



THE TAMILNADU HANDICRAFTS DEVELOPMENT CORPORATION LTD
759, ANNA SALAI, CHENNAI – 600 002.

CITIZEN CHARTER 2021

This charter reveals the Vision and Mission of Tamil Nadu Handicrafts Development Corporation Limited, popularly known by its brand name “Poompuhar”, which was established in 1973 to improve, develop and promote handicrafts and to ensure the welfare of artisans of Tamil Nadu.

Vision

The Vision is to reach out to the world and show case the hard work done by artisans in producing exquisite handcrafted products in Brass, Bronze, Wood, Stone, Art plates, Thanjavur paintings, Pith models, Papier mache, Terracotta etc., The objectives of Tamil Nadu Handicrafts Development Corporation Limited are as follows: -

Objectives

- To uplift the livelihood and living standard of artisans in Tamil Nadu.
- To upgrade the skills of artisans by imparting appropriate training.
- To improve the productivity of artisans.
- To improve the quality of handicrafts produced.
- To minimize the drudgery involved in the production process.
- To minimize / eliminate occupational hazards.
- To encourage innovation in design.
- To document and record the details of the handicrafts that are produced in the State.
- To provide marketing services to the artisans of Tamil Nadu.
- To recognize their dedication and perseverance in handicrafts.

1. MARKETING OF HANDICRAFTS

The Corporation caters to the requirement of the general public for handicrafts by selling the various artefacts produced by the artisans through its large net work of 12 showrooms and 10 sales outlets, and also through organizing exhibitions during local festivals and other important occasions within and outside the State and also abroad. The addresses and telephone numbers, and e-mail id of the Poompohar Sales Showrooms are given in the Annexure-II.

Any craftsperson of Tamil Nadu who produces handicrafts can approach the officers as indicated in Annexure-I & II for marketing his/her products through the Poompohar Sales Showrooms and through the various exhibitions organized by the Corporation.

To give a further fillip to marketing, Poompohar launched its e-Commerce Portal www.poompohar.com Poompohar's hybrid App for smart phones and tablets was also launched.

The Corporation has also established a Design Research and Development Centre (DRDC) using 3D designing and printing technology for quick and mass production of Handicrafts products.

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.

Kanyakumri Urban Haat

Poompohar has established an Urban Haat at Kanyakumari at an outlay of Rs.2.75 crore. The Urban Haat has 50 shops, food court, dormitory, amphi

theatre, children’s park and parking facility. On an average, 50 nos. of artisans can benefit from this Urban Haat every month.

Mamallapuram Urban Haat

Similarly, Poompuhar has established another Urban Haat at Mamallapuram at an outlay of Rs.4.24 crore. The Urban Haat has 36 shops, food court, dormitory, amphi theatre, children’s park and parking facility etc.

A. INTEGRATED DEVELOPMENT AND PROMOTION OF HANDICRAFTS (IDPH)

The Government of India sanctioned a scheme called “Integrated Development and Promotion of Handicrafts” on cluster basis for Tamil Nadu, at a cost of Rs.10.19 crore and the State Government has provided a matching grant of Rs.3.24 crore for the scheme. The major objective of this project is to provide artisans better working environment, latest machinery, skill upgradation, marketing facilities and exposure to new designs. The project has the following components:

Integrated Development and Promotion of Handicrafts (IDPH) – Scheme Progress

Sl. No.	Activity sanctioned	No. of programmes implemented	Amount sanctioned (Rs. in crore)
1.	CFCs	11	5.40
2.	Exhibition	22	3.13
3.	Craft Bazaar	12	
4.	DD Workshop	27	1.23
5.	Integrated training	5	0.68
6.	Tool kits	6212	2.69
7.	Buyer Seller Meet	1	0.11
	Total		13.24

Artisans who are willing to get the above benefits may approach the officers listed Annexure I, II & III.

B. e-Repository of Artisans and their skills:

The Government of Tamil Nadu sanctioned Rs.1.00 crores from the State Innovation Fund for creating "e-Repository of Artisans and their Skills". This is a comprehensive and dynamically updated web based repository www.poompuhar.com/artisan is for all artisans in the State of Tamil Nadu, with dedicated a web-page in a standardized format for each artisan who has been registered in the site, with special features to promote marginalized groups of artisans. Currently we have data for about 19,052 artisans and the survey is on.

Artisans who are willing to enroll in the e-Repository may approach the Officers listed in the Annexure II & III.

2. PROVISION OF EMPLOYMENT OPPORTUNITIES FOR ARTISANS

The Corporation runs Production Centres in the crafts of Brass lamp, Bronze icon, Art Plate, Wood carving and Stone carving at Nachiarkoil, Vagaikulam, Madurai, Swamimalai, Thanjavur, Kallakurichi and Mamallapuram. The addresses, telephone numbers & e-mail id of Production Centres are given in Annexure-III. The artisans are provided employment opportunities through these Production Centres. Those artisans who seek employment in the production of any of the craft mentioned above may approach the Officers listed in Annexure I & III.

3. TRAINING

The Corporation provided 5 months IDTDP training and 2 months DTDW training for acquiring various skills in the production of craft items in periodical intervals. Those who want to acquire the skill in the production of these craft items can join the training programmes organized by the Corporation periodically and make themselves proficient in these craft skills which will enable them to take up production of handicrafts as an occupation.

During the training period, the trainees are paid stipend for Rs.7,500/- per month by the Corporation.

4. RECOGNITION OF CRAFTSMEN

a) Poompuhar Awards by Government of Tamil Nadu

(i) "Living Craft Treasure" – Award

"Living Craft Treasure Award" was introduced in the year 2013-2014 to craftsperson's of eminence who are above the age of 65 years. This award consists of a cash prize of Rs.1.00 lakh, a thamirapattiram, an eight gram gold medal and a certificate. This award is given to 10 artisans at a total cost of Rs.15.00 lakhs. This is the highest awards for handicrafts at state level.

(ii) Poompuhar State Award

Every year ten best artisans in the field who have contributed to the development of the crafts of Tamil Nadu are selected and given the Poompuhar State Award, which consists of a cash prize of Rs.50,000/, a four gram gold medal, tamirapathiram and a certificate. These state awardees are also eligible to get a monthly pension of Rs.3,500/- after completion of 60 years of age under the Government of India if they are economically backward.

(iii) Poompuhar District Craft Award

The Poompuhar District Craft Award had been introduced in the year 2011-2012. This award consists of a cash prize of Rs.10,000/-, a silver medal and a certificate. A total of 85 craftsmen in 16 crafts are awarded these prizes every year. Out of which 17 women artisans selected to encourage them and to ensure self sustainability.

(iv) Gen Next Award

In order to ensure that the traditional handicrafts of Tamil Nadu survive and are passed on to the next generation, it is necessary to enthuse the youngsters in the field. In order to achieve this, a craft competition was introduced from the year 2013-2014 onwards for artisans below 30 years of age. 150 artisans were chosen, duly honoured and given Rs.2,000/- cash, silver medals and certificates. These competitions will be held in the important craft pockets.

(v) Handicrafts Export Award:

In order to encourage the exporters of handicraft items, an award called "Handicrafts Exports Award" has been introduced from the year 2014-2015. The above award is to be given to two persons at a cost of Rs.2.50 lakhs every year.

This award consists of a cash prize of Rs.40,000/-, 4 gm gold medal, one thamirapattiram and a certificate.

(vi) Team Production Award:

Handicraft items are usually made by a team of artisans. It is often difficult to single out an individual artisan for an award. A "Team Production Award" is therefore being introduced to honour teams of artisans who come together to produce an item. This award will be given to 3 groups at a cost of Rs.3.75 lakhs every year.

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

(vii) Utility Based Handicrafts Award:

Many artefacts produced by artisans are often of decorative or religious value. In order to encourage artisans to produce utility based handicrafts, an Award called "Utility Based Handicrafts Award" has been introduced. This award will be given to 3 artisans at a cost of Rs.3.75 lakhs every year. This

award consists of a cash prize of Rs.40,000/-, 4 gm gold medal, one thamirapattiram and a certificate.

These seven awards are distributed every year on Artisan Day. Any information regarding the awards can be obtained from the officers mentioned in Annexure-I.

b) Shilp Guru Award and National Award by Government of India

Shilp Guru Awards the highest award given to a craftsman is given every year by Government of India. So far Five Master Craftsmen from Tamil Nadu have been conferred with the Shilp Guru Award.

In addition, National Awards are being given to mastercraftsmen every year by the Government of India. This award consists of a cash prize of Rs.1.00 lakh, a copper plaque and an angavastharam. This award is presented by His Excellency the President of India. So far 28 Master Craftsmen of Tamil Nadu have been conferred with the National Award.

5. Artisan's Day

The Government of Tamil Nadu has announced 5th of March every year as "Artisans Day" in order to create awareness among the general public on handicrafts of Tamil Nadu, as also to recognize our artisans. The annual Poompuhar awards will coincide with the artisan's day. The Government of Tamil Nadu sanctioned Rs.35.00 lakhs for the above scheme.

6. WELFARE MEASURES FOR ARTISANS

a) Providing Employment to Artisans

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

- The Corporation provides indirect employment opportunities by marketing their products through Showrooms, Exhibitions & e-Commerce.

7. Providing Free Toolkits to Artisans

The Corporation has distributed free tools kits worth Rs.5,000/- to 6,212 artisans in Tamil Nadu state under the IDPH program. Artisans who hold the PECHAAN ID card provided by the DC(H) New Delhi have been benefited out of the scheme.

8. Common Facility Centres

Under the IDPH program the Corporation has established 11 Common Facility Centres at Swamimalai, Thanjavur, Nachiarkoil, Vagiakulam, Madurai, Kanyakumari, Kanchipuram, Arumbavur, Thammampatti, Hasanur and Ambasamudram crafts cluster in Tamil Nadu at the cost of Rs.6.60 crore.

Similarly, under the Tamil Nadu Government sponsored scheme "Revival of Languishing crafts" four more Common Facility Centres are established for Palm Leaf, Kora Grass mat, Clay and Teracotta crafts at a cost of Rs.1.88 crore.

Artisans who are engaged in production of handicrafts can make use of this CFCs free of cost where required machineries has been provided.

9. Craft Tourism Village (Mamallapuram)

The office of the Development Commissioner (Handicrafts), Government of India, has sanctioned a new scheme called "setting up of Craft Tourism Village at Mamallapuram" at an estimated cost of Rs. 5.61 crore to Tamil Nadu Handicrafts Development Corporation Limited.

About the scheme:

The Craft tourism village in Tamil Nadu is implemented at the world stone carving city of Mamallapuram and its adjoining areas. The craftsmen will be rehabilitated with improved and renovated housing and display areas which would be improved with creation of infrastructure. The façade

of work shed areas of the craftsperson will be refurbished with decoration and beautification. The entrance of Mamallapuram will have a stupa of 40 feet height. The selected village for beautification will have an entrance arch which will attract the tourists as a whole. 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.

In first phase, the following works are ongoing at a cost of Rs.1.80 crore at Mamallapuram and its surrounding villages:

- Artisans house beautification, painting works and façade development with concrete at Karanai village.
- Renovation and development of the artisans production centres at Five rathas street.
- Setting up of the stupa in Craft Tourism Village at the entrance of Mamallapuram.
- Hoardings & signage in different tourist spots of the Craft Tourism Village.
- Beautification and decoration of front elevation of Craft Tourism village at Karanai village.

Annexure-I

Head Office

S.No	Name of the Commitment	Officers concerned	Office address
1	Marketing Support, Exhibition and e-commerce	Sales Manager 044-28518716 (Direct) 044- 28521325 28525094	The Tamilnadu Handicrafts Development Corporation Ltd, 759, Anna Salai, Chennai -600 002. e.mail :- tamilnaduhandicrafts@yahoo.co.in e-comm : www.poompuhar.com Website: www.poompuhar.com/tnhdc
2	Production	Production Manager 044- 28521325 28525094	
3	Artisans welfare schemes and Awards	Assistant Manager (Development Cell) 044- 28521325 28525094	
4	e-Repository of artisans and their skills	Assistant Manager (IT Section) 044-28521827 (Direct) 044- 28521325 28525094	
5	Public Information Officer	Personnel 044- 28521271 28521325	

Annexure-II
Showrooms

S.No.	Sales Showroom address	Contact Officer
1	Poompuhar Sales Showroom 108, Anna Salai, Chennai – 600 002 Tel : 044-28520624 / 28550157 e.mail id: poompuharshowroom@gmail.com	Manager
2	Poompuhar Sales Showroom West Boulewar Road, Singarathope Trichy – 620 008 Tel : 0431-2704895 e.mail id - poompuhartrichy@gmail.com poompuhartrichy@hotmail.com	Manager
3	Poompuhar Sales Showroom Mangammal Chatram Buildings Opp. Railway Junction, 12, West Veli Street Madurai – 625 001 Tel : 0452-2340517 e.mail id - poompuharmadurai@gmail.com	Manager
4	Poompuhar Sales Showroom Railway Station Road Thanjavur – 613 001 Tel : 04362-230060 e.mail id - pssrtanjore@gmail.com	Manager
5	Poompuhar Sales Showroom Shore Temple Road Mamallapuram – 603 104 Tel : 044-2744 2224	Manager
6	Poompuhar Sales Showroom Anna Silk Complex, Khadi Craft Building Near Thiruvalluvar Statue Salem - 636 001 Tel : 0427-2414994 e.mail id- pssrsalem@gmail.com	Manager
7	Poompuhar Sales Showroom No. 1239, Big Bazaar Street Coimbatore – 641 001 Tel : 0422-2391055 e.mail id- poompuharcbe@yahoo.co.in	Manager

S.No.	Sales Showroom address	Contact Officer
8	Poompuhar Sales Showroom No.1154, Mettur Road Erode – 638 001. Tel.:0424- 2254885 e.mail id – poompuharerode@gmail.com	Manager
9	Poompuhar Sales Showroom Kalaimagal Illam, Sannathi Street Kanyakumari – 629 702 Tel : 04652-246040 e.mail id - poompuharcape@gmail.com	Manager
10	Poompuhar Sales Showroom Thiruvanchuzhi Main Road Swamimalai - 612 302 Tel. 0435-2454442 e.mail id - papcswamimalai@gmail.com	Manager
11	Poompuhar Sales Showroom C-1, State Emporia complex Baba Kharak Singh Marg Irwin Road New Delhi – 110 001 Tel : 011-23363913 e.mail id - tnhandicrafts@yahoo.com	Manager
12	Poompuhar Sales Showroom Shop No.21 & 22, First Floor C.I.T. Shopping Complex 2, Gariahat Road Kolkata - 700 068 Tel: 033-24237028 e.mail id - pssrkolkata@gmail.com	Manager
13	Poompuhar Sales Showroom Shop No.139, Swamy Nellaippar High Road, Tirunelveli Junction, Tirunelveli – 672 001. Tel: 0462-2333391 e.mail id - poompuharcape@gmail.com	Manager

Annexure-III
Production Units

S.No.	Production Centre Address	Contact Officer
1	Poompuhar Brass & Bell Metal Production Centre Nachiarkoil – 612 602 Thanjavur District Tel : 0435-2466553 e.mail id - bbmpnachiarkoil@gmail.com	Manager (P&SU)
2	Poompuhar Art Metal Production Centre Thiruvanchuzhi Main Road Swamimalai - 612 302 Thanjavur District. Tel : 0435-2454442 e.mail id – amtcswamimalai@gmail.com	Manager (P&SU)
3	Poompuhar Brass & Bell Metal Production Centre Mannarkoil Post Via – Ambasamudram Vagaikulam – 627 413 Tirunelveli Dist. Tel: 04634-250476 e.mail id – bmpcvagaikulam@gmail.com	Manager (P&SU)
4	Poompuhar Art Plate Production Centre Railway Station Road Thanjavur – 613 001 Tel : 04362-236050 e.mail id - papcthanjavur@gmail.com	Manager (P&SU)
5	Poompuhar Brass Artware Production Centre Industrial Estate, Madurai – 625 007 Tel : 0452-2566774 e.mail id – pbapcmadurai@gmail.com	Manager (P&SU)
6	Poompuhar Sandalwood Carving Centre 54-55,SIDCO Indl.Estate Kacharapalayam Road Kallakurichi – 606 202 Tel : 04151-222508	Manager (P&SU)
7	Poompuhar Stone Sculpture Centre Shore Temple Road Mamallapuram–603 104 Tel:044-27443224	Manager (P&SU)



THE TAMILNADU HANDICRAFTS DEVELOPMENT CORPORATION LTD

CITIZEN CHARTER FOR THE YEAR 2021 (AWARDS)

S.No	Name of the scheme	Scheme Components	Assistance proposed per Beneficiary (in Rs.)	Who are eligible to utilise the assistance	Whom to be contacted	Time schedule to apply
1	Living Craft Treasure Award	This Award was introduced in the year 2013-14 to crafts person's of eminence who are above the age of 65 years.	Cash Prize of Rs. 1.00 lakh, a Thamirapattiram, an eight gram gold medal and certificate.	Craftspersons who are above the age of 65 years	Asst. Manager (Development Cell)	Advertisement released during june month every year.
2	Poempuhar State Award	Who have contributed to the development of the crafts of Tamil Nadu are selected and given the Poempuhar State Award	Cash Prize of Rs. 50,000/-, a four gram gold medal, Thamirapathiram and a Certificate. These State awardees are also eligible to get a monthly pension given by Government of India.	The best Artisans in the field of the crafts of Tamil Nadu (age of above 30 years)	Asst. Manager (Development Cell)	Advertisement released during june month every year.
3	Poempuhar District Craft Award	The Poempuhar District Craft Award had been introduced in the year 2011-2012 to recognize and honor the Artisans Districtwise.	Cash Prize of Rs.10,000/- a silver medal and a certificate.	The best crafts men in District Level. (no age limit)	Asst. Manager (Development Cell)	Advertisement released during june month every year.

S.No	Name of the scheme	Scheme Components	Assistance proposed per Beneficiary (in Rs.)	Who are eligible to utilise the assistance	Whom to be contacted	Time schedule to apply
4	Gen Next Award	The traditional handicrafts of Tamilnadu survive and are passed on to the next generation, it is necessary to enthuse the youngsters in the field	Cash Prize Rs.2,000/-, a Silver medal and Certificates.	A craft competition was introduced to the artisans below 30 years of age in Tamilnadu craft packets.	Asst. Manager (Development Cell)	Advertisement released during june month every year.
5	Handicrafts Export Award	This award is being given to encourage the exporter of handicraft items	Cash prize of Rs.40,000/-, 4 gram gold medal, Thamirapattiram and a certificate.	Those who are exporting handicrafts items	Asst. Manager (Development Cell)	Advertisement released during june month every year.
6	Team Production Award	Handicraft items are made by a team of Artisans. This award will be given to 3 groups every year.	Cash prize of Rs.40,000/-, 4 grams gold medal, Thamirapattiram and a certificate	Teams of artisans who come together to produce an item.	Asst. Manager (Development Cell)	Advertisement released during june month every year.
7	Utility Based Handicrafts Award	This award to encourage artisans to produce utility based handicrafts . This award will be given to 3 artisans.	Cash prize of Rs.40,000/-, 4 gm gold medal, Thamirapattiram and a certificate.	Artisans to produce utility based handicrafts	Asst. Manager (Development Cell)	Advertisement released during june month every year.