrafts, Textiles and Khadi Department, Chennai under the able guidance of Hon'ble Minister for Rural Industries.

## **6. Staff Strength of the Department of Sericulture**

The department has a well knit extension system of technical personnel and administrative staff. Following is the staff pattern sanctioned by the Government of Tamil Nadu.

<b>S.No.</b>	<b>Name of the Post</b>	<b>Sanctioned (Nos.)</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>837</b>
<b>8</b>	<b>Ministerial staff, Others</b>	<b>328</b>
	<b>Total</b>	<b>1,453</b>

Department of Sericulture has sufficient infrastructure facilities with forward and backward linkages to support pre-cocoon and post cocoon sectors as illustrated below:



**Flow chart of Sericultural activities**

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

- Popularisation and promotion of high yielding mulberry varieties.
- Thrust on capacity building (skill, quantity, speed).
- Extending subsidy to Sericulture farmers for mulberry cultivation, drip irrigation installation, procurement and supply of improved silkworm rearing equipment, construction of separate rearing houses and establishment of chawkie rearing centres.
- Supply of zero defect silkworm eggs.
- Technology transfer for intensive cultivation.
- Crop insurance coverage for Sericulture farmers.
- Facilitating marketing of cocoon and silk yarn.
- Extending subsidy for the establishment of upgraded silk reeling / silk twisting units in private and cooperative sector.
- Maintenance of three tier system of silkworm seed production network.

The above activities are being carried out by five regional offices, 27 Assistant Director offices, Seed Coordination office, Sericulture Training Institute, Silk

exchange for raw silk transaction and TANSILK for ready silk transaction located in different places of the State. Besides, a network of 105 Technical service centres are functioning to provide technical extension support to Sericulturists.



**State map indicating location of Department Units**

## 7.1 Seed Organisation

The department has a chain of basic seed farms supplying basic seed for commercial seed production for supply to Sericulture farmers.



**P2 Seed Farm, Masakkal**

The Department has the following 19 seed farms for maintenance of three tier system of silkworm seed production.



## Seed Farms

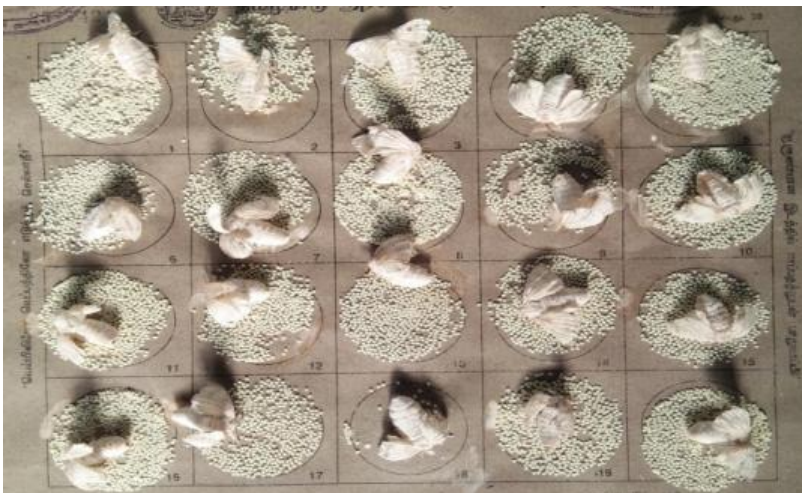
District	Assistant Director	S.No	Name of the Seed Farm	Role	Total Extent (Acres)	Seed Cocoon Production Nos/Kgs
Krishnagiri	Avalapalli	1	Berigai	P3	3.67	55640
		2	Avalapalli	P3	11.38	83280
		3	Hosur	P2	44.72	168263
	Kalukondapalli	4	Kalukondapalli	P3	5.65	81240
		5	Thally	P3	3.50	79002
	Uddanapalli	6	Uddanapalli	P2	26.24	641912
		7	Ulimangalam	P2	9.80	189420
	8	Melagiri	P2	10.20	287080	
	Kollatti	9	Kollatti	P1	868.55	2140018
Salem	Salem	10	Yercaud	P2	5.96	-
Erode	Talavady	11	Hassanur	P2	9.00	220.000 kg
	Madhahalli	12	Madhahalli	P1	785.29	550204
Vellore	Tiruvannamalai	13	Athanavoor	P1	5.73	120102
Namakkal	Namakkal	14	Kolli Hills	P1	13.10	162040
Theni	Theni	15	Mayiladumparai	P2	10.00	328685
Tirunelveli	Tenkasi	16	Shenkottai	P1	42.24	518864
The Nilgiris	Coonoor	17	Coonoor	P3	25.25	103227
		18	Masinagudi	P2	8.35	313045
		19	Masakkal	P2	18.95	228705
			<b>Total</b>		<b>1907.58</b>	<b>6050727</b>

### 7.2 Grainages

Seed is the sheet anchorage of Sericulture development. Zero defect silkworm layings are being produced and supplied to the Sericulture farmers by the following 11 State Government grainages and three Central Silk Board run National Silkworm Seed Organization (NSSO) grainages.

## Grainages

District	Assistant Director	S.No	Name of the Grainage	State Govt./ NSSO *	Production Capacity (in Lakh)	DFLs Production (Lakh Nos)
Krishnagiri	Hosur (Grainage)	1	Hosur	State	14.50	6.439
		*	Hosur	NSSO	14.00	22.790
	Krishnagiri (Grainage)	2	Krishnagiri	State	16.00	18.043
Dharmapuri	Dharmapuri	3	Sogathur	State	3.00	1.141
		*	Dharmapuri	NSSO	8.00	11.077
	Pennagaram	4	Pennagaram	State	3.00	1.162
Coimbatore	Coimbatore	5	Coimbatore	State	8.00	5.333
Erode	Erode	6	Erode	State	8.00	6.128
	Talavady	7	Talavady	State	4.00	2.650
Vellore	Vaniyambadi	8	Vaniyambadi	State	3.00	4.350
		*	Tirupattur	NSSO	8.00	4.672
Trichy	Trichy	9	Trichy	State	4.00	3.320
Dindigul	Dindigul	10	Dindigul	State	3.00	-
Tirunelveli	Tenkasi	11	Courtallam	State	4.00	2.115
			<b>Total</b>		<b>100.50</b>	<b>89.220</b>



**Silk Moth – Egg laying**

### **7.3 Multigraded cold storage units**

Based on the duration of its life cycle, silkworm is classified into uni, bi and multivoltine i.e., single generation in a year, two generations in a year and many generations in a year respectively. Normally, the egg hatches within 10-11 days in multivoltine eggs and about 6-10 months in bi and univoltine eggs.

Bivoltine Sericulture is largely practiced by Sericulture farmers in Tamil Nadu. Bivoltine silkworm completes two generations in a year. Bivoltine eggs kept under normal climatic conditions do not hatch at the expected time. The bivoltine eggs thus produced have to be stored in cold storage at various temperature levels ranging from 2.5°C to 25°C for a period of 120-300 days to get uniform hatching of the eggs. Improper preservation of eggs affects not only uniform hatching but also hampers larval robustness and the quality of cocoons. To preserve and supply the bivoltine eggs throughout the year two multigraded cold storage units were established at Krishnagiri and Hosur in Krishnagiri district with a preservation capacity of 40 lakh silkworm

eggs. 42.45 lakh bivoltine eggs were preserved in these two cold storage units during 2016-2017. More than 90% of farmers in Tamil Nadu rear bivoltine eggs.

Bivoltine hybrid silkworm eggs produced by the Coimbatore, Erode, Talavady, Hosur, Krishnagiri, Pennagaram, Dharmapuri and Vaniyambadi grainages are preserved in the multigraded cold storage units under four, six and nine months preservation schedule with utmost care and supplied to the Sericulture farmers.



**Multigraded Cold Storage Unit, Krishnagiri**



**Multigraded Cold Storage Unit, Hosur**



**Inner View of Multigraded Cold Storage Unit, Krishnagiri**

## 7.4 Extension Network

105 Technical Service Centres are functioning in the State to provide technical assistance to Sericulture farmers in mulberry cultivation, garden maintenance, silkworm rearing and crop protection measures at their doorsteps. Each Technical Service Centre is headed by an Assistant Inspector / Inspector of Sericulture with 5-6 Junior Inspectors of Sericulture to cater the needs of Sericulture farmers.

### 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

Region	Districts	S.No.	Assistant Director	No. of Technical Service Centres
	Tiruvannamalai and Hills of Vellore District	13	Tiruvannamalai	6
	Villupuram Cuddalore	14	Villupuram	4
Trichy	Trichy Pudukottai Ariyalur Tiruvarur Thanjavur Perambalur Nagapattinam	15	Trichy	8
	Namakkal Karur	16	Namakkal	7
Madurai	Dindigul Sivagangai	17	Dindigul	6
	Theni Madurai Ramanathapuram	18	Theni	5
	Tirunelveli Virudhunagar Thoothukudi Kanyakumari	19	Tenkasi	7
			<b>Total</b>	<b>105</b>



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

## **7.5 Silk Farms**

There are 31 Government silk farms functioning under the Department. These farms are used as demonstration cum training centres and also supply quality mulberry saplings and chawkie silkworms to the needy farmers.





**Government Silk Farm, Uddanapalli, Krishnagiri District**

## Government Silk Farms

District	Assistant Director	S. No.	Name of the Farm	Extent (Acres)	Saplings Production (in Nos)	Farmers Training (Nos)	Chawkie Distribution (in Nos)	
Krishnagiri	TNSTI, Hosur	1	Hosur	DCTC	2.18	3000	0	
		2	Uthangarai	GHSF	3.72	175000	0	14800
Dharmapuri	Dharmapuri	3	Sitheri	GHSF	5.79	25000	0	0
		4	Sogathur	FTC	5.84	100000	419	6000
Salem	Pennagaram	5	Papparapatty	CSF	1.81	10000	0	6885
		6	Nathakarai	FTC	14.50	110000	470	5100
		7	Maniyarkundam	GHSF	50.00	100000	0	0
		8	Pudur	GHSF	6.04	25000	0	0
		9	Vellimalai	GHSF	6.56	100000	0	0
Villupuram	Salem	10	Talavady	FTC	18.01	80000	410	0
		11	Ramapuram	CSF	3.58	50000	0	20000
Erode	Talavady	12	Myvadi	FTC	20.10	10000	406	0
		13	Vitchanthangal	FTC	8.05	105800	402	2780
Tiruppur	Udumalpet	14	Minnur	FTC	18.70	107400	445	5020
		15	Nadanur	CSF	1.88	30000	0	8310
Kancheepuram	Vaniyambadi	16	Puliyoor	CSF	7.99	120000	0	9000
		17	Neyveli	FTC	20.00	200000	400	6750
Vellore	Tiruvannamalai	18	Uppilapuram	DCTC	2.60	21500	200	1700
		19	Kalingapatty	MIMP	5.00	40000	200	4200

District	Assistant Director	S. No.	Name of the Farm	Extent (Acres)	Saplings Production (in Nos)	Farmers Training (Nos)	Chawkie Distribution (in Nos)	
Trichy	Trichy	20	Karukkamadai	MMP	30000	120	0	
		21	Pachamalai	GHSF	8.45	-	0	0
Thanjavur	Dindigul	22	Manikandam	FTC	130000	450	6000	
		23	Nanjikottai	FTC	4.65	120000	517	6000
Dindigul	Dindigul	24	C.K.Pudur	MMP	4.93	70000	200	0
		25	Kundrakudi	MMP	6.20	130000	200	0
Sivagangai	Dindigul	26	O.Pudur	DCTC	10.00	50000	200	0
		27	Pandiyur	DCTC	4.36	205000	164	3150
Ramanathapuram	Theni	28	Tirunelveli	DCTC	1.88	170	0	
Tirunelveli	Tenkasi	29	Srivilliputhur	FTC	10.15	110000	405	10400
		30	Sevalur	MMP	12.00	150000	150	9800
Virudhunagar	Tenkasi	31	Nagercoil/ Konam	DCTC	3.10	75000	250	10000
			<b>Total</b>		<b>280.18</b>	<b>2482700</b>	<b>6178</b>	<b>135895</b>

DCTC - Demonstration Cum Training Centre  
GHSF - Government Hybrid Silk Farm  
FTC - Farmers Training Centre  
CSF - Chawkie Silk Farm  
MMP - Model Mulberry Plantation

## **7.6 Chawkie Rearing Centres**

Rearing of silkworm larva from hatching to second moult for 7 days is termed as chawkie rearing. This requires special care and hygiene by maintaining required climatic conditions and feeding with good quality leaves. Separate mulberry garden with specific fertilizer recommendation and pruning schedule are maintained and utmost care is taken during the larval period in chawkie rearing centres. The concept of chawkie rearing is one of the main criteria for successful bivoltine Sericulture in the State. 77 % of silkworm layings were distributed as chawkie worms during 2016-2017.

Receiving chawkie silkworms from chawkie rearing centres, facilitate the farmers to save 7 rearing days and assures increased cocoon production and income. Moreover, the farmers can rear more crops due to the reduced rearing duration of each crop at their farms.



### **Chawkie Rearing Centre, Hosur**

Four Government farms function as Chawkie rearing farms exclusively for supply of quality chawkie silkworm to the needy farmers in addition to the other 19 Government silk farms.

### **Chawkie Rearing Centres**

<b>S.No.</b>	<b>District</b>	<b>Assistant Director</b>	<b>Name of the Government Chawkie Rearing Centre</b>	<b>Role</b>
<b>1</b>	<b>Krishnagiri</b>	<b>Krishnagiri</b>	<b>Uthangarai</b>	<b>GHSF</b>
<b>2</b>	<b>Dharmapuri</b>	<b>Dharmapuri</b>	<b>Sogathur</b>	<b>FTC</b>
<b>3</b>	<b>Dharmapuri</b>	<b>Pennagaram</b>	<b>Papparpatty</b>	<b>CSF</b>
<b>4</b>	<b>Erode</b>	<b>Talavady</b>	<b>Ramapuram</b>	<b>CSF</b>
<b>5</b>	<b>Erode</b>	<b>Madahalli</b>	<b>Madhahalli</b>	<b>GSF</b>

S.No.	District	Assistant Director	Name of the Government Chawkie Rearing Centre	Role
6	Salem	Salem	Nathakarai	FTC
7	Vellore	Vaniyambadi	Minnur	FTC
8	Kancheepuram	Vaniyambadi	Vitchanthangal	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

DCTC - Demonstration Cum Training Centre  
 GHSF - Government Hybrid Silk Farm  
 FTC - Farmers Training Centre  
 CSF - Chawkie Silk Farm  
 MMP - Model Mulberry Plantation

Apart from the Government Chawkie rearing centres 135 private chawkie rearing centres are also functioning in the State. These centres are functioning as

technology transfer centres as they also disseminate latest rearing technologies to Sericulture farmers.

## **7.7 Marketing**

In order to eliminate the presence of middlemen the department have established 20 cocoon markets in various districts in the State. A committee consisting of buyers (reelers) and sellers (farmers) helps in fixing fair price for cocoon everyday. The market staff facilitate the open auction and reelers are allowed to bid and procure the cocoons.

Seed cocoons are purchased from seed rearers and supplied to grainages for commercial silkworm seed production. Three seed cocoon markets are functioning to transact the seed cocoons.

0.75 % of cocoon transaction value is collected as levy from sellers and buyers.

## Details of levy collected under Sericulture Development and Price Stabilisation Fund

S.No	Year	Levy collected (Rs. in Lakh)
1	2012-2013	203.523
2	2013-2014	157.500
3	2014-2015	137.972
4	2015-2016	153.394
5	2016-2017	180.115



**Government Cocoon Market at Coimbatore**





**Government Cocoon Market at Dharmapuri**

### **Government Cocoon Markets**

<b>District</b>	<b>Assistant Director</b>	<b>S.No.</b>	<b>Name of the Cocoon Markets</b>	
<b>Krishnagiri</b>	<b>Avalapalli</b>	<b>1</b>	<b>Hosur</b>	<b>Seed</b>
	<b>Hosur</b>	<b>2</b>	<b>Hosur</b>	<b>Reeling</b>
	<b>Denkanikottai</b>	<b>3</b>	<b>Denkanikottai</b>	<b>Seed</b>
	<b>Krishnagiri</b>	<b>4</b>	<b>Krishnagiri</b>	<b>Reeling</b>
<b>Dharmapuri</b>	<b>Pennagaram</b>	<b>5</b>	<b>Pennagaram, Palacode</b>	<b>Reeling</b>
	<b>Dharmapuri</b>	<b>6</b>	<b>Dharmapuri</b>	<b>Reeling</b>
<b>Salem</b>	<b>Salem</b>	<b>7</b>	<b>Salem</b>	<b>Reeling</b>
<b>Coimbatore</b>	<b>Coimbatore</b>	<b>8</b>	<b>Coimbatore</b>	<b>Seed</b>
		<b>9</b>	<b>Coimbatore</b>	<b>Reeling</b>
<b>Erode</b>	<b>Talavady</b>	<b>10</b>	<b>Talavady</b>	<b>Reeling</b>
	<b>Erode</b>	<b>11</b>	<b>Erode</b>	<b>Reeling</b>
<b>Tiruppur</b>	<b>Udumalpet</b>	<b>12</b>	<b>Udumalpet</b>	<b>Reeling</b>

District	Assistant Director	S.No.	Name of the Cocoon Markets	
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
		19	Sivagangai	Reeling
Theni	Theni	20	Theni	Reeling
Tirunelveli	Tenkasi	21	Nannagaram	Reeling
Virudhunagar		22	Srivilliputhur	Reeling
Kanyakumari		23	Nagercoil	Reeling

## 7.8 Government Silk Reeling / Twisting Units

Post cocoon is another significant sector of Sericulture industry. There are eight Government Multiend Reeling Units and three Government Twisting Units functioning as model units for reeling entrepreneurs. Government Reeling Units participate in cocoon market auction and help the farmers to get fair price for their products.

## 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, Salem**



**Private Multi-End Reeling Unit, Pennagaram**



**Government Silk Twisting Unit, Hosur**



**Coimbatore Sarvodaya Sangh Silk Twisting Unit**

## **7.9 Private Reeling Units**

There are 93 cottage basin reeling units, 33 Multiend Reeling Units, 25 Charka Reeling Units and one Automatic Reeling Machine Unit run by private entrepreneurs. Multipronged support is extended to private reeling sector by this department. Entrepreneurs are encouraged in many ways to come forward to establish more number of reeling units to consume the cocoons produced domestically so that the Sericulture farmer get fair and remunerative price.



**Automatic Reeling Machine Unit at Avinashi**

## **7.10 Capacity Building and Training**

The Tamil Nadu Sericulture Training Institute, Hosur provides training to various stakeholders in entire silk value chain on continuous basis.

A monthly technical magazine ‘Pattu Malar’ is published by this institute, and distributed to farmers at subsidised price of Rs.2/- per copy. It helps in disseminating the latest trends, technologies and developments in Sericulture sector to the Sericulture farmers.





**Farmers Training Session at Tamil Nadu Sericulture Training Institute, Hosur**



**Meeting Hall at Tamil Nadu Sericulture Training Institute, Hosur**



**Dormitory for Trainees at Tamil Nadu Sericulture Training Institute**

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

Raw silk produced by the silk reelers is transacted at Government Anna Silk Exchange located at Kancheepuram. This exchange is functioning since 1991. Silk brought for sales to the exchange is tested by the Silk Conditioning and Testing House, Kancheepuram. Based on the prevailing raw silk price and quality, floor price is fixed and silk lots are admitted for auction. Master weavers, Twisters and TANSILK participate in the



open auction and purchase the silk. Spot payment is made through ECS mode to the sellers.



**Raw Silk Auction at Government Anna Silk Exchange,  
Kancheepuram**

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

“Tamil Nadu Co-operative Silk Producers’ Federation Limited” (TANSILK), Kancheepuram was registered in 1978 as an apex body of Silk Co-operative Societies. It has six branches located at Arni, Coimbatore, Erode, Kancheepuram, Kumbakonam and Salem. Silk reelers, twistors and Silk Weavers’

Co-operative Societies are its members. It procures bulk quantity of raw silk from Government Anna Silk Exchange, Kancheepuram and supplies to its members.

Silk Weavers' Co-operative Societies, Khadi and Village Industries Board and the certified institutions like Sarvodaya Sanghs purchase twisted silk from TANSILK. The twisted silk is woven into sarees, dhoties and other silk materials and sold through Tamil Nadu Handloom Weavers Co-operative Society (Co-optex), Handloom Co-operative Societies' showrooms and private sales outlets.



**Twisted Silk sales at TANSILK Branch, Salem**

## 8. Mulberry Area

During 2016-2017, 7640 acres were newly added under mulberry cultivation against the target of 7000 acres. It is planned to bring an additional 7500 acres under mulberry during 2017-2018.

### District wise Mulberry Area

District	Mulberry Area as on 31.03.2017 (Acres)			
	Irrigated	Rainfed	Total	Farmer
Krishnagiri	7591.50	-	7591.50	4958
Dharmapuri	3171.85	-	3171.85	2167
Salem	2492.45	-	2492.45	1652
Erode	4480.56	-	4480.56	1994
Coimbatore	2636.25	-	2636.25	1079
Tiruppur	5275.14	-	5275.14	2522
The Niligiris	42.00	-	42.00	42
Vellore	2630.25	158.60	2788.85	1708
Kancheepuram	45.50	-	45.50	21
Thiruvallur	9.00	-	9.00	4
Tiruvannamalai	834.65	126	960.65	639
Namakkal	1781.25	82.25	1863.50	1157
Karur	314.50	-	314.50	179
Trichy	972.30	-	972.30	509
Perambalur	89.50	-	89.50	46
Ariyalur	132.50	-	132.50	62
Pudukottai	577.00	-	577.00	301
Tiruvarur	144.00	-	144.00	76
Thanjavur	297.00	-	297.00	163
Nagapattinum	73.00	-	73.00	37
Villupuram	866.25	-	866.25	527
Cuddalore	346.25	-	346.25	169
Madurai	405.50	-	405.50	168

District	Mulberry Area as on 31.03.2017 (Acres)			
	Irrigated	Rainfed	Total	Farmer
Theni	1864.00	-	1864.00	844
Virudhunagar	519.50	-	519.50	225
Ramnad	215.50	-	215.50	104
Sivagangai	278.50	-	278.50	133
Dindigal	3377.10	-	3377.10	1441
Tirunelveli	1622.55	-	1622.55	699
Thoothukudi	237.60	-	237.60	109
Kanyakumari	245.95	-	245.95	138
<b>Total</b>	<b>43568.90</b>	<b>366.85</b>	<b>43935.75</b>	<b>23873</b>



**Mulberry Garden of a Farmer at Hosur, Krishnagiri District**

## 9. Raw Silk Production

Raw silk produced from multivoltine (yellow) is not used in powerloom because of its inferior quality. To produce a better quality raw silk for use in powerloom bivoltine hybrid (white) was evolved. The filament length of single bivoltine (white) cocoon is 1000–1200 meters whereas, it is 700–800 meters in multivoltine (yellow) cocoons. The tenacity and elongation of bivoltine (white) silk are better than multivoltine (yellow) silk and can be used in powerlooms.

Out of total 1914 metric tonnes of raw silk produced during 2016-2017, 1627 metric tonnes is bivoltine silk. Tamil Nadu is the leading state at **National level** in terms of bivoltine raw silk production.

## 10. Crop Insurance

This scheme is implemented to compensate the crop loss and encourage the farmers to take up Sericulture. 90 % of premium amount is provided to the Sericulture farmers by Government under this scheme. An amount of Rs.149/- for cross breed and Rs.164/- for

bivoltine rearing per 100 dfls including the 10% contribution of beneficiaries is provided as premium amount benefitting 20,000 farmers covering their personal accident and the rearing shed also. The insurance company gives compensation to Sericulture farmers for crop loss according to the stage of silkworm at the time of crop loss.

## **11. 2016-2017 Schemes**

### **11. 1 State Plan**

The Government of India, Ministry of Textiles stopped the financial support given under “Catalytic Development Programme” for certain components from 2015-2016. However, to protect the welfare of Sericulture farmers, the State Government continues to implement important schemes and sanctioned Rs.17.91 crore during 2016-2017 as detailed below:

S. No	Name of the scheme	Physical (Units)	Unit cost (in. Rs)	Total cost (Rs.in lakh)	Cost sharing (Rs.in lakh)	
					State share	Beneficiary share
1	Cultivation assistance for Plantation of high yielding mulberry varieties	3500.00 Acres	14,000	490.00	367.50 (75%)	122.50 (25%)
2	Procurement and supply of improved rearing appliances / farm equipment.	1000 Nos	70,000	700.00	525.00 (75%)	175.00 (25%)
3	Assistance for construction of Rearing shed-Level I	50 Nos	275,000	137.50	41.25 (30%)	96.25 (70%)
4	Assistance for construction of Rearing shed-Level II	550 Nos	175,000	962.50	481.25 (50%)	481.25 (50%)
5	Assistance for Construction of Rearing shed-Level III	200 Nos	90,000	180.00	126.00 (70%)	54.00 (30%)
6	Installation of Drip irrigation system in mulberry garden	1000.00 Acres	30,000	250.00	250.00 (100%)	—
<b>TOTAL</b>				<b>2720.00</b>	<b>1791.00</b>	<b>929.00</b>



**Drip irrigation installed with Government assistance at a Farmer's Mulberry Garden at Udumalpet, Tiruppur District**



**Power Weeder provided with Government assistance to a Farmer at Salem District.**





**Silkworm rearing shed established with Government assistance at Andipatti, Theni District**



**Silkworm rearing shed with shoot rearing racks at Palacode, Dharmapuri District**

## 11.2 Sericulture Development and Price Stabilisation Fund

A sum of Rs.151.76 lakh was sanctioned under Sericulture Development and Price Stabilisation fund during 2016-2017 as detailed below:

S. No	Name of the Work	Total Sanctioned (Rs. in lakh)
1	Incentive for production of Bivoltine silk.	20.00
2	Printing and distribution of PATTUMALAR monthly magazine for 2016-2017.	13.00
3	AMC for Graded Cold storage, Avalapalli @ Hosur.	6.11
4	AMC for Graded Cold storage, Coimbatore.	1.80
5	AMC for Graded Cold storage, Krishnagiri	4.96
6	Provision of rental charges for mobile phones.	1.40
7	Rental charges for Landline connection to units for internet access (Markets/ Silk Trading Centre).	1.00
8	Purchase of Xerox machines.	4.66
9	Renovation of buildings of existing Government units Civil works.	
a)	Renovation of buildings of six Technical Service Centres.	12.86
b)	Renovation of buildings of two Government Grainages.	6.90
c)	Renovation of buildings of GCM Krishnagiri.	2.00
d)	Renovation of buildings of two Government Silk Reeling units.	6.95

S. No	Name of the Work	Total Sanctioned (Rs. in lakh)
e)	Renovation of buildings of four Government Seed Farms.	23.05
f)	Renovation of buildings of Anna Silk Exchange, Kancheepuram.	10.00
10	Digging of bore-well at Government units.	5.27
11	Construction of Pump room at Avalapally Farm.	1.80
12	Assistance for transportation of BV Hybrid layings.	30.00
	<b>Total</b>	<b>151.76</b>

### 11.3 Central Sector Scheme

After restructuring the Catalytic Development Programme, Central Silk Board has restricted the financial support to few components only and sanctioned Rs.823.19 lakh for the year 2016-2017 as detailed below:

S.No	Name of the Scheme / Component	Physical (Nos.)	Unit cost (Rs. in lakh)	Sharing Pattern (Rs. in lakh)		
				Central Share	Bene-ficiary Share	Total cost
1	Assistance for purchasing Seed Testing equipment for State Grainages.	4	13.00	41.60	10.40	52.00
2	Upgradation of infrastructure facilities in 5 basic seed farm units.	5	13.00	52.00	13.00	65.00

S.No	Name of the Scheme / Component	Physical (Nos.)	Unit cost (Rs. in lakh)	Sharing Pattern (Rs. in lakh)		
				Central Share	Beneficiary Share	Total cost
3	Revolving Fund for State Grainages.	4	15.00	60.00	0.00	60.00
4	Incentive Subsidy for Bivoltine Raw Silk Production (Rs.100 per kg).	15000	0.001	15.00	0.00	15.00
5	Beneficiary Empowerment Programme.	1500	0.07	105.00	0.00	105.00
6	TNSTI, Hosur newly evolved G-4 mulberry variety maintenance.	1	0.42	0.34	0.08	0.42
7	Popularisation of Chawkie Rearing Centres.	7	10.00	56.00	14.00	70.00
8	Assistance for Seri- Polyclinics.	2	1.40	2.24	0.56	2.80
9	Supply of quality disinfectants.	5000	0.05	200.00	50.00	250.00
10	Supply of Micronutrients.	4000	0.01	32.00	8.00	40.00
11	Assistance for information, Education and Communication (IEC) and other Publicity meetings.	100	0.10	10.00	0.00	10.00
12	Assistance for irrigation	500	0.50	200.00	50.00	250.00
13	Seri Tourism, Yercaud	-	Lumpsum	25.00	-	25.00

S.No	Name of the Scheme / Component	Physical (Nos.)	Unit cost (Rs. in lakh)	Sharing Pattern (Rs. in lakh)		
				Central Share	Bene-ficiary Share	Total cost
14	Scheduled caste sub-plan IEC activities	-	Lumpsum	24.01	-	24.01
	<b>Total</b>			<b>823.19</b>	<b>146.04</b>	<b>969.23</b>

## 12. Seri Tourism project at Yercaud

Government have sanctioned funds to the tune of Rs.250 lakh under Tamil Nadu Innovative and Initiative Scheme for Seri Tourism project at Government Silk Farm, Yercaud during 2015-2016. This innovative project is taken up with twin objectives of promoting tourism and creating awareness about Sericulture activities amongst tourists. It is proposed to display soil to silk activities at this complex. Various civil works taken up in phase-I have been completed.



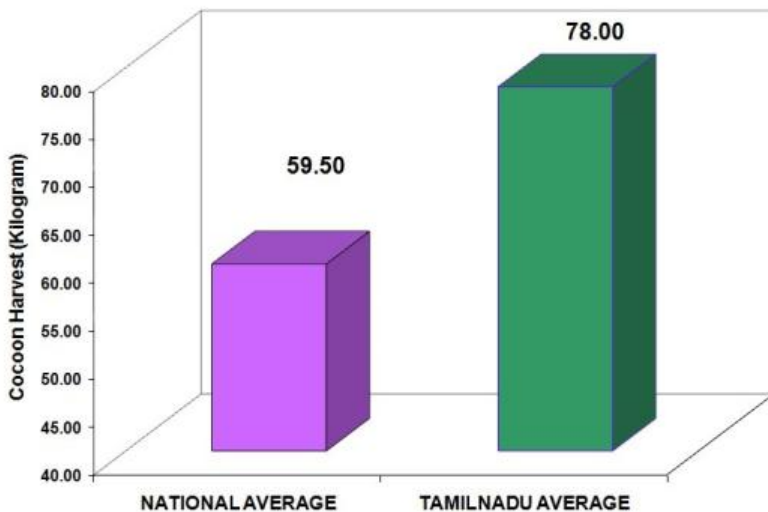
**Up-coming Seri-Tourism complex at  
Government Silk Farm, Yercaud, Salem District**

### **13. Achievements of the Department of Sericulture**

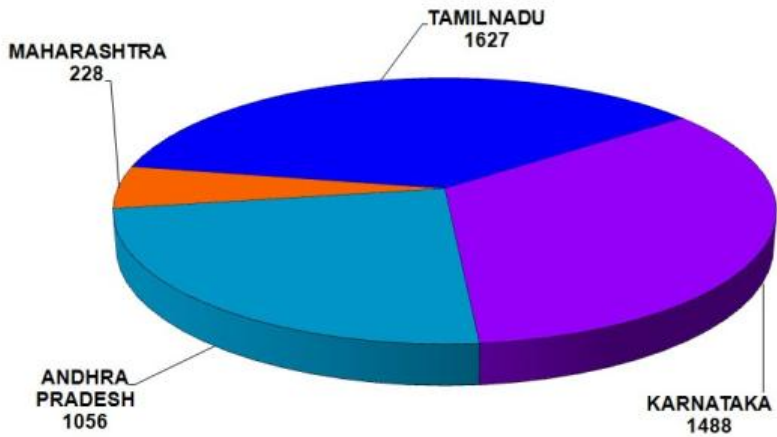
Despite severe drought, **Tamil Nadu continues to occupy numero uno position at National level** and has improved upon its performance over previous years in the following aspects:

- Average cocoon productivity per 100 silkworm layings is **78 kgs** during the year 2016-2017 against the national average of **59.50 kgs**

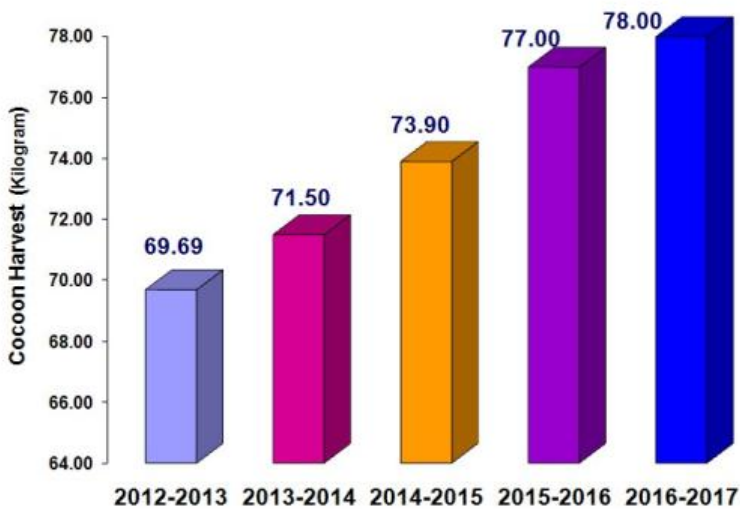
- **85% of total raw silk production** during the year 2016-2017 is bivoltine silk. 1627 metric tonnes of bivoltine silk was produced in Tamil Nadu during 2016-2017. The percentage of bivoltine silk has improved from 80.71% in 2015-2016.
- Cluster Promotion Programme is being implemented in 28 different villages to increase bivoltine cocoon production. Productivity of cocoon has increased from 78 kg in previous year to **78.40 kg per 100 dfls during 2016-2017.**



**Cocoon yield per 100 layings during 2016-2017**

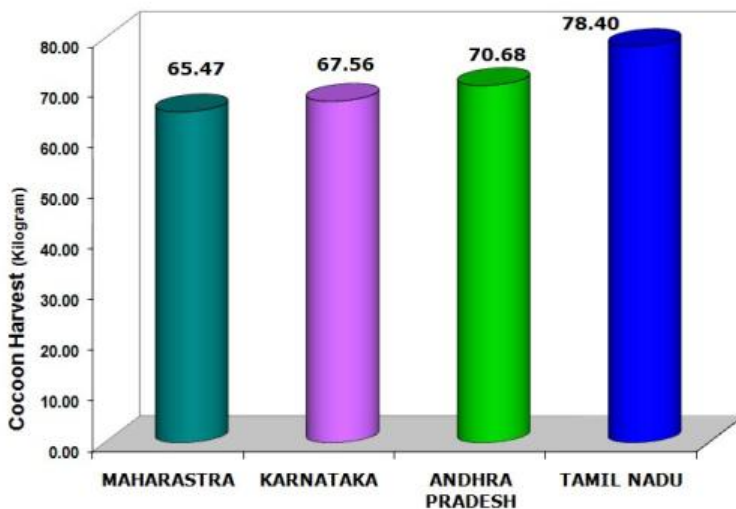


**Bivoltine silk production by major States during 2016-2017 (in Metric Ton)**



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





**Cocoon yield per 100 layings in cluster areas of traditional States in 2016-2017**

## **14. Proposed initiatives for Sericulture development in Tamil Nadu**

### **14. 1 Pre cocoon**

- Supporting small and marginal farmers.
- Encouraging intensive cultivation.
- Extension approach for Sericulture development.
- Creation of critical infrastructure facilities.
- Thrust on capacity building and training.
- Market intelligence, coordination and development.
- Strengthening Sericulture extension system.

- Promotion of organic farming.
- Integration with other collaborative departments.
- Production and supply of zero defect layings.
- Quality certification system for grainages and training institute.
- Technology upgradation

#### **14. 2 Post cocoon**

- Thrust for production of import substitute bivoltine raw silk.
- Establishing more number of multiend reeling units.
- Skill training for entrepreneurs in quality, productivity, cost minimisation and silk waste management.

#### **15. Budget provision for the Year 2017-2018**

The fund allocation made to the Department of Sericulture in Budget Estimate 2017-2018 for Plan and Non-Plan schemes is given below:

S.No	Name of the Scheme	Outlay for 2017- 2018 (Rs. in Lakh)	
I	<b>PLAN SCHEMES</b>	<b>260.00</b>	
	a) 1) Development Programmes under Sericulture Development and Price Stabilization Fund (SDandPSF) 100.00		
	2) Sericulture Development and Price Stabilization Fund (Inter-account transfer) 160.00		
	b) New Schemes		1106.04
	c) Western Ghats Development Programme		0.01
d) Hill Area Development Programme	0.01		
	<b>PLAN SCHEMES TOTAL</b>	<b>1366.06</b>	
II	<b>NON – PLAN SCHEMES</b> Maintenance of Government units, Salary, Wages, etc.,	<b>5791.75</b>	
	<b>Grand Total (PLAN + NON-PLAN)</b>	<b>7157.81</b>	



## **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. The mission objectives of Tamil Nadu Handicrafts Development Corporation Limited are listed as follows:

- To upgrade the skills of artisans by imparting appropriate training.
- To improve the productivity of artisans.
- To improve the quality of products and 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 artisans and their skills.

- To provide marketing services to the artisans.

## 2. Showrooms



Poompuhar provides marketing assistance to craft persons by selling their products through its 15 showrooms located at Chennai City, Chennai Airport, Vandaloor Zoo, New Delhi, Kolkata, Coimbatore, Erode,

Salem, Thanjavur, Tiruchirapalli, Madurai, Tirunelveli, Kanyakumari, Swamimalai and Mamallapuram.



**Poompuhar showroom at Chennai Airport**

### **3. Exhibitions**

Poompuhar organized 144 exhibitions including six craft bazaars at Ahmedabad (Twice), Visakhapattinam, Bengaluru, Madurai, Salem and 2 Gandhi Shilp Bazaars at Chennai and Coimbatore. Poompuhar for the first time organized a Buyer-Seller Meet in Chennai during March 2017. It has planned to organize 150 exhibitions in the year 2017-2018.



**Poompuhar Exhibition at Visakhapattinam**

#### **4. Production Centers**

Through its 7 Production Centers 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), Poompuhar provides employment to 82 artisans. Poompuhar is the only Corporation in India that has its own Production Centers for the important crafts.

Poompuhar achieved a production of Rs.519.85 lakh and is confident of achieving the production target of Rs.665.00 lakh for the year 2017-2018.

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

<b>Year</b>	<b>Production (Rs. in lakh)</b>
2012-2013	462.63
2013-2014	500.10
2014-2015	540.87
2015-2016	379.94
2016-2017	519.85





**Crafting of Bronze Icon**

## **5. Sales Turnover**

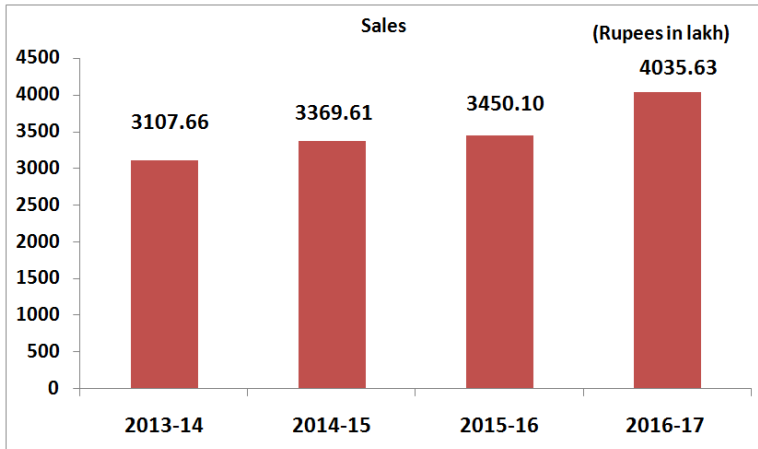
Poompuhar has shown tremendous growth in its annual turnover since its inception. It has achieved a turnover of Rs.4035.63 lakh during 2016-2017, which is the highest in the history.



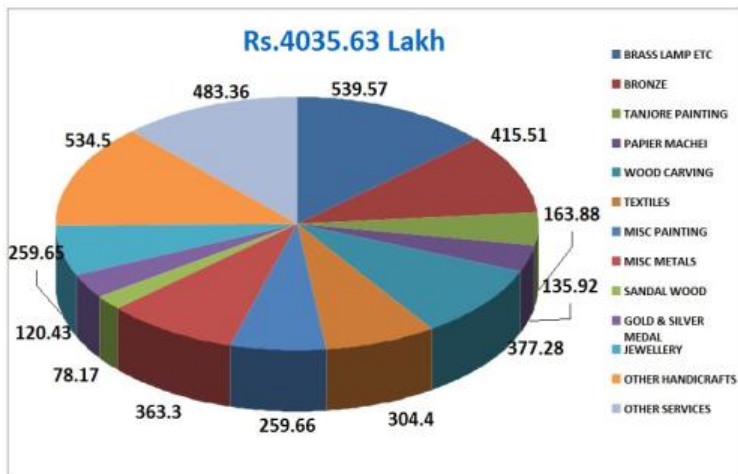
**Bronze Icon-15" Radha Krishna with tree**

## 5.1 Sales during the Last Four Years:

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



## 5.2 Craft wise details of Sales during 2016-2017



## **6. Transformation Using Information Technology**

Poompuhar has pursued a holistic growth model through constant innovation and diversification. Thanks to this transformation, the Corporation achieved a record turnover during 2016-2017.

### **6.1 Challenges faced before implementation of the Schemes**

Some of the key challenges in the existing legacy environment were:

- Decentralized Human Resources and Payroll management.
- Traditional practices constrained product design from achieving precision and proactively responding to the customers' demands.
- Showroom and exhibition based marketing approach.
- Lack of exclusive and multi-model promotion.
- Manual decentralized billing.

## 6.2 New Strategy

- To enhance the market-responsiveness and cost-effectiveness of the Corporation with the optimal use of information and communication technology (ICT)
- To reengineer and automate key processes, including,
  - Marketing
  - Administration
  - Design and production.

The project was targeted at multiple stakeholders with specific developmental objectives which are highlighted below:

- (i) Artisans: Creation of an e-Repository of artisans and their skills to ensure proper registry benefits (direct engagement, preferential treatment to women artisans and underprivileged, adoption of new designs and production techniques).
- (ii) Customers/ Buyers: to ensure enhanced customer-response and experience, through

reduced transaction time, reliable and customer friendly processes.

- (iii) Corporation: to ensure commercial sustainability and promotion of traditional industry, with secured income to artisans, and enhance accountability and transparency through digital governance.

Poompuhar has already started reaping the benefits, thanks to this transformation. The details of this “transformation” are elaborated below:

### **6.3 Business Process Reengineering**

Poompuhar implemented a multi-layered e-Governance solution, streamlining and strengthening the three key functions and the processes therein:

#### **6.3.1 Interventions in Marketing**

1. Poompuhar created its own e-Commerce site [www.poompuhar.org](http://www.poompuhar.org), a Smartphone App supported by free-home delivery through

dedicated bike/van. Poompuhar signed MoUs with e-Commerce giants like Snapdeal, Flipkart, Crafts villa, Shop clues and India Mart for online selling of Poompuhar products. Exclusive web pages have been created in all these sites.

2. Poompuhar has taken up a massive social media and online digital marketing campaign using about 10 social media platforms including Facebook, LinkedIn, Twitter, Quora, Pinterest, and Google to achieve the same impact if not more, at a fraction of the cost of traditional advertising in newspapers and magazines.
3. Bar coding of all handicrafts products has been completed at all 15 showrooms. Due to this step, Poompuhar can get sales statistics analyzed and plan to manufacture fast moving items in the market on priority basis.
4. A centralized computerized billing with the use of POS machines at all 15 showrooms has made billing much easier, quicker and reduced transaction time.

5. All 21 Managers have been provided with iPads as a marketing tool. Whenever showroom managers meet with any potential customer, they can show high quality photographs of the products and also interact with customers on Facetime. They also make corporate presentations using the iPad.
6. 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 is facilitating Poompuhar in getting large number of orders.

### **6.3.2 Interventions in Administration**

1. The Government of Tamil Nadu sanctioned Rs.1.00 crore from the State Innovation Fund for creating an “e-Repository of Artisans and their Skills”. This is a comprehensive and dynamically updated web based repository of all artisans in the State of Tamil Nadu, with dedicated web-page in a



standardized format for each artisan who has been registered in the site, with special features to promote marginalized groups of artisans. This is probably the biggest market place for artisans in the world. Web pages are proposed to be created for one lakh artisans over a period of time. Currently data for about 10,000 artisans has been entered and the survey is on. Now customers can view the works of artisans and also search products, craftwise using this website. Suppose an intervention is planned for tribal artisans, we can locate those artisans by the click of a mouse.

2. Poompuhar has implemented an ERP (Enterprise Resource Planning) Software connecting all 7 production centers and 15 showrooms across the country with the Corporate Office at Chennai, thus bringing together all 128 employees of the Corporation from CMD to lowest level of employees. All 128 employees have been permitted to work from home or browsing centers etc., when they are on duty outside, making this Corporation an “anytime, anywhere Organization”.

The HR and payrolls management modules have streamlined the human resources management capability of Poompuhar considerably. All files of all 15 showrooms and 7 production centers can be viewed at anytime anywhere.

3. Reviews are now held either via Facetime using iPads or through an audio review using an application developed by a telecom service provider.
4. Attendance is now marked through biometric attendance system.
5. WiFi has been provided at all Poompuhar showrooms for the purpose of using the ERP and for customers.
6. CCTV cameras have been fixed at all 15 showrooms and 7 production centers and at the Corporate Office. This has made real-time monitoring of all locations possible.
7. A multi-purpose dedicated web-portal: [www.tnhdcltd.com](http://www.tnhdcltd.com) has been developed which

keeps all stakeholders informed about the developments in Poompuhar and in the sector.

### **6.3.3 Interventions in Design and Production**

Government of Tamil Nadu have sanctioned Rs.1.68 crore for the creation of a Design Research and Development Centre (DRDC) for introducing contemporary designs using 3D designing and 3D printing of designed plastic moulds, which can be used for production of bronze icons. This also enables anywhere anytime custom production of handicrafts through 3D designing and printing of handicrafts moulds. The 3D designing software and 3D printer have been procured and currently training, designing and printing are on. The DRDC building is currently under construction. This will greatly enhance the capacity of Poompuhar 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 State handicrafts. 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.

All the above innovations using IT has been further complimented by other non IT innovations like

- Creating a common name board for Poompohar showrooms, production units and corporate office.
- Redesigning the existing logo with a new design and registering the same with the Trade Mark Registry.
- Signing MoUs with India Post for logistics and signing MoU with star hotels.
- Introducing uniforms for marketing staff.
- Introducing Feed Back forms for customers at all showrooms.
- Introducing new carry bags for customers.
- Designing a mobile kiosk for marketing campaign in the premises of the corporate sector and other institutions.
- Introducing the concept of door delivery to the customers in Chennai.

## **7. New Order Book**

Efforts at finding a new revenue stream for the organization have borne fruit. Following new orders were procured by Corporation during 2016-2017.

### **7.1 Embellishment of Airport at Chennai**

Chennai Airport sanctioned Rs.7.50 crore in 3 phases for embellishment of interiors at its International and Domestic Terminals.



**Embellishment of International Terminal at Chennai Airport**

## **7.2 Embellishment of other Airports**

Implementation of orders worth of Rs.1.52 crore is under progress in airports at Tirupathi, Madurai and Coimbatore.

## **7.3 Kamarajar Port Ltd, Ennore**

Poompuhar has undertaken embellishment works at a cost of Rs.1.10 crore at Kamarajar Port Ltd, Ennore, Chennai.



**Stone sculpture at Ennore Port**

## **7.4. Chennai Ripon Building**

Poompuhar is currently engaged in embellishing the Ripon Building, Corporation of Chennai at a cost of Rs.43.00 lakh.

## **7.5. Secretariat, Chennai**

Embellishment works to the value of Rs.20.00 lakh is being executed at Secretariat, Chennai.

## **8. Innovative Projects**

### **8.1 Craft Cafe**

Government has sanctioned Rs.25.00 lakh for establishing a Craft Cafe at Poompuhar Sales Showroom, Mamallapuram. Poompuhar has already established a similar Craft Cafe at Poompuhar Sales Showroom, Chennai. Poompuhar expects this unique and innovative concept to bring significant increase in footfall and increase in sale of handicraft products.



**Craft Cafe at Chennai**

## **8.2 Urban Haat**

The concept of establishing urban haat is basically 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 them to sell their products round the year and attract a wider group of customers. Further there are stalls selling authentic regional cuisine. 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.

Poompuhar has established an Urban Haat at Kanyakumari at an outlay of Rs.2.40 crore which includes financial assistance of Rs.140.00 lakh from Government of India, Rs.60.00 lakh from State Government and Rs.40.00 lakh from other Government agencies. This urban haat has 36 shops, food court, dormitory, amphitheatre, childrens' park and parking facility. This urban haat was inaugurated by Hon'ble Chief Minister on 08.03.2017.

An Urban Haat at Mamallapuram is under construction at a cost of Rs.5.00 crore in 4.45 acres of land. Similarly, action is being taken to establish an Urban Haat at Udhagamandalam at a cost of Rs.5.00 crore as announced in the budget speech.



**Urban haat at Kanyakumari**

## **9. Integrated Development and Promotion of Handicrafts (IDPH)**

Another important scheme called “Integrated Development and Promotion of Handicrafts” has been launched by Government of India. This scheme operates on cluster basis. The major objective of this project is to provide artisans better working environment, skill upgradation, marketing facilities and exposure to new designs. This project is being implemented over a period of 2 years. Government of India has approved a project at a cost of Rs.20.38 crore to Poompuhar under this scheme. The total project cost includes Government of

India share of Rs.17.14 crore and State Government share of Rs.3.24 crore. The projects have the following components:

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



**Distribution of Tool kits to Artisans  
by Hon'ble Chief Minister on 07.03.2017**

6 Common Facility centres are under construction at Nachiarkoil, Swamimalai, Thanjavur, Madurai, Kanyakumari and Vagaikulam. Land is being finalised for remaining 7 Common Facility Centres which are proposed to be taken up during 2017-2018.



**Buyer - Seller Meet at Chennai**

## **10. Latest MOUs**

### **10.1 MOU with Resourzzen, at IIT- Chennai**

Poompuhar has entered into an MOU with M/s.Resourzzen, Chennai, for sale of Handicrafts items in the IIT Campus Chennai.

## **10.2 MOU with NIFT, Hyderabad**

To develop new products an MOU with the National Institute of Fashion Technology (NIFT), Hyderabad has been signed. This project will facilitate Poompuhar and artisans to come up with new designs as per the latest market trends.

## **11. Training programs**

### **11.1 Training schemes with State Government Funds**

#### **11.1.1 Training for Children with Special Needs**

Poompuhar has completed the 'training of trainers' programme for training to children with special needs in Papier Mache at a cost of Rs.16.00 lakh.

#### **11.1.2 Training for Transgenders**

Poompuhar has commenced a three months training programme to 50 transgenders in banana fibre craft at a cost of Rs.7.50 lakh.

## **11.2 Training schemes with Government of India Funds**

### **11.2.1 Training in languishing crafts**

Poompuhar has implemented five training programmes in the languishing crafts such as Natural fibre, Pith works, Korai mat, Palm leaf and Terracotta at a cost of Rs.3.50 lakh each. Total cost of project is Rs.17.50 lakh.

### **11.2.2 Integrated Design Project**

Poompuhar completed an Integrated Design Project in Bronze Icon craft at Swamimalai at a cost of Rs.8.50 lakh.

## **12. Awards conferred on Poompuhar**

### **12.1 National e-Governance Silver Award – 2016-2017**

Poompuhar was conferred with the National e-Governance Silver Award instituted by the Department of Administrative Reforms and Public Grievances, Government of India (DARPG) for the year 2016-2017

for exemplary implementation of e-Governance initiatives.



**TNHDC getting National e- Governance Silver Award 2016-2017 at Visakhapattinam**

## **12.2 SKOCH Smart Governance Award**

The SKOCH Smart Governance Award 2016-2017 is promoted by M/s Skoch Consultancy Services Private Limited, Gurgaon. Poompuhar won the Skoch Smart Governance Platinum Award for its proposal “Transformation of TNHDC using Information Technology”.



**Skoch Platinum Award 2016 -2017 Conferred on TNHDC at Hyderabad**

### **13. Exports**

Poompuhar 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. Export sales of this corporation during 2016-2017 is Rs.48.69 lakh.



#### **14. Special Projects**

Poompuhar 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.84.95 lakh during the year 2016-2017.

Poompuhar also supplied pooja items to the Temples of Tamil Nadu at a cost of Rs.2.50 crore and lamps at a cost of Rs.17.00 lakh to Palani Temple.

#### **15. Welfare of Artisans**

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

Poompuhar 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>
1	Living Craft Treasure Award	Rs.1.00 lakh cash, 8 gms gold medal, Thamirapathiram and a certificate	10
2	Poompuhar State Award	Rs.50,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	10
3	Handicrafts Export Award	Rs.40,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	2
4	Team Production Award	Rs.40,000/- cash 4 gms gold medal, Thamirapathiram and a certificate	3 Teams
5	Utility Based Handicraft Production Award	Rs.40,000/- cash 4 gms gold medal, Thamirapathiram and a certificate	3
6	Poompuhar District Craft Award	Rs.5000/- cash, silver medal and a certificate	85
7	Gen Next Competition	Rs.2000/- cash, silver medal and a certificate	150
<b>Total</b>			<b>263</b>

## **16. Financial Performance**

Poompuhar has earned a net profit of Rs.120.00 lakh (unaudited) during 2016-2017. The corporation is running on profit continuously for the past 13 years.

Poompuhar is confident of increasing the sales turnover considerably during 2017-2018 based on the numerous initiatives and innovations undertaken in the last few years, greatly benefiting artisans.



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

“Khadi stands for simplicity, not shoddiness. It sits well on the shoulders of the poor and it can be made as it was made in the days of the yore, to adorn the bodies of the richest and the most artistic men and women. It is reviving ancient art and crafts. It does not seek to destroy all machinery but it does regulate its use and check its weedy growth. It uses machinery for the service of the poorest in their own cottages. The wheel is itself an exquisite piece of machinery. Khadi delivers the poor from the bonds of the rich and creates a moral and spiritual bond between the classes and the masses. It restores to the poor somewhat of what the rich have taken from them”.

--- Mahatma Gandhi

Tamil Nadu Khadi and Village Industries Board is a statutory board constituted in April 1960 under the Tamil Nadu Khadi and Village Industries Board Act 1959. The main focus of the Board is to create self sustaining employment opportunities to the rural poor and village artisans and help them to improve their spirit of self reliance and economic well being.

The Hon'ble Minister for Khadi and Village Industries Board is the President of the Tamil Nadu Khadi and Village Industries Board and the officials nominated by the Government are the members in the Board. The Board is responsible for taking major policy decisions in implementing the programmes while the day to day activities are being carried out by the Chief Executive Officer who is also a member in the Board.

## **1. Objectives**

The primary objectives of the Board are:

- Providing employment to rural poor and village artisans.
- Producing eco friendly marketable articles.

- Building up of self reliance and promoting community spirit amongst the rural poor.
- Networking the rural artisans for improving their productivity and profitability.
- Developing and Promoting Khadi and Village Industries.

## **2. Activities**

The main activities of the Tamil Nadu Khadi and Village Industries Board hover around two important areas viz. Khadi and Village Industries.

### **2.1 Khadi**

Khadi denotes a sense of simplicity and patriotism reflecting Indian culture and a model for economic development of rural India. Khadi fabrics are hand woven using cotton and silk yarn which are hand spun by means of Charkas. Earlier, Khadi cloth comprised 100% cotton only. With the advent of polyester in the market, the hand spun polyester yarn has been blended into the Khadi cotton and today Khadi means Cotton Khadi, Polyvastra and Khadi Silk.



**Rural Textile Centre at Kulathupalayam**

## **2.2 Khadi Cotton and Polyvastra**

Khadi production comprises of various processes such as spinning, weaving, bleaching and dyeing which holds huge potential for generating profitable employment to the rural masses especially for rural women. There are 107 Rural Textile Centres functioning under the control of the Board where sliver is converted into Khadi yarn by hand spinning using Charkas. The bundles of the hand spun yarn are called Hanks. The hanks produced by the Rural Textile Centres are

transferred to the 40 Khadi Sub Centres and 9 Nepali loom Centres which in turn redistribute the hanks to the weavers for production of Kora cloth. This sector provides employment to about 20000 poor artisans comprising mainly of rural women enabling them to earn their livelihood. Apart from this, there are 67 Sarvodaya Sanghs which are the certified institutions of Khadi and Village Industries Commission that undertake Khadi production and sales extending similar employment opportunities to the village artisans, engaged in spinning, weaving and other down stream activities. During the year 2016-2017, the Board produced Khadi cotton and polyvastra goods worth Rs.929.73 lakh and the sale was to the tune of Rs.1348.37.lakh.





**Khadi Silk Weaving Loom - Kumbakonam**

## **2.3 Khadi Silk**

The Silk industry is a traditional industry in our State dating back to the prehistoric era. The Khadi silk sarees are produced in 16 units owned by the Tamil Nadu Khadi and Village Industries Board. Apart from the traditional silk sarees, the Board is also producing printed and embroidered silk sarees to keep pace with the changing market trends. The Silk sarees produced by the Tamil Nadu Khadi and Village Industries Board are very popular among the consumers owing to their well known quality and the purity of the Jari. The Central Silk Board

has 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 to about 1500 silk weavers round the year through its production units. During the year 2016-2017, the production of khadi silk varieties was to the tune of Rs.539.66 lakh and sales was to the tune of Rs.658.46 lakh.



**Khadi Silk – Lace Spinning - Kumbakonam**

### 3. Welfare schemes for Khadi Spinners and Weavers

#### 3.1 Khadi Spinners and Weavers Welfare Board

A Welfare Board for providing welfare assistance to Spinners and Weavers of the Khadi Board as well as the Sarvodaya Sanghs has been constituted by the Government. The Government have also allotted a grant of Rupees one crore for providing welfare assistance to the spinners and weavers who have been enrolled as members in the Welfare Board.

The various assistances given under this scheme are furnished below:

S.No.	Nature of Assistance	Amount (Rs.)
1.	Accident Insurance Scheme	
a.	Accidental Death	100000
b.	Accidental Disability based on extent of Disability	10000 to 100000
2.	Natural Death Assistance	15000
3.	Funeral Expenses Assistance	2000
4.	Educational Assistance	
a.	Girl children studying 10 <sup>th</sup>	1000
b.	10 <sup>th</sup> passed	1000
c.	Girl children studying 11 <sup>th</sup>	1000
d.	Girl children studying 12 <sup>th</sup>	1500
e.	12 <sup>th</sup> passed	1500
f.	Regular Degree course	1500
	With hostel facility	1750

S.No.	Nature of Assistance	Amount (Rs.)
g.	Regular Post Graduate course	2000
	With hostel facility	3000
h.	Professional Degree course	2000
	With hostel facility	4000
i.	Professional Post Graduate course	4000
	With hostel facility	6000
j.	I.T.I. Polytechnic Course	1000
	With hostel facility	1200
5	Marriage Assistance	2000
6.	Maternity Assistance	
a.	Rs. 1000 per month for delivery (3 months before and after delivery )	6000
b.	Abortion	3000
7.	Reimbursement of cost of spectacles	Upto 500
8.	Old Age Pension per month	1000

Till now, 9042 members have been enrolled under the scheme and a sum of Rs.54.52 lakh has been distributed to 1134 beneficiaries as financial assistance from this Welfare Board.

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

A welfare fund for spinners and weavers has been constituted for the Tamil Nadu Khadi and Village Industries Board by which the artisans have to contribute 12% of the wage earned as contribution and the Board

contributes an equal share. Subject to availability of funds in the artisan's account, financial assistance is being given to the spinners and weavers during festival periods and for the purpose of expenses relating to education, medical and marriage of the members and their families. The entire balance available in the accounts of the weavers and spinners is refunded at the time of their retirement. Apart from the approved wages, an incentive of 10% of the basic wages is also paid to the spinners and weavers by the Board.

Under this scheme, a sum of Rs.30.90 lakh has been disbursed to 827 artisans during the year 2016-2017.

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

To improve productivity and production of Khadi, the Board has taken action to repair and rejuvenate the old equipments such as Healds and Reeds, Nada, Jacquard Box and Thar Winding Machine of Khadi weavers and Silk weavers. Under the scheme, a sum of Rs.26 lakh was sanctioned in the year 2014-2015 to cover 292 weavers of Khadi, Polyvastra and Silk

varieties. In the year 2015-2016, a sum of Rs.10.00 lakh was sanctioned covering 201 Silk weavers. On account of repair and replacement of these important spares, the drudgery suffered by the weavers has been reduced and the pace of weaving has increased considerably leading to improved productivity and higher remuneration to the Khadi cotton and Silk weavers.



**Renovated assembly of Healds, Reeds, Nada, Jacquard Box and Thar winding machine - Kumabakonam**

#### **4. Marketing Development Assistance**

In order to encourage production and sale of Khadi, a Marketing Development Assistance (MDA) scheme was introduced by Khadi and Village Industries

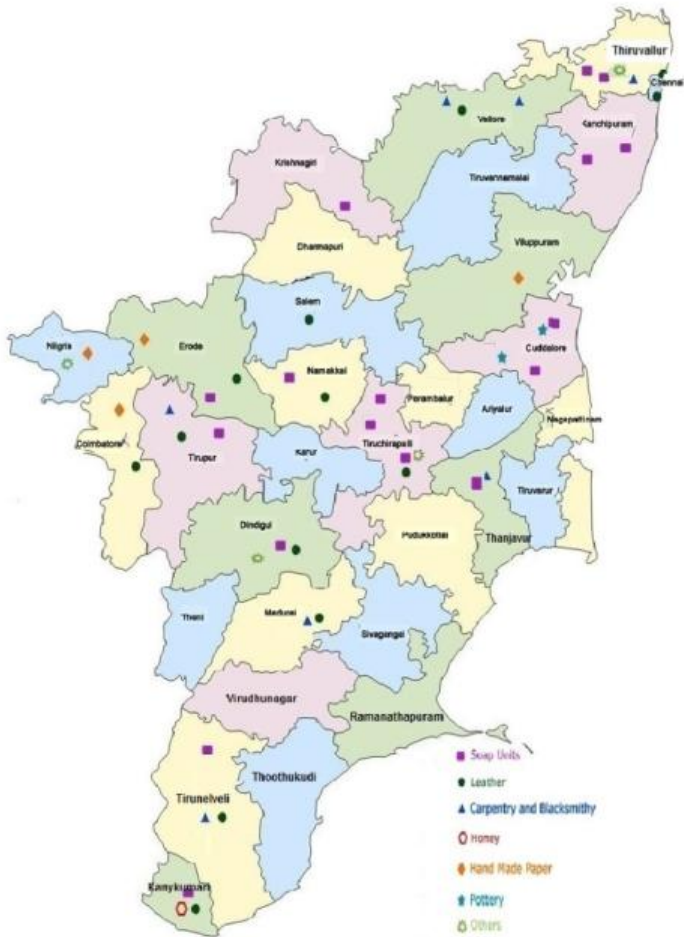
Commission in the year 2010-2011. As per the scheme 20% of cost of production of Khadi is being given as Marketing Development Assistance to Khadi Board as well as to Khadi Institutions by Khadi and Village Industries Commission. The State Government have also allowed similar 20% financial assistance on cost of production of Khadi throughout the year on the lines of the MDA assistance given by the Khadi and Village Industries Commission. Out of this 20% each, 5% is given as incentives/bonus directly to spinners/weavers in Khadi Industry and weavers/reelers/dyers in Silk Industry and the balance 15% is used for granting discount to buyers of Khadi cotton / Khadi Polyvastra / Khadi silk with a view to encourage and improve the Khadi sales. Thus, 30% discount is being allowed throughout the year on sales of Khadi cotton, polyvastra and silk varieties in Tamil Nadu. From the year 2014–2015 onwards, the State Government have increased the annual ceiling on financial assistance given to Sarvodaya Sanghs from Rs.10.00 crore to Rs.15.00 crore and subsequently this has been increased to Rs. 30.00 crore during the current year.

## **5. Village Industries**

The primary objective of the Tamil Nadu Khadi and Village Industries Board viz., providing employment opportunities to the Rural Poor and Village Artisans is well achieved through the Village Industries schemes such as Carpentry and Blacksmithy, Leather goods manufacturing, Soap making, Handmade paper industries, Pottery and Beekeeping sponsored and operated by the Tamil Nadu Khadi and Village Industries Board in different parts of the State.

These Village Industries units run by the Tamil Nadu Khadi and Village Industries Board mainly utilize the locally available raw materials and they employ manual labour to the extent possible. These Village Industries largely cater to the local manpower thereby providing ample opportunities to nurture the traditional artistic skill of the village artisans and to develop their hereditary trade.





**Location of different Village Industries units in the State**

## **5.1 Soap Industry**

Among the Village Industries promoted by the Tamil Nadu Khadi and Village Industries Board, Soap industry occupies the prime position. There are 7 Bathing soap units, 7 Detergent soap units and 3 Washing soap units under the control of the Khadi Board.

Kumari, Mooliga, Kurinji Sandal, Neem, Glycerine and Nitham are the different varieties of bathing soaps produced by the Board. Similarly Gopuram Sandal and Gopuaram Carbolic are the different varieties of bathing soaps. Blue Detergent Powder, Yellow Detergent Powder, Ultra Detergent Powder and Wonder Wash Powder are also produced by the Board. The Board has also applied to the Trade Mark Registry for registration of its soap varieties. Depending upon the demand and trends in the market, the Board introduces new varieties of soaps at reasonable cost for the benefit of various categories of consumers. During the year 2016–2017, the Board has provided employment to 43 workers in its soap producing units.

Production of soap during the year 2016-2017 was to the tune of Rs.1002.61 lakh and sale to the tune of Rs.998.00 lakh.



**Detergent Soap Unit at Kaveripattinam**

## **5.2 Carpentry and Blacksmithy Industry**

Carpentry and Blacksmithy Industry under the control of Tamil Nadu Khadi and Village Industries Board offers employment opportunity to the rural artisans with traditional skills. Seven Carpentry and Blacksmithy units are functioning in Pallikonda, Arakonam, Veeraraghavapuram, Tirupur, Nanjikottai, Thirunelveli-Pettai and Nagamalai Pudukottai. These Carpentry and

Blacksmithy units supply wooden and steel furniture such as tables, chairs, cup boards and dual benches to the State Government Departments, Quasi Government Institutions and Public Sector Undertakings.

Production in these Carpentry and Blacksmithy units was to the tune of Rs.416.44 lakh and the sale was to the tune of Rs.416.44 lakh during the year 2016-2017.



**New workshed of Carpentry and Blacksmithy Unit - Pallikonda**



**Inside view of Carpentry and Blacksmithy Unit - Pallikonda**

### **5.3 Leather Industry**

Leather industry is one of the age old Village Industries under Tamil Nadu Khadi and Village Industries Board. The traditional artisans belonging to the down trodden sections of the society pursue production of leather products. 13 Leather units are functioning under the control of Tamil Nadu Khadi and Village Industries Board at Ambathur (Two units), Vellore, Dindigul, Madurai, Trichy, Tirupur, Tirunelveli, Erode, Karur, Coimbatore, Salem and Nagercoil. The leather articles required for the Police, Prison, Fire and Rescue Services Department, Social Welfare Department, Transport

Corporations and Chennai Port Trust are produced by the leather units. Ammunition Boots, Shoes, Chappals, Belts, Pistol covers, Conductor bags, and File boxes are some of the leather articles supplied by these leather units. Foot wear and sandals produced in these leather units are also sold to public through the Khadi Kraft outlets run by the Board. These leather units offer direct and indirect employment opportunities to about 500 artisans.

During the year 2016-2017, production of leather articles in these units was to the tune of Rs.760.25 lakh and the sale was Rs.758.00 lakh.



**Modern Machines installed at Leather Unit - Ambathur**

## **5.4 Beekeeping Industry**

The Board's Bee keeping unit is functioning at Amsi in Kanyakumari District. Around 2000 Bee keepers and 10,000 workers are engaged in the Bee keeping industry in and around Marthandam area of the district.

Tamil Nadu Khadi and Village Industries Board had been inducted as a permanent member in the National Bee Board, New Delhi in the "F" category (i.e.) State Level Organization.

Procurement of raw honey from the beekeepers and sale of processed honey to consumers were to the tune of Rs.181.00 lakh and Rs.270.00 lakh respectively during the year 2016 -2017.



**Honey Processing unit - Amsi**

## **5.5 Hand Made Paper Industry**

Hand made paper industry run by the Khadi Board helps to recycle the used and mutilated papers by using the same as raw materials in the production of raw pads, file pads, manifold papers, bond papers, file wrappers and corrugated boxes. Four Hand Made Paper Units are functioning in Govanur, Shenbagapudur, Pidagam and Ooty under the control of the Board.

During the year 2016–2017 the Hand Made Paper units run by the Board provided employment opportunities to 149 workers. The production and sales



of Hand Made Paper products were to the tune of Rs.64.27 lakh and Rs.63.00 lakh respectively during the year 2016-2017.



**Handmade Paper Unit – Shenbagapudur**



**Handmade Paper Unit - Pidagam**

## **5.6 Pottery Industry**

Pottery industry is another oldest industry which continues to be the main source of livelihood for many potters living in rural areas.

Two Pottery units are functioning under the control of Tamil Nadu Khadi and Village Industries Board. They are located at Viruthachalam and Veeraperumanallur in Cuddalore District. 34 Potters' Cooperative Societies have been registered in the Tamil Nadu Khadi and Village Industries Board and 3816 potters have been enrolled as its members.

In order to increase the production and improve the productivity of all the 8175 Potters family living in the State, the Government have decided to provide modern and Mechanised Shaila wheels in phases over four years. During the year 2016-2017, Government have sanctioned a sum of Rs.4.08 crore to provide electric Shaila-wheel benefitting 2000 potter families.

Government have also sanctioned a sum of Rs.2.00 crore in the first phase at the rate of

Rs.1.00 crore each for construction of new worksheds and repair and renovation of old worksheds of the Potters Cooperative Societies as given in the table below:

**Construction of new work sheds for the  
Potters Co-operative Societies**

<b>Sl.No.</b>	<b>Location of the work shed</b>	<b>District</b>	<b>Amount sanctioned for construction (Rupees in lakh)</b>
1	Kizhapavur	Thirunelveli	18.42
2	Elanji	Thirunelveli	30.73
3	Azhagapuri	Madurai	23.97
4	Thiruvalampozhil	Thanjavur	16.04
5	Bodinayakanoor	Theni	11.14
		<b>Total</b>	<b>100.30</b>

**Repair of old work sheds for the  
Potters Co-operative Societies**

<b>Sl.No.</b>	<b>Location of the work shed</b>	<b>District</b>	<b>Amount sanctioned for repair work (Rupees in lakh)</b>
1	Manamadurai	Sivagangai	25.33
2	Karukuruchi	Thirunelveli	60.83
3	Serakkulam	Tuticorin	6.35
4	Thingalur	Erode	5.51
5	Olaipatti	Salem	3.15
		<b>Total</b>	<b>101.17</b>

Considering the difficulties faced by the Potters families during the rainy season, Government provide maintenance allowance of Rs.4000/- per beneficiary family from the year 2014-2015 onwards. The Government have allotted a sum of Rs.489.44 lakh towards this maintenance allowance for the year 2016-2017. The entire amount has been distributed by ECS to 12199 potters bank account through concerned District Collectors.

## **6. Sales Outlets**

With a view to market the Khadi textiles and various Village Industries' products produced in the units run by the Tamil Nadu Khadi and Village Industries Board, selling outlets under the brand of "Khadi Kraft" are operated at 90 locations all over the State. In addition, temporary sales outlets are established during the festival season at important locations in various parts of the State to enable easy availability of Khadi products to the customers at their door steps. Apart from the products of the various units of the Board, the handicraft items designed and produced by the traditional artisans

and various articles produced by the self help groups are also displayed for sale in these Khadi Krafts.

The Khadi Kraft located in Kuralagam at Chennai is the biggest outlet run by the Board in which a naturopathy spa having facilities like steam bath, spinal bath, mud bath and oil massage have been established to provide naturopathy at affordable cost to the customers.

In order to improve the sales and also to popularise the Khadi and Village Industries products, special campaigns and exhibitions are conducted in Chennai, other District Headquarters and important towns and villages coinciding with the festival occasions in the respective area. The annual Kolu exhibition held during Dusshera season in Kuralagam Khadi Kraft at Chennai is very popular. It offers an effective platform for marketing the traditional and contemporary papier mache dolls produced by the Potters who are the members of the Potters cooperative societies registered with Tamil Nadu Khadi and Village Industries Board.

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

In the year 2008-2009, the Khadi and Village Industries Commission has launched Prime Minister's Employment Generation Programme by integrating Prime Minister's Rojgar Yojana (PMRY) and the Rural Employment Generation Programme (REGP). This scheme is being implemented jointly by Khadi and Village Industries Commission, District Industries Centre, and Tamil Nadu Khadi and Village Industries Board. The Khadi and Village Industries Commission is coordinating and supervising the implementation of this scheme by the above three agencies. Under this scheme, the rate of margin money subsidy sanctioned for establishing industry in rural areas varies from 25% to 35%. The applications received from the entrepreneurs are scrutinised and processed by the above 3 agencies and submitted to the District Task Force committee headed by the respective District Collector for final selection. The selected applications are transmitted to the respective jurisdictional banks for sanction of financial

assistance. The yearwise details of margin money subsidy sanctioned and released are given below:

Year	Target			Achievement		
	(Physical in Nos. / Rs. in lakh)					
	No. of Units	Amount of Margin Money Subsidy	Employment to be generated (Persons)	No. of units	Amount of Margin Money Subsidy	Employment generated (Persons)
2011-2012	712	997.04	7120	572	823.12	4939
2012-2013	--	--	--	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
2016-2017	1261	2521.50	10088	745	2166.48	8664
2017-2018	720	1428.15	5760	79	122.81	491

With effect from July 2016, the entire gamut of activities like applying, processing, scrutiny and sanction of loans are being carried out online.

## **8. Modernisation of Khadi and Village Industry Units**

With a view to increase the productivity, quality and capacity of production of Village Industry products, the State Government have provided financial assistances to modernize these units. The following units have been modernized under this scheme.

## **8.1 Rural Textile Centres**

As the rural women constitute the major work force in Rural Textile Centres, basic amenities like toilets have been provided in 30 Rural Textiles Centres at a total cost of Rs.9.00 lakh.

## **8.2 Leather unit, Ambattur**

With a view to increase the quality and production capacity of the leather goods and to provide employment to more workers, new machineries worth Rs.150.00 lakh have been installed in Ambattur Leather unit.

One portion of the workshed of the unit has been renovated at a cost of Rs.5.00 lakh during the year 2015-2016 and renovation of the rest of unit buildings is being carried out at a cost of Rs.15.00 lakh during the current year.

## **8.3 Soap unit**

The soap unit at Samayapuram has been modernised with installation of new automatic soap manufacturing machinery and additional building at a



cost of Rs. 250.00 lakh. This unit is now capable of producing about 60,000 bathing soap cakes per day.

New machineries at a cost of Rs. 11.00 lakh have also been installed in Sevvapet, Perumalmalai and Panruti Soap units.



**New automatic soap unit - Samayapuram**



**Inner view of new automatic soap unit - Samayapuram**

#### **8.4 Oil Expeller unit, Samayapuram**

The Oil Expeller unit functioning in Samayapuram soap unit campus has been rejuvenated at a cost of Rs.3.76 lakh. The neem oil produced in this unit is being used in the soap making process by the various soap units of this Board.

#### **8.5 Carpentry and Blacksmithy Unit**

In order to improve the quality and production, as well as to provide more employment to the Rural Artisans, the Pallikonda Carpentry and Blacksmithy unit

has been modernised with latest machineries and new buildings at a cost of Rs. 65.00 lakh.

In the current year, new machinery at a cost of Rs.25.00 lakh is being installed in Arakonam Carpentry and Blacksmithy unit.

### **8.6 Honey processing unit at Amsi**

Board has taken up construction of new building and installation of modern honey processing and automatic honey filling machine at its unit at Amsi in Kanyakumari district. With the commissioning of this new facility, the honey processing capacity of this unit will increase from the present 300 kg per day to 800 kg per day with better and attractive packings.



**Construction of new building - Amsi**

### **8.7 Jawadhu unit, Vedapatti**

The Jawadhu unit at Vedapatti in Dindigul district has been taken up for modernisation at a cost of Rs.40.00 lakh sanctioned by the Government, New building at a cost of Rs.22.00 lakh has been constructed and modern machineries at a cost Rs.6.31 lakh have been installed in this unit. The unit was inaugurated by our Hon'ble Chief Minister on 08.03.2017. The performance of the unit for the past 4 years is given below:

Year	Production	Profit
	(Rupees in lakh)	
2013-2014	66.60	13.04
2014-2015	72.48	15.78
2015-2016	72.14	15.02
2016-2017	72.25	15.00



**Agarbathi manufacturing unit - Vedapatti**



**Sambirani manufacturing unit - vedapatti**

## **8.8 Art Pottery unit, Virudhachalam**

In order to provide a modern kiln facility for processing of potteries, a new oil fired shuttle kiln has been installed at Art pottery unit in Virudhachalam at cost of Rs.25.00 lakh.



**Products of Art Pottery unit - Virudhachalam**

## **8.9 Handmade Paper Unit, Govanur**

With a view to increase the production and supply of cloth lined covers to Government Departments an integrated cloth lined cover manufacturing machine has been installed at Govanur Hand Made Paper Unit at a cost of Rs.3.84 lakh.



**Handmade paper unit - Govanur**

### **8.10 Establishment of new Handmade Paper Unit at Vadalur**

In order to promote recycling of used and mutilated stock of waste papers and to provide employment to about 30 persons, Government have sanctioned a sum of Rs.90.00 lakh for establishment of new Hand Made Paper Unit in the Vadalur Soap Unit Complex in Cuddalore District.



## 9. Renovation of Khadi Krafts

The Board has taken up modernisation of Khadi Krafts under Marketing Infrastructure Scheme by which 85% of the cost of modernisation is borne by the KVIC and the balance 15% is met from the Board funds. In the current year, Khadi Krafts showroom functioning at Coimbatore, Salem, Trichy and Neyveli have been taken up for modernisation at a total cost of Rs.43.37 lakh under this scheme.

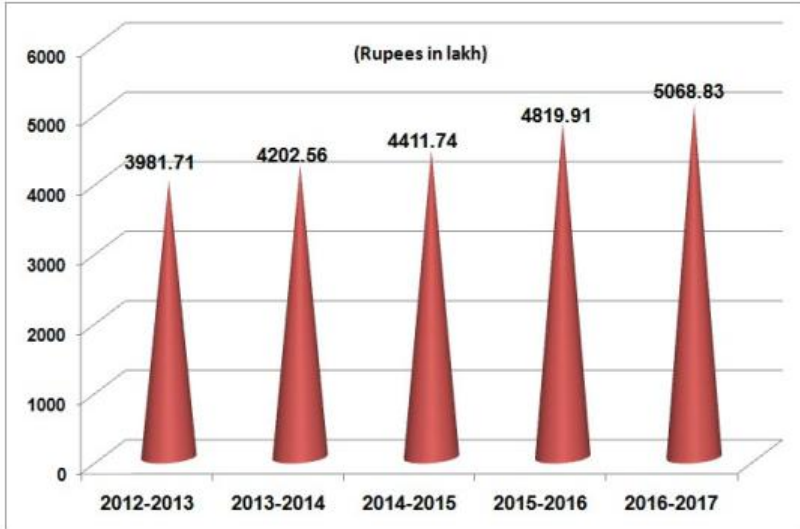


**Renovated Khadi Kraft - Neyveli**

## 10. Production and sales of Khadi and Village Industries products

The overall achievement in production and sales of various products of the Tamil Nadu Khadi and Village Industries Board for the year 2016-2017 is given below:

S.No.	Name of the Industry	2016-2017 Achievement (Rs. in lakh)	
		Production	Sales
1.	Khadi	1469.39	2063.39
2.	Village Industries		
A	Leather	760.25	758.00
B	Carpentry and Blacksmithy	416.44	416.44
C	Soap	1002.61	998.00
D	Handmade paper	64.27	63.00
E	Beekeeping	181.00	270.00
F	Others	88.21	500.00
	Total	2512.78	3005.44
	<b>GRAND TOTAL</b>	<b>3982.17</b>	<b>5068.83</b>



**Khadi and Village Industries sales**

**The sales of more than Rs.50.00crore achieved by the Tamil Nadu Khadi and Village Industries Board during the year 2016-2017 is the highest in the history of the Board**

### **11. Financial support from Government**

The State Government sanctions "Net Cost Grant" to meet out the salary and pension requirement of the staff of the Tamil Nadu Khadi and Village Industries Board and Marketing Development Assistance for Khadi items. The financial assistance approved by the

Government for Tamil Nadu Khadi and Village Industries Board and Tamil Nadu Palm Products Development Board in Budget Estimate 2017-2018 is given below:

<b>S.No</b>	<b>Details</b>	<b>Amount (Rs. in lakh)</b>
1.	Net cost Grant	7415.72
2.	Rebate Khadi Board	400.00
	Certified Institutions	3000.00
3.	Audit Fees	347.85
4.	Innovation Initiative Schemes	
A	Tamil Nadu Khadi and Village Industries Board	80.01
B	Tamil Nadu Palm Products Development Board	0.01
5.	Maintenance Allowance to Potters	489.44
6.	Khadi Spinners and Weavers Workers Welfare Board	0.01
7.	Providing shaila wheels to potters	408.00
	<b>TOTAL</b>	<b>12141.04</b>

# **TAMIL NADU PALM PRODUCTS DEVELOPMENT BOARD**

Tamil Nadu Palm Products Development Board was formed under Tamil Nadu Act 15 of 1994 to implement various schemes aimed at the economic upliftment of the workers engaged in Palm products Industry.

## **1. Objectives**

The main objectives of the Palm Products Development Board are:

- To provide gainful employment to the workers dependant on Neera tapping and production of other palm products.
- To introduce modern concepts and to promote research and development in production and utilisation of palm products.
- To make available palm products attractive at competitive prices.
- To organise Co-operative Societies and Federation at various levels to promote palm industry.

- To arrange for supply of modern tools and equipments required for Palm products industry.
- To provide institutional support to promote production and sale of palm products aiming towards improvement of economic well being of the palmgur workers.

## **2. Palm Products**

Palm products produced and sold by the Palm cooperative societies and federations can be broadly classified into edible palm products and non edible palm products.

### **2.1 Edible Palm Products**

Neera is a watery juice directly tapped from the palm trees and it is the basic raw material for the production of variety of other edible palm products like jaggery, candy, sugar, candy toffee, halwa, chocolate and fruit jams. Neera itself is a popular drink having a unique taste and flavour and it is considered to be a healthy drink rich in calcium, other minerals and nutrients.



**Palm Candy**



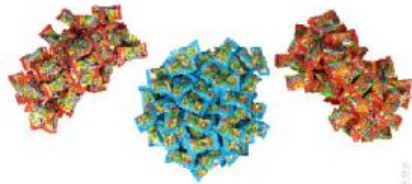
**Palm Neera  
(Tetra)**



**Palm Neera  
(Sachet)**



**Palm Sugar**



**Palm Candy Toffee**



**Palm Jaggery mixed with  
Dry Ginger (Sillu Karuppatti)**



**Palm Jaggery  
(Karuppatti)**

## **2.2 Non Edible Palm Products**

The non edible palm products include a variety of palm fibre brushes, fans, and baskets made up of palm leaves and palm fibres, toys and other handicraft items.

## **3. Licence for Neera tapping**

With a view to prevent misuse and diversion of Neera for production of Toddy and other intoxicating liquors, the Government have ordered that tapping and selling of Neera have to be carried out only with proper licence. The licence given to the Palm Board in this regard has been renewed for 3 years from 01.01.2016. Licenses have been given to 16940 palmgur artisans by the respective Federations / Assistant Director of Khadi and Village Industries Board during the year 2016-2017.

## **4. Assistance to Palmgur Artisans**

The Palm Board is assisting the Palmgur artisans by providing tools and equipments for tapping Neera and for producing palm jaggery and other palm products as well as for organising training for climbing the palm tree.



## **5. Staff Establishment**

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 Khadi and Village Industries Board is the Functional Registrar of all the Palm Cooperative Societies and Federations under the purview of Tamil Nadu Palm Products Development Board.

## **6. Societies and Federations**

Under the control of Tamil Nadu Palm Products Development Board, there are 731 Primary Jaggery Manufacturing Cooperative Societies functioning in various parts of the State. There are 8 District Palmgur Cooperative Federations. The State level Tamil Nadu State Palmgur and Fibre Marketing Cooperative Federation is located at Chennai. These Cooperative Societies and Federations are directly engaged in the production and sales of palm products.

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

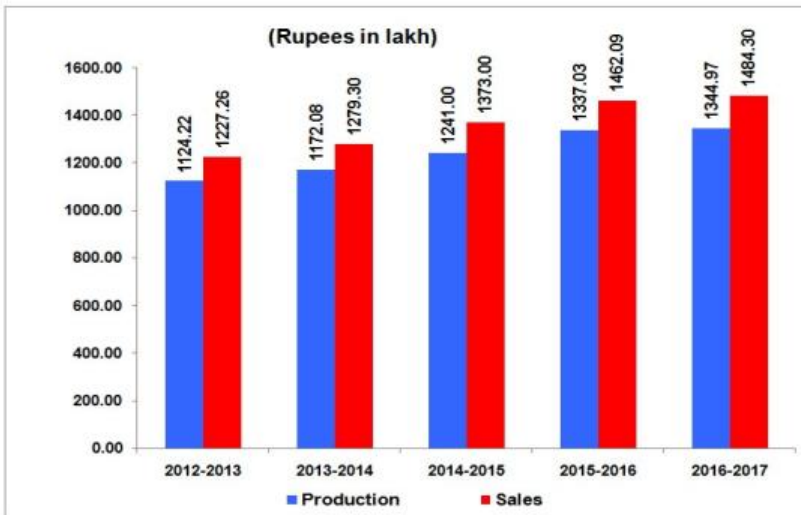
As Neera gets spoiled within few hours of its tapping, it has to be preserved under a cold chain system from the point of tapping till its consumption. The State Government have extended financial support for purchasing of coolers, ice boxes, aluminium canes as well as for installation of Pouch Filling unit to promote the sale of Neera in sachets. The Tamil Nadu State Palmgur and Fibre Marketing Cooperative Federation is running an exclusive outlet for sale of various kinds of palm products within the Kuralagam campus in Chennai. Renovation of this outlet has been recently undertaken at a cost of Rs.2.60 lakh with the financial assistance from Tamil Nadu Palm Products Development Board.

## **8. Production and Sales**

The production and sale of palm products in the financial year 2016-2017 was to the tune of Rs.1440.10 lakh and Rs.1584.49 lakh respectively. For the financial year 2017-2018, the target for production is proposed to be fixed at Rs.1500.00 lakh and the target for sales has been fixed at Rs.1700.00 lakh.

## 9. Achievements in Production and Sales in the last 5 years

Production and sales statistics for the last 5 years as given below indicate a steady increase in both production and sales. Over the years and the current year achievements in production and sales are the highest in the last five years.



**Production and Sales for the last 5 years**

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