



HANDLOOMS, HANDICRAFTS, TEXTILES AND KHADI DEPARTMENT

**KHADI, VILLAGE INDUSTRIES AND
HANDICRAFTS**

**POLICY NOTE
2022 –2023**

DEMAND No. 18

R. GANDHI
MINISTER FOR HANDLOOMS AND TEXTILES

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Government of Tamil Nadu
2022

POLICY NOTE 2022-2023

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Department of Sericulture

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Tamil Nadu Khadi and Village Industries Board

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Tamil Nadu Palm Products Development Board

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DEPARTMENT OF SERICULTURE

The Bountiful Nature offers us diverse resources for survival and good living. One such inventive boon from the repository of Nature's resources is the practice of silk farming.

The practice of raising silkworms to produce quality silk in technical terms is called Sericulture. When the science of silk farming meets the art of weaving, the magic called 'Silk Fabric' materializes.

The State of Tamil Nadu, flaunting different genres of silk fabric like Kancheepuram Silk, Arani Silk, Thirubhuvanam Silk and Salem Venpattu, holds a deep rich legacy in sericulture spanning centuries. These Silk Fabrics also got Geographical Indication (GI) tags.

Sericulture farmers of Tamil Nadu are in the forefront in adopting the latest technologies in mulberry cultivation and silkworm rearing. Thrust has been given to produce quality bivoltine silk in the state.

In order to serve the needs of sericulture farmers and silk-based entrepreneurs involved

in sericulture related activities in Tamil Nadu, the erstwhile 'Sericulture wing' that functioned under the Department of Industries and Commerce was upgraded to function as an independent Directorate with its headquarters at Salem, since 1979 under the department of Handlooms, Handicrafts, Textiles and Khadi under the able guidance of Hon'ble Minister for Micro, Small and Medium Enterprises.

1.1 Objectives of the Department

- To expand area under Mulberry cultivation.
- To bring more farmers and entrepreneurs into the fold of sericulture
- To attain self-sufficiency in silk production.
- To make Tamil Nadu a leading state in bivoltine silk production.
- To encourage unemployed youths in taking up silkworm rearing / silk reeling to attain better socio-economic status

The Directorate of Sericulture formulates and implements various schemes for development of Sericulture sector in the State.

1.2 Staff Strength of the Department of Sericulture

The department is equipped with a well-knit extension system of technical personnel and administrative staff. Staff pattern sanctioned by the Government of Tamil Nadu for the implementation of various schemes in the State, is as below:

Sl. No.	Name of the Post	Sanctioned (Nos.)
1	Director	1
2	Joint Director	3
3	Deputy Director – Administration	1
4	Deputy Director	9
5	Assistant Director	27
6	Inspector of Sericulture	67
7	Assistant Inspector of Sericulture	179
8	Junior Inspector of Sericulture	824
9	Ministerial Staff, Others	316
	Total	1427

ORGANISATION CHART OF THE DEPARTMENT OF SERICULTURE, TAMILNADU

HON'BLE MINISTER FOR MICRO, SMALL AND MEDIUM ENTERPRISES
PRINCIPAL SECRETARY TO GOVERNMENT, HANDLOOMS, HANDICRAFTS, TEXTILES & KHADI DEPARTMENT
DIRECTOR OF SERICULTURE
JOINT DIRECTOR OF SERICULTURE
DEPUTY DIRECTOR (ADMINISTRATION)
DEPUTY DIRECTOR (PRE COCOON)
DEPUTY DIRECTOR (POST COCOON)
DEPUTY DIRECTOR (PLAN SCHEMES)
ACCOUNTS OFFICER (BUDGET)
ACCOUNTS OFFICER (AUDIT)

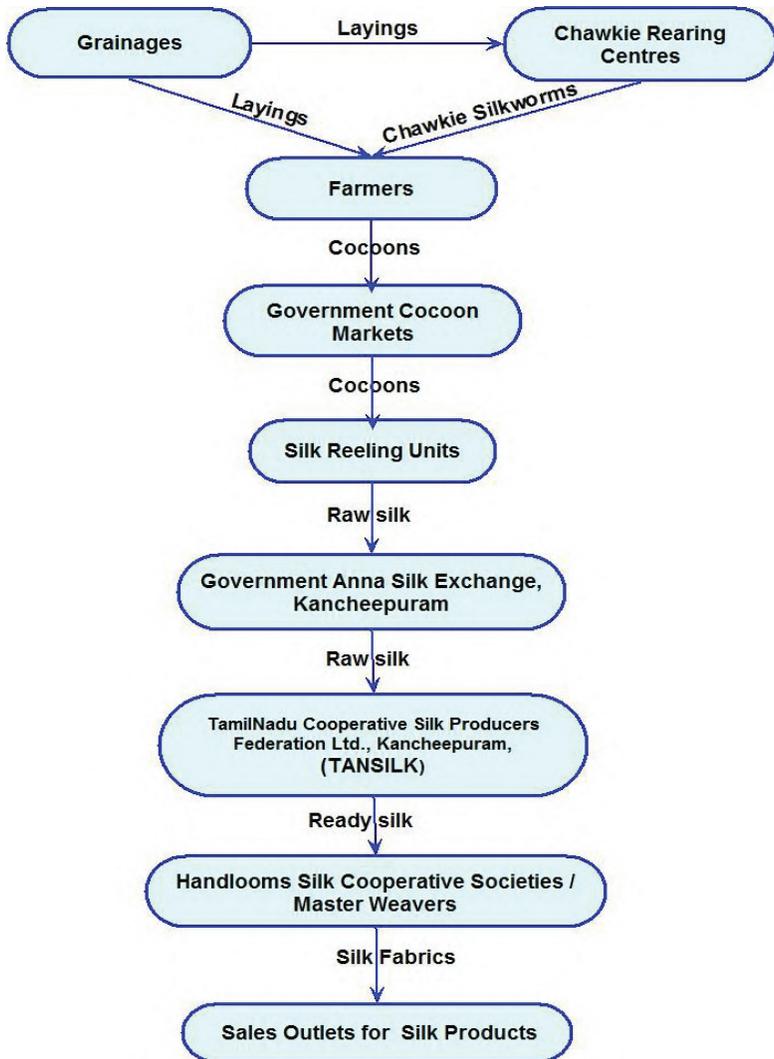
Regional Joint Director	Regional Joint Director	Regional Deputy Director	Regional Deputy Director	Regional Deputy Director	Deputy Director Seed Co- ordination	Deputy Director TamilNadu Sericulture Training Institute	Deputy Director Anna Silk Exchange
Dharmapuri	Erode	Vellore	Trichy	Madurai	Hosur	Hosur	Kancheepuram
Asst. Director	Asst. Director	Asst. Director	Asst. Director	Asst. Director	Asst. Director	Asst. Director	Asst. Director
Hosur	Salem	Vaniyambadi	Trichy	Dindigul	Avalapally	TNSTI, Hosur	Kancheepuram
Asst. Director	Asst. Director	Asst. Director	Asst. Director	Asst. Director	Asst. Director		
Denkanikottai	Coimbatore	Tiruvannamalai	Namakkal	Theni	Kalkondapally		
Asst. Director	Asst. Director	Asst. Director		Asst. Director	Asst. Director		
Krishnagiri	Udumalpet	Villupuram		Tenkasi	Kollatti		
Asst. Director	Asst. Director						
Dharmapuri	Erode						
Asst. Director	Asst. Director						
Pennagaram	Talavadi						
Asst. Director	Asst. Director						
Hosur (Grainage)	Madahalli						
Asst. Director	Asst. Director						
Krishnagiri (Grainage)	Coonoor						

INSPECTORS OF SERICULTURE

ASSISTANT INSPECTORS OF SERICULTURE

JUNIOR INSPECTORS OF SERICULTURE

1.3 Activities of the Department



Flow chart of Sericultural activities

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

- Motivating the farmers to raise high yielding mulberry varieties.
- Motivating the farmers and entrepreneurs to adopt improved / proven technologies to bring down the production cost by increasing production and productivity of quality cocoons and gradable silk.
- Imparting skill training and technical guidance in mulberry cultivation, silkworm rearing & silk reeling activities.
- Production and Supply of quality disease free silkworm layings.
- Transfer of technology for increasing productivity of cocoon and raw silk.
- Facilitating regulated marketing of cocoons and raw silk.
- Creation of critical infrastructure facilities for development of sericulture in the state.
- Integration with other collaborative departments for providing scheme

assistances under various flagship schemes.

- Providing subsidy assistance to farmers, entrepreneurs in pre-cocoon and post-cocoon sectors under various schemes.
- Implementation of Crop Insurance Scheme for Sericulture farmers.
- Increasing production of import substitute bivoltine raw silk by establishing more automatic silk reeling units.
- Strengthening of post-cocoon sector by establishing more silk reeling units and silk twisting units.

2. Sericulture

Sericulture is considered as an agro-based rural cottage industry, as mulberry cultivation and silkworm rearing are agricultural activities, whereas reeling of silk is an industrial activity. Sericulture can be practised throughout the year with low gestation period. It ensures higher remuneration with low investment.

Sericulture provides employment to sizeable portion of socially and economically backward sections of the society, including women in rural and semi-urban areas. Hence, it can be a promising avenue for rural reconstruction.

The very nature of the industry with its rural based on-farm and non-farm activities and enormous employment generation potential, has been recognized as one of the most appropriate avenues for socio economic development in the country.

Sericulture is capable of generating more income than other cash crops like Cotton, Sugarcane and Groundnut etc. Most of the agricultural cash crops can be grown once or twice in a year but sericulture can be practised minimum 5 to 6 times in a year. Mulberry takes only six months to grow for commencement of silkworm rearing. Once mulberry is planted, it regularly gives yield for upto 10 to 15 years. Therefore, farmers having minimum landholdings are also can practice silkworm rearing throughout the year and get income at regular intervals.

It is noteworthy to point out that by producing indigenous silk required for the ever-growing local consumption in the State level and National level, there is huge savings in foreign exchange and generation of revenue in thousands of crore through silk exports.

Mulberry

Mulberry is a hardy perennial crop capable of thriving under a variety of agro-climatic conditions, wide range of soils, but best growth is obtained in loamy to clayey loam soils. Mulberry can be grown under both rainfed and irrigated conditions.



Mulberry Nursery



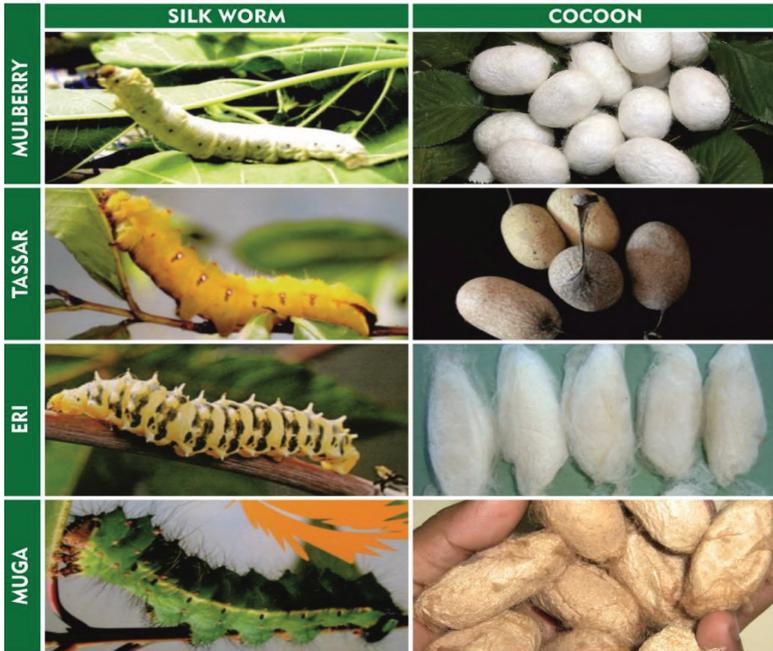
Mulberry Garden

Mulberry generally thrives well in the soil having 40-45% water holding capacity. Mulberry is well suited for intercropping with a number of vegetables and pulses and can provide an additional income to the farmers. Improved mulberry varieties, viz., V1, MR2, S-series and G4 are popularised among the farmers.

Silkworm

There are four major types of commercially exploited silks: Mulberry, Eri, Tasar and Muga obtained from different species of silkworm. Based on food plants, they have been classified into Mulberry and Non-Mulberry or Vanya Silks.

Out of these, Muga silk is the most precious one and is globally produced in India only, especially in Assam and adjacent north-eastern hilly States.



4 Types of Silkworm and its Cocoon

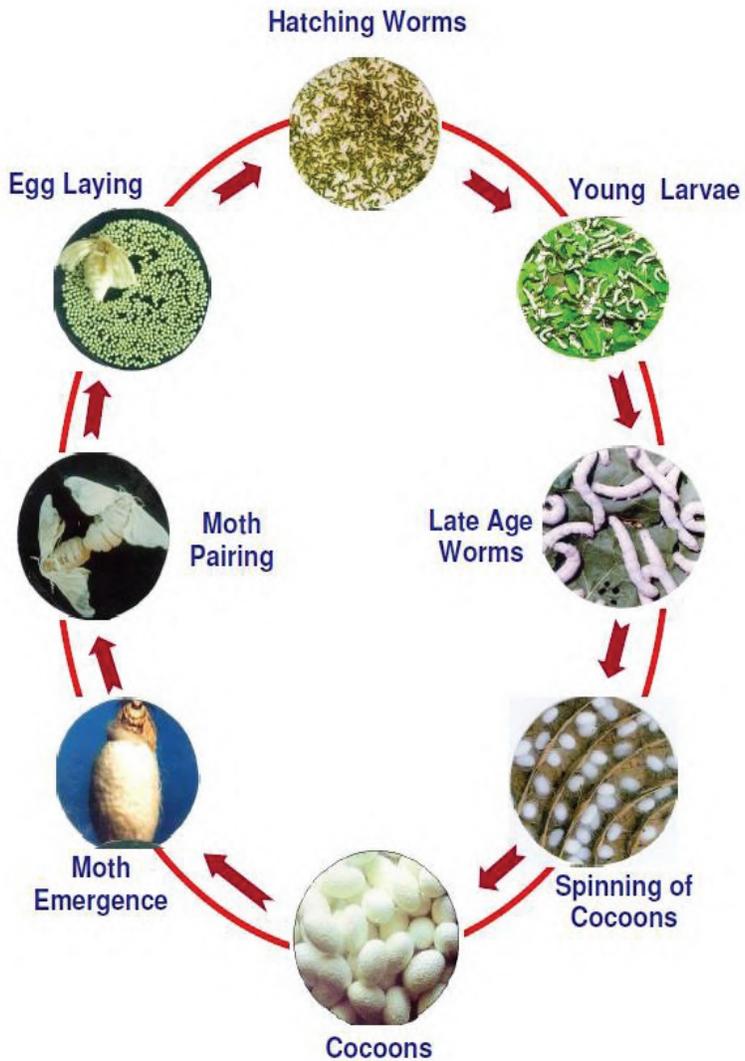
Environmental and climatic conditions for rearing of mulberry silkworms are favorable throughout the year in the southern states. So, mulberry sericulture is predominantly practised by the farmers in Tamil Nadu.



Silkworm Rearing Shed



Shoot harvest method of Silkworm Rearing



Life Cycle of Silkworm (*Bombyx mori*.)

Silk

The pride of silk needs no emphasis. Silk is the most elegant natural fibre, well-known for its unparalleled grandeur, natural sheen, and inherent affinity for dyes, high absorbance, light weight, soft touch and high in durability. Because of these unique features, silk is recognized as the 'Queen of Textiles'.

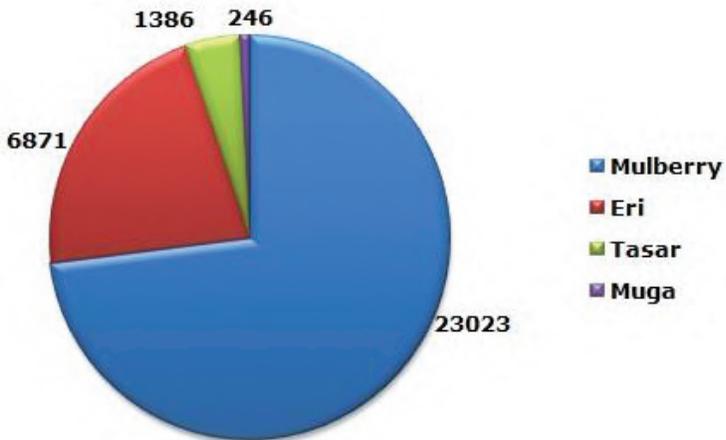


4 Types of Silk Yarn and Silk Fabric

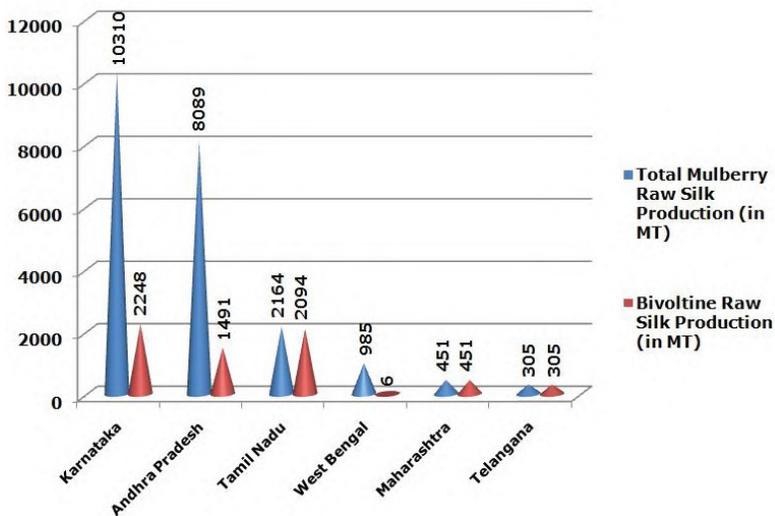
Sarees, dhoties, dress materials, scarves / stoles, readymade garments, furnishings, carpets, upholsteries, etc., are the diversified textiles produced using silk yarn. This silk yarn is also blended with other yarns and blended textiles are produced.

3. Sericulture in India

As per the Central Silk Board Report, India has produced 31,526 MT of Raw Silk during the year 2021-22 (Upto February 2022).



**India's Raw Silk Production in MT
(Upto February 2022)**



Mulberry Silk Production in MT (Upto February 2022)

India is the largest consumer of Silk fabrics in the world. There is a gap between the demand and production.

Currently, the annual estimated demand for raw silk in India is about 39,500 Metric Tonnes. About 31,526 Metric Tonnes of raw silk is produced in the country during last year (upto February 2022) and the rest is imported from other countries. As there is an ever-increasing demand for silk in the country, the Central Silk Board, Ministry of Textiles and Department of

Sericulture, Government of Tamil Nadu are taking all efforts to attain self-sufficiency in silk production.

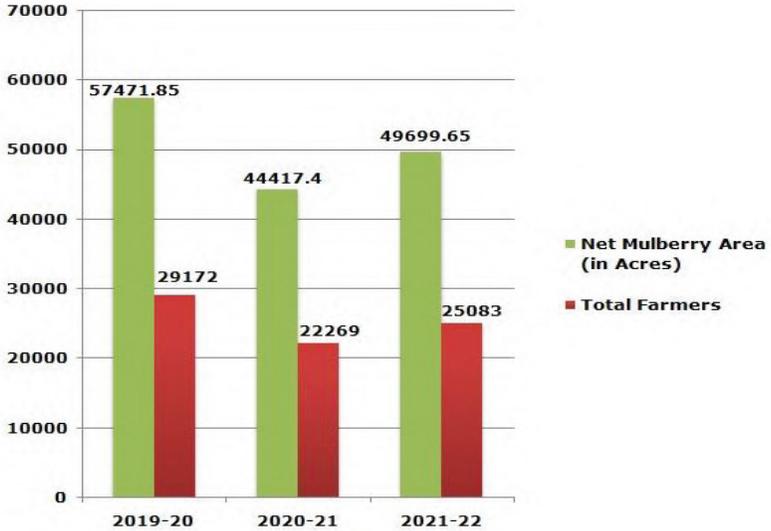
India has exported silk and silk goods to other countries to the tune of Rs.1,666.88 crore from April 2021 to January 2022.

4. Sericulture in Tamil Nadu

Tamil Nadu, one of the traditional Sericulture States in India, stands second in mulberry bivoltine silk production in the country. Mulberry crop is cultivated to the extent of 49,699.65 acres by 25,083 farmers, practicing silkworm rearing (as on 01.04.2022).

Sericulture is extensively practised in Krishnagiri, Dharmapuri, Salem, Erode, Tiruppur, Vellore, Namakkal, Dindigul, Tenkasi and Theni districts and moderately practised in all other districts except Chennai.

The extension functionaries of the department are assisting the farmers right from the cultivation of mulberry to marketing of their produce, the cocoon.



Mulberry Expansion in the past three years

District wise Mulberry Area

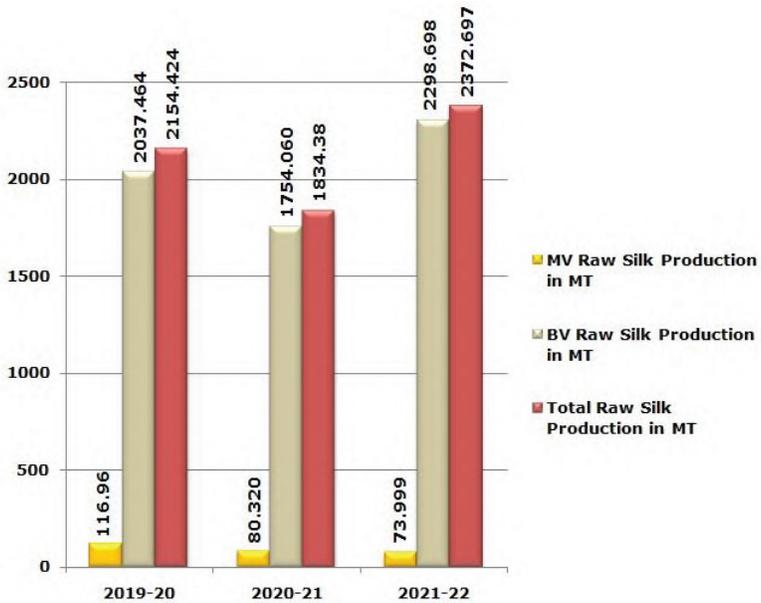
Sl. No	District	Mulberry Area as on 01.04.2022			
		Acre			Farmer
		Irrigated	Rainfed	Total	
1	Krishnagiri	7432.65		7432.65	3770
2	Dharmapuri	4183.80		4183.80	2589
3	Salem	3692.80		3692.80	2292
4	Erode	3867.96		3867.96	1691
5	Coimbatore	3064.85		3064.85	1359
6	Tiruppur	6231.29		6231.29	2952
7	The Nilgiris	88.00		88.00	61
8	Vellore	745.25		745.25	316
9	Tirupattur	1703.25	170.85	1874.10	1100
10	Ranipet	608.75		608.75	303
11	Kancheepuram	19.50		19.50	15

Sl. No	District	Mulberry Area as on 01.04.2022			
		Acre			Farmer
		Irrigated	Rainfed	Total	
12	Chengalpattu	32.50		32.50	15
13	Tiruvallur	23.50		23.50	13
14	Tiruvannamalai	1184.55	118.00	1302.55	729
15	Namakkal	2432.00	58.15	2490.15	1322
16	Karur	419.00		419.00	231
17	Trichy	974.05		974.05	516
18	Perambalur	192.40		192.40	93
19	Ariyalur	148.00		148.00	74
20	Pudukkottai	543.00		543.00	289
21	Thiruvavarur	195.50		195.50	85
22	Thanjavur	356.50		356.50	170
23	Nagapattinam	17.50		17.50	11
24	Mayiladuthurai	46.00		46.00	17
25	Villupuram	728.50		728.50	375
26	Kallakurichi	427.00		427.00	243
27	Cuddalore	580.25		580.25	270
28	Madurai	546.00		546.00	242
29	Theni	2106.50		2106.50	984
30	Virudhunagar	574.00		574.00	228
31	Ramanathapuram	164.50		164.50	80
32	Sivagangai	394.20		394.20	177
33	Dindigul	3234.50		3234.50	1417
34	Tirunelveli	224.00		224.00	102
35	Tenkasi	1667.50		1667.50	715
36	Thoothukudi	239.85		239.85	99
37	Kanyakumari	263.25		263.25	138
Total		49352.65	347.00	49699.65	25083

It has been planned to increase the net mulberry cultivated area in 5,000 acres

additionally for bush type of mulberry, and also to plant mulberry trees in 625.00 acres additionally during the year 2022-2023.

Tamil Nadu has produced 2,373 Metric Tonnes of raw silk during 2021-2022 and stands second in the country in the production of import substitute (Bivoltine) raw silk, by producing 2,298 Metric Tonnes among mulberry silk producing States.



Raw Silk Production in the past three years

In the meantime, the State Government is planning for product diversification by effective utilization of silk reeling by-products and establishing reliable and profitable marketing facilities for the same.

5. Sustainable Development Goals

United Nation's Development Agenda for 2016-2030, i.e., 'Transforming our World: the 2030 Agenda for Sustainable Development' comprising 17 Sustainable Development Goals (SDGs) and 169 related Targets have been adopted and signed by the Government of India in September 2015. These goals embrace economic, environmental, and social aspects of the wellbeing of societies.

The Vision for Tamil Nadu Government is to become India's most prosperous and progressive State free from poverty, where its people enjoy all the basic services of a modern society and live in harmonious engagement with the environment and with the rest of the world.

Sericulture is farm-based labour intensive and commercially attractive economic activity limited to cottage and small scale sector. It provides livelihood opportunities to rural poor and women. The following Sustainable Development Goals are targeted by the Department of Sericulture.

Goal [1]: No Poverty

(1.1) Eradicate Extreme Poverty for all People Everywhere

Sericulture can be practised even with meagre land holding. An acre of mulberry garden and silkworm rearing can support a family of three without hiring labour. Features such as low gestation, high returns make sericulture an ideal programme for weaker sections of the society.

Sericulture farmers get handsome remuneration through mulberry cultivation along with silkworm rearing. As one crop of silkworm can be reared within 25–27 days, farmers gain assured monthly income all throughout the year.

Also, subsidy assistance are provided by the department to farmers for mulberry cultivation, silkworm rearing shed construction so as to encourage them to practice silkworm rearing. Sericulture improves the socio economic status of the farmers as it provides income at regular intervals.

Sl. No.	Name of the Scheme Component	No. of Farmers assisted financially under State Plan 2021-22
1.	Assistance for New Mulberry Plantation	3197
2.	Assistance for Construction of Silkworm rearing Shed	300
3.	Supply of Silkworm Rearing Appliances	1000
4.	Supply of Power Tillers to Pioneer Sericulture Farmers	200

Goal [8]: Decent Work and Economic Growth

(8.5) Achieve Full and Productive Employment and decent work for all Women and Men

Sericulture improves the standard of living and lifestyle of the people in rural area by providing sufficient employment and income opportunities to rural people.

The Sericulture farmers engage labourers for mulberry garden maintenance and silkworm rearing, thereby generating employment to rural labourers.

Most of the farm labourers, silk reelers and weavers are women. As, 60% of the works are done by the women in Sericulture, it plays a key role in rural women empowerment.



Women Labourers engaged in Silk Reeling

It is estimated that, Sericulture can generate 36 man days of employment (both in on-farm and off –farm activities) for one kilogram of raw silk production throughout the year.

Employment Generation potential of Silk Industry (One hectare mulberry plantation):

Sector	Mandays per year	
	Per Ha	Per Kg Silk
Plantation & Silkworm Rearing	1899	18.08
Reeling and Twisting	307	2.92
Weaving and Fabric Processing	1147	10.92
Ancillary activities	460	4.38
Total per Ha	3813	36.31
Per Acre	1543	14.70

Note: Raw Silk Productivity: 105 Kg/ ha.

Goal [9]: Industry, Innovation and Infrastructure

(9.3) Increasing the Access of Small Scale Industries and Other Enterprises

With the increase in silk cocoon production, there will be increase in Small Scale Industries like reeling, twisting, dyeing, apart from weaving and further processing units.

By-product utilization, spun silk production, handicrafts from cocoons and silk and usage of silk protein, sericin for non-textile purposes like, manufacturing bio-medical devices, surgical sutures and plates in pharmaceutical industries

and production of cosmetics are also becoming increasingly popular.

Pupae waste generated during the reeling process could be used as poultry or fish feed after value addition as it is rich in protein and fat.



Private Pupae Processing Unit, Udumalpet

To encourage the silk reeler for getting additional income from the sale of processed (dried) pupae as poultry or fish feed, assistance being provided for the establishment of pupae processing unit. During the year 2021-22, One Pupae Processing unit has been established in the state and yet to start function. Another one

Pupae Processing unit will be established during the year 2022-23.

6. Infrastructure Facilities of the Department of Sericulture

Department of Sericulture has infrastructure facilities with forward and backward linkages to support pre-cocoon and post-cocoon sectors. To promote Sericulture in the State, the following infrastructure facilities are available.

Government Infrastructure	#	Name	No	Total
Basic Seed Farms (BSF)	1	P3 Seed Farms	5	19
	2	P2 Seed Farms	8	
	3	P1 Seed Farms	6	
Grainages	1	State Government Grainages	10	12
	2	Central Silk Board Grainages	2	
Cold Storages	1	Multi-Graded Cold Storages	3	3
Technical Service Centres (TSC)	1	Seed TSC	3	105
	2	Extension TSC	102	
Government Silk Farms	1	Demonstration-cum-Training Centres (DCTC)	6	32
	2	Government Hybrid Silk Farms (GHSF)	6	
	3	Farmers Training Centres (FTC)	10	
	4	Chawkie Silk Farms (CSF)	5	
	5	Model Mulberry Plantation (MMP)	4	
	6	Silk World – Seri Tourism Centre	1	
Government Cocoon Markets	1	Seed Cocoon Markets	3	24
	2	Commercial Cocoon Markets	21	
Silk Reeling /	1	Silk Reeling cum twisting Units	4	8

Government Infrastructure	#	Name	No	Total
Twisting Units	2	Silk Reeling unit without silk twisting facilities	4	
Training Institute	1	Tamil Nadu Sericulture Training Institute	1	1
Silk Exchange	1	Government Anna Silk Exchange, Kancheepuram and its Salem Branch	2	2
Cooperative Societies	1	Sericulture Industrial Cooperative Societies	25	26
	2	TANSILK	1	

6.1 Basic Silkworm Seed Farms

The basic seed farms are producing the seed (parental) cocoons required for the production of commercial silkworm layings in the Grainages, to be supplied to the sericulture farmers.



P2 Seed Farm, Masinagudi

The Department has 19 seed farms involved in the strict maintenance of parental qualities in three-tier (P3 -> P2 ->P1) system of multiplication on silkworm seed cocoon production.

Since the required quantity in P1 level is more, selected seed farmers are also being engaged in parent seed cocoon production. The seed farms and grainages are instrumental in maintaining the racial characters and hybrid vigour of silkworms, thereby playing a vital role in development of Sericulture.

**Seed Cocoon Production and Revenue Generation in
Seed Farms during 2021-22**

District	Sl. No	Name of the Seed Farm	Role	Seed Cocoon Production (in Lakh Nos.)	Commercial Cocoon Production (in Kgs)	Total Revenue (Rs. in lakh)
Krishna giri	1	Berigai	P3	0.875		1.357
	2	Avalapalli	P3	1.147		3.073
	3	Hosur	P2	2.063		3.867
	4	Kalukonda palli	P3	1.192		1.327
	5	Thally	P3	0.707		0.696
	6	Uddana palli	P2	2.873		7.208
	7	Uli mangalam	P2	1.480		2.485
	8	Melagiri	P2	1.450		1.829

District	Sl. No	Name of the Seed Farm	Role	Seed Cocoon Production (in Lakh Nos.)	Commercial Cocoon Production (in Kgs)	Total Revenue (Rs. in lakh)
	9	Kollatti	P1	3.833	1698.800	14.370
Dharma puri	10	Sitheri	P1	0.949	101.100	2.038
Erode	11	Hassanur	P2		268.800	1.329
	12	Madhahalli	P1		1133.400	6.626
The Nilgiris	13	Coonoor	P3	0.078		0.361
	14	Masinagudi	P2	2.240		2.217
	15	Masakkal	P2	1.618		2.118
Tirupattur	16	Athanavoor	P1	1.098		1.037
Namakkal	17	Kolli Hills	P1	0.860		2.049
Theni	18	Mayiladum parai	P2	2.915		3.943
Tenkasi	19	Shenkottai	P1	1.853	107.800	5.144
		Total		27.231	3309.900	63.074

6.2 Grainages

'Grainages' are the centres producing silkworm eggs (layings) from the seed cocoons brought from the basic seed farms/ seed farmers.

Ten Government grainages are functioning in the State for the production of Disease Free Layings to be supplied to the Sericulture farmers. In addition to that, 2 Central Silk Board run National Silkworm Seed Organization (NSSO) grainages are also functioning in the State.

During the year 2021-22, 43.204 lakh Disease Free Layings (DFLs) were produced in the 10 Government Grainages.

**Silkworm Egg Production in Government Grainages
during 2021-22**

District	Sl. No	Name of the Grainage	Silkworm Egg Production 2021-22 (in lakh DFLs)
Krishnagiri	1	Hosur (CSR)	7.749
	2	Krishnagiri (CSR)	17.328
Dharmapuri	3	Sogathur (CSR)	2.376
	4	Pennagaram (CSR)	1.611
Coimbatore	5	Coimbatore (CSR)	1.122
Erode	6	Erode (CSR)	3.651
	7	Talavady (CSR)	2.094
Tirupattur	8	Vaniyambadi (CSR)	4.650
Trichy	9	Trichy (CB)	0.093
Tenkasi	10	Courtallam (CSR)	2.530
Total			43.204



OUTSIDE VIEW



INSIDE VIEW

Government Grainage, Krishnagiri

6.3 Multi-graded Cold Storage Units

With growing demand for bivoltine silk, over 90% of sericulture farmers of Tamil Nadu preferring Bivoltine Silkworm Rearing.

In order to make Bivoltine silkworm eggs available all throughout the year, the eggs produced in the grainages are preserved in the cold storage unit at various temperature levels ranging from 2.5°C to 25°C for a pre-determined period of 120-300 days –i.e., four, six and ten months preservation schedules – to control the diapause condition of eggs and to maintain the vigour of embryo, so as to release them for distribution to the farmers at regular intervals, without any disruption. The layings will hatch into first stage silkworm larvae after 10-11 days from release.

Three multi-graded cold storage units are functioning at Krishnagiri, Hosur in Krishnagiri district, and Chinnavedampatti in Coimbatore district. During the year 2021-22, 40.05 lakh silkworm eggs were preserved in these cold storage units.

**Silkworm Eggs Preserved in Government Cold Storage
Units during 2021-22**

District	Sl. No.	Name of the Cold Storage	Silkworm Eggs Cold Stored (Lakh DFLs)	
			April 2021 to March 2022	Eggs under preservation (as on 31.03.2022)
Krishnagiri	1	Hosur	12.762	8.253
	2	Krishnagiri	23.690	13.965
Coimbatore	3	Chinnavedampatti @ Coimbatore	3.597	2.767
Total			40.049	24.985



OUTSIDE VIEW



INSIDE VIEW

Multi-graded Cold Storage Unit, Chinnavedampatti

6.4 Technical Service Centres

Technical Service Centres are providing technical assistance to Sericulture farmers in mulberry cultivation, garden maintenance, silkworm rearing and crop protection measures at their doorsteps.



Technical Service Centre, Hosur, Krishnagiri District

They also assist the farmers to avail benefits provided through various scheme components of Department of Sericulture.

There are 105 Technical Service Centres functioning in the State. Each Technical Service

Centre is headed by an Assistant Inspector/Inspector of Sericulture along with 5-7 Junior Inspectors of Sericulture to cater the needs of Sericulture farmers.

Technical Service Centres

Region	Districts	Sl. No.	Assistant Director	No. of Technical Service Centres
Dharmapuri	Krishnagiri	1	Hosur	7
		2	Denkanikottai	6
		3	Krishnagiri	4
	Dharmapuri	4	Dharmapuri	4
		5	Pennagaram	6
Erode	Salem	6	Salem	7
	Coimbatore Tiruppur Erode	7	Coimbatore	4
		8	Udumalpet	5
		9	Erode	7
	10	Talavady	3	
The Nilgiris	11	Coonoor	1	
Vellore	Vellore Tirupattur Ranipet Thiruvallur Kancheepuram Chengalpattu	12	Vaniyambadi	8
		13	Tiruvanna- malai	6
	Villupuram Kallakurichi Cuddalore	14	Villupuram	4
Trichy	Trichy Pudukkottai Ariyalur	15	Trichy	8

Region	Districts	Sl. No.	Assistant Director	No. of Technical Service Centres
	Tiruvarur Thanjavur Perambalur Nagapattinam Mayiladuthurai			
	Namakkal Karur	16	Namakkal	7
Madurai	Dindigul Sivagangai	17	Dindigul	6
	Theni Madurai Ramanatha - puram	18	Theni	5
	Tenkasi Tirunelveli Virudhunagar Thoothukudi Kanyakumari	19	Tenkasi	7
			Total	105

6.5 Government Silk Farms

Government silk farms are the centres functioning as model units for mulberry cultivation and silkworm rearing activities, demonstrating the latest technologies introduced from sericulture research institutions of the Union Government.

They are also engaged in mulberry saplings production, chawkie (young-age silkworms upto

2nd instar) rearing, silkworm rearing and farmers training. Quality mulberry saplings and chawkie silkworms are also supplied to the needy farmers.



Government Farm, Shengottai, Tenkasi

There are 32 Government silk farms functioning under the Department.

- 6 Demonstration-cum-Training Centres (DCTC),
- 6 Government Hybrid Silk Farms (GHSF),
- 10 Farmers Training Centres (FTC),
- 5 Chawkie Silk Farms (CSF),
- 4 Model Mulberry Plantations (MMP),

➤ 1 Silk World (Seri Tourism Centre).

Government Silk Farms and its Revenue during 2021-22

District	Sl. No.	Name of the Farm	Revenue (Rs. in lakh)
Krishnagiri	1	DCTC, Hosur	0.346
	2	GHSF, Uthangarai	2.114
Dharmapuri	3	FTC, Sogathur	0.827
	4	CSF, Papparapatty	0.355
Salem	5	Silk World, Yercaud	0.185
	6	FTC, Nathakarai	2.490
	7	GHSF, Maniyarkundam	1.797
	8	GHSF, Pudur	1.013
Kallakurichi	9	GHSF, Vellimalai	1.667
Erode	10	FTC, Talavady	1.540
	11	CSF, Ramapuram	0.594
	12	GHSF, Geermalam	0.054
Tiruppur	13	FTC, Myvadi	0
Kancheepuram	14	FTC, Vitthanthalangal	1.046
Tirupattur	15	FTC, Minnur	1.192
Tiruvannamalai	16	CSF, Nadanur	0.480
Tirupattur	17	CSF, Puliyoor	0.642
Cuddalore	18	FTC, Neyveli	0.154
	19	DCTC, Uppiliapuram	0.377
	20	MMP, Kalingapatty	0.410
	21	MMP, Karukkamadai	0.235
	22	GHSF, Pachamalai	0.669
Trichy	23	FTC, Manikandam	1.996
Thanjavur	24	FTC, Nanjikottai	1.506
Dindigul	25	MMP, C.K.Pudur	1.555
Sivagangai	26	CSF, Nagampatti	0
	27	DCTC, O.Pudur	1.379
Ramanathapuram	28	DCTC, Pandiyur	1.775
Tirunelveli	29	DCTC, Tirunelveli	1.012

District	Sl. No.	Name of the Farm	Revenue (Rs. in lakh)
		@V.M.Chatram	
Virudhunagar	30	FTC, Srivilliputhur	1.538
	31	MMP, Sevalur	2.071
Kanyakumari	32	DCTC, Konam	1.180
		Total	32.199

6.5.1 Chawkie Rearing Centres

‘Chawkie rearing’ means rearing of young silkworms from hatching to second moult for 7 days.



Chawkie Silkworms

It requires special care in maintaining hygiene inside rearing room and favourable

climatic conditions supplemented by feeding good quality leaves.

The centres performing rearing and supply of chawkie worms to the farming community are called as 'Chawkie Rearing Centres'.



**Chawkie Rearing Centre in Government Farm,
Hosur, Krishnagiri District**

The concept of chawkie rearing is one of the main factors for successful bivoltine Sericulture in the State. Receiving chawkie silkworms from chawkie rearing centres helps the farmers to save 7 rearing days thereby resulting in increased cocoon production and income.

Five Government farms are exclusively functioning as Chawkie Silk Farms for supply of quality chawkie silkworms to the needy farmers.

Apart from the Government Chawkie rearing centres, 37 private chawkie rearing centres are also functioning in the State.



Private Chawkie Rearing Centre, Udumalpet

6.6 Government Seed Cocoon Markets

Local and Bivoltine Seed cocoons produced by the P1 seed farmers and Government seed farms are transacted in the seed cocoon markets and supplied to grainages for commercial

silkworm seed production. 0.75% of seed cocoon transaction value is collected as levy, each from sellers and buyers.

Three seed cocoon markets are functioning at Hosur, Denkanikottai and Coimbatore, to transact the seed cocoons. In these seed cocoon markets, 29,158 kilogram of seed cocoons were transacted for a value of Rs.221.653 lakh during the year 2021-22.

6.7 Government Cocoon Markets

The Government cocoon markets transact the silk cocoons brought by the farmers and bought by the silk reelers. They function as a regulated market to serve the farmers to sell their produce by providing marketing facilities. 0.75% of cocoon transaction value is collected as levy, each from sellers and buyers.

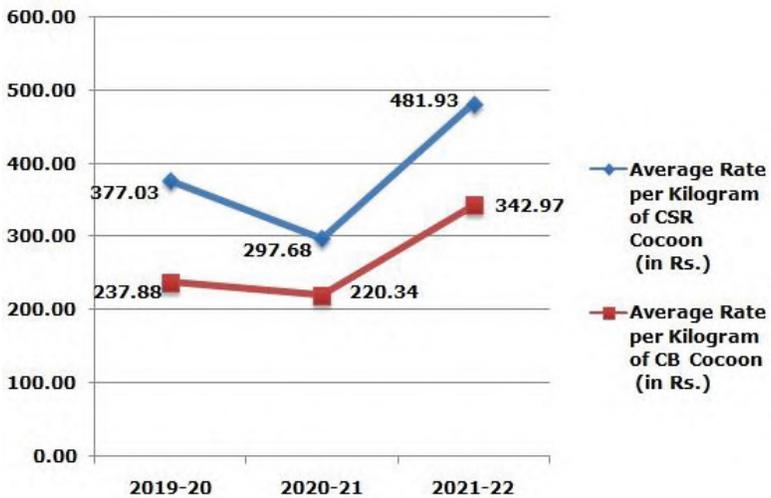
There are 21 cocoon markets in various districts of the State. During the year 2021-22, 1,364 Metric Tonnes of cocoons were transacted in these markets for a value of Rs.6,400.095 lakh.

**Cocoon transaction in Government Cocoon Markets
during 2021-22**

District	Sl. No.	Name of the Cocoon Market	Cocoon Transacted (in MT)	Cocoon Transaction Value (Rs. in lakh)
Krishnagiri	1	Hosur	45.558	210.298
	2	Krishnagiri	37.076	160.891
Dharmapuri	3	Pennagaram @ Palacode	31.836	126.044
	4	Dharmapuri	338.606	1785.139
Salem	5	Salem	93.685	403.879
Coimbatore	6	Coimbatore	158.991	732.064
Erode	7	Talavady	37.484	175.827
	8	Erode	55.950	247.010
Tiruppur	9	Myvadi	124.565	541.159
Tirupattur	10	Vaniyambadi	54.950	237.249
Tiruvanna- malai	11	Tiruvannamalai	18.060	79.634
Trichy	12	Trichy	8.411	32.058
Pudukkottai	13	Pudukkottai	19.278	72.568
Namakkal	14	Rasipuram	48.945	296.014
Dindigul	15	Dindigul	10.207	37.088
	16	Palani @ C.K.Pudur	10.285	37.430
Sivagangai	17	Sivagangai	29.115	131.829
Theni	18	Theni	84.220	388.181
Tenkasi	19	Nannagaram	70.067	317.759
Virudhunagar	20	Srivilliputhur	60.053	260.195
Kanyakumari	21	Nagercoil	26.667	127.779
TOTAL			1364.009	6400.095



New Government Cocoon Market inaugurated at Muthukalipatti, Rasipuram, Namakkal District



Average Cocoon Price in the past three years

The average price of bivoltine cocoons has been increased 38% during the year 2021-22 when compared to the previous year 2020-21. Hence, farmers are getting higher remuneration for their cocoons.

Steps are being taken to introduce e-auction for increasing transparency in cocoon transaction at all Government cocoon markets.

6.8 Government Silk Reeling/Twisting Units

Government Multiend silk Reeling Units are functioning as model units for reeling and twisting-based entrepreneurs, in order to support the post cocoon sector which is a vital sector of sericulture industry.

Government reeling units also participate in cocoon market auction and help the farmers to get fair price for their produce.



Government Multi-End Silk Reeling Unit, Hosur



**Government Silk Reeling cum Twisting Unit,
Nannagaram, Tenkasi District.**

There are eight Government Reeling Units functioning under this department. Of these 8 silk reeling units, units at Hosur, Salem, Talavady and Nannagaram are functioning as Silk Reeling-cum-Twisting Units, where the raw silk is further converted as twisted silk (or ready silk).

During the year 2021-22, these Government Reeling units have generated revenue of Rs.696.881 lakh from the sale of raw silk, ready silk and other by products.

**Silk Production and Revenue Generation in Government
Silk Reeling Units during 2021-22**

District	Sl. No.	Name of the Silk Reeling / Twisting Unit	Raw Silk Produced during 2021-22 (in Kgs)	Ready Silk Produced during 2021-22 (in Kgs)	Revenue Generated (Rs. in lakh)
Krishnagiri	1	Hosur	2627.70	621.50	105.451
Salem	2	Salem	1746.20	569.10	108.879
Erode	3	Talavady	1450.50	714.00	61.635
Tirupattur	4	Vaniyambadi	489.45	-	20.580
Pudukkottai	5	Pudukkottai	1101.00	-	43.333
Sivagangai	6	Sivagangai	2668.00	-	110.916
Tenkasi	7	Nannagaram	2858.92	1876.60	148.285
Kanyakumari	8	Konam	2221.05		97.802
TOTAL			15162.82	3781.20	696.881

6.9 Private Silk Reeling Units

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

Apart from Government units, there are 172 reeling units functioning under private sector:

Sl. No.	Name	Nos.
1	Charka Reeling Units	17
2	Cottage Basin Silk Reeling Units	88
3	Multi-End Silk Reeling Units	58
4	Automatic Silk Reeling Units	9
Total		172



Cottage Basin Silk Reeling Unit, Dharmapuri



Multi-end Silk Reeling Machine Unit, Udumalpet



Automatic Silk Reeling Machine Unit, Udumalpet

For the effective utilization of defective cocoons available in the State, one Automatic

Dupion silk reeling machine unit has been established during the year 2021-22.

Efforts have been taken to establish four 400 ends Automatic silk reeling machine units, two 200 ends Automatic silk reeling machine unit and one Multiend reeling unit during 2022-2023. The silk reeling capacity of these units is 183.00 Metric tonnes of raw silk production per year.

Also, efforts have been taken to establish one more Automatic Dupion silk reeling machine unit.



**Automatic Dupion Silk Reeling Machine Unit,
Udumalpet**

It has been mandated to strengthen the post-cocoon sector by encouraging more entrepreneurs to establish silk reeling units so that the entire quantity of cocoons produced in the State would be utilized within the State.

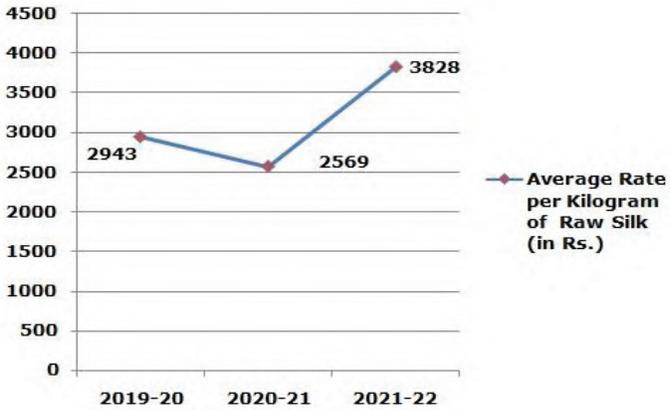
6.10 Government Anna Silk Exchange, Kancheepuram

Government Anna Silk Exchanges functioning at Kancheepuram and Salem, are transacting the raw silk brought by the silk reelers to the raw silk consumers in the state. It is functioning as a regulated market to serve the silk reelers to sell their produce by providing marketing facilities.

Based on the prevailing raw silk price and quality, floor price is fixed and silk lots are admitted for auction. Master weavers, Twisters and the TANSILK participate in the open auction and purchase the silk. 0.75% of silk transaction value is collected as levy, each from sellers and buyers.



Raw Silk Auction at Government Anna Silk Exchange, Kancheepuram



Average Rate per Kg of Raw Silk in the past three years

During the year 2021-22, 86.738 Metric Tonnes of Raw Silk has been transacted for a value of Rs.2,692.732 lakh in Anna Silk Exchange, Kancheepuram and its Salem branch.

Silk Transaction in Government Anna Silk Exchange during the year 2021-22

Sl. No.	Particulars	Quantity (in MT)	Value (Rs. in lakh)
1	Raw Silk	57.284	2192.942
2	Dupion Silk	29.454	499.790
Total		86.738	2692.732

Steps are being taken to introduce e-auction for increasing transparency in raw silk transaction at Government Silk Exchanges.

6.11 Tamil Nadu Sericulture Training Institute, Hosur

To impart refresher training to the field level functionaries of the department and to train new farmers and reelers on continuous basis, the Department of Sericulture has a training institute at Hosur with all infrastructure and residential facilities.



Tamil Nadu Sericulture Training Institute, Hosur

Details of Training available for Staff and Farmers:

Sl. No.	Name of the Training	Duration
1.	Central Sector Scheme - Farmers Training under BEP	5 Days
2.	Central Sector Scheme – Staff Training	5 Days
3.	Intensive attachment training for staff	60 Days
4.	Administrative Training to Supervisory Staff	3 Days
5.	Crash In-service training for Staff	30 Days
6.	ATMA Training for Staff	3 Days
7.	Off campus training for Staff	4 Days



Conducting classes to beneficiaries at TNSTI, Hosur



No. of Beneficiaries Trained at TNSTI, Hosur during 2021-22.

A monthly technical magazine 'Pattu Malar' is published by this Institute and distributed to farmers at subsidised price of Rs.2/- per copy.

It helps in disseminating the latest trends, technologies and developments in Sericulture sector to the Sericulture farmers.



6.12 Co-operative Societies

There are 25 Sericulture Industrial Co-operative Societies under the Department of Sericulture. One Apex Co-operative Society, namely 'Tamil Nadu Co-operative Silk Producers' Federation Limited (TANSILK)' is functioning under the Department of Sericulture.

6.12.1 Industrial Co-operative Societies

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

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

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

was registered as an apex body of Silk Co-operative Societies.

It has six branches located at Arani, Coimbatore, Erode, Kancheepuram, Kumbakonam and Salem. Silk reelers, twisters, Silk Weavers' Co-operative Societies and Sarvodaya Sanghs are its members. TANSILK procures bulk quantity of raw silk from Government Anna Silk Exchange, Kancheepuram and supplies to its members.



Twisted Silk sales at TANSILK Branch, Kancheepuram

Silk Weavers' Co-operative Societies, Khadi and Village Industries Board and the certified institutions like Sarvodaya Sanghs purchase twisted silk from TANSILK. The twisted silk is

further woven into sarees, dhoties and other silk materials and sold.

**Purchase and Sale of Raw and Ready Silk in TANSILK,
Kancheepuram 2021-22**

Sl. No.	Type of Silk	Purchase		Sales	
		Quantity (in MT)	Value (Rs. in Crore)	Quantity (in MT)	Value (Rs. in Crore)
1.	Raw Silk	59.913	23.24	61.176	23.443
2.	Dupion Silk	29.454	5.035	29.530	5.096
3.	Ready Silk	95.520	44.872	95.520	44.888
Total		184.887	73.147	186.226	73.427

7. Crop Insurance Scheme

This scheme is implemented to compensate for the unfortunate crop losses and encourage the farmers to take up Sericulture. 100% of crop insurance premium amount is being provided to the Sericulture farmers by Government.

The insurance company compensates the crop loss to Sericulture farmers according to the stage of silkworm at the time of loss. Personal accident and silkworm rearing shed damages are also covered.

Period	Farmers Enrolled (Nos.)	Premium Amount (Rs. in lakh)	Compensation Disbursed (Rs. in lakh)	Farmers benefitted
2020-21 (Nov -2021 to Nov - 2022)	29,172	39.673	30.807	400
2021-22 (Jan-2022 to Jan - 2023)	22,269	39.861	*	-

* So far 56 farmers requested compensation for Silkworm Crop Loss. Claim settlement is under process.

8. Schemes implemented during 2021-2022

8.1 State Plan

For the welfare of farmers and development of Sericulture sector in the state, the State Government implements various beneficiary oriented scheme components had sanctioned a sum of Rs.1868.95 lakh during 2021-2022 under State Plan, as given below:

State Plan 2021-2022

Sl. No	Name of the Scheme Component	Physical (Acre / No)	Unit Cost (Rs.)	Financial (Rs.in lakh)		
				State share	Beneficiary share	Total Cost
1	Assistance for Plantation of high yielding Mulberry varieties	5000.00	14000	525.00	175.00	700.00

Sl. No	Name of the Scheme Component	Physical (Acre / No)	Unit Cost (Rs.)	Financial (Rs.in lakh)		
				State share	Beneficiary share	Total Cost
2	Assistance for Construction of separate silkworm rearing sheds	300	400000	360.00	840.00	1200.00
3	Procurement and supply of rearing appliances & farm equipments	1000	70000	525.00	175.00	700.00
4	Supply of Power Tillers to pioneer Sericulture Farmers	200	35000	70.00	-	70.00
5	Cash awards to the Best Sericulture Farmers at State and District level	111	-	24.45	-	24.45
6	Strengthening of Government Seed Farms	4	500000	20.00	-	20.00
7	Cash awards to the Best Silk Reelers at State level	6	-	4.50	-	4.50
8	Establishment of Chawkie Rearing Centres in 14 Government Farms	14	700000	98.00	-	98.00
9	End to End computerization of entire departmental activities	Lump-sum	-	242.00	-	242.00
Total				1868.95	1190.00	3058.95

8.2 Sericulture Development and Price Stabilisation Fund

A sum of Rs.151.975 lakh was sanctioned under Sericulture Development and Price Stabilisation Fund during 2021-2022 for the development works of the Department as given below:

Sericulture Development and Price Stabilisation Fund 2021-22

Sl. No	Name of the Scheme Component	Total amount sanctioned (Rs. in lakh)
1	Printing and distribution of Pattumalar	7.514
2	Crop Insurance Scheme to Sericulture Farmers	40.084
3	Annual prepaid premium for BSNL CUG SIM Cards	1.780
4	Renovation of Buildings for Government Farms, Grainages, Cocoon Markets & Reeling Units	40.332
5	Purchase of Equipments required for Government Farms, Reeling Units & Cocoon Markets	52.665
6	Revolving Fund for Government Cocoon Market, Vaniyambadi	5.000
7	Purchase of Electronic Accessories and carrying Partition works at Directorate	4.600
	Total	151.975

8.3 Central Sector Scheme: 'SILK SAMAGRA'

"SILK SAMAGRA" is an Integrated Scheme for Development of Silk Industry (ISDSI) aims to sustain and strengthen the Sericulture activities in the country. It focuses on the development of entire silk value chain by integrating it under four major components, as follows:

- a. Research and Development, Transfer of Technology, Training and IT initiatives.
- b. Seed Organization
- c. Co-ordination and Market Development
- d. Quality Certification Systems (QCS) and Technology upgradation.

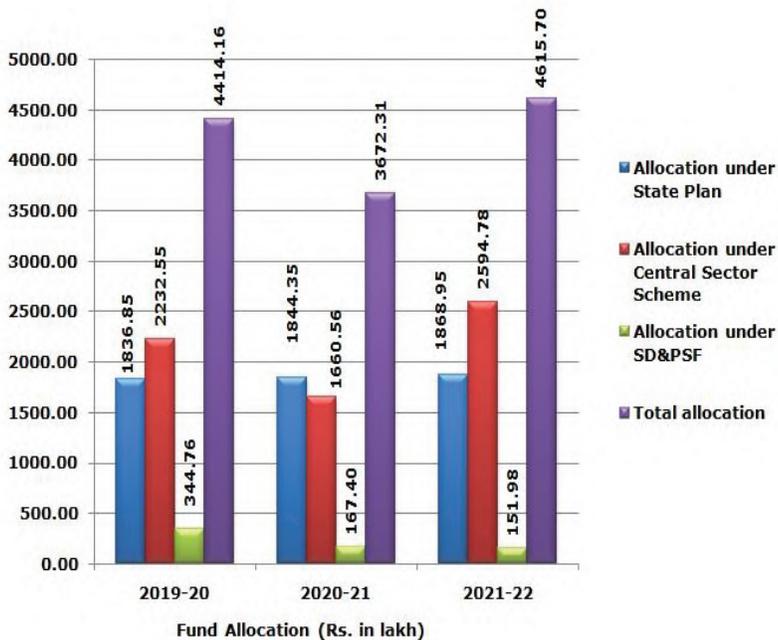
The Silk Samagra also comprises various beneficiary oriented components under Mulberry, Vanya and Post Cocoon Sectors. The programme catalyzes the efforts of State Governments to improve the quality, productivity and production of Raw Silk besides, generating employment opportunities particularly in the rural areas.

The Central Silk Board has sanctioned a sum of Rs.1924.177 lakh for the implementation of various scheme components under the Central Sector Scheme, 'Silk Samagra' for the year 2021-2022.

Scheme Components of Silk Samagra

Sl. No.	Name of the Component	Unit (Acre / Nos.	Unit Cost (Rs. in lakh)	Subsidy Assistance (CSB : State) (Rs. in lakh)	
				General (50:25)	SC & ST (65:25)
I	Seed Sector				
1.	Assistance for purchasing Seed Testing Equipments for State Government Grainages. (50:50)	No.	47.60	CSB (50%): 23.80 State (50%) : 23.80	
2.	Upgradation of State Government Commercial Seed Production Units (50:50)	No.	16.00	CSB (50%): 8.00 State (50%) : 8.00	
II	Pre Cocoon Sector				
1.	Support for development of Mulberry Kissan Nursery	Acre	1.50	1.125	1.350
2.	Support for Mulberry Plantation Development (Bush)	Acre	0.50	0.375	0.450
3.	Assistance for construction of Mulberry silkworm Rearing House (1000 sq.ft)	Nos.	4.00	3.000	3.600
4.	Supply of Mulberry	No.	0.75	0.563	0.675

Sl. No.	Name of the Component	Unit (Acre / Nos.	Unit Cost (Rs. in lakh)	Subsidy Assistance (CSB : State) (Rs. in lakh)	
				General (50:25)	SC & ST (65:25)
	silkworm Rearing appliances for quality cocoon production				
5.	Support for Prophylactic Measures for Assured Cocoon yield	No.	0.05	0.038	0.045
7.	Popularization of Chawkie Rearing Centres (CRCs)	No.	12.00	9.000	10.800
8.	Assistance for Sericulture Polyclinics	No.	1.75	1.132	1.575
III	Post Cocoon Sector				
1.	Assistance for Establishment of Automatic Silk Reeling Machine (ARM) Units – 400 Ends	No.	141.02	105.765	126.918
2.	Assistance for Establishment of Silk Twisting Units	No.	9.74	7.308	8.769
3.	Cocoon Testing Centres (CTC) for Government Cocoon Markets	No.	2.50	100 % CSB share	
4.	Establishment of Raw Silk Testing Centres (RSTC) for Government Silk Exchanges	No.	7.25	100 % CSB share	
IV	Training and Support Services (100% GoI Share)				
1.	Establishment of Sericulture Resource Centre	No.	2.00	100 % CSB share	
2.	Training to progressive Mulberry farmers (BEP)	No.	0.07	100 % CSB share	
3.	Information Education & Communication (IEC)	Lump-sum		100 % CSB share	



Budget Allocation for Schemes in past 3 years

8.4 Schemes being implemented through Convergence

The Department is implementing beneficiary-oriented components under various flagship schemes through Convergence with Agriculture

and allied departments for promotion of sericulture in the state.

8.4.1 National Mission for Sustainable Agriculture (NMSA)

In convergence with Department of Agriculture and Farmers Welfare, a sum of Rs.75.00 lakh has been allocated for the plantation of Tree Mulberry in 250.00 hectares and construction of 300 Vermi-compost units under Rainfed Area Development (RAD) component of National Mission for Sustainable Agriculture for the year 2021-22.



Tree Mulberry Plantation



Vermi-Compost Unit

8.4.2 Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)

Under Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), Drip irrigation systems are installed in farmers' mulberry gardens with 100% subsidy assistance for small & marginal farmers and 75% subsidy assistance for big farmers, through convergence with Department of Horticulture.



Mulberry Garden installed with Drip Irrigation System

8.4.3 National Rurban (Rural-Urban) Mission (NRuM)

Beneficiary oriented welfare schemes are being implemented in various districts under National Rurban Mission (NRuM) for the development of sericulture.

- In Theni District, One Automatic silk Reeling Machine (ARM) unit will be established at Kottur village at a cost of Rs.2.65 Crore.



ARM Unit – Building Construction Works under NRuM, Theni District

- In addition to that, a sum of Rs.54.00 lakh (Rs.18.00 lakh / Women SHG) has been sanctioned for 3 women self help groups (SHGs) in Kottur, Upparpatti and Poomalaikundu villages of Theni District for providing assistances for mulberry plantation, silkworm rearing shed and scheme is under implementation.
- In Krishnagiri district, One Automatic silk Reeling Machine (ARM) unit will be established at Belathur Panchayat at a cost of Rs.2.60 Crore.

8.4.4 Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS)

Under Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), to generate income through silkworm rearing, 400 Silkworm Rearing sheds will be constructed to Self Help Groups / Community in 37 districts by the Rural Development and Panchayat Raj Department.



Silkworm Rearing Shed Constructed under MGNREGS

9. e-Initiatives taken by the Department

9.1 Inclusion of Sericulture information in Uzhavan Mobile Application

Information regarding Daily Market Prices of Cocoon and Silk, Contact details of Block level extension officials and Beneficiary oriented schemes implemented by the department has been made available in the Uzhavan Mobile Application of Department of Agriculture and Farmers Welfare.

Content	No. of Visitor (upto March 2022)
Daily Market Prices of Cocoon and Silk	28,868
Contact details of extension staff	17,730
Beneficiary oriented schemes	33,614

More Farmers are getting benefitted with the information and it supports the department in strengthening its sericulture extension activities.

9.2 Implementation of e-Office

Role based official e-mail ID's have been created and are being used. Basic training with regard to e-office has been provided to

Directorate staff. Entire office file management will be shifted to e-office at the Directorate shortly.

9.3 Development of bilingual website for the Department

The contents of the website of the department has been converted into Bilingual with GIGW compliance and can be accessed vide the URL <https://tnsericulture.tn.gov.in> or scanning the following QR Code.



9.4 Development of an End to End Software Application for the department

The department is in the process of developing an ERP (Enterprise Resource Planning) like end to end software application with the assistance of Tamil Nadu e-Governance Agency to digitize and automate the entire activities of the department in a sequential manner. It is aimed to track, trace and resolve issues right from the silkworm egg (DFLs) production to raw silk production.

9.5 Integration of Cocoon Markets and Anna Silk Exchanges with e-National Agricultural Market (e-NAM)

Action has been initiated to integrate the cocoon markets and silk exchanges of the department with e-National Agriculture Market (e-NAM) portal of the Department Agriculture & Farmers Welfare, Government of India for e-auction of cocoon and silk. e-NAM is a pan-India e-trading portal which enables remote bidding of produces which increases competitiveness and assure fair price.

10. Budget provision for the year 2022-2023

The fund allocation made for the Department of Sericulture in the Budget Estimate 2022-2023 towards Plan and Non-Plan schemes is given below:

Sl. No.	Name of the Scheme	Outlay for 2022-23 (Rs. in lakh)
I	PLAN SCHEMES	
a)	1) Development Programmes under Sericulture Development and Price Stabilization Fund (SD&PSF)	150.00
	2) Sericulture Development and Price Stabilization Fund (Inter-account transfer)	200.00
b)	New Schemes	1868.96
c)	Western Ghats Development Programme	0.01
d)	Hill Area Development Programme	0.01
	PLAN SCHEMES TOTAL	2218.98
II	NON - PLAN SCHEMES	
	Maintenance of Government units, Salary, Wages, etc.,	6029.03
	Grand Total (PLAN + NON-PLAN)	8248.01



THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED

1. INTRODUCTION

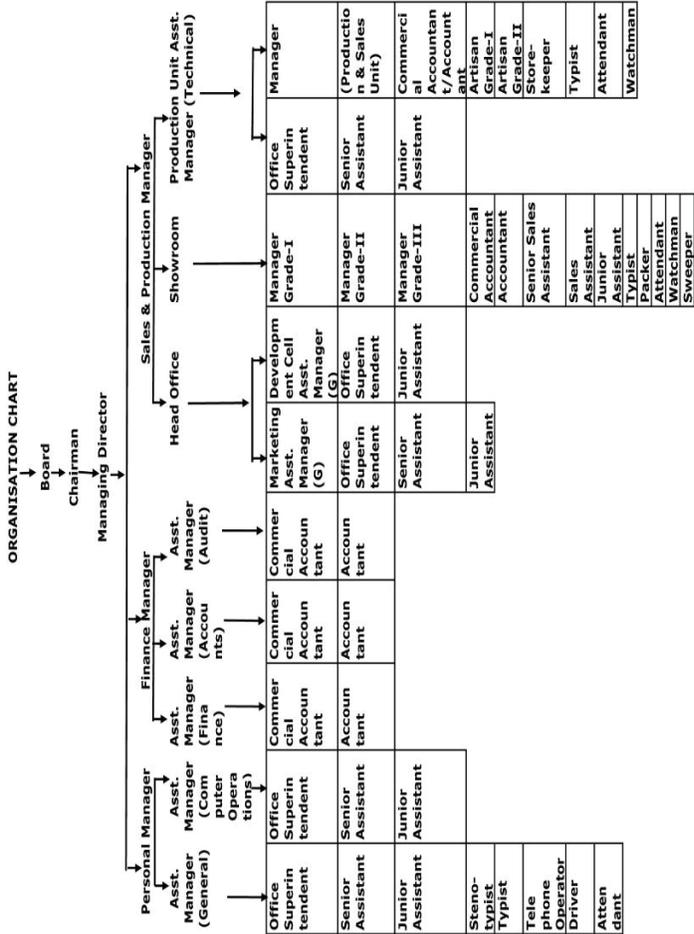
The Tamil Nadu Handicrafts Development Corporation Limited, which is well known by its trade name "Poompuhar" was formed as a Public Limited Company during the year 1973 by the then Chief Minister of Tamil Nadu Dr.Kalaingar. It is the apex handicrafts body of the State for artisans. The important motive of the Corporation is to popularize and showcase the exquisite handicrafts of the State produced by the artisans in various crafts such as Brass articles, Bronze icons, Wood carvings, Stone carvings, Papier mache, Clay & Pottery, paintings, sheet metal work, Thanjavur Painting, Thanjavur Art plate and Lace & embroidery etc. The Corporation also strives to uplift the livelihood of the artisans by marketing their

products in the State and all over the country thereby serving the needs of the art lovers.

2. The main objectives:

- To raise the livelihood and living standards of artisans in Tamil Nadu by providing marketing support.
- To improve the productivity and quality of artifacts by upgrading the skills of artisans by imparting appropriate training and to encourage innovations in design.
- To encourage introducing new designs and to improve the productivity of artisans and quality of handicrafts.
- To reduce human drudgery involved in the production process and to remove occupational hazards.
- To assure socio-economic security for craftsmen.
- To document and record the handicrafts and extend marketing facility produced in the State.
- To recognize their expertise and contribution to handicrafts by awards.

3. Organizational Structure and Administrative setup



4. Sustainable Development Goals

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

Long term as well as short term Sustainable Development Goals have been set by the Tamil Nadu Handicrafts Development Corporation Limited. The main objective is to uplift the living standard of the artisans and improve their skills by imparting training, marketing, design & research and by providing direct assistance. The produced crafts are marketed through its showrooms located at important cities and also by organising exhibitions held all over the country throughout the year as income generating measure.

The important Sustainable Development Goals being targeted by the Corporation which are pertinent to the Corporation activities are as follows:

Goal No.1 - No poverty

The main objective of sustainable development Goals is to eradicate poverty.

1.1 Eradicate extreme poverty for all people

Target 1.1 includes one indicator:

Indicator 1.1.1 is the "Proportion of population living below the international poverty line aggregated by sex, age, employment status, and geographical location (urban/rural)".

"The lock down due to COVID-19 has led to collapse in economic activities hence causing reduced income leading to accelerated poverty. It is reported that young workers are two times more seemingly to be suffering from unemployment than their elders" - SDG.

Artisans are technically trained in current designs to increase their productivity and income by engaging designers from renowned institutions of the State and Centre.

Nearly 1,000 artisans have been trained. Among the artisans trained mostly are women and young artisans.

6,212 free toolkits have been distributed to artisans to adopt current techniques and designs.

Exhibitions are organised in major cities of India generating income and improvement of their livelihood.

Goal 5 - Gender Equality:

SDG 5 aims to grant women and girls equal rights, opportunities to live free without discrimination including work place discrimination or any violence. This is to achieve gender equality and empower all women and girls.

Target 5.1: End discrimination against women and girls

This target has one indicator. Indicator 5.1.1: "Whether or not legal frameworks are in place to promote, enforce and monitor equality and non-discrimination on the basis of sex."

The Tamil Nadu Handicrafts Development Corporation Limited, promotes, enforces laws and strictures by Government and monitors the gender equality in its organisation by pay, promotion and etc.

Target 5.5: Ensure full participation of women in leadership and decision-making

Indicator 5.5.2: Proportion of women in managerial positions

Women in Tamil Nadu Handicrafts Development Corporation Limited, are holding quite a number of managerial positions in its showrooms, finance division, development division and in information technology division as Assistant Managers.

Target 5.b: Promoting empowerment of women through technology.

All the women employees of the Corporation are trained with software technology in their workplace and are provided with computers and iPads for carrying out day to day business activities. Periodical software training are provided in sales, finance, accounts and IT division of this Corporation.

Goal 8 - Decent work and job creation

Target 8.5 Achieve full and productive employment for all women and men

Indicator 8.5.1: Average hourly earnings of female and male employees, by occupation, age and persons with disabilities.

Common Facility Centres have been established for major crafts and for 2 languishing crafts such as terracotta and Pathamadai mat as a long term strategy. These CFCs are equipped with latest machineries and tools free of cost. About 5000 artisans are expected to benefit out of it.

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

By the above work facilities, artisans including persons with disabilities can earn decent income irrespective of the age and gender.

Goal 9 - Industry, Innovation and infrastructure

Target 9.5: Enhance research and upgrade industrial technologies

Indicator 9.5.1. Research and development expenditure.

The Tamil Nadu Handicrafts Development Corporation Limited, has already instituted one Design and Development Research Centre in its Corporate office for introducing new designs and souvenirs in handicraft.

The Tamil Nadu Handicrafts Development Corporation Limited is the first Handicraft Corporation to introduce Virtual Reality (VR) technology. By using this VR technology, virtual exhibitions are being organised and handicrafts are virtually marketed using this technology without displaying the products.

Target 9.b: Support domestic technology development and industrial diversification.

Target 9.b: "Support domestic technology development, research and innovation

in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities".

Indicator 9.b.1.

"Proportion of medium and high-tech industry value added in total value added"

Poompuhar has established a Design Research & Development Centre for designing contemporary designs using 3D printer for handicrafts. It has also established Virtual Reality (VR) technology at Poompuhar sales showroom, Chennai besides launching Augmented reality (AR) app for users. This is a long-term strategy to innovate and produce new contemporary designs and customized designs in the field of Handicrafts.

5. Marketing activities:

Showrooms

12 showrooms located at Major cities Viz: Chennai, Coimbatore, Erode, Salem, Thanjavur, Tiruchirappalli, Madurai, Tirunelveli, Kanyakumari, Swamimalai, Mamallapuram, Vandaloor zoo, Chennai Airport, Kevadia

(Gujarat), New Delhi and Kolkata and 10 sales outlets.

These showrooms are equipped with computerized billing, CCTV surveillance and etc, and has pleasant ambience.



Poompuhar Sales Showroom, Chennai



Poompuhar Sales Showroom, New Delhi

6. Exhibitions

Thematic exhibitions, craft bazaars, indoor exhibitions are organized in major cities of India to provide direct marketing support for the artisans to sell their products directly to the customers.

Buyer seller meet provide artisans to interact with the customers for canvassing orders directly and to sell products at low cost to them.

Poompuhar could not conduct any outside exhibitions due to Covid-19 pandemic in 2021-2022. However, thematic exhibitions were organized inside the showrooms for artisans benefit.



Kolu Exhibition at Poompuhar sales showroom, Chennai

6.1. Buyer seller meet – Domestic

In order to provide linkage to the artisans to showcase their products among the connoisseur of arts, business promoters who have online / offline sales outlets, interior decorators, architects, Buyer seller meet have been organized by Poompuhar. Such an event was organized at Lalit Kala Academy during December 2021 and more than Rs.70.00 lakh sales were achieved.

6.2. Dubai Expo 2022 – International

The Tamil Nadu pavilion in Dubai Expo was inaugurated by the Hon'ble Chief Minister of Tamil Nadu on 25.03.2022. Poompuhar participated in the Indian pavilion of Dubai Expo-2022 from 25.03.2022 to 31.03.2022 organized by Government of Tamil Nadu. Rich handicrafts of Tamil Nadu were exhibited in the Expo along with handicrafts live demonstration by the master craftsmen. Besides, the handicrafts were showcased virtually through Virtual Reality demonstration kit to the public. Poompuhar brand and the crafts were popularized among the visitors. Through this

event, Poompuhar will connect with new business contacts in future.





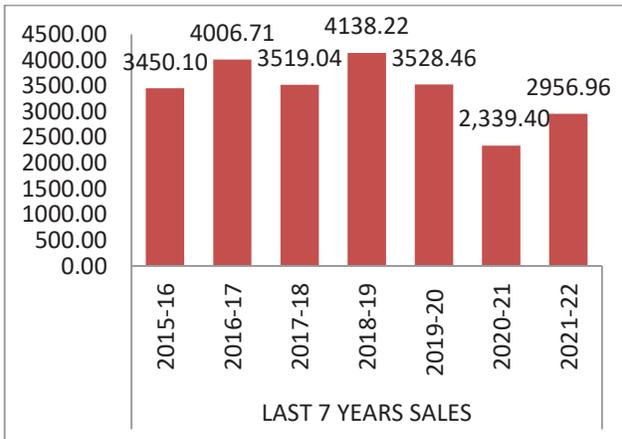
Dubai Expo 2022

7. Exports

Poempuhar exports traditional handicraft items to Singapore, Malaysia, United Kingdom, Australia and United States of America. Bronze icons, Brass ornamental lamps, Rosewood furniture and Thanjavur paintings etc. are exported to these countries.

8. Sales Turnover

The Corporation has achieved Rs.29.57crore sales turnover during 2021-2022 in spite of lockdown imposed due to the Covid-19 pandemic situation through hard work of Poompuhar employees and State Government's support. Poompuhar has shown upward growth in its annual turnover since its inception. Poompuhar has set a sales target of Rs.40.00 crore for the financial year 2022-2023.



Sales turnover

9. Pricing Policy

Standardization of prices has been adopted to ensure uniform pricing policy for the products sold at all Poompohar showrooms. The pricing has been streamlined and fixed so that it is competitive when compared to other private and wholesale market sellers. Price has been fixed as per norms and controlled through billing software. Quality has been ensured so that all products sold are of good quality and workmanship is of a high order.

10. Special Project

Apart from marketing of handicrafts through display in the showrooms and online market, in order to secure wide market for artisans produces, Poompohar diversified its business activities and engaged itself in beautification / embellishment works in Government Offices, Corporate offices, Airports, etc. Supply of corporate gifts, handicrafts articles, iron box, medals, trophies, souvenirs through these special projects secure a sales turnover of Rs.5.00 crore during this financial year 2021-2022.

11. Business to Business marketing activities

B2B transaction is connected between Poompuhar and online / offline handicrafts wholesalers and online retailers. Poompuhar has undertaken necessary initiatives to empanelling of online platform operators to sell Tamil Nadu handicrafts products. This will help to market artisan's products in regular and bulk basis.

12. Sale through e-Commerce

Poompuhar operates an e-commerce platform www.poompuhar.com to sell handicrafts products worldwide and also business tie-up with other online sellers such as Amazon, Flipkart etc., for online selling of Poompuhar products. Further Poompuhar is in the process of expanding e-commerce business through collaborating with other e-commerce online business partners. This will help to market Tamil Nadu handicrafts globally.

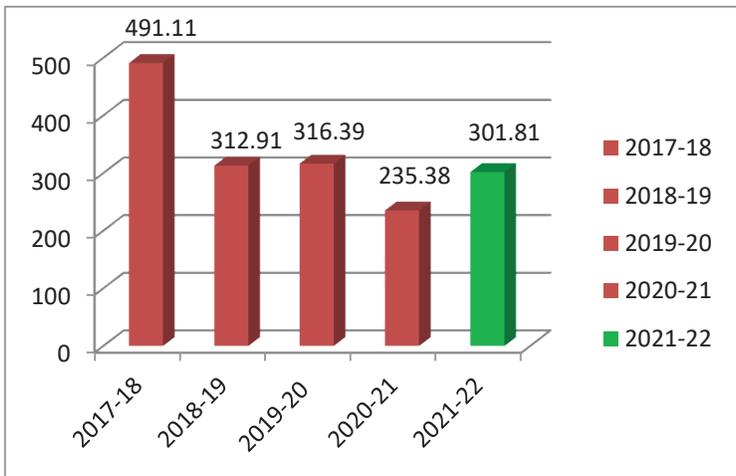
13. Poompuhar Production Centers

Through its 7 production centers each at Nachiarkoil for traditional Bell metal and brass lamps, Madurai for brass lamps and brass artwares, Vagaikulam for brass lamps and brass artware, Swamimalai for bronze icons, Thanjavur for thanjavur art plates, Kallakurichi for sandal wood carvings and Mamallapuram for stone carvings for producing handicrafts, Poompuhar provide regular employment to the artisans (piece rate workers) who work in these production centers.



Brass – Annam Branch Lamp

Poompuhar is the only Corporation in India that has its own production centres for the important crafts. The Corporation has manufactured Rs.301.81 lakh worth of production during the year 2021-2022. The Corporation's own production raised by Rs.66.43 lakh to Rs.301.81 lakh over the previous year production of Rs.235.38 lakh.



Production turnover

14. Administrative, Marketing, Design and Production Initiatives

To enhance the market responsiveness and cost effectiveness of the Corporation, with the

optimal and appropriate use of Information and Communication Technology (ICT).

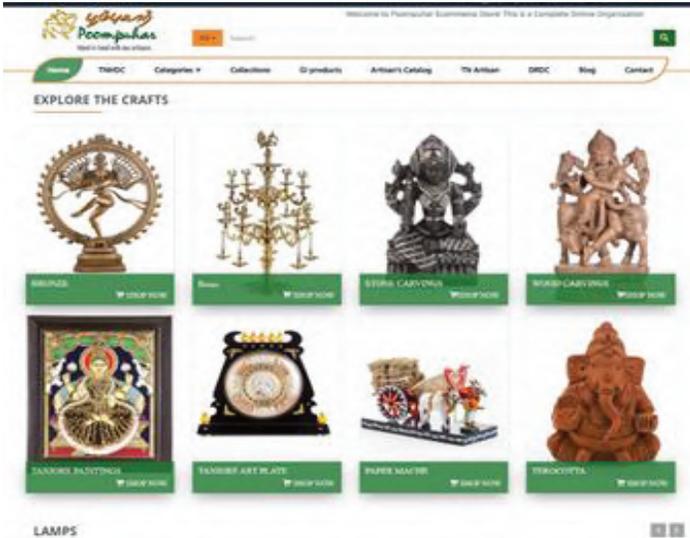
To re-engineer and automate key processes, including Administration, Marketing & Design and Production.

The process was targeted at multiple stakeholders with specific developmental objectives:

- Artisans – Creation of an e-repository of artisans and their skills to ensure their proper registry and targeted employment benefits (direct to engagement, preferential treatment to women artisans and underprivileged, etc.)
- Customers/ Buyers – to ensure enhanced customer – response and customer experience, through flexible, reliable and effort-free purchase.
- Department – to ensure commercial sustainability and promotion of traditional industry, with secured livelihoods to artisans and enhance accountability and transparency through digital governance.

14.1. Interventions in Administration

e-Site: A multi-purpose dedicated web-portal: www.poompuhar.com has been developed which keeps all stakeholders informed about the developments in Poompuhar.



e-Site of Poompuhar

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

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

e-Monitoring: A total of 138 CCTV Cameras have been installed at all 12 major showrooms and 4 sales outlets, 7 production centers, Urban Haats and at the Corporate Office. This has made real-time monitoring of all locations possible.

14.2. Interventions in Marketing

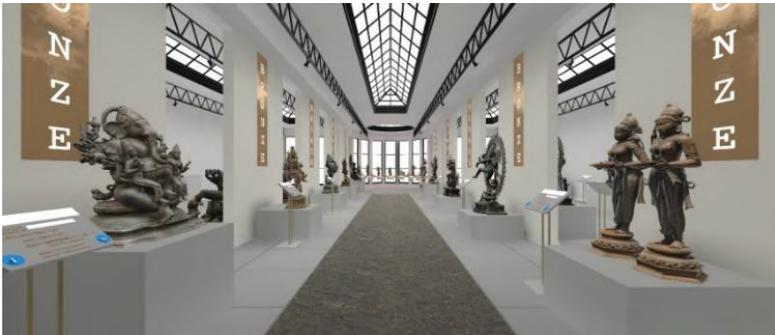
e-Commerce: Poompuhar created its own e-Commerce site www.poompuhar.com to sell handicrafts products worldwide and also business tie-up with other online sellers such as Amazon, Flipkart etc., for online selling of Poompuhar products.



e-Commerce of Amazon

Virtual Reality Poompuhar Showrooms:

Poompuhar has created a new concept called Virtual Reality Showroom at its Chennai Poompuhar. The design team at the Design Research and Development Centre will develop virtual 3D images of existing Poompuhar products and host the same in an Immersive Virtual Reality server, such that customers can view our products in 3D, pick up those products using virtual hands, give haptic feedback and also permit them to purchase the product online through our e-commerce portal.



Virtual Reality Poompuhar Showroom

Poompuhar Augmented Reality App

Similarly, Poompuhar has also developed an Augmented Reality App (AR) by which customers can view the enhanced and expanded 3D version of the handicrafts products and interact with Poompuhar center for purchase of

specific artefacts from the Poompuhar e-market place. Through the AR features in the App, the customers will be able to fix the artefacts in their own homes / desired places virtually and be able to visualize the aesthetic appeal before purchasing the products. This may motivate and enable their purchase decisions.



Augmented Reality

e-Media: Poompuhar has taken up a massive social media and online digital marketing campaign using various social media platforms including Facebook, Twitter, Youtube and Instagram for advertising, promoting, marketing and selling of handicrafts.

e-Coding: All handicrafts products have been Bar coded at all the 12 major showrooms and 10 sales outlets.

e-Billing: A centralized computerized billing software have been installed at all 12 showrooms and 10 sales outlets have made billing much easier, quicker and reduced transaction times.

14.3. Interventions in Design

Design Research and Development Centre

The Corporation has created a Design Research and Development Centre (DRDC) for introducing contemporary designs using 3D designing and 3D printing of the designed molds.

In order to implement the announcement made by Hon'ble Chief Minister of Tamil Nadu that Perum Pulavan Bharathiar statues shall be produced and sold at Poompuhar at marginal cost to benefit the public for commemorating his death centenary on 10.09.2021, Poompuhar designed with this 3D printer under DRDC, has produced and procured

Bharathiar Statues and souvenirs at low cost in various sizes and in various crafts like papier mache, clay, brassware, Tanjore art plate, wood etc., and have kept in display for sales at its showrooms operated in Tamil Nadu and in other States.



Perumpulavan Bharathiar



Ashoka stupa



Dr. A.P.J. Abdulkalam

15. Optional Procurement Agency

The Government has declared Poompuhar as an “Optional Procurement Agency” by a notification under clause (f) of section 16 of the Tamil Nadu Transparency in Tenders Act, 1998 for all Government departments and agencies vide Government order G.O.(Ms) No.66, dated 04.03.2016 issued to the Corporation.

16. Geographical Indication (GI Tag) for Handicrafts

The GI products of India is governed and protected by The Geographical Indications of Goods (Registration and Protection) Act, 1999 and 2002 of India.

The Geographical Indication Registry, Government of India has issued Geographical Indication tag to the following handicraft products of Tamil Nadu which was filed through Poompuhar.

1. Nachiarkoil Brass Lamps
2. Pathamadai Fine Mat

3. Toda Embroidery
4. Mamallapuram Stone Sculptures
5. Swamimalai Bronze Icons
6. Vadaseri Temple Jewellery
7. Thanjavur Art Plates
8. Thanjavur painting
9. Thanjavur Dolls

Further, GI tags have been obtained for the following handicraft products through effort of Tamil Nadu Handicrafts Development Corporation Limited. which was released by Hon'ble Chief Minister of Tamil Nadu on 23.10.2021.

1. Kallakurichi wood carving
2. Karuppur Kalamkari painting
3. Thanjavur pith work
4. Arumbavur wood carving



Geographical Indication Tag of handicraft products was released by Hon'ble Chief Minister of Tamil Nadu on 23.10.2021.

17. Artisans Welfare

The welfare of the artisans are the paramount interest of the Corporation. The Corporation strives to upgrade and develop the livelihood of the artisans by various welfare measures. Artisans welfare schemes of State Government and Union Government are implemented through this Corporation by a separate section (Development cell).

17.1. Awards

Every year, Poompuhar distributes the following awards to Artisans to recognize and felicitate them for their outstanding performance and contributions to the Handicrafts sector.

1. Living Craft Treasure Award
2. Poompuhar State Award
3. Poompuhar District Craft Award
4. Utility Based Handicrafts Award
5. Handicrafts Export Award
6. Team Production Award
7. Gen-next Competition

Details of Awards:

Sl. No	Name of the Award	Award components	No. of Awards
1	Living Craft Treasure Award	Rs.1.00 lakh cash, 8 gms gold medal, Thamirapathiram and a certificate	10
2	Poompuhar State Award	Rs.50,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	10

Sl. No	Name of the Award	Award components	No. of Awards
3	Poompuhar District Craft Award	Rs.10,000/- cash, silver medal and a certificate	85
4	Handicrafts Export Award	Rs.40,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	2
5	Team Production Award	Rs.40,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	3 Teams
6	Utility Based Handicrafts Award	Rs.40,000/- cash, 4 gms gold medal, Thamirapathiram and a certificate	3
7	Gen next Competition	Rs.2,000/- cash, silver medal and a certificate	150
Total			263

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



Hon'ble Chief Minister of Tamil Nadu presented Living Craft Treasure award on 13.04.2022



Hon'ble Chief Minister of Tamil Nadu presented Poompuhar State award on 13.04.2022

17.2. Artisans' Day

The Government of Tamil Nadu has declared 5th of March every year as "Artisans' Day" in order to create awareness among the general public on handicrafts of Tamil Nadu and also to recognize the contributions made by our artisans to our culture and economy. The annual Poompuhar awards presentation will coincide with the Artisan's Day celebration. The Government of Tamil Nadu sanctions Rs.35.00 lakh every year for the above scheme.

17.3. Integrated Development and Promotion of Handicrafts (IDPH)

Poompuhar has implemented a scheme called "Integrated Development and Promotion of Handicrafts" on cluster basis for Tamil Nadu, at a cost of Rs.13.24 crore, funded by Government of India and the State Government. The major objective of this project is to provide artisans better working environment, latest machinery, skill up-gradation, marketing facilities and exposure to new designs. The project has the following components:

Sl. No.	Activity sanctioned	No. of programmes implemented	Amount sanctioned (Rs. in crore)
1.	CFCs	11	5.40
2.	Exhibition	22	3.13
3.	Craft Bazaar	12	
4.	DD Workshop	27	1.23
5.	Integrated training	5	0.68
6.	Tool kits	6212	2.69
7.	Buyer Seller Meet	1	0.11
Total			13.24

This mega cluster program has been successfully completed and the State has the distinction of being excellent in implementing the scheme compared to other States in the country.

17.4. Common Facility Centers

Common Facility Center (CFC) is a place where, artisans can converge and use the infrastructure provided with machineries and tools to produce handicrafts, and also for giving training to artisans. The CFCs are installed with modern machinery like CNC machines, 3D

printers, electric furnace, 4 axis carving machines, modern wood carving machines and die machines. This will enhance production capability with new design and avoid professional haphazard.

The Hon'ble Chief Minister of Tamil Nadu inaugurated 5 common facility centres located at Kanchipuram for Papier mache, Arumbavur for wood carving, Thammampatti for wood carving, Ambasamudram for lacquerware and Hasanur for lantana crafts for the benefit of handicrafts artisans in that clusters. The CFCs are equipped with latest machineries for better production of handicrafts. These Common Facility Centers have been established at a cost of Rs.60.00 lakh each.



**Inauguration of common facility centers by
Hon'ble Chief Minister of Tamil Nadu on 13.04.2022**

Six more Common Facility Centers completed has been already functioning at Swamimalai, Nachiarkoil, Thanjavur, Madurai, Vagaikulam, Kanyakumari, for benefit of artisans. Nearly 5,000 artisans get benefit by these Common Facility Centers.



Common Facility Centre for wood carving at Arumbavur



Common Facility Centre for Metal Craft at Madurai

17.5. Common Facility Centre for revival of languishing crafts, fully funded by Government of Tamil Nadu

The Hon'ble Chief Minister of Tamil Nadu inaugurated 2 common facility centres for revival of languishing crafts such as Pathamadai Korai mat at Tirunelveli and Clay & Terracotta at Vikravandi, Villupuram District with machineries and tools. These common facility centres constructed at a cost of Rs.47.00 lakh each.



Revive languishing crafts of Terracotta Common Facility Centre at Vikravandi

17.6. Distribution of Tool Kits

To upgrade the skills and to enhance the productivity of artisans, the Corporation has distributed free improved tool kits worth Rs.5,000/- to artisans of various crafts clusters. These tool kits will enhance and speed-up the production process. Tool kits to 6,212 artisans have been provided free of cost under the IDPH scheme.

17.7. Training Schemes / Workshop

Under Integrated Design and Development Project (IDPH), a 3-month training was imparted to 40 artisans each at Thanjavur for Thanjavur Art plate craft, for Brass lamp & Brass artware at Nachiarkoil and Madurai, for Bronze icons at Swamimalai and for Wood Carving at Thammampatti at a cost of Rs.14.85 lakh per training programme. A total of 200 artisans have benefited from this training program.



Lantana Handicraft training - Hasanur

17.8. Design Development Workshop

Under the mega cluster IDPH programme, 27 Design Development Workshops were conducted at different craft clusters of Tamil Nadu at the cost of Rs.4.60 lakh each. 810 artisans were trained and benefitted.

17.9. Urban Haats

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

facilities for domestic as well as international tourists.

17.9.a. Urban Haat at Kanyakumari

Poompuhar has established an Urban Haat at Kanyakumari at an outlay of Rs.2.75 crore Marketing infrastructures. The Urban Haat has 50 shops, food court, dormitory, amphitheatre, children's park and parking facility. On an average, 100 artisans can benefit from this Urban Haat every month.



Urban Haat - Kanyakumari

17.9.b. Urban Haat at Mamallapuram

Similarly, Poompuhar has established another Urban Haat at Mamallapuram at an

outlay of Rs.4.24 crore Marketing infrastructures. The Urban Haat has 50 shops, food court, dormitory, amphi theatre, children's park and parking facility etc.



Urban Haat – Mamallapuram

17.10. Craft Tourism Village (Mamallapuram)

The Office of the Development Commissioner (Handicrafts), Government of India, has sanctioned a new scheme called "setting up of Craft Tourism Village at Mamallapuram" at an estimated cost of Rs.5.61 crore to Tamil Nadu Handicrafts Development Corporation Limited and releases Rs.2.24 crore as 1st installment.

About the scheme

The Craft tourism village in Tamil Nadu is implemented at the World stone carving city of Mamallapuram and its adjoining areas. The craftsmen will be rehabilitated with improved and renovated housing and display areas which would be improved with creation of infrastructure. The facade of work shed areas of the craftsperson will be refurbished with decoration and beautification. The entrance of Mamallapuram will have a stupa of 40 feet height. The selected village for beautification will have an entrance arch which will attract the

tourists as a whole. The aim is to connect such villages with tourist circuit at Mamallapuram to ensure sale of products and to attract the tourists to this historic place.

In first phase, the following works have been completed and ongoing at a cost of Rs.1.80 crore at Mamallapuram and its surrounding villages:

- Artisans house beautification, painting works and façade development with concrete at Karanai village. 27 artisans houses have been completed.
- Renovation and development of the artisans production centres at Five rathas street are being constructed and is nearing completion.
- Setting up of the stupa in Craft Tourism Village at the entrance of Mamallapuram is being constructed and is nearing completion.
- Hoardings & signage in different tourist spots of the Craft Tourism Village.

- Beautification and decoration of front elevation of Craft Tourism village at Karanai village has been completed.



Craft Tourism Village at Mamallapuram

17.11. e-Repository: The Corporation has created an unique web portal for Tamil Nadu artisans by name “**e-Repository of artisans and their skills**” at www.poompuhar.com, www.tnartisaan.com . This is a comprehensive and dynamically updated web-based repository of all artisans in the State of Tamil Nadu, with dedicated web-page in a standardized format for each artisan who are registered in the site, with special features to promote their handicrafts

products worldwide. Currently, data for 22,000 artisans has been collected and the survey is on. Now customers can view the works of artisans and also search products craft-wise, and purchase their products online using this website.

17.12. Mamallapuram: World Stone Carving City

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

18. Announcements

18.1. Celebrating the 50th anniversary Golden Jubilee of Poompuhar

The Tamil Nadu Handicrafts Development Corporation was started by the former Chief Minister of Tamil Nadu, Dr. Kalam and operates its business under the brand name "Poompuhar" since 1973.

The Corporation's main objective is to create awareness among the general public on handicrafts of Tamil Nadu and also to promote and recognize the contributions made by our artisans. The organization is about to celebrate its Golden Jubilee on its 50th year completion during the year 2023.

The Golden Jubilee year will be celebrated in a grand manner with a financial assistance of Rs.1.00 crore.

18.2. Upgradation of Poompuhar production centers

Considering the artisans welfare and basic amenities at the 7 Poompuhar production centres located at Nachiarkoil, Madurai, Vagaikulam, Swamimalai, Thanjavur, Kallakurichi and Mamallapuram, the Government has sanctioned Rs.3.50 crore for renovation and upgradation of these production centres.

18.3. Renovation of Poompuhar sales showrooms in Chennai, Coimbatore, New Delhi and Kolkata

Poompuhar has its major sales showrooms located at Chennai, Coimbatore, New Delhi and

Kolkata. These sales showrooms are old and required to be upgraded and renovated immediately. To attract customers and to increase footfall and sales, these major showrooms will be beautified, upgraded and renovated with the financial assistance of Rs.5.00 crore.

18.4. Carrying out the development works at Mamallapuram, Urban Haat.

The Tamil Nadu Handicrafts Development Corporation Limited has established a permanent Urban Haat at Mamallapuram on East Coast Road in a sprawling area of 4.45 acres of land at a cost of Rs.4.25 crore. The Urban Haat will be developed and expanded with craft demonstration center, entrance front arch and food court with the financial assistance of Rs 1.00 crore.

Craft Display - cum- demonstration center

Poompuhar propose to establish one Craft Demonstration-cum-display center at Mamallapuram Urban Haat. Sales counters for handicrafts, visual demonstration, videos, live craft demonstrations, Virtual reality showrooms

and other features will be set-up in this new Craft display demonstration center.



Craft Display - cum- demonstration center (Model)

18.5. Construction of new showroom at Cuddalore

Poompohar showroom Cuddalore building was built more than fifty years ago and is now in a dilapidated condition due to which the showroom has been shut down. The building is located in a prime commercial locality and has good business potential. Now this showroom will be constructed with beautification work at the cost of Rs.1.00 crore.

18.6. Construction of new showroom at Salem

Poompuhar branch showroom at Salem is functioning in a rental building which is very small and not in a commercial location. Hence, new showroom will be constructed in Salem. This showroom will be constructed with beautification work at the cost of Rs.2.00 crore.

19. Future Outlook

Poompuhar strives to encourage and uplift the artisans of Tamil Nadu by providing various welfare measures and by generating income to them by undertaking numerous initiatives and innovations apart from taking strong measures for its business development.



TAMIL NADU KHADI AND VILLAGE INDUSTRIES BOARD

“If we have the ‘Khadi spirit’ in us, we would surround ourselves with simplicity in every walk of life. The ‘khadi spirit’ means enduring patience. For those who know anything about the production of khadi know, how patiently the spinners and the weavers have to toil at their trade, and even so much we have patience while we are spinning ‘the thread of Swaraj’.

The ‘Khadi spirit’ means fellowship with every human being on earth. It means a complete renunciation of everything that is likely to harm our fellow creatures, and if we but cultivate that spirit amongst the millions of our countrymen, what a land this India of ours would be! And the more I move about the country and the more I see the things for myself, the richer, the

stronger is my faith growing in the capacity of the spinning wheel.”

Mahatma Gandhi

In tune with the ideology of Gandhiji, the Tamil Nadu Khadi and Village Industries Board was established in April 1960 (as per Tamil Nadu Khadi and Village Industries Board Act 1959) as a statutory organization with the main aim to promote Khadi Spinning, Weaving and Village industries in rural areas and provide marketing avenue for their products. The Board mainly serves to improve the economic conditions of people in rural areas with pride.

1. OBJECTIVES

- Improve, promote and develop the Khadi and Village industries
- Buildup self reliance and promoting community spirit amongst the rural poor.
- Produce eco-friendly marketable Khadi and Village industries articles.
- Network the artisans for improving their economic condition.
- Implement innovation in designs.

2. Administration

The Hon'ble Minister for Handlooms and Textiles is the President of the Tamil Nadu Khadi and Village Industries Board and the officials nominated by the Government are the members of the Board. The Board is taking major policy decisions in implementing the Board's programmes. The day to day activities are being carried out by the Chief Executive Officer who is also a member in the Board. The Tamil Nadu Khadi and Village Industries Board consists of two important areas viz. Khadi and Village Industries.

3. Sustainable Development Goals

The Sustainable Development Goals are set of seventeen pointer targets meant for all the countries who are members of the United Nation and they agreed to work upon for the better future of the respective country.

Goal 8 - Decent work and job creation

8.5. Creating productive employment for all men and women

The main objective of Tamil Nadu Khadi and Village Industries Board is to provide employment to rural poor artisans, production of eco-friendly marketable articles, to promote self-reliance and community spirit amongst the rural poor and networking the rural artisans to improve their production and profitability. The Board provides employment opportunities to the rural women for achieving Goal 8 of Sustainable Development Goals.

4. Khadi

Khadi evokes a sense of Patriotism, Peace, and Simplicity among Indians as it is closely associated with India's freedom movement and freedom struggle. Khadi stands for Indian culture and represents a way of life as well as in greatly assisting for economic development of the Indian villages. Khadi fabrics are hand woven from cotton and polyester roving by using charkhas & looms. Khadi fabrics are natural and durable and it provides a cool comfort in the tropical Indian climate and also it does not create any side effects such as allergy, irritation etc.

The Board is currently working for production of materials in tune with the changing market trends and operates its units economically so as to compete with products available in the open market.

One such move was the introduction of block printed silk sarees, soft cotton sarees (muslin sarees), bedsheets and bedspreads with new colour tones and designs under the name "Adhirai Collections".

From 23.10.2021 till March 2022, a total of 212 Adhirai Collections item have been sold to the tune of Rs.15.02 lakh.

4.1 Khadi Cotton and Polyester

One of the main functions of the Tamil Nadu Khadi Village Industries Board is to provide employment opportunities to the rural poor, especially women, in the production of Khadi, silk and polyester through spinning, weaving, bleaching and dyeing. 31 Rural Textile Centres are operating under the control of the Board to oversee the spinning activities. The Hanks obtained from these Rural Textile Centres are distributed to the weavers through 23 Khadi

Sub-Centres for the production of kora cloth. Through these Rural Textile Centres and Khadi Sub-Centres, employment is being provided to 1340 Spinners / Weavers especially rural women. 'Khadi Mark' Certificate is being issued every year for the Khadi varieties of Tamil Nadu Khadi and Village Industries Board by the Khadi and Village Industries Commission, to ensure the quality.

Khadi Production Units

I. Rural Textile Centres

Sl.No.	District	Place of Unit
1	Tiruppur	Poolavadi
2		Perumanallur
3		Avinashi
4		Kaadhakkottai
5		Karuvalur
6		Vellakoil
7		Lackumanaickenpatti
8		Kolathupalayam
9		Puduppai
10		Olapalayam
11	Erode	Kavilipalayam
12		Getticheyur

Sl.No.	District	Place of Unit
13	Salem	Viruthasampatty
14		Narthampatty
15	Coimbatore	Sulur
16	Tiruchy	Karungulam
17	Karur	Thennilai
18	Namakkal	Namakkal
19	Dindigul	Chinnalapatti
20		Narikkalpatti
21	Pudukottai	Thiruvarangulam
22	Madurai	Annamarpatti
23	Ramanathapuram	K.M. Kottai
24	Virudhunagar	Vanniampatti
25		R.N.patti
26		Mangapuram
27	Tenkasi	Pavoorchathram
28		Perumalpatti
29	Kanniyakumari	Agastheeswaram
30		Devicodu
31		Moodalaru



Kandanur Rural Textile Center

II. Khadi Sub Centres

Sl.No.	District	Place of Unit
1	Tiruppur	Poolavadi
2		Avinashi
3		Kolathupalayam
4		Kannivaadi
5		Vellakoil
6		Olapalayam
7		Andipalayam
8	Erode	Kavilipalayam
9		Moongilpatti
10		Getticheyur
11	Coimbatore	Sulur
12	Salem	Kattampatti

Sl.No.	District	Place of Unit
13	Karur	Karur
14		Thennilai
15	Namakkal	Namakkal
16	Dindigul	Narikalpatti
17		Chinnalapatti
18	Madurai	Usilampatti
19	Ramanathapuram	Kamuthi
20	Virudhunagar	Watrap
21	Tenkasi	Keelapavoor
22	Kanniyakumari	Pottal
23		Marthandam



Kandanur foot mat unit

The units of the Board produce Khadi Cotton and Polyester products viz., Dhoties, Shirtings,

Sarees, Towels, Bed sheets, Bed spreads, Uniform cloth and other varieties.

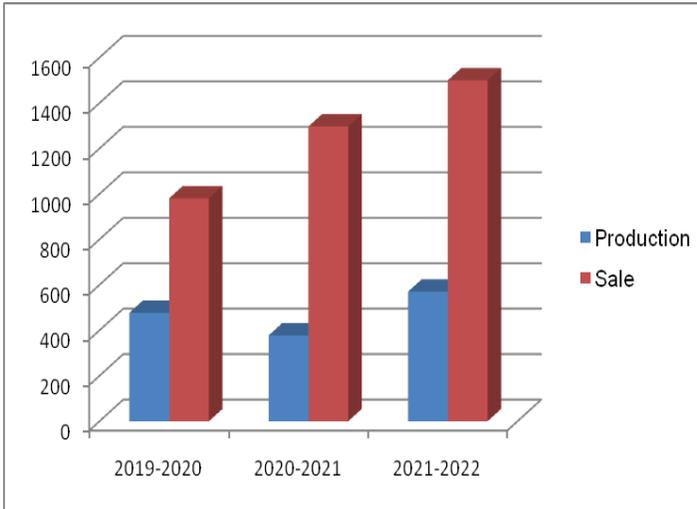
There are 48 Khadi Krafts, which sell Khadi varieties produced by these units.

The details of purchase of roving from Khadi and Village Industries Commission/ certified institutions, number of Spinners and Weavers engaged wages paid to them and cloth production value from the year 2019-2020 to 2021-2022 are given below:

Year	Purchase of Roving		Spinners		Weavers		Cloth Production Value (Rs.in lakh)
	in kgs.	Value (Rs. in lakh)	Working (in Nos.)	Wages paid (Rs. in lakh)	Working (in Nos.)	Wages paid (Rs. in lakh)	
2019-2020	54,727	101.24	1,367	105.12	311	62.23	477.13
2020-2021	3780	7.77	1,116	83.18	224	44.82	377.59
2021-2022	57,505	120.20	1,049	115.00	291	76.23	569.90

The Bar chart below depicts the details of production and sales made during the last three years in Khadi units:

(value Rs.in lakh)



4.2 Khadi Silk

The Silk industry in Tamil Nadu stands as a symbol of our ancient pride. Traditional Silk sarees produced at 8 Khadi Silk sub centres with pure silver lace and new designs are sold through Khadi Kraft outlets.

Quality Silk sarees, Silk dhoties and Silk towels are made according to the consumer's preference.

277 Weavers are provided with employment opportunities every year through the following Khadi Silk sub-centres.

Sl.No	District	Khadi Silk Sub Centre
1	Thanjavur	Kumbakonam
2		Kabisthalam
3		Ammapettai
4	Dindigul	Narikkalpatti
5	Salem	Salem
6		Tharamangalam
7	Dharmapuri	Kelamangalam
8	Coimbatore	Vadavalli

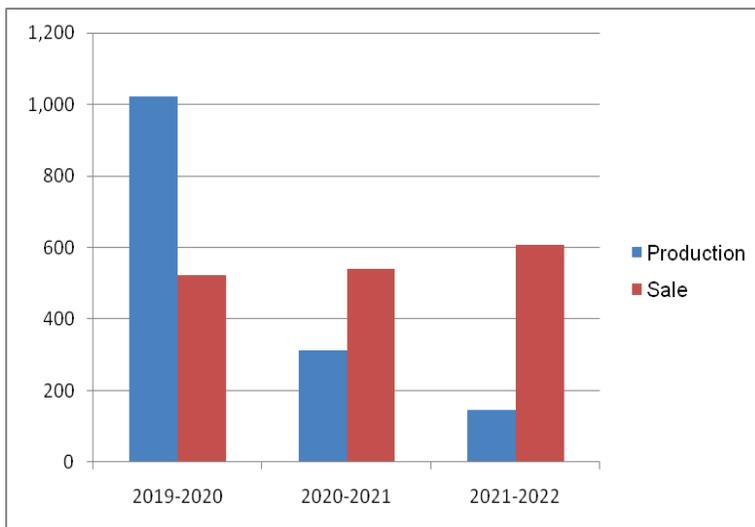


Kumbakonam silk loom

The Central Silk Board issues “Silk Mark” labels for the Silk sarees produced by the Board as a mark of good quality.

Production and Sales of Khadi Silk varieties during the last three years are furnished below

(value Rs.in lakh)



4.3 Welfare schemes

4.3.1 Khadi Spinners and Weavers Welfare Board

A Welfare Board for Spinners and Weavers has been set up for providing welfare assistance

to Spinners and Weavers working under Tamil Nadu Khadi and Village Industries Board and Sarvodaya Sanghs. The Welfare Board currently has 8,678 members.

The various assistance given by the Welfare Board are furnished below:

Sl. No.	Details of Assistance	Amount (Rs.)
1.	Accident Insurance Scheme	
a.	In case of Accidental Death	1,00,000
b.	In case of Accidental Disability based on extent of Disability	10,000 to 1,00,000
2.	Natural Death Assistance	15,000
3.	Funeral Expenses	2,000
4.	Educational Assistance	
a.	Girl children studying 10th Standard	1,000
b.	For those of 10th Standard passed	1,000
c.	Girl children studying 11th Standard	1,000
d.	Girl children studying 12th Standard	1,500
e.	For those of +2 passed	1,500
f.	For Regular Degree course	1,500
	For Regular graduate Course with hostel facility	1,750
g.	For Regular Post Graduate course	2,000
	For Regular Post graduate Course with hostel facility	3,000
h.	For Professional Degree course	2,000
	For Professional Degree course with hostel facility	4,000
i.	For Professional Post Graduate course	4,000
	For Professional Post Graduate course with hostel facility	6,000

Sl. No.	Details of Assistance	Amount (Rs.)
	j. I.T.I. Industrial Training Course	1,000
	For Industrial Training Course With hostel facility	1,200
5.	Marriage Assistance	2,000
6.	Maternity Assistance	
	a. Rs.1,000 per month (3 months before and after delivery)	6,000
	b. Abortion	3,000
7.	Reimbursement of cost of Spectacles	upto 500
8.	Old Age Pension per month	1,000

So far, a sum of Rs.67.98 lakh has been disbursed to 1,294 beneficiaries as welfare scheme assistance.

4.3.2 Welfare fund for the Spinners and Weavers

A welfare fund has been setup to provide financial assistance to Spinners and Weavers during festival season and expenses relating to education, medical needs, marriage etc., by deducting 12% of their wages and matching contribution by the Board.

Under this scheme, a sum of Rs.14.79 lakh has been disbursed to 1458 spinners and weavers during the year 2021-2022.

In addition, the Board also pays 10% as incentive to Spinners and Weavers.

4.3.3. Welfare Scheme for Potters

Pottery Industry is one of the ancient industries of Tamil Nadu. It helps the potters living in rural areas to improve their economic status.

To alleviate the suffering of the Pottery workers involved in the industry, maintenance allowance is provided during the rainy season by the Government as detailed below.

Sl. No.	Year	Rainy Season Maintenance Allowance	Number of Beneficiaries	Total Amount Rs.
1.	2019-2020	Rs.5000/-	12,052	6,02,60,000
2.	2020-2021	Rs.5000/-	11,957	5,97,85,000
3.	2021-2022	Rs.5000/-	11,822	5,91,10,000

Apart from that 4,000 numbers of Shaila Electric Pottery Wheel at the rate of Rs.20,400/- per unit have so far been disbursed to 4,000 potter families.

Action is being taken to manufacture and disburse another 2,000 numbers of Shaila Electric Pottery Wheel during current year.

5. Marketing Development Assistance (MDA)

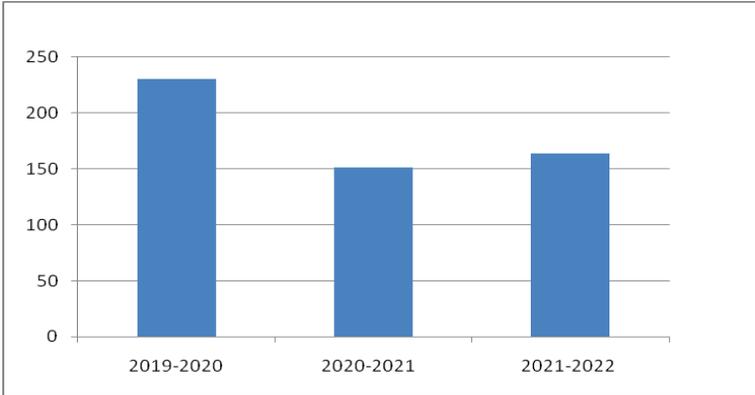
Marketing Development Assistance (MDA) scheme was introduced by Khadi and Village Industries Commission from the year 2010-11 to encourage production and sale of Khadi.

The Marketing Development Assistance scheme was revised as Modified Marketing Development Assistance (MMDA) from the year 2016-2017 and is provided at 30 percent of the cost of production and is being apportioned in the following manner:

1.	Incentive to Spinners/ Weavers	30%
2.	Incentive to Artisans	10%
3.	For Production infrastructure and skill Development Training (for production institutions)	20%
4.	Sales infrastructure including computerization (for production institutions)	20%
5.	Marketing and sales promotion (for selling institutions)	20%

The Incentive of 30 percent to the spinners and weavers and 10 percent to the artisans engaged in production activities in 69 Sarvodaya Sanghs and Tamil Nadu Khadi and Village Industries Board are being sent directly to the individual's account through ECS by Khadi and Village Industries Commission, every quarter. Disbursement details are uploaded in Khadi and Village Industries Commission's website. Remaining 60 percent (20 percent each in Sl.No.3, 4 & 5) is credited into the accounts of Sarvodaya Sanghs and Tamil Nadu Khadi and Village Industries Board by Khadi and Village Industries Commission, for creating production infrastructure, Skill Development, Sales infrastructure and Marketing Development etc., The details of Marketing Development Assistance received by Khadi and Village Industries Board are:

Amount received from KVIC (Rs.in lakh)



Necessary guidelines have been devised by Khadi and Village Industries Commission for implementing this scheme.

The Government of Tamil Nadu also calculates and gives 20 percent financial assistance on the production of Khadi varieties as Marketing Development Assistance to all Sarvodaya Sanghs and to Tamil Nadu Khadi and Village Industries Board. The quantum of financial assistance is being given by the Government to Sarvodaya Sanghs with a ceiling of Rs. 30 crore and to Tamil Nadu Khadi and Village Industries Board with a ceiling of Rs.4 crore every year.

6. Village Industries

The Khadi Board plays an important role in promoting rural industries. It implements rural projects to alleviate poverty by using the raw materials and manpower available in the rural areas. The Board promotes various industries such as Carpentry and Blacksmithy, Leather goods, Soap production, Handmade paper and Bee-keeping.

The Board continues to develop and promote the sale of these products through retail outlets, Government, non-Government organizations and Public Distribution System across the State.

6.1 Soap Units

The Tamil Nadu Khadi and Village Industries Board has 7 Bathing soap units, 2 Bar soap units, 2 Detergent units. Totally 11 units are functioning under its control in the following districts. These soap units contribute a major revenue for the Board.

I. BATHING SOAP UNITS

Sl.No	District	Place of Unit
1	Chengalpattu	Thirukkazhukundram
2		Maamandur
3	Tiruchy	Samayapuram
4	Thanjavur	Nanjikottai
5	Erode	Modakurichi
6	Sivagangai	Kandanur
7	Kanniyakumari	Myladi

II. BAR SOAP UNITS

Sl.No	District	Place of Unit
1	Thiruvallur	Poondi
2	Namakkal	Thiruchengode

III. DETERGENT SOAP UNIT

Sl.No	District	Place of Unit
1	Krishnagiri	Kaveripattinam
2	Cuddalore	Panruti

Soap varieties such as Kumari, Mooliga, Nitham, Neem, Sandal, Carbolic, Sugandam and Poigai are manufactured in 7 bathing soap units.

Cleaning powder, Detergent cake, Detergent powder and Bar soap are produced in other 4 soap units with the trade mark 'Gopuram'.

As the soaps are manufactured with high quality with affordable price, the public prefer to

buy these products. Recently the Board has initiated sale of Khadi and Village Industries products through online shopping besides taking steps to sell products through all leading departmental stores across the State by appointing whole sale dealers.



Modakurichi soap unit

On 23.10.2021, the Hon'ble Chief Minister of Tamil Nadu introduced a new bathing soap in 4 flavours namely Rose, Lavender, Sandal and Red Sandal under the name "Khadi Fragrance" using coconut oil based soap noodles.

During the year 2021-2022, the Board has sold soap varieties worth of Rs.1404.03 lakh.

6.2 Carpentry and Blacksmithy Industry

Carpentry and Blacksmithy Industry is one among the ancient Village Industries providing a sizable employment opportunities to the local rural artisans. The following 5 Carpentry and Blacksmithy units are functioning at the places mentioned below:

Sl.No	District	Place
1.	Tiruvallur	Veeraragavapuram
2.	Ranipet	Arakkonam
3.	Vellore	Pallikonda
4.	Sivagangai	Kandanur
5.	Tirunelveli	Pettai

The indent received from Government Departments, Institutions, Courts, Hindu Religious and Endowments Department,

Universities, Colleges, Schools and District Libraries for the supply of Wooden and Steel furnitures are manufactured and distributed from these units.

In order to increase the production capacity of the potters, the "Shaila Electric Pottery Wheel" with variable speed are being manufactured in Arakkonam and Pallikonda Carpentry and Blacksmithy units and disbursed to the beneficiaries identified by the Government.

During the year 2021-2022, Rs.745.34 lakh worth of Wooden and Steel furnitures were produced and Rs.772.74 lakh worth of goods were sold to various departments.

6.3 Footwear Units

Footwear Industry is also one among the traditional industry of the Board. There are 10 Footwear production units functioning under the control of Tamil Nadu Khadi and Village Industries Board.

SI.No	District	Place of Unit
1	Thiruvallur	Ambattur
2	Salem	Salem
3	Erode	Chithode
4	Tiruppur	Tiruppur
5	Coimbatore	Kuppichipalayam
6	Dindigul	Dindigul
7	Sivagangai	Kandanur
8	Namakkal	Namakkal
9	Tirunelveli	Palayamkottai
10	Kanniyakumari	Nagercoil



Salem footwear unit

File boxes for Government Departments, Rubberised Coir mattresses for Government Hospitals, footwears, conductor cash Bags, gloves, chappals for workers of Local bodies are being effectively manufactured in these units.

During the year 2021-2022, the Board has manufactured Rs.67.63 lakh worth of leather items and sold for Rs.42.72 lakh.

6.4 Bee-keeping

6.4.1 Khadi Honey

Bee-keeping Industry plays an important role among the village industries. Around 10,000 Bee farmers are engaged in Bee-keeping Industry. The Board procures raw honey without brokerage at Rs.140/- per kg directly from the Bee farmers and the amount is being credited directly into their account.

The procured raw honey is processed at Amsi honey processing unit in Marthandam, Kanniyakumari District and tested for its quality and receives 'Agmark' certification and sold through Khadi Kraft outlets.

The "Khadi Honey" in new shaped glass bottles with eye-catching labels was introduced on 23.10.2021 by the Hon'ble Chief Minister of Tamil Nadu.

During the year 2021-2022, Rs.110.01 lakh worth of raw honey was processed and sold for Rs.137.00 lakh.

6.4.2. Value Added Honey Products

Khadi honey is more popular among the people for its purity and medicinal value. During March-2022, Value added honey having healthy ingredients such as figs, dates, amla, walnuts and nuts was introduced in the weight range from 400 gms to 450 gms.

6.5 Handmade Paper Units

There are 5 Handmade Paper units functioning under the control of Board viz., Pidagam in Villupuram District, Vadalur in Cuddalore District, Govanur in Coimbatore District, Shenbagapudur in Erode District and Ooty in The Nilgiris District. Raw pads, file pads, Bond paper, Office cover, Envelope, X-ray cover, Corrugated box and Writing paper are being manufactured in these units. Raw pads for Central prisons, X-ray covers for hospitals, Office covers, file pads, Envelops for Government Offices, Bond paper for courts are being produced and sold based on indent.

During the year 2021-2022, production of handmade paper products to the tune of Rs.36.60 lakh and sale to the tune of Rs.27.89 lakh were achieved.

6.6 Other Village Industries

6.6.1 Vedapatti Javadhu Unit

Javadhu powder, agarbathi, sambirani, sandalwood garlands, herbal tooth powder, candles, camphor, rose water and other products are manufactured in Vedapatti, Dindigul District. The herbal tooth powder produced in this unit are sold to the Central Prisons in Tamil Nadu.

Recently the Board has introduced a new type of agarbathi in different fragrances viz., Kasthuri, Jasmine, Lavender, Rose and Sandal in the brand name of "Khadi Fresh".

During the year 2021-2022 production to the tune of Rs.32.94 lakh and sale to the tune of Rs.28.17 lakh were achieved.

6.6.2 Eucalyptus Oil

The Eucalyptus Oil is procured from the Co-Operative society in Ooty, The Nilgiris District and it is packed in the Mamandur unit of the Chengalpattu District for sale.

The pain reliever liquid under the brand name "Sugapriya" is made with Eucalyptus Oil, menthol, camphor and other ingredients.

During the year 2021-2022, production to the tune of Rs.8.34 lakh and sale to the tune of Rs.6.45 lakh were achieved.

6.6.3 Kandipur Shampoo Unit

Specialty products such as 'Saraal' shampoo, 'Vaigai' hand wash liquid and 'Ezhil' bath liquid are being manufactured in Kandipur, Sivagangai District.

During the year 2021-2022, production to the tune of Rs.3.64 lakh and sale to the tune of Rs.5.18 lakh were achieved.

6.6.4 Cold Press Oil

Nowadays, people are more interested in using products that are produced through

traditional method. Hence, the Board has initiated the production and sale of traditional natural cold press oil which is good for health of the people.

For this purpose, two cold press oil units have been installed in the Ground floor of Kuralagam, Chennai and oil seeds such as groundnut and sesame have been procured and quality groundnut oil and sesame oil are produced in cold press method. It was introduced for sale under the name "Khadi New life" on 23.03.2022 by Hon'ble Minister for Handlooms and Textiles.



Chennai Kuralagam cold press oil unit

7. Renovation of Kandipur Khadi complex.

The Khadi complex at Kandipur village near Karaikudi, Sivagangai District was renovated at a cost of Rs.45.80 lakh and 9 units namely Rural Textile Centre, Khadi sub-centre, Leather Goods production unit, Carpentry and Blacksmithy production unit, Soap unit, Palm leaf products unit, Footmat unit, Basket making unit and Embroidery unit have been started and become operational since 02.10.2021.

Training has been given for 60 women who do not know spinning work, in a batch of 20 persons per month and the trainees are provided with employment after completion of the training.

8. Marketing

8.1 Khadi Kraft Outlets

The Board is running sales outlets viz- "KHADI KRAFT" at Kuralagam building in Chennai and in other Districts to facilitate marketing of Khadi and Village Industries products produced by the various units of the Board.



Traditional rice and Agarbathis

8.2 Innovation Training Programme for Khadi Kraft Employees

Though the employees working at Khadi Kraft have sufficient experience in their work, the employees were given a formal training on 03.01.2022 and 20.01.2022, specially to train them to approach the customers with smiling face and to accustom to the changing business strategy and also to maintain accounting in a computerized account. During the course of training, the specialty of new varieties of khadi

silk, soaps, honey and Palm products introduced recently by the Board were explained.

8.3. Online Sales

Although two websites, www.tnkhadi.org and www.tnkhadi.com, have already been created to boost online sale of Khadi, Village Industries and Palm products a Mobile App called "tnkhadi" which can run both on Android and iOS platform has been launched to attract the younger generation in particular.

From 23.10.2021 to 31.03.2022 sale of Khadi, Village Industries and Palm products to the tune of Rs.2.86 lakh was achieved.

8.4. Sales through e-Commerce platforms.

Khadi, Village Industries and Palm products are marketed online through various e-commerce platforms such as Amazon, Flipkart and Swiggy.

8.5. Franchise

In order to sell the Khadi, Village Industries and Palm products in bulk to the people and thereby increase the sales of the Board, license is issued to run as franchise.

The details of the franchise functioning presently are given below:

Sl.No	District	Place
1	Kancheepuram	Sriperumbudur
2	Kancheepuram	Kancheepuram
3	Namakkal	Kolli Hills
4	Kanniyakumari	Suchindram

During the year 2021-2022, sale to the tune of Rs.3.45 lakh was achieved through these franchise.

8.6. Appointment of Wholesale dealers.

In order to provide greater market access to Board's products and to create wider market network, steps have been taken to appoint whole sale agents to ensure availability of Khadi, Village Industries and Palm products in every nook and corner of the state.

So far 11 whole sale agents have been identified and authorized sale agency certificates issued.

8.7. Exhibition cum Sale

Special emphasis is given to popularize the sale of Khadi, Village Industries and Palm

products by conducting sales cum exhibition in Government office campus and Colleges. During the year 2021-2022 exhibition cum sales were conducted and the sale to the tune of Rs.26.95 lakh was achieved.

The annual Navarathiri doll Kolu exhibition being held in Kuralagam Khadi Kraft at Chennai is very popular. It acts as an effective platform for marketing the traditional and contemporary paper mache doll produced by the artisans.

The sale of dolls to the tune of Rs.85.96 lakh was achieved during 2021 - 2022.

8.8. Advertisement through Short Films.

Even though Khadi, Village Industries and Palm products have acquired the splendor and magnificence, it had not been advertised to create awareness among the general Public. Hence, short promotional films of Adhirai Silk, Khadi Fragrance Soaps, Khadi honey, Neera, Palm jaggery, Palm candy and Palm jiggery mixed Sukku Coffee powder were produced with popular artists with specially composed songs and ideas and telecasted/screened through TV Channels, theatres and Government LED Vans.

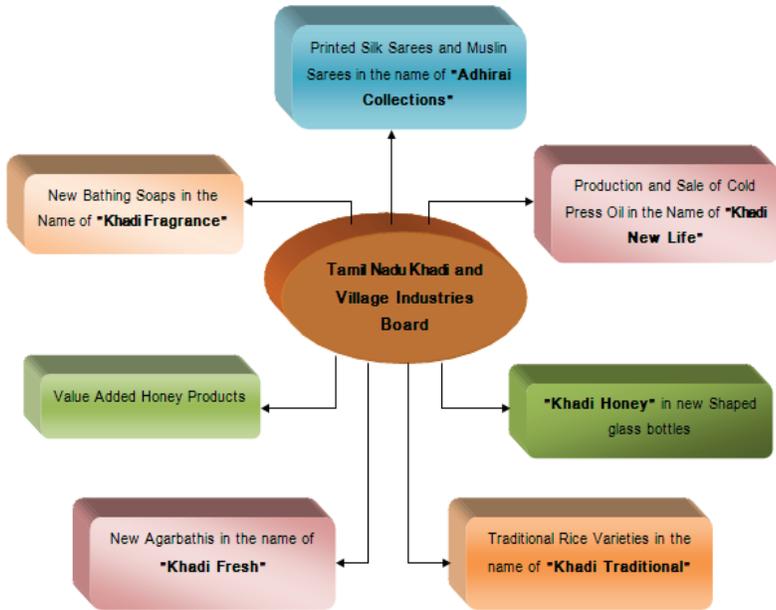
8.9. Advertisement through Social Media

With an intention to advertise and increase the sales of the Khadi, Village Industries and Palm products and to attract the youth, advertisements are continuously posted on Social Media sites such as YouTube, Instagram, Twitter and Facebook.

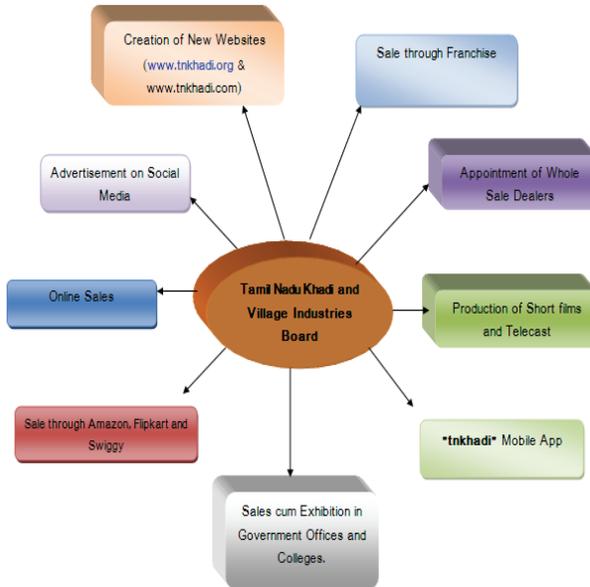
8.10. Sale of Traditional Rice Varieties

Keeping in mind the health benefits of traditional variety of cereals and to popularize its consumption by the general Public, the Board has initiated sale of traditional rice varieties like Mappillai Samba, Kavuni, Rathasaali, Thooyamalli, Poongar and Seeraga Samba varieties were introduced under the brand "Khadi Traditional" in 1/2 kg, 1 kg pouches on 23.03.2022 by the Hon'ble Minister for Handlooms and Textiles.

New Introduction



Aggressive Marketing



9. Industrial Co-Operative Societies

164 Industrial Co-Operative societies are functioning under the control of Tamil Nadu Khadi and Village Industries Board dealing with the industries recognized by the Khadi and Village Industries Commission. In this, 34 are Pottery Industrial Co-Operative societies consisting of 3500 members functioning under the board.

The Chief Executive Officer of Khadi and Village Industries Board acts as Functional Registrar for these industrial Co-Operative societies. The accounts and expenditure details are audited by the cooperative audit department.

During the year 2021-2022 production to the tune of Rs.1518.83 lakh and sale to the tune of Rs.2084.32 lakh were achieved by these societies.

10.Prime Minister's Employment Generation Programme

The "Prime Minister's Employment Generation Programme" of MSME Department, Government of India is implemented through Tamil Nadu Khadi and Village Industries Board, Department of Industries and Commerce, Khadi and Village Industries Commission, Mumbai and Coir Board from 2008 – 2009. This scheme is being implemented successfully through online from 01.07.2016 onwards.

10.1 Scheme Details

Under this scheme, the banks sanction loan upto a maximum project cost of Rs.25 lakh in the manufacturing sector and Rs.10 lakh in the service sector to the beneficiaries. To avail loan for above Rs.10 lakh for manufacturing activity and above Rs.5 lakh for service activity, the beneficiaries shall have a minimum qualification of 8th Standard pass.

The Pattern of subsidy under this Scheme are as follows:

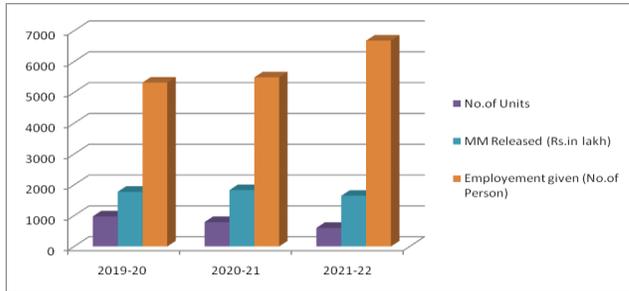
Category of Beneficiaries	Subsidy limit (on project cost)	
	Urban	Rural
Place		
General Category	15%	25%
Special Category (Scheduled Caste/ Scheduled Tribes/Other Backward Caste/Minority/Ex-servicemen/ Physically Challenged / People in North Eastern Hill Border)	25%	35%

Own Contribution

Category of Beneficiaries	Own Contribution
General Category	10%
Special Category (Scheduled Caste/ Scheduled Tribes/Other Backward Caste/Minority/Ex-servicemen/ Physically Challenged / People in North Eastern Hill Border)	5%

10.2 PMEGP Achievements

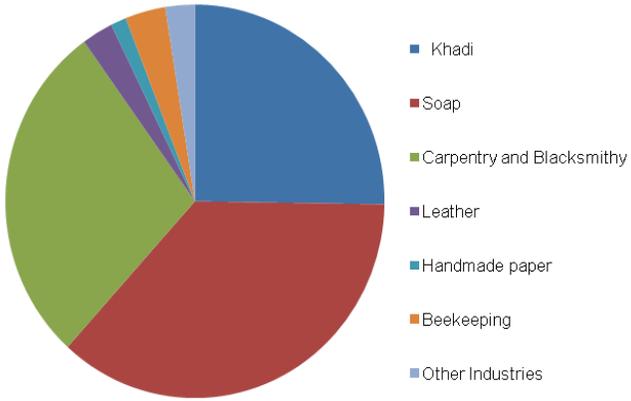
The details of Margin Money Subsidy released through the Tamil Nadu Khadi and Village Industries Board from the year 2019-2020 to 2021-2022 are given below:



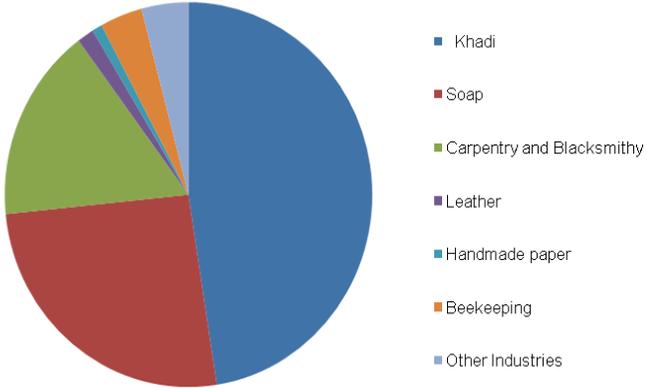
11. Production and Sales of Khadi and Village Industries Products

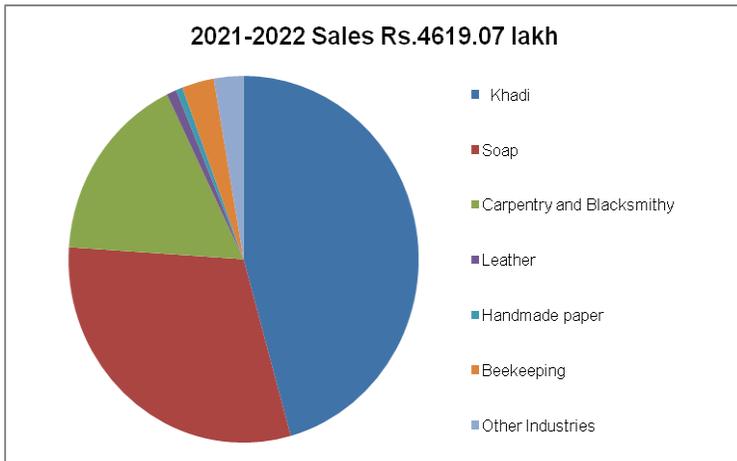
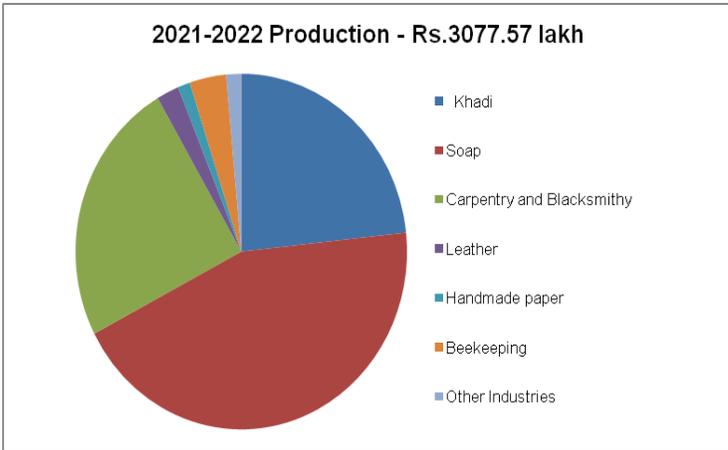
The overall achievement in production and sales of various products of the Tamil Nadu Khadi and Village Industries Board for the year 2020-2021 and 2021-2022 is given below:

2020-2021 Production - Rs.2728.45 lakh



2020-2021 Sales - Rs.3864.94 lakh





(Rs. in lakh)

Sl. No	Name of the Industry	2020-2021		2021-2022	
		Production	Sales	Production	Sales
1.	Khadi	688.76	1837.23	716.92	2108.93
2.	Village Industries				
	(a) Soap	995.53	999.12	1356.15	1404.03
	(b) Carpentry and Blacksmithy	772.92	633.89	745.34	772.74
	(c) Leather	72.69	57.21	67.63	42.72
	(d) Handmade paper	36.07	34.32	36.60	27.89
	(e) Beekeeping	93.88	143.93	110.01	137.00
	(f) Other Industries	68.60	159.24	44.92	125.76
	TOTAL	2728.45	3864.94	3077.57	4619.07

12. Financial support from Government

The State Government sanctions the necessary financial assistance to meet out the salary for the staff and pension for the retirees of the Tamil Nadu Khadi and Village Industries Board and to provide rebate subsidy to Khadi products.

The financial assistance approved by the Government for Tamil Nadu Khadi and Village Industries Board and Tamil Nadu Palm Products Development Board in Budget Estimate 2022-2023 is given below:

Sl. No	Details	Amount (Rs.in lakh)
1.	Grant for Salary to the staff and pension to the Pensioners	7500.00
2.	Rebate : Khadi Board	400.00
	Certified Institutions	2200.00
3.	Audit Fees	513.64
4.	Assistance to Village Industries Development	0.01
5.	Tamil Nadu Palm Products Development Board	0.01
6.	Maintenance Allowance to Potters	584.35
7.	Khadi Spinners and Weavers Welfare Board	0.01
8.	Providing Shaila wheels to potters	0.01
	TOTAL	11198.03

TAMIL NADU PALM PRODUCTS DEVELOPMENT BOARD

1. Objectives

Under the control of this Board, 720 Primary jaggery manufacturing Co-Operative societies at primary level, 8 District Palmgur Co-Operative Federations at district level and one State level Tamil Nadu State Palmgur and Fibre Marketing Cooperative federation are functioning. The main object of this Board is to help the Palmgur artisans by providing required raw materials, tools and equipments along with the financial assistance and to market the Palm products produced by them to increase the income of the Palmgur artisans.

2. Administration

The Palm Board has no separate budget allocation. All the staff, working in the Palm Board comes under the establishment of Tamil Nadu Khadi and Village Industries Board. The Chief Executive Officer of the Tamil Nadu Khadi and Village Industries Board is the Functional Registrar for all the Primary Palm jaggery manufacturing Co-Operative societies / District Federations / State Federation which are

functioning under the control of Tamil Nadu Palm Products Development Board.

3. License For Neera Tapping

To prevent the misuse of Neera (Pathaneer), the State Government has ordered and issued license to the tappers for tapping and selling of Neera. As per this order, the license to the Palm tappers is being renewed for every financial year by the Tamil Nadu Palm Products Development Board.

License have been given to 10,126 Palmgur artisans by the Assistant Directors of Khadi and Village Industries of the Districts concerned for the financial year of 2021-2022.

4. Special Schemes

The State Government continuously provide all assistance for uplifting the livelihood of the poor Palm workers, apart from providing raw materials for manufacturing edible and non-edible Palm products.

4.1. Common Facility Centre

Action is being taken for purchase of machineries and construction of workshed for

establishing a Common Facility Centre (CFC) at Veerapandiapattinam in Thoothukudi District for manufacturing quality Palm jaggery at an estimated cost of Rs.40 lakh.

4.2 New Building for Palm Jaggery Production

A Palm jaggery manufacturing unit is being constructed at Regional Palm Products Training Centre in Cuddalore district to increase the production capacity of Tamil Nadu State Palmgur and Fiber Marketing Co-Operative Federation at a cost of Rs.15 lakh.

4.3 Training for Palm Jaggery Production

Palmgur manufacturing training will be imparted to 250 persons in five batches (50/batch) at a cost of Rs.50.00 lakh for manufacturing quality Palm jaggery and for supplying tools and equipment to the trained persons.

4.4 Palm Jaggery sold under the brand name of "KARPAGAM" and "KARUMPANAI"

During the financial year of 2021-2022, 32.50 metric tons of Palm jaggery have been distributed to the PDS shops in the units of 100

grams, 250 grams and in 500 grams by the Tamil Nadu State Palmgur and Fiber Marketing Co-Operative Federation in the brand name of "KARPAGAM" across the State of Tamil Nadu. Palm jaggery meant for sale in departmental stores is being sold in the brand name of "KARUM PANAI" which is being well received by the Public.

KARPAGAM



KARUM PANAI



5. Marketing

Variety of Edible and Non-Edible Palm products are being sold in Khadi Krafts, Palm Crafts and in PDS shops functioning under the

control of Co-Operative department/ Co-Operative wholesale stores / Tamil Nadu Civil Supplies Corporation.

5.1. Pathaneer

Basic Palm product is Neera (i.e. Pathaneer). It is the main raw material for the production of chain of other Edible Palm products such as Palm jaggery (Karuppatti), Palm Candy, Palm sugar, Palm candy toffee, Palm chocolate, etc. Natural drink of Neera is very popular during the season in all areas where Palm trees are available in large numbers.

The Palm Board has procured 5 lakh liters of Palm Neera from the Palm tappers during financial year 2021-2022 for the production of variety of edible Palm products.

PATHANEER



PALM CANDY



5.2. Marketing of Palm Products and Sale of Sukku coffee

As the awareness about the healthy / natural drinks has increased among the people, the sale of "sukku coffee" added with Palm jaggery with nine natural ingredients has been introduced by the Palm Board for sale.

This Product is being sold in Metro Railway Station, Koyambedu Mofussil Bus Terminus, Island grounds and in other places of Chennai. Further, Khadi, Village industries products, Sukku Coffee, Palm products and Khadi Village Industries products are being sold in Salem, Yercaud, Madras High Court of Madurai Branch,

Palayamkottai in Tirunelveli District, Ooty, Dr.A.P.J. Abdul Kalam Memorial Place in Ramanathapuram and in Girivalam path of Tiruvannamalai.

SUKKU COFFEE POWDER



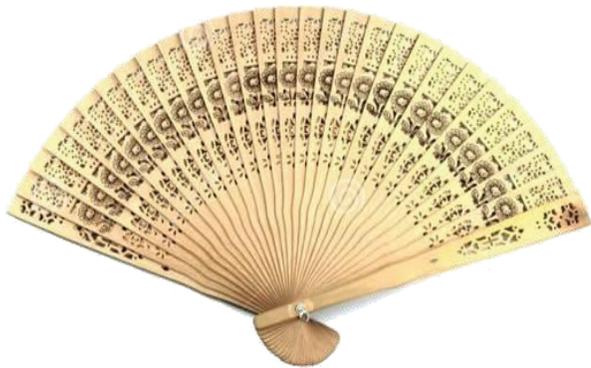
A sale outlet is functioning in the ground floor of Kuralagam in Chennai for selling variety of Palm products.

5.3. Palm Leaf Products

The non-Edible Palm products such as Palm fiber brushes, fancy Palm- leaf articles like fans, Mats, Baskets, Palm stalk toys are made by

using different kinds of plain and colored Palm leaves.

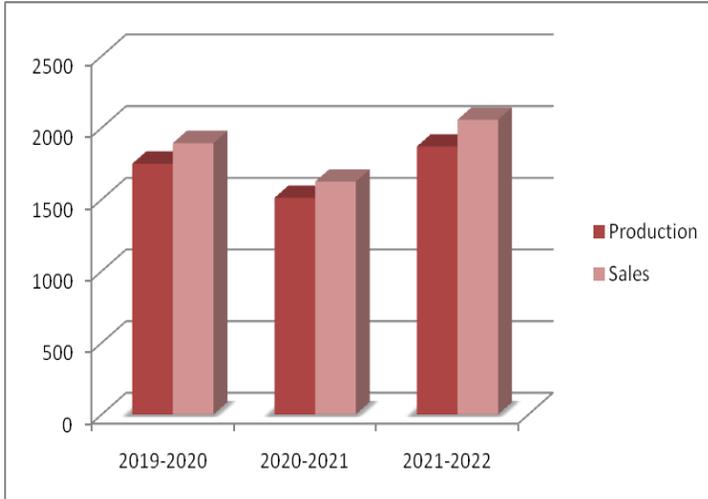
Palm Leaf Products



6. Production and Sales of Palm Products

The details of Palm production and sales made during the last 3 years are as follows:

(Rs. in lakh)



R. GANDHI
MINISTER FOR HANDLOOMS AND
TEXTILES

DEPARTMENT OF SERICULTURE



**Hon'ble Minister for Micro, Small and Medium Enterprises
giving Memento made from Silk Cocoon Craft to
Hon'ble Chief Minister of Tamil Nadu at Chennai**



Hon'ble Chief Minister Distributing Cash Awards to State Level Best Three Sericulture Farmers



Hon'ble Chief Minister Distributing Cash Awards to State Level Best Three Automatic Silk Reelers



Hon'ble Chief Minister Distributing Cash Awards to State Level Best Three Multi-end Silk Reelers



**Hon'ble Minister for Micro, Small and Medium Enterprises and
Hon'ble Minister for Handlooms and Textiles Distributing
Welfare Scheme Assurances to Sericulture Farmers**



**Hon'ble Minister for Micro, Small and Medium Enterprises and
Hon'ble Minister for Handlooms and Textiles Inspecting Grainage
Activities at Krishnagiri**



Hon'ble Minister for Micro, Small and Medium Enterprises and Hon'ble Minister for Handlooms and Textiles Inaugurating New Chawkie Rearing Centre (CRC) at Government Silk Farm, Hosur

Printed by Govt. Central Press, Chennai - 600 001.

