



THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED

1. INTRODUCTION

Tamil Nadu's culture, heritage, and traditions have been defined in the form of its rich repository of handicrafts from the Sangam era to the present modern world. The ancient Chola bronze icons, Keezhadi clay pottery, wood carvings, and Thanjavur paintings stand as remarkable examples of this legacy. The Tamil Nadu Handicrafts Development Corporation Limited, known by its trade name "Poompuhar," is a treasure trove of handicrafts, preserving them through its extensive network and dedicated commitment.

This renowned Corporation was established as a Public Limited Company in the year 1973 by the then Chief Minister of Tamil Nadu, Dr. Kalaignar. As the State's Apex handicrafts body for artisans, the Corporation's primary objective is to promote and market exquisite handicrafts produced by artisans across the

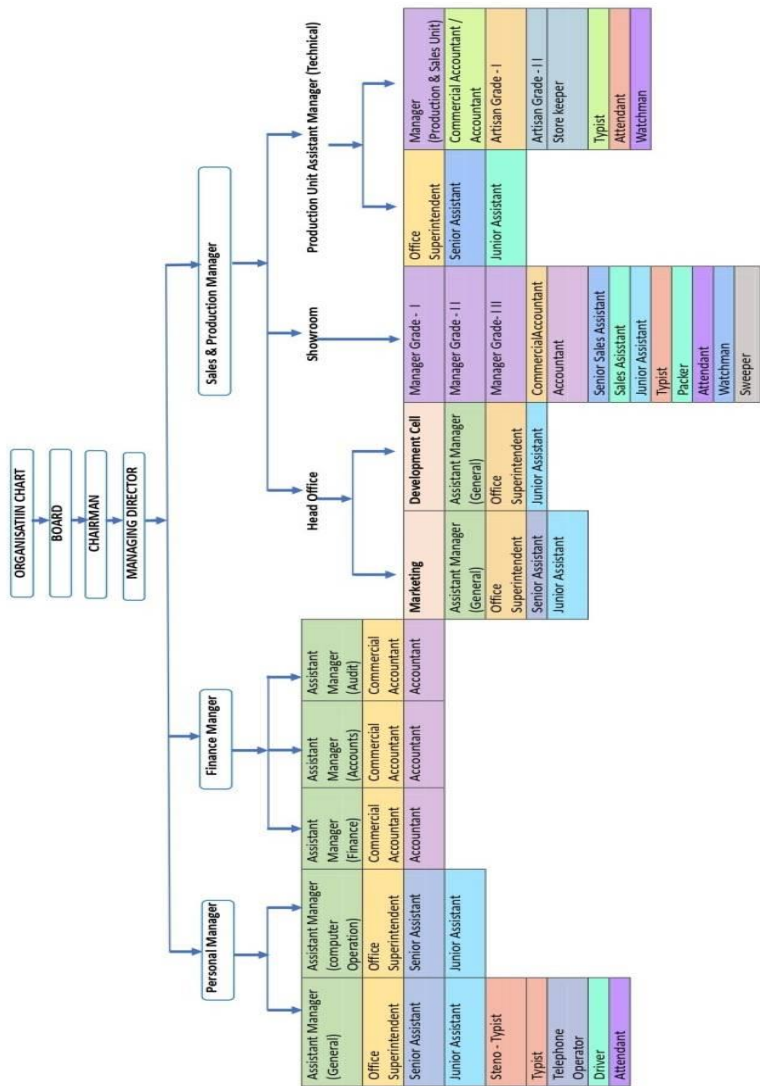
country and abroad, while enhancing their livelihood and status through various welfare and development schemes.

2. *The main objectives of the Corporation are:*

- To uplift the living standards of artisans in Tamil Nadu by providing marketing assistance and income generation.
- To develop the production skills of artisans by imparting appropriate skill development training.
- To increase the productivity of artisan and quality of production.
- To introduce new designs and innovation in production skills.
- To reduce human drudgery and eliminate occupational hazards involved in the production process.
- To provide security and welfare measures for artisans by addressing their grievances.

- Documenting, enrolling and digitalizing artisan's history and their products for marketing.
- To recognize artisans' hard work, expertise and their dedication to handicrafts field by presenting various awards.
- To implement State Government & Union Government artisans related schemes and cluster development program.

3. Organizational structure and Administrative setup



3.1. Head office

The Corporation is managed by a Board with the Chairman as the head and experienced Board members. The Managing Director is the executive in charge of the Corporation.

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

3.2. Showrooms

The Poompuhar showrooms at regional level are headed by Showroom Managers and assisted by Accountants, Junior Assistants and Sales Assistants.

4. Sustainable Development Goals

The Sustainable Development Goals were formulated for the member countries of United Nation which has set seventeen goals and targets with indicators as action plan to work upon for the better future.

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

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

Goal [1]: No Poverty

Target (1.1.) Eradicate Extreme Poverty for all people everywhere.

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

During the year 2024-2025, about 400 artisans, mostly women and young artisans have been trained in designing. 700 artisans were given tool kits.

Marketing events are organised in major cities of India to ensure the access to global market, which has enhanced the income and the standard of living of the artisans. During the year 2024-2025 Gandhi Shilp Bazaars have been conducted at national, state and district level for marketing the artisans products.

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

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

Goal [8]: Decent work and Economic Growth

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

Eleven Common Facility Centres have been established for major crafts such as brass lamps, Thanjavur art plate, bronze etc, and three for languishing crafts such as Clay, Terracotta and Pathamadaï mat as a long-term strategy. These CFCs are equipped with latest machineries which can be utilised by the artisans 24x7. About 5000 artisans are expected to benefit out of it.

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

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

Goal 9: Industry, Innovation and Infrastructure.

TNHDC aims to develop quality, reliable, sustainable and resilient infrastructure for artisans in respective regions to support their economic development and enhance the well-being. The Corporation is committed to upgrade its infrastructure and adopt clean and environmental friendly technologies and processes. TNHDC also supports domestic technology development,

research and innovation in the handicraft sector. Additionally, the Corporation strives to increase access to information and communication technology for artisans.

Poompuhar, also has undertaken various infrastructure development and upgradation work for its showroom and production units. The production centers and showrooms are renovated to create an atmosphere and working environment that is conducive to the artisans and staff.

5. Marketing activities

5.1. Showrooms

Poompuhar has 14 showrooms which are located at various places like Chennai, Coimbatore, Cuddalore, Erode, Salem, Thanjavur, Tiruchirappalli, Madurai, Tirunelveli, Kanyakumari, Mamallapuram, Swamimalai, New Delhi and Kolkata and 8 more outlets at Vandaloore zoo, Chennai Airport, Egmore Museum, Keezhadi Museum, Kodaikanal, Kanyakumari (Urban Haat & Thiruvalluvar Statue), Kevadia (Gujarat) etc.,

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



Poompuhar showroom at New Delhi

5.2. Modernization of Poompuhar sales showrooms

The Corporation has undertaken renovation and modernization of its major showrooms at Chennai, Coimbatore, New Delhi, Kolkata during the period 2022-2024 at a total cost of Rs.5.00 crore. This will give new facelift and attract more local, NRI and tourist at these places.

5.3 New poompuhar showroom & outlets:

Poompuhar has constructed one new showroom at Cuddalore at a cost of Rs.1.00 crore. It has also set up new souvenir outlets at Kanyakumari (Thiruvalluvar statue) and Keezhadi museum in Sivaganga District to popularise the importance and significance of Thiruvalluvar & Thirukural and the ancient Tamil civilisation at Keezhadi.



Keezhadi Outlet



Kanyakumari Thiruvalluvar Statue - Sales Outlet

5.4. Exhibitions

5.4.1. Thematic Exhibition

Poompuhar organizes different types of exhibition all-round the year thereby benefiting the artisans and art lovers of the state. In-house / outdoor exhibitions are organised through Poompuhar showrooms to facilitate artisans to directly sell their products.

Poompuhar organised In-house thematic exhibitions during the festival seasons like Krishna Jayanthi, Vinyagar Chaturthi, Kolu bommaigal, Deepavali, Karthigai Deepam, Christmas, New

year and Pongal during the year 2024-2025 to attract more customers.



Karthigai Deepam Exhibition at Madurai

5.4.2. Out Door Exhibitions

Gandhi Shilp Bazaars

Poompuhar organized Gandhi Shilp Bazaar other outside exhibitions during the year 2024-2025 at different levels. National level Gandhi Shilp Bazaar were organised at Chennai Kalakshetra exhibition ground, State level Gandhi Shilp Bazaar at Urban square, Kathipara Junction, Chennai, and District level exhibitions were held at Urban Haat, Kanyakumari and Mamallapuram.

400 artisan all over the country benefitted out of these exhibitions.



Gandhi Shilp Bazaar at Chennai



Gandhi Shilp Bazaar at Kanyakumari

5.4.3. Other outdoor Exhibitions

- 1.** 47th Yercaud Summer Festival Exhibition at Yercaud from 22.05.2024 to 26.05.2024.

2. GI Mahotsav cum MABIF Mela, at Tamilnadu Agriculture University Campus, Madurai from 24.05.2024 to 26.05.2024.
3. Handcrafted Textiles Expo at C.P. Art centre, Chennai from 01.06.2024 to 30.09.2024.
4. All Handicrafts Exhibition cum sales at Collectorate campus, Tirunelveli from 02.09.2024 to 06.09.2024.
5. Bhoj Program, participation in the one day exhibition at Chanakyapuri, New Delhi on 24.11.2024.
6. All Handicrafts Exhibition cum sales at Iyyamperumal Hall, Palayamkottai from 05.12.2024 to 15.12.2024.
7. State Handloom Expo taken participation at Hanging Garden, Salem Corporation from 27.12.2024 to 13.01.2025.
8. All craft Exhibition at NLC- Neyveli from 31.12.2024 to 13.01.2025.

9. NCHHD taken Participation at Pragati Maidan, New Delhi from 11.01.2025 to 20.01.2025.
10. Participated in the exhibition organized by the Non-Resident of Tamil Nadu at Chennai Nandambakkam Trade Centre on 11.01.2025 and 12.01.2025.
11. Chennai Sangamam Namma Ooru Thiruvizha 2025, Poompuhar had taken participated at 14 various location from 13.01.2025 to 17.01.2025.
12. TN Beat EXPO taken participation at Trade Centre Nandambakkam, Chennai from 25.01.2025 to 26.01.2025.
13. Crafts Mela Exhibition at NPCIL, Kudangulam from 03.02.2025 to 09.02.2025.
14. Conducted an exhibition of "All Handicrafts" at Hosur from 12.03.2025 to 23.03.2025.



Pragati Maidan, New Delhi Exhibition

5.5. B2B Marketing activities

To ensure wider and broader access of global market for the craft products of Tamil Nadu artisans, Poompohar has ensured a B2B network on a direct purchase model and also through online have been entered with export houses. Through B2B marketing activities Poompohar has earned Rs.1.00 crore during the year 2024-2025.

5.6. Exports

Poompuhar exports traditional handicraft items to United States, Canada, United Kingdom, Singapore, Malaysia, Australia and Gulf Countries. Bronze icons, Brass ornamental lamps, Wooden furnitures and Thanjavur paintings etc., During the financial year 2024-2025 Poompuhar exported Rs.84.00 lakh worth of handicrafts to these countries. Poompuhar concentrates more on export so as to tap foreign market in handicrafts in future.

5.7. Business Development Activities

Poompuhar diversified its business activities and engaged itself in procuring special work orders and projects like Temple orders, embellishment works, interior decoration etc., of Government Offices, Corporate offices, Chennai Port and Kamarajar Port Ltd, Airports, etc. It had supplied corporate gifts, handicrafts articles, Brass iron box, Gold medals, trophies, souvenirs (miniatures of famous temples and monuments) to various Government and private institutions. Through these special orders and projects it secured a sales turnover of Rs.12.70 crore during

the financial year 2024-2025. Through these special orders artisans get regular work orders and good revenues.

5.8. Sales Turnover

The Corporation has achieved a sales turnover of Rs.48.46 crore during financial year 2023-2024 and is ambitious of achieving Rs.50.00 crore for the year 2024-2025.

5.9. Sale through e-Commerce

Poompuhar operates an e-commerce platform www.poompuhar.com to sell handicrafts products worldwide. It has also entered into business tie-up with other online platforms such as Amazon, Mystore, Exotic India Pvt. Ltd., and Artistic Art Forum etc. During the current financial year 2024-2025 Poompuhar has achieved online sales worth Rs.1.02 crore.

6. Poompuhar Production Centers

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



Swamimalai Production Centre

Poompuhar has produced Rs.3.28 crore productions of handicrafts like brass lamps, bronze, Art Plate and stone carving for the year 2024-2025 at its various units.



Bronze sitting Ganesh



Bronze Chakarathalvar

7. Optional Procurement Agency

The Government has declared Poompuhar as an “Optional Procurement Agency” by notification under clause (f) of section 16 of the Tamil Nadu Transparency in Tenders Act, 1998 for procurement of handicrafts by all Government departments and agencies. During the financial year 2024 – 2025 the Corporation has secured special orders for sum of Rs.1211.50 lakh.

8. IT Initiatives

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

- Create an e-repository of artisans and their skills.
- Promoting Poompuhar enhanced customer / buyers experience through the website to create more customers.

8.1. Interventions in Administration

- e-Site: www.poompuhar.com has been developed which keeps all stakeholders and customers informed about handicrafts and Poompuhar.
- e-Attendance: Bio-metric attendance system.
- e-connectivity: Wi-Fi has been provided at the Corporate Office and all showrooms.

8.2. Interventions in Marketing

- a) Poompuhar has created its own e-Commerce website www.poompuhar.com to sell handicrafts products worldwide. It has also made tie-up with other online sellers such as Amazon, Mystore & Artistic Art Forum etc., for online selling of Poompuhar products.
- b) All handicrafts products sold at Poompuhar showrooms and through online modes have been bar coded.
- c) A centralized computer billing software has been installed at all showrooms and sales outlets.
- d) Poompuhar has also initiated online marketing through various social media platforms such as Facebook, Twitter, Instagram and YouTube, etc., for advertising, promoting, marketing and selling of handicrafts. During this year above 100 videos have been uploaded on the YouTube channel of Poompuhar. The Corporation has

engaged many Social media consultants to capture young and digital customers.

- e) The Corporation in collaboration with artisans directly post their products on e-Commerce platform and enables quick selling and dispatch of handicraft products.
- f) The Corporation has conducted a webinar between the Architectures and CFC consultant for exploring the feasibility of embellishment activity using handicraft products on 24.11.2024.

8.3. Virtual Reality Poompuhar Showroom

Poompuhar has developed a Virtual Reality Showroom. The customers can view our products in 3D, pick up those products using virtual hands, give haptic feedback and also permit them to purchase the product online through our e-Commerce portal. This virtual reality showroom is showcased at important exhibition events so as to popularise Poompuhar brand name.



Virtual Reality Showroom

9. Design Research and Development Centre

The Corporation has established a Design Research and Development Centre (DRDC) that uses 3D designing and printing for modern designs.

9.1. Special Design Newly introduced by Poompuhar during the year 2024-2025

- i. Thiruvalluvar statue introduced in various designs
- ii. Special items with Thirukkural-inspired phrases in handicrafts products
- iii. New souvenir prototype including table-top memento

- iv. Bronze Jallikattu sculpture for Indian Air force Commanders.
- v. Logo and souvenir based theme on Veeramangai for Trichy and CIBF Book Fairs 2025.
- vi. Special commemorative designs: Nilgiri Thar, Souvenir produced for Muthamizh Kalaigal centenary function, Bharat Scout diamond jubilee celebration memento of Jamboree, Logo for NRT
- vii. Tamil archaeological designs featuring Keezhadi Panel, Adhichanallur artifacts
- viii. Tamizhi script designs
- ix. Famous national leaders and poets statues

The DRDC handles various special orders during the year 2024-2025 for sum of Rs.44.03 lakh and executes them.



**Muthamizh Arignar Kalaigarn Centenary Special
Jamboree Bharat Scout Memento**

10. Development Schemes and Programmes for Artisans

The welfare of the artisans is the primary objective of the Corporation. The Corporation strives to upgrade and develop the livelihood of the artisans by various welfare measures. Artisans welfare schemes of State Government and Union Government are implemented through this Corporation and their details are given below:-

10.1. Awards

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

Details of Awards

Sl. No	Name of the Award	Award carries	No. of Awards
1	Living Craft Treasure Award	Rs.1.00 lakh cash, 8 gms gold medal, Thamirapathiram and a certificate	10
2	Poompuhar State Award	Rs.50,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	10
3	Poompuhar District Craft Award	Rs.10,000/- cash, silver medal and a certificate	85
4	Handicrafts Export Award	Rs.40,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	2

Sl. No	Name of the Award	Award carries	No. of Awards
5	Team Production Award	Rs.40,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	3 Teams
6	Utility Based Handicrafts Award	Rs.40,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	3
7	Gen next Competition Award	Rs.2,000/- cash, silver medal and a certificate	150
Total			263

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



Hon'ble Chief Minister of Tamil Nadu Presented Living Craft Treasure Award and Poompuhar State Award on 18.02.2025

10.2. Artisans' Day

The Government of Tamil Nadu has declared 5th of March every year as "Artisans' Day" in order to create awareness to enjoy and admire the exquisite of the handicrafts products among the artisans as well as general public. More over activities are conducted to generate interest among younger generations artisans to carry forward the legacy of the artifacts. This

special day also recognizes the contributions made by our artisans to our culture and economy.



Hon'ble Minister for Micro, Small and Medium Enterprises Department of Tamil Nadu Presented Poompuhar Awards on 26.11.2024

10.3. Common Facility Centres

Common Facility Centres (CFC) were constructed for artisans to produce the products by using the infrastructure provided with machineries and tools to produce handicrafts and also for giving training to artisans. The CFCs are installed with modern machineries like CNC machines, 3D printers, electric furnace, 4 axis carving machines, modern wood carving machines

and die machines. This will enhance production capability of new design and avoid professional hazards.

The Corporation has created 14 Common Facility Centres for benefitting the artisans and their details are given below:

Sl. No	Location of the CFC	Craft	No. of artisans benefitted
1	Swamimalai, Thanjavur Dist	Bronze icons / metal	500
2	Nachiarcoil, Thanjavur Dist.	Brass lamps	500
3	Vagaikulam, Tirunelveli Dist.	Brass lamps / Brassware	300
4	K.Pudur, Madurai	Brass Lamps/ Brassware	500
5	Thanjavur	Art Plate	150
6	Kanyakumari	Banana Fibre	500
7	Kanchipuram	Papier Machie	200
8	Arumbavur, Perambalur District	Wood Carving	200
9	Thammampatti, Salem Distirct	Wood Carving	300
10	Ambasamudram, Tenkasi District	Lacquer ware	200
11	Hasanur, Erode District	Lantana craft	100
12	Vikravandi, Villupuram District	Clay / Terracotta	300

Sl. No	Location of the CFC	Craft	No. of artisans benefitted
13	Pathamadai, Tirunelveli District	Koragrass mat	200
14	Karukurichi, Tirunelveli District	Clay / Terracotta	300
Grand Total			4250

The organization has executed Memorandums of Understanding (MoUs) with implementing agencies (NGOs/associations) for the operation and maintenance of Common Facility Centers (CFCs) - specifically the Clay & Terracotta CFC in Vikravandi (24.02.2025) and Papier Mache CFC in Kanchipuram. The Corporation shall subsequently execute similar agreements for the remaining CFCs.



**Common Facility Centre for Bronze icons at
Swamimali, Thanjavur District**

10.4. Distribution of Tool Kits

During the year 2024 -2025 the Corporation has distributed 700 improved tool kits each worth Rs.10,000/- to the artisans across Tamil Nadu covering various crafts clusters to upgrade their skills and enhance productivity and their details are given bellow:

Sl. No.	Craft	Cluster	No. of artisans benefitted
1	Clay & Pottery Craft	Choolaimedu, Chennai Dist	50
2	Clay & Pottery Craft	Tiruppattur District	50

Sl. No.	Craft	Cluster	No. of artisans benefitted
3	Stone carving Craft	Mamallapuram. Chengalpet District	50
4	Stone carving craft	Modaiyur, Thiruvannamalai	50
5	Banana Fibre	Melakkal. Madurai District	50
6	Clay & Pottery Craft	Karukurichi, Villupuram District	50
7	Lacquerware Craft	Tirunelveli District	50
8	Karuppur Kalamkari	Tiruppanandal, Kumbakonam Dist	50
9	Terracotta craft	Villupuram Dist	50
10	Thanjavur Art Plate	Thanjavur Dist	50
11	Clay & Pottery craft	Dharmapuri Dist	50
12	Kotta Pottery Craft	Nilgiris District	50
13	Lantana Craft	Erode District	50
14	Stone carving Craft	Thirumurugan Poondi . Thirupur District	50
	Total no. of artisans benefitted		700

10.5. Training Schemes / Workshop

Poompuhar has provided training and skill development program to 210 artisans at various craft clusters like Kanathur & Gummidipoondi (Hand Embroidery), Pattamadai (Kora Grass Mat Weaving), Thanjavur (Thanjavur Paintings), Thirupanathal (Karuppur Kalamkari Painitng), Gingee (Hand Block Printing), Coimbatore (Hand Embroidery) etc., at a cost of Rs.75.00 Lakh.



Gummidipoondi (Hand Embroidery)

10.6. Design Development Workshop

Poompuhar has provided design development program to 60 artisans at various clusters like Chennai (Natural Fibre), Cuddalore (Papier Mache), etc., at a cost of Rs.8.60 lakh.

10.7. Urban Haats (Kanyakumari and Mamallapuram)

Urban Haats constitute permanent marketing infrastructure established in strategic tourist destinations and metropolitan cities, facilitating direct market access for artisans and handloom weavers. These institutional facilities enable year-round product distribution channels, expanding market reach for the artisan community. The integrated food and craft establishments serve as recreational amenities catering to both domestic and international tourism sectors.

The Urban Haats in Kanyakumari and Mamallapuram have 50 shops, cafes, dormitories, an amphitheatre, gardens, a children's park and parking facilities. The rotation system helps over 1500 artisans sell their products effectively.



Mamallapuram Urban Haat



Kanyakumari Urban Haat

10.8. Awareness Camps at clusters

With a view to enable the handicraft artisans to avail the social security schemes of

Tamil Nadu Handicrafts Workers Welfare Board through Labour Department (Assistant Commissioners concerned) and for the persons enrolled in un-organised sectors to avail the schemes of office of the Development Commissioner (Handicrafts), craft awareness camps were conducted during the year 2024-2025. The artisans were educated about various welfare & social security schemes of Government of Tamil Nadu and Union Government.

10.9. Geographical Indication (GI Tag) for Handicrafts

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

The Geographical Indication Registry, Union Government has issued Geographical Indication tag to the following 14 handicraft products of Tamil Nadu and their details are Nachiarkoil Brass Lamps, Pattamadai Fine Mat, Toda Embroidery, Mamallapuram Stone Sculptures, Swamimalai Bronze Icons, Vadaseri Temple Jewellery, Thanjavur Art Plates, Thanjavur painting, Thanjavur Dolls, Kallakurichi wood carving,

Karuppur Kalamkari painting, Thanjavur pith work, Arumbavur wood carving, Myladi stone carving.



GI products gallery

Poompuhar has also obtained Authorised user for the following products.

1. Chettinad Kottan
2. Dindigul Locks
3. Narasinghapettai Nagaswaram
4. Thanjavur Veenai
5. Thikkal Rattan Craft.
6. Manamadurai Pottery

Geographical Indication Tag has provided wider market access to the products produced in that region. Furthermore, the Corporation has organized post GI activities like awareness campaigns in Swamimalai on 26-02-2025 and Thanjavur on 27-02-2025 for artisans and business peoples of handicrafts of that region. To promote GI products, the Corporation has established dedicated GI galleries across its 14 showrooms.



**Awareness campaigns in
Swamimalai on
26-02-2025**



**Awareness campaigns in
Thanjavur on
27-02-2025**

11. Kalaigiar Kaivinai Thittam

The Government of Tamil Nadu has rolled out a new ambitious scheme for artisans of Tamil

Nadu called Kalaigarnar Kaivinai Thittam from the year 2025. Through this magnificent scheme the artisans are enrolled in Government portal and eligible artisans are provided with loan upto Rs.3.00 lakh. The loan carries interest rate of just 7 percent per annum. The eligible artisans are also provided training besides financial assistance.

Under the Kalaigarnar Kaivinai Thittam newly launched scheme of Government of Tamil Nadu in the year 2025 nearly 3002 artisans have been enrolled.

Kalaigarnar Kaivinai Thittam applications enrolled details

Sl.No.	Showrooms & Units	KKT enrolled
1	PSSR, Chennai	258
2	PSSR, Coimbatore	172
3	PSSR, Salem	163
4	PSSR, Erode	197
5	PSSR, Cuddalore	275
6	PSSR, Madurai	139

Sl.No.	Showrooms & Units	KKT enrolled
7	PSSR, Trichy	161
8	PSSR, Thanjavur	175
9	PSSR, Kanyakumari	258
10	Swamimalai Unit	212
11	Nachiarkoil Unit	269
12	Thanjavur Unit	125
13	Madurai Unit	138
14	Vagaikulam Unit	196
15	Mamallapuram Unit	264
	TOTAL	3002

12. Thammampatti Wood Craft Cluster Development Project

The MSME Department has approved Rs. 9.74 crore for the Micro Cluster Development Program (MCDP) in Thammampatti. This initiative aims to:

- Modernize wood craft production with industrial-grade machinery.

- Support local artisans with advanced equipment.
- Establish a dedicated craft display centre at Malliyakarai.

The project will enhance traditional wood craftsmanship while creating better market opportunities for Thammampatti Wood craft cluster artisans.

13. Mamallapuram: World Stone Carving City

The World Crafts Council (WCC) has declared Mamallapuram as a "World Stone Carving City" - a prestigious recognition facilitated by the Crafts Council of India (CCI) and Poompuhar. Following this recognition, a Craft Tourism Village for Tamil Nadu artisans and an Urban Haat for marketing crafts have been established in Mamallapuram. This recognition has made Mamallapuram one of the best craft tourism destinations.

14. Photograph and document handicraft items of artisans

The work of photographing and documenting handicraft items of artisans across the State and upload it on Poompuhar website to boost marketing of Handicraft products is in progress. So far, photography of 6000 products of handicrafts has been completed.

15. Popularize Tamil Nadu's monumental places through souvenirs

Poompuhar has designed and manufactured an exemplary collection of handicraft products to showcase and promote the monumental significance of Tamil Nadu's rich cultural heritage. These specialized souvenirs and gift items capture the essence of:

15.1. Historical Monuments & Temples:

- Mamallapuram's Arjuna Penance
- Five Rathas
- Shore Temple
- Valluvar Kottam
- Kanyakumari Thiruvalluvar Statue

- Chennai Light House

15.2. Cultural Heritage:

- Jallikattu
- Traditional Tamil Nadu Dances
- Jamboree Nilgiri Thar
- Adhichanallur Artifacts

15.3. Tribute Collection - Commemorating Legendary Leaders:

- V.O. Chidambaranar
- Perunthalaivar Kamarajar
- Dr. A.P.J. Abdul Kalam
- Velu Nachiyar
- Thillayadi Valliammai
- Avvaiyar
- Kambar
- Mahatma Gandhi
- Saint Mother Teresa

These meticulously crafted products serve as meaningful keepsakes for tourists, representing Tamil Nadu's rich historical and cultural legacy.



Souvenir

16. Craft Exposure Visit and Skill Development Programs for Tamil Nadu Artisans

A Craft Exposure visit and special skill development training program was conducted for 20 artisans from Tamil Nadu at the Metal Craft Cluster in Moradabad (Brass City), Uttar Pradesh during the period of 09.12.2024 to 23.12.2024 (15 days) at the cost of Rs.12.00 lakh. The program focused on introducing new design trends and improving handicraft production efficiency with better workmanship skills.



Craft Exposure Visit at Moradabad

17. Enrolment of artisan data through mobile App

Poompuhar has enrolled 32107 plus artisans from various craft cluster across Tamil Nadu so as to enable them to receive the benefit of these Government schemes and other welfare assistance provided by the State and the Union Government.

18. Future outlook

Poompuhar has long term vision to implement various developmental measures like improved infrastructure, new marketing avenues, skill development and direct assistance to the artisans for their growth. It is also undertaking numerous innovation initiatives for quality

improvement in handicrafts sector besides implementing new strategies for its own business growth in the coming years.