



HANDLOOMS, HANDICRAFTS, TEXTILES AND KHADI DEPARTMENT

**KHADI, VILLAGE INDUSTRIES AND
HANDICRAFTS**

**POLICY NOTE
2019 - 2020**

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G. BASKARAN

MINISTER FOR KHADI AND VILLAGE INDUSTRIES BOARD



**Government of Tamil Nadu
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POLICY NOTE 2019- 2020

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DEPARTMENT OF SERICULTURE

Silk has fascinated the people over thousands of years. Due to its unparalleled qualities, such as inherent affinity for dyes, high absorbance quality, light weight, soft touch, excellent drape and high durability, it has attained the undisputed status as the “Queen of Textiles” all over the world.

Sarees, dhoties, dress materials, scarves/stoles, readymade garments, furnishings, carpets, upholsteries etc, are the diversified textiles produced using silk yarn. This silk yarn is also blended with other yarns and blended textiles are also produced.

Silk was discovered in China and later the industry spread into other parts of the world. According to Chinese records, the discovery of silk happened around 2640 BC. According to historians, the silk industry spread into India around 140 BC from China.

Historical evidences indicate that a flourishing silk trade existed between India and Rome/Greece during Kaniskha period. The use

of silk in Tamil Nadu could be traced from Sangam literature like Kaliththogai & Paripaddal (Ettuthogai) and Thirumurugadrupadai (Patthupattu).

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

Sericulture can generate employment of about 11 mandays (in on-farm and off-farm activities) for the production of one kg of raw silk. It is also estimated that one acre of mulberry cultivation can create direct employment to 5 persons throughout the year. The estimated quantity of employment generation covers the period from the stage of plantation of mulberry to the stage of manufacture of silk fabrics.

Further, about 55% of the employment generated by the industry is being availed by women. It is a women friendly venture. It ensures monthly income to the farmers, as one crop of silkworm can be reared within 25–27 days and the farmers can realise income by selling their produce, the cocoons. About 60% of the income from Sericulture industry flows back to primary producers, the farmers. Hence, Sericulture is used as a tool for rural income generation.

2. Sericulture in India

India has the unique distinction of being the only country in the world to produce all the four

known varieties of silk, viz., Mulberry, Eri, Tasar and Muga. Presently India is the second largest producer of silk in the world next to China. Among the four varieties of silk produced, Mulberry accounts for 71.50% (25,213 Metric Tonnes), Tasar 8.4% (2,977 Metric Tonnes), Eri 19.4% (6,839 Metric Tonnes) and Muga 0.66% (232 Metric Tonnes) of the total raw silk production of 35,261 Metric Tonnes during 2018-2019. Mulberry sericulture is mainly practiced in five States in the country, namely, Karnataka, Andhra Pradesh, West Bengal, Tamil Nadu and Jharkhand.

India is the highest consumer of Silk fabrics in the world. There is a gap between the demand and production. Currently the estimated demand for raw silk in India is about 38,200 Metric Tonnes per annum against which 35,261 Metric Tonnes are produced in the country and the rest is imported mainly from China. India is importing raw silk to the tune of Rs.1493.00 crore per annum (2018-2019).

India is exporting silk fabrics to other countries to the tune of Rs.1,832 crore per annum (2018-2019).

3. Sericulture in Tamil Nadu

Tamil Nadu is one of the leading States in bivoltine silk production in India. The weaving sector of Tamil Nadu comprises mostly of handlooms. Kancheepuram, Arani, Kumbakonam, Salem, Coimbatore, Madurai and Tirunelveli are important weaving centres in the State. The handloom silk sarees including Kancheepuram silk sarees produced in Tamil Nadu are world famous because of their enchanting craftsmanship. Silk sarees produced in Kancheepuram, Arani & Thirubuvanam and Venpattu dhoties produced in Salem are very unique and have got authorization to use geo-index number. The estimated demand for raw silk is 3,000 Metric Tonnes in the State and it produces nearly 2,073 Metric Tonnes against the demand. Some quantity of raw silk is procured from the neighbouring Karnataka and also imported from China.

4. Department of Sericulture

The Government of Tamil Nadu upgraded the Sericulture wing functioned under the Department of Industries and Commerce to function as a separate Department of Sericulture, during 1979 with its headquarters at Salem. The objectives of the department are to attain self sufficiency in silk production and to become a bivoltine Sericulture State, helping the stakeholders to improve their economic standards by adopting latest Sericulture technologies and to create avenues for employment in rural / semi urban areas. The Directorate of Sericulture formulates and implements various schemes for development of Sericulture sector in the State.

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

5. Staff Strength of the Department of Sericulture

The department is equipped with a well knit extension system of technical personnel and administrative staff. Following is the staff pattern sanctioned by the Government of Tamil Nadu for the implementation of various sericultural development schemes in the State.

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

Department of Sericulture has infrastructure facilities with forward and backward linkages to support pre-cocoon and post-cocoon sectors.

6. Activities of the Department of Sericulture

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

- Motivating the farmers to raise high yielding mulberry varieties.
- Imparting training in mulberry cultivation, silkworm rearing & silk reeling.
- Providing subsidy assistance for mulberry cultivation, installation of drip irrigation, procurement of silkworm rearing equipments, construction of separate rearing houses and establishment of Chawkie rearing centres.
- Supply of quality and disease free silkworm layings.
- Transfer of technology for increasing productivity of cocoon.
- Implementation of crop insurance scheme for Sericulture farmers.
- Marketing facilities for cocoon and silk yarn.

- Providing assistance for establishing upgraded Silk Reeling/ Silk Twisting Units in the private / co-operative sector.

7. Mulberry Area in Tamil Nadu

In Tamil Nadu Mulberry is cultivated in 49,717 acres by 25,237 farmers. Sericulture is extensively practiced in Krishnagiri, Dharmapuri, Salem, Erode, Tiruppur, Vellore, Namakkal, Dindigul, Tirunelveli and Theni districts. It is practiced on moderate scale in the other districts except Chennai.

Improved mulberry varieties, viz., V1, S-series, MR2 are popularised among the farmers. Paired row system of plantation is recommended to the farmers for obtaining luxurious growth of mulberry plants. To use the irrigation water economically, drip irrigation system is popularised in the mulberry gardens. Shoot rearing method is followed by the farmers to improve the labour involvement in silkworm rearing. To cope up with the shoot rearing, mulberry gardens are pruned after every crop, followed by inter-cultural operations and fertilizer application.

The Department of Sericulture is providing a sum of Rs.10,500/- to the farmers as assistance for the plantation of high yielding mulberry varieties per acre. The Department of Sericulture is also providing a sum of Rs.33,600/- as assistance for installation of drip irrigation system in one acre of mulberry gardens. The extension functionaries of the department are assisting the farmers by all means right from the cultivation of mulberry to marketing of their produce, the cocoon.

District wise Mulberry Area

District	Mulberry Area as on 31.03.2019 (Acres)			
	Irrigated	Rainfed	Total	Farmers
Krishnagiri	8208.70		8208.70	4490
Dharmapuri	4049.60		4049.60	2512
Salem	3046.95		3046.95	1862
Erode	4492.61		4492.61	2079
Coimbatore	3127.50		3127.50	1283
Tiruppur	5650.89		5650.89	2713
The Nilgiris	80.00		80.00	65
Vellore	3148.00	178.10	3326.10	1778
Kancheepuram	40.50		40.50	19
Thiruvallur	8.00		8.00	3
Tiruvannamalai	1105.45	164.00	1269.45	739
Namakkal	2161.85	53.90	2215.75	1136
Karur	390.00		390.00	209

District	Mulberry Area as on 31.03.2019 (Acres)			
	Irrigated	Rainfed	Total	Farmers
Trichy	1075.05		1075.05	560
Perambalur	161.50		161.50	79
Ariyalur	149.50		149.50	73
Pudukottai	640.00		640.00	318
Thiruvavur	221.50		221.50	108
Thanjavur	397.00		397.00	198
Nagapattinam	99.50		99.50	48
Villupuram	1120.50		1120.50	607
Cuddalore	442.25		442.25	198
Madurai	489.00		489.00	210
Theni	1992.50		1992.50	909
Virudhunagar	549.00		549.00	205
Ramanathapuram	189.50		189.50	94
Sivagangai	337.70		337.70	159
Dindigul	3556.25		3556.25	1553
Thirunelveli	1914.75		1914.75	797
Thoothukudi	234.85		234.85	100
Kanyakumari	240.50		240.50	133
Total	49320.90	396.00	49716.90	25237

It is planned to bring an additional 10,000 acres under mulberry during 2019-2020.

8. Infrastructure Facilities of the Department of Sericulture

Sericulture activities are monitored through five regional offices located at Erode, Dharmapuri, Vellore, Trichy and Madurai. There are 19 Assistant Directors in the State to look

after mulberry extension and related works. One Deputy Director at Hosur assisted by 5 Assistant Directors is in-charge of silkworm seed coordination activity. To transact the silk which is produced in the State, Government Anna Silk Exchange is functioning at Kancheepuram, with a branch at Salem. A State level training institute is functioning at Hosur headed by a Deputy Director. This Institute provides training to the Sericulturists and department staff under various schemes.

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

8.1 Basic Silkworm Seed Production Units

The basic seed cocoons produced from the seed farms of the Department are used for production of commercial silkworm layings for supplying it to the farmers.

The Department has 19 seed farms involved in the maintenance of three tier system of silkworm seed production for the supply of basic seed for commercial seed production meant for sericulture farmers.

Seed Farms

District	Assistant Director	Sl. No	Name of the Seed Farm	Role	Total Extent (Acres)
Krishnagiri	Avalapalli	1	Berigai	P3	3.67
		2	Avalapalli	P3	11.38
		3	Hosur	P2	44.72
	Kalkondapalli	4	Kalkondapalli	P3	5.65
		5	Thally	P3	3.50
	Uddanapalli	6	Uddanapalli	P2	26.24
		7	Ulimangalam	P2	9.80
		8	Melagiri	P2	10.20
	Kollatti	9	Kollatti	P1	868.55
Salem	Salem	10	Yercaud	P2	5.96
Erode	Talavady	11	Hassanur	P2	9.00
	Madhahalli	12	Madhahalli	P1	785.29
Vellore	Tiruvannamalai	13	Athanavoor	P1	5.73
Namakkal	Namakkal	14	Kolli Hills	P1	13.10
Theni	Theni	15	Mayiladumparai	P2	10.00
Tirunelveli	Tenkasi	16	Shenkottai	P1	42.24
The Nilgiris	Coonoor	17	Coonoor	P3	25.25
		18	Masinagudi	P2	8.35
		19	Masakkal	P2	18.95
			Total		1907.58

8.2 Grainages

The silkworm seed production centres known as grainages are playing a vital role for the development of Sericulture. Disease free silkworm layings are being produced and supplied to the Sericulture farmers by the following 11 State Government grainages and

two Central Silk Board run National Silkworm Seed Organization (NSSO) grainages.

Grainages

District	Assistant Director	Sl.No	Name of the Grainage	State Govt./ NSSO *	Production Capacity (in Lakh)
Krishnagiri	Hosur (Grainage)	1	Hosur CB	State	4.00
			Hosur CSR	State	10.50
		*	Hosur	NSSO	14.00
	Krishnagiri (Grainage)	2	Krishnagiri	State	16.00
Dharmapuri	Dharmapuri	3	Sogathur	State	3.00
		*	Dharmapuri	NSSO	8.00
	Pennagaram	4	Pennagaram	State	3.00
Coimbatore	Coimbatore	5	Coimbatore	State	8.00
Erode	Erode	6	Erode	State	8.00
	Talavady	7	Talavady	State	4.00
Vellore	Vaniyambadi	8	Vaniyambadi	State	3.00
Trichy	Trichy	9	Trichy	State	4.00
Dindigul	Dindigul	10	Dindigul	State	3.00
Tirunelveli	Tenkasi	11	Courtallam	State	4.00
			Total		92.50

8.3 Multigraded cold storage units

Silkworm is classified into uni, bi and multivoltine i.e., single generation in a year, two generations in a year and many generations in a year respectively. Normally, the egg hatches

within 10-11 days in multivoltine eggs and about 6-10 months in bi and univoltine eggs.

Bivoltine Sericulture is largely practiced by Sericulture farmers in Tamil Nadu. Bivoltine silkworm completes two generations in a year. The Bivoltine silkworm eggs are preserved in the cold storage unit at various temperature levels ranging from 2.5°C to 25°C for pre-determined period of 120-300 days for breaking the diapause condition of eggs, so as to release them after four, six and ten months for distribution to the farmers. To reap successful silkworm crops, it is most important to give maximum care during the preservation of eggs. To preserve and supply the bivoltine eggs throughout the year, two multigraded cold storage units are functioning at Krishnagiri and Hosur in Krishnagiri district with a preservation capacity of 40 lakh silkworm eggs. 31.35 lakh bivoltine eggs were preserved in these two cold storage units during 2018-2019. More than 90% of farmers in Tamil Nadu rear bivoltine eggs.

Bivoltine hybrid silkworm eggs produced by the Coimbatore, Erode, Talavady, Hosur,

Krishnagiri, Pennagaram, Dharmapuri and Vaniyambadi grainages are preserved in the multigraded cold storage units under four, six and ten months preservation schedule with utmost care and supplied to the Sericulture farmers.

8.4 Technical Service Centres

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 are functioning in the State. Each Technical Service Centre is headed by an Assistant Inspector / Inspector of Sericulture with 5-6 Junior Inspectors of Sericulture to cater the needs of Sericulture farmers.

Technical Service Centres

Region	Districts	Sl. No.	Assistant Director	No. of Technical Service Centres
Dharmapuri	Krishnagiri	1	Hosur	7
		2	Denkanikottai	6
		3	Krishnagiri	4
	Dharmapuri	4	Dharmapuri	4
		5	Pennagaram	6

Region	Districts	Sl. No.	Assistant Director	No. of Technical Service Centres
Erode	Salem	6	Salem	7
	Coimbatore	7	Coimbatore	4
	Tiruppur	8	Udumalpet	5
	Erode	9	Erode	7
		10	Talavady	3
	The Nilgiris	11	Coonoor	1
Vellore	Vellore Kancheepuram Thiruvallur	12	Vaniyambadi	8
	Tiruvannamalai and Hills of Vellore District	13	Tiruvanna- malai	6
	Villupuram Cuddalore	14	Villupuram	4
Trichy	Trichy Pudukottai Ariyalur Tiruvarur Thanjavur Perambalur Nagapattinam	15	Trichy	8
	Namakkal Karur	16	Namakkal	7
Madurai	Dindigul Sivagangai	17	Dindigul	6
	Theni Madurai Ramanatha - puram	18	Theni	5
	Tirunelveli Virudhunagar Thoothukudi Kanyakumari	19	Tenkasi	7
			Total	105

8.5 Government Silk Farms

There are 32 Government silk farms functioning under the Department. They are, 7 Government Hybrid Silk Farms, 5 Model Mulberry plantations, 10 Farmers Training Centres and 4 Chawkie Rearing Centres. These farms are used as demonstration cum training centres and also supply quality mulberry saplings and chawkie silkworms to the needy farmers.

Government Silk Farms

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

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

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

8.6 Chawkie Rearing Centres

‘Chawkie rearing’ means rearing of young silkworms from hatching to second moult for 7 days. The centres performing chawkie rearing and supply chawkie worms to the farming community is called as ‘Chawkie Rearing Centres’. Chawkie rearing requires special care

in maintaining proper hygiene and required climatic conditions and feeding with good quality leaves. Separate mulberry garden with specific fertilizer recommendation and pruning schedule are followed and utmost care is taken during the larval period in chawkie rearing centres. The concept of chawkie rearing is one of the main criteria for successful bivoltine Sericulture in the State. 81% of silkworm layings were distributed as chawkie worms during 2018-2019.

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

Four Government farms exclusively functioning as Chawkie silk farms for supply of quality chawkie silkworms to the needy farmers.

Apart from the Government Chawkie rearing centres, 138 private chawkie rearing centres are also functioning in the State. The capacity of these chawkie rearing centres is 88.00 lakh layings per year.

8.7 Cocoon Markets

The department has established 20 cocoon markets in various districts of the State for enabling the farmers to transact the cocoons they produce. A committee consisting of buyers (reelers) and sellers (farmers) helps in fixing fair price for cocoon every day. The market staff facilitates the open auction and reelers are allowed to bid and procure the cocoons.

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

Government Cocoon Markets

District	Assistant Director	Sl. No.	Name of the Cocoon Markets	
Krishnagiri	Avalapalli	1	Hosur	Seed
	Hosur	2	Hosur	Reeling
	Denkanikottai	3	Denkanikottai	Seed
	Krishnagiri	4	Krishnagiri	Reeling
Dharmapuri	Pennagaram	5	Pennagaram, Palacode	Reeling
	Dharmapuri	6	Dharmapuri	Reeling
Salem	Salem	7	Salem	Reeling

District	Assistant Director	Sl. No.	Name of the Cocoon Markets	
Coimbatore	Coimbatore	8	Coimbatore	Seed
		9	Coimbatore	Reeling
Erode	Talavady	10	Talavady	Reeling
	Erode	11	Erode	Reeling
Tiruppur	Udumalpet	12	Udumalpet	Reeling
Vellore	Vaniyambadi	13	Vaniyambadi	Reeling
Tiruvannamalai	Tiruvannamalai	14	Tiruvannamalai	Reeling
Trichy	Trichy	15	Trichy	Reeling
Pudukottai		16	Pudukottai	Reeling
Dindigul	Dindigul	17	Dindigul	Reeling
		18	Palani @ C.K.Pudur	Reeling
Sivagangai	Sivagangai	19	Sivagangai	Reeling
Theni		20	Theni	Reeling
Tirunelveli	Tenkasi	21	Nannagaram	Reeling
Virudhunagar		22	Srivilliputhur	Reeling
Kanyakumari		23	Nagercoil	Reeling

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

8.8 Government Silk Reeling/Twisting Units

In order to support the post cocoon sector which is a vital sector of sericulture industry, eight Government Multiend Reeling Units and three Government Twisting Units are functioning as model units for reeling and twisting entrepreneurs. Government Reeling Units

participate in cocoon market auction and help the farmers to get fair price for their products. The capacity of these silk reeling units is 24 Metric Tonnes of raw silk per year.

Government Silk Reeling and Twisting Units

Sl. No.	District	Assistant Director	Name of the Unit	Location
1	Krishnagiri	Hosur	Reeling cum Twisting unit	Hosur
2	Salem	Salem	Reeling cum Twisting unit	Salem
3	Erode	Talavady	Reeling unit	Talavady
4	Vellore	Vaniyambadi	Reeling unit	Vaniyambadi
5	Tirunelveli	Tenkasi	Reeling cum Twisting unit	Nannagaram
6	Kanyakumari	Tenkasi	Reeling unit	Konam
7	Sivagangai	Dindigul	Reeling unit	Sivagangai
8	Pudukottai	Trichy	Reeling unit	Pudukottai

8.9 Private Silk Reeling Units

Apart from the Government Silk Reeling Units, there are 95 cottage basin reeling units, 33 Multiend Reeling Units, 27 Charka Reeling Units and 3 Automatic Reeling Machine Unit run by private entrepreneurs. The capacity of these silk reeling units is 479 Metric Tonnes of raw silk

per year. Multipronged support is extended to private reeling sector by this department. Entrepreneurs are encouraged in many ways to come forward to establish more number of reeling units to consume the cocoons produced domestically so that the Sericulture farmers get fair and remunerative price.

Efforts have been taken to establish three 400 ends Automatic silk reeling machine units, one 200 end Automatic silk reeling machine unit and twenty five Multiend reeling units during the year 2018-2019, of which machinery erection has been completed so far in 13 Multiend reeling units and for the remaining units purchase of machinery is under process. The silk reeling capacity of these units is 201 Metric tonnes of raw silk production per year. After the establishment of these silk reeling units, the silk reeling capacity is expected to increase from 25% to 35% in the State. Efforts have also been taken to establish one Automatic Dupion silk reeling machine unit so as to utilize the defective cocoons effectively within the State. The purchase of machinery is under process.

The Department has been providing various kinds of assistance to private reeling sector of the State. By utilizing the entire quantity of cocoon produced within the State, farmers will be able to get the best remuneration for their work.

8.10 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 on continuous basis, the Department of Sericulture has a training institute at Hosur, with all infrastructure and residential facilities.

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.

8.11 Government Anna Silk Exchange, Kancheepuram

Government Anna Silk Exchange is the Centre wherein raw silks produced by the silk reelers of the State are being marketed. This exchange is functioning since 1991. Silk brought for sales to the exchange is tested by the Regional Silk Technological Research Station, Kancheepuram. In order to facilitate reelers and twisters in and around Salem area, a branch of Government Anna Silk Exchange is functioning at Salem from August 2018. Silk brought for sales to the branch is tested by Silk Testing Service Centre, Salem.

Based on the prevailing raw silk price and quality, floor price is fixed and silk lots are admitted for auction. Master weavers, Twistors and TANSILK participate in the open auction and purchase the silk. Spot payment is made through ECS mode to the sellers.

8.12 Co-operative Societies

There are 25 Primary Co-operative Societies entitled, "Silk Reelers Industrial Co-operative Societies" and one Apex Co-operative Society, entitled, "Tamil Nadu Co-operative Silk Producers' Federation Limited (TANSILK)" functioning under the Department of Sericulture.

8.12.1 Primary Co-operative Societies

Supply of sericulture inputs to the members of the society, supply of raw materials to the members of the society for the conversion of the finished goods, getting the finished goods from the members and selling the finished goods for fair price are the functions of the societies, to provide employment opportunities and economic upliftment for the members of the societies.

8.12.2 Tamil Nadu Co-operative Silk Producers' Federation Limited (TANSILK), Kancheepuram

"Tamil Nadu Co-operative Silk Producers' Federation Limited" (TANSILK), Kancheepuram was registered in 1978 as an apex body of Silk Co-operative Societies. It has six branches located at Arani, Coimbatore, Erode,

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

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

9. Raw Silk Production

In Tamil Nadu, raw silk is produced from bivoltine hybrid (white) and multivoltine (yellow) cocoons. The filament length of single bivoltine (white) cocoon is 1000–1200 metres whereas, it is 700–800 metres in multivoltine (yellow) cocoons. The tenacity and elongation of bivoltine (white) silk are better than multivoltine (yellow)

silk and hence bivoltine silk can be used in powerlooms.

Out of total 2073 Metric Tonnes of raw silk produced during 2018-2019, 1926 Metric Tonnes is bivoltine silk. Tamil Nadu is the leading State at **National level** in terms of bivoltine raw silk production. The value of silk produced is Rs.542 crore, at the average silk price of Rs.2,814/-.

10. Crop Insurance

This scheme is implemented to compensate the crop loss and encourage the farmers to take up Sericulture. Upto 2017-18, 90% of premium amount was provided to the Sericulture farmers by Government under this scheme. During the year 2018-19, 100% of premium amount has been provided to the Sericulture farmers by the Department. An amount of Rs.165/- for cross breed and Rs.180/- for bivoltine rearing per 100 dfls, is provided as premium amount benefitting 21,500 farmers covering their personal accident and the rearing shed also. The insurance company gives compensation to Sericulture farmers for crop loss according to the stage of silkworm at the time of crop loss.

11. Schemes implemented during 2018-2019

11.1 State Plan

The Government of India, Ministry of Textiles stopped the financial support given under “Catalytic Development Programme” for certain components from 2015-2016. However, to protect the welfare of sericulture farmers, the State Government continues to implement important schemes and sanctioned Rs.18.36 crore during 2018-2019 under State Plan, as given below:

State Plan – 2018-2019 – Progress

Sl. No	Name of the scheme	Physical (Units)	Unit cost (in. Rs)	Total cost (Rs.in lakh)	Cost sharing (Rs.in lakh)	
					State share	Beneficiary share
1	Cultivation assistance for Plantation of high yielding mulberry varieties	3500.00 Acres	14,000	490.00	367.50 (75%)	122.50 (25%)
2	Installation of Drip irrigation system in mulberry garden	1000 Acres	33,600	250.00	250.00 (100%)	-
3	Procurement and supply of improved rearing appliances / farm equipment	1000 Nos.	70,000	700.00	525.00 (75%)	175.00 (25%)

Sl. No	Name of the scheme	Physical (Units)	Unit cost (in. Rs)	Total cost (Rs.in lakh)	Cost sharing (Rs.in lakh)	
					State share	Benefi-ciary share
4	Assistance for construction of separate silkworm rearing sheds					
a	Assistance for construction of Rearing shed-Level I	50 Nos.	275,000	137.50	41.25 (30%)	96.25 (70%)
b	Assistance for construction of Rearing shed-Level II	550 Nos.	175,000	962.50	481.25 (50%)	481.25 (50%)
c	Assistance for Construction of Rearing shed-Level III	200 Nos.	90,000	180.00	126.00 (70%)	54.00 (30%)
5	Distribution of Cash awards to Best Sericulture Farmers	96 Nos.	-	20.85	20.85 (100%)	-
6	Assistance for Strengthening of Seed Farms	5 Nos.	500,000	25.00	25.00 (100%)	
Total				2765.85	1836.85	929.00

11.2 Prizes and Awards

A sum of Rs.20.85 lakh was sanctioned by the Government for distribution of cash awards to the best sericulture farmers during 2018-2019. Three best sericulture farmers at district level for 31 districts excluding Chennai and three best sericulture farmers at State level were selected for awards and awards were distributed.

Cash awards of Rs.1,00,000/-, Rs.75,000/- and Rs.50,000/- for first, second and third places respectively at State level were distributed by Hon'ble Chief Minister on 19th February 2019.

11.3 Sericulture Development and Price Stabilisation Fund

A sum of Rs.205.44 lakh was sanctioned under Sericulture Development and Price Stabilisation fund during 2018-2019 for the development works of the Department as given below:

Sl. No	Name of the Work	Total Sanctioned amount (Rs. in lakh)
1	Incentive for production of Bivoltine silk (Multiend Reeling Machine)	18.750
2	Printing and distribution of Pattumalar 2018-19	14.760
3	Crop Insurance support (20 lakh DFLs)	53.740
4	Provision of Rental charges for mobile phones (89 Nos.)	1.370
5	Purchase of Computers, Printers & Scanners	6.650
6	Purchase of Generators (10 kVA-3 Nos., 62.5 kVa-1 No.)	21.250
7	Purchase of Machinery for Cold Storages, Krishnagiri & Avalapally	4.690

Sl. No	Name of the Work	Total Sanctioned amount (Rs. in lakh)
8	Purchase of Xerox machines	1.800
9	Renovation of buildings of existing Government units (Civil works)	
i)	Technical Service Centres	19.800
ii)	Government Grainages	15.000
iii)	Government Cocoon Markets	9.750
iv)	Government Seed Farms	5.500
v)	Government Silk Farms	11.780
vi)	Assistant Director offices	18.100
vii)	Digging of Borewell at Demonstration Cum Training Machine Farm, Uppliyapuram	2.500
	Total	205.440

11.4 Central Sector Scheme, “SILK SAMAGRA”

After restructuring the Catalytic Development Programme, Central Silk Board has restricted the financial support to few components only and sanctioned Rs.972.524 lakh for the year 2018-2019 under the Central Sector Scheme, “Silk Samagra” as shown below:

Central Sector Scheme – 2018-2019

Sl. No.	Name of the work	Physical (Nos. / Acres)	Unit Cost (Rs. in lakh)	Sharing pattern (Rs. in lakh)			Total Cost (Rs. in lakh)
				CSB	State	Bene-ficiary	
I	SCHEDULED CASTE SUB PLAN (SCSP)						
1	Support for Development of Kissan Nursery	11.00	1.500	10.73	4.13	1.65	16.50
2	Support for Mulberry Plantation Development (Bush)	100.00	0.500	32.50	12.50	5.00	50.00
3	Assistance for Irrigation and other water conservations and usage techniques	10.00	0.336	2.18	1.18	0.00	3.36
4	Supply of Rearing appliances (including improved mountages/Farm equipments)	10	0.750	4.88	1.88	0.75	7.50
5	Assistance for construction of Rearing Houses (600 sq.ft @ 100 DFLs)	10	2.500	16.25	6.25	2.50	25.00
6	Training - Visit to Progressive farmers field	50	0.070	3.50	0.00	0.00	3.50
7	Information Education & Communications (Publicity)	Lump sum	2.000	2.00	0.00	0.00	2.00
8	Information Education & Communications Publicity: Preparation of Mobile app for sericulture activities	Lump sum	2.000	2.00	0.00	0.00	2.00
	Sub Total (SCSP)			74.03	25.93	9.90	109.86
II	TRIBAL SUB PLAN (TSP) - ERI						
9	Support for Eri food plantation	25.00	0.170	2.76	1.06	0.43	4.25

Sl. No.	Name of the work	Physical (Nos. / Acres)	Unit Cost (Rs. in lakh)	Sharing pattern (Rs. in lakh)			Total Cost (Rs. in lakh)
				CSB	State	Bene-ficiary	
10	Assistance for construction of Eri Silkworm rearing shed (500 sq.ft Thatched shed)	25	0.700	11.38	4.38	1.75	17.50
11	Supply of Rearing appliances - Assistance for establishment of rearing shelves - purchase of Netrika & Chawkie rearing trays.	25	0.290	4.71	1.81	0.73	7.25
12	Assistance for prophylactic measures (disinfectants, inputs supply etc.,)	25	0.030	0.48	0.18	0.09	0.75
13	Training to the Tribal farmers	25	0.070	1.75	0.00	0.00	1.75
14	Training to the Department staff	20	0.100	2.00	0.00	0.00	2.00
15	Information Education & Communication (IEC - 5%)	Lump sum	1.680	1.68	0.00	0.00	1.68
	Sub Total (TSP)			24.76	7.43	2.99	35.18
III	GENERAL						
16	Assistance for the establishment of Additional Cold Storage in TN Coimbatore	1	150.000	0.00	150.00	0.00	150.00
17	Establishment of Automatic Silk Reeling Units (400 ends)	3	141.018	211.53	105.76	105.76	423.05
18	Establishment of Automatic Silk Reeling Unit (200 ends)	1	79.830	39.92	19.96	19.96	79.83
19	Establishment of (142 ends) Automatic Dupion Reeling Machine	1	45.760	22.88	11.44	11.44	45.76

Sl. No.	Name of the work	Physical (Nos. / Acres)	Unit Cost (Rs. in lakh)	Sharing pattern (Rs. in lakh)			Total Cost (Rs. in lakh)
				CSB	State	Bene-ficiary	
20	Establishment of Multiend Reeling Machine (10 basins)	25	17.090	213.63	106.81	106.81	427.25
21	Establishment of Twisting units (Private sector)	2	10.040	10.04	5.02	5.02	20.08
22	Establishment of Twisting units (Govt sector)	1	10.040	5.02	5.02	0.00	10.04
23	Assistance for Drip Irrigation system (Backlog 2017-18)	-	0.336	58.92	0.00	0.00	58.92
24	Beneficiary Empowerment Programme (BEP)	2000	0.070	140.00	0.00	0.00	140.00
25	Assistance for Irrigation and other Water conservations and usage techniques	600.00	0.336	100.80	100.80	0.00	201.60
26	Support for upgrading State and Private large scale industrial production units and cold storage facility (Lower unit cost proposed by State: Purchase of Generator for Cold storage, Hosur)	1	10.000	5.00	5.00	0.00	10.00
27	Revolving Capital Fund for support for State Grainage & RSPs.	2	18.000	18.00	18.00	0.000	36.00
28	Popularisation of CRCs with incubators: popularisation of macro CRCs.	8	12.000	48.00	24.00	24.00	96.00
	Sub Total (General)			873.73	551.81	272.99	1698.53
	Total (SCSP+TSP+ General)			972.52	585.17	285.88	1843.57

12. Seri Tourism

Government sanctioned a sum of Rs.250.00 lakh under Tamil Nadu Innovation Initiative Scheme for the establishment of Seri Tourism Project at Government Silk Farm, Yercaud during 2015-16. This Innovative Project has been taken up with the twin objectives of promoting tourism and creating awareness about Sericulture activities among tourists. Also, it is aimed to inculcate scientific knowledge among children.

The Seri Tourism Centre has been named as "Silk World". The tourists have been allowed to visit the centre from May 2018.

The Seri Tourism Centre established at Yercaud has been attracting many tourists and is very much useful for the creation of awareness about sericulture activities and serves as very good venue of recreation for tourists.

This Seri Tourism centre disseminate adequate technical information for the farming community to take up Sericulture, for young generation to take up off-farm activities like silk reeling, silk twisting and silk weaving ventures.

The scientific equipments provided in the Centre are very much enjoyed by the student community. The centre has become a place of attraction for schools and colleges nearby as it is involved in inculcating knowledge on Sericulture among students.

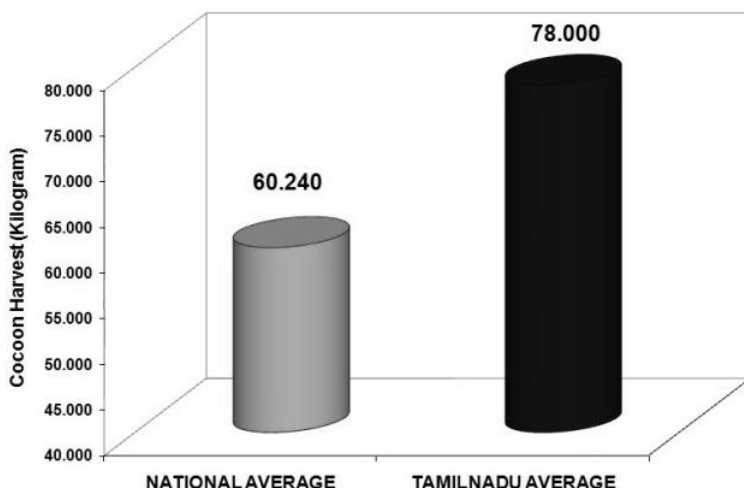
13. Achievements and awards of the Department of Sericulture

13.1 Achievements

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

- Average cocoon productivity per 100 silkworm layings is **78.000 kgs** during the year 2018-2019 against the national average of **60.240 kgs**.
- **93% of total raw silk production** during the year 2018-2019 is bivoltine silk. 1926 metric tonnes of bivoltine silk was produced in Tamil Nadu during 2018-2019. The percentage of bivoltine silk has improved from 89% in 2017-2018.

- Cluster Promotion Programme is being implemented in 28 different villages to increase bivoltine cocoon production. Productivity of cocoon is **80.000 kg per 100 DFLs during 2018-2019.**



Cocoon yield per 100 layings during 2018-2019

13.2 Best Silk Samagra Implementing State Award

The Central Silk Board, Ministry of Textiles, Government of India had arranged a mega silk event named as Surging Silk at Vigyan Bhavan, New Delhi on 09.02.2019 to honour the best

achievers under identified categories in Sericulture.

The State of Tamil Nadu was honoured during the event in appreciation of its outstanding performance in the category of “Best Silk Samagra implementing State” and in recognition of its contribution to the overall development of sericulture and silk industry in India.

14. Proposed initiatives for Sericulture development in Tamil Nadu

14. 1 Pre-cocoon

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

- Integration with other collaborative departments.
- Production and supply of disease free layings.
- Thrust to utilize silk by-products (dried pupae) as poultry and fish feeds for better revenue generation.
- Obtaining quality certification for grainages and training institute.
- Technology upgradation.
- To promote Ericulture in the State, in view of creating employment opportunities to the economically weaker sections of the people, particularly tribals and for the production of "ahimsa silk".

14.2 Post cocoon

- Thrust for production of import substitute bivoltine raw silk.
- Establishing more automatic silk reeling units and multiend reeling units.
- Establishing two pupal processing units.
- Skill training for entrepreneurs in quality, productivity, cost minimization and silk waste management. Imparting training in silk

reeling to more number of silk reeling workers as well as entrepreneurs.

15. Budget provision for the Year 2019-2020

The fund allocation made to the Department of Sericulture in Budget Estimate 2019-2020 for Plan and Non-Plan schemes is given below:

Sl. No.		Name of the Scheme	Outlay for 2019-2020 (Rs. in lakh)	
I		PLAN SCHEMES		
	a)	1) Development Programmes under Sericulture Development and Price Stabilization Fund (SD&PSF)	100.00	
		2) Sericulture Development and Price Stabilization Fund (Inter-account transfer)	190.00	
			290.00	
	b)	New Schemes		1126.86
	c)	Western Ghats Development Programme		0.01
	d)	Hill Area Development Programme		0.01
		PLAN SCHEMES TOTAL	1416.88	
II		NON – PLAN SCHEMES		
		Maintenance of Government units, Salary, Wages, etc.,	5996.75	
		Grand Total (PLAN + NON-PLAN)	7413.63	



THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED

The Tamil Nadu Handicrafts Development Corporation Limited was incorporated as a Public Limited Company on 26.07.1973. Popularly known as “Poompuhar”, it commenced its operations from 01.08.1973. It showcases the exquisite handicrafts of the State crafted by artisans in brass, bronze, wood, stone and other materials and markets them to consumers. The main objectives of Poompuhar are as follows:

- ☐ To improve the livelihoods and living standards 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.
- ☐ To minimize human drudgery involved in the production process.

- To minimize/eliminate occupational hazards.
- To encourage innovations in design.
- To provide socio-economic security for craftsmen.
- To document and record the handicrafts produced in the State.
- To provide marketing support to the artisans of Tamil Nadu.
- To recognize their expertise and contribution to handicrafts.

2. Showrooms

Poompuhar provides marketing support to artisans through its 16 showrooms located in Chennai, Vandaloore, Coimbatore, Erode, Salem, Thanjavur, Tiruchirapalli, Madurai, Tirunelveli, Kanyakumari, Swamimalai, Mamallapuram, New Delhi and Kolkata.

3. Exhibitions

Tamil Nadu Handicrafts Development Corporation Limited organizes exhibition-cum-sale of handicrafts in important cities and towns of Tamil Nadu and across many cities in India. It also organizes Gandhi Shilpa Bazaars and Craft

Bazaars, where artisans from all over the country are invited. Poompuhar organized an exhibition at an international level in Malaysia from 27.10.2018 to 05.11.2018 for marketing of Handicrafts.

Exhibition sales details for the year 2018-2019

Inside/outside Exhibitions	Total No. conducted	Total sales (Rs. in lakh)
Inside showroom exhibitions	83	374.57
Outside showroom exhibitions	18	162.65
Total	101	537.22

4. Production Centers

Poompuhar has 7 Production Centers located at Nachiarkoil for traditional brass lamps, Madurai for brass lamps and brass artwares, Vagaikulam for brass malabar lamps and other lamps, Swamimalai for bronze icons, Thanjavur for Thanjavur art plates, Kallakurichi for wood carvings and Mamallapuram for stone carvings. Permanent artisans and piece rate workers (artisans) work in these production centers.

They have achieved Rs.312.91 lakh worth of production during the last year (2018-2019) and it is proposed to achieve Rs.550.00 lakh worth of production during the year 2019-2020.

5. Sales Turnover

Poompuhar has shown tremendous growth in its annual turnover since its inception. It achieved a turnover of Rs.4,135.08 lakh during the year 2018-2019, which is higher than last year by Rs.605.08 lakh and this is the highest turnover recorded so far. Poompuhar has set sales target of Rs.5,000.00 lakh for the financial year 2019-2020. The sales turnover of Poompuhar during the last five years is as below: -

Year	Sales (Rs. in lakh)
2014-2015	3369.00
2015-2016	3450.00
2016-2017	4036.00
2017-2018	3530.00
2018-2019	4135.08 (unaudited)

6. Pricing Policy

Poompuhar has adopted a uniform pricing policy for the products sold at its showrooms. The price has been streamlined in such a way that it is competitive when compared to other private and wholesale market sellers. Quality has been ensured so that all products sold are of good quality and workmanship is of a high order. By adopting this pricing method it is expected to sell fast moving items in showrooms and also online at an affordable price. This will create better consumer satisfaction for Poompuhar products.

7. New Administrative, Marketing and Production Initiatives

To improve market penetration and price competitiveness the Corporation has adopted information and communication technology (ICT) to re-engineer and automate the key processes of administration, marketing, design and production. This initiative involved multiple stakeholders and catered to their specific requirements.

Artisans: Creation of an e-Repository of artisans and their skills to ensure wider dissemination of their skills and products, enable access to social security measures with preferential treatment to women artisans and underprivileged. It also promotes adoption of new designs and production techniques.

Customers: It ensures enhanced customer satisfaction and experience, through reduced transaction times coupled with reliable and customer friendly processes.

Corporation: To ensure commercial sustainability and promotion of traditional industry, with secured income to artisans, and enhancing accountability and transparency through digital governance.

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

7.1 Interventions in Administration

e-Site: A multi-purpose dedicated web-portal: www.tnhdcltd.com has been developed which

keeps all stakeholders informed about the developments in Poompuhar.

e-Repository: The Government of Tamil Nadu sanctioned Rs.100.00 lakh from the State Innovation Fund for creating an “e-Repository of Artisans and their Skills” www.tnartisaan.com. This is a comprehensive and dynamically updated web based repository of all artisans in the State of Tamil Nadu, with dedicated web-page in a standardized format for each artisan who has been registered in the site, with special features to promote marginalized groups of artisans. Currently data for about 13,000 artisans has been entered and the survey is on. Now customers can view the works of artisans and also search products craft-wise using this website.

e-Attendance: Attendance is now marked through biometric attendance system.

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

e-Monitoring: A total of 129 CCTV Cameras have been installed at all 16 showrooms, 7 production centers, Urban Haats and at the Corporate Office. This has made real-time monitoring of all locations possible.

7.2 Interventions in Marketing

e-Commerce: Poompuhar created its own e-Commerce site www.poompuhar.org, a smartphone app supported by free-home delivery through dedicated bike/van. Poompuhar signed MoUs with e-Commerce giants like Snapdeal, Flipkart, Craftsvilla, Shopclues and India Mart for online selling of Poompuhar products. Exclusive web pages have been created in all these sites. During 2018-2019 Poompuhar has sold products worth Rs.10.25 lakh through these e-commerce initiatives.

e-Media: Poompuhar has taken up a massive social media and online digital marketing campaign using about 5 social media platforms including Facebook, LinkedIn, Twitter, Quora, Pinterest, and Google to achieve the same impact if not more, at a fraction of the cost of

traditional advertising in newspapers and magazines.

e-Coding: Bar coding of all handicrafts products has been completed at all 16 showrooms. This enables Poompuhar to analyses sales statistics and schedule production plans accordingly.

e-Billing: A centralized computerized billing with the use of Poompuhar Point of Sale machines at all 16 showrooms has made billing much easier, quicker and reduced transaction times.

e-Presentations: All 21 Managers have been provided with iPads as a marketing tool. Whenever showroom managers meet any potential customer, they can show high quality photographs of the products and also interact with customers on Face time. They also make corporate presentations using the iPad.

8. Non-IT Interventions

The above have been enhanced through other non-IT innovations like,

- Government declared Poompuhar as an “Optional Procurement Agency” by a notification under clause (f) of section 16 of the Tamil Nadu Transparency in Tenders Act, 1998 for all Government departments and agencies.
- Redesigning the existing logo with a new design and registering the same with the Trade Mark Registry.
- MoUs with India Post for logistics
- MoU with star hotels.
- MoU with National Jute Development Corporation.
- MoU with Tribal Co-operative Marketing Development Federation of India Limited (TRIFED).
- Introducing Feed Back forms for customers at all showrooms.
- Introducing new carry bags for customers.
- Designing a mobile kiosk for marketing campaign in the premises of the corporate sector and other institutions.

- Introducing the concept of door delivery to customers in Chennai.

9. New revenue stream

Poompuhar has made efforts at finding a new revenue stream for the organization apart from direct showroom sales revenue by procuring special orders from Government, Corporate and other institutions. The following embellishment works have been taken up by Poompuhar:

Special Projects and New embellishment work

Sl. No.	Institution	Value (Rs. in Lakh)
1	TTDC Landscaping Work	92.24
2	Airport Beautification Work Trichy, Tuticorin, Tirupathi (part)	56.43
3	Tamil Nadu House, New Delhi - Beautification Work.	109.00
4	Chariot Works at Malai Madeswara Hills	23.46
5	Cine Award Medals	310.72
6	Gold Medals	100.31
7	Iron Box	93.72
8	Landscape Work (KPL)	68.74
9	Tourism Interpretation Centre	152.00
10	Silver Medals	1.51
	Total	1008.13

Proposed Special Orders 2019-2020

Sl. No.	Details	Proposed Sales 2019-2020 (Rs. in Lakh)
1.	Kamaraj Port Limited, Ennore	107.00
2.	Sports Medal for Sport Development Authority of Tamil Nadu	700.00
3.	Iron Box for Most Backward Classes Department	125.00
4.	Gold Medals for various Government Department	100.00
5.	Silver Medals for various Government Department	25.00
6.	Eyal Isai Nadagam Mandram – Gold Medal	225.00
7.	Madurai World Tamil Sangam(Two years project)	5,250.00
	Total	6,532.00

10. Exports

One of the major areas for expanding the handicrafts business is exports. Poompuhar exports traditional handicraft items to Singapore, Malaysia, United Kingdom and United States of America. Bronze icons, brass ornamental lamps, rosewood furniture and Thanjavur paintings are some of the important

handicraft items exported to these countries. During 2018-2019 Poompuhar exported Rs.63.85 lakh handicrafts products abroad.

11. Welfare of Artisans

11.1 Awards

Every year Poompuhar distributes the following awards:

1. Living craft treasure award
2. Poompuhar State award
3. Poompuhar District craft award
4. Utility based handicraft award
5. Handicraft export award
6. Team production award and
7. Gen-next competition awards

to recognize and felicitate artisans for their outstanding performance and contributions to the Handicrafts.

The Hon'ble Chief Minister of Tamil Nadu distributed the annual Living craft treasure awards and Poompuhar State awards on 19.02.2019.

Awards

Sl. No.	Name of the Award	Award components	No. of Awards
1	Living craft treasure award	Rs.1.00 lakh cash, 8 gms gold medal, Tamirapathiram and a certificate	7
2	Poompuhar State award	Rs.50,000/- cash, 4 gms gold medal, Tamirapathiram and a certificate	10
3	Poompuhar District craft award	Rs.10,000/- cash, silver medal and a certificate	85
4	Handicrafts export award	Rs.40,000/- cash, 4 gms gold medal, Tamirapathiram and a certificate	-
5	Team production award	Rs.40,000/- cash 4 gms gold medal, Tamirapathiram and a certificate	3 Teams
6	Utility based handicraft award	Rs.40,000/- cash 4 gms gold medal, Tamirapathiram and a certificate	3
7	Gen next competition	Rs.2,000/- cash, silver medal and a certificate	150
Total			258

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

11.2 Artisan's Day

The Government of Tamil Nadu has declared 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 coincide with the artisan's day. The Government of Tamil Nadu sanctioned Rs.35.00 lakh for the above scheme.

The Artisan Day for the year 2018-2019 for celebrated on 01.03.2019 in Chennai. Hon'ble Rural Industry Minister, Principal Secretary to Government, Handlooms, Handicrafts, Textiles and Khadi Department and the Chairman and Managing Director, Tamil Nadu Handicrafts Development Corporation Limited participated in the function. Poompuhar District craft awards, Team production awards, Utility based handicrafts awards and Gen-next competition were distributed to winners.

11.3 Training Schemes

- Under Integrated Development and Promotion of Handicrafts scheme by Central Government Development Commissioner of Handicrafts, five months Integrated Design and Technical Development Project Training Programme at a cost of Rs.16.85 lakh for 40 artisans on Thanjavur Art Plate at Thanjavur, Brass Lamp and Artware at Nachiarkoil and Madurai respectively was imparted. One training programme at Swamimalai for Bronze icons has been completed on 03.06.2019.

During this year 2019-2020 the Corporation will organize 7 more Integrated Design and Technical Development programme at the cost of Rs.16.85 lakh each. So far by this training 160 artisans are benefited.

- One more training programme under Integrated Development and Promotion of Handicrafts, called Design and Technical Development Workshop programme at a

cost of Rs.4.60 lakh for 30 artisans have been conducted. So far 20 training programmes have been completed.

During this year 2019-2020, the Corporation will organize 21 more Design and Technical Development Workshop programme at the cost of Rs.4.60 lakh each. So far by this training 600 artisans are benefited.

- A three year training was imparted to five young artisans on Bronze Icon making at Erode district which commenced on 30.03.2015 under Gurukulam training method sponsored by the Government of Tamil Nadu at a cost of Rs.30.00 lakh. The programme was completed on 31.03.2018.

12. Urban Haats

Urban Haats are permanent marketing infrastructure in tourist towns/metropolitan cities to provide direct marketing facilities to handicrafts artisans/handloom weavers. This will enable artisans to sell their products round the year to a wider target market. Food and craft

bazaars will provide leisure and recreational facilities for domestic as well as international tourists.

12.1 Urban Haat at Kanyakumari

Poompuhar has established an Urban Haat at Kanyakumari at an outlay of Rs.245.00 lakh which includes financial assistance of Rs.140.00 lakh from the Government of India, Rs.60.00 lakh from the State Government and Rs.45.00 lakh from other Government agencies. The Urban Haat has 36 shops, food court, dormitory, amphitheatre, children's park and parking facility. On an average 30 nos. of artisans utilize this Urban Haat every month. This Urban Haat was inaugurated by the Hon'ble Chief Minister on 08.03.2017.

12.2 Urban Haat at Mamallapuram

Similarly, Poompuhar has established another Urban Haat at Mamallapuram at an outlay of Rs.500.00 lakh which includes financial assistance of Rs.210.00 lakh from the Government of India, Rs.190.00 lakh from the State Government. The Urban Haat has 36

shops, food court, dormitory, amphitheatre, children's park and parking facility etc. This Urban Haat was inaugurated by the Hon'ble Chief Minister on 08.03.2018 on the occasion of Artisan's Day.

13. Integrated Development and Promotion of Handicrafts (IDPH)

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

**Integrated Development and Promotion of Handicrafts (IDPH) -
Progress**

Sl. No.	Activity sanctioned	No. of programmes sanctioned	Amount sanctioned	No. of activities completed		No. of activities on going 2018/19-2020		Total expenditure incurred
				Physical	Financial	Physical	Financial	
			(Rs. in lakh)					
1.	CFCs	13	780.00	6	251.71	7	35.53	287.24
2.	Exhibition	22	362.00	22	142	-	-	142.00
3.	Craft Bazaar	12		12	143	-	-	143.00
4.	DD Workshop	41	189.00	1	3.00	19	81.16	84.16
5.	Integrated training	12	177.45	1	16.90	3 (1)	9.52	26.42
6.	Tool kits	10000	500.00	1000	43.00	2400	95.57	138.57
7.	Buyer Seller Meet	2	30.00	1	15.00	1	-	15.00
	Total		2038.45		614.61		221.78	836.39

13.1 Common Facility Center

Common Facility Center (CFC) is a facility where a cluster of artisans can converge and use infrastructure provided like machineries and tools to produce handicrafts.

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

Nearly 2450 artisans will benefit by this Common Facility Centers.

7 more Common Facility Center are developed for various crafts at various cluster in Tamil Nadu. These CFCs are at various stages of process which will be completed during 2019-2020. These Common Facility Centers are implemented at a cost of Rs.60.00 lakh each.

14. CFCs established for revival of languishing crafts

To revive languishing crafts like Terracotta, Palm leaf, Korai Mat, Clay etc in Tamil Nadu, the Government of Tamil Nadu has sanctioned Rs.188.00 lakh for construction of 4 Common Facility Centers. These are at various stages of implementation.

15. Distribution of Tool Kits

To upgrade the skills and to enhance the productivity of artisans the Corporation is distributing free improved tool kits worth Rs.5,000/- to all artisans of various crafts cluster. 10,000 tool kits will be distributed by March'2020.

16. Additional infrastructure at Chennai showroom

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

17. World Stone Carving City

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

18. GI for Mamallapuram sculpture

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

The following handicraft products have obtained GI Tag by Development Commissioner (Handicrafts), New Delhi:

1. Swamimalai Bronze Icons
2. Vadaseri Temple Jewellers

3. Thanjavur Paintings
4. Thanjavur Art Plates
5. Thanjavur Dolls

The following handicraft product have obtained GI Tag by this Corporation:

1. Nachiarkoil Brass Lamps
2. Pathamadai Fine Mat
3. Toda Embroidery
4. Mamallapuram Stone Sculptures

19. Outlook for the Future

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



TAMIL NADU KHADI AND VILLAGE INDUSTRIES BOARD

"The wearer of Khadi from a Swadeshi standpoint is like a man making use of his lungs. A natural and obligatory act has got to be performed, whether others do it out of impure motives or refrain altogether because they do not believe in its necessity or utility."

- Mahatma Gandhi

The Tamil Nadu Khadi and Village Industries Board was formed in April 1960 with the main objectives of promoting, organizing and improving the Khadi and Village Industries in rural areas in coordination with other agencies engaged in rural development.

Its main focus is to improve the economic conditions of the artisans and the rural poor

through creating sufficient opportunities for profitable self employment.

1. Objectives of the Board

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

2. Administration

The Hon'ble Minister for Khadi and Village Industries Board is the President of the Tamil Nadu Khadi and Village Industries Board and the officials nominated by the Government are the members in the Board. The Board is responsible for taking major policy decisions in implementing the programmes while the day to day activities

are being carried out by the Chief Executive officer who is also a member in the Board. The main activities of the Tamil Nadu Khadi and Village Industries Board hover around two important areas viz. Khadi and Village Industries.

3. Khadi

In Indian freedom movement “Khadi” played a vital role. Khadi brings a feeling of patriotic sense, peace and simplicity among Indians and it is closely associated with our freedom struggle movement. Khadi stands for Indian culture and represents a way of life. Khadi fabrics are hand woven by using charkhas from cotton to yarn which are hand spun. It is natural and durable in the tropical Indian climate as it provides cool comfort.

With the advent of polyester in the market, the hand spun polyester yarn has been blended into Khadi Cotton with Cotton 67% & Polyester fibre 33% and today Khadi includes “Khadi Cotton”, “Polyvastra” and “Khadi Silk”.

3.1 Khadi Cotton and Polyvastra

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

The production activity under this sector is entirely manual and thereby creates tremendous employment opportunities for rural artisans.

At present the following Khadi Units are functioning.

Sl.No.	Units	Total Nos.
1.	Rural Textiles Centre	107
2.	Khadi Sub Centre	40
3.	Nepali Looms Centre	9
4.	Khadi Silk Sub Centre	16
5.	Khadi Kraft	51

From the above Khadi Units 2304 Spinners and 407 Weavers have been engaged in Khadi Production for the year 2018-19.

The details of sliver purchase from Khadi and Village Industries Commission, Certified Institutions, cloth production value, number of spinners and weavers working and wages paid to spinners and weavers from the year 2016-17 to 2018-19 are given below:

Year	Total purchase of sliver (in kgs.)	Value (Rs.in Lakh)	Production of cloth value (Rs. in lakh)	No. of Spinners working	Wages Paid to spinners (Rs.in lakh)	No.of Weavers working	Wages paid to weavers (Rs.in lakh)
2016-17	124903	202.63	929.73	1386	205.08	356	95.94
2017-18	124908	213.06	980.66	1539	209.21	356	166.71
2018-19	129493	237.70	923.33	2304	247.25	407	172.16

As per the Khadi and Village Industries Commission guidelines during the years 2017-2018 and 2018-2019 the wages for spinners and weavers have been enhanced by which they earn 34% more wages.

During the year 2018-19, 765 spinners and 51 Weavers have been newly enrolled in the board. In addition to that, training is being given to 800 Spinners in the Khadi sector for the effective production.

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

Sl.No	Year	Production	Sales
		(Rs. In lakh)	
1.	2016-17	929.70	1348.37
2.	2017-18	980.66	1157.16
3.	2018-19	923.33	1044.55

3.2 Khadi Silk

Traditional Khadi silk sarees with pure silver zari with artistic design ranging from Rs.5,000/- to Rs.35,000/- are produced through 16 Khadi silk production units. The Silk sarees have been sold through the khadi kraft, temporary Khadi sales Depot opened at all Collectrate, Corporation and other Public Offices.

In order to increase the silk production new weavers have been enrolled and required heals

and reeds distributed to Kumbakonam and Salem weavers to a tune of Rs.4.80 lakh.

New silk weavers have been identified at Vagarampalayam in Coimbatore District and they have started the production of Kombai silk sarees.

Employment opportunities are given to 310 silk weavers throughout the year in the Khadi Silk production units. The Central Silk Board had certified **"Silk Mark"** for the quality of the silk varieties produced by the Tamil Nadu Khadi and Village Industries Board.

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

Sl.No.	Year	Production	Sales
		(Rs. In lakh)	
1.	2016-17	539.66	658.46
2.	2017-18	503.75	659.30
3.	2018-19	601.13	409.93

4. Welfare schemes for Khadi Spinners and Weavers

4.1 Khadi Spinners and Weavers Welfare Board

A Welfare Board for providing welfare assistance to Spinners and Weavers of the Khadi Board as well as the Sarvodaya Sanghs has been constituted by the Government. The Government have also allotted a grant of Rs.50.00 lakh each during the year 2010-2011 and 2011-2012 for providing welfare assistance to the spinners and weavers who have been enrolled as members in the Welfare Board.

The various assistance given under this scheme are furnished below:

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

Sl. No.	Nature of Assistance	Amount (Rs.)
4.	Educational Assistance	
a.	Girl children studying 10 th	1,000/-
b.	10 th passed	1,000/-
c.	Girl children studying 11 th	1,000/-
d.	Girl children studying 12 th	1,500/-
e.	12 th passed	1,500/-
f.	Regular Degree course	1,500/-
	With hostel facility	1,750/-
g.	Regular Post Graduate course	2,000/-
	With hostel facility	3,000/-
h.	Professional Degree course	2,000/-
	With hostel facility	4,000/-
i.	Professional Post Graduate course	4,000/-
	With hostel facility	6,000/-
j.	I.T.I. Polytechnic Course	1,000/-
	With hostel facility	1,200/-
5.	Marriage Assistance	2,000/-

Sl. No.	Nature of Assistance	Amount (Rs.)
6.	Maternity Assistance	
a.	Rs. 1000 per month for delivery (3months before and after delivery)	6,000/-
b.	Abortion	3,000/-
7.	Reimbursement of cost of Spectacles	upto 500/-
8.	Old Age Pension per month	1,000/-

Till now, 9042 members have been enrolled upto 2018-19 and a sum of Rs.57.52 lakh has been disbursed to 1159 beneficiaries as financial assistance from this Welfare Board.

4.2 Welfare fund for the Spinners and Weavers

A welfare fund for spinners and weavers has been constituted in the year 1990. Artisans have to contribute 12% of their wage as contribution and the Board contributes an equal share. Subject to availability of funds in the artisan's account, financial assistance is being given to the 840 spinners and weavers during festival periods and for expenses on education, medical and marriage of the members of their families. The entire balance available in the

account of the weavers and spinners is refunded at the time of their retirement. Apart from the approved wages, an incentive of 10% of the basic wages is also paid to the spinners and weavers by the Board.

Under this scheme, a sum of Rs.32.00 lakh has been disbursed to 840 artisans during the year 2018-2019.

4.3 Assistance to improve Productivity

The Government have sanctioned a sum of Rs.50.95 lakh for the renovation of Khadi Krafts at Tirupur, Tuticorin, Sivagangai and Ramnad Districts for the benefit of the poor artisans engaged in the production of Village Industries production, thereby improving the production capacity and sale of the products manufactured by the Tamilnadu Khadi and Village Industries Board. These renovation works are under process.

Apart from the above Centres, Kodangipatti unit in Madurai District was renovated and modernized machinery were purchased at a cost of Rs.7.00 lakh.

Funds have been allocated for renovation of the following Khadi Krafts from the Board's share of 15% and the remaining 85% grants of the Khadi and Village Industries Commission.

Sl. No	Name of the Khadi Kraft	Total funds Allotted	KVIC contribution 85%	Board's share 15%
1	Khadi Kraft, Tirunelveli,	14.00	11.90	2.10
2	Khadi Kraft, Cuddalore	23.82	17.00	6.82
3	KhadiKraft, Tiruvannamalai	14.65	12.45	2.20

5. Marketing Development Assistance(MDA)

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

From the year 2016-2017, the Marketing Development Assistance was revised as Modified Marketing Development Assistance. MMDA is calculated at 30% as prime cost on Khadi

production and will be disbursed every quarter as follows:

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

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

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

The State Government have allowed 20% Financial Assistance on cost of production of

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

Sl.No	Year	Amount received from KVIC (Rs.in lakh)
1.	2014-2015	208.94
2.	2015-2016	287.99
3.	2016-2017	290.44
4.	2017-2018	325.66
5.	2018-2019	210.43

The State Government has also raised Financial Assistance to Sarvodaya Sanghs from Rs.15.00 Crore to Rs.30.00 Crore from the year 2017-18 and raised celing to Khadi Board from Rs.2.00 Crore to Rs.4.00 Crore from the year 2017-18.

6. Village Industries

Village Industries play a key role in generating rural employment and improving the earnings of the rural artisans. The Board has been promoting various trades like Carpentry and Blacksmithy, Leather goods, Soap making,

Handmade Paper, Pottery, Bee keeping and Pooja products. The Board is also taking continuous efforts to promote and market these products through Government, Quasi Government, Public Distribution System and other retail outlets throughout the State.

6.1 Soap Units

The soap industry leads the major role among the other Village Industries. There are 13 soap units functioning under the control of the Board. Out of which, 7 are bathing soap units, 3 are detergent soap units, 2 are washing soap units and one Liquid soap cum Shampoo unit.

Neem, Sandal, Glycerene, Mooligai, Carbolic, Kumari (Exotic), Lavender & Red Sandal are the varieties of soaps being manufactured in the bathing soap units. The Kumari bathing soap which contain Aloevera gel has good market potential.

Apart from the above bathing soap varieties, the detergent cake, powder are also being produced in the Board's detergent soap units.

The detergent cake named as “Gopuram” is marketed through Public Distribution System in the State. Besides selling it through the Khadi Kraft sales outlets, the Board is taking all possible steps in marketing soap through online and departmental store outlets.

The Production and Sales achieved during the year 2018-19 is Rs.1123.14 lakh and Rs. 1113.29 lakh respectively.

The Board has installed a new liquid soap and shampoo manufacturing machineries at Kandanoor Khadi complex in Sivagangi District at a cost of Rs.30.00 lakh. The production of handwash liquid, Body wash liquid and shampoo are being commenced.

New machinery for candle making was also installed at Vedapatty in Dindigul District and it produces attractive candles in different sizes. A new scheme of installing automatic stamping machine is under process at Thirukkalukundram Soap unit in Kancheepuram District.

6.2 Carpentry and Blacksmithy Units

Carpentry and Blacksmithy Industry is considered to be another important Village Industry which offer good employment potential to the village artisans. There are 7 Carpentry and Blacksmithy Units functioning under the control of the Board at Veeraragavapuram, Arakkonam, Pallikonda, Nagamalai-Pudukottai, Nanjikottai, Pettai and Tiruppur.

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

To improve the economy of the potters, modernized Shaila Wheels with differential motion have been produced at Arakkonam and Pallikonda Carpentry and Blacksmithy Units and supplied to 2000 beneficiaries.

New machineries have been installed at Carpentry and Blacksmithy Unit in Tiruppur District at a cost of Rs.2.00 lakh and also new machineries and electrical fittings have been

installed at a cost of Rs.4.00 lakh at Nagamalai Pudukottai Carpentry and Blcksmithy Unit in Madurai District.

During the year 2018-2019 production to the tune of Rs.631.59 lakh and sales of Rs.562.38 lakh has been achieved in these units.

6.3 Leather Units

Leather Industry occupies important position among the various industries run by Tamil Nadu Khadi and Village Industries Board. There are 13 leather units functioning under the control of the Board. Ammunition Boots, Shoes, Belts, Pistol Covers, Ground Sheets etc. are being manufactured for Police and Fire Services Department with the modernized machineries in the leather production unit at Ambattur in Tiruvallur District. Conductor Cash Bags, Gloves, Foot Wear, File Boxes, Rubberised Coir Bed are also manufactured in other leather units. These leather units offer direct and indirect employment opportunities for about 300 and 500 artisans respectively.

During the year 2018-2019, production to the tune of Rs.421.13 lakh and sales to the tune of Rs.428.44 lakh has been achieved.

6.4 Honey Processing Unit

Beekeeping Industry also plays a major role in the Village Industries sector. About 2,000 Beekeepers and 10,000 Bee farmers are engaged in Beekeeping activities in Kanyakumari District. The raw honey procured from the Bee Farmers is processed at Amsi Honey processing unit and processed honey is sold through the Board's Khadi kraft sales outlets with "Agmark" certification to ensure the quality.

Being the Khadi kraft honey especially has good name among the consumers, the production and sales achieved during the year 2018-2019 was Rs.154.45 lakh and Rs.161.19 lakh respectively.

6.5 Handmade Paper Units

Four Handmade Paper Units are now functioning under the control of Board at Pidagam in Villupuram, Shenbagapudhur in Erode, Govanur and Ooty. Apart from the above,

one new unit will be commissioned shortly at Vadalur in Cuddalore District to fulfil demands for paper products due to the ban imposed on plastic.

Apart from producing Raw pads, File Pads, Manifold cover, Thick bond paper, Office covers, Wrapper Sheets, Corrugated boxes produced in these units, the Board receive major orders for the supply of file Folders from the Government departments.

About 130 workers are given regular employment in Handmade paper Industry. The production and sales achieved during the year 2018-19 was Rs.55.58 lakh and Rs.54.80 lakh respectively.

6.6 Pottery Industry

The Board's pottery Industry also plays a prominent role in the village Industries, which provide nominal income to the potters living in rural areas. 34 Potters Co-operative societies with 3,500 members are functioning under the control of the Board.

The Government provide maintenance allowance of Rs.5000/- per potters' family every year considering the difficulties faced by the Potters during the rainy season. As such, about 12,111 Potters get benefitted.

6.7. Other Village Industries' Units

Jawadhu unit at Vedapatty is functioning in Dindigul district, where the products such as Jawadhu powder, Agarbathi, Sambrani, Sandal Garlands, Mooliga Tooth powder and other Pooja items worth of about Rs.60.00 lakh are produced at this unit and sold to the Khadi Krafts.

An Eucalyptus oil processing unit is also functioning at Ooty in the Nilgiris district where the raw Eucalyptus oil is purchased and processed besides producing floor cleaner. The unit further produces pain relief oil in the name of "Sugapriya" by using Eucalyptus oil, Menthol, Camphor and other raw materials. The above products are sold through Khadi Krafts to the value of Rs.10.00 lakh every year.

7. Sales Outlets

The Board is running main selling outlets viz- "Khadi Kraft" at Kuralagam building in Chennai and other districts to facilitate marketing of Khadi and Village Industries products produced by the various units of the Tamil Nadu Khadi and Village Industries Board. There are 51 Khadi Krafts functioning all over the State. In addition to the items produced by the Board's production units the handicrafts items produced by self-help groups and traditional artisans are also sold through these outlets.

Special emphasis is given to popularize the sale of Khadi and Village Industries products by conducting exhibition and special campaigns in rural areas. The annual Navaratri Doll Kolu exhibition being held every year during Dusshera festival season in Kuralagam Khadi Kraft at Chennai is very popular. It acts as an effective platform for marketing the traditional and contemporary papier mache doll produced by the Potters.

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

Sl.No.	Year	Production	Sales
(Rs. In lakh)			
1.	2016-17	2512.78	3005.44
2.	2017-18	2345.40	2278.12
3.	2018-19	2445.92	2481.26

8. Prime Minister's Employment Generation Programme

The Government of India Micro, Small and Medium Enterprises Department implementing the Prime Minister's Employment Generation Programme from 2008-09 onwards through Tamil Nadu Khadi and Village Industries Board, District Industries Centre and Khadi and Village Industries Commission. The PMEGP scheme is being implemented successfully through online from 01.07.2016 onwards.

Under this scheme, the bank sanction loan to the beneficiary upto a maximum project cost of Rs.25.00 lakh in the manufacturing sector and Rs.10.00 lakh in the service sector. The beneficiary shall have a qualification of minimum 8th Standard Pass for Project Cost above

Rs.10.00 lakh for manufacturing industry and Rs.5.00 lakh for Service industry. The bank gives 10 days EDP training to the beneficiary. The details of subsidy are as follows:

Category	Own Contri bution	Subsidy limit	
	Project Cost		
Place		Urban	Rural
General Category	10%	15%	25%
Special Category (Scheduled Caste/ Scheduled Tribes/ Other Backward Class/ Minority/ Ex-servicemen / Physically challenged/ Women)	5%	25%	35%

The details of margin money subsidy released from 2014-15 to 2018-19 are given below:

Year	Target			Achievement		
	No. of units	Amount of Margin Money Subsidy	Employment to be generated (person)	No. of Units	Amount of Margin Money Subsidy	Employment generated (person)
					(Rs.in lakh)	
2014-15	1218	1447.49	9744	845	1726.62	9151
2015-16	765	1530.24	6120	686	1605.56	6021
2016-17	1261	2521.50	10088	745	2166.48	8384
2017-18	1810	3570.00	14480	882	1680.74	6723
2018-19	822	2400.94	6576	1078	2236.49	6106

Extended loan facility for expansion of PMEGP Units

The Government of India has introduced a second dose of loan for the existing units already setup and functioning successfully from the year 2018-19. For this, a PMEGP e-portal has been separately created and a separate online website is also being created.

In this scheme, loans for manufacturing sector upto Rs.1.00 crore and for service sector upto Rs.25.00 lakh are allowed. Further, own contribution is 10% of the project cost and the bank loan is 90% for all categories. The margin money subsidy is 15% for the total project cost.

9. Renovation of Board's own buildings

To increase the sale of Silk Sarees, a modernised Silk Emporium has been established at a cost of Rs.9.60 lakh at Ground floor of Main Khadi Kraft, Kuralagam.

To ensure the safety of the staff at Kuralagam Khadi Buildings in case of fire accidents, **Fire Fighting Equipments with Fire Hydrant System, Electric Fire alarm** have been commissioned at a cost of Rs.22.56 lakh as per the directions and instructions of the Tamilnadu Fire and Rescue Services.

Khadi Kraft functioning at CMBT, Koyambedu has been renovated at a cost of Rs.9.23 lakh, so that the sale of Khadi and Village Industries products would be increased.

10. Production and sales of Khadi and Village Industries products

The overall achievement in production and sales of various products of the Tamil Nadu Khadi and Village Industries Board for the year 2018–2019 is given below:

Sl. No	Name of the Industry	2018-2019 Achievement (Rs. in lakh)	
		Production	Sales
1.	Khadi	1524.46	1454.48
2.	<u>Village Industries</u>		
	(a) Leather	421.13	428.44
	(b) Carpentry and Blacksmithy	631.59	562.38
	(c) Soap	1123.14	1113.29
	(d) Handmade paper	55.58	54.80
	(e) Beekeeping	154.45	161.19
	(f) Others	60.03	161.16
	Total	2445.92	2481.26
	GRAND TOTAL	3970.38	3935.74

11. Financial support from Government

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

Assistance approved by the Government for Tamil Nadu Khadi and Village Industries Board and Tamil Nadu Palm Products Development Board in Budget Estimate 2019-2020 is given below:

Sl. No	Details	Amount (Rs. in lakh)
1.	Net cost Grant	8605.00
2.	Rebate : Khadi Board	400.00
	Certified Institutions	3000.00
3.	Audit Fees	394.69
4.	Assistance to Village Industries Development	0.01
5.	Tamil Nadu Palm Products Development Board	0.01
6.	Maintenance Allowance to Potters	594.25
7.	Khadi Spinners and Weavers Welfare Board	0.01
8.	Providing Shaila wheels to potters	408.00
	TOTAL	13401.97

TAMILNADU PALM PRODUCTS DEVELOPMENT BOARD

1. Objectives

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

2. Palm Societies and Federations

720 Primary Jaggery Manufacturing Co-operative Societies, 8 District Palmgur Cooperative Federations and one State level Tamil Nadu State Palmgur and Fibre Marketing Cooperative Federation are functioning under the control of Tamil Nadu Palm Products Development Board. They are directly engaged in the production and sales of palm products.

3. Palm products

Neera is the primary palm product, which forms the raw material for the production of a chain of other edible palm products like palm jaggery (which is commonly called as Karuppatti in vernacular language), palm sugar, palm candy, (called as kalkandu), palm candy toffee, palm halwa, palm chocolate and a variety of palm jams. 'Neera' drink is very popular and much sought for during tapping seasons in the areas where palm trees are available.

The non-edible palm products include a variety of palm fibre brushes, fans, mats and baskets made of palm leaves and palm stalk fibres, toys, different kinds of coloured handicraft items designed by palmgur artisans.

4. License for Neera tapping

In order to prevent the misuse of Neera, the Government has ordered that tapping and selling of Neera have to be carried out only with proper license. As per this order, the license to palm tappers is renewed for every financial year by Palm Board.

In the year of 2018 – 2019, licenses have been given to 9768 palmgur artisans by the respective Assistant Directors of Khadi and Village Industries of the concerned districts.

5. Administration

There is no separate budget allocation for Palm Board. All the staff, manning the Palm Board, including its Chief Executive Officer (Ex-Officio) belong to the establishment of Tamil Nadu Khadi and Village Industries Board. The Chief Executive Officer of the Tamil Nadu Khadi and Village Industries Board is the Functional Registrar for all the Co-operative Societies and Federations functioning under the control of Tamil Nadu Palm Products Development Board.

6. Assistance to palmgur artisans

The Palm Board is helping the palmgur artisans by organizing training for climbing the palm tree and providing tools and equipments for tapping Neera for producing palm jaggery and to market the palm products.

For uplifting the palmgur industry, in the financial year of 2018-2019, it has been

proposed to pack and sell palm jaggery mixed instant sukku coffee powder in 100 grams using automatic machine for which the Government had permitted to purchase one automatic machine to fill palm jaggery mixed Instant sukku coffee powder by the Tamil Nadu State Palmgur and Fibre Marketing Cooperative Federation at an estimated cost of Rs.1.65 lakh. For this, action is being taken for the purchase of an automatic machine for filling jaggery mixed sukku coffee powder.

Palm neera tapped from the palm tree is boiled to produce palm jaggery. In order to use the palm jaggery for longer duration, action is being taken to purchase an automatic palm jaggery drier machine at an estimated cost of Rs.3.50 lakh by the Tamil Nadu State Palmgur and Fibre Marketing Cooperative Federation.

Palm tree is the State tree of Tamil Nadu. Along with various edible and non edible products produced from the raw material of the palm tree, Khadi and Village Industries products are sold in and around the Chennai city.

7. Marketing of Palm products and Sale of Sukku coffee

Considering the awareness created among the people for healthy and natural drinks the sale of sukku coffee which has nine natural ingredients has been started in various main locations in Chennai such as Marina Beach, Secretariat, near the Kuralagam Metro Railway Station, Koyambedu Bus Terminus, Island grounds etc. Further, in Salem, Yercaud, Madras High Court of Madurai Bench, Palayamkottai in Tirunelveli, Ooty, Dr A.P.J Abdul Kalam Memorial place and in the “Full Moon Days”, sale of sukku coffee and other Khadi / Palm Products are being sold in Girivalam path in Thiruvannamalai District.

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

8. Production and Sales of Palm products

During the financial year 2018–2019, production of palm products is to the tune of

Rs.1516.95 lakh and sales is to the tune of Rs.1658.96 lakh.

PRODUCTION AND SALES OVER THE LAST FIVE YEARS

Year	Production	Sales
	(Rs. in lakh)	
2014 – 2015	1241.00	1373.00
2015 – 2016	1337.03	1462.09
2016 – 2017	1344.97	1484.30
2017 – 2018	1463.12	1629.23
2018 – 2019	1516.95	1658.96

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

G.BASKARAN
MINISTER FOR KHADI AND VILLAGE
INDUSTRIES BOARD

**THE TAMIL NADU HANDICRAFTS
DEVELOPMENT CORPORATION LIMITED**



Poompuhar showroom, Chennai



Bronze Antique finish Perumal



Hon'ble Chief Minister of Tamil Nadu with the recipients of the Living craft treasure awards



Hon'ble Chief Minister of Tamil Nadu with the recipients of the Poompuhar State awards



Hon'ble Rural Industries Minister of Tamil Nadu presents awards on Artisans day



Urban Haat - Kanyakumari



CFC – Swamimalai, Thanjavur Dist. (Bronze icons)

**TAMIL NADU KHADI AND VILLAGE
INDUSTRIES BOARD**



**Rural Textile Centre at Poolavadi
Tirupur District**



**Khadi Sub Centre at Watrap
Virudhunagar District**



Khadi Silk main production Centre - Kumbakonam



**Detergent Soap Unit at Sankarankoil in
Tirunelveli District**



**Finishing Machine Installed at Leather Unit,
Ambattur**



**Honey Processing Unit at Amsi in Kanyakumari
District**



**Handmade Paper unit – Shenbagapudhur in
Erode District**



Jawadhu unit – Vedapatty in Dindugul District

**TAMILNADU PALM PRODUCTS DEVELOPMENT
BOARD**



**Palm Jaggery
(Karupatti)**



Ginger Candy



Neera



Palm Sugar



Sukku Coffee Powder



PalmProducts Sales Mobile Van



Palm Leaf Fans



Palm Fibre Brush