



THE TAMILNADU HANDICRAFTS DEVELOPMENT CORPORATION LTD
759, ANNA SALAI, CHENNAI-600 002

CITIZEN CHARTER 2019

This charter reveals the Vision and Mission of Tamil Nadu Handicrafts Development Corporation Limited, popularly known by its brand name “Poompuhar”, which was established in 1973 to improve, develop and promote handicrafts and to ensure the welfare of artisans of Tamil Nadu.

Vision

The Vision is to reach out to the world and showcase the hard work done by artisans in producing exquisite handcrafted products in Brass, Bronze, Wood, Stone, Art plates, Thanjavur paintings, Pith models, Papier mache, Terracotta etc., The mission objectives of Tamil Nadu Handicrafts Development Corporation Limited are as follows:-

Mission

- To uplift the livelihood and living standard of artisans in Tamil Nadu.
- To upgrade the skills of artisans by imparting appropriate training.
- To improve the productivity of artisans.
- To improve the quality of handicrafts produced.
- To minimize the drudgery involved in the production process.
- To minimize / eliminate occupational hazards.
- To encourage innovation in design.
- To provide socio-economic security for craftsmen.
- To document and record the details of the handicrafts that are produced in the State.
- To provide marketing services to the artisans of Tamil Nadu.
- To recognize their dedication and perseverance in handicrafts.

1. MARKETING OF HANDICRAFTS

The Corporation caters to the requirement of the general public for handicrafts by selling the various artefacts produced by the artisans through its large net work of 13 showrooms and 3 outlets, and also through organizing exhibitions during local festivals and other important occasions within and outside the State and also abroad. The addresses and telephone numbers, and e-mail id of the Poompuhar Sales Showrooms are given in the Annexure-II.

Any craftsperson of Tamil Nadu who produces handicrafts can approach the officers as indicated in Annexure-I & II for marketing his/her products through the Poompuhar Sales Showrooms and through the various exhibitions organized by the Corporation.

To give a further fillip to marketing, Poompuhar launched its e-Commerce Portal www.poompuhar.org on 15.11.2014. Poompuhar's hybrid App for smart phones and tablets was also launched.

In addition to sale of handicrafts through its showrooms, exhibitions and e-Commerce, the Corporation has set up Urban Haats at Kanyakumari and Mamallapuram. Both these Haats will facilitate the artisans to directly selling their products to consumers. One more Urban Haat has been proposed to be set up at Udthagamandalam.

The Corporation has also established a Design Research and Development Centre (DRDC) using 3D Designing and Printing technology for quick and mass production of Handicrafts products.

The Corporation is implementing a project to establish a web based e-Repository of our artisans. A new website www.tnartisaan.com has been developed. This portal is exclusively meant for artisans of Tamil Nadu which will serve as a platform and will enable them to reach out to a world market without having to go through middlemen.

A. URBAN HAATS:

i. Kanyakumari

The Corporation has established an Urban Haat at Kanyakumari at an outlay of Rs.2.45 crores which includes financial assistance of Rs.140.00 lakhs from Government of India, Rs.60.00 lakhs from State Government and Rs.45.00 lakhs from other Government agencies. This Urban Haat will have 36 shops, food court, dormitory, amphitheatre, children's park and parking facility. This urban haat was inaugurated by the Hon'ble Chief Minister on 08.03.2017.

ii. Mamallapuram

Similarly the Corporation has established an Urban Haat at Mamallapuram at an outlay of Rs.5.00 crores which includes financial assistance of Rs.210.00 lakhs from Government of India, Rs.190.00 lakhs from State Government. This Urban Haat will also have 36 shops, food court, dormitory, amphitheatre, children's park and parking facility. This urban haat was inaugurated by the Hon'ble Chief Minister on 08.03.2018.

Artisans who are willing to participate in the exhibitions held at Urban Haat, Kanyakumari and Mamallapuram may approach the Manager, Poompuhar Sales Showroom, Kanyakumari, Mamallapuram and Chennai Head office.

B. INTEGRATED DEVELOPMENT AND PROMOTION OF HANDICRAFTS (IDPH)

Another important scheme called "Integrated Development and Promotion of Handicrafts" has been launched by Government of India. This scheme operates on cluster basis. The major objective of this project is to provide artisans, better working environment, skill upgradation, marketing facilities and exposure to new designs which is implementation over 2 years. Government of India have approved Rs.20.38 crores to this Corporation under this scheme. The project cost includes Government of India share of Rs.16.52 crores and State Government share of Rs.3.86 lakhs total Rs.20.38 crores. The projects have the following components.

S.No.	Name of the Scheme	No. of events	Amount received (Rs. in crores)
1.	Common Facility Centre	13	7.80
2.	Design Workshop	41	1.89
3.	Integrated training	12	1.77
4.	Toolkits	10000 Artisans	5.00
5.	Exhibitions	34	3.62
6.	Buyer /Seller Meet	2	0.30
	Total		20.38

Artisans who are willing to get the above benefits may approach the officers listed Annexure I, II & III.

C. e-Repository of Artisans and their skills:

The Government of Tamil Nadu sanctioned Rs.1.00 crores from the State Innovation Fund for creating “e-Repository of Artisans and their Skills”. This is a comprehensive and dynamically updated web based repository www.tnartisaan.com is for all artisans in the State of Tamil Nadu, with dedicated web-page in a standardized format for each artisan who has been registered in the site, with special features to promote marginalized groups of artisans. Currently we have data for about 13,000 artisans and the survey is on. The advantage about this website is that now the world can deal directly with our artisans and vice versa, without having to go through middlemen.

Artisans who are willing to enroll in the e-Repository may approach the Officers listed in the Annexure II & III.

2. PROVISION OF EMPLOYMENT OPPORTUNITIES FOR ARTISANS

The Corporation runs Production Centres in the crafts of Brass lamp, Bronze icon, Art Plate, Wood carving and Stone carving at Nachiarkoil, Vagaikulam, Madurai, Swamimalai, Thanjavur, Kallakurichi and Mamallapuram. The addresses, telephone numbers & e-mail id of Production Centres are given in Annexure-III. The artisans are provided employment opportunities through these Production Centres. Those artisans who seek employment in the production of any of the craft mentioned above may approach the Officers listed in Annexure I & III.

3. TRAINING

The Corporation provides 5 months IDTDP training and 2 month DTDW training for acquiring various skills in the production of craft items in periodical intervals. Those who want to acquire the skill in the production of these craft items can join the training programmes organized by the Corporation periodically and make themselves proficient in these craft skills which will enable them to take up production of handicrafts as an occupation. During the training period, the trainees are paid stipend for Rs.7,500 /- per month by the Corporation.

4. RECOGNITION OF CRAFTSMEN

a) Shilp Guru Award and National Award by Government of India

Shilp Guru Awards the highest award given to a craftsman is given every year by Government of India. So far Five Master Craftsmen from Tamil Nadu have been conferred with the Shilp Guru Award.

In addition, National Awards are being given to mastercraftsmen every year by the Government of India. This award consists of a cash prize of Rs.1.00 lakh, a copper plaque and an angavastharam. This award is presented by His Excellency the President of India. So far 28 Master Craftsmen of Tamil Nadu have been conferred with the National Award.

The Tamilnadu Handicrafts Development Corporation Ltd co-ordinates with the O/o Development Commissioner (Handicrafts), Government of India, New Delhi for the State level Selection of these awards.

b) Poompuhar Awards by Government of Tamil Nadu

(i) “Living Craft Treasure” – Award

Based on the Announcement of the Hon’ble Chief Minister under Rule 110 in the floor of Assembly, an award titled as “Living Craft Treasure Award” was introduced in the year 2013-2014 to craftsperson’s of eminence who are above the age of 65 years. This award consists of a cash prize of Rs.1.00 lakh, a thamirapattiram, an eight gram gold medal and a certificate. This award is given to 10 artisans at a total cost of Rs.15.00 lakhs. This is the highest awards for handicrafts at state level.

(ii) Poompuhar State Award

Every year ten best artisans in the field who have contributed to the development of the crafts of Tamil Nadu are selected and given the Poompuhar State Award, which consists of a cash prize of Rs.50,000/, a four gram gold medal, tamirapathiram and a certificate. These state awardees are also eligible to get a monthly pension of Rs.3,500/- after completion of 60 years of age under the Government of India if they are economically backward.

(iii) Poompuhar District Craft Award

The Poompuhar District Craft Award had been newly introduced in the year 2011-2012. This award consists of a cash prize of Rs.10,000/-, a silver medal and a certificate. A total of 85 craftsmen in 16 crafts are awarded these prizes every year. Out of which 17 women artisans selected to encourage them and to ensure self sustainability.

(iv) Gen Next Award

In order to ensure that the traditional handicrafts of Tamil Nadu survive and are passed on to the next generation, it is necessary to enthuse the youngsters in the field. In order to achieve this, a craft competition was introduced from the year 2013-2014 onwards for artisans below 30 years of age. 150 artisans were chosen, duly honoured and given Rs.2000/- cash, silver medals and certificates. These competitions will be held in the important craft pockets.

(v) Handicrafts Export Award:

In order to encourage the exporters of handicraft items, an award called "Handicrafts Exports Award" has been introduced from the year 2014-2015. The above award is to be given to two persons at a cost of Rs.2.50 lakhs every year.

This award consist of a cash prize of Rs.40,000/-, 4 gm gold medal, one thamirapattiram and a certificate.

(vi) Team Production Award:

Handicraft items are usually made by a team of artisans. It is often difficult to single out an individual artisan for an award. A "Team Production Award" is therefore being introduced to honour teams of artisans who come together to produce an item. This award will be given to 3 groups at a cost of Rs.3.75 lakhs every year.

This awards consist of a cash prize of Rs.40,000/-, 4 gm gold medal, one thamirapattiram and a certificate.

(vii) Utility Based Handicrafts Award:

Many artefacts produced by artisans are often of decorative or religious value. In order to encourage artisans to produce utility based handicrafts, an Award called "Utility Based Handicrafts Award" has been introduced. This award will be given to 3 artisans at a cost of Rs.3.75 lakhs every year. This awards consist of a cash prize of Rs.40, 000/-, 4 gm gold medal, one thamirapattiram and a certificate.

This eight awards are distributed every year on Artisan Day. Any information regarding the awards can be obtained from the officers mentioned in Annexure-I.

5. Artisan's Day

The Government of Tamil Nadu has announced 5th of March every year as "Artisans Day" in order to create awareness among the general public on handicrafts of Tamil Nadu, as also to recognize our artisans. The annual Poompuhar awards will coincide with the artisan's day. The Government of Tamil Nadu sanctioned Rs.35.00 lakhs for the above scheme. The first Artisan's Day was celebrated at Kalaivanar Arangam on 08.03.2018.

6. WELFARE MEASURES FOR ARTISANS

a) Providing Employment to Artisans

- The Corporation provides direct employment to artisans in its production units.
- The Corporation also employs a number of artisans for its special projects.
- The Corporation provides indirect employment opportunities by marketing their products through Showrooms, Exhibitions & e-Commerce.

7) Providing Free Toolkits to Artisans

The Corporation is currently distribution free tools kits worth Rs.5000/- to artisans in Tamil Nadu state under the IDPH program. Total of 10000 artisans will be covered under this scheme. Any artisans who holds the PECHAN ID card provided by the DC(H) New Delhi will benefit out of the scheme.

8) Common Facility Centres

Under the IDPH program the Corporation is establishing 13 Common Facility Centres at various crafts cluster in Tamil Nadu at the cost of Rs.780.00 lakhs. So far six CFCs are declared opened by the Hon'ble Chief Minister of Tamil Nadu on 8-3-2018 Artisan Day.

Similarly under the Tamil Nadu Government sponsored scheme "Revival of Languishing crafts" four more Common Facility Centres are established for Palm Leaf, Kora Grass mat, Clay and Teracotta crafts at a cost of Rs.188.00 Lakhs.

Artisans who are indulged in production of handicrafts can make use of this CFCs free of cost where required machineries will also be provided.

Annexure-I

Head Office

Sl.No	Name of the Commitment	Officers concerned	Office address
1.	Marketing Support, Exhibition and e-commerce	Sales Manager 044-28518716 (Direct) 044- 28521325 28525094	The Tamilnadu Handicrafts Development Corporation Ltd, 759, Anna Salai, Chennai -600 002. e.mail :- tamilnaduhandicrafts@yahoo.co.in e-com : www.poompuhar.org Website:www.tnhdcltd.com
2.	Training and Employment	Production Manager 044-28414408 (Direct) 044- 28521325 28525094	
3.	e-Repository of artisans and their skills	Assistant Manager (IT Section) 044- 28521325 28525094	
4.	Awards	Assistant Manager (Development Cell) 044- 28521325 28525094	
5.	Public Information Officer	Personnel Manager 044- 28521271 28521325	

Annexure-II
Showrooms

Sl.No.	Officers concerned	Office address
1	Manager	Poompuhar Sales Showroom 108,Anna Salai, Chennai – 600 002 Tel : 044-28520624 / 28550157 e.mail id: poompuharshowroom@gmail.com
2	Manager	Poompuhar Sales Showroom West Boulewar Road, Singarathope, Trichy – 620 008 Tel : 0431-2704895 e.mail id - poompuhartrichy@gmail.com poompuhartrichy@hotmail.com
3	Manager	Poompuhar Sales Showroom Mangammal Chatram Buildings, Opp. Railway Junction, 12,West Veli Street, Madurai – 625 001 Tel : 0452-2340517 e.mail id - poompuharmadurai@gmail.com
4	Manager	Poompuhar Sales Showroom Railway Station Road, Thanjavur – 613 001 Tel : 04362-230060 e.mail id - poompuharthanjavur@gmail.com
5	Manager	Poompuhar Sales Showroom Shore Temple Road, Mamallapuram – 603 104 Tel : 044-2744 2224
6	Manager	Poompuhar Sales Showroom Anna Silk Complex, Khadi Craft Building, Near Thiruvalluvar Statue, Salem - 636 001 Tel : 0427-2414994 e.mail id- pssrsalem@gmail.com
7	Manager	Poompuhar Sales Showroom No. 1239, Big Bazaar Street, Coimbatore – 641 001 Tel : 0422-2391055 e.mail id- poompuharcbe@yahoo.co.in

Sl.No.	Officers concerned	Office address
8	Manager	Poompuhar Sales Showroom No.1154, Mettur Road, Erode – 638 001. Tel.:0424- 2254885 e.mail id – poompuharerode@gmail.com
9	Manager	Poompuhar Sales Showroom Kalaimagal Illam, Sannathi Street, Kanyakumari – 629 702 Tel : 04652-246040 e.mail id - poompuharcape@gmail.com
10	Manager	Poompuhar Sales Showroom Thiruvanchuzhi Main Road, Swamimalai - 612 302 Tel. 0435-2454442 e.mail id - papcswamimalai@gmail.com
11	Manager	Poompuhar Sales Showroom C-1, State Emporia complex, Baba Kharak Singh Marg, Irwin Road, New Delhi – 110 001 Tel : 011-23363913 e.mail id - tnhandicrafts@yahoo.com
12	Manager	Poompuhar Sales Showroom Shop No.21 & 22, First Floor, C.I.T. Shopping Complex, 2, Gariahat Road, Kolkata - 700 068 Tel: 033-24237028 e.mail id - pssrkolkata@gmail.com
13	Manager	Poompuhar Sales Showroom Shop No.139, Swamy Nellaippar High Road, Tirunelveli Junction, Tirunelveli – 627 001. Tel: 0462-2333391 e.mail id - poompuharcape@gmail.com

Annexure-III
Production Units

Sl.No.	Officers concerned	Office address
1	Manager (P&SU)	Poompuhar Brass & Bell Metal Production Centre Nachiarkoil – 612 602 Thanjavur District Tel : 0435-2466553 e.mail id - bbmpnachiarkoil@gmail.com
2	Manager (P&SU)	Poompuhar Art Metal Production Centre, Thiruvanchuzhi Main Road, Swamimalai - 612 302 Thanjavur District. Tel : 0435-2454442 e.mail id – amtcswamimalai@gmail.com
3	Manager (P&SU)	Poompuhar Brass & Bell Metal Production Centre Mannarkoil Post, Via – Ambasamudram, Vagaikulam – 627 413 Tirunelveli Dist. Tel: 04634-250476 e.mail id – bmpcvagaikulam@gmail.com
4	Manager (P&SU)	Poompuhar Art Plate Production Centre, Railway Station Road, Thanjavur – 613 001 Tel : 04362-236050 e.mail id - papcthanjavur@gmail.com
5	Manager (P&SU)	Poompuhar Brass Artware Production Centre, Industrial Estate, Madurai – 625 007 Tel : 0452-2566774 e.mail id – pbapcmadurai@gmail.com
6	Manager (P&SU)	Poompuhar Sandalwood Carving Centre, 54-55, SIDCO Industrial Estate, Kacharapalayam Road, Kallakurichi – 606 202 Tel : 04151-222508
7	Manager (P&SU)	Poompuhar Stone Sculpture Centre Shore Temple Road, Mamallapuram–603 104 Tel:044-27443224

