



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

**POLICY NOTE**

DEPARTMENT OF SERICULTURE

TAMILNADU HANDICRAFTS DEVELOPMENT  
CORPORATION LIMITED

TAMIL NADU KHADI AND VILLAGE INDUSTRIES BOARD

*and*

TAMIL NADU PALM PRODUCTS DEVELOPMENT BOARD

**DEMAND NO.18**

**2008-09**

**K. RAMACHANDRAN**

Minister for Khadi

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Government of TamilNadu  
2008

# POLICY NOTE

FOR 2008 - 2009

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## **DEPARTMENT OF SERICULTURE**

SERICULTURE is an agro-based rural industry, which provides employment opportunities to farmers / labourers and generate regular income throughout the year. India is the second largest producer of raw silk after China and the biggest consumer of raw silk and silk fabrics.

**1.1** China produces 81% of the world's mulberry raw silk and India produces 14.4% of world's raw silk production. Currently, the demand for raw silk in India is about 26,000 Metric Tons, of which only around 69% i.e. 18,000 Metric Tons is produced in the Country and the rest is being imported mainly from China. Demand for raw silk is growing up by 5% annually and hence, there is a wide scope for development and expansion of Sericulture in India.

**1.2** Tamil Nadu ranked 4th among all the silk producing States in India after Karnataka, Andhra Pradesh and West Bengal. In TamilNadu, Sericulture activities are practised in almost all districts particularly in Krishnagiri, Dharmapuri, Salem, Erode, Coimbatore, Vellore, Namakkal, Dindigul, Theni, Thiruvannamalai, Villupuram, Cuddalore, Tiruchirapalli, Thanjavur, Pudukottai, The Nilgiris, Virudhunagar, Tirunelveli and Kanniyakumari. There is renewed interest among farmers in sericulture activities in the State. The mulberry area of 10,000 acres during 2003-04 in the State has now grown over to 35,117 acres showing 251% increase. 28,996 farmers are engaged in mulberry cultivation and Silkworm rearing. Based on the announcement made by the Hon'ble Minister for Finance in the budget speech on 23.03.2007, that 10,000 acres will be brought under mulberry cultivation, 10,411 acres were actually brought under mulberry cultivation in 2007-08.

**1.3** In order to meet the increased requirement of Silkworm seed, 11 Silkworm egg production centres (Grainages) of the Sericulture Department have produced 45.83 lakhs Cross Breed Silkworm layings and 15.29 lakhs of Bivoltine Silkworm layings during 2007-08. The grainages at Coimbatore, Talavadi, Hosur and Krishnagiri have started producing Bivoltine Silkworm layings on larger scale, since 2006-07. 15.29 lakhs Bivoltine hybrid layings produced in the year 2007-08 is the highest production in the history of the Department. The yield of cocoons has also gone up from 44.70 Kgs to 63.90 Kgs per 100 Silkworm layings.

**1.4** The cocoon production in the State has registered an impressive growth from 5,225 Metric Tons in 2005-06 to 7,931 Metric Tons in 2006-07 and 9,676 Metric Tons, during the year 2007-08. About 65 % of the cocoons produced in the State flow to Karnataka for sale due to non-availability of sufficient number of silk reeling units in TamilNadu. In order to strengthen the post-cocoon sector in the State, following multi-pronged strategy has been adopted:

- Revival of closed reeling units in Government, Co-operative and private sectors

- Strengthening of existing units
- Establishment of new units at different levels, viz., Cottage Basin, Multiend reeling and Automatic reeling unit

59 new cottage basin reeling units with 323 devices and 62 Motorised charkas were established in the State at a cost of Rs. 112.922 lakhs during 2006-07. First Automatic reeling unit of the State is coming up at Gobichettipalayam area. During 2007-08 more thrust was given to Multi-end reeling units as they are more advanced. 14 multi-end reeling units and 20 cottage basin reeling units were sanctioned at a cost of Rs.190.00 lakhs. 6 twisting units have also been sanctioned at a cost of Rs.36.00 lakhs during 2007-08. Old machines of the Government reeling units at Nannagaram and Nagercoil are being replaced with new ones at a cost of Rs. 4.20 lakhs. Above process of strengthening post cocoon sector is proposed to continue in 2008-09. Government reeling units and Sarvodaya Sangam reeling units are also proposed to be rejuvenated during 2008-09. More cottage basin, multi-end reeling units are expected to come up in private sector with the financial assistance from Central Silk Board and State Government.

**1.5** A thrust has been given to produce quality Bivoltine silk in the State. During 2007-08, 321.80 Metric Tons of Bivoltine silk has been produced in the State, which is 23.5 % of the total production.

## **2. PERFORMANCE DURING 2007-08**

### **2.1. Physical**

Achievements made on the important key activities for the year 2007-08 are detailed as follows:

<b>Sl. No</b>	<b>Activity</b>	<b>Unit</b>	<b>Annual Target</b>	<b>Achievement</b>	<b>Percentage</b>
1	Mulberry plantation	Acres	10000	10411	104
2	Silkworm layings consumption	Lakh Nos.	135.00	151.42	112
3	Cocoon production	Metric Tons	8370	9676	115
4	Raw silk production	Metric Tons	1200	1368	114

5	Employment generation	Persons	50000	52055	104
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## 2.2 Financial

During the year 2007-08 Sericulture schemes have been implemented at the cost of Rs.1,909.249 lakhs involving Rs.684.014 lakhs as Central Silk Board's share, Rs. 492.940 lakhs as State share and Rs.732.295 lakhs as contribution from beneficiaries.

## 3. GOVERNMENT COCOON MARKETS

There are 17 Government Cocoon markets functioning at Hosur, Dharmapuri, Pennagaram, Krishnagiri, Salem, Coimbatore, Erode, Talavadi, Vaniyambadi, Tiruchirapalli, Pudukottai, Dindigul, Theni, Nannagaram, Nagercoil, Srivilliputhur and Sivagangai. Beside these, two mobile cocoon markets at Palani and Udumalaipettai are also functioning in the State. Cocoons produced by sericulture farmers are transacted at these cocoon markets. The basic upset price for cocoon is fixed by the market authorities based on the quality of cocoons. Private reelers and Government units are allowed to procure the cocoons in open auction. During 2007-08, 3,315.80 Metric Tons of cocoons have been transacted through Government Cocoon Markets. Through these market transactions, Department of Sericulture has collected Rs.50.66 lakhs as levy at the rate of 0.75 % of the cost of transaction from seller and buyer.

## 4. GOVERNMENT ANNA SILK EXCHANGE, KANCHEEPURAM

**4.1** "Silk Exchange" is the centre used for marketing raw silk produced by the silk reelers of the State. The Government Anna Silk Exchange is functioning from 1991 at Kancheepuram. All the silk lots brought to this exchange for marketing by the silk reelers are tested for quality, by the Silk Testing and Conditioning House of Central Silk Board at Kancheepuram. On the basis of quality and the prevailing price of raw silk in Karnataka State, floor price is fixed for the raw silk and then the silk lots are admitted for auction. TAMIL NADU SILK PRODUCERS CO-OPERATIVE FEDERATION (TANSILK), Silk Reelers, Industrial Co-operative Societies, Silk twistors and other consumers of silk are participating in the auction and procuring raw silk. The silk exchange ensures spot-payment to the reelers for the raw silk transacted.

**4.2** Anna Silk Exchange provides platform for direct link between the raw silk producers and consumers and eliminates intervention of brokers and middlemen to a large extent and therefore the stakeholders have appreciated this facility for marketing of raw silk in the State. During the year 2007-08, 159.85 Metric Tons of silk has been transacted through this Exchange as against the transaction of 107 Metric Tons during 2005-06.

## 5. TANSILK, KANCHEEPURAM

**5.1** Tamil Nadu Silk Producers Co-operative Federation (TANSILK) Kancheepuram is an apex body of Silk Co-operative Societies, registered in the year 1978. This Federation procures raw silk mostly from the Anna silk Exchange, Kancheepuram. It has 7 branches at Kancheepuram, Arni, Kumbakonam, Salem, Coimbatore, Madurai and Erode.

**5.2** This Federation supply quality silk at fair price to Silk Weavers Co-operative Societies, Khadi and Village Industries Board and certified institutions like Sarvodaya Sangam. During the year 2007-08, 468 Metric Tons of silk has been transacted by the TANSILK, as against the transaction of 381 Metric Tons during 2005-06.

## 6. TESTING LABORATORY FOR SILK AND ZARI, KANCHEEPURAM

Central Silk Board has started a testing laboratory for Silk and Zari at Kancheepuram, on 11.03.2007. This facility is available for customers, producers and other stakeholders for spot testing of silk and zari material without any destruction to the products by x-ray analysers.

## 7. NEW SCHEMES FOR THE YEAR 2008-09

**7.1** During 2008-09, it is proposed to assist 228 farmers towards the construction of separate Silkworm rearing houses in two levels i.e., unit cost @ Rs.1.50 lakhs & Rs.1.00 lakh respectively. The total cost for this scheme is worked out to Rs.288.00 lakhs ; of which 50% of the unit cost will be provided as scheme assistance shared equally by Central Silk Board and State Government @ Rs. 72.00 lakhs and the balance 50% cost Rs. 144.00 lakhs will be borne by the beneficiaries.

The scheme-wise details are given below:

Schemes	Physical No.	Unit Cost (Rs.in lakhs)	Total Cost (Rs. in lakhs)	COST SHARING	Per cent age	Amount (Rs. in lakhs)
Assistance for construction of separate rearing house <b>LEVEL-I</b>	120	1.50	180.00	State Govt	25	45.00
				CSB (GOI)	25	45.00
				Beneficiary	50	90.00
				<b>Total</b>		<b>180.00</b>
Assistance for construction of separate rearing house <b>LEVEL-II</b>	108	1.00	108.00	State Govt	25	27.00
				CSB (GOI)	25	27.00
				Beneficiary	50	54.00
				<b>Total</b>		<b>108.00</b>
<b>TOTAL</b>	<b>228</b>		<b>288.00</b>	<b>State Govt</b>		<b>72.00</b>
				<b>CSB (GOI)</b>		<b>72.00</b>
				<b>Beneficiary</b>		<b>144.00</b>
				<b>TOTAL</b>		<b>288.00</b>

7.2 Government of Tamilnadu have provided Rs.52.50 lakhs, including Part-II schemes, during 2008-09 for the purchase and replacement of 12 worn-out vehicles.

## 8. WESTERN GHATS DEVELOPMENT PROGRAMME (WGDP)

8.1. Under the Western Ghats Development Programme sericulture development schemes will be implemented at a total cost of Rs. 48.10 lakhs.

8.2 The cost sharing details are as follows:

Central Silk Board (GOI)	Rs. 15.60 lakhs
State Government	Rs. 11.80 lakhs
Beneficiary	Rs. 20.70 lakhs

The scheme-wise details are given below:

Schemes	Physical No.	Unit Cost Rs.	Total Cost (Rs. in lakhs)	COST SHARING	per cent age	Amount (Rs. in lakhs)
Assistance for planting high yielding mulberry	60 acres	5,500	3.30	State Govt	18	0.60
				CSB (GOI)	36	1.20
				Beneficiary	46	1.50
				<b>Total</b>		<b>3.30</b>
Assistance for construction of separate rearing house	32 Nos.	1,00,000	32.00	State Govt	25	8.00
				CSB (GOI)	25	8.00
				Beneficiary	50	16.00
				<b>Total</b>		<b>32.00</b>
Assistance for procurement of rearing equipments	32 Nos.	40,000	12.80	State Govt	25	3.20
				CSB (GOI)	50	6.40
				Beneficiary	25	3.20
				<b>Total</b>		<b>12.80</b>
<b>TOTAL</b>			<b>48.10</b>	<b>State Govt</b>		<b>11.80</b>
				<b>CSB (GOI)</b>		<b>15.60</b>
				<b>Beneficiary</b>		<b>20.70</b>
				<b>TOTAL</b>		<b>48.10</b>

## 9. CATALYTIC DEVELOPMENT PROGRAMME (CDP) under Sericulture Development and Price Stabilisation Fund

9.1 The levy amount collected on transactions of cocoons and silk sales at the Government Cocoon Markets and at the Government Anna Silk Exchange, Kancheepuram is deposited as "Sericulture Development and Price Stabilisation Fund". This fund is utilized for providing assistance under various schemes of Catalytic Development Programme and other Sericulture developmental activities in the State.

9.2 During 2008-09, schemes will be implemented at a cost of Rs.369.83 lakhs to be shared by Central Silk Board (Government of India), State Government and beneficiaries as detailed below:

Central Silk Board (GOI)	Rs. 148.23 lakhs
State Government	Rs. 85.65 lakhs

Beneficiaries

Rs. 135.95 lakhs

Scheme- wise details are given below:

Schemes	Physical Nos.	Unit Cost Rs.	Total Cost (Rs. in lakhs)	Cost Sharing	per cent age	Amount (Rs. in lakhs)
1	2	3	4	5	6	7
Assistance for planting high yielding mulberry	2,250 acres	5,500	123.75	State Govt	18	22.50
				CSB (GOI)	36	45.00
				Beneficiary	46	56.25
				<b>Total</b>		<b>123.75</b>
Assistance for installation of drip irrigation systems	175 acres	20,000	35.00	State Govt	25	8.75
				CSB (GOI)	50	17.50
				Beneficiary	25	8.75
				<b>Total</b>		<b>35.00</b>
Assistance for construction of rearing sheds	90 Nos	1,00,000	90.00	State Govt	25	22.50
				CSB (GOI)	25	22.50
				Beneficiary	50	45.00
				<b>Total</b>		<b>90.00</b>
Assistance for procurement of rearing equipments	150 Nos	40,000	60.00	State Govt	25	15.00
				CSB (GOI)	50	30.00
				Beneficiary	25	15.00
				<b>Total</b>		<b>60.00</b>
Assistance for establishment of Chawkie Rearing Centres	2 Nos	3,45,000	6.90	State Govt	25	1.72
				CSB (GOI)	25	1.73
				Beneficiary	50	3.45
				<b>Total</b>		<b>6.90</b>
Support for establishment of Improved cottage basin reeling units	4 Units	2,50,000	10.00	State Govt	25	2.50
				CSB (GOI)	50	5.00
				Beneficiary	25	2.50
				<b>Total</b>		<b>10.00</b>
Support for establishment of certified multiend reeling machine	2 Units	10,00,000	20.00	State Govt	25	5.00
				CSB (GOI)	50	10.00
				Beneficiary	25	5.00
				<b>Total</b>		<b>20.00</b>
Maintenance of mobile cocoon	-	-	2.18	State Govt	100	2.18

1	2	3	4	5	6	7
markets and Annual Maintenance Contract to Equipments, etc.,						<b>2.18</b>
Upgradation of Govt. Cocoon Market, Dharmapuri	-	-	22.00	State Govt	25	5.50
				CSB (GOI)	75	16.50
				<b>Total</b>		<b>22.00</b>
<b>TOTAL</b>			<b>369.83</b>	<b>State Govt</b>		<b>85.65</b>
						<b>148.2</b>
				<b>CSB (GOI)</b>		<b>3</b>
				<b>Beneficiary</b>		<b>135.9</b>
				<b>TOTAL</b>		<b>369.8</b>
						<b>3</b>

Further, under Catalytic Development Programme sponsored by Central Silk Board with matching State share, it is proposed to implement schemes with financial assistance to the tune of Rs.16.00 crores including the above schemes.

#### 10. ASSISTANCE TO FARMERS AND ENTREPRENEURS

During 2008-09, assistance will be provided to the farmers who are involved in Silkworm rearing under the following schemes

Schemes	Minimum Rs.	Maximum Rs.
Planting of high yielding mulberry varieties (Limited to one acre)	3,000/-	3,000/-
Installing of drip irrigation system in mulberry gardens	15,000/- (per acre)	37,500/- (per Hectare)
Construction of separate Silkworm rearing houses	50,000/- (above 1000 sq.ft area)	75,000/- (above 1500 sq.ft area)
For procurement of improved Silkworm rearing equipments	30,000/-	30,000/-
Supply of disinfecting materials	1,500/-	1,500/-

Training in Silkworm	5,000/-	5,000/-
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rearing		
<b>Total ( Maximum per farmer)</b>		<b>1,52,000/-</b>

Besides the above schemes, assistance will also be provided to the entrepreneurs who are establishing Silkworm Chawkie Rearing Centres and Silk reeling units as indicated below:

Establishment of Chawkie Rearing Centres	Rs.	1,72,500/-
Establishment of Silk reeling units		
1. Improved Cottage Basin reeling units	Rs.	1,87,500/-
2. Multi-end reeling units	Rs.	7,50,000/-
Establishment of Silk Twisting units.	Rs.	4,50,000/-

#### 11. ACTION PLAN FOR THE YEAR 2008-09

➤ The focus will be on “Cluster Approach”. Under this approach, schemes would be implemented in a package mode, covering major areas of seed, cocoon and reeling sectors.

➤ Bivoltine Sericulture will continue to be the priority of this Department. TamilNadu stands first in terms of percentage of bivoltine silk produced in major 5 States.

#### 12. BUDGET PROVISION FOR THE YEAR 2008-09

To achieve the above objectives, the total budget provision for the Plan and Non-Plan schemes for the year 2008-09 is **Rs. 3,527.86** lakhs as detailed below:

Sl. No	Name of the Scheme	Outlay for 2008-09 (Rs. in lakhs)
I.	<b>PLAN SCHEME :</b>	

a)	1) Catalytic Development Programme under Sericulture Development and Price Stabilisation Fund (SD&PSF).	Rs.85.65 Lakhs	100.00
	2) Sericulture Development and Price Stabilisation Fund – inter account transfer	Rs.14.35 Lakhs	
b)	New schemes		72.00
c)	Western Ghats Development Programme		11.80
II.	<b>NON – PLAN SCHEME</b> (Maintenance of Government units, Salary, Wages, etc.)		3,344.06
	<b>Total</b>		<b>3,527.86</b>

# THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED

THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED was formed as a Government owned Public Limited Company and incorporated under the Companies Act, 1956 on 26.07.1973. The Corporation commenced its business from 01.08.1973. The Handicrafts Sales Emporia/Depots and the Training-cum-Production Centres in various crafts which functioned under the control of Industries and Commerce Department and Tamil Nadu State Co-operative Marketing Society Limited were transferred to the Corporation immediately after its formation. The Corporation is running its business under the trade name "*Poompuhar*".

## 2. THE OBJECTS AND FUNCTIONS OF THE CORPORATION

The main objectives of the Corporation are as follows:

- (i) to undertake the marketing of handicrafts produced by the artisans of Tamil Nadu
- (ii) to impart training to artisans to upgrade their skills
- (iii) to improve the productivity and the quality of the products; at the same time to reduce drudgery and remove occupational hazards
- (iv) to encourage new innovative designs
- (v) to provide socio-economic security for craftsmen

To fulfill the above objectives, the Corporation is engaged in activities like marketing, production, execution of special temple projects, training of artisans, etc.

## 3. COMMERCIAL ACTIVITIES

### 3.1 Sales

The Corporation is implementing the objective of providing marketing assistance to craftsmen by selling their products through the 18 Poompuhar Sales Showrooms (15 showrooms within TamilNadu and 3 in other States at Bangalore, Kolkatta and New Delhi) and also by conducting handicraft exhibitions in various parts of the country.

3.2 From a beginning of an annual turnover of Rs.50.00 lakh at its inception in 1973–74, the Corporation has grown gradually over the past thirty-four years and achieved a turnover of around Rs.1,858.00 lakh in 2006-07. During the year 2007-08, the Corporation has achieved a turnover of Rs.2,130.00 lakh, which shows an increase of 14.5% over the turnover of the previous year.

3.3 The Corporation also conducts exhibitions to market handicrafts throughout the year in various parts of the country. During the year 2007-08, 142 exhibitions were organised. The Corporation organised a national level exhibition "Gandhi Shilp Bazaar" at Chennai, from 01.02.2008 to 10.02.2008, in which 164

artisans from all over India representing 25 States including Uttar Pradesh, Madhya Pradesh, Himachal Pradesh, Chattishgarh, Uttaranchal, Jharkhand, Bihar, Punjab, Rajasthan, Jammu & Kashmir, Gujarat and Puduchery participated. In this exhibition handicrafts like metal crafts, paintings, textiles, jewellery, terracotta, bamboo crafts, rosewood and sandalwood articles worth Rs. 42.00 lakh were sold. This expo was a very successful event as it attracted a large number of visitors.

As a step to upgrade the design and development of various crafts, the Corporation has availed of the services of professional designers who have suggested new designs and products for Thanjavur Art plates, stone carvings, brass lamps and woodcarvings. Design development workshops were held for artisans in each of these crafts at a cost of Rs.26.60 lakh, which was supported by the Government of India. The Corporation is in the process of initiating pilot production of the new designs created in the Design Workshops.

### **3.4 Export**

The exports of the Corporation, which are “deemed exports” by way of sale to foreign tourists through the showrooms in foreign currency, have shown an encouraging upward trend during the last few years. Bronzes, Brass ornamental lamps, rosewood utility items and Thanjavur paintings are some of the important handicraft items that form part of such exports. The earnings through such sales during 2006-07 was Rs.99.08 lakh and in 2007-08 was Rs.74.80 lakh.

### **3.5 Production**

The Corporation operates its 7 production centers at Nachiarkoil, Madurai, Thanjavur, Vagaikulam, Swamimalai, Kallakurichi and Mamallapuram in which various handicraft items are produced. The Tamil Nadu Handicrafts Development Corporation Limited is the only Handicrafts Corporation in the country having its own Production Units.

During the year 2006-07 the value of items produced in the Corporation’s own units was Rs.210.36 lakh. During the year 2007-08 the Corporation has achieved a production turnover of Rs.254.88 lakh. The brass iron boxes required by the Most Backward Classes Department under the free distribution scheme of the Government are also produced and supplied through the Metal Production Units of the Corporation. During the year 2007-08, 3,592 iron boxes were supplied to the Most Backward Classes Department at a cost of Rs.85.00 lakh.

### **3.6 Special temple projects**

In addition to its production activities, the Corporation has carved a niche for itself in the field of executing special temple projects such as fabrication and assembling of Golden / Silver chariots / Temple cars / Vahanams, Kodi Marams, Bells etc. The Tamil Nadu Handicrafts Development Corporation Limited is the only Handicrafts Corporation in the country to have such a specialisation.

During 2007-08 the Corporation has executed special temple projects worth Rs.169.28 lakh.

The Corporation is currently in the process of executing the following temple projects worth about Rs.100.00 lakh:

- a) 12½' Golden chariot for Arulmigu Kottaimariamman  
Thirukoil, Dindigul
- b) Copper sheet covering for ISKCON Temple, Bangalore
- c) 18' Wooden Temple Car for Arulmigu Thiagarajaswamy Thirukoil, Thiruvarur
- d) 41' Wooden Temple Car for Arulmigu Thiagarajaswamy Thirukoil, Tiruvotriyur
- e) 10¾' Wooden Temple Car for Arulmigu Mullaivananathaswamy Temple, Thirukarukavur,  
Thanjavur District
- f) 11' Silver Chariot for Sri Srinivasa Niketanam Temple, Chennai.

#### **4. ONGOING SCHEMES OF THE CORPORATION**

##### **(i) Development of Craft Clusters for languishing crafts**

The Corporation is implementing schemes to develop craft clusters in languishing crafts like Lacquerware, Mat weaving in Tirunelveli District, Papier mache craft in Madurai District, Terracotta craft in Dindigul District and Dolls (Thalayatti Bommai) in Thanjavur District at a cost of Rs.30.00 lakh. So far a sum of Rs.17.50 lakh has been incurred out of the total outlay of Rs.30.00 lakh and the execution of the schemes are in progress.

##### **(ii) Development of Craft Clusters in export oriented crafts**

Based on a recent survey, the Corporation has identified certain export-oriented crafts and has proposed to develop four craft clusters, viz, wooden etching craft in Krishnagiri District, Coconut shell and Seashell crafts in Kanniyakumari District and wooden bead chains in Chennai and Tiruchirapalli Districts. The above scheme is being implemented at a total cost of Rs.10.00 lakh. Steps are being taken to develop these clusters.

##### **(iii) Common facility centers for artisan**

The Corporation has proposed to establish Common Facility Centre at Coimbatore and Swamimalai for handicraft artisans at a total cost of Rs.10.00 lakh. Steps have been taken to identify required land to establish these Common Facility Centres.

**(iv) Establishment of 'Urban Haats' for marketing of handicrafts at Mamallapuram and Kanniyakumari**

The establishment of the Urban Haats at Mamallapuram and Kanniyakumari at an estimated cost of Rs.200.00 lakh each is under progress. The Government of India will provide Rs.140.00 lakh for each project and the balance would be met by the State Government. In respect of the Mamallapuram Project, land has been identified at the Beach Resort Complex in Mamallapuram. An amount of Rs.35.00 lakh has been received from Government of India so far and Government of Tamilnadu has released Rs.60.00 lakh towards its share for the project. For the Kanniyakumari Haat, the Government of India has given in-principle approval for this scheme. The Government of Tamilnadu has released Rs.60.00 lakh being its entire share and has allotted 1.89 acres of land in Kanniyakumari to the Corporation on long lease basis. Preliminary action to finalise designs has been completed and detailed estimates are under finalisation. Execution of both projects would be commenced in 2008-09.

**(v) Livelihood Security – Government Intervention –providing insurance cover to artisans in the Handicrafts Sector**

At present, the artisans in the handicrafts sector are leading an unsecure life. Though handicrafts have a good domestic and global market, the artisans practising the crafts lack livelihood security. The Corporation has taken up implementation of a scheme to provide insurance coverage to artisans under the Janashree Bima Yojana. The artisans who are covered under this scheme are eligible for the following insurance benefits: -

In case of natural death	:	Rs.30,000/-
In case of accidental death	:	Rs.75,000/-
In case of partial disability	:	Rs.37,500/-
In case of total disability	:	Rs.75,000/-

In addition to the above, two children of the artisan studying from 9<sup>th</sup> standard to 12<sup>th</sup> standard will be eligible for a scholarship of Rs.100/- per month.

Under this scheme, the total premium of Rs.200/- is to be shared as detailed below:

1	LIC Social Welfare Development Fund	Rs.100/-
2.	Government of India	Rs. 60/-

3. Artisan's Share

Rs. 40/-

**Total** Rs.200/-

As a welfare measure to provide the artisans with insurance cover, the Government of Tamilnadu has decided to meet the beneficiary contribution of Rs.40/- towards the individual premium and have sanctioned a sum of Rs.4.00 lakh during 2007-08 to provide coverage to 10,000 artisans.

During the year 2008-09 also, the Government has provided a sum of Rs.4.00 lakh under Part II schemes to benefit 10,000 artisans.

**(vi) Poompuhar State Award**

With a view to bring out more creativity in the craftspersons and to recognize and honour the best talents among them, the Corporation conducts 'Poompuhar Award Competition' every year. Under this scheme five outstanding craft items are selected by a panel of judges consisting of eminent personalities in the field of arts and crafts. Earlier, the winners were given a cash award of Rs.5000/-, a silver medal weighing 40 grams and a certificate. From 2006-07 onwards, the cash component of the Award has been increased to Rs.20,000/- from the existing Rs.5,000/- and a gold medal weighing 4 gms, is provided in place of the silver medal given earlier. The Corporation has increased the number of awardees from five to ten from the year 2007-08 onwards, based on the announcement made by the Hon'ble Minister on the floor of the Assembly during Budget session 2007-08.

The Poompuhar State Award winners are also eligible to receive a pension of Rs.1,000/- p.m given by Government of India after they attain the age of 60 years.

**(vii) Renovation and Refurbishment of showrooms**

The Corporation has received a sum of Rs.25.00 lakh from the Government of Tamilnadu as share capital assistance for renovation and refurbishing of showroom at New Delhi. The said renovation work is under progress and is expected to be completed before the end of June 2008. Refurbishment of 3 more showrooms at Thanjavur, Tiruchirapalli and Bangalore will be taken up in 2008-09.

**5. FINANCIAL PERFORMANCE**

During the year 2006-07, the total turnover of the Corporation was Rs.1,858.00 lakh, with a net profit of Rs.46.92 lakh. During the year 2007-08, the Corporation has achieved a turnover of Rs.2,130.00 lakh with a profit of Rs.86.34 lakh. The Corporation has prepared a Corporate Business Plan duly approved by the Board of Directors, setting out the strategy to be adopted and steps to be taken to further improve the performance of the Corporation. This Plan aims to achieve an annual turnover of Rs.50.00 crores by the end of 11<sup>th</sup> Plan period.

## **6. ESTABLISHMENT OF COMMISSIONERATE OF HANDICRAFTS**

During the XI Five Year Plan it has been proposed to focus on the development of the Handicrafts Sector with a holistic approach, which includes the following: -

- (1) Conducting of artisans' survey
- (2) Technology upgradation and modernization of certain production process and skill upgradation through advanced training for increased production.
- (3) Cluster approach for sustainable growth
- (4) Strengthening of existing infrastructure
- (5) Partnership by State Government in all the development schemes of Government of India in this sector
- (6) Assistance to Artisans in export promotion
- (7) Government intervention in providing health cover and livelihood security for craftsmen in handicrafts sector on par with handloom weavers

With a view to achieve the above and related objectives, the Government have established a "Commissionerate of Handicrafts" in 2006-07 with the Chairman and Managing Director of Tamilnadu Handicrafts Development Corporation Limited designated as ex-officio Handicrafts Commissioner, responsible for drawing up and implementation of various schemes for the Handicrafts Sector in Tamilnadu, with financial assistance from Government of Tamilnadu and Government of India.

**7.** During 2008-09, the Commissionerate will undertake an intensive needs assessment of the sector in various areas and take up planning and implementation of measures to benefit craftspersons and artisans working in the sector, in association with other State, Central and non-governmental organizations. The Commissionerate will also make efforts to dovetail existing and proposed new development initiatives with ongoing efforts benefiting artisans through other institutions / organizations like handicraft-related industrial co-operatives, Self Help Groups etc.

# **TAMILNADU KHADI AND VILLAGE INDUSTRIES BOARD**

THE TAMILNADU KHADI AND VILLAGE INDUSTRIES BOARD was established in 1960 under the Tamilnadu Khadi and Village Industries Board Act, 1959 to develop and promote Khadi, to generate employment for the Village artisans with the lowest possible investments utilizing the local resources. Khadi and Village Industries are next to the farm activity which play important role to improve economy of the people in the rural areas.

## **1. KHADI**

### **1.1 COTTON AND POLYESTER CLOTH VARIETIES**

Khadi production is one of the major activities of the Board, which generates employment opportunities for rural artisans by producing Khadi of all varieties, cotton, silk, polyester etc., involving spinning, weaving, dyeing and bleaching etc., There are 142 Rural Textile Centres, 59 sub centres and 10 Nepali Loom Centres in the State engaged in the production. These units engage about 20,000 artisans comprising 12,500 rural women to earn their livelihood. The major products produced from cotton khadi are dhoties, shirting, towels, bed sheets, bedspreads, uniform cloth and other varieties.

With the funds sanctioned by the Government during 2007-08 under Part-II Scheme, the Old Charkhas and Nepali Looms were repaired and also by increasing the wages of the spinners and weavers by 25%, the production has increased.

During the year 2007-08, the production of khadi varieties stood at Rs.639.00 lakhs. Now, the Board has proposed to increase this production to Rs.1,000.00 lakhs during 2008-09.

### **1.2 KHADI SILK**

The Tamilnadu Khadi and Village Industries Board is also producing khadi silk at the 27 Silk Sub centres functioning in the State under the control of Tamilnadu Khadi and Village Industries Board. The silk sarees produced by Khadi Board are of unique in nature, ranging from Rs.1,800/- to Rs.25,000/-. There is a good demand for these silk sarees as certified by the Central Silk Board. The Khadi Board has also introduced attractive printed and embroidery sarees, which are gaining popularity among the people. These activities of the Board are providing employment opportunities for about 1,500 silk weavers through out the year. The silk production has been increased to Rs.1,015.00 Lakhs in 2007-08 as against Rs.617.00 Lakhs in 2005-06 and the Board is planning to achieve the target of Rs. 1,500.00 Lakhs during the year 2008-09.

### **1.3 WELFARE MEASURES FOR THE SPINNERS, WEAVERS & ARTISANS**

#### **i) ARTISAN'S WELFARE FUND**

An "Artisans Welfare Fund" is operated by the Board. The weavers contribute 12% of their wages to this fund and the Board is also contributing an equal share. The corpus fund thus created is utilised for

the benefit of the spinners and weavers. Further, in addition to the wages, 10% of the amount is also paid to the Spinners and Weavers by the Board as incentive. Based on their request and availability of funds in their account, financial assistance is being given to the spinners and weavers for meeting the expenses towards marriage, education and medical treatment etc., from this Fund. During the year 2007-08, a sum of Rs.45.11 lakhs has been disbursed to 1445 artisans under this scheme.

## ii) **FAMILY WELFARE SCHEME**

As a special security measure the Board is implementing the Family Welfare Scheme for the legal heirs of the deceased spinners and weavers of the Board. Under this scheme a sum of Rs.20,000/- as grant is being paid by the Government, to the legal heirs on the death of spinner and weaver.

## iii) **GROUP INSURANCE SCHEME**

The Khadi and Village Industries Commission has introduced Group Insurance Scheme for the welfare of the artisans namely "Khadi Karighar Janashree Beema Yojana" the total premium to be paid to Life Insurance Corporation would be Rs.200/- per weaver, per annum of which Rs.25/- will be contributed by Khadi and Village Industries Commission, Rs.25/- will be contributed by artisans, Rs.50/- will be contributed by Board and Rs.100/- by Government of India on behalf of the weavers. Tamilnadu Khadi and Village Industries Board is the only Board in the country contributing the premium amount on behalf of the weavers enrolled.

The coverage provided under this scheme are,

For natural death	:	Rs.20,000/-
Due to accident	:	Rs.50,000/-
Total disability	:	Rs.50,000/-
Partial disability	:	Rs.25,000/-
Educational Assistance	:	Rs.300/- per quarter

(Rs.1200/- per child studying 9<sup>th</sup> to 12<sup>th</sup> Std.)

1,445 spinners and weavers are enrolled in this scheme. During 2007-08 Rs.72,000/- have been sanctioned towards educational expenses at the rate of Rs.1,200/- per annum to 60 children of the artisans.

## 2. **VILLAGE INDUSTRIES**

### 2.1 **CARPENTRY AND BLACKSMITHY**

Carpentry and Blacksmithy industry is one of the important industries identified by the Tamilnadu Khadi and Village Industries Board. There are 9 such Departmental units working under the control of this Board.

The furniture required for State Government Departments, Institutions and Quasi Government Departments is being manufactured in these Departmental units and supply is effected. During 2007-08, supply orders for Rs. 600.00 Lakhs have been received from various organizations and the supply is being effected. The Board has planned to produce and supply furniture worth Rs. 1,000.00 Lakhs during 2008-09.

## **2.2 HAND MADE PAPER**

Based on "wealth from waste" principle, 4 Hand made paper units are functioning under the control of Tamilnadu Khadi and Village Industries Board. Through these units, the Board produces and supplies thin bond papers to the High Court, raw pads to the Prison Department and file pads to Government Departments every year. In the year 2007-08, the Board has registered a production worth of Rs.47.00 Lakhs under this activity.

During 2008-09, the Board is planning to produce Marriage Invitation Cards, Festival and New year cards, Carry bags and colour cards at the Shenbagapur Hand made paper unit in Erode District. It is proposed to increase the production from Rs. 47.00 Lakhs during 2007-08 to Rs. 75.00 Lakhs during 2008-09.

## **2.3 LEATHER INDUSTRY**

Leather is one of the major industries among the various industries handled by the Tamilnadu Khadi and Village Industries Board. The Board receives supply orders from Government Departments and local bodies and sales are effected through 18 Footwear units functioning under the control of this Board. Besides, the Board also caters to the needs of general public by selling leather goods through its retail outlets. In these units 1,000 artisans work, mostly from Schedules Caste communities to earn their livelihood.

During 2007-08, orders have been received for the production and supply of items worth Rs. 600.00 Lakhs. Supplies are being effected. The Board has proposed to achieve the sales target of Rs. 700.00 Lakhs during 2008-09.

## **2.4 SOAP INDUSTRY**

Soap industry is also important to generate employment in rural areas. There are 24 Soap units functioning under the control of Tamilnadu Khadi and Village Industries Board.

Toilet soap varieties, such as Neem, Sandal and Carbolic, Detergent Cake and powder, Dishwash cake, cleaning powder have got good market. Further, products such as Mooliga toilet soap, Herbal Liquid hand wash, Ezhil shampoo and Sugapriya Pain oil have also captured a good market.

The Board has recently undertaken to produce new variety of Glycerine soap in 3 different colours and perfumes and introduced in the market. Public response is good. Apart from this, the other products

like Jawadhu powder, Agarpathi, Sandal garland, Herbal tooth powder, computer sambirani and Black Phenyl are being manufactured and sold through Khadi krafts of the Board.

Now, Agents have been appointed to increase the sale of soaps in Tamilnadu and also neighbouring States like Karnataka and Kerala. The Board has programmed to increase the production of soap to Rs.800.00 Lakhs for the year 2008-09 as against the production of Rs. 437.00 Lakhs registered during the year 2007-08

## **2.5 BEE-KEEPING INDUSTRY**

Beekeeping industry is one of the important activities of the Board. The Board is procuring raw honey from the beekeepers at Marthandam in Kanniyakumari District and Jammanamarathur in Tiruvannamalai District. Further action is being taken to increase the production, to produce the honey by the Board itself, by keeping 2,000 beehive boxes in Bee Nurseries, at a cost of Rs. 11.00 Lakhs.

During 2007-08, the sale value of honey is Rs. 86.00 Lakhs. For the year 2008-09, the Board has programmed to change the packaging of honey and increase the sales to the tune of Rs.200.00 Lakhs. During 2008-09, it has been programmed to distribute beehives to beekeepers under Western Ghats Development Programme.

## **2.6 POTTERY INDUSTRY**

Pottery industry is a traditional industry. There are 2 Glazed Pottery units and one Ceramic Unit functioning under the control of Tamilnadu Khadi and Village Industries Board. The Board is supplying flower pots to the various departments of the Central and State Governments through these units, and offering employment to 600 artisans in rural areas. During the year 2007-08, the Board has done the marketing of these products at Rs. 2.50 Lakhs.

## **3. MARKETING**

The products of Khadi and Village Industries produced by the production units and the handicrafts items purchased on consignment basis are sold through 149 Khadi krafts and 8 Grama shilpas. Leather articles are also sold from 7 Leather sales' show rooms. In order to increase the sales of handicraft items, Dolls exhibition (Golu Exhibition) is conducted every year. During the year 2007-08 the response to the Golu Exhibition from the public was very impressive and therefore the total sales of dolls and other items stood at Rs. 70.00 Lakhs.

Based on the sales performance, khadi krafts, they are classified as "Special grade", "A" grade and "B" grade, and action is being taken to modernise the Khadi krafts on the basis of their classifications in a phased manner. Further, to increase the cash sales, the Board has planned to convert some of the

Khadi Krafts as Silk Emporium, exclusively for the sale of silk varieties. In order to reach the customers during Deepavali and Pongal festivals temporary special sales' centres are being opened each year. Besides this, the Board is participating in various exhibitions to increase the sales. Action is being taken to market the products produced by Self Help Groups and artisans who got financial assistance from the Khadi and Village Industries Commission to sustain their activities. Further, the Board also market the products, which are procured from Certified institutions and also from the artisans in order to make the Khadi Krafts more viable.

In view of the above steps taken by the Board, the sales has been increased from Rs. 2,800.00 Lakhs during 2006-07 to Rs.3,715.00 Lakhs during 2007-08. During the financial year, a target of Rs. 5,700.00 Lakhs for sales is fixed.

#### 4. REBATE ON SALE OF KHADI AND KHADI SILK VARIETIES

The Government has been announcing every year 30 % rebate on sale of khadi varieties and 20 % rebate on sale of silk varieties through out the year, which includes the rebate allowed by the Khadi and Village Industries Commission. The Government is allowing rebate to the Tamil Nadu Khadi and Village Industries Board to the maximum of Rs. 200.00 Lakhs and a maximum of Rs. 500.00 Lakhs for the 69 certified institutions every year in the State.

#### 5. ACHIEVEMENT OF TARGETS DURING 2007-08 AND TARGETS FOR 2008-09

The production and sales under the Khadi and Village Industries of Tamilnadu for the year 2007-08 and targets for the year 2008-09 are as follows:

S. No.	Name of the Industries	2007-08 (Rs. in Lakhs)		2008-09 TARGET (Rs. in Lakhs)	
		Production	Sales	Production	Sales
1.	Khadi	1,654.25	1961.02	2,500.00	2,700.00
2.	Village Industries				
a.	Leather	545.57	436.61	650.00	700.00
b.	Carpentry and Blacksmithy	561.53	556.80	850.00	1,000.00
c.	Soap	436.62	391.71	800.00	1,000.00
d.	Handmade Paper	47.38	41.71	75.00	75.00
e.	Beekeeping	71.51	86.14	140.00	200.00
	<b>TOTAL</b>	<b>3,316.86</b>	<b>3,473.99</b>	<b>5,015.00</b>	<b>5,675.00</b>

#### 6. PART- II SCHEME 2007-08

1. Computers with accessories at a cost of Rs.1.35 lakhs have been provided to improve the performance of the Board.
2. Two Xerox machines at a cost of Rs.1.20 lakhs have been provided for the Regional Offices of the Board.

3. Heals and Reeds have been provided to 359 weavers at a total cost of Rs.4.00 Lakhs.
4. Old Charkhas have been repaired at a total cost of Rs.30.00 Lakhs.
5. Training have been provided to 40 sales staff of the Khadi Board at a cost of Rs.1.00 Lakh.
6. To improve the quality of cloth and to increase the production 100 Nepali Looms have been modernized at a total cost of Rs.4.50 Lakhs.
7. To improve the production, sales and inspecting the units 2 vehicles at a total cost of Rs.9.00 Lakhs have been purchased by replacing 2 condemned vehicles.
8. Awareness Camps and exhibitions in Schools and Colleges have been conducted by advertising Khadi Products through Flex Banners at a total cost of Rs.5.00 Lakhs

## 7. PART- II SCHEME 2008-09

Under Part II Scheme for 2008-09, the following proposals have been approved by the Government at a cost of Rs.40.00 Lakhs

1. To modernize the Nagercoil Khadi Kraft at a cost of Rs.5.00 Lakhs
2. To purchase a vehicle at a cost of Rs.5.00 Lakhs to the Regional Deputy Director (Khadi and Village Industries), Tiruchirapalli.
3. To repair and maintain the building housing the Office of the Assistant Director, (Khadi and Village Industries) Coimbatore at a cost of Rs.5.00 Lakhs
4. To renovate and modernize the main Khadi Kraft, Kuralagam Chennai at a cost of Rs.25.00 Lakhs.

## 8. BUDGET PROVISION FOR 2008-09

S. No.	Subject	Amount (Rs.in Lakhs)
1.	Grants for Development of Khadi	1,700.00
2.	Grants to Tamil Nadu Khadi and Village Industries Fund	500.00
3.	Rebate on sale of Khadi	
	1. Khadi Board	200.00
	2. Certified Institutions	0.01

4.	Payment of Audit fees	223.74
5.	Grants to Western Ghats Development Programme	
	1. Tamil Nadu Khadi and Village Industries Board	0.01
	2. Tamilnadu Palm Products Development Board	0.01
6.	Part II Schemes	
	1. Tamil Nadu Khadi and Village Industries Board	40.01
	2. Tamilnadu Palm Products Development Board	21.51
	Budget Announcement Tamilnadu Palm Products Development Board Providing implements to Palmgur artisans	150.00
	<b>TOTAL</b>	<b>2,835.29</b>

## TAMILNADU PALM PRODUCTS DEVELOPMENT BOARD

TAMIL NADU PALM PRODUCTS DEVELOPMENT BOARD was established in 1995 under the Tamil Nadu Act (15) of 1994 having its headquarters at Chennai. Tamil Nadu is a pioneer State in the development of palm products industry in India. Out of the estimated 8.01 crores of Palmyrah trees in India, about 4.61 crores of Palmyrah trees are in Tamil Nadu. Palmyrah tree is the "State Tree" of Tamil Nadu. These trees prevent soil erosion and protect natural wealth.

2. The main objective of this Board is to produce palm products and market them to generate additional income to the rural population. This Board also promotes research activities for the development of palm products in the State to help alleviate rural poverty. The palm products are marketed through 996 Primary Palm Jaggery Co-operative Societies (including Palm Leaf Workers Co-operative Societies), 8 District Palmgur Cooperative's Federations and the Tamil Nadu State Palmgur and Fibre Marketing Co-operative Federation. There are 90,000 artisans and 14079 licenced tappers in the State. Palm industry is a non-farm activity in the rural areas which helps to generate employment at low investment. Khadi Board is also assisting Palm Board to market its products through their 149 Khadi Krafts / sale outlets all over the State.

3. This industry has been generating large scale employment opportunities to the rural Palmgur artisans in the State with minimum investment by using locally available raw material from Palmyrah Trees. Palm products are free from pollution and are eco-friendly. Palm products industry requires less technical know-how and hence there is an ample opportunity to offer employment to a larger number of people in rural areas. There are about 6 Lakh artisans both men and women engaged in Palm Products Industry both directly and indirectly in the State.

#### 4. EDIBLE & NON-EDIBLE PALM PRODUCTS

Edible palm products such as Neera, palm Jaggery, palm sugar, palm candy, preserved Nungu, palm fruit jam, palm chocolate varieties, aerated beverages palmta, palm cola etc. Besides, Non-edible palm products such as palm leaf articles, palm Naar articles, palm fibre and brush varieties etc, produced from out of these trees and marketed. Likewise, Date palm baskets and other handmade palm products are also produced.

Women artisans are also engaged in the production of fine Palm Leaf articles in Manapad in Thuthukudi District; Pulicat in Tiruvallur District; Adukkambarai in Vellore District and Manamadurai in Sivagangai District. These products are being exported to U.S.A., London, France, Germany, Switzerland, Canada, Japan and Netherlands through private agencies.

Under Tamil Nadu Neera and Pathaneer Rules of 1939, the Prohibition and Excise Department of Government of Tamil Nadu has issued orders for licenses to the tappers as first instance for **three years** from 2007 to 2009 for tapping of Neera (Pathaneer) from the palmyrah trees, coconut trees, date palm trees and for transport of Neera for sales.

## **5. PRODUCTION AND SALES 2007-08**

(a) During the year of 2007-08, the units of the State/District Federations have produced palm products worth of Rs. 660.53 Lakhs and marketed products worth of Rs 705.52 Lakhs.

(b) During the year 2008-09, a target of Rs.1230.00 Lakhs for production of palm products and a sale of Rs.1430.00 Lakhs of palm products has been fixed comprising all units of the State Federation and District Federations.

## **6. TRAINING TO ARTISANS UNDER PALM PRODUCTS\_ INDUSTRY**

Training is being offered to the rural artisans in Palm Products Industry at the Regional Palm Products Training Centre of Tamil Nadu State Palmgur and Fibre Marketing Co-operative Federation at Cuddalore.

## **7. PART-II SCHEMES FOR 2007-08**

During the year 2007-08, Palm Products Development Board has implemented the following Part-II schemes at the outlay of Rs 8.00 Lakh.

- (i) A pre-packing Machine, Neera Cooler and other equipments for Neera Catering Unit at Koviloor in Dindigul District at a cost of Rs. 5.00 Lakh.
- (ii) Distribution of tools and equipments to 200 Palmgur artisans to process palm Jaggery out of Neera in Salem District at a cost of Rs. 3.00 Lakh.

## **8. PART II SCHEME FOR 2008-09**

During the year 2008-09, it has been proposed to implement the following Part-II scheme at the outlay of Rs 21.50 Lakhs.

To provide pre-packing Machine, Neera Cooler and other equipments for Neera Catering Unit at Palayankottai in Tirunelveli District at a cost of Rs.21.50 Lakh to improve quality and marketing.

## **9. BUDGET ANNOUNCEMENT**

The Government has established a welfare Board for the Welfare of the Palm Workers. During the Budget 2008-09, the Government of TamilNadu has announced that, palm artisans will be given financial assistance of Rs. 4,000/- each for the purchase of tools in order to help them to carry over the vocation even better and for this purpose a sum of Rs.1.50 crore has been earmarked in the budget.

**10.** There is no separate Budget for Tamil Nadu Palm Products Development Board. The expenditure of this Board is included in the Budget of Tamil Nadu Khadi and Village Industries Board. No separate posts are sanctioned to this Board. The Officer and staff of the Tamil Nadu Khadi and Village Industries Board are working in this Board.

**K. RAMACHANDRAN  
MINISTER FOR KHADI**