

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

KHADI, VILLAGE INDUSTRIES AND HANDICRAFTS

POLICY NOTE 2009 – 2010

**DEMAND NO. 18
DEPARTMENT OF SERICULTURE**

SERICULTURE is an agro-based rural industry, which provides employment opportunities to farmers / labourers by generating 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 in the world.

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 18,000 Metric Tons is produced in the Country and the rest of 8,000 Metric Tons is imported from China. Demand for raw silk is growing by 5% annually. Thus, there is a wide scope for development and expansion of Sericulture in India.

1.2 Tamil Nadu is ranked 4th among all the silk producing states in India after Karnataka, Andhra Pradesh and West Bengal. In Tamil Nadu, Sericulture activities are practiced in Krishnagiri, Dharmapuri, Salem, Erode, Coimbatore, Vellore, Namakkal, Dindigul, Theni, Thiruvannamalai, Villupuram, Cuddalore, Tiruchirapalli, Thanjavur, Pudukottai, The Nilgiris, Virudhunagar, Thirunelveli and Kanyakumari districts. Based on announcement made by Hon'ble Minister for Rural Industries and Animal Husbandry in his Budget Speech on 07.05.2008 that 10,000 acres will be brought under mulberry cultivation, 10,037.20 acres have additionally been brought under mulberry cultivation during 2008-2009.

1.3 In order to meet the increased requirement of silkworm seed, 11 silkworm egg production centres (Grainages) of the Sericulture Department have produced 61.250 lakhs Cross Breed Silkworm layings during 2008-2009. The grainages at Coimbatore, Talavadi, Hosur and Krishnagiri have started producing Bivoltine silkworm layings on larger scale, since 2006-2007. 15.799 lakhs of Bivoltine hybrid layings were produced in the year 2008-2009. This is the highest production in the history of the department. The yield

of cocoons has also gone up from 44.70 Kg to 64.77 Kg per 100 silkworm layings. State holds leading position in the country in this regard.

1.4 The cocoon production in the state has registered an impressive growth from 5,225 Metric Tons in 2005-2006 to 9,949 Metric Tons during the year 2008-2009. Major quantity of the cocoons produced in the State, flows to Karnataka for sale due to non-availability of sufficient number of silk reeling units in Tamil Nadu. 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 and Establishment of new units

During previous two years, 103 new reeling units have been installed. During 2008 - 2009 India's 2nd and TamilNadu's 1st Automatic Reeling Machine started functioning near Gobichettipalayam in August 2008. Two more automatic silk reeling unit have been sanctioned. One unit is proposed to be established at Udumalpet in Tiruppur District and another unit at Edappadi in Salem District.

Government reeling units at Hosur, Vaniyambadi, Pudukottai and Sivagangai are being assisted to the tune of Rs.10.00 Lakh to install new machineries. 15 Hot air driers are being installed to increase storage capacity of dried cocoons. Out of these, 8 Hot air driers are being provided to Sarvodaya Sanghs.

1.5 Thrust has been given to produce quality Bivoltine silk in the State. During 2008-2009, 377.150 Metric Tons of Bivoltine silk has been produced in the State, which is 26.7 % of the total production. Tamil Nadu stands 1st in the country, in terms of bivoltine silk production. **For this spectacular achievement, Central Silk Board, Bengalooru has appreciated the performance of State, for having surpassed the achievements of other States.**

2. PERFORMANCE DURING 2008-2009

2.1. Physical

During the year 2008-2009, mulberry was planted in 10,037.20 acres and 153.603 lakhs layings were reared. 9,949 Metric Tons of cocoons and 1,411.30 Metric Tons of raw silk was produced. Employment opportunities was created for 50,185 persons.

2.2 Financial

During the year 2008-2009, Sericulture development schemes were implemented at the cost of Rs. 2,923.800 lakh involving Rs. 966.998 lakh as Central Silk Board's share, Rs.786.519 lakh as State share and Rs. 1,170.283 lakh 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. Floor price for cocoon is fixed by the committee consisting of market officer and other stake holders based on the quality of cocoons. Private reelers and Government units are allowed to procure the cocoons in open auction. During 2008-2009, 3,017.20 Metric Tons of cocoons have been transacted through Government Cocoon Markets.

4. GOVERNMENT ANNA SILK EXCHANGE, KANCHEEPURAM

4.1 "Silk Exchange" is the centre used for marketing of 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 the 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), Weavers Cooperative Societies, Silk twistors and other consumers of raw silk participate in the open auction to purchase raw silk. The silk exchange ensures spot-payment to the reelers for the raw silk transacted at this centre.

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 great extent. During the year 2008-2009 150.530 Metric Tons of silk has been transacted through this exchange.

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 at the Anna Silk Exchange, Kancheepuram. TANSILK has 7 branches located at Kancheepuram, Arni, Kumbakonam, Salem, Coimbatore, Madurai and Erode.

5.2 This Federation supplies quality silk at fair price to Silk Weavers Co-operative Societies, Khadi and Village Industries Board and the certified institutions working under the Sarvodaya Sangh. During the year 2008-2009, 440.029 Metric Tons of silk have been transacted by the TANSILK.

5.3 Extension of 'Anti-Dumping Duty':

In order to protect the welfare of the sericulturists and to facilitate them to get fair price for their cocoons, Government of India has further extended anti-dumping duty on the import of 2A and below grade silk from China PR upto January'2014.

5.4 Collection of levy under Sericulture Development and Price Stabilisation Fund:

Levy of 0.75% on the value of cocoons and silk transacted is being collected from both sellers and buyers at cocoon markets, Anna Silk Exchange and TANSILK. Collected fee is remitted into the Sericulture Development and Price Stabilisation Fund. During 2008-2009, there was record collection of levy to the tune of Rs. 133.15 lakh under Sericulture Development and Price Stabilisation Fund. This amount will be utilised for further welfare of sericulturists in the State.

6. NEW SCHEMES FOR THE YEAR 2009 - 2010.

6.1 The Western Ghats Development Programme, Hill Area Development Programme and Central Silk Board aided Catalytic Development Programme are being implemented in the State.

During 2009-2010, the following schemes will be implemented for the benefit of sericulturists. Share of Tamil Nadu Government is proposed to be around Rs 619.59 lakh subject to allocation of matching share by Central Silk Board. The scheme wise sharing details are given below:

Sl. No	Name of the Scheme	Unit	Unit Cost (in Rs.)	State Share (in Rs.)	CSB Share (in Rs.)	Beneficiary Share (in Rs.)
1	Mulberry Plantation Development Programme	Acre	5,500	1,375	2,750	1,375
2	Assistance for Irrigation and Other conservation usage techniques – Drip Irrigation system	Acre	20,000	5,000	10,000	5,000
3	Assistance for construction of separate rearing houses	Level – I Per farmer	1,50,000	37,500	37,500	75,000
		Level – II Per farmer	1,00,000	25,000	25,000	50,000
4	Assistance for procurement of Rearing appliances / Farm equipments for Bivoltine sericulturists	Per farmer	40,000	10,000	20,000	10,000
5	Assistance for construction of chawkie rearing building and procurement of equipments	per entrepreneur	3,45,000	86,250	86,250	1,72,500
6	Health Insurance scheme to Women workers	per worker	767.28	83.47	628.15	55.66
7	Beneficiary empowerment programme	per beneficiary	2,500	0	2,500	0
8	Support for establishment of certified	Per unit	10,00,000	2,50,000	5,00,000	2,50,000

Sl. No	Name of the Scheme	Unit	Unit Cost (in Rs.)	State Share (in Rs.)	CSB Share (in Rs.)	Beneficiary Share (in Rs.)
	multiend reeling machines					
9	Establishment of Automatic / Semiautomatic reeling units	Per unit	1,00,00,000	15,00,000	50,00,000	35,00,000
10	Support for Hot air driers/ Electrical / Multi-fuel Ushnakoties for reeling units	Nos (50 Kgs)	96,000	24,000	48,000	24,000
		Nos (100 Kgs)	1,75,000	43,750	87,500	43,750

Apart from the above mentioned schemes, the following schemes will be implemented during 2009 - 2010.

- Packages for seed development
- Publicity and propaganda
- Up-gradation of infra-structure and equipments in government grainages, markets, reeling units, Government silk farms & other department buildings.
- AMC to Grainages and expenditure for mobile cocoon markets.

6.2 Government of Tamil Nadu have also provided Rs.15.00 lakh during 2009 - 2010 for the replacement of 3 worn-out vehicles of the Department, under Part-II scheme.

6.3 Health Insurance for Women Sericulturists:

New scheme of Health Insurance for Women Sericulturists was implemented by the Central Silk Board

2008-2009. This scheme was launched in Tamil Nadu on 12.12.2008 at Coimbatore by the Hon'ble Minister for Rural Industries and Animal Husbandry. Under this scheme, 1,370 women sericulturists were covered during 2008-2009. Annual coverage limit per family is Rs.15,000/-. During 2009-2010, it is proposed to cover 4,000 sericulturists under this scheme.

An amount of Rs. 767.28 would be paid as annual premium indicated below:

General funding pattern:

1	Contribution of Central Silk Board (inclusive of service tax @ 10.36%)	Rs.	628.15
2	Contribution by State Government	Rs.	83.47
3	Contribution by the owner of the unit (per Beneficiary)	Rs.	55.66

7. ACTION PLAN FOR THE YEAR 2009 - 2010

The focus will be on "Cluster Approach". Under this approach, schemes are implemented in a package mode, covering major areas of seed, cocoon and reeling sectors. Following 4 clusters have been taken up for promotion of Bivoltine sericulture during 2008-2009.

- Palani in Dindigul District,
- Udumalaipettai in Coimbatore District,
- Gobichettipalayam in Erode District and
- Berigai in Krishnagiri District.

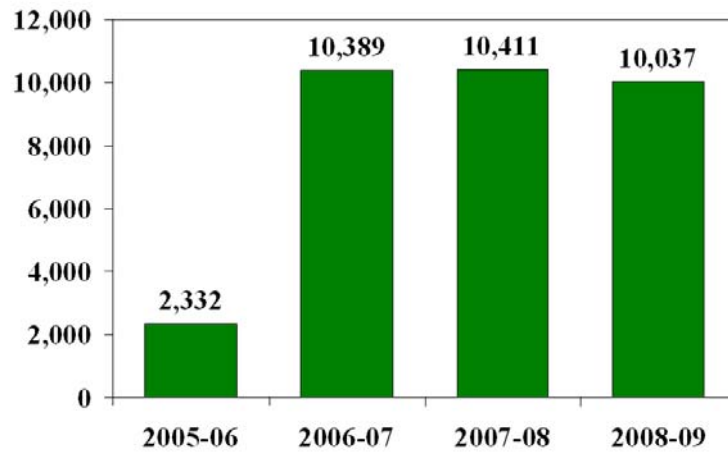
4.425 lakh bivoltine layings have been reared in these clusters during the year 2008-2009. Tamil Nadu is the leading State and stands 1st in the country under this programme.

- 2 more clusters will be taken up during 2009-2010.
- Bivoltine Sericulture will continue to be the priority of this Department.
- Additional area of 7,500 acres is proposed to be brought under mulberry.

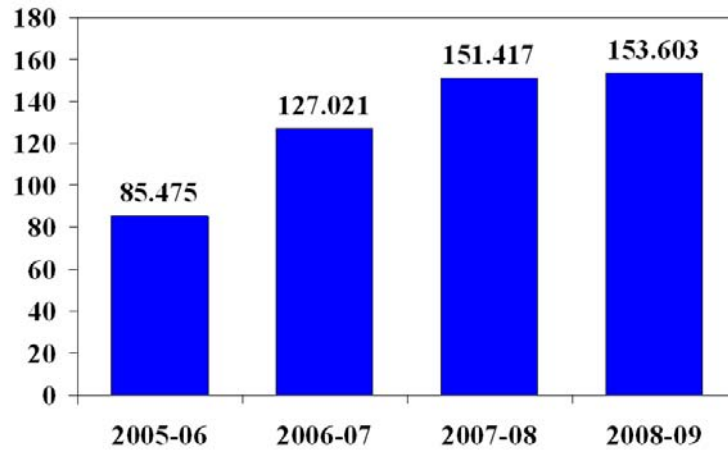
8. BUDGET PROVISION FOR THE YEAR 2009-2010

To achieve the above objectives, the total budget provision for the Plan and Non Plan schemes for the year 2009-2010 is **Rs. 4,828.95 lakh** as detailed below:

Sl. No	Name of the Scheme	Outlay for 2009-2010 (Rs. in lakh)
I.	PLAN SCHEMES :	
a)	1) Catalytic Development Programme under Sericulture Development and Price Stabilisation Fund (SD&PSF).	Rs. 100.00 lakh
	2) Sericulture Development and Price Stabilisation Fund (Inter-account transfer)	Rs. 110.00 lakh
b)	New Schemes	475.01
c)	Western Ghats Development Programme	20.25
d)	Hill Area Development Programme	24.33
II.	NON – PLAN SCHEMES: (Maintenance of Government units, Salary, Wages, etc.,)	4,099.36
	Total	4,828.95

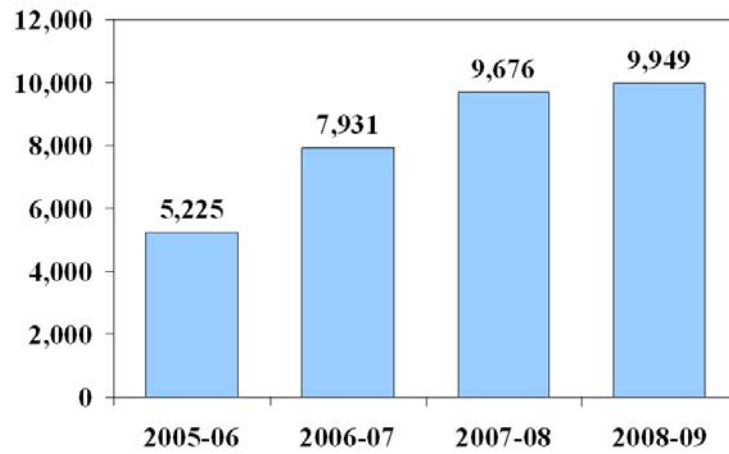
MULBERRY AREA EXPANSION (in Acres)

↔ / ≡ ↔

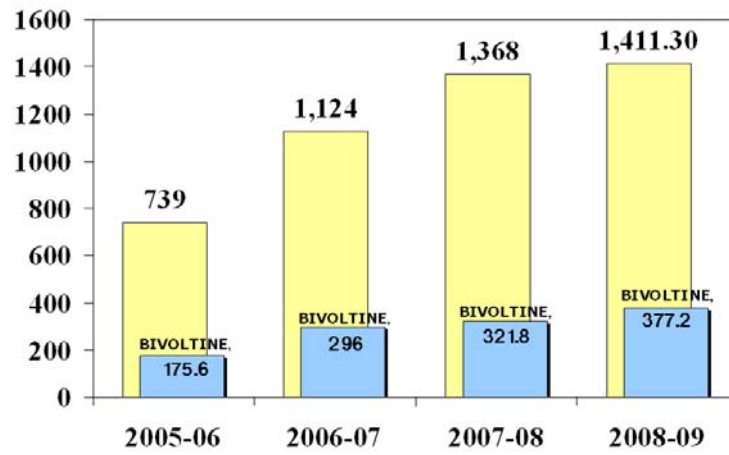
LAYINGS CONSUMPTION (in Lakhs)

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COCOON PRODUCTION (Metric Tons)

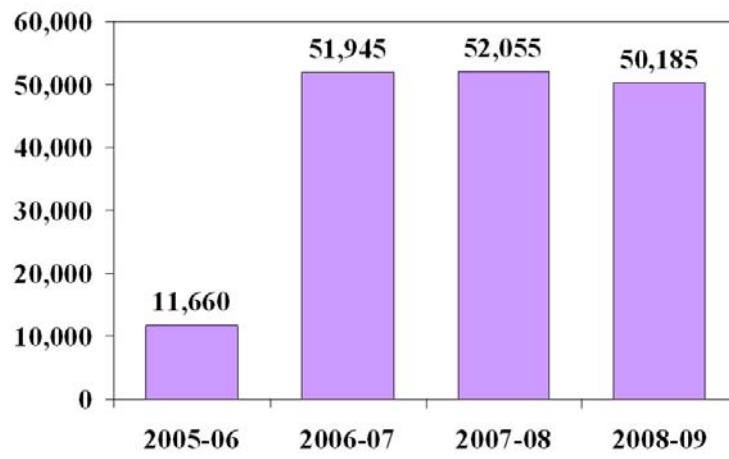


RAW SILK PRODUCTION (Metric Tons) of which, BIVOLTINE



ADDITIONAL EMPLOYMENT GENERATION

(Persons)



↔ / ☰ ↔

**THE TAMILNADU HANDICRAFTS DEVELOPMENT
CORPORATION LTD
"POOMPUHAR"**

"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; and
- (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 providing marketing assistance to craftsmen by selling their products through its 18 Poompuhar Sales Showrooms (15 showrooms within Tamil Nadu and 3 in other States at Bangaluru, Kolkata and New Delhi) and also by conducting handicraft exhibitions in various parts of the country and abroad.

3.2 From a beginning of an annual turnover of Rs.50.00 lakh at its inception in 1973–1974, the Corporation has grown gradually over the past thirty-five years and achieved a turnover of Rs.2,130.00 lakh in 2007-2008. During the year 2008-2009 the Corporation has achieved a record turnover of Rs.2,522.00 lakh, against the target of Rs.2,500.00 lakh, which shows nearly a 18% increase over the previous year's turn over.

3.3 In order to find additional marketing opportunities for the artisans Corporation conducts exhibitions also throughout the year in various parts of the country. During the year 2008-2009, the Corporation has organised 175 exhibitions as against 142 exhibitions organised during 2007-2008. The Corporation has also organised a national level exhibition 'Sourcing Show' at Valluvar Kottam, Chennai, from 05.01.2009 to 14.01.2009, which was inaugurated by the Chief Secretary, Government of TamilNadu. In this exhibition, 200 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 and handicrafts like metal crafts, paintings, handcrafted textiles, jewellery, terracotta, bamboo crafts, rosewood and sandalwood articles worth Rs.100.00 lakh were sold. This exhibition was a very successful event as it attracted a large number of visitors including exporters.

The Ministry of Overseas Indian Affairs in partnership with the Confederation of Indian Industry and the State Government of TamilNadu organized the "**Pravasi Bharatiya Diwas**" from 7th January to 9th January 2009 at Chennai Trade Centre, aiming to bring together the Indian diaspora settled in various parts of the world. This was inaugurated by the Hon'ble Prime Minister and the Her Excellency Hon'ble President of India presided over the valedictory session. The Corporation made an impressive

participation in the important event and displayed the major handicrafts of TamilNadu like Bronze icons, Brass lamps, Thanjavur Artplates, Thanjavur paintings, Wood carvings, Stone carvings etc. A large number of NRIs who participated in the said conclave visited the THDC's pavilion and evinced keen interest to know about our traditional crafts.

3.4 Foreign Exhibition

The Corporation organised for the first time in its history a **Thematic Exhibition** on Handicrafts of TamilNadu at Singapore in October 2008 in association with the Government of Singapore and the India Tourism office at Singapore. This attracted a large number of NRIs besides giving a good opportunity for the Corporation to showcase traditional Tamil crafts to the citizens of Singapore. National Award winning and State Award winning craftsmen were deputed for this exhibition. This exhibition has resulted in wide publicity and awareness being created for TamilNadu Handicrafts in South East Asia. During the year 2009-2010, the Corporation has proposals to participate in a few more international fairs in places like California, USA, Johannesburg in South Africa and at Petersburg in Russia. The Corporation also proposes to organize a grand scale **Thematic Exhibition** at Malaysia. All the above foreign exhibition will be organized with full financial assistance from Government of India.

3.5 Export

The export of handicrafts by way of sale to foreign tourists through the showrooms in foreign currency, have shown an encouraging upward trend during the last few years. Bronze Icons, Brass ornamental lamps, rosewood utility items and Thanjavur paintings are some of the important handicraft items that form part of such exports.

3.6 Production

The Corporation operates 7 production centers at Nachiarkoil, Madurai, Thanjavur, Vagaikulam, Swamimalai, Kallakurichi and Mamallapuram for the crafts of Brass lamps and Brass artwares, Bronze icons, Thanjavur Art plates, Woodcarving and Stone sculptures. The Tamil Nadu Handicrafts Development Corporation Limited is the only Handicrafts Corporation in the country having its own Production Units.

During the year 2007-2008 the value of items produced in the Corporation's own units was Rs.254.88 lakh. During the year 2008-2009 the Corporation has achieved a production turnover of Rs.304.92 lakh which will be an all time record of production since its inception. The brass iron boxes required by the Most Backward Classes Department under the free distribution scheme of the Government were produced and supplied through the Metal Production Units of the Corporation. 3,282 iron boxes were supplied to the Most Backward Classes Department at a cost of Rs.85.00 lakh. The Corporation has also supplied brass iron boxes to the Adi Dravidar Welfare Department.

3.7 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 TamilNadu Handicrafts Development Corporation Limited is the only Handicrafts Corporation in the country to have such a specialization.

During 2007-2008 the Corporation had executed special projects worth Rs.169.28 lakh and it has executed orders worth Rs.192.05 lakh during the year 2008-2009.

4. IMPORTANT ONGOING SCHEMES OF THE CORPORATION

(i) Setting up of Urban Haat at Mamallapuram

The Corporation has proposed to set up an Urban Haat at Mamallapuram with a financial outlay of Rs. 2.00 crores which is shared by State and Central Governments as detailed below:

State Government	Rs.	60.00 lakh
<u>Government of India</u>		
Development Commissioner (Handicrafts): Rs. 70.00 lakh	Rs.	140.00 lakh
Development Commissioner (Handlooms) Rs. 70.00 lakh		
Total	Rs.	200.00 lakh

The Government of TamilNadu have released its share of Rs.60.00 lakh in two spells of Rs.10.00 lakh and Rs.50.00 lakh under Part-II schemes for the year 2006-2007 and

2007-2008. The Corporation has identified 4.45 acres of land in Beach resort complex of TTDC Ltd at Mamallapuram on long lease basis. The scheme is expected to be completed before the end of this financial year.

(ii) Setting up of Craft Museum at Chennai

The Corporation has proposed to set up a craft museum at Chennai with a financial outlay of Rs.50.00 lakh which is to be shared as detailed below:

Government of India :_Development Commissioner (Handicrafts), New Delhi	Rs.	26.00 lakh
Government of TamilNadu	Rs.	18.45 lakh
THDC Ltd	Rs.	5.55 lakh
Total	Rs.	50.00 lakh

It has been decided to establish the Craft Museum within the premises of Poompuhar Showroom, Anna Salai, Chennai-2. The Corporation is taking action to complete the project early and the Craft Museum is expected to be functional in 2009-2010.

(iii) Establishment of Urban Haat at Kanniyakumari

The Corporation has proposed to establish another urban haat in Kanniyakumari on the same lines of the urban haat proposed at Chennai with a financial out lay of Rs.2.00 crore.

The Government of TamilNadu have sanctioned and released a sum of Rs.60.00 lakh under part-II scheme for the year 2007-2008. The Corporation has identified land to the extent of 1.89 acres in Kanniyakumari for this project and the Corporation has taken over the above said land from Public Works Department. Action is on hand to commence the construction activities.

(iv) Part II schemes for the year 2009 - 2010

With a view to augment the number of artisans in the Corporation in Stone Sculpture and Brass lamps making, it is proposed to impart training schemes in Granite Stone carving at Mamallapuram and in Brass Lamps at Nachiarkoil at a cost of Rs.2.00 lakh each under Part II scheme for the year 2009-2010.

(v) Poompuhar State Award

With a view to bring out more creativity among the crafts-persons and to recognize and honour the best talents among them, the Corporation conducts 'Poompuhar Award Competition' every year. Under this scheme, 5 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.5,000/-, a silver medal weighing 40 grams and a certificate. From 2006-2007 onwards, the cash component of the award has been increased to Rs.20,000/- from Rs.5,000/- and a gold medal weighing 4 grams, is provided in place of the silver medal as given earlier. The Corporation has increased the number of awardees from 5 to 10 based on the announcement made by the Hon'ble Minister for Rural Industries on the floor of the Assembly during the Budget session of 2007-2008.

(vi) Recognition to meritorious craftsmen

The Corporation for the first time in it's history, organised a grand function during July 2008 to honour the National Award and State Award winning craftsmen belonging to TamilNadu. The award winners represented various streams of handicrafts given below.

Sl. No.	Name of the craft	No. of Shilp Guru / National Award winners	No. of State Award winners
1.	Stone Carving	2	1
2.	Kalamkari work	1	-
3.	Bronze Icon	2	1
4.	Wood Carving	3	-
5.	Thanjavur Painting	1	-
6.	Glass Painting	1	-
7.	Mat Weaving	2	-

(vii) Renovation of showrooms

The Corporation has completed the renovation and refurbishment of its showroom at New Delhi at a total cost of Rs.50.00 lakh with financial assistance from State and Central Governments. The work of

renovating the showrooms at Bangaluru, Tiruchirapalli and Thanjavur is in progress. This is expected to cost Rs.45.00 lakh. The Corporation will also take up the renovation of its showrooms at Chennai, Coimbatore and Madurai at a cost of Rs.45.00 lakh during this financial year.

(viii) Tamil Nadu Handicraft Workers Welfare Board

Tamil Nadu Handicrafts Workers Welfare Board was established in 01.09.2006 and the Hon'ble Minister for Rural Industries is the Chairman of the said Board. The said Board functions under the supervision of the Labour Department. At the end of the last financial year, a number of 54,884 handicraft artisans have been registered and a sum of Rs.292.61 lakh have been disbursed as financial assistance to 8,760 artisans.

5. FINANCIAL PERFORMANCE

During the year 2007-2008, the total turnover of the Corporation was Rs.2,130.00 lakh, with a net profit of Rs.177.37 lakh. During the year 2008-2009, the Corporation achieved a turnover of Rs.2,522.00 lakh with profit of about Rs.285.26 lakh. The Corporation has thus wiped out the entire accumulated losses. The Corporation aims to increase its annual turnover to Rs.50.00 crores by the end of the **XI** Plan period.

6. NEW INITIATIVES / MAJOR ACTIVITIES TO BE UNDERTAKEN DURING 2009-2010

(i) Setting up of Raw-material Bank at Swamimalai

In TamilNadu , a large number of artisans are practicing the crafts of Bronze Icon making and Brass Lamp making in Swamimalai and Nachiarkoil respectively, in Thanjavur District. The essential raw materials required for these crafts are Brass, Copper, Zinc, Lead and Tin.

At present, artisans depend on middlemen and traders for their requirement of raw material. More often than not these middlemen and traders charge exorbitant rates of interest for the raw material supplied and supply raw material of substandard quality by exploiting the need and necessity of the poor artisans.

To ensure uninterrupted supply of quality raw materials at reasonable prices to the artisans engaged in Bronze Icon and in Brass Lamp making, the Corporation has proposed to set up a Raw Material Bank at Swamimalai in 2009-2010. For this scheme, financial assistance of Rs.2.00 crores will be availed from the office of the Development Commissioner (Handicrafts), Government of India. The proposed Raw Material Bank will be set up within the premises of the existing Poompohar Production Centre at Swamimalai.

The classical age of Tamil culture belongs to the period of the Cholas and during that period Bronze Icon making was patronized and well nourished. The proposed Raw Material Bank will be helpful to preserve this legacy of our ancient culture.

Artisans can make use of the Raw Material Bank to procure their requirement of quality raw material at reasonable rates. By this they will be freed from the clutches of middlemen and money lenders and can increase their production capacity which will ultimately increase their earnings besides promoting the growth of these handicrafts.

(ii) Setting up of a Marketing Hub for handicrafts at Chennai

The Corporation has proposed to establish one "Marketing Hub" in Chennai with a financial outlay of Rs.40.00 crore. The proposed Hub will be on the concept of a 'One stop shopping' to provide a marketing platform with the wholesaler / retailer, showcasing the entire range of handicrafts of all States under one roof for the benefit of consumers and foreign buyers.

(iii) Training Schemes

With a view to protect and preserve of traditional handicrafts of TamilNadu like Bronze Icons, Thanjavur Paintings, Thanjavur Art Plates and Wood Carvings, the Corporation has proposed to implement training schemes in these crafts at a cost of Rs.8.00 lakh during 2009-2010.

TAMILNADU KHADI AND VILLAGE INDUSTRIES BOARD

THE TAMILNADU KHADI AND VILLAGE INDUSTRIES BOARD was established by the TamilNadu Khadi and Village Industries Board Act of 1959 and began to function since 1960. The main objectives of the Board are to promote, organize and to improve the Khadi and Village Industries in the rural areas in co-ordination with other agencies engaged in rural development.

The main aims of the TamilNadu Khadi and Village Industries Board are as follows:

- i) to provide employment to the down-trodden people and to increase employment opportunities
- ii) to produce marketable articles by using local resources
- iii) to improve the economic conditions of the rural poor by creating self- reliance amongst the people

The Board is doing yeomen service for the development of Khadi and Village Industries in the State particularly in rural areas since 1960.

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 in the production of Khadi of all varieties, cotton, silk, polyester etc, involving spinning, weaving, dyeing and bleaching etc. There are 141 Rural Textile Centres, 45 Khadi sub centers and 10 Nepali Loom Centres in the State engaged in khadi production. These units engage about 20,000 artisans comprising mostly rural women and enable them to earn their livelihood. The major products produced from cotton khadi are dhoties, shirting, towels, bed sheets, bedspreads, uniform cloth and other varieties.

1.2 KHADI SILK

The TamilNadu Khadi and Village Industries Board also produces khadi silk at 27 Silk sub centres functioning in the State. The silk sarees produced by Khadi Board are unique with prices, 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 introduced many attractive printed and embroidery sarees, which are popular among the people. The silk production activity is able to provide employment opportunities for about 1,500 silk weavers throughout the year.

1.3 WELFARE MEASURES FOR THE SPINNERS, WEAVERS & ARTISANS

The Khadi and Village Industries Commission has introduced a 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 under this scheme is Rs.200/- per weaver/per annum of which Rs.25/- is contributed by Khadi and Village Industries Commission, Rs.25/- is to be contributed by artisans, Rs.50/- by the Board and Rs.100/- by the 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 is as below:-

For natural death	: Rs. 20,000/-
Due to accident	: Rs. 50,000/-
Total disability	: Rs. 50,000/-
Partial disability	: Rs. 25,000/-
Education Assistance	: Rs. Rs.300/- per quarter (Rs.1200/- per child studying 9 th to 12 th Standard)

1,445 spinners and weavers are enrolled in this scheme.

2. VILLAGE INDUSTRIES

2.1 CARPENTRY AND BLACKSMITHY INDUSTRY

Carpentry and Blacksmithy is one of the important Industries promoted by the Tamil Nadu Khadi and Village Industries Board. There are nine Departmental units working under the control of the Board. The furniture required for State Government Departments, Institutions and Quasi-Government Departments is being manufactured in these Departmental units.

The Board has procured Rs.180.62 lakh worth of orders from District Rural Development Agency for supply of furniture to the various district libraries under AGAMT Scheme (Anaithu Grama Anna Marumalarchi Thittam).

During 2008-2009, supply orders for Rs. 500 lakh have been received from various organizations and supply effected to the value of Rs.408.50 lakh.

2.2 HAND MADE PAPER INDUSTRY

Hand Made Paper Industry is based on "Wealth from Waste" principle. At present, 4 Units at Pidagam (Villupuram District), Shenbagapur(Erode District), Govanur Packing unit (Coimbatore District) and Ooty Paper Bag and Cover Manufacturing Unit (Nilgiris District) are functioning. The main items of production include File Pads, Raw Pads, Paper Covers, Bond Paper, Wrapper, Manifolding Paper, Carry Bags etc. Most of the workers engaged in these units are from rural areas.

2.3 LEATHER INDUSTRY

In the Village Industries sector, Leather Industry is one of the important activities undertaken by this Board. There are fifteen footwear units functioning under the direct control of the Board. The Police, Prison departments, Fire and Rescue services, Local bodies, Transport Corporations, Social Welfare, Chennai Port Trust and other departments are the major customers indenting their requirement of

footwear and leather products from the Board. Ammunition Boots, Shoes, Belts, Pistol Covers, File boxes, modern Chappals, Conductor bags, are among some of the important items manufactured and supplied to these institutions. In order to cater the need of customers, at the Khadi Crafts, the Board manufacture latest design footwear, with good quality at affordable price, suitable for all categories of people.

Around five hundred artisans are directly or indirectly engaged in the manufacture of Leather products.

2.4 SOAP INDUSTRY

There are 24 Soap Units functioning under the control of the Board. Soap varieties such as Neem, Sandal, Glycerine, Carbolic soaps, Detergent Cakes, Dish wash cakes, Cleaning and Detergent powder are made by these units. The Board's Products, such as Mooliga Herbal Soap, Herbal Liquid Hand Wash, Ezhil Shampoo and Sugapriya Pain Relief Oil have also captured a good market. The continuing public patronage to these products, is due to up-keep of its quality through various quality control measures and also due to the affordable price of these products compared to the price of similar products in the open market.

The Board is selling soaps through fair price shops of Co-operative societies and to the students in the hostels of the Adi-dravida and Backward Classes and to Public Sector undertakings such as BHEL, Tuticorin Thermal Power Station and Mettur Power Station etc. Steps are also being taken to convert some of the existing washing soap units functioning at Kollal, Namakkal and Poondi into Toilet Soap Units so as to be able to increase the Production of Toilet Soap varieties.

Apart from Soap Varieties, other products such as Jawadhu Powder, Agarbathi, Sandal Garland, Herbal Tooth Powder, Computer Sambirani, Mooliga Shikkakai Powder, Dasangam Powder and Panneer are also manufactured and marketed by the Board.

2.5 BEE-KEEPING INDUSTRY

Bee-Keeping is also one of the important activities of the Board. The Board procures raw honey mostly from the

Bee-Keepers of Marthandam area in Kanyakumari District and Jammunamarathur in Tiruvannamalai District. Quality control tests for honey are conducted both at the purchasing point and before packing. Hence, the Board ensures 100% reliability for its honey. Raw honey is processed in the Honey Processing Centres at Amsi and Jammunamarathur and packed for sales in the Honey Packing Centres, only after getting Agmark Certificate.

The Government provides financial support to this Industry by way of providing grant for supply of Bee-hives to the Tribals in hill areas to Scheduled Castes/Scheduled Tribes under Western Ghat Development Programme, Hill Area Development Programme and Integrated Tribal Development Programme.

The Board's honey has a good patronage among the public due to its high quality at competitive rates. The Commissioner of Hindu Religious and Endowments has ordered that temples functioning under their control may procure honey only from the Khadi Board.

2.6 POTTERY INDUSTRY

The pottery Industry is one of the Traditional Industries promoted by this Board. There are two Pottery Units and one Ceramic Unit functioning under the control of the Board. In the Pottery units, Glazed wares, Paper mache dolls and Pottery articles are manufactured and these have a good patronage. In the Ceramic Units, Beautiful Ceramic Dolls are produced and all Pottery / Ceramic Products are displayed and sold in the Khadi Krafts. The pottery industry provides employment opportunities to the artisans engaged in this trade, in rural areas.

3. MARKETING

The products of Khadi and Village Industries produced by the production units and the handicrafts items received on consignment basis are sold through 149 Khadi kraft outlets and 8 Grama shilpas. Leather articles are also sold through 2 Leather show rooms. In order to increase the sales of handicrafts items, "Dolls exhibition" (Golu Exhibition) is also conducted every year. The Board is conducting special campaigns during festivals and occasions in districts to increase the sale of Khadi goods. Further, the Board is taking action to modernize the Khadi Krafts. In order to reach the customers during Deepavali and Pongal festival, temporary special sales centres are opened each year.

Action is also being taken to market the products produced by Self Help Groups. Further, the Board also markets the products of the Certified Institutions and artisans at its outlets.

4. REBATE ON SALE OF KHADI AND SILK VARIETIES

Rebate is given by the State Government and Khadi and Village Industries Commission, Mumbai to encourage the sale of Khadi, Woollen, Polyester and Silk varieties. Every year a 30% rebate on sale of Khadi varieties and 20% rebate on sale of Silk varieties is provided throughout the year. The rebate is also extended to the sales effected by the Certified Institutions of the Khadi and Village Industries Commission.

The production and sales of the Board for the year 2008-2009 are as follows:

S. No.	Name of the Industries	2008-2009 (Rs. in Lakh)	
		Production	Sales
1.	Khadi	1,088.48	2,016.13
2.	Village Industries		
a.	Leather	476.56	520.09
b.	Carpentry and Blacksmithy	408.50	412.28
c.	Soap	348.47	347.19
d.	Handmade Paper	40.79	38.84
e.	Bee-keeping	36.15	69.66
	TOTAL	2,398.95	3,404.19

5. PART-II SCHEME 2009-2010

Under Part-II Scheme for the year 2009-2010, the following schemes are proposed to be implemented at a cost of Rs.20.00 lakh.

1. Repair of 50 Nos. of Old Charkhas at a cost of Rs.5.00 lakh.
2. Distribution of Healds and Reeds to 300 Khadi Artisans, at a cost of Rs.5.00 lakh.
3. Renovation of Khadi Krafts, Kuralagam, 2nd Phase at a cost of Rs.10.00 lakh.

6. BUDGET PROVISION FOR 2009-2010

Sl. No.	Subject	Amount (Rs. in Lakh)
1.	Grants for Development of Khadi	1,700.00
2.	Grants to TamilNadu Khadi and Village Industries Fund	500.00
3.	Rebate on Sale of Khadi	
1.	Khadi Board	200.00
2.	Certified Institutions	500.00
4.	Payment of Audit Fees	239.47
5.	Grants to Western Ghats Development Programme	
1.	TamilNadu Khadi and Village Industries Board	0.01
2.	TamilNadu Palm Products Development Board	0.01
6.	Part-II Schemes	
1.	TamilNadu Khadi and Village Industries Board	20.01
2.	TamilNadu Palm Products Development Board	16.02
	Total	3,175.52

TAMILNADU PALM PRODUCTS DEVELOPMENT BOARD

TamilNadu Palm Products Development Board was established on 06.01.1995 under the TamilNadu Act (15) of 1994 having its headquarters at Chennai. TamilNadu 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 TamilNadu. Palmyrah tree is the "State Tree" of TamilNadu. 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 Cooperative Societies (including Palm Leaf Workers Cooperative Societies), 8 District Palmgur Cooperative's Federations and the Tamil Nadu State Palmgur and Fibre Marketing Co-operative Federation. 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 the material available from the Palmyrah Trees. Palm products are free from pollution and are eco-friendly. The palm products industry provides employment to a large number of people in rural areas. The village people without any technical qualification can also get employment opportunities in this sector. There are about 6 lakh village people engaged in the production of palm products directly and indirectly.

4. EDIBLE & NON EDIBLE PALM PRODUCTS

Edible palm products include neera, palm jaggery, palm sugar, palm candy, preserved nungu, palm fruit jam, palm chocolate varieties, aerated beverages Palmta and Palm Cola etc. are produced and marketed by the Board, besides Non-edible palm products such as palm leaf articles, palm naar articles, palm fibre and brush varieties etc, Likewise, Date palm baskets and other handmade palm products are also produced and marketed.

Women artisans are engaged in the production of fine Palm Leaf articles at Manapad in Thoothukudi District; at Pulicat in Tiruvallur District; at Adukkamparai in Vellore District and Manamadurai

in Sivagangai District. These products are exported to U.S.A., London, France, Germany, Switzerland, Canada, Japan, and Netherlands through private agencies.

5. PRODUCTION AND SALES

(a) During 2008-2009, the units of the State / District Federations have produced palm products worth Rs. 689.15 Lakh and marketed products worth Rs.742.77 Lakh.

(b) During the year 2009-2010, a target of Rs.1,230.00 Lakh for production of palm products and a sale of Rs.1,430.00 Lakh of palm products has been fixed for these units of the State 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 TamilNadu State Palmgur and Fibre Marketing Co-operative Federation at Cuddalore.

7. SCHEME FOR 2008-2009

(a) 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 was provided.

(b) The scheme of distribution of Tools and Equipments for 3,747 tappers at Rs.4,000 each to the tune of Rs.1.50 crore was implemented.

8. SCHEME FOR 2009-2010

To provide pre-packing Machine, a Neera Cooler and other equipments will be provided for the Neera Catering Unit at Sayalkudi in Ramanathapuram District at a cost of Rs.16.00 Lakh.

K. RAMACHANDRAN
MINISTER FOR KHADI