



HANDLOOMS, HANDICRAFTS, TEXTILES AND KHADI DEPARTMENT

**KHADI, VILLAGE INDUSTRIES AND
HANDICRAFTS**

**POLICY NOTE
2018 - 2019**

DEMAND No. 18

G. BASKARAN

MINISTER FOR KHADI AND VILLAGE INDUSTRIES BOARD



**Government of Tamil Nadu
2018**



POLICY NOTE 2018- 2019

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Department of Sericulture

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DEPARTMENT OF SERICULTURE

Silk is the most elegant textiles in the world with unparalleled grandeur and natural sheen. It has inherent affinity for dyes, high absorbance quality, light weight, soft touch, resilience, excellent drape and high durability. Because of these unique qualities, silk has fascinated the people over millennia. Hence it is known as the “Queen of Textiles”, all over the world.

Various types of silk fabrics are produced, viz., sarees, dhoties, dress materials, scarves/stoles, ready made garments, furnishings, carpets, upholsteries, etc.,. Silk is also blended with other fabrics to produce a variety of blended fabrics.

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 happened around 2640 BC. The Chinese preserved the secret for more than 2500 years maintaining monopoly during those years and 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.

Historical evidence indicates that a flourishing silk trade existed between India and Rome/Greece during Kaniskha period. The use of silk in Tamil Nadu could be traced from Sangam literature like Kaliththogai & Paripaddal (Ettuthogai) and Thirumurugadrrupadai (Patthupattu).

Rearing of silkworms for the production of silk is known as Sericulture. Sericulture comprises of cultivation of mulberry, silkworm rearing and silk reeling activities. Sericulture provides livelihood opportunity for millions, owing to the high employment opportunities, low capital and high remunerative nature. As the industry is rural based with on-farm and off-farm activities and capable of generating enormous employment opportunities, it is recognized as one of the most appropriate avenues for the socio-economic development of a largely agrarian economy like India. This industry plays an important role in poverty alleviation programmes and prevents

migration of rural people to urban area in search of employment.

It is estimated that Sericulture can generate employment of about 11 man days (in on-farm and off-farm activities) per kg of raw silk production throughout a year. This potential is par-excellence and no other industry generates this kind of employment, especially in rural areas. Further, about 55% of the employment generated by the industry is being availed by women. It is a women friendly venture. Hence, Sericulture is used as a tool for rural reconstruction.

It is one of the best livelihood ventures that could be practised throughout the year with low gestation, low investment and higher remuneration. It ensures monthly income to the farmers, as one crop of silkworm can be reared within 25–27 days and the farmers can realise income by selling their products, the cocoons. About 60% of the income from Sericulture industry flows back to primary producers, the farmers.

2. Life Cycle of Silkworm



3. Sericulture in India

India is the only country in the world to produce all the four known varieties of silk, viz., Mulberry, Eri, Tasar and Muga. Among the four varieties of silk produced, Mulberry accounts for 69.09% (22,062 M.T), Tasar 9.4% (3,018 M.T), Eri 20.8% (6,661 M.T) and Muga 0.59% (190 M.T) of the total raw silk production of 31,931 Metric Tonnes during 2017-2018. Mulberry

sericulture is mainly practised in five States in the country, namely, Karnataka, Andhra Pradesh, West Bengal, Tamil Nadu and Jharkhand. North East has the unique distinction of being the only region producing all the four varieties of silk viz., Mulberry, Oak Tasar, Muga and Eri. Overall North Eastern region's contribution is 18% of India's total silk production.

India is the second largest producer of mulberry raw silk, next to China and the highest consumer of Silk fabrics in the world. However, there is a gap between the demand and production and hence considerable quantum of raw silk is being imported to meet the demand. Currently the estimated demand for raw silk in India is about 35,000 Metric Tonnes per annum against which 31,931 Metric Tonnes are produced in the country and the rest is imported mainly from China. India is importing raw silk to the tune of Rs.1150.00 crore per annum (2017-2018).

India is exporting silk fabrics to other countries to the tune of Rs.1,280 crore per annum (2017-2018).

4. Sericulture in Tamil Nadu

Tamil Nadu is the leading State in bivoltine silk production. The handloom silk sarees including Kancheepuram silk sarees produced in Tamil Nadu are world famous because of their enchanting craftsmanship. Venpattu dhoties produced in Salem are very unique and have got authorization to use geo-index number. The demand for raw silk is perennial in the State and it produces nearly 1984 Metric Tonnes against the estimated 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 main 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 avenues for employment in rural / semi urban areas. The Directorate of Sericulture formulates and implements various schemes for development of Sericulture sector in the State.

A separate department for Sericulture was established during the year 1979, with its headquarters at Salem.

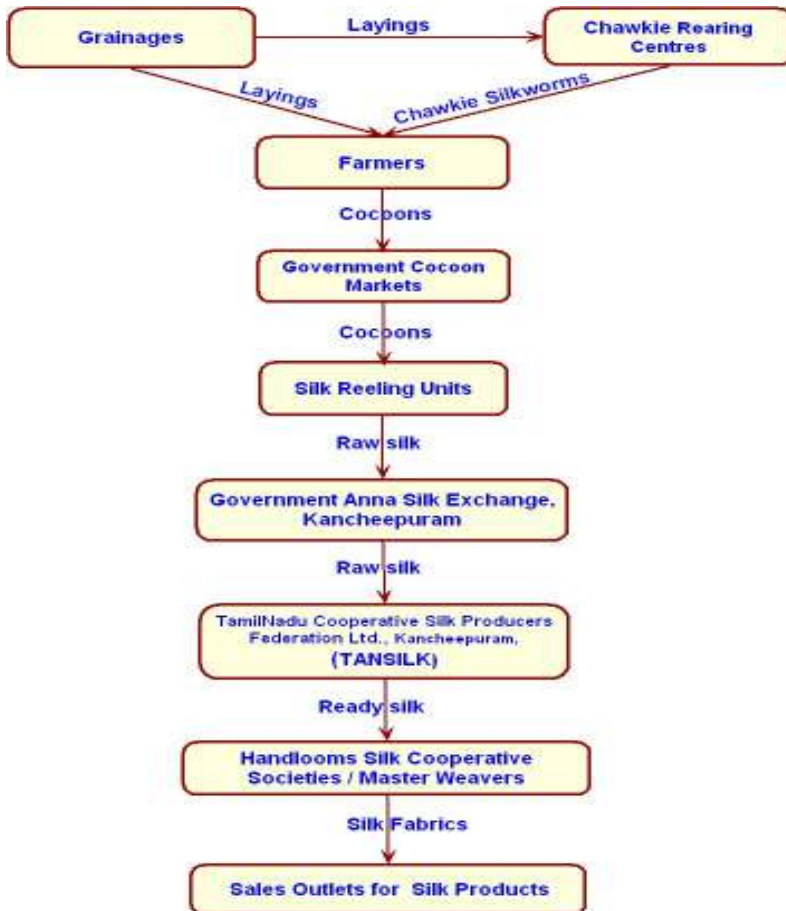
The department of Sericulture is functioning under the control of Handlooms, Handicrafts, Textiles and Khadi Department, Chennai under the able guidance of Hon'ble Minister for Rural Industries.

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:

S.No.	Name of the Post	Sanctioned (Nos.)
1	Director	1
2	Joint Director	4
3	Deputy Director	10
4	Assistant Director	27
5	Inspector of Sericulture	67
6	Assistant Inspector of Sericulture	179
7	Junior Inspector of Sericulture	837
8	Ministerial staff, Others	328
	Total	1,453

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

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 rearing & silk reeling.
- 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.



State map indicating location of Department Units

8. Mulberry Area in Tamil Nadu

Mulberry is cultivated in 46,570 acres by 24,427 farmers in Tamil Nadu. 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.

The Department of Sericulture is providing a sum of Rs.10,500/- to the farmers as assistance for the plantation of high yielding mulberry varieties per acre. The maximum assistance of Rs.52,500/- is provided to a farmer for planting 5.00 acres of mulberry. The extension functionaries of the department are assisting the farmers by all means right from the cultivation of mulberry to marketing of their produce, the cocoon.

Improved mulberry varieties, viz., V₁, S-series, MR₂ are popularised among the farmers. Paired row system of plantation is recommended to the farmers for obtaining luxurious growth of mulberry plants. To use the irrigation water economically, drip irrigation system is popularised in the mulberry gardens. In addition to

chemical fertilizers, bio-fertilizers are also recommended for the mulberry gardens. Shoot rearing method is followed by the farmers to reduce the labour involvement in silkworm rearing. To cope up with the shoot rearing, mulberry gardens are pruned after every crop, followed by inter-cultural operations and fertilizer application.

Further, realising the potential of mulberry as a fodder during drought periods, the cultivation of mulberry trees is promoted by the District Administration of various districts of the State. Non sericulture farmers are being motivated to plant mulberry trees in their garden along the fence, bunds, pathways, etc.

District wise Mulberry Area

District	Mulberry Area as on 31.03.2018 (Acres)			
	Irrigated	Rainfed	Total	Farmers
Krishnagiri	7922.15	0	7922.15	4716
Dharmapuri	3660.85	0	3660.85	2437
Salem	2741.70	0	2741.70	1733
Erode	4503.31	0	4503.31	2073
Coimbatore	2787.75	0	2787.75	1152
Tiruppur	5282.14	0	5282.14	2526
The Nilgiris	65.00	0	65.00	60
Vellore	2929.25	169.85	3099.10	1716
Kancheepuram	35.50	0	35.50	15
Thiruvallur	32.00	0	32.00	15
Tiruvannamalai	987.95	165.00	1152.95	708

District	Mulberry Area as on 31.03.2018 (Acres)			
	Irrigated	Rainfed	Total	Farmers
Namakkal	1925.75	72.00	1997.75	1083
Karur	364.00	0	364.00	191
Trichy	1013.30	0	1013.30	528
Perambalur	133.50	0	133.50	66
Ariyalur	133.00	0	133.00	66
Pudukottai	613.00	0	613.00	311
Tiruvarur	167.00	0	167.00	86
Thanjavur	338.00	0	338.00	179
Nagapattinum	85.00	0	85.00	42
Villupuram	1003.25	0	1003.25	540
Cuddalore	384.25	0	384.25	167
Madurai	434.00	0	434.00	187
Theni	1887.50	0	1887.50	849
Virudhunagar	524.00	0	524.00	230
Ramnad	194.50	0	194.50	97
Sivagangai	330.40	0	330.40	155
Dindigal	3510.75	0	3510.75	1539
Tirunelveli	1724.25	0	1724.25	732
Thoothukudi	224.85	0	224.85	102
Kanyakumari	225.50	0	225.50	126
Total	46163.40	406.85	46570.25	24427

It is planned to bring an additional 10,000 acres under mulberry during 2018-2019.



Mulberry Garden

The area under mulberry cultivation at the beginning of the past three years is given as below:

Year	Mulberry area (in acres)
2015-2016	41,440
2016-2017	40,400
2017-2018	43,935

9. 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.

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

9.1 Basic Silkworm Seed Production Units

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



P2 Seed Farm, Masinagudi

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)
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

District	Assistant Director	S.No	Name of the Seed Farm	Role	Total Extent (Acres)
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
			Total		1907.58

The performance of these seed farms for the past three years is given as below:

S.No	Name of the Seed Farm	2015-2016		2016-2017		2017-2018	
		Cocoon Prodn. (Lakh Nos)	Value (Rs. in lakh)	Cocoon Prodn. (Lakh Nos)	Value (Rs. in lakh)	Cocoon Prodn. (Lakh Nos)	Value (Rs. in lakh)
1	Berigai	0.363	0.221	0.556	0.436	0.186	0.160
2	Avalapalli	0.985	0.566	0.833	0.418	1.150	1.116
3	Hosur	2.170	1.341	1.683	0.176	1.583	1.161
4	Kalukondapalli	2.219	0.804	0.812	0.321	1.472	0.662
5	Thally	1.824	0.689	0.790	0.281	1.118	0.483
6	Uddanapalli	6.481	3.196	6.419	2.595	6.873	0.426
7	Ulimangalam	2.297	0.860	1.894	0.803	2.369	0.693
8	Melagiri	3.746	1.182	2.871	0.825	3.347	0.893
9	Kollatti	21.471	7.219	21.400	7.850	20.298	7.048
10	Yercaud	0.595	0.296	-	-	-	-
11	Hassanur	-	-	-	-	-	-
12	Madhahalli	2.803	2.239	7.131	3.792	2.917	4.099
13	Athanavoor	1.152	0.744	1.201	0.914	1.265	0.566
14	Kolli Hills	1.809	1.120	1.620	1.054	1.108	0.900
15	Mayiladumparai	5.014	1.345	3.287	0.985	1.339	0.513
16	Shenkottai	9.241	3.009	5.189	1.817	4.940	1.962
17	Coonoor	0.980	0.738	1.032	0.626	0.700	0.607
18	Masinagudi	2.025	1.415	3.130	2.647	2.517	2.096
19	Masakkal	2.717	2.190	2.287	2.106	0.250	1.771
	Total	67.890	29.174	62.136	27.645	53.432	25.155

9.2 Grainages

Grainages are playing a vital role for the development of Sericulture. Disease free 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)
Krishnagiri	Hosur (Grainage)	1	Hosur CB	State	4.00
			Hosur CSR	State	10.50
		*	Hosur	NSSO	14.00
	Krishnagiri (Grainage)	2	Krishnagiri	State	16.00
Dharmapuri	Dharmapuri	3	Sogathur	State	3.00
		*	Dharmapuri	NSSO	8.00
	Pennagaram	4	Pennagaram	State	3.00
Coimbatore	Coimbatore	5	Coimbatore	State	8.00
Erode	Erode	6	Erode	State	8.00
	Talavady	7	Talavady	State	4.00
Vellore	Vaniyambadi	8	Vaniyambadi	State	3.00
		*	Tirupattur	NSSO	8.00
Trichy	Trichy	9	Trichy	State	4.00
Dindigul	Dindigul	10	Dindigul	State	3.00
Tirunelveli	Tenkasi	11	Courtallam	State	4.00
Total					100.50

The performance of these Government grainages for the past three years is given as below:

S.No	Name of the Grainage	2015-2016		2016-2017		2017-2018	
		Layings Prodn. (Lakh Nos.)	Value (Rs. in lakh)	Layings Prodn. (Lakh Nos.)	Value (Rs. in lakh)	Layings Prodn. (Lakh Nos.)	Value (Rs. in lakh)
1	Hosur CB	2.67	10.18	3.02	12.06	4.12	16.38
	Hosur CSR	6.44	35.42	3.42	18.83	3.15	17.34
*	Hosur (NSSO)	22.35	145.25	23.06	161.43	26.35	184.47
2	Krishnagiri	18.54	101.99	18.04	99.24	14.03	77.18
3	Sogathur	2.42	13.30	1.14	6.28	0.94	5.19
*	Dharmapuri (NSSO)	10.11	61.60	11.08	74.60	11.07	77.49
4	Pennagaram	-	-	1.16	6.39	0.91	5.02
5	Coimbatore	6.07	33.39	5.33	29.33	2.58	14.19
6	Erode	6.34	34.89	6.13	33.71	3.63	19.94
7	Talavady	3.55	19.53	2.65	14.58	1.78	9.80
8	Vaniyambadi	3.82	20.98	4.35	23.93	2.98	16.41
*	Tirupattur (NSSO)	5.21	23.33	4.61	21.51	6.07	41.26
9	Trichy	3.31	12.63	3.32	13.22	2.45	9.81
10	Dindigul	-	-	-	-	-	-
11	Courtallam	2.51	9.64	2.12	8.46	2.12	8.73
Total		93.34	522.13	89.43	523.57	82.18	503.21



Silk Moth laying eggs

9.3 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. The Bivoltine

silkworm eggs are preserved in the cold storage unit at various temperature levels ranging from 2.5° C to 25°C for pre-determined period of 120-300 days for breaking the diapause condition of eggs, so as to release them after four, six and nine months for distribution to the farmers. To reap successful silkworm crops, it is most important to give maximum care during the preservation of eggs. To preserve and supply the bivoltine eggs throughout the year, two multigraded cold storage units are functioning at Krishnagiri and Hosur in Krishnagiri district with a preservation capacity of 40 lakh silkworm eggs. 29.44 lakh bivoltine eggs were preserved in these two cold storage units during 2017-2018. 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

The performance of these two Multi-graded Cold storages for the past three years is given as below:

S. No	Name of the Cold Storage	2015-2016		2016-2017		2017-2018	
		Layings Preserved (lakh Nos.)	Revenue earned (Rs. in lakh)	Layings Preserved (lakh Nos.)	Revenue earned (Rs. in lakh)	Layings Preserved (lakh Nos.)	Revenue earned (Rs. in lakh)
1	Hosur	25.56	9.80	17.39	7.28	11.90	3.40
2	Krishnagiri	25.39	9.06	25.06	10.30	17.54	4.21
	Total	50.95	18.86	42.45	17.58	29.44	7.61

9.4 Technical Service Centres

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 to 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	7	Coimbatore	4
		8	Udumalpet	5
	Tiruppur	9	Erode	7
		10	Talavady	3
	The Nilgiris	11	Coonoor	1
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
			Total	105



Technical Service Centre, Krishnagiri, Krishnagiri District

9.5 Government Silk Farms

There are 32 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 P2 Silk Farm, Ulimangalam, Krishnagiri District

Government Silk Farms

District	Assistant Director	S. No.	Name of the Farm		Extent (Acres)
Krishnagiri	TNSTI, Hosur	1	Hosur	DCTC	2.18
	Krishnagiri	2	Uthangarai	GHSF	3.72
Dharmapuri	Dharmapuri	3	Sitheri	GHSF	5.79
		4	Sogathur	FTC	5.84
	Pennagaram	5	Papparapatty	CSF	1.81
Salem	Salem	6	Nathakarai	FTC	14.50
		7	Maniyarkundam	GHSF	50.00
		8	Pudur	GHSF	6.04
Villupuram	Salem	9	Vellimalai	GHSF	6.56
Erode	Talavady	10	Talavady	FTC	18.01
		11	Ramapuram	CSF	3.58
		12	Geermalam	GHSF	32.82
Tiruppur	Udumalpet	13	Myvadi	FTC	20.10
Kancheepuram	Vaniyambadi	14	Vitchanthangal	FTC	8.05
Vellore	Vaniyambadi	15	Minnur	FTC	18.70

District	Assistant Director	S. No.	Name of the Farm	Extent (Acres)	
Tiruvannamalai	Tiruvanna- malai	16	Nadanur	CSF	1.88
Vellore		17	Puliyoor	CSF	7.99
Cuddalore	Villupuram	18	Neyveli	FTC	20.00
Trichy	Trichy	19	Uppiliapuram	DCTC	2.60
		20	Kalingapatty	MMP	5.00
Trichy	Trichy	21	Karukkamadai	MMP	2.11
		22	Pachamalai	GHSF	8.45
		23	Manikandam	FTC	10.00
Thanjavur		24	Nanjikottai	FTC	4.65
Dindigul	Dindigul	25	C.K.Pudur	MMP	4.93
Sivagangai		26	Kundrakudi	MMP	6.20
		27	O.Pudur	DCTC	10.00
Ramanathapuram	Theni	28	Pandiyur	DCTC	4.36
Tirunelveli	Tenkasi	29	Tirunelveli @V.M.Chatram	DCTC	1.88
Virudhunagar		30	Srivilliputhur	FTC	10.15
		31	Sevalur	MMP	12.00
Kanyakumari		32	Nagercoil/ Konam	DCTC	3.10
			Total		313.00

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

The performance regarding the farmers trained in Sericulture in the Farmers training centre, Demonstration Cum Training Centre and Model Mulberry Plantation for the past three years is given as below:

Year	No. of farmers trained
2015-2016	6060
2016-2017	6178
2017-2018	6764

The performance regarding the production of commercial cocoons in the Government Silk farms for the past three years is given as below:

Year	Cocoon produced (in kgs)	Value (Rs. In lakh)
2015-2016	1283.200	2.19
2016-2017	1703.700	4.09
2017-2018	1652.100	4.68

The performance regarding production of saplings in these Government Silk farms for the past three years is given as below:

Year	Saplings Production	
	Production (Nos.)	Revenue (Rs.in lakh)
2015-2016	2385300	23.85
2016-2017	2553700	25.54
2017-2018	3113900	31.14

The performance regarding the chawkie rearing in these Government Silk farms for the past three years is given as below:

Year	DFLs Reared (in Nos.)	Value (Rs. In lakh)
2015-2016	132262	3.97
2016-2017	150045	4.50
2017-2018	134390	4.03

9.6 Chawkie Rearing Centres

Rearing of silkworm larvae from hatching to second moult for 7 days is termed as chawkie rearing. This requires special care in maintaining proper hygiene and required climatic conditions and feeding with good quality leaves. Separate mulberry garden with specific

fertilizer recommendation and pruning schedule are followed 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. 79 % of silkworm layings were distributed as chawkie worms during 2017-2018.

Receiving chawkie silkworms from chawkie rearing centres, facilitate the farmers to save 7 rearing days, 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, Udumalpet

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

Apart from the Government Chawkie rearing centres 134 private chawkie rearing centres are also functioning in the State. The capacity of these chawkie rearing centres is 81.00 lakh layings per year.

The performance of these Private chawkie rearing centres for the past three years is given as below:

S. No.	Year	No. of Private CRCs	Capacity (lakh DFLs)	Actually Reared (Lakh DFLs)	Value (Rs. In lakh)	Profit earned (Rs. In lakh)
1	2015-2016	127	64.98	68.07	1157.19	391.40
2	2016-2017	132	72.36	60.06	1081.08	375.38
3	2017-2018	134	77.58	58.16	1046.88	363.50

Cost of layings @ Rs.550/-
 Service charge @ Rs.1150/-(2015-2016),
 Rs.1250/-(2016-2017, 2017-2018)

9.7 Cocoon Markets

For enabling the farmers to transact the cocoons they produced, the department has 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.



Government Cocoon Market, Coimbatore

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, Palacode	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		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

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

The performance of these Cocoon markets for the past three years is given as below:

Year	Cocoon Transaction (M.Tons)	Value (Rs.in Lakh)	Levy (Rs.in Lakh)
2015-2016	1862.72	4728.44	71.66
2016-2017	1753.80	6480.19	97.29
2017-2018	1720.26	7787.54	117.06

9.8 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. The capacity of these silk reeling units is production of 35 Metric Tonnes of raw silk per year.



Government Multi-End Silk Reeling Unit, Nagercoil



Government Silk Twisting Unit, Tenkasi

The performance of these Government Silk Units for the past three years is given as below:

Year	Silk Production (Kgs)	Value of silk (Rs. in lakh)	Sale value of by-products (Rs. in lakh)	Profit / Loss (Rs. in lakh)
2015-2016	12196.35	288.25	36.47	10.58
2016-2017	12639.80	377.89	34.43	-2.56
2017-2018	11982.55	421.93	30.66	1.00

The performance of these Government twisting units for the past three years is given as below:

Year	Silk Twisted (in kgs)	Value of twisted silk (Rs. in lakh)	Sale value of by-products (Rs. in lakh)	Profit / Loss (Rs. in lakh)
2015-2016	4880.35	160.93	0.80	12.49
2016-2017	5278.20	188.69	1.33	15.09
2017-2018	5180.55	184.43	1.02	13.05

9.9 Private Silk Reeling Units

There are 96 cottage basin reeling units, 35 Multiend Reeling Units, 26 Charka Reeling Units and 3 Automatic Reeling Machine Unit run by private entrepreneurs. The capacity of these silk reeling units is production of 452 Metric Tonnes of raw silk per year. 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, Gobichettipalayam

The performance of these private silk reeling units for the past three years is given as below:

S.No.	Year	Licenced Devices (Nos.)	Functional Devices (Nos.)	Capacity (M.tons)	Raw Silk Prodn. (M.Tons)	Value (Rs. in lakh)
1	2015-2016	985	887	431.000	210.722	4686.47
2	2016-2017	980	887	429.000	187.950	5647.89
3	2017-2018	1033	932	452.000	230.880	8170.84

9.10 Tamil Nadu Sericulture Training Institute, Hosur

The Tamil Nadu Sericulture Training Institute, Hosur provides refresher training to the field level functionaries of the department and training to the new farmers and reelers 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.



Tamil Nadu Sericulture Training Institute, Hosur

The performance of the TamilNadu Sericulture Training Institute, Hosur for the year 2017-2018 is given as below:

S.No.	Name of the Programme	Trainee	Duration	Trainees covered (Nos)
1	Beneficiary empowerment programme under CSS	Farmers	5 days	1716
2	ATMA Programme	Farmers	3 days	240
3	Training to newly recruited Assistant Inpsectors & Junior Inspectors	Staff	30 days	173

9.11 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

The performance of the Government Anna Silk Exchange, Kancheepuram for the past three years is given as below:

S.No	Year	Transaction		Levy Collected (Rs. in lakh)
		Quantity (in M.Tonnes)	Value (Rs. in lakh)	
1	2015-2016	89.756	2021.37	30.47
2	2016-2017	81.520	2450.21	36.76
3	2017-2018	71.469	2529.53	37.94

Owing to the reduction in the quantum of raw silk purchased by TANSILK, the raw silk transaction in Government Anna Silk Exchange is in the decreasing trend. TANSILK and other Master weavers have been asked to increase their raw silk purchase and the Silk reelers have been asked to transact the silk produced by them in the Government Anna Silk Exchange, so as to increase the transaction of raw silk in the Government Anna Silk Exchange, Kancheepuram.

9.12 Co-operative Societies

Under the Department of Sericulture 25 primary co-operative societies entitled, “Silk Reelers Industrial Co-operative Societies” (SRICS) and one Apex Co-

operative Society, entitled, “Tamil Nadu Co-operative Silk Producers’ Federation Limited (TANSILK)” are functioning.

The stakeholders of the Sericulture industry are the members of the primary co-operative societies. Providing employment opportunities and economic upliftment of the stakeholders of the Sericulture industry in their area of operation is the main objective of the primary co-operative societies. Supply of sericulture inputs to the members of the society, supply of raw materials to the members of the society for the conversion of the finished goods, getting the finished goods from the members and selling the finished goods for fair price are the other functions of the societies.

9.12.1 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, Twisters 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

The performance of the TANSILK, Kancheepuram for the past three years is given as below:

S. No.	Year	Purchase		Sales		Net Profit (Rs. in lakh)
		Quantity (Metric Tonnes)	Value (Rs. in lakh)	Quantity (Metric Tonnes)	Value (Rs. in lakh)	
1	2015-2016	300	8412.04	304	8552.00	107.73
2	2016-2017	263	9071.64	263	9091.39	91.89
3	2017-2018	223	9035.43	222	8923.83	61.60

Reduction in sale of silk sarees in the Silk Handloom Weavers Co-operative Societies during the past two years has led to the reduction in the sale of silk in the TANSILK. Further, implementation of GST for Ready silk, Jari, etc., has led to the increase in the price of silk sarees which in turn resulted in the reduction of sale of silk sarees.

All possible measures have been taken to increase the silk transaction in TANSILK by the Silk Handlooms Weavers Co-operative Societies as well as individual weavers.

10. 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 metres whereas, it is 700–800 metres in multivoltine (yellow) cocoons. The tenacity and elongation of bivoltine (white) silk are better than multivoltine (yellow) silk and hence bivoltine silk can be used in powerlooms.

Out of total 1984 Metric Tonnes of raw silk produced during 2017-2018, 1775 Metric Tonnes is bivoltine silk. Tamil Nadu is the leading state at **National level** in terms of bivoltine raw silk production. The value of silk produced is Rs.702 crore, at the average silk price of Rs.3539/-.

11. 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.160.75 for cross breed and Rs.175.75 for bivoltine rearing per 100 dfls, including the 10% contribution of beneficiaries, is provided as premium amount benefitting 21,500 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.

The details of premium, claims settled, the farmers benefitted, etc for the past three years are given as below :

Sl. No.	Year	No. of farmers covered	Pre-mium Amount (Rs. in lakh)	Amount released towards Compensation			Total Amount Settled (Rs. in lakh)
				Nature of Claim	Nos.	Amount Settled (Rs. in lakh)	
1	2015-2016	1000	18.40	Crop failure	12	0.95	3.97
				Shed Damage	14	3.02	
2	2016-2017	20000	32.65	Crop failure	192	10.48	20.14
				Shed Damage	11	7.66	
				Personal Accidental Coverage	1	2.00	
3	2017-2018	21500	37.63	Crop failure	31	2.19	2.78
				Shed Damage	2	0.59	

12. Schemes implemented during 2017-2018

12.1 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 2017-2018. Progress in the implementation of the State Plan is given below:

State Plan – 2017-2018 - Progress

S. No.	Name of the scheme	Physical Units		Financial (Rs.in lakh)		
		Target	Achievement	Outlay	Expenditure	Balance
1	Cultivation assistance for Plantation of high yielding mulberry varieties	3500 Acres	3500 Acres	367.50	367.50	0.00
2	Procurement and supply of improved rearing appliances / farm equipments.	1000 Nos.	1000 Nos	525.00	524.75	0.25
3	Assistance for construction of Rearing shed-Level I	50 Nos.	50 Nos.	41.25	41.25	0.00
4	Assistance for construction of Rearing shed-Level II	550 Nos.	550 Nos.	481.25	481.25	0.00

S. No.	Name of the scheme	Physical Units		Financial (Rs.in lakh)		
		Target	Achievement	Outlay	Expenditure	Balance
5	Assistance for Construction of Rearing shed-Level III	200 Nos.	200 Nos.	126.00	126.00	0.00
6	Installation of Drip irrigation system in mulberry garden	1000 Acres	806.05 Acres	250.00	250.00	0.00
TOTAL				1791.00	1790.75	0.25

12.2 Sericulture Development and Price Stabilisation Fund

A sum of Rs.183.74 lakh was sanctioned under Sericulture Development and Price Stabilisation fund during 2017-2018. Progress in the implementation is given below:

S.No.	Name of the Work	Total Sanctioned	Expenditure	Balance	Remarks
		(Rs. in lakh)			
1	Assistance for transportation of BV Hybrid layings	30.00	30.00	0.00	-
2	Incentive for production of Bivoltine silk (MRM)	20.00	19.97	0.03	-
3	Printing and distribution of Pattumalar 2017-18	13.00	13.00	0.00	-
4	AMC for Graded Cold Storage, Avalapally @ Hosur	6.11	6.08	0.03	-

S.No.	Name of the Work	Total Sanctioned	Expenditure	Balance	Remarks
		(Rs. in lakh)			
5	AMC for Graded Cold Storage, Krishnagiri	7.14	7.14	0.00	-
6	Provision of rental charges for mobile phones	1.23	1.23	0.00	-
7	Renovation of buildings of existing Govt. units (Civil works)				
a)	Renovation of Technical Service Centres (11 TSCs) Dharmapuri, Annur, Pongalur, Gudimangalam, Sultanpettai, Kundadam, Talavady, Tiruvannamalai, Keelpennathur, Musiri & Palaiyur TSCs	34.41	34.41	0.00	-
b)	Renovation of buildings of Govt. Grainages. (FTC Talavady (Grainage) & Grainage cold storage, & Erode Grainage building)	7.32	7.32	0.00	-
c)	Renovation of building of Govt. Cocoon Market, Talavady	1.41	1.41	0.00	-
d)	Renovation of building of Govt. Silk Reeling unit, Talavady	1.43	1.43	0.00	-
e)	Renovation of buildings of Govt. Seed Farm, Masakkal	7.35	7.35	0.00	-
f)	Renovation of buildings of Govt. Silk Farms (Karukkamadaï (MMP), Manikandam (FTC))	3.90	3.90	0.00	-

S.No.	Name of the Work	Total Sanctioned	Expenditure	Balance	Remarks
		(Rs. in lakh)			
g)	Digging of bore-wells at Govt. units. (P2. Farm Masakkal, P2.Farm Masinagudi, ADS office Coonoor & P2,Farm Myladumparai)	9.65	-	9.65	Under process
h)	Renovation of buildings of AD Quarters at Coonoor	2.35	2.35	0.00	-
i)	Renovation of buildings of AD offices Coonoor & Trichy	6.96	6.96	0.00	-
j)	Paver block laying in Directorate of Sericulture, Salem	12.90	12.90	0.00	-
8	Establishing of Additional Mulberry garden in Large Scale Silk Farms				
	i) Large Scale Silk Farm, Kolatti	8.89	8.89	0.00	-
	ii) Large Scale Silk Farm, Madhahalli	9.69	9.69	0.00	-
	Total	183.74	174.03	9.71	

12.3 Prizes and Awards

A sum of Rs.20.85 lakh was sanctioned by the Government for distribution of cash awards to the best sericulture farmers during 2017-2018. Three best sericulture farmers at district level for 31 districts excluding Chennai and three best sericulture farmers at State level were selected for awards.

The productivity details of the State level three best farmers are given as below :

Sl.No.	Name of the best farmers	Level	DFLs reared per acre	Average yield / 100 DFLs	Annual income earned. (Rs. in lakh)
1.	Ponraj, S/o.Nataraj, Aathukinathupatty (Udumalpet)	1 st	1194	92.5	6.016
2.	Eswaramurthy, S/o. Ramasamy, Nandavanampalayam (Erode)	2 nd	1041	98.6	5.159
3.	Palanivel, S/o. Kandasamy, Tiruchengode (Namakkal)	3 rd	919	99.0	4.720

Cash awards of Rs.25,000/-, Rs.20,000/- and Rs.15,000/- for first, second and third places respectively at district level and cash awards of Rs.1,00,000/-, Rs.75,000/- and Rs.50,000/- for first, second and third places respectively at State level was distributed by Hon'ble Chief Minister on 28th April' 2018.

12.4 Central Sector Scheme

After restructuring the Catalytic Development Programme, Central Silk Board has restricted the

financial support to few components only and sanctioned Rs.607.435 lakh for the year 2017-2018. Progress in the implementation is shown below:

Central Sector Scheme – 2017-2018 - Progress

S.No	Name of the Scheme / Component	Physical		Financial (Rs. in lakhs)			Remarks
		Target	Achievement	Outlay	Expenditure	Balance	
1	Support for Development of Kissan Nursery	1.00	1.00	1.00	1.00	0.00	
2	Support for Mulberry plantation Development (Bush)	22.60	22.60	9.04	9.04	0.00	
3	Assistance for Irrigation and Other Water Conservations and usage techniques	10.00	7.00	2.40	2.40	0.00	
4	Support for construction of Vermi Compost sheds	2	2	0.32	0.32	0.00	
5	Supply of Rearing Appliances (including Improved Mountages Farm Equipments to Farmers)	7	7	3.92	3.92	0.00	

S.No	Name of the Scheme / Component	Physical		Financial (Rs. in lakhs)			Remarks
		Target	Achievement	Outlay	Expenditure	Balance	
6	Assistance for construction of Rearing Houses (600 sq.ft & 100 DFLs / batch)	7	7	14.00	14.00	0.00	
7	Support for construction of Reeling sheds	1	-	6.40	-	6.40	Work in progress
8	Support for the establishment of MRM Unit	1	-	13.67	-	13.67	Work in progress
9	Training visit to Progressive Farmers	23	23	0.81	0.81	0.00	
10	IEC (Publicity)	Lump sum	-	2.00	-	2.00	
11	Assistance for Drip Irrigation	1000	979.30	295.08	294.85	0.23	
12	Beneficiary Empowerment Programme (BEP)	2000	2000	140.00	140.00	0.00	
13	Strengthening the Multi Grade Cold storage unit at Hosur	1	1	15.00	15.00	0.00	
14	Popularisation of macro Chawkie Rearing Centres	3	2	18.00	12.00	6.00	Proposal awaited
15	Production units for Biological inputs / Door to Door Service Agents for disinfection and inputs supply & Assistance for Sericulture Poly clinics	4	3	3.50	2.62	0.87	Proposal awaited

S.No	Name of the Scheme / Component	Physical		Financial (Rs. in lakhs)			Re- marks
		Target	Achievement	Outlay	Expenditure	Balance	
16	Incentive subsidy for Bivoltine Raw silk production (ARM)	25000	2337	37.50	3.51	33.99	under implementation
17	Establishment of Seri Tourism Corridor Yercaud	1	-	25.00	-	25.00	Work in progress
18	IT initiatives (Silk Portal), Digitization & MIS, Information, Education & Communication - issuing Smart Card to Stakeholders - Information covers all details of the Smart Card Holder.	25000	-	19.80	-	19.80	Under Progress
Total				607.44	499.47	107.97	

13. 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

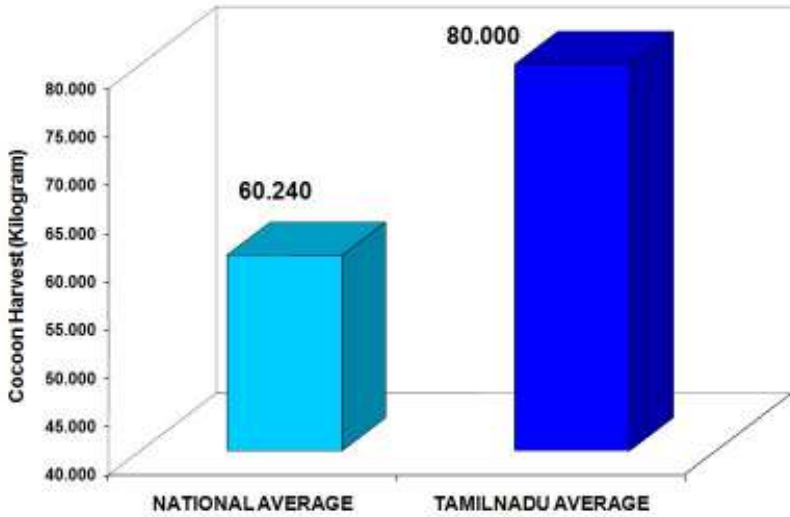
creating awareness about Sericulture activities amongst tourists. Also, it is aimed to inculcate scientific knowledge among the children. It is proposed to display soil to silk activities at this complex.

Civil works for exhibition halls, food court, shops, etc., have been completed. Fencing, paver block flooring, digging of bore well, laying of pathways are under process. Children's play materials, and scientific materials are being erected. The post cocoon model machinery for cocoon processing, silk reeling, silk twisting and silk weaving, etc., are being installed. All necessary display materials from soil to silk are being collected. The tourist centre will be operationalized during the year 2018-2019.

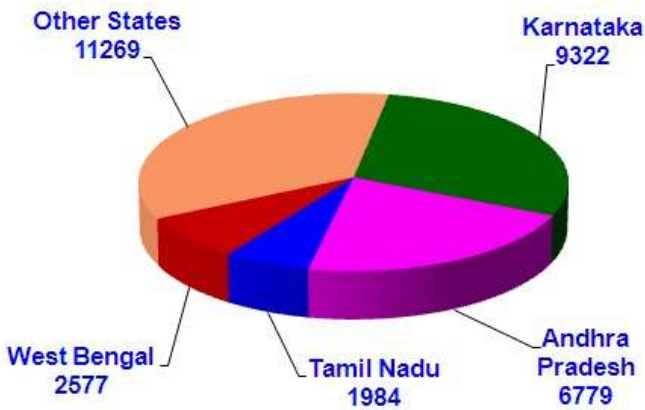
14. Achievements of the Department of Sericulture

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 **80.000 kgs** during the year 2017-2018 against the national average of **60.240 kgs**.
- **89% of total raw silk production** during the year 2017-2018 is bivoltine silk. 1775 metric tonnes of bivoltine silk was produced in Tamil Nadu during 2017-2018. The percentage of bivoltine silk has improved from 85 % in 2016-2017.
- Cluster Promotion Programme is being implemented in 28 different villages to increase bivoltine cocoon production. Productivity of cocoon has increased from 78.400 kg in previous year to **81.000 kg per 100 dfls during 2017-2018**.

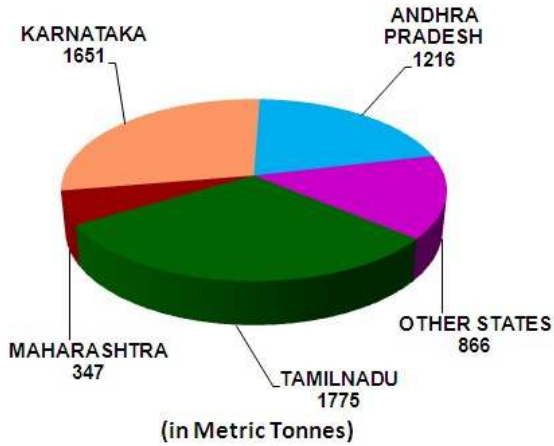


Cocoon yield per 100 layings during 2017-2018

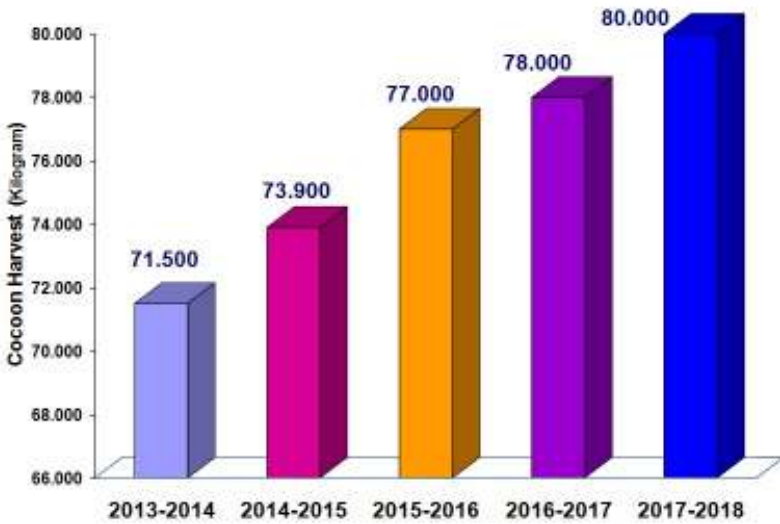


(in Metric Tonnes)

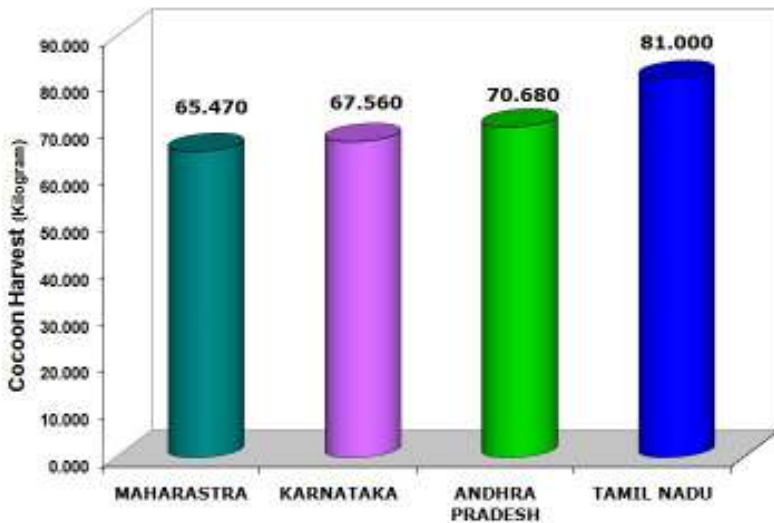
Total Raw silk production by major States during 2017-2018 (in Metric Tonnes)



Bivoltine silk production by major States during 2017-2018 (in Metric Tonnes)



Cocoon yield per 100 layings in last 5 Years



Cocoon yield per 100 layings in cluster areas of traditional States in 2017-2018

15. Proposed initiatives for Sericulture development in Tamil Nadu

15. 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 disease free layings.
- Obtaining quality certification for grainages and training institute.
- Technology upgradation.
- To promote Ericulture in the State, in view of creating employment opportunities to the economically weaker sections of the people, particularly tribals and for the production of “ahimsa silk”, which is preferred by a section of people.

15. 2 Post cocoon

- Thrust for production of import substitute bivoltine raw silk.
- Establishing three automatic silk reeling units and more number of multiend reeling units.
- Establishing one automatic dupion silk reeling unit.
- Skill training for entrepreneurs in quality, productivity, cost minimisation and silk waste management. It is proposed to give training in silk reeling to more

number of silk reeling workers as well as entrepreneurs.

16. Budget provision for the Year 2018-2019

The fund allocation made to the Department of Sericulture in Budget Estimate 2018-2019 for Plan and Non-Plan schemes is given below:

S.No	Name of the Scheme	Outlay for 2018-2019 (Rs. in lakh)
I	PLAN SCHEMES	
a)	1) Development Programmes under Sericulture Development and Price Stabilization Fund (SDandPSF)	100.00
	2) Sericulture Development and Price Stabilization Fund (Inter-account transfer)	190.00
b)	New Schemes	1126.86
c)	Western Ghats Development Programme	0.01
d)	Hill Area Development Programme	0.01
	PLAN SCHEMES TOTAL	1416.88
II	NON – PLAN SCHEMES (Maintenance of Government units, Salary, Wages, etc.,)	6872.10
Grand Total (PLAN + NON-PLAN)		8288.98



THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED

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

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

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

2. Showrooms

Poompuhar provides marketing assistance to 571 artisans by selling their products through its 17 showrooms which are located at Chennai City, Chennai Airport, Vandaloor Zoo, IIT Chennai, Egmore Museum, Coimbatore, Erode, Salem, Thanjavur, Tiruchirapalli, Madurai, Tirunelveli, Kanyakumari, Swamimalai, Mamallapuram, New Delhi and Kolkata.



Poompuhar showroom, Chennai

3. Exhibitions

Poompuhar organizes handicrafts exhibitions-cum-sale in important cities and towns in Tamil Nadu and across India. It also organizes Gandhi Shilpa Bazaars and Craft Bazaars, where artisans from all over the country are invited. Poompuhar will conduct one Buyer-Seller meet during 2018. Poompuhar will also participate in international exhibitions through ITPO and EPCH.

Exhibition sales details for the year 2017-2018:

Inside/ outside Exhibitions	Total No. conducted	Total sales (Rs. in lakh)
Inside showroom exhibitions	88	345.51
Outside showroom exhibitions	65	420.53
Total	153	766.04

Through the exhibition conducted about nearly 5410 artisans have been provided marketing avenues.

4. Production Centers

Poompuhar 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 (wood carvings) and Mamallapuram (stone carvings). There are 10 permanent artisans and 67 piece rate workers (artisans) working in these production centres.

It has achieved a production of Rs.326.36 lakh during the last year (2017-2018) and is aiming to achieve

a production target of Rs.665.00 lakh during the year 2018 -2019.

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

Year	Production (Rs. in lakh)
2013-2014	500.10
2014-2015	540.87
2015-2016	379.94
2016-2017	519.85
2017-2018	326.36



Thanjavur Art Plate

5. Sales Turnover

Poompuhar has shown tremendous growth in its annual turnover since its inception. It achieved a turnover of Rs.4036.00 lakh, during the year 2016-2017 which is the highest turnover recorded in its history. During 2017-2018, even though contract work orders worth Rs.1097.00 lakh were solicited from various Government agencies and received in late March 2018, the works could not be taken up in 2017-2018, due to tender formalities, hence a turnover of Rs.3530.00 lakh only could be achieved. However Poompuhar is confident of achieving a turnover of Rs.6500.00 lakh during the financial year 2018-2019.

Special work orders at hand.

S.No.	Department	Project	Work order value (Rs. in lakh)
1	Tourism Department interpretation centre	Interpretation Centre	152.00
2	Tourism Department	Landscapping	279.00
3	MM Hills	Wooden Chariot	24.00
4	Cine Awards	Memento	320.00
5	Kamarajar Port Ltd	Landscaping	175.00

S.No.	Department	Project	Work order value (Rs. in lakh)
6	Tamil Nadu House	Embellishment	109.00
7	Salem Airport	Embellishment	10.00
8	Padi Tiruvalliswarar Temple	Brass work	28.00
		Total	1097.00

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

Year	Sales (Rs. in lakh)
2013-2014	3108.00
2014-2015	3369.00
2015-2016	3450.00
2016-2017	4036.00
2017-2018	3530.00

6. Transformation Using Information Technology

Poompuhar has pursued a holistic growth model through constant innovation and diversification. Thanks to this transformation, the turnover of the Corporation which was Rs.3108.00 lakh in 2013-2014, touched a record turnover of Rs.4036.00 lakh in 2016-2017.

6.1 Challenges faced before implementation of the Schemes

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

- Manual and voluminous paper and file work which resulted in delay in key decisions.
- Decentralized human resources and payroll management.
- Old approaches constrained product design from achieving precision and proactive response to customers' demands.
- Lack of effective surveillance leading to pilferage of expensive handicraft products at showrooms and production centres.
- Showroom and exhibition based marketing approach.
- Lack of exclusive and multi-model promotion constraining reach to digital customers, as well as brand recall by potential customers.
- Absence of exclusive approaches adopted to enhance customer experience.

- Lack of innovation and customization in sales transactions leading to lack of appropriate responsiveness across G2G, G2B and B2B sales.
- Decentralized and manual billing resulting in lack of scope for optimizing sales and inventory management.

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, 1. Administration, 2. Marketing, 3. Design and 4. Production.

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

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).

Customers/Buyers:

To ensure enhanced customer-response and experience, through reduced transaction time, reliable and customer friendly processes.

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 Interventions in Administration

e-Site:

A multi-purpose dedicated web-portal: www.tnhdcltd.com has been developed which keeps all stakeholders informed about the developments in Poompuhar and in the sector.

e-Repository:

The Government of Tamil Nadu sanctioned Rs.100.00 lakh from the State Innovation Fund for creating an “e-Repository of Artisans and their Skills” www.tnartisaan.com. 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 craft wise using this website. Suppose an intervention is planned for tribal artisans, we can locate those artisans by the click of a mouse.

e-Office:

Poompuhar has implemented an ERP (Enterprise Resource Planning) Software connecting all 7 production centers and 17 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 17 showrooms and 7 production centers can be viewed at anytime anywhere.

e-Reviews:

Reviews are now held either via Face time using iPads or through an audio review using an application developed by a telecom service provider.

e-Attendance:

Attendance is now marked through biometric attendance system.

e-Connectivity:

Wi-Fi has been provided at all Poompuhar showrooms for the purpose of using the ERP and for customers.

e-Monitoring:

A total of 96 CCTV cameras have been fixed at all 17 showrooms and 7 production centers and at the Corporate Office. This has made real-time monitoring of all locations possible.

6.4 Interventions in Marketing

e-Commerce:

Poompuhar created its own e-Commerce site 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. So far Rs.17.96 lakh have been achieved through this e-commerce..

e-Media:

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.

e-Coding:

Bar coding of all handicrafts products has been completed at all 17 showrooms. Due to this step, Poompuhar can get sales statistics analyzed and plan to manufacture fast moving items in the market on priority basis.

e-Billing:

A centralized computerized billing with the use of POS machines at all 17 showrooms has made billing much easier, quicker and reduced transaction time.

e-Presentations:

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 Face Time. They also make corporate presentations using the iPad.

6.5 Interventions in Design and Production

DRDC:

Government of Tamil Nadu have sanctioned Rs.168.00 lakh from the State Innovation Fund for the creation of a Design Research and Development Centre (DRDC) for introducing contemporary designs using 3D designing and 3D printing and Virtual Reality technologies. Moulds thus created 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 DRDC was inaugurated by the Hon'ble Chief Minister on 08.03.2018 on the occasion of Artisan's Day. This centre will greatly enhance the capacity of Poompuhar to come out with new designs in the market. The DRDC will also provide access to information, and maintain an extensive on-line database for designers, artisans, commercial organizations and individuals interested in 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.

Virtual Reality:

Government of Tamil Nadu have sanctioned Rs.217.00 lakh from the State Innovation Fund for creation of Virtual Reality Poompuhar Showrooms. The Virtual Reality technical guidance and idea was mooted by committee of NIC, IIT Madras and Anna University.

The Tamil Nadu Handicrafts Development Corporation has created a furnished space with necessary infrastructure at their Head office second floor to setup the Design Research and Development Centre. The Design Research and Development Centre (DRDC) will function under Public Private Partnership (PPP) mode that will create virtual designs of contemporary products as requisitioned by Poompuhar using 3D designing software. The prototype mould will be printed out on a 3D printer and bronze replicas will be made at our production centers. The design team will also create virtual 3D images of existing Poompuhar products and host the same in a Immersive Virtual Reality server, such

that customers can view our products in 3D, pick up those products using virtual hands, give hectic feedback and also permit them to purchase the product online e-commerce portal. This virtual reality Poompuhar showroom will be setup in locations like Chennai Airport, Malls, etc.,

This PPP firm is expected to supply, install, implement and maintain multiple digital platforms with the intention of promoting marketing and sales of Tamil Nadu Handicrafts Development Corporation Ltd., products through an e-commerce medium called Virtual Poompuhar showroom.

7. Non-IT Interventions

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

- Government 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.

- Creating a common name board for Poompuhar showrooms, production units and corporate office.
- Redesigning the existing logo with a new design and registering the same with the Trade Mark Registry.
- MoUs with India Post for logistics.
- MoU with star hotels.
- MoU with National Jute Development Corporation.
- MoU with Ms.Green Trends, Sydney, Australia.
- MoU with TRIFED.
- 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 customers in Chennai.

8. New revenue stream

Efforts at finding a new revenue stream for the organization have borne fruit. The following embellishment works have been taken up by Poompohar:

Sl. No	Institution	Value (Rs. in lakh)
1	Chennai airport	552.00
2	Chennai airport club house	58.10
3	Tirupati airport	28.48
4	Trichy airport	62.10
5	Madurai airport	71.00
6	Coimbatore airport	52.79
7	Puducherry airport	4.79
8	TCS Ramanujan IT Park	72.57
9	Ennore Port Trust	110.00
10	Secretariat	20.00
11	Rippon building	36.80
	Total	1068.63

New embellishment projects:

Sl. No	Institution	Value (Rs. in lakh)
1.	Ennore Port Trust	175.00
2.	Thoothukudi airport	29.83
3.	TTDC (Kiosk center) 6 Beaches	152.00
4.	TTDC(Landscaping)4 Beaches	279.00
	Total	635.83

World Tamil Sangam embellishment project (New):

Poompuhar has bagged a prestigious embellishment project from World Tamil Sangam, Madurai which functions under Tamil Development and Information Department for Rs.5000.00 lakh. The execution of embellishment of project is for three years. In first phase Poompuhar will execute embellishment work order for Rs.1500.00 lakh for the year 2018-2019.

This has positively impacted the turnover and has catapulted Poompuhar as a reputed handicraft interior decorator agency, all over India.

9. Awards received for Transformation of Poompuhar using Information Technology

- a.** The Tamil Nadu Handicrafts Development Corporation Limited has received National e-Governance Silver Award, 2016-2017, instituted by the Department of Administrative Reforms, Pensions and Grievances, Government of India for effectively implementing e-Governance.
- b.** The Tamil Nadu Handicrafts Development Corporation Limited has received SKOCH Smart Governance Platinum Award, 2016-2017, instituted by the Skoch Consultancy Private Limited, Gurgoan an NGO for information Technology Management.

10. 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. During 2017-2018, Poompuhar has exported Rs.28.60 lakh handicrafts products abroad.



Bronze Antique finish Krishna and Dancing Ganesh

11. Special Projects

- a. 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, and is expecting orders worth Rs.175.00 lakh from the Backward Classes, Most Backward Classes and Minorities Welfare Department, and orders worth

Rs.49.00 lakh from the Adi Dravida and Tribal Welfare Department.



Brass Iron Box

- b. Gold and silver medals for various Government departments, as per their indent.

12. Welfare of Artisans

12.1 Artisan's Day

The Government of Tamil Nadu has announced March 5th of every year as "Artisans Day" in order to create awareness among the general public on handicrafts of Tamil Nadu, as also to recognize our artisans. The annual Poompuhar awards will coincide

with the artisan's day. The Government of Tamil Nadu sanctioned Rs.35.00 lakh for the above scheme. The first Artisan's Day was celebrated at Kalaivanar Arangam on 08.03.2018. The Hon'ble Chief Minister of Tamil Nadu was the Chief Guest. It was attended among others by the Deputy Chief Minister, 12 Ministers, many MLAs/MPS and by about 1200 artisans from all over Tamil Nadu. The Hon'ble Chief Minister inaugurated new projects and distributed Poompuhar Annual awards to artisans.



**Hon'ble Chief Minister of Tamil Nadu
Thiru Edappadi K.Palaniswami distributing
Living Craft Treasure award to Thiru.T.Venkatesa Raja,
for his work in 'Thanjavur painting'.**

12.2 Awards

The Hon'ble Chief Minister gave the annual Poompuhar awards at Kalaivaanar Arangam, Chennai on 08.03.2018 on the occasion of Artisans Day.

S.No	Name of the Award	Award components	No. of Awards
1	Living Craft Treasures	Rs.1.00 lakh cash, 8 gms gold medal, Tamirapathiram and a certificate	10
2	Poompuhar State Award	Rs.50,000/- cash, 4 gms gold medal, Tamirapathiram and a certificate	10
3	Poompuhar District Craft Award	Rs.10,000/- cash, silver medal and a certificate	70
4	Handicrafts Export Award	Rs.40,000/- cash, 4 gms gold medal, Tamirapathiram and a certificate	1
5	Team Production Award	Rs.40,000/- cash, 4 gms gold medal, Tamirapathiram and a certificate	3 Teams
6	Utility Handicraft Production Award	Rs.40,000/- cash, 4 gms gold medal, Tamirapathiram and a certificate	3
7	Gen Next Competition	Rs.2000/- cash, silver medal and a certificate	150
Total			247

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

12.3 Training Schemes

- A five month training on Thanjavur Art Plate to 40 artisans was imparted at a cost of Rs.8.45 lakh at Thanjavur from 02.04.2017 to 15.09.2017.
- A training programme on banana fibre was imparted to 50 transgenders at a cost of Rs.7.00 lakh, at Annamalai University, Chidambaram.
- A handicrafts training programme to train trainers dealing with children with special needs was organized in association with V-Excel Education Trust, Chennai for 20 trainers from 08.09.2016 to 10.3.2017 at a cost of Rs.16.00 lakh.
- A three year training was imparted to five young artisans on Bronze Icon making at Erode district which commenced on 30.03.2015 under Gurukulam training method sponsored by the Government of Tamil Nadu at a cost of Rs.30.00 lakh. The programme was completed on 31.3.2018.

- Under IDPH scheme, a Training Programme on Brass Lamps for 40 artisans is currently under progress at Poompuhar Art Metal Production Centre, Nachiarkoil at a cost of Rs.14.45 lakh. The training programme commenced on 18.12.2017.



Training on Thanjavur Art Plate

13. Urban Haats

Urban Haats are permanent marketing infrastructure in tourist towns/ metropolitan cities to provide direct marketing facilities to handicrafts

artisans/handloom weavers. This will enable artisans to sell their products round the year to a wider target market. Food and craft bazaars will provide leisure and recreational facilities for domestic as well as international tourists.

13.1 Urban Haat, Kanyakumari

Poompuhar has established an Urban Haat at Kanyakumari at an outlay of Rs.240.00 lakh which includes financial assistance of Rs.140.00 lakh from the Government of India, Rs.60.00 lakh from the State Government and Rs.40.00 lakh from other Government agencies. The urban haat has 36 shops, food court, dormitory, amphitheatre, children's park and parking facility. On an average 30 number of artisans utilize this Urban Haat every month. This Urban Haat was inaugurated by the Hon'ble Chief Minister on 08.03.2017. So far Rs.14.05 lakh sales turnover have been achieved and about 320 artisan have benefited.



Sales at Urban Haat Kanyakumari

13.2 Urban Haat, Mamallapuram

Similarly Poompuhar has established another Urban Haat at Mamallapuram at an outlay of Rs.500.00 lakh which includes financial assistance of Rs.210.00 lakh from the Government of India, Rs.190.00 lakh from the State Government and Rs.100.00 lakh to be mobilized from other Government agencies. The urban haat has 36 shops, food court, dormitory, amphitheatre, children's park and parking facility etc. This Urban Haat was inaugurated by the

Hon'ble Chief Minister on 08.03.2018 on the occasion of Artisan's Day.



Urban Haat, Mamallapuram



Urban Haat, Mamallapuram

13.3 Urban Haat, Udhagamandalam

The Government of Tamil Nadu has sanctioned a sum of Rs. 500.00 lakh for establishment of an Urban Haat at Udhagamandalam. 2 acres of land in Kattery farm belonging to the Directorate of Horticulture and Plantation Crops has been identified for the purpose. This urban haat will have 40 shops, food court, dormitory, amphitheatre, children's park and parking facility etc.

14. Craft Cafe

Government has sanctioned Rs.25.00 lakh for establishing a Craft Cafe at Poompuhar Sales Showroom, Mamallapuram. This was inaugurated by the Hon'ble Chief Minister on 08.03.2018 on the occasion of Artisan's Day. Poompuhar has established a similar Craft Cafe at Poompuhar Sales Showroom, Chennai. Poompuhar expects this concept to bring significant increase in sale of handicraft products.



Craft Café, Mamallapuram

15. Integrated Development and Promotion of Handicrafts (IDPH)

The Government of India sanctioned a scheme called “Integrated Development and Promotion of Handicrafts” on cluster basis, at a cost of Rs.2038.00 lakh, including a State share of Rs.324.00 lakh. The major objective of this project is to provide artisans better working environment, latest machinery, skill upgradation, marketing facilities and exposure to new designs. The project has the following components:

Integrated Development and Promotion of Handicrafts (IDPH)-Progress

Sl. No.	Activity sanctioned	No. of programs sanctioned	Amount Sanctioned (Rs. in lakh)	No. of activities completed in 2016-2017		No. of activities on going 2017-2018		Total expenditure incurred (Rs. in lakh)
				Physical	Financial (Rs. in lakh)	Physical	Financial (Rs. in lakh)	
1.	CFCs	13	780.00	6	30.60	7	220.75	251.35
2.	Exhibition	22	362.00	18	118.00	4	24.00	142.00
3.	Craft Bazaar	12		6	98.00	6	45.00	143.00
4.	DD Workshop	63	189.00	1	3.00	-	-	3.00
5.	Integrated training	21	177.45	1	-	1	8.45	8.45
6.	Tool kits	10000	500.00	1000	43.00	2400	88.40	131.40
7.	Buyer-Seller Meet	2	30.00	1	15.00	1*	-	15.00
	Total		2038.45		307.60		386.60	694.20

* to be conducted

15.1. Common Facility Centre

Common Facility Centers (CFC) is a facility where a cluster of artisans can converge and take advantage of this infrastructure, Machineries and Tools to produce handicrafts products.

6 Common Facility Centers at Swamimalai, Natchiyarkoil, Thanjavur, Madurai, Kanyakumari and Vagaikulam at a cost of Rs.360.00 lakh have been constructed. The 6 CFCs was inaugurated by the Hon'ble Chief Minister of Tamil Nadu on 08.03.2018 on the occasion of Artisan's Day. Nearly 2450 artisans will benefit by this Common Facility Centres.



Bronze Icon - Common Facility Centre at Swamimalai



Thanjavur Art Plate - Common Facility Centre at Thanjavur



Brass Lamps - Common Facility Centre at Nachiarcoil



Brass Lamps and Artware - Common Facility Centre at Vagaikulam



Brass Lamps and Artware - Common Facility Centre at Madurai



Natural Fibre Products - Common Facility Centre at Kanyakumari

16. CFCs established for revival of languishing crafts

To revive languishing crafts like Terracotta, Palm leaf, Korai Mat, Clay etc, in Tamil Nadu, the Government of Tamil Nadu has sanctioned Rs.188.00 lakh for construction of 4 CFCs.

Sl. No	Name of Languishing Craft	Status
1.	Koragrass mat at Pattamadai (Veeravanallur), Tirunelveli Dist.	Work order has been given to RuTag-IIT, Chennai for implementing the project.
2.	Terracotta at Kuniyoor, Tirunelveli Dist.	Action has been taken to transfer the land occupied by the Karukurichi Clay Potters Society to the name of Tamil Nadu Handicrafts Development Corporation limited.
3.	Palm leaf craft at Cheyyar, Tiruvannamalai Dist.	An NGO, M/sSwedesi Trust, Ambattur, Chennai- 600 053, has come forward to set up CFC at Cheyyar in palm leaf craft. Technical feasibility/ viability is being assessed. The NGO has been advised to submit their credentials.
4.	Clay craft at Vandipalayam, Cuddalore Dist.	Request for land has been sent to the District Collector, Villupuram.

17. Additional infrastructure at Chennai showroom

The Government of Tamil Nadu have sanctioned a sum of Rs. 50.00 lakh for construction of a 2nd floor at Poompuhar Sales Showroom, Chennai, to market utility products.

18. Corporate Office renovation

The Corporate office of Poompuhar at Chennai has been improved with the construction of two more floors at a cost of Rs. 225.00 lakh, taken as a loan from NABARD.

19. World Stone Carving City

The World Craft Council (WCC) has declared Mamallapuram as a “World Stone Carving City”, a prestigious recognition. This was facilitated by Crafts Council of India (CCI) and Poompuhar.



**Hon'ble Chief Minister of Tamil Nadu
Thiru Edappadi K. Palaniswami declared Mamallapuram
as "World Stone Carving City" on 08.03.2018
as recognized by World Craft Council.**

20. GI for Mamallapuram sculpture

On the application filed by Poompuhar, the Geographical Indication Registry, Government of India has issued Geographical Indication tag to Mamallapuram Stone Sculpture on 15th November 2017.

21. Visit to Australia

Poompuhar has entered into a MoU with M/s. Green Trends, Sydney, Australia for marketing and promotion of handicrafts of Tamil Nadu in Australia. This was following a visit to Australia by its Chairman and Managing Director between 08-10-2017 and 14-10-2017.

22. Outlook for the Future

Poompuhar is confident of increasing its sales turnover considerably during 2018-2019 and in the future based on the numerous initiatives and innovations it has undertaken in the last three years, which will greatly benefit our artisans.



TAMIL NADU KHADI AND VILLAGE INDUSTRIES BOARD

“Using Khadi is the foundation of swadeshi, since Khadi is the only thing which can be made from thick yarn, and made easily. It has not so far had to compete with machine-made cloth. The consumption of Khadi alone enables lakh of poor people to earn an honest living, staying at home.”

- Mahatma Gandhiji

In view of the unemployment scenario and to uplift the socio economic conditions of artisans spinners and weavers, the Tamil Nadu Khadi and Village Industries Board was formed in April 1960 under the Tamil Nadu Khadi and Village Industries Board Act, 1959 with the main objectives to encourage, promote and assist Khadi and Village Industries in rural areas with major focus on artisans and weaker sections to improve their livelihood and to give impetus to self-reliance and strong rural economy.

1. Objectives of the Board

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

2. 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.

3. Activities

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

3.1 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 Charkhas. During earlier years, Khadi cloth was made with 100% cotton only. With the advent of polyester in the market, the hand spun polyester yarn has been blended into Khadi Cotton with Cotton 67% & Polyester fibre 33% and today Khadi means "Khadi Cotton", "Polyvastra" and "Khadi Silk".

3.2 Khadi Cotton and Polyvastra

Khadi is one of the major activities of the Board, which generates employment opportunities to rural artisans. Under this sector, the major function is to produce Khadi of all varieties, which involves the process

of spinning, weaving, dyeing , bleaching etc. The sliver being purchased from Central sliver plant of Khadi and Village Industries Commission is distributed to 40 Khadi sub centres and 9 Nepali loom centres. These slivers are allotted to spinners through 107 Rural Textile Centres (1539 spinners). The slivers are converted as yarn and same are sent to Khadi sub Centres. The yarn is distributed to weavers (356 weavers) and in turn they produce Kora cloth and hand over to sub centres. These units pave the way for employment opportunities to about 1895 artisans. Apart from this, there are 66 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 downstream activities. During the year 2017-2018 the Board produced Khadi cotton and Polyvastra goods worth Rs.980.66 lakh and sales to the tune of Rs.1157.16 lakh. There are 6560 spinners and 2757 looms in the sarvodya sanghs.



Rural Textile Centre at Perumanallur in Tirupur District



Khadi Sub Centre at Kavilipalayam in Erode District

The details of purchase of sliver, cloth production value, no. of spinners and weavers working, and wages

paid to spinners and weavers from the year 2015-2016 to 2017-18 are given below:

Year	Total purchase of sliver (in kgs.)	Value (Rs.in Lakh)	Production of cloth value (Rs.in lakh)	No.of Spinners working	Wages Paid to spinners (Rs.in lakh)	No.of Weavers working	Wages paid to weavers (Rs.in lakh)
2015-16	110933	194.27	925.33	1334	188.46	315	161.82
2016-17	124903	202.63	929.73	1386	205.08	356	95.94
2017-18	124908	213.06	980.66	1539	209.21	356	166.71

The production and sales during the last three years for Khadi Board and Sarvodaya sanghs are given below:-

Institutions	Year	Production	Sales
		(Rs. In lakh)	
Khadi Board	2015-2016	925.33	1795.43
	2016-2017	929.70	1348.37
	2017-2018	980.66	1157.16
Sarvodaya sanghs	2015-2016	15719.38	19936.00
	2016-2017	17281.42	23085.01
	2017-2018	14291.25	19743.95

3.3 Khadi Silk

Traditional Khadi silk sarees with pure silver zari with artistic design ranging from Rs.5,000/- to Rs.35,000/- are produced through 16 Khadi silk production units. The Board also produces printed and embroidery silk sarees to cater to the taste of the consumers. The silk sarees manufactured by the Board with emphasis on tradition and quality are well recognized by the public. Employment opportunities are given to 236 silk weavers throughout the year in the Khadi Silk production units. The Central Silk Board had certified “**Silk Mark**” for the quality of the silk varieties produced by the Tamil Nadu Khadi and Village Industries Board. During the year 2017-2018, the production of Khadi silk varieties was Rs.503.75 lakh and sales was Rs.659.30 lakh.



Khadi Silk Weaving Loom - Kumbakonam

The production and sales during the previous three years are given below:

Sl.No.	Year	Production	Sales
		(Rs. in lakh)	
1.	2014-2015	575.57	759.05
2.	2015-2016	539.16	739.45
3.	2016-2017	539.66	658.46

4. Welfare schemes for Khadi Spinners and Weavers

4.1 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 Rs.50.00 lakh each during the year 2010-2011 and 2011-2012 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:

Sl. No.	Nature of Assistance	Amount (Rs.)
1.	Accident Insurance Scheme	
a.	Accidental Death	1,00,000/-
b.	Accidental Disability based on extent of Disability	10,000/- to 1,00,000/-
2.	Natural Death Assistance	15,000/-
3.	Funeral Expenses	2,000/-
4.	Educational Assistance	
a.	Girl children studying 10 th	1,000/-
b.	10 th passed	1,000/-

Sl. No.	Nature of Assistance	Amount (Rs.)
c.	Girl children studying 11 th	1,000/-
d.	Girl children studying 12 th	1,500/-
e.	12 th passed	1,500/-
f.	Regular Degree course	1,500/-
	With hostel facility	1,750/-
g.	Regular Post Graduate course	2,000/-
	With hostel facility	3,000/-
h.	Professional Degree course	2,000/-
	With hostel facility	4,000/-
i.	Professional Post Graduate course	4,000/-
	With hostel facility	6,000/-
j.	I.T.I. Polytechnic Course	1,000/-
	With hostel facility	1,200/-
5.	Marriage Assistance	2,000/-
6.	Maternity Assistance	
a.	Rs. 1000 per month for delivery (3 months before and after delivery)	6,000/-
b.	Abortion	3,000/-
7.	Reimbursement of cost of Spectacles	upto 500/-
8.	Old Age Pension per month	1,000/-

Till now, 9042 members have been enrolled upto 2017-2018 under the scheme and a sum of Rs.54.52 lakh has been disbursed to 1134 beneficiaries as financial assistance from this Welfare Board.

4.2 Welfare fund for the Spinners and Weavers

A welfare fund for spinners and weavers has been constituted in the year 1990. Artisans have to contribute 12% of their wage 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 741 spinners and weavers during festival periods and for expenses on education, medical and marriage of the members of their families. The entire balance available in the account 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.28.58 lakh has been disbursed to 741 artisans during the year 2017-2018.

4.3 Assistance to improve Productivity

Under Special Area Development Programme for the year 2017-2018 a sum of Rs.245.01 lakh has

been allotted towards supply of charkhas and looms additionally to 587 spinners (previously 619 spinners) and 50 weavers (previously 147 weavers) of Tirupur and Erode district at free of cost and imparted training to them, to generate employment opportunities for spinners and weavers.

5. Marketing Development Assistance (MDA)

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.

From the year 2016-2017, the Marketing Development Assistance was revised as Modified Marketing Development Assistance. MDA is calculated at 30% as prime cost on Khadi production and will be disbursed every quarter as follows:

1.	Incentive to spinners/weavers	30%
2.	Incentive to Artisans	10%
3.	Production infrastructure and skill Development (for producing institutions)	20%
4.	Sales infrastructure including computerization (for producing institutions).	20%
5.	Market and sales promotion (for selling institutions).	20%

Necessary guidelines are issued by Khadi and Village Industries Commission and subsidy to Sarvodaya Sangh is released directly by Khadi and Village Industries Commission through ECS. Disbursement details are uploaded in Khadi and Village Industries Commission website.

The incentive of 30% will be sent directly to the Spinners/ Weavers account by Khadi and Village Industries Commission every quarter and the remaining amount will be transferred to Khadi and Village Industries Board's account.

The State Government have allowed 20% financial assistance on cost of production of Khadi as

Marketing Development Assistance. The details of Marketing Development Assistance amount received from KVIC are detailed below:

Year	Amount received from KVIC (Rs. In lakh)
2014-2015	208.94
2015-2016	287.99
2016-2017	290.44
2017-2018	325.66

From the year 2017-2018, the State Government have also raised the ceiling limit from Rs.15.00 crore to Rs.30.00 crore for Sarvodaya Sanghs and from Rs.2.00 crore to Rs.4.00 crore for Khadi Board.

6. Village Industries

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



District wise Village Industries

6.1 Soap Units

Soap Industry is one of the major Village Industries promoted by the Board. Among 16 Soap units functioning under the control of the Board, 7 are bathing soap units, 7 are detergent soap units and 2 are washing soap units.

Varieties of bathing soaps such as Neem, Sandal, Glycerine, Mooliga and Kumari are produced in these units. Especially the Kumari bathing soap which contain Alovera gel produced in the soap units had captured a good market. The Board has recently introduced two new variety of soaps viz., “Sugantham” Lavender soap and “Poigai” Red Sandal soap.

Further, detergent cake, detergent powder, cleaning powder varieties are also produced in the Board`s soap units. Detergent cake is mainly marketed through PDS shops throughout the State. Since the Board`s soaps are good in quality and also inexpensive, it has been widely accepted by various consumers in the market.

The production of soaps during the year 2017-2018 was Rs.723.46 lakh and the sales was Rs.692.85 lakh

The Board has installed modernized soap machineries with a production capacity of 4.0 Metric Tonnes per day at Samayapuram bathing soap unit. New Liquid Soap and Shampoo production unit at Kandanur Khadi Complex in Sivagangai district at a cost of Rs.30.00 lakh would be installed soon.

In Vedapatty soap unit, various varieties of Village Industries products such as Jawadhu powder, Agarbathi, Sambrani, Pooja items, Sandal Garland, Mooligai tooth powder etc., are being produced. New Candle making machinery would be installed soon in this unit at a cost of Rs.20.00 lakh. To improve the quality of Cup Sambirani, Modernized machineries had been installed at Vedapatty Jawadhu Unit.



Detergent Soap Unit at Sankarankovil in Tirunelveli District



Bathing Soap Unit at Samayapuram in Trichy District

6.2 Carpentry and Blacksmithy Units

Carpentry and Blacksmithy Industry is one among the prominent Industries of the Tamil Nadu Khadi and Village Industries Board. There are 7 Carpentry and Blacksmithy Units functioning under the control of the Board at Veeraragavapuram, Arakkonam, Pallikonda, Nagamalai-Pudukottai, Nanjikottai, Pettai and Tiruppur.

Varieties of Wood and Steel furniture are being produced in these Units and supplied to Government Departments, Courts, Universities, Hindu religious and Endowments Department and Educational Institutions.

To improve the production capacity and to provide employment to the artisans modern machineries have been installed at Arakkonam and Pallikonda Carpentry and Blacksmithy Units.

New machineries have been installed at Pettai Carpentry and Blacksmithy Unit in Tirunelveli District at a cost of Rs.2.00 lakh to improve the quality of products.

During the year 2017-2018 production to the tune of Rs.692.82 lakh and sales of Rs.574.91 lakh has been achieved.



Carpentry and Blacksmithy Unit – Arakkonam in Vellore District

6.3 Leather Units

Leather units are among the oldest units functioning under the Tamil Nadu Khadi and Village Industries Board. There are 13 leather units functioning under the control of the Board. Ammunition Boots, Brown Shoes, Belts, Pistol covers, Ground Sheets etc., are being manufactured for Police and Fire Services

Department with the modernized machineries in the leather production unit at Ambattur in Tiruvallur District. Conductor Cash Bags, Gloves, Foot wear, File Boxes, Rubberised Coir Bed are also manufactured in other Leather units. These leather units offer direct and indirect employment opportunities for about 300 and 500 artisans respectively.

Supply Order has been placed for the purchase of Sole Stitching Machine and Edge Scoring Machine to the Foot Wear unit, Ambattur at a cost of Rs.25.00 lakh and the machineries would be installed shortly.

During the year 2017-2018, Production to the tune of Rs.641.22 lakh and sales to the tune of Rs.527.88 lakh has been achieved.



Finishing Machine Installed at Leather Unit, Ambattur

6.4 Bee Keeping Units

Bee keeping is also one of the major promoting village industries of the 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 activities in and around Marthandam area of this district. The raw honey procured from the Beekeepers is processed at Amsi unit. The processed honey with 'Agmark' certificate is being

sold through Khadi Kraft sales outlets and Sarvodaya Sanghs in Tamil Nadu.

Considering the large number of beekeepers available in Jawadhu hills and the huge flow of honey in the area, the Board is taking efforts to revive the honey processing unit at Jamunamarathur in Thiruvannamalai district at a cost of Rs.15.00 lakh for the purchase of machineries and Bee Colonies.

During the year 2017-2018 procurement of raw honey from the beekeepers and the sale of processed honey was Rs.150.24 lakh and Rs.185.51 lakh respectively.



Honey Processing Unit at Amsi in Kanyakumari District

6.5 Handmade paper Units

Four Handmade paper units are functioning under the control of the Board at Pidagam, Shenbagapudur, Govanur and Ooty. These units produces Raw pads, X-ray Covers, File pads, Manifolding paper, Thick Bond paper, Office cover, Wrapper Sheets, Corrugated boxes, Cloth Lined Cover etc.

To increase production of Handmade Paper, the Board is taking steps to install the new machineries at Vadalur Soap unit complex in Cuddalore district, at a cost of Rs.90.00 lakh to produce file pads by recycling the waste papers.

The Handmade paper units provides employment to 139 workers. The production and sales achieved in these units for the year 2017-2018 was Rs.69.52 lakh and Rs.51.28 lakh respectively.



Handmade Paper Unit at Govanur in Coimbatore District

6.6 Pottery Industry

Pottery Industry of the Board is also one of the oldest industries which continues to be the prime source of income to the potters living in rural areas. There are 34 potters co-operative societies with 3816 members under the board. During 2017-2018, these societies have achieved a sales of Rs.2.51 crore. With the funds sanctioned by the Government pottery maintenance allowance of Rs.4,000/- is sanctioned every year to eligible potters family considering the difficulties faced by them during the rainy season. Maintenance allowance sanctioned to the Potters has been enhanced from Rs.4,000/- to Rs.5,000/- per Potter family from the year

2017-2018. About 12,236 pottery families are benefited every year.

As decided by the Government to provide modern and mechanized Shaila wheels to the 8175 potter families in phases over four years, Rs.408 lakh has been sanctioned to provide electric Shaila wheels to 2000 potter families living in rural areas for the year 2016-2017. Accordingly 2000 electric Shaila wheels are produced in Board's Carpentry unit and being distributed to potter families.



Shaila Wheel

7. 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, sales outlets under the name “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. Apart from various Board’s products, to encourage the traditional artisans and self help groups, the handicraft items produced by them are also sold in these Khadi Krafts.

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 being held every year during Dusshera season in Kuralagam Khadi Kraft at Chennai is very popular. It acts as an

effective platform for marketing the traditional and contemporary paper mache dolls produced by the Potters.

8. Prime Minister's Employment Generation Programme

Micro, Small and Medium Enterprises Department, Government of India is implementing the Prime Minister's Employment Generation Programme from the year 2008-2009 onwards through Khadi and Village Industries Commission, Tamil Nadu Khadi and Village Industries Board and District Industries Centre. Under this scheme the bank would sanction loan to the beneficiary upto a maximum project cost of Rs.25.00 lakh in the manufacturing sector and Rs.10.00 lakh in the service sector. The beneficiary should have a qualification of minimum 8th Standard pass for project cost above Rs.10.00 lakh in the manufacturing industry and Rs.5.00 lakh in the service industry. The beneficiary would undergo 6 days EDP training for availing a loan upto Rs.5.00 lakh and 10 days EDP training for availing loan above Rs.5.00 lakh.

Under this scheme the margin money subsidy ranging from 25% to 35% would be sanctioned depending upon the location of the project.

The details of margin money subsidy released from 2013-2014 to 2017-2018 are given below:.

Year	(Scheme in numbers/Rs. in lakh)					
	Target			Achievement		
	No.of Units	Amount of Margin Money Subsidy (Rs.in lakh)	Employment to be generated (person)	No.of Units	Amount of Margin Money Subsidy (Rs.in lakh)	Employment generated (person)
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	8384
2017-2018	1089	2178.15	8712	882	1680.74	6723

9. Renovation of Board's own buildings

(i) Kuralagam Building

In order to provide face-lift to the old "KURALAGAM BUILDING" which was constructed during

the year 1968, the building was renovated at a cost of Rs.399 lakh by strengthening the Pillars, Removing the old cement sheets, laying of new PPGI sheets and complete painting of the main Kuralagam Building.

In continuation of the renovation works completed in the main building of Kuralagam, the Kuralagam Annex Building has been proposed to be renovated at a cost of Rs.415 lakh.

(ii) Khadi Kraft at Mela Masi Veethi, Madurai

Considering the historical importance of the building at Mela Masi Veethi, Madurai that the Father of Our nation Mahathma Gandhi visited the place, the building is being renovated with modern facilities at a total cost of Rs.80 lakh.

(iii) Renovation of Assistant Director Office building at Vellore and Karur

To implement Khadi and Village Industries Schemes at Vellore and Karur District, the Office Building at Vellore and Karur which was constructed during the

year 1988 is being renovated at a cost of Rs.18 lakh each.

(iv) Construction of New Work Sheds

Five new worksheds of the Potters Co-operative Societies have been constructed and Five old worksheds have been renovated with Assistance of Rs.100 lakh sanctioned by the Government.

10. Production and Sales of Khadi and Village Industries products

The overall achievement in production and sales of various products of the Tamilnadu Khadi and Village Industries Board for the year 2017–2018 is given below:-

S.No	Name of the Industry	2017-2018 Achievement (Rs. in lakh)	
		Production	Sales
1.	Khadi	1484.41	1831.20
2.	Village Industries		
	(a)Leather	641.22	527.88
	(b) Carpentry and Blacksmithy	692.82	574.91
	(c) Soap	723.46	692.85
	(d) Handmade paper	69.52	51.28
	(e) Beekeeping	150.24	185.51
	(f) Others	68.14	245.69
	Total	2345.40	2278.12
	GRAND TOTAL	3829.81	4109.32

11. Financial support from Government

The State Government sanctions "Net Cost Grant" to meet out the salary and pension requirement 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 2018-2019 is given below:-

Sl. No	Details	Amount (Rs. in lakh)
1.	Net cost Grant	9415.00
2.	Rebate : Khadi Board	400.00
	Certified Institutions	3000.00
3.	Audit Fees	394.69
4.	Assistance to Village Industries Development	0.01
5.	Tamil Nadu Palm Products Development Board	0.01
6.	Maintenance Allowance to Potters	611.80
7.	Khadi Spinners and Weavers Welfare Board	0.01
8.	Providing Shaila wheels to potters	408.00
	TOTAL	14229.52

TAMIL NADU PALM PRODUCTS DEVELOPMENT BOARD

1. Objectives

Tamil Nadu Palm Products Development Board was established as per Tamil Nadu Act - 15 during the year 1994–1995 with its headquarters at Chennai. The main objective of the Board is to provide an institutionalized support to palm products development and to provide cooperative platform for the sustenance of palm product industry thereby promoting the welfare of the palmgur artisans.

2. Palm Jaggery Co-operative Societies and Federations

The Tamil Nadu Palm Products Development Board is not engaged directly in the production and sales of palm products. 720 Primary Jaggery Manufacturing Co-operative Societies, including 2,13,116 members, 8 District Palmgur Co-operative 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. They

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 (called kalkandu), palm sugar, palm candy toffee, palm halwa, palm chocolate and a variety of palm jams. ‘Neera’ drink is very popular and much sought for during tapping seasons in the areas where palm trees are grown in plenty.



**Palm Jaggery
(Karupatti)**



Ginger Candy



Neera



Palm Sugar



**Palm Jaggery Sukku
Coffee Powder**



PalmProducts Sales Mobile Van

The Non edible palm products include a variety of palm fibre brushes, fans and basket made up of palm leaves and palm fibres, toys and other coloured handicraft items designed by palmgur artisans.



**Petro Vision Vas Cover
(Big)**



Palm Leaf Box



Palm Leaf Fan



Lavatory cleaning Brush

4. License for Neera tapping

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 license. As per this order the license to Palm Board has been

renewed for a period of 3 years commencing from 01.01.2016.

During the year 2017–2018, licenses have been given to 8576 palmgur artisans by the respective District Federations / Assistant Director of Khadi and Village Industries of the concerned districts.

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 to market the palm products.

6. Administration

There is no separate Budget allocation for Palm Board. All the staff manning the Palm Board, including its Chief Executive Officer (Ex-Officio) is borne on the establishment cost 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 Primary Jaggery

manufacturing Co-operative Societies and State and District Palm Jaggery Co-operative Federation functioning under the control of Tamil Nadu Palm Products Development Board.

7. Marketing of Palm products and Sale of Sukku Coffee

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 kind of marketing, the Government have extended financial assistance for installing pouch filling Neera unit for filling Neera in sachets, coolers, ice boxes, aluminum canes etc.,

Considering the awareness created among the people for healthy and natural drinks the sale of sukku coffee which has nine natural ingredients has been started in various main locations in Chennai such as Marina Beach, Secretariat, Island grounds etc. Further during full moon days, sale of sukku coffee and other

Khadi / Palm Products are being sold in Girivalam path in Thiruvannamalai District.

An exclusive sales outlet for sale of various kinds of palm products is being operated by the Palm Board within the Kuralagam campus in Chennai.

8. Production and Sales of Palm products

During the financial year 2017–2018, production of palm products was to the tune of Rs.1463.12 lakh and sales was to the tune of Rs.1629.23 lakh. For the current year 2018-2019, target for production and sales of palm products have been fixed at Rs.1650.00 lakh and Rs.1870.00 lakh respectively.

Production, sales and profit details for the last five years of State and District palm jaggery co-operative federation and primary palm jaggery cooperative societies are as follows

Year	Production	Sales	Profit
	(Rs. in lakh)		
2013 – 2014	1172.08	1279.30	107.22
2014 – 2015	1241.00	1373.00	132.00
2015 – 2016	1337.03	1462.09	125.06
2016 – 2017	1344.97	1484.30	139.33
2017 – 2018	1463.12	1629.23	166.11

From the above, it may be seen that production and sales of palm products have been steadily increasing every year during the last three years.

G.BASKARAN
 MINISTER FOR KHADI AND VILLAGE
 INDUSTRIES BOARD