

# Recognitions



Abinaya Rangarajan ▸ Poompuhar  
June 9 · 🌐

In the course of my travel through Chennai Anna International Airport, I was impressed with the "New Look Chennai Airport" especially the handicrafts display. On further enquiry, I learn that the work was done by the Tamil Nadu Handicrafts department - Poompuhar. I decided to approach them for my dream pooja door. To my surprise, I was readily welcomed! They did inform me that they have not done jobs like this before for individuals but were happy and open to explore. I was struck by their enthusiasm and decided to go ahead.

Subi Arumugam reviewed Poompuhar — 🌐  
August 8 · 🌐

An awesome place..Really cool bronze section where you can find miniature idols (not available all the time you have to ask staff) for very reasonable price..has a great collection of tanjore paintings..the place feels like a showpiece of Tamil heritage and traditions..



## Poompuhar surpasses target

The State-owned arts and crafts enterprise posted ₹40.27 crore revenue in 2016-17

SANGEETHA KANDAVEL  
CHENNAI

State-owned Poompuhar, the arts and crafts wing of Tamil Nadu Handicrafts Development Corporation, has surpassed its revenue target of ₹40 crore. The unit has posted ₹40.27 crore revenue in 2016-17.

By embracing technology, this department saw its revenue jump from ₹31.07 crore in 2014 to ₹40.27 crore.

"Bringing all operations online helped and the revenues have increased showing positive signs. Today, from airports to individual houses, people are knocking on the doors of Poompuhar to decorate their walls and install art work on their premises," said Santhosh Babu, chairman and managing director of Tamil Nadu Handicrafts Development Corporation Ltd.

Review meetings in this department now costs about ₹2,000 per review compared to ₹1 lakh per review earlier. "iPads have been given to all officers of the corporation



Buoyancy in sales: Online marketing and tie-up with major portals have helped in boosting the sales of Poompuhar. \*M. PERIASAMY

for supervision and e-Review through Face Time. An audio review system has been installed," Mr. Santhosh added.

Poompuhar's tie-up with e-commerce portals, includ-

ing Snapdeal, Flipkart, Shopclues, Crafts villa and India Mart, has taken handicrafts and art work to the younger audience throughout the world.

"This has taken our products to younger audience. Our foray into social media and online digital marketing is an added advantage for the department,"

says Mr. Santhosh. Today, this department has its presence in 10 social media platforms including Facebook, LinkedIn, Twitter, Quora, Pinterest, Google+ and YouTube.

### Web-based repository

A comprehensive web-based repository of all artisans in Tamil Nadu, with dedicated web pages for each artisan and special features to promote marginalised groups of artisans, has been created. Funding to the tune of ₹1 crore was obtained from the State Innovation Fund for this venture.

"We expect about 1.5 lakh web pages to be created, making it one of the biggest market places of artisans in the world. Each artisan gets one web page and data has been captured in a standardised format.

"The site is live now," added Mr. Santhosh. Incorporated in 1973, the annual turnover of the corporation was ₹50 lakh when it started.