



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

**Tamil Nadu Handicrafts Development Corporation Limited**  
**“Poompuhar”**

**CITIZEN CHARTER**  
**2016**



THE TAMILNADU HANDICRAFTS DEVELOPMENT CORPORATION LTD  
**CITIZEN CHARTER 2016**

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 mission objectives of Tamil Nadu Handicrafts Development Corporation Limited are as follows:-

**Mission**

- 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 provide socio-economic security for craftsmen.
- 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.

## **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 also through exhibitions during local festivals and other important occasions within and outside the State and also in abroad. The addresses, telephone numbers and e-mail id of the Poompuhar 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 Poompuhar Sales Showrooms and through the various exhibitions organized by the Corporation.

To give a further fillip to marketing, Poompuhar launched its e-Commerce Portal [www.poompuhar.org](http://www.poompuhar.org) on 15.11.14. Poompuhar's hybrid App for smart phones and tablets was also launched.

In addition to sale of handicrafts through its showrooms, exhibitions and e-Commerce, the Corporation has set up an Urban Haat at Kanyakumari . This Urban Haat will facilitate the artisans to directly selling their products to consumers.

The Corporation is also setting up Craft Cafés at Chennai and Mamallapuram.

The Corporation is in the process of establishing a Design Research and Development Centre (DRDC) based on 3D Designing and Printing technology.

The Corporation is implementing a project to establish a web based e-Repository of our artisans. Now they will be able to reach out to a world market without having to go through middlemen.

## **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 and 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 provides 6 month / 1 year / 3 year 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 ranging from Rs.2,000/- to Rs.3,000 /- per month by the Corporation.

### **4. RECOGNITION OF CRAFTSMEN**

#### **(i) Shilp Guru Award and National Award by Government of India**

Shilp Guru Award 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 Award 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 27 Master Craftsmen of Tamil Nadu have been conferred with the National Award.

The Tamilnadu Handicrafts Development Corporation Ltd co-ordinates with the O/o Development Commissioner (Handicrafts), Government of India, New Delhi for the State level Selection of these awards.

## **(ii) “Living Craft Treasure” – Award**

Based on the Announcement of the Hon'ble Chief Minister under Rule 110 in the floor of Assembly, an award titled as “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. So far 30 Master Craftsmen have conferred this award.

## **(iii) 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.3,000/- under the Government of India if they are economically backward.

## **(iv) Poompuhar District Craft Award**

The Poompuhar District Craft Award had been newly introduced in the year 2011-2012. This award consists of a cash prize of Rs.5,000/-, 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. So far 302 artisans have been conferred with this award.

**(v) 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.2000/- cash, silver medals and certificates. These competitions will be held in the important craft pockets. 330 young artisans have been honoured upto 2015-2016.

**(vi) 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. 4 artisans have been conferred with this award upto 2015-2016.

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

**(vii) 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. 6 teams have been conferred with this award upto 2015-2016.

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

#### **(viii) 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. 6 artisans have been conferred with this award upto 2015-2016.

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

Any information regarding the above eight awards can be obtained from the officers mentioned in Annexure-I.

### **5. WELFARE MEASURES FOR ARTISANS**

#### **Providing Employment to Artisans**

- The Corporation provides direct 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 and e-Commerce.

## Annexure-I

### Head Office

| S.No | Name of the Commitment                       | Officers concerned   | Office address  |
|------|--|--|---|
| 1    | Marketing Support, Exhibition and e-commerce | Sales Manager<br>044-28518716 (Direct)<br>044- 28521325<br>28525094      | The Tamilnadu Handicrafts Development Corporation Ltd,<br>759, Anna Salai,<br>Chennai -600 002.<br><br>e.mail :-<br>tamilnaduhandicrafts@yahoo.co.in<br>tamilnaduhandicrafts@gmail.com<br>thdcltd@tnpoompuhar.gov.in<br><br>e-comm : www.poompuhar.org.<br>Website:www.tnhdcltd.com |
| 2    | Training and Employment                      | Production Manager<br>044-28414408 (Direct)<br>044- 28521325<br>28525094 |   |
| 3    | Awards                                       | Assistant Manager<br>(Development Cell)<br>044- 28521325<br>28525094     |   |
| 4    | Public Information Officer                   | Personnel Manager<br>044- 28521271<br>28521325                           |   |



## Annexure-II

### Showrooms

| S.No. | Officers concerned | Office address  |
|-------|--------------------|---|
| 1     | Manager            | Poompuhar Sales Showroom<br>108,Anna Salai,<br><b>Chennai – 600 002</b><br>Tel : 044-28520624 / 28550157<br>e.mail id - PSSRChennai@tnpoompuhar.gov.in  |
| 2     | Manager            | Poompuhar Sales Showroom<br>West Boulewar Road,<br>Singarathope<br><b>Trichy – 620 008</b><br>Tel : 0431-2704895<br>e.mail id - PSSRTrichy@tnpoompuhar.gov.in   |
| 3     | Manager            | Poompuhar Sales Showroom<br>Mangammal Chatram Buildings<br>Opp. Railway Junction, 12,West Veli Street<br><b>Madurai – 625 001</b><br>Tel : 0452-2340517<br>e.mail id - PSSRMadurai@tnpoompuhar.gov.in |
| 4     | Manager            | Poompuhar Sales Showroom<br>Railway Station Road<br><b>Thanjavur – 613 001</b><br>Tel : 04362-230060<br>e.mail id - PSSRThanjavur@tnpoompuhar.gov.in  |
| 5     | Manager            | Poompuhar Sales Showroom<br>Shore Temple Road<br><b>Mamallapuram – 603 104</b><br>Tel : 044-2744 2224<br>e.mail id-PSSRMamallapuram@tnpoompuhar.gov.in  |
| 6     | Manager            | Poompuhar Sales Showroom<br>Anna Silk Complex,<br>Khadi Craft Building<br>Near Thiruvalluvar Statue<br><b>Salem - 636 001</b><br>Tel : 0427-2414994<br>e.mail id- PSSRSalem@tnpoompuhar.gov.in        |
| 7     | Manager            | Poompuhar Sales Showroom<br>No. 1239, Big Bazaar Street<br><b>Coimbatore – 641 001</b><br>Tel : 0422-2391055<br>e.mail id- PSSRCoimbatore@tnpoompuhar.gov.in  |

| S.No. | Officers concerned | Office address  |
|-------|--------------------|---|
| 8     | Manager            | Poompuhar Sales Showroom<br>No.1154, Mettur Road<br><b>Erode – 638 001.</b><br>Tel.:0424- 2254885<br>e.mail id - PSSRErode@tnpoompuhar.gov.in   |
| 9     | Manager            | Poompuhar Sales Showroom<br>Kalaimagal Illam, Sannathi Street<br><b>Kanyakumari – 629 702</b><br>Tel : 04652-246040<br>e.mail id - PSSRKanyakumari@tnpoompuhar.gov.in                                   |
| 10    | Manager            | Poompuhar Sales Showroom<br>Thiruvanchuzhi Main Road<br><b>Swamimalai - 612 302</b><br>Tel. 0435-2454442<br>e.mail id - PSSRSwamimalai@tnpoompuhar.gov.in   |
| 11    | Manager            | Poompuhar Sales Showroom<br>C-1, State Emporia complex<br>Baba Kharak Singh Marg<br>Irwin Road<br><b>New Delhi – 110 001</b><br>Tel : 011-23363913<br>e.mail id - PSSRNewdelhi@tnpoompuhar.gov.in       |
| 12    | Manager            | Poompuhar Sales Showroom<br>Shop No.21 & 22, First Floor<br>C.I.T. Shopping Complex<br>2, Gariahat Road<br><b>Kolkata - 700 068</b><br>Tel: 033-24237028<br>e.mail id - PSSRKolkatta@tnpoompuhar.gov.in |

**Annexure-III**  
**Production Units**

| <b>S.No.</b> | <b>Officers concerned</b> | <b>Office address</b>   |
|--------------|---------------------------|---|
| <b>1</b>     | Manager<br>(P&SU)         | Poompuhar Brass & Bell Metal Production Centre<br><b>Nachiarkoil – 612 602</b><br>Thanjavur District<br>Tel : 0435-2466553<br>e.mail id - pbbmpcnkoil@tnpoompuhar.gov.in  |
| <b>2</b>     | Manager<br>(P&SU)         | Poompuhar Art Metal<br>Production Centre<br>Thiruvanchuzhi Main Road<br><b>Swamimalai - 612 302</b><br>Thanjavur District.<br>Tel : 0435-2454442<br>e.mail id - PAPCSSwamimalai@tnpoompuhar.gov.in                  |
| <b>3</b>     | Manager<br>(P&SU)         | Poompuhar Brass & Bell Metal Production Centre<br>Mannarkoil Post<br>Via – Ambasamudram<br><b>Vagaikulam – 627 413</b><br>Tirunelveli District.<br>Tel: 04634-250476<br>e.mail id - pbbmpcvkulam@tnpoompuhar.gov.in |
| <b>4</b>     | Manager<br>(P&SU)         | Poompuhar Art Plate<br>Production Centre<br>Railway Station Road<br><b>Thanjavur – 613 001</b><br>Tel : 04362-236050<br>e.mail id - PAPCThanjavur@tnpoompuhar.gov.in  |
| <b>5</b>     | Manager<br>(P&SU)         | Poompuhar Brass Artware<br>Production Centre<br>Industrial Estate,<br><b>Madurai – 625 007</b><br>Tel : 0452-2566774<br>e.mail id - PBAPCMadurai@tnpoompuhar.gov.in   |
| <b>6</b>     | Manager<br>(P&SU)         | Poompuhar Sandalwood Carving Centre<br>54-55,SIDCO Indl.Estate<br>Kacharapalayam Road<br><b>Kallakurichi – 606 202</b><br>Tel : 04151-222508<br>e.mail id - pscckkurichi@tnpoompuhar.gov.in                         |
| <b>7</b>     | Manager<br>(P&SU)         | Poompuhar Stone Sculpture Centre<br>Shore Temple Road<br><b>Mamallapuram–603 104</b><br>Tel: 044-27443224<br>e.mail id -pscmama@tnpoompuhar.gov.in  |



THE TAMILNADU HANDICRAFTS DEVELOPMENT CORPORATION LTD

**CITIZEN CHARTER FOR THE YEAR 2016-2017**

| 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             | Period of scrutinisation of the applications in days |
|------|--------------------------------|--|---|--|----------------------------------|--|
| 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 a certificate.   | Craftspersons who are above the age of 65 years            | Asst. Manager (Development Cell) | 60 days  |
| 2    | Poompuhar State Award          | Who have contributed to the development of the crafts of Tamil Nadu are selected and given the Poompuhar State Award                 | Cash Prize of Rs.50,000/, a four gram gold medal, Thamirapathiram and a Certificate.<br>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 | Asst. Manager (Development Cell) | 70 days  |
| 3    | Poompuhar District Craft Award | The Poompuhar District Craft Award had been newly introduced in the year 2011-2012 to recognize and honor the Artisans Districtwise. | Cash Prize of Rs.5,000/- a silver medal and a certificate.  | The best crafts men in District Level.                     | Asst. Manager (Development Cell) | 40 days  |

| 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             | Period of scrutinisation of the applications in days |
|------|---------------------------------|---|--|--|----------------------------------|--|
| 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.2000/-, a Silver medal and a Certificate.                          | A craft competition was introduced to the artisans below 30 years of age in Tamilnadu craft packets. | Asst. Manager (Development Cell) | 80 days  |
| 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) | 70 days  |
| 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) | 70 days  |
| 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) | 70 days  |