



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

## **KHADI, VILLAGE INDUSTRIES AND HANDICRAFTS**

### **POLICY NOTE 2023 – 2024**

**DEMAND No. 18**

**R.S.RAJAKANNAPPAN**

**MINISTER FOR BACKWARD CLASSES WELFARE**

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**Government of Tamil Nadu  
2023**

## **POLICY NOTE 2023-2024**

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# **DEPARTMENT OF SERICULTURE**

## **1. Introduction**

There are countless wonders in the Nature's treasure. Out of all the wonders the Nature's treasure chest holds, the sheen fabric woven from lustrous thread emanating out of a worm is a pure splendor. In mankind's pursuit of progress, Silk farming or Sericulture is one major discovery.

Sericulture is an agricultural activity that involves the cultivation of mulberry, rearing of silkworms, and industrial production of silk. This agro-based rural cottage industry has a low gestation period, making it feasible to practice throughout the year. With low investment, sericulture offers higher remuneration. Moreover, it provides employment opportunities to a proportion of socially and economically backward segments of society, including women in rural and semi-urban areas. Thus, sericulture has the potential to be a promising avenue for rural socio-economic reconstruction.

The industry's rural-based on-farm and non-farm activity, along with its potential for



enormous employment generation, has been acknowledged as one of the most appropriate avenues for socio-economic development in the country.

As a traditional livelihood option, Sericulture has marked its footprints throughout history. The grandeur of festivities in our culturally rich country is intricately associated with silk and its glory. Apart from offering means of livelihood for thousands of sericulture farmers, the age-old practice of Sericulture also serves as the cornerstone for scores of weavers.

## **2. Sericulture in India**

India's silks are known for their finery and artistic designs and distinct colours. Today India is the second largest producer of raw silk and also has the distinction of being the world's largest consumer of pure silk.

India is the only country in the world to produce all the four known varieties of silk including Mulberry, Eri, Tasar and Muga. India is the only country producing rich, shiny golden

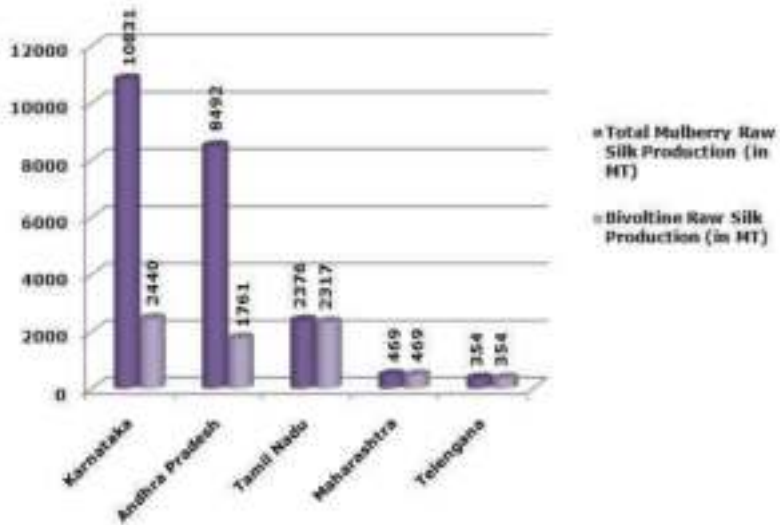
yellow coloured threads of Muga silk from north-eastern states around Assam.

As per the Central Silk Board Report, India has produced 27,744 MT of Raw Silk during the year 2022-2023 (Upto December 2022).

**India's Raw Silk Production in MT  
(Upto December 2022)**

<b>Sl. No.</b>	<b>Variety</b>	<b>Raw Silk Production (in MT)</b>
1.	Mulberry	20118
2.	Eri	6329
3.	Tasar	1070
4.	Muga	227
<b>TOTAL</b>		<b>27744</b>

Mulberry is the largest practiced Sericulture industry accounting for almost 73 percent of the entire silk production.



### **Mulberry Silk Production in MT (upto February 2023)**

At present, the annual estimated demand for raw silk in India is more than 40,000 Metric Tonnes. About 27,744 Metric Tonnes of raw silk has been produced in the country during the year 2022-2023 (upto December 2022). In order to meet out the balance requirement, raw silk is being imported from other countries.

India has exported silk and silk goods to other countries to the tune of Rs.1,378.32 crore from April 2022 to December 2022.

As there is an ever-increasing demand for silk in the country, the Central Silk Board, Ministry of Textiles and Department of Sericulture, Government of Tamil Nadu are taking all efforts to attain self-sufficiency in silk production.

### **3. Sericulture in Tamil Nadu**

Tamil Nadu is known as a traditional sericulture state since it has a long history of silk production and has been a major contributor to the silk industry in India for centuries.

Our state Tamil Nadu, holds the distinct legacy as the home of globally-acclaimed silk fabrics like Kancheepuram Silk, Arani Silk, Thirubhuvanam Silk and Salem Venpattu Dhoties. Bearing uniqueness, these Silk Fabrics also possess Geographical Indication (GI) tags.

Tamil Nadu, one of the leading silk producing states in India, has favorable agro-climatic conditions well-suited for sericulture activities.

Owing to the incessant thrust provided by the Tamil Nadu Government to produce quality bivoltine silk in the state, Sericulture farmers of Tamil Nadu are in the forefront in adopting the

latest technologies in mulberry cultivation and silkworm rearing.

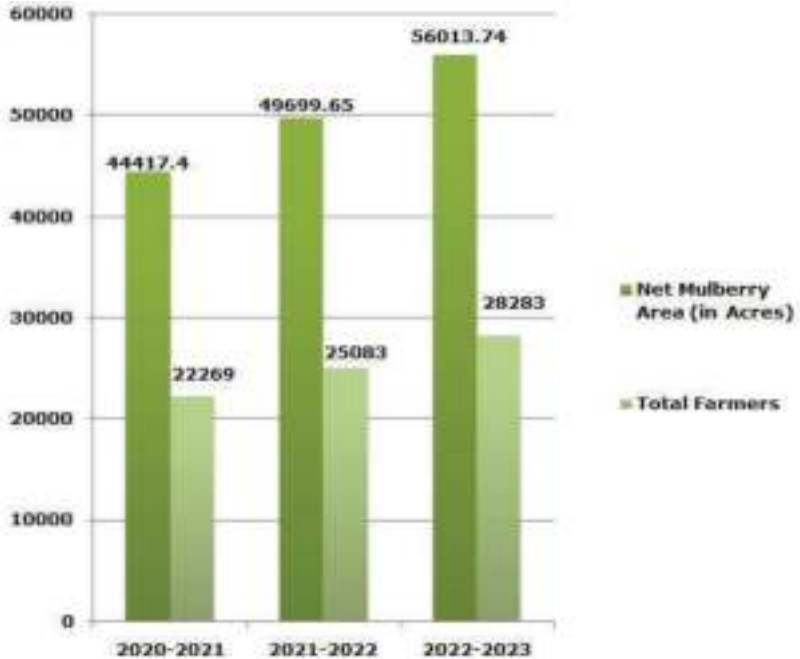
Sericulture is expansively practised in Krishnagiri, Dharmapuri, Salem, Erode, Tiruppur, Vellore, Namakkal, Dindigul, Tenkasi and Theni districts and moderately practised in all other districts except Chennai.

During the year 2022-2023, Mulberry crop has been planted newly to an extent of 6,314 acres by 3200 farmers. As on 01.04.2023, Mulberry crop is cultivated in an extent of 56,013.74 acres by 28,283 farmers, practicing silkworm rearing in Tamil Nadu.

### **District wise Mulberry Area**

Sl. No	District	Mulberry Area as on 01.04.2023			
		Acre			Farmers
		Irrigated	Rainfed	Total	
1	Krishnagiri	8241.25		8241.25	4133
2	Dharmapuri	4864.05		4864.05	2992
3	Salem	4121.69		4121.69	2537
4	Erode	4077.71		4077.71	1794
5	Coimbatore	3356.75		3356.75	1524
6	Tiruppur	7047.64		7047.64	3347
7	The Nilgiris	92.00		92.00	63
8	Vellore	824.25		824.25	356
9	Tirupattur	1958.25	170.85	2129.10	1249

Sl. No	District	Mulberry Area as on 01.04.2023			
		Acre			Farmers
		Irrigated	Rainfed	Total	
10	Ranipet	655.35		655.35	323
11	Kancheepuram	22.40		22.40	18
12	Chengalpattu	46.00		46.00	19
13	Tiruvallur	33.00		33.00	19
14	Tiruvannamalai	1388.55	128.00	1516.55	812
15	Namakkal	2877.00	66.65	2943.65	1558
16	Karur	472.50		472.50	262
17	Tiruchirappalli	1133.05		1133.05	590
18	Perambalur	256.90		256.90	125
19	Ariyalur	185.00		185.00	91
20	Pudukkottai	595.50		595.50	314
21	Thiruvavarur	208.25		208.25	93
22	Thanjavur	414.60		414.60	201
23	Nagapattinam	20.50		20.50	13
24	Mayiladuthurai	50.00		50.00	19
25	Villupuram	847.50		847.50	439
26	Kallakurichi	491.00		491.00	278
27	Cuddalore	640.25		640.25	303
28	Madurai	678.00		678.00	299
29	Theni	2419.50		2419.50	1184
30	Virudhunagar	648.00		648.00	259
31	Ramanathapuram	182.50		182.50	90
32	Sivagangai	450.20		450.20	203
33	Dindigul	3632.50		3632.50	1572
34	Tirunelveli	252.30		252.30	118
35	Tenkasi	1881.25		1881.25	813
36	Thoothukudi	278.85		278.85	116
37	Kanniyakumari	304.20		304.20	157
<b>Total</b>		<b>55648.24</b>	<b>365.50</b>	<b>56013.74</b>	<b>28283</b>



**Mulberry Expansion in the past three years**

In addition to the existing mulberry area, it has been proposed to plant 6,500 acres of bush type mulberry as cluster approach, and also to plant 625 acres of mulberry trees during the year 2023-2024.

## Mulberry Varieties



**M5 / Kanva-2 (1950)**  
**Rainfed**  
**14000 Kg Leaves**  
**per Acre per Year**



**MR2 (1970)**  
**Irrigated**  
**14000 Kg Leaves**  
**per Acre per Year**



**S-36 (1986)**  
**Irrigated**  
**16000 Kg Leaves**  
**per Acre per Year**



**V1 (1997)**  
**Irrigated**  
**24000 Kg Leaves**  
**per Acre per Year**



**G4 (2003)**  
**Irrigated**  
**24000 Kg Leaves**  
**per Acre per Year**



**G2 (2004)**  
**Irrigated (Chawkie)**  
**15000 Kg Leaves**  
**per Acre per Year**



Tamil Nadu, well-known for its quality silk, has produced 2,589 Metric Tonnes of raw silk during 2022-2023 and stands second in the country in the production of import substitute bivoltine raw silk, by producing 2,525 Metric Tonnes among mulberry silk producing States.

In addition to raw silk production, Tamil Nadu has a vibrant downstream silk industry, with a range of activities such as weaving, dyeing, and embroidery. Silk sarees from Tamil Nadu, such as the Kancheepuram saree, are known for their quality and craftsmanship, and are in high demand both within India and internationally.

Overall, sericulture is an important industry in Tamil Nadu, providing livelihoods for thousands of farmers and supporting the growth of downstream activities such as weaving and dyeing. With continued Government support and investment, the industry continues to grow and contribute to the holistic economic development of the State.

## **4. Department of Sericulture**

To cater to the needs of sericulture farmers and silk-based entrepreneurs involved in sericulture related activities in Tamil Nadu, the erstwhile 'Sericulture wing' that functioned under the Department of Industries and Commerce was upgraded to function as an independent Directorate with its headquarters at Salem, since 1979 under the department of Handlooms, Handicrafts, Textiles and Khadi under the able guidance of Hon'ble Minister for Micro, Small and Medium Enterprises. The Department plays an instrumental role in deliverance of policies & scheme assistances of the Government to the beneficiaries.

### **4.1. Objectives of the Department**

- Make Tamil Nadu a Pioneer State in Bivoltine silk production.
- Increase the area under Mulberry cultivation.
- Bring more farmers and entrepreneurs into the fold of sericulture to enhance

their economic status through sericulture.

- Facilitate employment generation by supporting unemployed youths to take up silkworm rearing / silk reeling to attain better socio-economic status

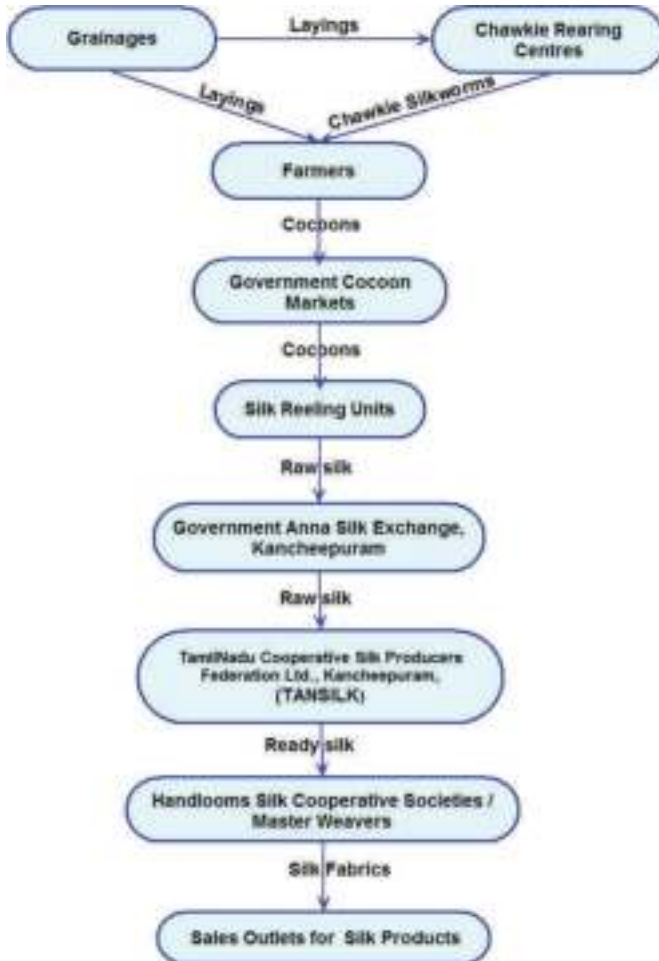
For development of Sericulture in Tamil Nadu, the Department of Sericulture undertakes the following activities:

- ❖ Encourage farmers to cultivate high-yielding mulberry varieties to increase their production of quality cocoons.
- ❖ Promote the adoption of improved technologies and practices among the stakeholders to reduce production cost and increase productivity of cocoon and raw silk.
- ❖ Provide skill training and technical guidance in mulberry cultivation, silkworm rearing & silk reeling activities.

- ❖ Develop necessary infrastructure facilities for development of sericulture in the State.
- ❖ Production and Supply of quality Disease Free Silkworm Layings.
- ❖ Facilitate regulated marketing of cocoon and raw silk.
- ❖ Provide subsidy assistance to farmers, entrepreneurs in pre-cocoon and post-cocoon sectors under various schemes.
- ❖ Converge with other allied departments for providing scheme assistances under various flagship schemes.
- ❖ Offer crop insurance to Sericulture farmers.
- ❖ Increase the production of import substitute bivoltine raw silk by establishing more automatic silk reeling units.

- ❖ Strengthen the post-cocoon sector by establishing more silk reeling units and silk twisting units.

### Flow chart of Sericultural activities



## **5. Schemes implemented by the Department during 2022-2023**

The department is implementing various schemes and initiatives to promote sericulture in the state, with a focus on providing support to farmers, entrepreneurs and promoting sustainable practices. These include subsidies for sericulture inputs such as mulberry saplings, farm and silkworm rearing appliances and support for sericulture-related infrastructure such as rearing houses and silk processing units, etc.

The Directorate of Sericulture formulates and implements various schemes for development of Sericulture sector in the State.

### **5.1. State Plan**

In order to develop the Sericulture sector in the state by supporting the farmers and to ensure their welfare, the State Government sanctioned a sum of Rs.1,813.55 lakh during 2022-2023 under State Plan for the implementation of various beneficiary-oriented scheme components as given below:

## State Plan 2022-2023

Sl. No	Name of the Scheme Component	Physical (Acre / No)	Unit Cost (Rs.)	Financial (Rs.in lakh)		
				State share	Beneficiary share	Total Cost
1	Assistance for Plantation of High Yielding Mulberry Varieties	5000.00	14000	525.00	175.00	700.00
2	Assistance for Construction of separate silkworm rearing sheds	500	400000	600.00	1400.00	2000.00
3	Procurement and supply of rearing appliances & farm equipments to Sericulture Farmers	1000	70000	525.00	175.00	700.00
4	Supply of Power Tillers to pioneer Sericulture Farmers	300	35000	105.00	-	105.00
5	Strengthening of Infrastructure at Eight Government Units	8	-	29.60	-	29.60
6	Cash awards to the Best Sericulture Farmers at State and District level	111	-	24.45	-	24.45
7	Cash awards to the Best Silk Reelers at State level	6	-	4.50	-	4.50
<b>Total</b>				<b>1813.55</b>	<b>1750.00</b>	<b>3563.55</b>

### **5.1.1. Prizes and Awards**

Aiming to aspire sericulture farmers and silk reelers to produce quality cocoon and gradable





Cash awards of Rs.25,000/-, Rs.20,000/- and Rs.15,000/- for first, second and third places respectively at District level to 106 Best sericulture farmers in 36 districts (except Chennai and Chengalpattu) were distributed by the Hon'ble Ministers and concerned District Collectors.

### **5.2. Central Sector Scheme: 'SILK SAMAGRA-2'**

"SILK SAMAGRA-2", an Integrated Scheme for Development of Silk Industry (ISDSI) aims to sustain and strengthen Sericulture activities in the country. It aims to promote growth and development of the silk industry in India by attaining the following goals:

- Enhance the productivity and quality of silk production
- Promote the use of modern technology and machinery in silk production
- Provide financial assistance to sericulture farmers and entrepreneurs

- Develop infrastructure for silk production and marketing
- Promote the export of silk products

The Central Silk Board has sanctioned a sum of Rs.3,335.463 lakh for the implementation of various scheme components under the Central Sector Scheme, 'Silk Samagra-2' for the year 2022-2023, as follows:

Sl. No.	Category	Fund Allocation (Rs. in lakh)		
		CSB	State*	Total
1.	Seed Sector	183.000	91.500	274.500
2.	Pre-Cocoon Sector			
a.	General	2794.642	1325.250	4119.892
b.	Scheduled Caste Sub Plan	122.129	44.750	166.879
c.	Tribal Sub Plan	30.032	11.000	41.032
<b>Sub Total (2)</b>		<b>2946.803</b>	<b>1381.000</b>	<b>4327.803</b>
3.	Post-Cocoon Sector (General)	205.660	145.860	351.520
<b>Total</b>		<b>3335.463</b>	<b>1618.630</b>	<b>4953.823</b>

\* Funds are yet to be received

## Scheme Components & Subsidy Pattern of Silk Samagra-2

Sl. No.	Name of the Component	Unit (Acre / Nos.	Unit Cost (Rs. in lakh)	Subsidy Assistance (CSB : State) (Rs. in lakh)	
				General (50:25)	SC & ST (65:25)
<b>I</b>	<b>Seed Sector</b>				
1.	<b>Support to Silkworm Seed Rearers</b>	No.	<b>5.000</b>	<b>3.750</b>	-
	Construction of Silkworm Rearing House for Seed Production	No.	3.500	2.625	-
	Equipment support to Seed Rearers	No.	1.500	1.125	-
2.	Support for Silkworm Seed Production Unit (Private)	No.	216.000	162.000	-
<b>II</b>	<b>Pre Cocoon Sector</b>				
1.	Support for development of Mulberry Kissan Nursery	Acre	1.500	1.125	1.350
2.	<b>Support to Mulberry Silkworm Rearing Package 250 DFLs Capacity (For 2.00 Acre plantation)</b>		<b>6.500</b>	<b>4.875</b>	<b>5.850</b>
	Support for Mulberry Plantation Development (Bush)	Acre	1.200	0.900	1.080
	Assistance for Construction of Mulberry silkworm Rearing House	Nos.	4.500	3.375	4.050

Sl. No.	Name of the Component	Unit (Acre / Nos.	Unit Cost (Rs. in lakh)	Subsidy Assistance (CSB : State) (Rs. in lakh)	
				General (50:25)	SC & ST (65:25)
	Supply of Mulberry silkworm Rearing appliances for quality cocoon production	No.	0.750	0.563	0.675
	Support for Prophylactic Measures for Assured Cocoon yield	No.	0.050	0.038	0.045
3.	<b>Support to Mulberry Silkworm Rearing Package 150 DFLs Capacity (For 1.00 Acre plantation)</b>		<b>4.400</b>	<b>3.300</b>	<b>3.960</b>
	Support for Mulberry Plantation Development (Bush)	Acre	0.600	0.450	0.540
	Assistance for Construction of Mulberry silkworm Rearing House	Nos.	3.250	2.438	2.925
	Supply of Mulberry silkworm Rearing appliances for quality cocoon production	No.	0.500	0.375	0.450
	Support for Prophylactic Measures for Assured Cocoon yield	No.	0.050	0.038	0.045
4.	Popularization of Chawkie Rearing Centres (CRCs)	No.	13.000	9.750	11.700

Sl. No.	Name of the Component	Unit (Acre / Nos.	Unit Cost (Rs. in lakh)	Subsidy Assistance (CSB : State) (Rs. in lakh)	
				General (50:25)	SC & ST (65:25)
<b>III</b>	<b>Training and Support Services (100% GoI Share)</b>				
1.	Training to progressive Mulberry farmers (BEP)	No.	0.070	0.070	0.070
<b>IV</b>	<b>Post-Cocoon Sector</b>				
1.	Establishment of Automatic Silk Reeling Unit – 2000 Ends (30:20)	Nos.	598.000	299.000	-

### **5.3. Rashtriya Krishi Vikas Yojana (RKVY)– Rainfed Area Development (RAD)**

Rashtriya Krishi Vikas Yojana (RKVY), a Centrally Sponsored Scheme designed to incentivize the states to take a holistic approach towards development of agriculture and allied sectors, including improving productivity, promoting value addition, and developing infrastructure.

To promote Tree Mulberry plantation for rearing of silkworms and organic farming amongst sericulture farmers, the department in convergence with the Department of Agriculture and Farmers' Welfare, is providing assistance for Tree Mulberry Cultivation and Vermi-compost pit

construction under Rainfed Area Development (RAD) component of Rashtriya Krishi Vikas Yojana (RKVY).

A sum of Rs.100.00 lakh has been allocated for the plantation of Tree Mulberry in 625.00 acres and construction of 500 Vermi-compost units under Rainfed Area Development (RAD) component of Rashtriya Krishi Vikas Yojana (RKVY) for the year 2022-2023.

During the year 2023-24, a sum of Rs.50.00 lakh will be provided for the the plantation of Tree Mulberry in 250.00 Hectares and construction of 100 Vermi-compost units under Rainfed Area Development (RAD) component of Rashtriya Krishi Vikas Yojana (RKVY).



**Tree Mulberry Plantation**



**Vermi-Compost Unit**

#### **5.4. Insurance Scheme for Silkworm Rearing**

This scheme is implemented to compensate for the losses during silkworm rearing. During the year 2022-2023, the Government has paid a sum of Rs.39.861 lakh towards insurance premium. The insurance company fairly compensates the Sericulture farmers according to the stage of silkworm at the time of loss. Personal accident and silkworm rearing shed damages are also covered under this scheme.

Insurance claims for a value of Rs.35.187 lakh have been settled to 420 Sericulture farmers across the state.

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

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

<b>Government Infrastructure</b>	<b>Sl. No</b>	<b>Name</b>	<b>No</b>	<b>Total</b>
Basic Seed Farms (BSF)	1	P3 Seed Farms	5	19
	2	P2 Seed Farms	8	
	3	P1 Seed Farms	6	



<b>Government Infrastructure</b>	<b>Sl. No</b>	<b>Name</b>	<b>No</b>	<b>Total</b>
Grainages	1	State Government Grainages	10	12
	2	Central Silk Board Grainages	2	
Cold Storages	1	Multi-Graded Cold Storages	3	3
Government Silk Farms	1	Demonstration-cum-Training Centres (DCTC)	6	32
	2	Government Hybrid Silk Farms (GHSF)	6	
	3	Farmers Training Centres (FTC)	10	
	4	Chawkie Silk Farms (CSF)	5	
	5	Model Mulberry Plantation (MMP)	4	
	6	Silk World – Seri Tourism Centre	1	
Technical Service Centres (TSC)	1	Seed TSC	3	105
	2	Extension TSC	102	
Government Cocoon Markets	1	Seed Cocoon Market	1	22
	2	Commercial Cocoon Markets	21	
Government Silk Reeling / Twisting Units	1	Silk Reeling cum twisting Units	4	8
	2	Silk Reeling unit without silk twisting facilities	4	
Training Institute	1	Tamil Nadu Sericulture Training Institute	1	1
Silk Exchange	1	Government Anna Silk Exchange, Kancheepuram and its Salem Branch	2	2
Cooperative Societies	1	Sericulture Industrial Cooperative Societies	25	26
	2	TANSILK	1	

### **6.1. Basic Silkworm Seed Farms**

Seed / Parental cocoons required for the production of commercial silkworm layings at the

Government grainages are produced in the Basic Silkworm Seed Farms.

The Department has 19 seed farms involved in the strict maintenance of parental qualities in three-tier (P3 -> P2 -> P1) system of multiplication on silkworm seed cocoon production.



### **P2 Seed Farm, Masinagudi**

As the seed cocoon requirement in P1 level is ever increasing, seed farmers are being selected and engaged in parent seed cocoon production. The seed farms and grainages are playing an important role in maintaining the racial characters and hybrid vigour of silkworms.

## Seed Cocoon Production and Revenue Generation in Seed Farms during 2022-2023

District	Sl. No	Name of the Seed Farm	Role	Seed Cocoon Production (in lakh Nos.)	Commercial Cocoon Production (in Kgs)	Total Revenue (Rs. in lakh)
Krishna giri	1	Berigai	P3	0.941	0	1.701
	2	Avalapalli	P3	1.062	0	3.647
	3	Hosur	P2	1.526	0	3.887
	4	Kalukonda palli	P3	1.098	0	1.654
	5	Thally	P3	0.864	0	2.122
	6	Uddana palli	P2	2.154	0	6.056
	7	Uli mangalam	P2	0	428.000	2.698
	8	Melagiri	P2	1.639	0	3.136
	9	Kollatti	P1	0.986	926.600	12.184
Dharma puri	10	Sitheri	P1	1.314	66.400	3.615
Erode	11	Hassanur	P2	0	197.500	1.446
	12	Madhahalli	P1	0	806.050	5.172
The Nilgiris	13	Coonoor	P3	0	53.500	0.365
	14	Masinagudi	P2	2.715	145.760	3.127
	15	Masakkal	P2	1.436	61.900	2.394
Tirupattur	16	Athanavoor	P1	0	192.700	1.049
Namakkal	17	Kolli Hills	P1	0.718	0	2.181
Theni	18	Mayiladum parai	P2	1.193	0	3.490
Tenkasi	19	Shenkottai	P1	2.032	48.000	5.198
		<b>Total</b>		<b>19.678</b>	<b>2926.41</b>	<b>65.122</b>

### 6.2. Grainages

The place where Disease-free Commercial Silkworm Eggs (Layings) are produced from the

seed cocoons brought from basic seed farms and seed farmers, is called as 'Grainage'.

Ten Government grainages functioning under the department are producing Disease Free Layings (eggs) to supply to the Sericulture farmers in the State. In addition to that, 2 Central Silk Board-run National Silkworm Seed Organization (NSSO) grainages are also functioning in the State.

During the year 2022-2023, 48.093 lakh Disease Free Layings (DFLs) were produced in the 10 Government Grainages.

**Silkworm Egg Production in Government Grainages during 2022-2023**

District	Sl. No	Name of the Grainage	Silkworm Egg Production (in lakh DFLs)
Krishnagiri	1	Hosur (Bivoltine)	8.230
	2	Krishnagiri (Bivoltine)	16.969
Dharmapuri	3	Sogathur (Bivoltine)	2.847
	4	Pennagaram (Bivoltine)	1.975
Coimbatore	5	Coimbatore (Bivoltine)	3.693
Erode	6	Erode (Bivoltine)	4.650
	7	Talavady (Bivoltine)	2.094
Tirupattur	8	Vaniyambadi (Bivoltine)	4.690
Tiruchirappalli	9	Tiruchirappalli * (Bivoltine)	0.049
Tenkasi	10	Coutrallam (Bivoltine)	2.896
<b>Total</b>			<b>48.093</b>

\* It has been converted as Bivoltine Grainage during Feb 2023.

### **6.3. Multi-graded Cold Storage Units**

With growing demand for bivoltine silk, around 97% of sericulture farmers of Tamil Nadu are rearing Bivoltine Silkworms.

The silkworm usually completes one, two & many generations in a year, and these are called univoltine, bivoltine and multivoltine respectively. Silkworm eggs hatch in 10 - 12 days from laying in the case of non-diapausing (multivoltine) eggs and hatch in 6 to 10 months from laying in the case of diapausing eggs (uni and bivoltine).

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

To reap successful silkworm crops, preservation of eggs is the most critical event. Improper preservation of eggs affects not only uniform hatching but also hampers larval robustness and the quality of cocoons.

Thus, bivoltine eggs have to be cold stored for a period of 120 days to 300 days at various

temperature levels ranging from 2.5°C to 25°C to get uniform hatching for which graded cold storage is essential. Cold storage also facilitates the supply of required bivoltine eggs to the Sericulturists throughout the year.

To supply bivoltine silkworm eggs to the farmers whenever required, three multi-graded cold storage units are functioning at Krishnagiri, Hosur (Krishnagiri district), and Chinnavedampatti (Coimbatore district). During the year 2022-2023, 48.093 lakh silkworm eggs have been preserved in these cold storage units.



**Multi-graded cold storage unit, Krishnagiri**

**Silkworm Eggs Preserved in Government Cold Storage  
Units during 2022-2023**

District	Sl. No.	Name of the Multi-graded Cold Storage	Silkworm Eggs Cold Stored (Lakh DFLs)	
			2022 - 2023	Eggs under preservation (as on 31.03.2023)
Krishnagiri	1	Hosur	10.205	3.872
	2	Krishnagiri	24.555	10.872
Coimbatore	3	Chinnavedampatti	13.333	6.082
<b>Total</b>			<b>48.093</b>	<b>20.826</b>

In addition to this, one more multi-graded cold storage unit with 10.00 lakh silkworm eggs preservation capacity is under erection at Tamil Nadu Sericulture Training Institute, Hosur, Krishnagiri district and will start functioning during 2023-2024.

**6.4. Government Silk Farms**

Government silk farms are engaged in various sericulture activities viz.,

- Production and supply of quality mulberry saplings
- Rearing and supply of quality chawkie worms (young-age silkworms upto 2nd instar)
- Silkworm rearing activities

- Demonstrating latest sericulture technologies.
- Providing hands on training to farmers.

There are 32 Government silk farms functioning under the Department. They are categorized based on their activity.

<b>Category of the Farm</b>	<b>Nos.</b>
Demonstration-cum-Training Centres (DCTC)	6
Government Hybrid Silk Farms (GHSF)	6
Farmers Training Centres (FTC)	10
Chawkie Silk Farms (CSF)	5
Model Mulberry Plantations (MMP)	4
Silk World (Seri Tourism Centre)	1
<b>TOTAL</b>	<b>32</b>



**Government Silk Farm, Nadanur, Tiruvannamalai**



**Revenue of Government Silk Farms during  
2022-2023**

<b>District</b>	<b>Sl. No.</b>	<b>Name of the Farm</b>	<b>Revenue (Rs. in lakh)</b>
Krishnagiri	1	DCTC, Hosur	0.271
	2	GHSF, Uthangarai	2.306
Dharmapuri	3	FTC, Sogathur	1.120
Salem	4	CSF, Papparapatty	0.579
	5	Silk World, Yercaud	0.210
	6	FTC, Nathakarai	2.716
	7	GHSF, Maniyarkundam	0.950
	8	GHSF, Pudur	0.761
Kallakurichi	9	GHSF, Vellimalai	0.741
Erode	10	FTC, Talavady	2.404
	11	CSF, Ramapuram	0.641
	12	GHSF, Geermalam	0.080
Tiruppur	13	FTC, Myvadi	0.526
Kancheepuram	14	FTC, Vitthanthangal	1.356
Tirupattur	15	FTC, Minnur	1.233
Tiruvannamalai	16	CSF, Nadanur	0.905
Tirupattur	17	CSF, Puliyoor	1.048
Cuddalore	18	FTC, Neyveli	1.230
Tiruchirappalli	19	DCTC, Uppiliapuram	0.457
	20	MMP, Kalingapatty	0.595
	21	MMP, Karukkamadai	0.546
	22	GHSF, Pachamalai	0.688
	23	FTC, Manikandam	2.001
Thanjavur	24	FTC, Nanjikottai	1.754
Dindigul	25	MMP, C.K.Pudur	1.580
Sivagangai	26	CSF, Nagampatti	0.600
	27	DCTC, O.Pudur	1.480
Ramanathapuram	28	DCTC, Pandiyur	1.979
Tirunelveli	29	DCTC, Tirunelveli @V.M.Chatram	1.178
Virudhunagar	30	FTC, Srivilliputhur	2.016
	31	MMP, Sevalur	2.077
Kanniyakumari	32	DCTC, Konam	1.536
<b>Total</b>			<b>37.564</b>



**Mulberry Nursery in Government Silk Farm,  
V.M.Chathram, Tirunelveli**

### **6.4.1. *Chawkie Rearing Centres***

'Chawkie rearing' means rearing of young-age silkworms from hatching to second moult for 7 days. It requires special care in maintaining hygiene inside rearing room and favourable climatic conditions supplemented by feeding good quality leaves.

The centres performing rearing and supply of chawkie worms to the farming community are called as 'Chawkie Rearing Centres'.

The concept of chawkie rearing is one of the main factors for successful bivoltine Sericulture in the State. Receiving chawkie silkworms from chawkie rearing centres helps the farmers to save 7 rearing days thereby resulting in increased cocoon production and income.

26 Government farms are involved in rearing and supply of quality chawkie silkworms to the needy sericulture farmers.



**Chawkie Silkworm Rearing, Government Silk Farm,  
V.M.Chathram, Tirunelveli**

Apart from the Government Chawkie rearing centres, 39 private chawkie rearing centres are also functioning in the State.

### **6.5. Technical Service Centres**

In order to provide technical assistance to Sericulture farmers in mulberry cultivation, garden maintenance, silkworm rearing and crop protection measures at their doorsteps, 105 Technical Service Centres functioning under the department.



**Technical Service Centre, Krishnagiri**

Each Technical Service Centre is headed by an Inspector / Assistant Inspector of Sericulture along with 4-7 Junior Inspectors of Sericulture to cater to the needs of Sericulture farmers.

These centres also assist the farmers to avail benefits provided through various scheme components of Department of Sericulture.

### **Technical Service Centres**

<b>Region</b>	<b>Districts</b>	<b>Sl. No.</b>	<b>Office of the Assistant Director</b>	<b>No. of Technical Service Centres</b>
Dharmapuri	Krishnagiri	1	Hosur	7
		2	Denkanikottai	6
		3	Krishnagiri	4
	Dharmapuri	4	Dharmapuri	4
		5	Pennagaram	6
Erode	Salem	6	Salem	7
	Coimbatore Tiruppur Erode	7	Coimbatore	4
		8	Udumalpet	5
		9	Erode	7
		10	Talavady	3
	The Nilgiris	11	Coonoor	1
Vellore	Vellore Tirupattur Ranipet Thiruvallur Kancheepuram Chengalpattu	12	Vaniyambadi	8
	Tiruvannamalai and Hills of Tirupattur District	13	Tiruvanna- malai	6

Region	Districts	Sl. No.	Office of the Assistant Director	No. of Technical Service Centres
	Villupuram Kallakurichi Cuddalore	14	Villupuram	4
Tiruchirappalli	Tiruchirappalli Pudukkottai Ariyalur Tiruvarur Thanjavur Perambalur Nagapattinam Mayiladuthurai	15	Tiruchirappalli	8
	Namakkal Karur	16	Namakkal	7
Madurai	Dindigul Sivagangai	17	Dindigul	6
	Theni Madurai Ramanatha - puram	18	Theni	5
	Tenkasi Tirunelveli Virudhunagar Thoothukudi Kanniyakumari	19	Tenkasi	7
			<b>Total</b>	<b>105</b>

### **6.6. Government Seed Cocoon Market, Hosur**

Government seed cocoon market, Hosur act as regulated platform to transact Bivoltine Seed cocoons produced and brought by the P1 seed farmers & Government seed farms to grainages

for commercial silkworm seed (eggs) production. In this seed cocoon market, 0.75% of seed cocoon transaction value is collected as levy, from both sellers and buyers.

During the year 2022-2023, 35,585 kilogram of seed cocoons were transacted for a value of Rs.348.560 lakh in this seed cocoon market.

### **6.7. Government Cocoon Markets**

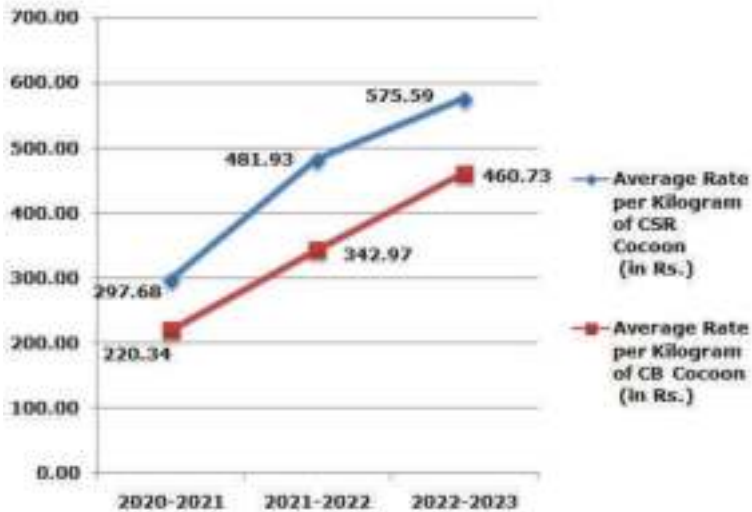
The Government cocoon markets function as a regulated market to serve the farmers to sell their produce and reelers to buy their raw material by providing marketing facilities eliminating the middlemen. 0.75% of cocoon transaction value is collected as levy, from both sellers and buyers.

There are 21 such commercial cocoon markets functioning in various districts of the State. During the year 2022-2023, 1,801 Metric Tonnes of cocoons were transacted in these markets for a value of Rs.10,041.760 lakh.

**Cocoon transaction in Government Cocoon Markets  
during 2022-2023**

<b>District</b>	<b>Sl. No.</b>	<b>Name of the Cocoon Market</b>	<b>Cocoon Transacted (in MT)</b>	<b>Cocoon Transaction Value (Rs. in lakh)</b>
Krishnagiri	1	Hosur	49.091	272.592
	2	Krishnagiri	25.678	135.497
Dharmapuri	3	Pennagaram @ Palacode	33.293	141.557
	4	Dharmapuri	583.260	3467.088
Salem	5	Salem	95.662	442.648
Coimbatore	6	Coimbatore	240.483	1322.387
Erode	7	Erode	74.905	450.666
	8	Talavady	22.300	147.003
Tiruppur	9	Myvadi	130.338	702.083
Tirupattur	10	Vaniyambadi	74.888	411.402
Tiruvanna- malai	11	Tiruvannamalai	11.496	63.017
Tiruchirap- palli	12	Tiruchirappalli	11.337	49.197
Pudukkottai	13	Pudukkottai	10.862	56.397
Namakkal	14	Rasipuram	124.608	600.322
Dindigul	15	Dindigul	15.626	59.917
	16	Palani @ C.K.Pudur	16.617	61.785
Sivagangai	17	Sivagangai	29.879	173.380
Theni	18	Theni	92.077	551.653
Tenkasi	19	Nannagaram	81.250	483.008
Virudhunagar	20	Srivilliputhur	57.126	330.570
Kanniya- kumari	21	Nagercoil	20.296	119.591
<b>TOTAL</b>			<b>1801.072</b>	<b>10041.760</b>





### **Average Cocoon Price in the past three years**

The average price of bivoltine cocoons has increased by 16% during the year 2022-2023 in comparison with the previous year, as farmers are getting higher remuneration for their cocoons.

Steps are being taken to introduce e-auction for ensuring transparency in cocoon transaction at all Government cocoon markets.

## **6.8. Government Silk Reeling / Twisting Units**

Government Multi-end silk Reeling Units are functioning as model units for reeling and twisting-based entrepreneurs, in order to support the post cocoon sector which is a vital sector of sericulture industry.

Government reeling units also participate in cocoon market auction and help the farmers to get fair price for their produce.



**Government Silk Reeling cum Twisting Unit, Talavady**

There are eight Government Reeling Units functioning under this department. Of these 8 silk reeling units, units at Hosur, Salem, Talavady and Nannagaram are functioning as Silk Reeling-cum-Twisting Units, where the raw silk is further converted as twisted silk (or ready silk).

**Silk Production and Revenue Generation in Government Silk Reeling Units during 2022-2023**

District	Sl. No.	Name of the Silk Reeling / Twisting Unit	Raw Silk Produced (in Kgs)	Ready Silk Produced (in Kgs)	Revenue (Rs. in lakh)
Krishnagiri	1	Hosur	2025.00	524.60	99.678
Salem	2	Salem	1676.95	485.65	76.441
Erode	3	Talavady	1428.80	362.30	67.673
Tirupattur	4	Vaniyambadi	523.65		20.713
Pudukkottai	5	Pudukkottai	1297.55		52.091
Sivagangai	6	Sivagangai	2360.00		108.833
Tenkasi	7	Nannagaram	2870.00	2142.00	129.194
Kanniyakumari	8	Konam	2266.65		100.530
<b>TOTAL</b>			<b>14448.60</b>	<b>3514.55</b>	<b>655.153</b>

During the year 2022-2023, these Government Reeling units have generated revenue of Rs.655.153 lakh from the sale of raw silk, ready silk and other by-products.

## **6.9. Private Silk Reeling Units**

Aiming to increase the consumption of cocoons produced within the State and also to ensure that the farmers are getting fair and remunerative price for the cocoons produced by them, the Department is taking appropriate measures to encourage entrepreneurs in taking-up profitable silk reeling business.

It has been mandated to strengthen the post-cocoon sector by encouraging more entrepreneurs to establish silk reeling units so that the entire quantity of cocoons produced in the State would be utilized within the State itself.

As of now, there are 155 reeling units functioning under private sector:

<b>Sl. No.</b>	<b>Name</b>	<b>Nos.</b>
1	Charka Reeling Units	15
2	Cottage Basin Silk Reeling Units	84
3	Multi-End Silk Reeling Units	46
4	Automatic Silk Reeling Units	9
5	Automatic Dupion Silk Reeling Unit	1
<b>Total</b>		<b>155</b>



**Multi-end Silk Reeling Unit, Karur**



**Automatic Silk Reeling Unit, Shoalagiri**



**Automatic Dupion Silk Reeling Unit, Udumalpet**



**Silk Twisting Unit, Karur**

Strenuous efforts have been taken to establish seven 400 ends Automatic silk reeling units, two 200 ends Automatic silk reeling units and one Automatic Dupion silk reeling unit during the year 2023-2024. The raw silk production capacity of these units is 273.00 Metric tonnes per year.

#### ***6.10. Government Anna Silk Exchange, Kancheepuram***

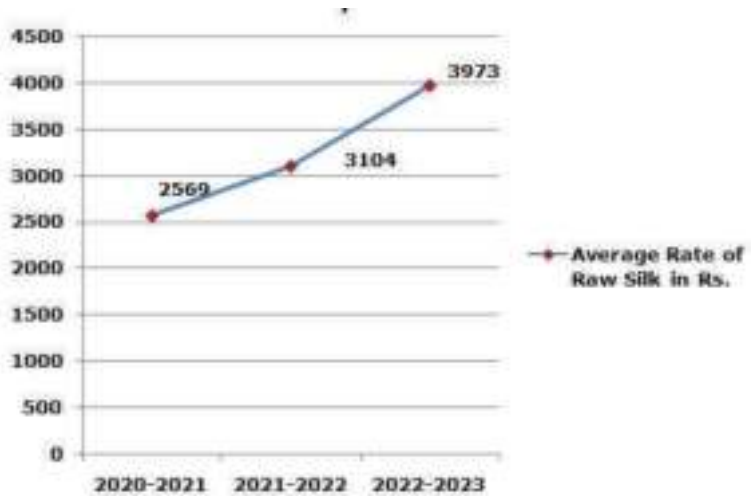
Government Anna Silk Exchange functioning at Kancheepuram and its Salem branch, are transacting the raw silk brought by the silk reelers to the raw silk consumers in the state. It is functioning as a regulated market to serve the silk reelers to sell their produce by providing marketing facilities.

Based on the prevailing raw silk price and quality, floor price is fixed and silk lots are admitted for auction. Master weavers, Twisters and the TANSILK participate in the open auction and purchase the silk. 0.75% of silk transaction value is collected as levy, each from sellers and buyers.





**Raw Silk Auction at Government Anna Silk Exchange, Salem Branch**



**Average Rate per Kg of Raw Silk in the past three years**



During the year 2022-2023, 149.691 Metric Tonnes of Raw Silk has been transacted for a value of Rs.5,947.885 lakh in Anna Silk Exchange, Kancheepuram and its Salem branch.

**Silk Transaction in Government Anna Silk Exchange during the year 2022-2023**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Quantity (in MT)</b>	<b>Value (Rs. in lakh)</b>
1	Raw Silk	104.299	5,105.667
2	Dupion Silk	45.392	842.218
	<b>Total</b>	<b>149.691</b>	<b>5,947.885</b>

Steps are being taken to introduce e-auction for ensuring transparency in raw silk transaction at Government Silk Exchanges.

**6.11. Tamil Nadu Sericulture Training Institute, Hosur**

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

Details of Training imported for Staff and Farmers:

<b>Sl. No.</b>	<b>Name of the Training</b>	<b>Duration</b>
1.	Central Sector Scheme - Farmers Training under BEP	5 Days
2.	ATMA Training for Staff	3 Days
3.	Off campus training for Staff	5 Days

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 and silk-based entrepreneurs.



**Tamil Nadu Sericulture Training Institute, Hosur**

## **6.12. Co-operative Societies**

With one apex co-operative society, 'Tamil Nadu Co-operative Silk Producers' Federation Limited (TANSILK)', there are 25 other Sericulture Industrial Co-operative Societies under the Department of Sericulture.

### **6.12.1. Industrial 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 finished goods, getting the finished goods from the members and selling the finished goods at fair prices are the functions of the societies, while the primary objective is to provide employment opportunities and enable economic upliftment of the members of the societies.

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

'Tamil Nadu Co-operative Silk Producers' Federation Limited' (TANSILK), Kancheepuram was registered as an apex body of Silk Co-operative Societies.

It has six branches located at Arani, Coimbatore, Erode, Kancheepuram, Kumbakonam and Salem. Silk reelers, twisters, Silk Weavers' Co-operative Societies and Sarvodaya Sanghs are its members. TANSILK 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 further woven into sarees, dhoties and other silk materials and sold.

**Silk Purchase and Sales at TANSILK, Kancheepuram  
during the year 2022-2023**

Sl. No.	Type of Silk	Purchase		Sales	
		Quantity (in MT)	Value (Rs. in Crore)	Quantity (in MT)	Value (Rs. in Crore)
1.	Raw Silk	107.224	52.754	105.262	52.578
2.	Dupion Silk	45.392	8.485	45.392	8.571
3.	Ready Silk	126.802	74.404	126.802	74.425
<b>Total</b>		<b>279.418</b>	<b>135.643</b>	<b>277.456</b>	<b>135.574</b>

## 7. Staff Strength of the Department of Sericulture

The department is equipped with a well-knit extension system of technical personnel and administrative staff. Staff pattern sanctioned by the Government of Tamil Nadu for the implementation of various schemes in the State, is as below:

<b>Sl. No.</b>	<b>Name of the Post</b>	<b>Sanctioned (Nos.)</b>
1	Director	1
2	Joint Director	3
3	Deputy Director – Administration	1
4	Deputy Director	9
5	Assistant Director	27
6	Inspector of Sericulture	67
7	Assistant Inspector of Sericulture	179
8	Junior Inspector of Sericulture	824
9	Ministerial Staff, Others	316
	<b>Total</b>	<b>1427</b>

## **8. Sustainable Development Goals**

The Vision for Tamil Nadu Government is to become India's most prosperous and progressive State free from poverty, where its people enjoy all the basic services of a modern society and live in harmonious engagement with the environment and with the rest of the world.

Sericulture can be economically beneficial in several ways. Firstly, it provides a source of income for farmers and others involved in the production and processing of silk. This can help to alleviate poverty and support rural development. Secondly, sericulture has a relatively low gestation period and requires minimal investment, making it a cost-effective and efficient source of income. Thirdly, the demand for silk is relatively high, particularly in the luxury goods market, which can result in higher prices for silk products. Finally, sericulture can provide employment opportunities for women and other socially and economically disadvantaged groups, helping to promote gender equality and reduce poverty. Overall, sericulture has the potential to contribute significantly to economic growth and development, particularly in rural areas.

## **9. Development of an End to End Software Application for the department**

In order to track, trace and resolve issues right from the silkworm egg (DFLs) production to raw silk production, the department has initiated the process of developing an ERP (Enterprise Resource Planning) like end to end software application with the assistance of Tamil Nadu e-Governance Agency to digitize the entire operations of the department and now it is nearing completion. To ensure that the software is user-friendly and foolproof, it is being tested category wise along with its related users.

## 10. Budget provision for the year 2023-2024

The fund allocation made for the Department of Sericulture in the Budget Estimate 2023-2024 towards Plan and Non-Plan works is given below:

Sl. No.	Name of the Scheme		Outlay for 2023-2024 (Rs. in lakh)
I	<b>PLAN</b>		
a)	1) Development Programmes under Sericulture Development and Price Stabilization Fund (SD&PSF)	150.00	370.00
	2) Sericulture Development and Price Stabilization Fund (Inter-account transfer)	220.00	
b)	New Schemes		2091.97
c)	Western Ghats Development Programme		0.01
d)	Hill Area Development Programme		0.01
e)	Rashtriya Krishi Vikas Yojana (RKVY)		100.03
	<b>PLAN SCHEMES TOTAL</b>		<b>2562.02</b>
II	<b>NON – PLAN</b>		
	Maintenance of Government units, Salary, Wages, etc.,		6647.86
	<b>Grand Total (PLAN + NON-PLAN)</b>		<b>9209.88</b>





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

### **1. INTRODUCTION**

Tamil Nadu has rich repository of handicrafts throughout the State from Sangam era to till date. The Handicrafts of Tamil Nadu showcases our States rich tradition, culture and heritage. Tamil Nadu Handicrafts Development Corporation Limited, which is the treasure strove of Tamil Nadu Handicrafts is well known by its trade name "Poompuhar". This Corporation was formed as a Public Limited Company during the year 1973 by the then Chief Minister of Tamil Nadu Dr. Kalam. It is the apex handicrafts body of the State for artisans. The important objective of the Corporation is to popularize and market the exquisite handicrafts of the State produced by the artisans throughout the country and abroad. The Corporation also strives to uplift the livelihood of the artisans by several welfare and development schemes.

## **2. The core objectives of the Corporation**

- To uplift the living standards of artisans in Tamil Nadu by providing marketing avenues.
- To develop the production skills of artisans by imparting appropriate training.
- To increase the productivity of artisan and quality of production.
- To introduce new designs and innovation in production skills.
- To reduce human drudgery and eliminate occupational hazards involved in the production process.
- To assure security and welfare measures for artisans.
- Documenting, enrolling and digitalizing artisan's history and their products for marketing.

- To recognize the artisans hard work, expertise and dedication to handicrafts by distribution of awards.
- To implement State Government & Union Government artisans related schemes and cluster development.



### **3.1. Administrative setup**

#### **Head office**

The Corporation has the Board with the Chairman and other Board members. The Managing Director who is the executive incharge of the Corporation is vested with executive powers.

The Managing Director is followed by second level officers, viz., Sales & Production Manager, Finance Manager and Personnel Manager. Below the rank of Managers there are Assistant Managers, followed by Superintendent and Assistants for each sections.

#### **Showrooms**

The Poompohar showrooms are headed by Showroom Managers and assisted by Accountants, Junior Assistants and Sales Assistants.

### **4. Sustainable Development Goals**

The Sustainable Development Goals were formulated for the member countries of United Nation which has set of seventeen goals and

targets with indicators as action plan to work upon for the better future.

There are long term and short term goals set by TNHDC. The primary objective is to uplift the standard of living of artisans and improvement of their skills by imparting training, marketing, design & research and by providing direct assistance. The artisans products are marketed through showrooms for generating income to the poor artisans.

The suitable Sustainable Development Goals being targeted by the Corporation are as follows:

***Goal [1]: No Poverty***

***(1.1.) Eradicate Extreme Poverty for all people Everywhere***

Skill Development programs and design & technology workshops are regularly conducted for the benefit of artisans to work on new designs and to increase their productivity and income by engaging designers from renowned institutions of the State and Centre.

During the year 2022-2023, about 200 artisans have been trained and given tool kits. Among the artisans trained most of them are women and young artisans.

Marketing events are organised in major cities of India to ensure access to wider market, enhanced income and improved standard of living of artisans.

The artisans products are also sold at Poompuhar Sales showrooms and outlets thereby uplifting their livelihood by generating revenue to them.

Awareness camps for artisans have been conducted across Tamil Nadu for sensitizing about artisans welfare and social security measures.

### ***Goal [8]:Decent work and Economic Growth***

#### ***(8.5.) Achieve full and productive employment and decent work for all Women and Men***

Eleven Common Facility Centres have been established for major crafts and three for languishing crafts such as Clay, Terracotta and

Pathamadai mat as a long-term strategy. These CFCs are equipped with latest machineries and artisans are provided with free tools. About 5000 artisans are expected to benefit out of it.

Design Research and Development Centre have been formed where 3D designs are made for creating trendy models.

Due to the above measures, Artisans including persons with disabilities can earn decent income irrespective of the age and gender.

## **5. Marketing activities**

### ***5.1. Showrooms***

Poompuhar provide worldwide marketing assistance to Tamil Nadu artisans by selling their products through its 12 showrooms which are located at Chennai, Coimbatore, Erode, Salem, Thanjavur, Tiruchirappalli, Madurai, Tirunelveli, Kanyakumari, Mamallapuram, New Delhi and Kolkata and 9 more outlets at Vandaloor zoo, Chennai & Coimbatore Airport, Egmore Museum, Swamimalai, Kevadia (Gujarat) etc.,



Centralized computer billing, CCTV surveillance, e-Office etc., have been introduced in all showrooms.

## **5.2. Modernization of Poompuhar sales showrooms**

The Corporation has undertaken modernization of its sales showrooms at Chennai, Coimbatore, New Delhi, Kolkata and Cuddalore during financial year 2022-2023 at a total cost of Rs.6.00 crore. It is also proposed to construct a new showroom at Salem at a cost of Rs.2.00 crore.



**Newly renovated Poompuhar Sales Showroom, Kolkata**

### **5.3. Exhibitions**

#### **5.3.1. Thematic Exhibition**

Tamil Nadu Handicrafts Development Corporation Limited organized 57 indoor / outdoor exhibitions through Poompohar showrooms to facilitate artisans to directly sell their products.

Thematic exhibitions like Kolu, Krishna Dharshan, Ganesh Dharshan, etc., were also organized during the year.

Special exhibitions were organized at the venues of 44th chess Olympiad at Mamallapuram during the period from 28.07.2022 to 10.08.2022 and G-20 summit on 31.01.2023 and 01.02.2023.



**Exhibition at Urban Haat Mamallapuram during chess Olympiad**



**Handicraft Exhibition and demonstration at Chennai during G-20 delegates visit**

### **5.3.2. Other Exhibitions**

Special marketing events were organized at Yercaud & New Delhi (Tamil Nadu House, Cabinet Secretariat, India International Trade Fair, participated in GI products fair).

### **5.3.3. Road show – Sweden**

To popularize the crafts of Tamil Nadu, a road show “Tamizhar Ancient Arts & Culture Exhibition” was organised through Stockholm Tamil Sangam, Sweden during September 2022.



**“Tamizhar Ancient Arts & Culture Exhibition” Road-show at Sweden**

#### **5.4 Buyer-Seller Meet**

Participated in the buyer seller meet organized in International Gift Fair (Spring) period from 15.03.2023 to 19.03.2023 at Expo Mart, Greater Noida where buyer and buying agent from international level attended the event.



**International Gift Fair (Spring) at Expo Mart, Greater Noida**

#### **5.5. B2B Marketing activities**

To ensure wider and broad based access of global market for the craft products of Tamil Nadu artisans, Poompohar has ensured a B2B network on a direct purchase model and also through online and B2B agreements have been entered with export houses.

## **5.6. Exports**

Poompuhar exports traditional handicraft items to Singapore, Malaysia, United Kingdom, Australia, Gulf Countries and United States of America. Bronze icons, Brass ornamental lamps, Rosewood furniture and Thanjavur paintings etc., are exported to these countries. During the financial year 2022-2023 Poompuhar registered an export revenue of Rs.1.45 crore.

## **5.7. Business Development**

Poompuhar diversified its business activities and engaged itself in beautification, embellishment works, interior decoration etc., of Government Offices, Corporate offices, Airports, etc and supply of corporate gifts, handicrafts articles, Brass iron box, medals, trophies, souvenirs (miniatures of famous temples and monuments) to various institutions. Through these special projects it secured a sales turnover of Rs.5.15 crore during the financial year 2022-2023.

### **5.8. Sales Turnover**

The Corporation has achieved a sales turnover of Rs.40.00 crore during financial year 2022-2023.



### **5.9. Sale through e-Commerce**

Poompuhar operates an e-commerce platform [www.poompuhar.com](http://www.poompuhar.com) to sell handicrafts products worldwide. It has also entered into business tie-up with other online platforms such as Amazon, Flipkart, Exotic India Pvt. Ltd., and Denkali etc. Further, Poompuhar is in the process of expanding e-commerce business through collaboration with other e-commerce online business partners.

## **6. Poompuhar Production Centers**

Poompuhar has 7 own production centers at Nachiarkoil (traditional bell metal products & brass lamps), Madurai (brass lamps & artware), Vagaikulam (brass lamps & artware), Swamimalai (bronze icons), Thanjavur (art plates), Kallakurichi (wood carvings) and Mamallapuram (stone carving). Regular employment to the artisans is being provided at these production centers. The artisans in the nearby clusters are also engaged in production of craft objects in the above production centers.



**Brass Annam Branch Lamp**



The Corporation has manufactured handicrafts items worth Rs.3.25 crore during the year 2022-2023 through its production centers.



## 7. IT Initiatives

Information and Communication Technology (ICT) application has been introduced at all levels in TNHDC to enhance the market responsiveness and cost effectiveness, smooth administration with following objectives:

- Create an e-repository of artisans and their skills.
- Enhance Customers/ Buyers experience with Poomphuar and create better customer loyalty.

- Improve administration and delivery of services to its target groups.

### **7.1. Interventions in Administration**

- e-Site: [www.poompuhar.com](http://www.poompuhar.com) has been developed which keeps all stakeholders informed about handicrafts and Poompuhar.



- e-Attendance: Bio-metric attendance system.
- e-connectivity: Wi-Fi has been provided at the Corporate Office and all showrooms and production units.
- Under KARIGAR Programme tied up with e-commerce Firm Amazon to

digitally empower artisans across the country.

## **7.2. Interventions in Marketing**

- a) Poompuhar created its own e-Commerce website [www.poompuhar.com](http://www.poompuhar.com) to sell handicrafts products worldwide. It has also made tie-up with other online sellers such as Amazon, Flipkart etc., for online selling of Poompuhar products.



**e-Commerce of Amazon**

- b) All handicrafts products sold at Poompuhar showrooms and through online modes have been bar coded.
- c) A centralized computer billing software has been installed at all showrooms and sales outlets.
- d) Poompuhar has also initiated online marketing through various social media platforms such as Facebook, Twitter, YouTube, Instagram etc., for advertising, promoting, marketing and selling of handicrafts.

### ***7.3. Virtual Reality Poompuhar Showroom***

Poompuhar has created a Virtual Reality Showroom at its Chennai Poompuhar. The design team at the Design Research and Development Centre will develop virtual 3D images of existing Poompuhar products and host the same in an Immersive Virtual Reality server, such that customers can view our products in 3D, pick up those products using virtual hands, give haptic feedback and also permit them to purchase the product online through our e-commerce portal.



**Virtual Reality Poompuhar Showroom**

#### ***7.4. Poompuhar Augmented Reality App***

Similarly, Poompuhar has also developed an Augmented Reality App (AR) by which customers can view the enhanced and expanded 3D version of the handicrafts products and interact with Poompuhar center for purchase of specific artefacts from the Poompuhar e-market place. Through the AR features in the App, the customers will be able to fix the artefacts in their own homes / desired places virtually and be able to visualize the aesthetic appeal before purchasing the products. This shall influence their purchasing decision and motivate them to buy.

## **7.5. Design Research and Development Centre**

The Corporation has created a Design Research and Development Centre (DRDC) for introducing contemporary designs using 3D designing and 3D printing of the designed molds.

During financial year 2022-2023 new prototypes have been developed in DRDC including following molds:

- Jallikattu
- Dances of Tamil Nadu
- Five Rathas
- Arjuna Penance



**Jalikkattu**



**Dances of Tamil Nadu**



**Five Rathas**



**Arjuna Penance**

## **8. Development Schemes and Programmes for Artisans**

The welfare of the artisans is the primary objective of the Corporation. The Corporation strives to upgrade and develop the livelihood of the artisans by various welfare measures. Artisans welfare schemes of State Government and Union Government are implemented through this Corporation by a separate section (Development cell).

### **8.1. Awards**

Poompuhar distributes the following awards to Artisans to recognize and felicitate them for their outstanding performance and contributions to the Handicrafts sector every year:

1. Living Craft Treasure Award
2. Poompuhar State Award
3. Poompuhar District Craft Award
4. Utility Based Handicrafts Award
5. Handicrafts Export Award
6. Team Production Award
7. Gen-next Competition Award



## Details of Awards

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

Sl. No	Name of the Award	Award components	No. of Awards
7	Gen next Competition Award	Rs.2,000/- cash, silver medal and a certificate	150
<b>Total</b>			<b>263</b>

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



**Hon'ble Chief Minister of Tamil Nadu presented Living Craft Treasure award on 13.04.2022**



**Hon'ble Minister for Micro, Small and Medium Enterprises  
Department of Tamil Nadu presented Poompuhar Team  
production award on 16.03.2023.**

## **8.2. Common Facility Centers**

Common Facility Centers (CFC) are constructed for artisans to produce the products by using the infrastructure provided with machineries and tools to produce handicrafts and also for giving training to artisans. The CFCs are installed with modern machinery like CNC machines, 3D printers, electric furnace, 4 axis carving machines, modern wood carving machines and die machines. This will enhance production capability of new design and avoid professional hazards.

The Hon'ble Chief Minister of Tamil Nadu inaugurated 5 Common Facility Centers on 13.04.2022 located at Kanchipuram for Papier machie, Arumbavur for wood carving, Thammampatti for wood carving, Ambasamudram for lacquerware and Hasanur for lantana crafts for the benefit of handicrafts artisans in that clusters. The CFCs are equipped with latest machineries for better production of handicrafts. These Common Facility Centers have been established at a cost of Rs.60.00 lakh each.



**Inauguration of Common Facility Centers by  
Hon'ble Chief Minister of Tamil Nadu on 13.04.2022**

Six more Common Facility Centers were already functioning at Swamimalai, Nachiarkoil, Thanjavur, Madurai, Vagaikulam and

Kanyakumari for the benefit of artisans. Nearly 5,000 artisans get benefit through these Common Facility Centers.



**Common Facility Centre for Lantana craft at Hasanur, Erode District**



**Common Facility Centre for Wood Craft at Thammappatti, Salem District**

### ***8.3. Common Facility Centres for revival of languishing crafts***

The Hon'ble Chief Minister of Tamil Nadu inaugurated 2 Common Facility Centers on

13.04.2022 for revival of languishing crafts such as Pathamadai Korai mat at Tirunelveli and Clay & Terracotta craft at Vikravandi, Villupuram District with machineries and tools. These Common Facility Centers were constructed at a cost of Rs.47.00 lakh each.



**Revive languishing crafts of Mat weaving Common Facility Centre at Pathamadai**

#### **8.4. Distribution of Tool Kits**

The Corporation has distributed more than 6000 free improved tool kits each worth Rs.5,000/- to the artisans across Tamil Nadu

covering various crafts to upgrade their skills and enhance productivity.

### **8.5. Training Schemes / Workshop**

Under Integrated Design and Development Project (IDPH), a 3-month training was imparted to 40 artisans each at Thanjavur for Thanjavur Art plate craft, at Nachiarkoil & Madurai for Brass lamp & Brass artware, for Bronze icons at Swamimalai and for Wood Carving at Thammampatti at a cost of Rs.14.85 lakh per training programme. A total of 200 artisans have benefited from this training program.



**Bronze icon training at Swamimalai**

### **8.6. Design Development Workshop**

Under the mega cluster IDPH programme, 27 Design Development Workshops were conducted at different craft clusters of Tamil Nadu at a cost of Rs.4.60 lakh each. A total of 810 artisans were trained.



**Cane & Bamboo Handicrafts training - Walajapet**



## **8.7. Urban Haats**

Urban Haats are permanent marketing infrastructure in tourist towns/metropolitan cities to provide direct marketing facilities to handicrafts of artisans/handloom weavers. This will enable artisans to sell their products round the year to a wider target market. Food and craft bazaars provide leisure and recreational facilities for domestic as well as international tourists.

### **8.7.1. Urban Haat at Kanyakumari**

Urban Haat at Kanyakumari has been established with commercial infrastructure by Poompuhar at an outlay of Rs.2.75 crore. The Urban Haat has 50 shops, food court, dormitory, amphitheatre, children's park and parking facility. Artisans are utilizing the facilities on rotation basis.



**Urban Haat–Kanyakumari**

### **8.7.2. Urban Haat at Mamallapuram**

Similarly, Poompuhar has established another Urban Haat at Mamallapuram with commercial infrastructure at an outlay of Rs.4.24 crore. The Urban Haat has 50 shops, food court, dormitory, amphitheatre, children's park, parking facility etc.



**Urban Haat – Mamallapuram**

### **8.8. Craft Tourism Village (Mamallapuram)**

Project of Craft Tourism Village at Mamallapuram has been implemented at an estimated cost of Rs.2.24 crore by Tamil Nadu Handicrafts Development Corporation Limited under Craft Tourism Village scheme of Union Government.

In the Craft Tourism Village project the craftsmen will be rehabilitated with improved and renovated housing and display areas which would be improved with creation of infrastructure. The aim is to connect such villages with tourist circuit at Mamallapuram to ensure sale of products and to attract the tourists to this historic place.

Under this scheme, following works have been completed at a cost of Rs.1.80 crore at Mamallapuram and its surrounding villages:

- In Karanai village 30 Artisans houses have been beautified by constructing walls and painting them with attractive colours, construction of cement road and drainage etc.

- Renovation and development of the artisan work sheds and display centers at Five Rathas street have been completed.
- A grand Stupa of Sculptures has been setup at the entrance of Mamallapuram to attract tourists and visitors. The Stupa of Sculptures was inaugurated by the Hon'ble Chief Minister on 27.07.2022.
- Hoardings and signage at different tourist spots of the Craft Tourism Village.



**Hon'ble Chief Minister of Tamil Nadu inaugurating Stupa of Sculptures on 27.07.2022.**



**Beautification of Artisans Houses at Karanai village**



**Beautification of Artisans work sheds at Five Rathas Street, Mamallapuram**

### **8.9. Craft Awareness Camps**

With a view to enable the handicraft artisans to avail the social security schemes of Tamil Nadu Handicrafts Workers Welfare Board through Labour Department (Assistant Commissioners concerned) and for the persons enrolled in un-organised sectors to avail the schemes of office of the Development Commissioner (Handicrafts), several craft awareness camps were conducted during the year 2022-2023. The artisans were educated about various welfare & social security schemes of Government of Tamil Nadu and Union Government.

### **9. Geographical Indication (GI Tag) for Handicrafts**

The GI registered products are governed and protected by the Geographical Indications of Goods (Registration and Protection) Act, 1999 and Rules 2002 made under this Act.

The Geographical Indication Registry, Union Government has issued Geographical Indication tag to the following handicraft products of Tamil Nadu by effort of Poompuhar.

1. Nachiarkoil Brass Lamps
2. Pathamadai Fine Mat
3. Toda Embroidery
4. Mamallapuram Stone Sculptures
5. Swamimalai Bronze Icons
6. Vadaseri Temple Jewellery
7. Thanjavur Art Plates
8. Thanjavur painting
9. Thanjavur Dolls
10. Kallakurichi wood carving
11. Karuppur Kalamkari painting
12. Thanjavur pith work
13. Arumbavur wood carving

Geographical Indication Tag has provided wider market access to the products produced in that region.



## **10. Mamallapuram: World Stone Carving City**

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

## **11. Announcements for the year 2022-2023**

### ***11.1. Wood Craft Village, Thammampatti***

TNHDC has proposed to establish a Wood Craft Village in Thammampatti, Salem district for the benefit of handicrafts artisans practicing Wood carving which is in progress. This project will be implemented in an area of 5.5 acre for which land have been allotted.

### ***11.2. Engaging Consultant for optimum utilization of 13 CFCs***

To operate, maintain and for optimum utilization of 13 Common Facility Centers with marketing strategies in Tamil Nadu and for providing direct training and introducing new designs and technology, TNHDC has engaged a technical consultant. Detailed report and SWOT

analysis for the 13 CFCs have been prepared and the training to artisans has commenced.

### ***11.3. Photograph and document handicraft items of artisans***

The work of photographing and documenting handicraft items of artisans across the State and upload it on Poompohar website to boost marketing of Handicraft products is in progress. So far, photography of 4560 varieties of handicrafts under various categories have been completed.

### ***11.4. Popularize the esoteric significance of Tamil Nadu's handicrafts***

To project and popularise the esoteric significance of Tamil Nadu's rich traditions, tourist places, temples, monuments through handicraft products and market the same as souvenirs and gift products to the visiting tourists Poompohar has design and manufactured the following products:

Mamallapuram Arjuna Penance, Five Rathas, Sea Shore Temple, Jallikattu, Traditional Dances of Tamil Nadu, Kanyakumari Thiruvalluvar

Statute, Valluvar Kottam, Chennai Light House, Tourist monuments of Tamil Nadu, etc., have been aesthetically designed as miniatures and made into Pen Stands and Wall hangings.

### ***11.5. Buyer-Seller Meet***

To provide wider market opportunity reach to the handicraft products produced by the Tamil Nadu artisans, the Corporation has organised a buyer-seller meet at Chennai and participated in Greater Noida event.

### ***11.6. Conducting Skill Development Programs for Tamil Nadu Artisans***

To introduce new and trendy Design and to produce handicrafts products more efficiently with good workmanship skills, special skill developing training programs to the craftsmen at important clusters of Tamil Nadu are organised.

### ***11.7. Expenses will be incurred for the participation of artisans in Marketing Events across India.***

To get wider marketing opportunities for handicrafts of the Tamil Nadu, the artisans participating in the exhibitions held in the major

cities of the India are given stall rent, travelling allowance, loading and unloading charges.

**11.8. To create awareness on welfare schemes for handicraft artisans across Tamil Nadu**

Artisans awareness camps are conducted for the following purposes:

- Awareness for enrollment / renewal of handicraft artisans under Tamil Nadu Handicraft Workers Welfare Board (<https://tnuwwb.tn.gov.in>).
- Awareness for enrollment of handicraft artisans under e-Shram portal of Ministry of Labour & Employment (<https://register.eshram.gov.in>).
- Awareness about welfare schemes of “Tamil Nadu Handicraft Workers Welfare Board” for handicraft artisans.
- Awareness about welfare / development schemes of Office of Development Commissioner (Handicrafts) including registration /

renewal of artisans under “PEHCHAN” ID cards.

So far 20 awareness camps have been organized across Tamil Nadu and 1250 artisans participated.



**Awareness camp in Thammampatti, Salem District**

## **12. Future outlook**

Corporation has envisaged to implement various developmental measures like improved infrastructure, new marketing avenues, direct assistance to the artisans by undertaking numerous initiatives and innovations for their revenue generation apart from taking strong measures for its own business growth in the coming years.



## **TAMILNADU KHADI AND VILLAGE INDUSTRIES BOARD**

**“If we have the Khadi Spirit in us, then we would surround ourselves with simplicity in every walk of our life.”**

**- Mahatma Gandhi**

The Tamil Nadu Khadi and Village Industries Board, a statutory Organisation was created in April 1960 as per Tamil Nadu Act 18 of 1959, with the main aim to promote and develop Khadi and Village Industries in rural areas and to provide marketing avenue for its products. The Board also aims to create employment opportunities for rural artisans.

## **1. OBJECTIVES**

1. Start, encourage and run Khadi and Village Industries.
2. Improve, promote and develop the Khadi and Village Industries.
3. Network the artisans for improving their economic conditions.
4. Organise Industrial Co-operative Societies for Village Industries.
5. Produce eco-friendly marketable Khadi and Village Industries articles.
6. Build-up self-reliance and promote community spirit amongst the rural poor.
7. Provide gainful employment for the deserving rural artisans.
8. Implement innovation in designs.

## **2. Administration**

The Hon'ble Minister for Backward Classes Welfare is the President of the Tamil Nadu Khadi and Village Industries Board. The official members are:

1. The Principal Secretary to Government, Handlooms, Handicrafts, Textiles and Khadi Department.
2. The Deputy Secretary to Government, Finance Department.
3. The Chief Executive Officer, Tamil Nadu Khadi and Village Industries Board.
4. The Industries Commissioner and Director of Industries and Commerce.
5. The Financial Adviser and Chief Accounts Officer, Tamil Nadu Khadi and Village Industries Board.

The Board is taking major policy decisions in implementing the Board's programmes. The day-to-day activities are being carried out by the Chief Executive Officer of the Board. Tamil Nadu Khadi



and Village Industries Board focuses on two important areas viz., promotion of Khadi Industries and development of Village Industries.

### **3. Sustainable Development Goals**

The Sustainable Development Goals are a bold, universal agreement to end poverty in all its dimensions and craft an equal, just and secure world for people, planet and prosperity.

The SDGs have been developed through an unprecedented consultative process that brought national Governments and millions of citizen groups across the globe together to negotiate and adopt this ambitious agenda.

**Goal 1: *End poverty in all its forms everywhere***

**Goal 1.1: *By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day.***

The Board provides Marketing Avenues for the Products produced by Self Help Groups, Farmer Producer Organisation, Micro, Small and Medium Enterprises by way of providing

innovation in packing, branding and improving quality standards, so that poor and vulnerable sections will have a decent income which ultimately leads to poverty alleviation. The Board also provide financial assistance for their business promotion and thereby improve their socio-economic status.

**Goal 8: Decent work and Job creation**

**Goal 8.5: Creating productivity employment for all men and women**

To fulfill the above goal, Tamil Nadu Khadi and Village Industries Board provide employment to Spinners and Weavers especially rural women to increase their income level so that they lead a decent living.

**4. Khadi**

Khadi movement was started by Mahatma Gandhi to promote the usage of Swadeshi Cloths. It aims to achieve self-reliance in clothing by producing Khadi cloth in their villages itself. The movement also envisaged to have a Grama

Swaraj i.e., to convert every village into a self-sustainable autonomous entity, where all the facilities are available in the villages for a decent living.

Khadi means hand spun, hand-woven natural fibre cloth of cotton, silk, wool or blend of two types of yarn. Khadi stands for Indian culture and represents a way of life. It also assists economic development of the villages in India. Khadi fabrics are more suitable for tropical Indian climate.

The Board is currently producing the clothing materials in tune with the changing market trends and operates its units economically so as to compete with the products available in the open market.

#### ***4.1. Khadi Cotton and Polyvastra***

The production activities under this sector are entirely manual and thereby tremendous employment opportunities are created to rural artisans. Hand spun and hand-woven activities are mostly done by women. This entire production process involves spinning, weaving, bleaching, dyeing, etc.,

The sliver purchased from Central sliver plant of Khadi and Village Industries Commission is distributed to Rural Textile Centre. These slivers are allotted to spinners for spinning (1116 spinners). The slivers are converted into yarn and the same is sent to Khadi sub-centres. The yarn is distributed to weavers (224 weavers) and in turn they produce Kora cloth and transferred to Sub Centres.



**Spinning Centre, R.N.Patti, Madurai District**

From the Kora Cloth, Dhoties, Shirtings, Towels, Bed Sheets, Bed Spreads, Uniform Cloth and Other cloth varieties are being manufactured.



### **Weaving Centre, Usilampatti, Madurai District**

With the advent and popularity of polyester varieties in the market keeping with the trend and customer preference, Khadi and Village Industries Board has also started producing polyester cloth, using Polyester yarn with Cotton in the ratio of 67:33, respectively.

## I. Spinning Centres

Sl. No.	District	Place of Unit
1	Tiruppur	Poolavadi
2		Avinashi
3		Vellakoil
4		Kolathupalayam
5	Erode	Kavilipalayam
6		Getticheiyur
7	Salem	Viruthasampatty
8		Narthampatty
9	Coimbatore	Sulur
10	Tiruchirappalli	Karungulam
11	Karur	Thennilai
12	Namakkal	Namakkal
13	Dindigul	Chinnalapatti
14	Pudukottai	Thiruvarangulam
15	Madurai	Annampatti
16	Sivagangai	Kandanur
17	Virudhunagar	Vannampatti
18		R.N.patti
19		Mangapuram
20	Tenkasi	Pavoorchathram
21		Perumalpatti
22	Kanniyakumari	Agastheeswaram
23		Devicodu
24		Moodalaaru

## II. Weaving Centres

Sl. No.	District	Place of Unit
1	Tiruppur	Poolavadi
2		Avinashi
3	Erode	Kavilipalayam
4		Getticheiyur

Sl. No.	District	Place of Unit
5	Coimbatore	Sulur
6	Salem	Kattampatti
7	Karur	Thennilai
8	Namakkal	Namakkal
9	Dindigul	Chinnalapatti
10	Madurai	Usilampatti
11	Sivagangai	Kandanur
12	Virudhunagar	Watrap
13	Tenkasi	Keelapavoor
14	Kanniyakumari	Marthandam

The details of sliver purchased from Khadi and Village Industries Commission, Cloth Production Value, number of spinners and weavers working and wages paid to spinners and weavers from the year 2020-2021 to 2022-2023 are given below:

Year	Purchase of Sliver		Spinners		Weavers		Cloth production value (Rs.in lakh)
	in kgs.	Value (Rs.in lakh)	Working (in Nos.)	Wages Paid (Rs.in lakh)	Working (in Nos.)	Wages Paid (Rs.in lakh)	
2020-2021	3,780	7.77	1,116	83.18	224	44.82	377.59
2021-2022	57,505	120.20	1,049	115.00	291	76.23	569.90
2022-2023	50,750	135.60	1,116	104.25	224	105.70	720.66

Apart from this, there are 73 Sarvodaya Sanghs which are the certified institutions of Khadi and Village Industries Commission that undertake Khadi production and sales similar to Khadi and Village Industries Board activities.

The Tamil Nadu Khadi and Village Industries Board directly engaged 1116 spinners and 224 weavers for production of Khadi items during the financial year 2022-2023. There are 47 marketing outlets run by the board under the name of 'Khadi Kraft' which sell items produced by these units.

The details of production and sale of Khadi items made during the last three years by the units of Khadi Board are given below:

(Rs. in lakh)

Sl.No	Year	Opening Balance	Production	Total	Sales	Closing Balance
1.	2020-2021	3582.77	377.59	3960.36	1297.29	2663.07
2.	2021-2022	2663.07	509.61	3172.68	1504.41	1668.27
3.	2022-2023 *	1668.27	720.66	2388.93	1186.20	1202.73

\* unaudited



## **4.2. Khadi Silk**

The Board is involved in the production of Khadi Silk from its inception. Khadi Silk varieties are produced in 6 Silk Sub Centres. Since the Central Silk Board issue "Silk Mark" labels for the silk varieties produced by the Tamil Nadu Khadi and Village Industries Board, there is a good demand for these silk sarees. The Board is producing attractive printed /embroidery silk sarees with new designs which are gaining popularity among the younger generation. Quality Silk sarees, Silk dhoties and Silk towels are made according to the consumer's preference.



**Skill Development Training on Designing of Silk Sarees, Kattampatti, Salem District**

277 Silk weavers are provided with employment opportunities every year through the following Silk sub-centres.

<b>Sl.No.</b>	<b>District</b>	<b>Weaving Centre</b>
1.	Thanjavur	Kumbakonam
2.		Kabisthalam
3.	Dindigul	Narikkalpatti
4.	Salem	Salem
5.		Tharamangalam
6.	Coimbatore	Vadavalli

Production and Sale of Silk varieties during the last three years are furnished below:

(Rs. in lakh)

<b>Sl. No</b>	<b>Year</b>	<b>Opening Balance</b>	<b>Production</b>	<b>Total</b>	<b>Sales</b>	<b>Closing Balance</b>
1.	2020-2021	1437.81	311.17	1748.98	539.94	1209.04
2.	2021-2022	1209.04	172.97	1382.01	629.03	752.98
3.	2022-2023*	752.98	496.65	1249.63	657.29	592.34

\*Unaudited

### **4.3. Welfare schemes**

#### **4.3.1. Khadi Spinners and Weavers Welfare Board**

For the welfare of Spinners and Weavers enrolled in Khadi Board and Sarvodaya Sanghs, a Welfare Board in the name of Khadi Spinners and Weavers Welfare Board has been established during the year 2010-2011. Currently the board has 7933 members.

The various assistance given by the Welfare Board are furnished below:

<b>Sl. No.</b>	<b>Details of Assistance</b>	<b>Amount (Rs.)</b>
1.	Accident Insurance Scheme	
a.	In case of Accidental Death	1,00,000
b.	In case of 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 10th Standard	1,000
b.	For those of 10th Standard passed	1,000
c.	Girl children studying 11th Standard	1,000

<b>Sl. No.</b>	<b>Details of Assistance</b>	<b>Amount (Rs.)</b>
	d. Girl children studying 12th Standard	1,500
	e. For those of +2 passed	1,500
	f. For Regular Degree course	1,500
	For Regular graduate Course with hostel facility	1,750
	g. For Regular Post Graduate course	2,000
	For Regular Post Graduate Course with hostel facility	3,000
	h. For Professional Degree course	2,000
	For Professional Degree course with hostel facility	4,000
	i. For Professional Post Graduate course	4,000
	For Professional Post Graduate course with hostel facility	6,000
	j. I.T.I. Industrial Training Course	1,000
	For Industrial Training Course With hostel facility	1,200
5.	Marriage Assistance	2,000
6.	Maternity Assistance	
	a. Rs.1,000 per month (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

During the financial year 2022-2023, an amount of Rs.23.00 lakh was disbursed as benefit to the Spinners and Weavers.

#### *4.3.2. 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 wages as contribution and the Board contributes an equal share. The Spinners and Weavers are allowed to withdraw the available balance in their account any time to meet out expenses towards festival, education, medical and marriage of the members of their families etc.,. 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.73.85 lakh has been disbursed to 1617 artisans during the financial year 2022-2023.

### **5. Welfare Schemes for Potters**

The pottery plays a prominent role in the village industries, which provide income to the potters living in rural areas. There are 34 potters

Industrial Co-operative Societies functioning with 3816 members under the control of the board. The Government disburses rainy season maintenance allowance of Rs.5000/- per potter family every year.

The details are given below:

<b>Year</b>	<b>Rainy Season Maintenance Allowance (Rs).</b>	<b>Number of Beneficiaries</b>	<b>Total Amount (Rs).</b>
2020-2021	5000.00	11,957	5,97,85,000
2021-2022	5000.00	11,822	5,91,10,000
2022-2023	5000.00	11,676	5,83,80,000

Apart from this, 5700 numbers of Shaila Electric Pottery Wheels at the rate of Rs.20,400/- per unit have so far been disbursed to 5700 potter families.

The Government have sanctioned necessary funds for manufacturing and the disbursement is underway for the remaining 2475 numbers of Shaila Electric Pottery Wheel during the current year.

## **6. Marketing Development Assistance (MDA)**

### **6.1. *Khadi and Village Industries Commission***

Marketing Development Assistance (MDA) scheme was introduced by Khadi and Village Industries Commission from the year 2010-2011 to encourage production and sale of Khadi.

Marketing Development Assistance (MDA) is provided by Khadi and Village Industries Commission @ 30% on the prime cost of Khadi, Polyvastra and Silk production by the Khadi and Village Industries Board and Sarvodaya Sanghs.

Out of the above 30%, 40% of the amount is being given to the spinners, weavers and artisans as wage incentive. The amount is being sent directly to the individual's account through ECS by Khadi and Village Industries Commission every quarter. Disbursement details are uploaded in Khadi and Village Industries Commission's website. Remaining 60% is credited into the accounts of Sarvodaya Sanghs and Tamil Nadu Khadi and Village Industries Board. The details of Marketing Development Assistance received by Khadi and Village Industries Board are:

<b>(Rs. in lakh)</b>	
<b>Year</b>	<b>Amount</b>
2020-2021	151.34
2021-2022	163.80
2022-2023 (unaudited)	219.08

## **6.2. State Government**

The Government of Tamil Nadu also calculate and give 20% financial assistance on the production of Khadi varieties as Marketing Development Assistance to Tamil Nadu Khadi and Village Industries Board and Sarvodaya Sanghs. The State Government provided financial assistance of Rs.4 crore to Tamil Nadu Khadi and Village Industries Board and Rs.22 crore to the Sarvodaya Sanghs respectively during the financial year 2022-2023.

## **7. Village Industries**

Village Industries Schemes are designed to alleviate rural poverty by promoting the production of marketable products utilising locally available raw material and manpower. Large scale



employment with low capital investment is the unique feature of the Village Industries Program. The Board has been promoting various trades like Carpentry and Blacksmithy, Leather goods, Soap, Handmade Paper, Pottery and Bee Keeping.

The Board continue to develop Village Industries and promote the sale of their products through retail outlets of Tamil Nadu Khadi and Village Industries Board, Sarvodaya Sanghs and Public Distribution System across the State.

### **7.1. Soap Industry**

Soap Industry is the one of the major and profitable industries of the Tamil Nadu Khadi and Village Industries Board. Totally 9 units are functioning under its control in the following districts. These soap units contribute a major revenue for the Board.

#### **SOAP UNITS**

<b>Sl. No</b>	<b>District</b>	<b>Place of Unit</b>
1	Chengalpattu	Thirukkazhukundram
2		Maamandur
3	Tiruchirappalli	Samayapuram
4	Thanjavur	Nanjikottai
5	Erode	Modakurichi

<b>Sl. No</b>	<b>District</b>	<b>Place of Unit</b>
6	Sivagangai	Kandanur
7	Kanniyakumari	Myladi
8	Thiruvallur	Poondi
9	Cuddalore	Panruti

Soap varieties such as Kumari, Mooliga, Nitham, Neem, Sandal and Carbohc are manufactured in bathing soap units. Cleaning powder, Detergent cake, Detergent powder and Bar soap are produced in other soap units with the trade mark 'Gopuram'.

The newly introduced "Khadi fragrance" soaps in 4 flavours viz., Rose, Lavender, Red Sandal and Sandal have been sold for Rs.82.16 lakh so far.

As the soaps are being manufactured with good quality at affordable price, the public prefer to buy these products. Recently, the Board has initiated sale of Khadi and Village Industries products through online shopping besides taking steps to sell products through all leading departmental stores across the State by appointing whole sale dealers.

The Board has recently introduced liquid detergent soap and it is being produced at Kandipur Khadi Campus in Sivagangai District. The Board is also taking steps to introduce new variety of Glycerine Soap, for which various trials are being conducted.



**Liquid Detergent Soap unit, Kandipur,  
Sivagangai District**

The Board has purchased and installed an Automatic Stamping Machine at Thirukalukundram Soap unit in Chengalpet District and another machine is being installed at Modakurichi Soap unit in Erode District.

By installing these machines, the finishing of the Soap products will improve.



### **Soap unit, Thirukalukundram, Chengalpet District**

During the financial year 2022-2023, soap products worth Rs.1546.79 lakh were produced and sold.

## **8. Carpentry and Blacksmithy Industry**

Carpentry and Blacksmithy are also one of the oldest village industries providing good employment potential to the village artisans. At present, 5 Carpentry and Blacksmithy Units are functioning at the following places:

<b>Sl.No</b>	<b>District</b>	<b>Place of Unit</b>
1	Thiruvallur	Veeraragavapuram
2	Ranipet	Arakkonam
3	Vellore	Pallikonda
4	Sivagangai	Kandanur
5	Tirunelveli	Pettai

Wooden and Steel furniture manufactured in these units are being supplied to Government Departments, Courts, Universities, Hindu Religious and Charitable Endowments Department, Public Library, Schools, Colleges, etc.,

Recently, the Board has installed modern sheet cutting and bending machine at Pettai unit in Tirunelveli District to improve the quality and productivity.



**Carpentry and Blacksmithy Unit, Pettai,  
Tirunelveli District**

During the financial year 2022-2023, Rs.470.00 lakh worth of Wooden and Steel furniture were produced and sold to various departments.

## **9. Footwear Industry**

There are 8 Footwear production units functioning under the control of Tamil Nadu Khadi and Village Industries Board.

<b>Sl.No</b>	<b>District</b>	<b>Place of Unit</b>
1	Thiruvallur	Ambattur
2	Salem	Salem
3	Tiruppur	Tiruppur
4	Dindigul	Dindigul
5	Sivagangai	Kandanur
6	Namakkal	Namakkal
7	Tirunelveli	Palayamkottai
8	Kanniyakumari	Nagercoil

File boxes for Government Departments, Rubberised Coir mattresses for Government Hospitals, footwears, conductor cash Bags, gloves, footwear for workers of Local bodies are being manufactured in these units.



### **Footwear Unit, Gugai, Salem**

To improve the quality and finishing of Leather goods, three number of buffing and polishing machine have been installed at Salem, Namakkal and Kandanur (Sivagangai District).

During the financial year 2022-2023, the Board has manufactured and sold leather items for an amount of Rs. 115.89 lakh.

## **10. Bee-keeping Industry**

### **10.1. Khadi Honey**

Bee-keeping Industry is one of the promising Village Industries being promoted by Tamil Nadu Khadi and Village industries Board. The Board currently runs one honey processing unit at Marthandam in Kanniyakumari District and procures raw honey directly from the Bee farmers. The raw honey is processed and tested for its quality with Agmark Certificate and sold through Khadi Kraft outlets and Sarvodaya Sanghs. Around 10,000 Bee farmers are benefitted through this activity.

Value added honey with healthy items such as figs, dates, amla, walnuts and dry fruits was introduced in the weight range from 400 gms to 450 gms by Khadi and Village Industries Board, recently.

During the financial year 2022-2023, Rs.155.69 lakh worth of raw honey was processed and sold.



## **10.2. Honey Testing Lab**

The board has established a modern honey testing lab at Amsi Honey Processing unit in Marthandam, to carry out more test, which in turn will help the board to procure quality honey meeting the latest quality standards.



**Honey Testing Lab, Marthandam**

## **11. Hand Made Paper Industry**

Eco-friendly Hand Made Paper products such as Raw pads, File pads, Bond paper, Office cover/Envelope, X-ray cover, Corrugated box and

Writing paper are being manufactured in the following units.

<b>Sl.No.</b>	<b>District</b>	<b>Place of unit</b>
1	Villupuram	Pidagam
2	Cuddalore	Vadalur
3	Tiruppur	Tiruppur
4	Erode	Shenbagapur

During the financial year 2022-2023, Hand Made Paper products worth of Rs.82.01 lakh was produced and sold.

## **12. Other Village Industries**

The Board produces pooja items, pain relief oil, shampoo, cold pressed oil and also market traditional rice and minor millets. The details are as follows:

S. No.	Name of the Items	No. of Units	Year of Establishment	Production during 2022-2023 (Rs in lakh)	Sales during 2022-2023 (Rs in lakh)
1	Aqarbothi, Javedhu Powder, Herbal tooth powder and Rose water, etc.,	1	2013	88.10	92.73
2	Eucalyptus Oil	1	2022	11.30	12.14
3	Shampon, Hand wash, Bathing Liquid and Liquid Soap	1	2022	14.20	15.35
4	Cold Pressed Oil	4	2022	50.05	69.10
5	Traditional Rice varieties	4	2022	13.05	15.17
6	Minor Millets	4	2022	1.10	1.25
TOTAL				185.80 <sup>a</sup>	205.71 <sup>a</sup>

<sup>a</sup>UnAudited

## 13. Marketing

### 13.1. Khadi Kraft Outlets

The Board is running a chain of 47 sale outlets in the name and style of "KHADI KRAFT" throughout Tamil Nadu to facilitate marketing of Khadi and Village Industries products produced by the various units of the Board.

### **13.2. One District One Product sales (ODOP)**

The scheme is mainly proposed for marketing of products produced by women self-help groups (SHGs), Panchayat Level Federation of Women's Groups (PLFs), Farmer Producer Organizations (FPOs), PMEGP beneficiaries and MSMEs who are involved in manufacturing rural industries products/ food products that are popular and specific to that respective district.

The main steps are:

- (i) Identifying the special & unique village products.
- (ii) Procurement, Packing, Branding, Marketing & Sales support.
- (iii) Fixing competitive market price.
- (iv) Marketing through Khadi Krafts, Sarvodaya Sanghs, Private Super Markets.

The Board has launched the scheme on 05.02.2023 in all Khadi Krafts and Sarvodaya Sanghs. Under this scheme, Rs.51.20 lakh worth of village products has been sold so far.

### **13.3. Online Sale**

The Khadi and Village Industries Board has launched two websites, [www.tnkvib.org](http://www.tnkvib.org) and [www.tnkhadi.com](http://www.tnkhadi.com) to boost online sale of Khadi, Village Industries and Palm products. Apart from this, a Mobile App called "tnkhadi" which can run both on Android and iOS platform has been launched to attract the younger generation in particular.

Khadi and Village Industries and Palm products are also marketed online through various e-commerce platforms such as Amazon and Flipkart.

During the financial year 2022-2023, sale of Rs.5.27 lakh was achieved.

### **13.4. Franchise**

In order to reach the customers in uncovered area of Khadi Kraft, license for franchise shops to sell Khadi Village Industries products and Palm products have been issued.

The details of the franchise functioning presently are given below:

<b>Sl.No</b>	<b>District</b>	<b>Place</b>
1.	Kancheepuram	Sriperumbudur
2.	Namakkal	Kolli Hills
3.	Kanniyakumari	Suchindram
4.	Tiruchirappalli	Thiruverumbur
5.	Tirunelveli	Tirunelveli

During the financial year 2022-2023, sale to the tune of Rs.8.75 lakh was achieved through these franchise.

### ***13.5. Exhibition cum Sale***

The Khadi and Village Industries Board conduct regular sales cum exhibition in Government office campus and Colleges to popularise Khadi, Village Industries and the Palm products among the officers, college students and public. 35 stalls with 9 stalls exclusive for pottery products have been displayed in the Kolu exhibition held in Kuralagam, Khadi Kraft at Chennai. By way of conducting the exhibition, Rs.104.40 lakh worth of Khadi and Village Industries products, toys, handicrafts and ceramics were sold.

On the day of Gandhi Jayanthi 02.10.2022, 4000 students, teachers and officials of AMET University have sold Khadi and Village Industries

products worth of Rs.44.00 lakh under a new initiative of **“Extend Helping Hand to Khadi and Handlooms on Mahatma Gandhiji’s Birthday”**.

### ***13.6. Advertisements***

As though Khadi and Village Industries Board and Palm Board produce quality products, proper advertisement has not been done to create awareness among the general Public during yester years. Hence, short promotional films on Aadhirai Silk, Khadi fragrance soaps, Khadi honey, Neera, Palm jaggery and Sukku Coffee powder were produced and telecasted/screened through TV Channels, theatres and Government LED Vans.



**Advertisements on Government Buses**

To popularise traditional rice, cold pressed oil and Palm products / Palm leaf products, four short films are being produced. Advertisements are also posted on Social Media site such as YouTube, Instagram, Twitter and Facebook.

#### **14. Industrial Co-Operative Societies**

Under the control of Tamil Nadu Khadi and Village Industries Board 165 Industrial Co-Operative societies are functioning. Out of which, 34 are Pottery Industrial Co-operative societies.

The Chief Executive Officer of Khadi and Village Industries Board acts as Functional Registrar for these Industrial Co-Operative societies. The accounts and expenditure are audited by the co-operative audit department.

During the financial year 2022-2023, production and sale to the tune of Rs.2991.10 lakh was achieved by these societies.

#### **15. Prime Minister's Employment Generation Programme (PMEGP)**

The "Prime Minister's Employment Generation Programme" of MSME Department,



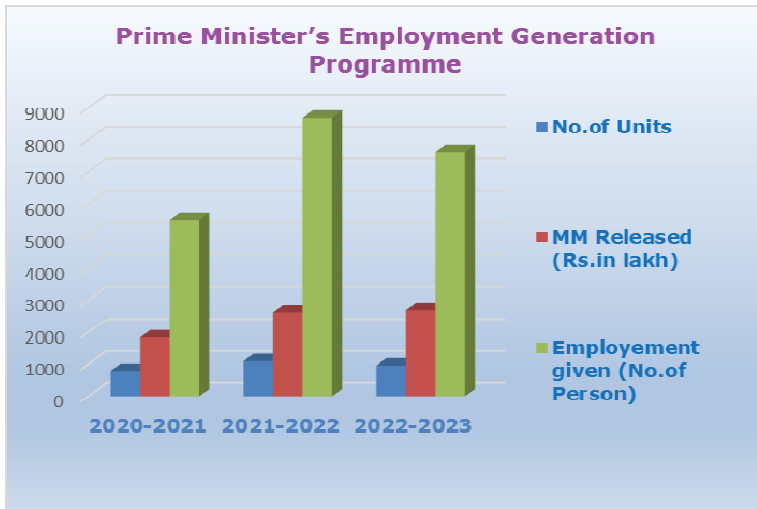
(Union Government) has been introduced during the year 2008-2009. This scheme is being implemented through Tamil Nadu Khadi and Village Industries Board, Department of Industries and Commerce, Khadi and Village Industries Commission and Coir Board. This scheme is being implemented successfully through online from 01.07.2016 onwards.

In this scheme, the banks can sanction loan upto a maximum project cost of Rs.50 lakh in the manufacturing sector and Rs.20 lakh in the service sector to the beneficiaries. The beneficiaries shall have a minimum qualification of 8th Standard pass to avail loan for above Rs.10 lakh for manufacturing activity and above Rs.5 lakh for service activity.

The details of Margin Money subsidy released in respect of Tamil Nadu Khadi and Village Industries Board from the year 2020-2021 to 2022-2023 is given below:

Year	No. of Units	Margin Money Released (Rs.in lakh)	Employment given (No. of Person)
2020-2021	792	1,829.75	5,489
2021-2022	1,085	2,601.26	8,680
2022-2023*	952	2,668.95	7,616

\*Not Finalized

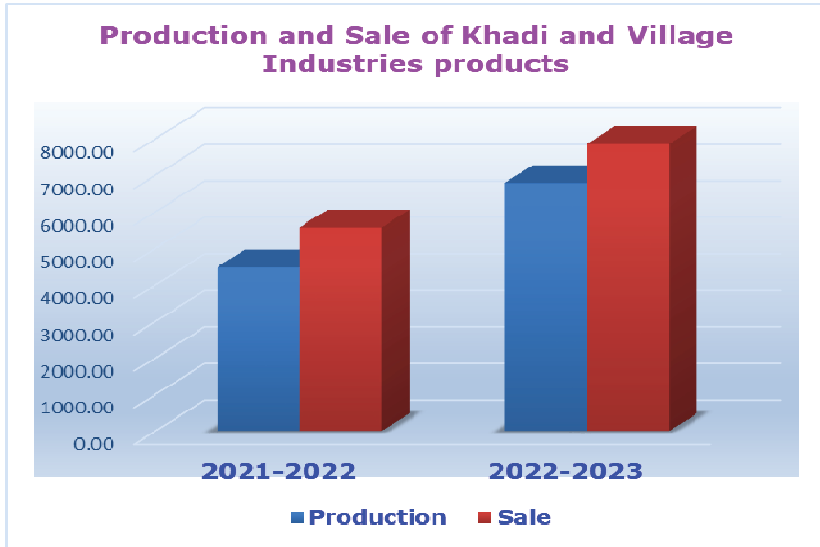


## 16. Production and Sale of Khadi and Village Industries Products

The overall achievement in production and sale of various products of the Tamil Nadu Khadi and Village Industries Board for the year 2021-2022 and 2022-2023 is given below:

Sl. No	Name of the Industry	(Rs. in lakh)			
		2021-2022 (audited)		2022-2023 (unaudited)	
		Production	Sales	Production	Sales
1.	<b>Khadi</b>	682.58	2137.25	1217.31	1843.49
2.	<b>Village Industries</b>				
	(a) Soap	1265.70	1234.41	1404.71	1546.79
	(b) Carpentry and Blacksmithy	746.12	815.04	465.00	470.00
	(c) Leather Products	66.55	55.55	101.44	115.89
	(d) Handmade paper	49.83	34.07	49.22	82.01
	(e) Bee-keeping	105.35	133.11	116.96	155.69
	(f) Other Industries	50.62	296.93	186.80	601.45*
	(g) ODOP	-	-	-	51.20
3.	<b>Industrial Co-op. Societies</b>	1516.83	2084.32	2032.96	2991.10
	<b>TOTAL</b>	<b>4485.58</b>	<b>6790.68</b>	<b>5574.40</b>	<b>7857.62</b>

\* Which includes the amount earned through conduct of sale cum exhibition and sale of scrap.



## **17. Financial support from Government**

The State Government sanction the necessary financial assistance to meet out the salary for the staff and pension to pensioners of Tamil Nadu Khadi and Village Industries Board and provide Marketing Development Assistance to Khadi.

The financial assistance allocated by the Government for Tamil Nadu Khadi and Village Industries Board and Tamil Nadu Palm Products Development Board in Budget Estimate 2023-2024 is given below:

<b>Sl. No</b>	<b>Details</b>	<b>Amount (Rs.in lakh)</b>
1.	Grant for Salary to the staff and pension to the Pensioners	9837.76
2.	Rebate : Khadi Board	400.00
	Certified Institutions	2200.00
3.	Audit Fees	163.38
4.	Assistance to Village Industries Development	0.01
5.	Tamil Nadu Palm Products Development Board	0.01
6.	Khadi Spinner and Weaver Welfare Board	0.01
7.	Maintenance Allowance to Potters	584.35
8.	Providing Shaila wheels to potters	0.01
9.	Advertising and Publicity	10.00
	<b>TOTAL</b>	<b>13195.53</b>

## **TAMIL NADU PALM PRODUCTS DEVELOPMENT BOARD**

Tamil Nadu Palm Products Development Board was formed under the Tamil Nadu Act 15 of 1994 to implement various schemes related to Palmgur Industries. Under the control of this Board, 720 Primary Jaggery manufacturing Co-Operative societies and 8 District Palmgur Co-Operative Federations at district level and one State level Tamil Nadu State Palmgur and Fibre Marketing Co-operative Federation are functioning.

### **1. Objectives**

The objective of this Board is to help the Palmgur artisans by providing required raw materials, tools and equipment along with financial assistance and also to market the Palm products produced by them so as to increase the income of the Palmgur artisans.

### **2. Administration**

The Hon'ble Minister for Backward Classes Welfare is the President of the Tamil Nadu Palm

Products Development Board. The official members are:-

1. The Principal Secretary to Government, Handlooms, Handicrafts, Textiles and Khadi Department.
2. The Chief Executive Officer, Tamil Nadu Khadi and Village Industries Board.
3. The Additional Director General of Police (Prohibition & Excise).
4. The Joint Director to Government, Finance (BPE) Department.
5. The Chief Executive Officer (Ex-officio), Tamil Nadu Palm Products Development Board.

The Chief Executive Officer of the Tamil Nadu Khadi and Village Industries Board is the Functional Registrar for all the Primary Palm jaggery manufacturing Co-Operative societies / District Federations / State Federation which are functioning under the control of Tamil Nadu Palm Products Development Board.

### **3. License for Neera Tapping**

With a view to prevent misuse and diversion of Neera for production of Toddy and other intoxicating liquors, the Government have ordered that tapping and selling of Neera have to be carried out only with proper licence. As per this order, the license to the Palm tappers is being renewed every financial year. Licenses have been given to 2927 Palmgur artisans by the Assistant Directors of Khadi and Village Industries during the financial year of 2022-2023.

### **4. Pathaneer (Neera)**

Neera, a natural drink, which is the main raw material for the production of chain of other edible palm products such as Palm jaggery (Karuppatti), Palm Candy, Palm sugar, Palm toffee, etc.,

The Palm Board has procured 1.42 lakh litres of Palm Neera from the Palm tappers and sold for Rs.104.80 lakh during the financial year 2022-2023.



## 5. Sale of Palm Jaggery through PDS shops

As per the announcement made in the Agriculture and farmer's welfare Department budget, Palm Jaggery is being distributed to the PDS shops by the Tamil Nadu State Palmgur and Fiber Marketing Co-Operative Federation in the brand name of "KARPAGAM" across the State of Tamil Nadu. So far, 124.10 metric tonnes of Palm jaggery worth of Rs.490.19 lakh have been supplied. Palm Jaggery meant for sale in departmental stores is being sold in the brand name of "KARUM PANAI".

**Karpagam**



**Karum Panai**



## **6. Palm Leaf Products**

The Palm leaf products such as fans, Mats, Baskets, Gift boxes, Jewellery Boxes, Pen stands, Key chains, Garlands, Play toys, Brushes etc., are produced by the societies functioning under the control of Palm Board. A training programme will be commenced during the month of April 2023 to train 100 women folk to make quality Palm leaf products at Ramanathapuram and Thiruchendur.

## **7. Marketing**

Edible Palm products like Palm Neera, Palm Jaggery, Palm Candy, Palm Toffee, Palm Fruit Syrup, Sukku Coffee powder and Non-Edible products like Palm leaf products, brushes are being sold in Khadi Krafts, Palm Crafts and Departmental stores.



## **Palm products**

### **Palm Candy**



### **Sukku Coffee Powder**



Palm products are being sold in Kuralagam Chennai, Koyambedu Mofussil Bus Terminus, Madras High Court of Madurai Branch, Sivagangai Collectorate Campus, Srivilliputhur Bus Terminal, NLC Township and Dr.A.P.J. Abdul Kalam Memorial Place in Ramanathapuram. Recently, 10 Palm Crafts have been installed in the following District Collectorate Campus, to promote the sale of Palm products.

<b>Sl. No</b>	<b>District</b>
1	Ranipet
2	Vellore
3	Tiruvannamalai
4	Villupuram
5	Perambalur
6	Thanjavur
7	Pudukottai
8	Nagapattinam
9	Thoothukudi
10	Theni

## **8. Common Facility Centre**

The production of pure Palm Jaggery is always a challenging task. In order to overcome the difficulties, a Common Facility Centre (CFC) was established at Kayalpattinam in Thoothukudi District. In this centre, the Palm Jaggery will be produced in the controlled environment by steam boiling method. Through this method, we can regulate the temperature so as to avoid charring of Palm Jaggery and to get good quality Jaggery free from dust and other impurities.



**Common Facility Centre, Kayalpattinam in Thoothukudi District**

## **9. Building construction and Renovation**

A new building is being constructed at Regional Palm Products Training Centre in Cuddalore to store the Palm Jaggery at controlled temperature. The Palm products training centre at Manamadurai in Sivagangai District has been renovated recently. The Renovation of State Federation building at Kadapakkam in Chengalpet District is in progress.

## **10. Training for Palm Jaggery Production**

Palmgur manufacturing training has been imparted to 250 persons in five batches (50/batch) at a cost of Rs.50.00 lakh for manufacturing quality Palm jaggery. Tools and equipment's were also given to the trained persons, in the following places.

<b>Sl. No</b>	<b>District</b>	<b>Place of Unit</b>
1	Ramanathapuram	Sayalkudi
2	Thoothukudi	Veerapandiapattinam
3	Cuddalore	Cuddalore
4	Dindigul	Kovilur
5	Erode	Siruvalur

The fund for this scheme has been sanctioned by the Agriculture and Farmers Welfare Department.

## 11. Supply of Palm Seeds

With a view to increase the palm trees, 10 lakh palm seeds worth of Rs.30 lakh have been collected from the District palmgur federations and supplied to Horticulture Department which in-turn distributed the seeds to the interested palm farmers. This scheme was funded by the Agriculture and Farmers Welfare Department.

## 12. Production and Sale of Palm Products

The details of Palm production and sales made during the last 3 years are as follows:

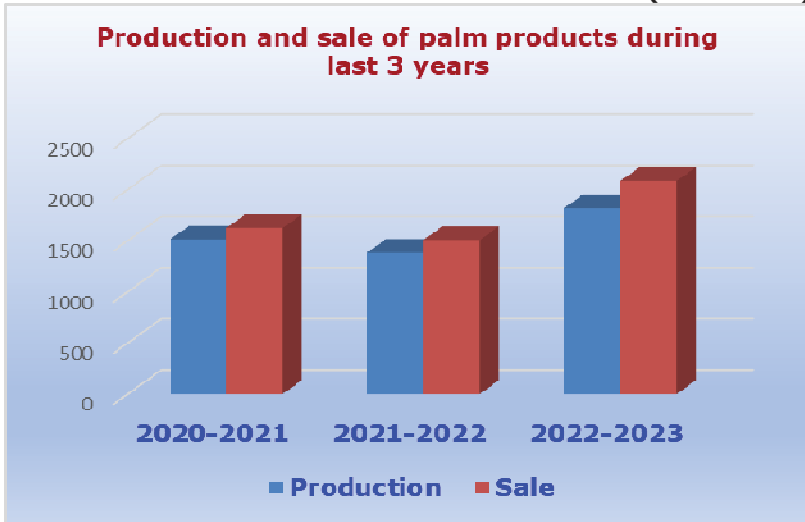
(Rs. in lakh)

Sl. No.	Year	Opening Balance	Production	Total	Sales	Closing Balance
1.	2020-2021	1088.21	1511.03	2599.24	1623.49	975.75
2.	2021-2022	975.75	1381.18	2356.93	1505.93	851.00
3.	2022-2023*	851.00	1817.70	2668.70	2084.35	584.35

\*Unaudited



(Rs. in lakh)



**R.S.RAJAKANNAPPAN**

MINISTER FOR BACKWARD CLASSES WELFARE

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