



GOVERNMENT OF TAMILNADU
TAMILNADU RURAL TRANSFORMATION PROJECT
(TNRTP)



DISTRICT DIAGNOSTIC REPORT (DDR)
KARUR



தொழில்வளம் பெருகட்டும்!

GOVERNMENT OF TAMILNADU

**Rural Development &
Panchayat Raj Department**



பொருள்வளம் உயரட்டும்!!

**TAMILNADU RURAL TRANSFORMATION PROJECT
(TNRTP)
DISTRICT DIAGNOSTIC STUDY**

Karur District



KARUR

DISTRICT DIAGNOSTIC STUDY

This study on Karur district is an initiative of Tamil Nadu Rural Transformation Project to assess socio-economic challenges & opportunities for identification of cross-cutting / binding constraints to inclusive growth at district level, and to identify & prioritize current and potential value chains.

KARUR: Profile

Road Connectivity



Textiles



Road ways:
International
Highways:

AH - 43

National Highways:

NH - 44

(Varanasi to Kanyakumari)

NH - 67

(Nagapattinam to Gudalur)

Railways:

5 active platforms & 7 broad gauge electrified tracks



Year of formation	: September 30, 1996
Population	: 10, 64, 493
Density	: 367 Persons / Sq. Km
Sex Ratio	: 1015
Literacy Rate	: 67.6%
Female Literacy Rate	: 66.86%
Urban	: 43.82%
Rural	: 56.18%

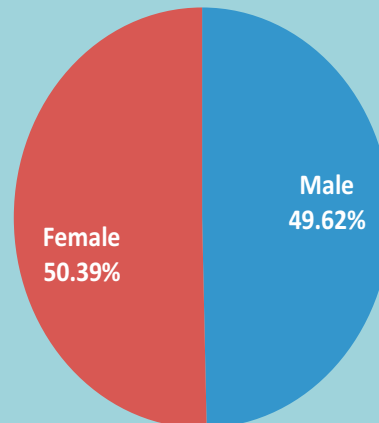
Administration Units

Municipalities	: 2
Blocks	: 8
Town Panchayats	: 11
Village Panchayats	: 157

Community Based Organizations

Self Help Groups	: 3595
VPRCs	: 157
PLFs/CLFs	: 157
CLGs/Commodity groups	: 140 CLGs
Farmer Producer Group	: 9 Nos

Composition by Gender



AGRICULTURAL SCENARIO

ANIMAL HUSBANDRY

Crop	Production (in MT)
Paddy	52347
Cholam (Jowar)	21058
Red Gram	3280
Ground nut	11379
Banana	148258
Sugarcane	30498

S.No	Classification	Count
1	Cattles	196206
2	Buffaloes	39519
3	Sheep	228864
4	Goat	215862
5	Pigs	3338
6	Poultry (including ducks and others)	2882922

TAMILNADU RURAL TRANSFORMATION PROJECT

Objective

“To promote rural enterprises, access to finance & employment opportunities in the selected blocks of Tamilnadu”

INDUSTRIES & UNITS

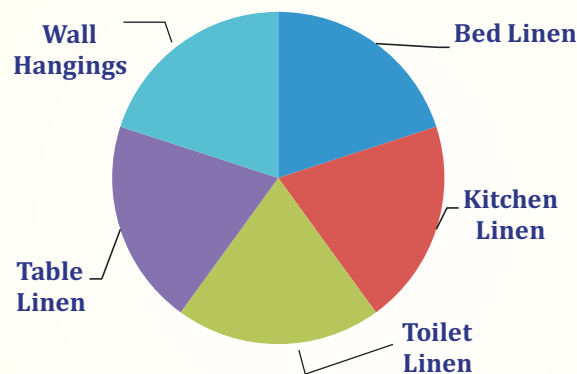
Large Scale Industries:



Textile Industry:

On the international textile map, Karur has become synonymous with handloom “made-ups” first as Tirupur in the hosiery product. The weaving industry came to Karur from Kerala and has earned a reputation for its high-quality handloom products today

HOME TEXTILES CLASSIFICATION



Around **6,000 Crore** (\$300 million) a year in foreign exchange through direct and indirect exports

Around **3.5 lakh** people are labouring in this Karur made-up manufacturing hub

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> * Community interest in Entrepreneurship * Textiles & Garments * Bus body building * Karur Textile Park Ltd (KTPL) * Export Credit Guarantee Corporation (ECGC) 	<p>Weakness</p> <ul style="list-style-type: none"> * There is a skill gap between market demand and qualified skilled person * Workforce comes from other states as semi skilled and unskilled labour.
<p>Opportunities</p> <ul style="list-style-type: none"> * Export * State Seed Farm (SSF) - Inungur * Market and Transport 	<p>Threats</p> <ul style="list-style-type: none"> * Groundwater scarcity * Middle Man/ Agent * Environment pollution

For more information about TNRTP benefits & support in Karur District, Reach us @ TNRTP DPMU (Trichy & Karur District)

The District Executive Officer
Cell: 9385299722 Landline: 04326-261 633

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ACRONYMS

ECGC	Export Credit Guarantee Corporation
KTPL	Karur Textile Park Limited
TNPL	Tamilnadu News Print and Papers Limited
PSU's	Public Sector Units
CIKS	Centre for Indigenous Knowledge Systems
CLG	Common Livelihood Group
FPO	Farmer Producer Organization
ICAR	Indian Council of Agricultural Research
KVK	Krishi Vigyan Kendra
MSME	Micro Small and Medium Enterprises
NABARD	National Bank for Agriculture and Rural Development
NABFIN	NABARD Financial services
NAF	National Agro Foundation
NTFP	Non Timber Forest Product
PMKSY	Pradhan Mantri Krishi Sinchayi Yojana
POPIs	Producer Organization Promoting Institutions
SHG	Self Help Group
SFAC	Small Farmers Agribusiness Consortium
TANSEDA	Tamilnadu State Seeds Development Agency
TNIAMP	Tamilnadu Irrigated Agriculture Modernization Project
TNAU	Tamilnadu Agricultural University
VPRC	Village Poverty Reduction Committee

1.0 Introduction

The Tamil Nadu Rural Transformation Project (TNRTP) is transformation project that looks beyond poverty alleviation and aims at building sustainability and prosperity of rural communities and promoting rural enterprises. It will be implemented in 120 Non-Pudhu Vaazhvu Project blocks of Tamil Nadu covering 3994 Village panchayats spread across 26 districts (except Ariyalur, Dharmapuri, Kanyakumari, Perambalur, Thanjavur and Chennai) of Tamilnadu.

1.1 Objective of District Diagnostic Study (DDS)

To assess the socio-economic challenges and opportunities for the identification of cross-cutting /binding constraints to inclusive growth at the district level, and to identify and prioritize current and potential value chains.

The study broadly analyses the indicators, such as social profile, rural profile, urbanization trends and labor mobility and the economic indicators; a sectorial analysis – agriculture, allied, non-farm including manufacturing and service sectors; the current status of existing industries and the growth trends; the potential economic growth centers within the districts and perceived gaps in the existing ecosystem for promoting and nurturing sustainable MSEs; sector-wise and block-wise presence and growth trends of MSEs; existing and potential value chains in the sectors; and key private /public sector players currently operating in the district. The study tries to understand the factors contributing to rural economy through employment generation and high value economic activities thus resulting in increase in the household income.

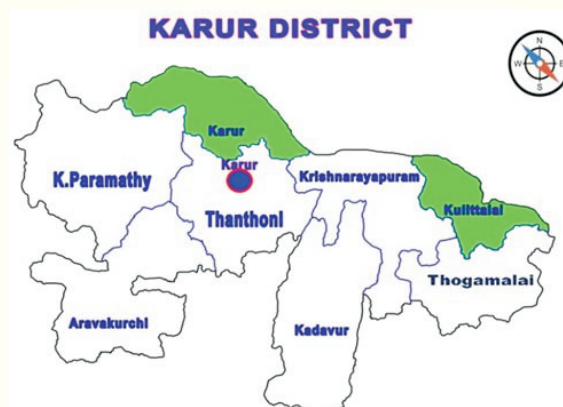
1.2 Methodology

Secondary Data was collected from various line departments, SHGs, Farm and Non-farm Associations, Resource Institutions, NABARD, LEAD Bank and in the process the officials belonging to various departments were consulted. Interactions were also held with the District and block units of TNSRLM. Site visits were made to the resource institutions, FPOs, traders, weaving clusters and villages in the district. Focus Group discussion with the community was held to validate the secondary data.

2.0 Karur - District : Introduction

Karur District is a district located very centrally along the Kaveri and Amaravathi rivers in the Indian state of Tamil Nadu. Post British annexure to Madras presidency, Karur became a taluk headquarters and was first part of Coimbatore District and later Tiruchirappalli District. A new district was formed on September 30, 1996 bifurcating Karur, Kulithalai and Manapparai Taluks of Tiruchirappalli district, which comprises the present-day Aravakkurichi, Manmangalam, Pugalur, Karur, Krishnarayapuram, Kulithalai, Musiri, Kadavur and Manapparai Taluks. Later, not less than a year, Musiri taluk was separated from Kulithalai taluk. Musiri and Manapparai taluks were reunited with Tiruchirappalli District.

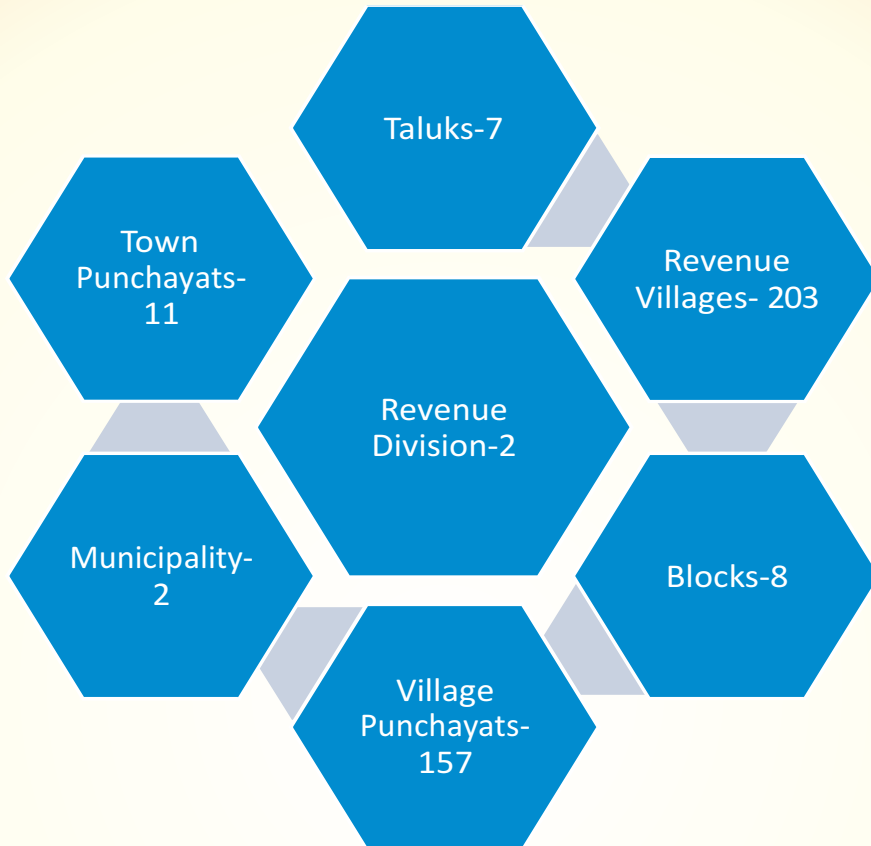
At the present day Karur District has 7 Taluks. Details of Local administration - Annexure-2



Green Colour Marked as **TNRTP** Blocks of Karur & Kulithalai

With headquarters at Karur, it is the centrally located district of Tamil Nadu. It is bounded by Namakkal district in the North, Dindigul District in the South, Tiruchirappalli District on the East and Erode & Tiruppur Districts on the West. Karur is located at 10°57'° N 78°4'° E has an average elevation of 122 metres (400 feet). It is about 371 km (231 mi) South west of Chennai (Madras), the state capital of Tamil Nadu. The highest temperature is obtained in early May to early June usually about 34 °C (93.2 °F), though it usually exceeds 38 °C (100.4 °F) for a few days most years. Average daily temperature in Karur during January is around 28.7 °C (83.66 °F), though the temperature rarely falls below 17 °C (62.6 °F). The average annual rainfall is about 652.2 mm (25.6 in). It gets most of its seasonal rainfall from the north-east monsoon winds, from late September to mid-November.

District Overview



3.0 Socio Demographic Profile of the District

3.1. Population



The total population of this district 10,64,493 comprising 5,28,184 Male and 5,36,309 women as per 2011 census. The urban population is 4,34,517 constituting 44 % of the total Population, the remaining 56 % ie. 6,29,976 is rural population. The density of the population is 367 per sq.km.

The details of population in Karur district as per 2011 census are furnished in Table 1

Table-1: Population details of Karur District

Total Population	State	Karur District	Percentage %
	7,21,47,030	10,64,493	1.48%
Males	3,61,37,975	5,28,184	1.46%
Females	3,60,09,055	5,36,309	1.49%
Rural Population	3,72,29,590	6,29,976	1.69%
Males	1,86,79,065	3,12,628	1.67%
Females	1,85,50,525	3,17,348	1.71%
Urban Population	3,49,17,440	4,34,517	1.24%
Males	1,74,58,910	2,15,556	1.23%
Females	1,74,58,530	2,18,961	1.25%

Source: 2011 Census

From the above table, it could be noted that the total population of the district was 10,64,493 out of which male and female percent 49% and 51% respectively.

3.2 SC, ST Population

Scheduled Castes and Scheduled Tribes accounted for **20.87% and 0.05%** of the population respectively which is higher than the state percentage of **20.01%** and slightly lesser than **1.10%** respectively. Among the social groups, the percentage share of Scheduled Caste (SC) is 20.87, as per Census 2011 as against 20.4 percent of Census 2001 and that of Scheduled Tribes (ST) is 0.05 percent in 2011 as against 0.03 percent in Census 2001.

Table: 2. SC and ST Population details of Karur District (State Vs Karur)

Particulars		State	%	Karur	%
Scheduled Castes (SC)	Persons	1,44,38,445	20.01	2,21,385	20.87
	Males	72,04,687	19.94	1,08,809	20.6
	Females	72,33,758	20.09	1,12,576	20.99

Scheduled Tribes (ST)	Persons	7,94,697	1.1	575	0.05
	Males	4,01,068	1.11	297	0.06
	Females	3,93,629	1.09	278	0.05

Source: Census- 2011

3.3 Decadal population

As per, 2011 census Decadal Population growth for Karur district as follows,

Table 3: Karur District Decade of Changes/Growth in demographic profile (State Vs Karur)

Decadal Population Growth 2001-2011				
	State		Karur District	
	Persons	%	Persons	%
Total	97,41,351	15.61	1,28,807	13.77
Males	47,37,066	15.09	62,646	13.46
Females	50,04,285	16.14	66,161	14.07

Source: Census-2011

The district decadal population change during 2001- 2011 is 13.77 %, lower than the State average of 15.61%.

3.4 Sex Ratio

- ★ The district sex ratio (1015) is higher than the State sex ratio (996).
- ★ The district has ranked 2nd in sex ratio of 1035 among the Scheduled Caste in the State.

Table 4: Sex Ratio (State Vs Karur)

Sex Ratio	State		Karur
(Number of females per 1000 males)	Rural	993	1,015
	Urban	1,000	1,016

Source: Census 2011

3.5 Literacy



Literacy is a basic human right and the base for enduring learning. Literacy is an instrument of empowerment to improve health, income, and relationship with the humanity. The average literacy rate of Karur in 2011 was 75.60 percent. However, this status is lesser than the state average of 80.01 percent. Total literates in the district were 7,27,044 of which male and female were 4,01,726 and 3,25,318 respectively. There is a gender inequality in the literacy rate in the district.

Table 5: Literacy (State Vs Karur)

		State		Karur	
		Persons	%	Persons	%
Literates	Total	51837507	80.1	727044	75.6
	Males	28040491	86.8	401726	84.54
	Females	23797016	73.4	325318	66.86
SC		State		Karur	
		Persons	%	Persons	%
	Total	14438445	20	221385	20.8
	Males	7204687	19.9	108809	20.6
	Females	7233758	20.1	112576	20.99
ST		State		Karur	
		Persons	%	Persons	%
	Total	794697	1.1	575	0.05
	Males	401068	1.11	297	0.06
	Females	393629	1.09	278	0.05

3.6 HIGHLIGHTS OF THE DISTRICT - 2011 CENSUS

The district sex ratio (1015) was higher than the State sex ratio (996).

- ✧ The district has recorded the 2nd highest Scheduled Caste sex ratio of 1035 in the State.
- ✧ The district has recorded the highest percentage of main workers (93.6%) to Total Workers among the districts
- ✧ The urban population share was 40.82%, lower than the State urban population share of 48.4%.
- ✧ The district population density was 368 persons/sq km, lower than the State population density of 555 persons/sq km.
- ✧ The district literacy (67.6%) was lower than the State literacy (80.1%).
- ✧ The decadal population growth during 2001- 2011 in the district was 13.8%, lower than the State average of 15.6%.
- ✧ D.Edayapatty village of Kadavur taluk had the largest population of 14145 and Uthuppatty village of Kulithalai taluk had the lowest population of 207 in the district.
- ✧ Aravakurichi taluk has the highest number of inhabited villages (56), Krishnarayapuram and Kadavur taluks have recorded the lowest number of inhabited villages (22) in the district.
- ✧ D.Edayapatty village has the largest area (8452.91 hectares) and Kulithalai Reserve Forest of Kulithalai taluk has the smallest area (53.48 hectares) in the district.

3.7 Income



Per capita income :

The per capita income of Karur district was Rs.71, 795 at constant prices in 2011-12. It increased from Rs.66, 288 during 2010-11; this status is higher than the state per capita income of Rs.59, 967 and Rs.63, 996 in 2010-11 and 2011-12 respectively at constant prices. The district occupies 10th place out of 32 districts in terms of per capita income.

Table 6: Per Capita Income (State Vs Karur)

S.No.	Year	District (Rs.)	State (Rs.)
1.	2006 – 07	48,793	43,941
2.	2007 – 08	49,159	46,293
3.	2008 – 09	53,849	48,473
4.	2009 – 10	60,808	53,359
5.	2010 – 11	66,288	59,967
6.	2011 – 12	71,795	63,996

Source: Census -2011

3.8 Occupation Profile

The district has recorded the highest percentage of Main workers (93.6%) to Total Workers among the districts. The Major Occupation in this district are, Agriculture, Home Textiles, Paper, Petroleum, Bus body building, Cement, Sugar, Banking, Nylon nets, Gem stones, Tourism and picnic spot guides, Temples, Health etc.,

Table 7.Total Workers and Non workers (State Vs Karur)

Workers and Non workers					
Particulars		State		Karur District	
		Persons	%	Persons	%
Total Workers (Main and Marginal workers)	Total	3,28,84,681	45.58	5,43,298	51.04
	Males	2,14,34,978	59.31	3,29,034	62.3
	Females	1,14,49,703	31.80	2,14,264	39.95
(i) Main Workers					
(i) Main Workers	Total	2,79,42,181	38.73	5,08,507	47.77
	Males	1,89,61,194	52.47	3,13,811	59.41
	Females	89,80,987	24.94	1,94,696	36.3
(ii) Marginal Workers					
(ii) Marginal Workers	Total	49,42,500	6.85	34,791	3.27
	Males	24,73,784	6.85	15,223	2.88
	Females	24,68,716	6.86	19,568	3.65
Non-Workers					
Non-Workers	Total	3,92,62,349	54.42	5,21,195	48.96
	Males	1,47,02,997	40.69	1,99,150	37.7
	Females	2,45,59,352	68.20	3,22,045	60.05
Category of Workers (Main & Marginal)					
(i) Cultivators	Total	42,48,457	12.92	85,872	15.81
	Males	27,32,479	12.75	52,894	16.08
	Females	15,15,978	13.24	32,978	15.39
(ii) Agricultural Labourers	Total	96,06,547	29.21	2,00,837	36.97
	Males	48,42,707	22.59	92,564	28.13
	Females	47,63,840	41.61	1,08,273	50.53
(iii) Workers in household industry	Total	13,64,893	4.15	11,340	2.09
	Males	5,91,132	2.76	5,505	1.67
	Females	7,73,761	6.76	5,835	2.72
(iv) Other Workers	Total	1,76,64,784	53.72	2,45,249	45.14
	Males	1,32,68,660	61.90	1,78,071	54.12
	Females	43,96,124	38.40	67,178	31.35

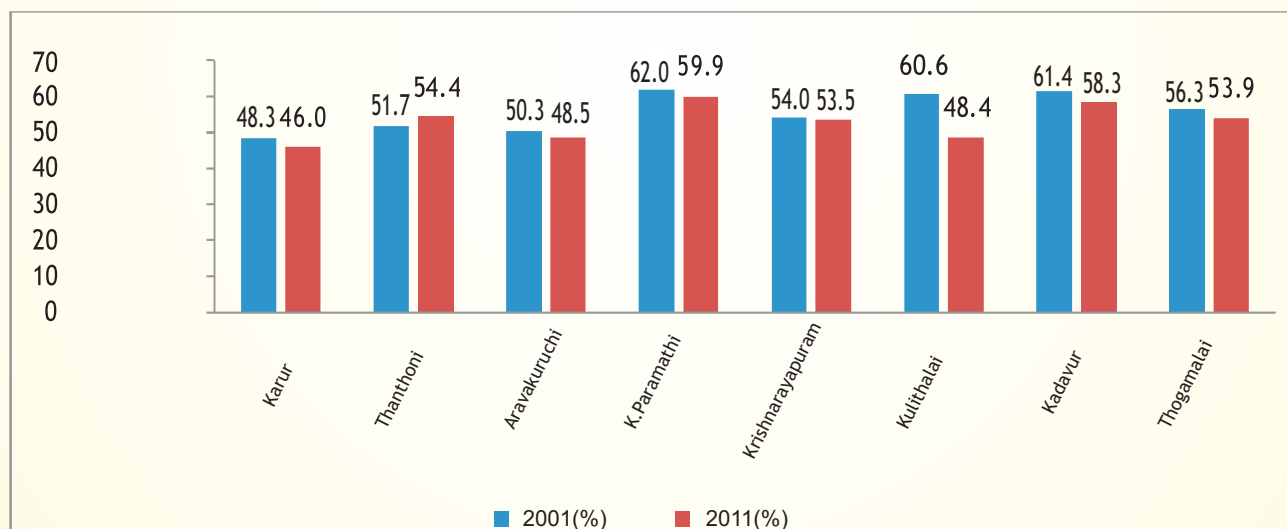
Source: Census – 2011

Table 8. Workers Details in Karur District

Block	Total workers		Main Workers		Marginal Workers		Non-Workers		Total Population	
	2001	2011	2001	2011	2001	2011	2001	2011	2001	2011
Karur	110151	163980	97523	155482	12628	8498	120593	191630	230744	355610
Thanthoni	73789	48799	61388	46212	12401	2587	68884	40980	142673	89779
Aravakuruchi	43317	49046	40374	44952	2943	4094	42825	52007	86142	101053
K.Paramathi	51385	49254	47664	46414	3721	2840	31469	33014	82854	82268
Krishnarayapuram	67303	71896	59895	67382	7408	4514	57308	62516	124611	134412
Kulithalai	54658	55153	52638	52130	2020	3023	51207	58826	105865	113979
Kadavur	50865	55189	46013	48368	4852	6821	32005	39451	82870	94640
Thogamalai	44996	49981	39955	47567	5041	2414	34931	42771	79927	92752
Total	496464	543298	445450	508507	51014	34791	439222	521195	935686	1064493

Source: Census 2001 and 2011

Figure 1 : Block wise work participation rate for Karur District

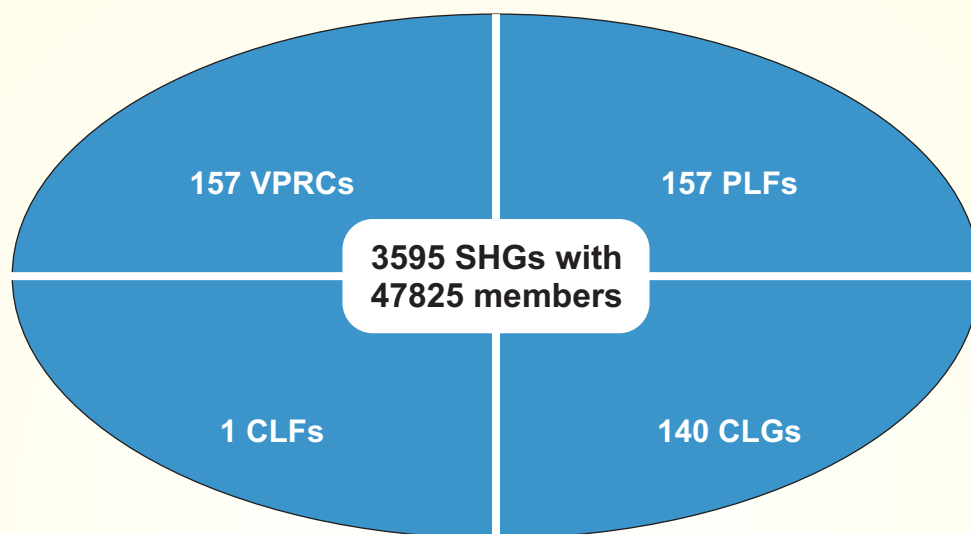


Source: Census 2001 and 2011

The reduction trend is drastic in Kulithalai block, 60.6 percent to 48.4 percent in 2001 and 2011 respectively. Kulithalai is mainly agrarian block with rural background. Here, the possibility of alternative livelihood is also minimum, combined with this, reduction of agricultural activities poses the block higher workforce reduction when compared with other blocks.

3.9 Community Based Organizations (CBOs)

Community Based Organizations (CBOs) such as Village Poverty Reduction Committees (VPRCs) and Panchayat Level Federations (PLFs) were promoted to provide services to poor. These CBOs leverages financial support from banks and provide support to the members for the livelihood activities.



3.9.1 Farmer Producer Organizations (FPOs)

Farmers as producers are unable to realize the right value of their produce. The defragmentation of land, lack of awareness, distrust in scientific practices, less inclination towards technology adoption leads to under production against the optimal potential. The absence of adequate marketing infrastructure, presence of middle man, lack of collectivization effort leads to grabbing less marketing opportunities and earnings.

Collectivization of producers, especially small and marginal farmers, into producer organizations is emerging as one of the most effective pathways to address the many challenges of agriculture and most importantly, improved access to investments, technology and inputs and markets. Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India has also identified farmer producer organization (FPO) registered under the special provisions of the Companies Act, 1956 as the most appropriate institutional form around which to mobilize farmers and build their capacity to collectively leverage their production and marketing strength. Vision of the FPO is to build a prosperous and sustainable member-owned producer organization that enable farmers to enhance productivity through efficient, cost-effective and sustainable resource use and realize higher returns for their produce, through collective action.

Table: 9 Details of Farmer Producer Organizations (FPO's)

Farmer Producer Organizations (FPO's)					
Sl.No.	Name of FPO	Major Crops	Operational Area	CEO	Year
1	NTK Collective Farming Farmer Producer Company Limited	Millets, Pulses & Oilseeds	Karur, Kadavur, 28	Mr.S.Manojkumar 9750383147	2018-19
2	Karuvai Kaveri Collective Farming Farmer Producer Company Limited	Coconut, Korai, Tapioca	Karur, Karur, 10	Mr.Sagar Adhithyan 9133429727	2018-19
3	Aravai Murungai Collective Farming Farmer Producer Company Limited	Moringa and Pulses	Karur, Thanthoni, 15	Dr.N.Selvam, 9047741230	2018-19
4	Puliyur and Pugalur Millets Farmers Producer Company Limited	Maize, Paddy, Coconut	Karur, Karur, 16	Mr.G.Nagarajan, 9942088263	2016-17
5	Karur Moringa and Vegetables Farmer Producer Company Limited	U0407TN206PTC10368Moringa, Groundnut, Sesame, Millets and Coconut	Karur, Thanthoni, 22	Karthikeyan 8344844989	2016-17
6	Kulithalai Banana and Sesamum Farmer producer Company Limited	Millets, Chillies, Black gram, Coconut, Sesame, Tamarind, Sorghum, Banana	Karur, Kulithalai, 16	Thangamani 9600216492	2016-17
7	Tamilnadu Rainfed Farmer Producer Company Limited	Millets, Black gram, Sesame, Sorghum	Karur, Thanthoni, 12	Elaiyappan Karthikeyan	2013-14
8	Nachalur Farmers Producer Company Limited	Paddy, Seesame, Shorghum, Pulses, Banana, Sugarcane, Topiaco	Nadayanur, Karur	Jeganathan Gomathi	2013-2014
9	Nadayanur Agricultural Producers Company Limited	Agricultural and animal husbandry service activities, except veterinary activities	Nachalur, Karur	Thangarasu Periyasamy	2012-2013

4.0 Geographical Features

4.1 Geography and climate

Karur is located at 10.95°N 78.08°E [7] and has an average elevation of 101 metres (331 feet). The town is located in Karur district of the South Indian state, Tamil Nadu, at a distance of 370 km (230 mi) from Chennai. Karur is located on the banks of Amaravathi River. The topography is almost plain, with no major geological formation. There are no notable mineral resources available in and around the town. The soil types are black and red that is conducive for common crops in the Cauvery delta. The temperature ranges from a maximum of 39 °C (102 °F) to a minimum of 17 °C (63 °F). Like the rest of the state, April to June is the hottest months and December to January are the coldest. Karur receives an average of 590–600 mm (23–24 in) annually, which is lesser than the state average of 1,008 mm (39.7 in). The South west monsoon, with an onset in June and lasting up to August, brings scant rainfall since Karur being a rain shadow region. The bulk of the rainfall comes during summer months (late April, May) and the North East monsoon in the months of October, November and December.

The prevailing climate in Karur is known as a local steppe climate the average temperature in Karur is 28.7 °C. The average annual rainfall is 590–600 mm.

The driest month is March. There is 8 mm of precipitation in March. Most precipitation falls in October, with an average of 166 mm. The precipitation varies 158 mm between the driest month and the wettest month. The average temperatures vary during the year by 5.9°C. With an average of 31.5 °C, May is the warmest month. In December, the average temperature is 25.6°C.

4.2 Rainfall



The district receives the rain under the influence of both southwest and North east monsoon. The Northeast monsoon chiefly contributes to the rainfall in the district. Most of the precipitation occurs in the form of cyclonic storms caused due to the depressions in Bay of Bengal. The Southwest monsoon rainfall is highly erratic and summer rains are negligible. The average annual rainfall over the district varies from about 620 mm to 745 mm. **(Average Rainfall is 652.2 mm).**

Table: 10 TIME SERIES DATA OF RAINFALL BY SEASONS from 2000-2001 to 2015-2016

Year	South West Monsoon		North East Monsoon		Winter Season		Hot Weather Season		Total	
	Normal	Actual	Normal	Actual	Normal	Actual	Normal	Actual	Normal	Actual
2000-01	0	180.2	0	218.5	0	1.0	0	129.1	867.8	528.8
2001-02	192.0	62.6	317.9	194.3	24.0	1.0	107.0	54.8	640.9	312.7
2002-03	209.5	110.6	141.8	330.1	24.7	0	105.7	90.7	681.7	531.4
2003-04	249.7	61.5	365.4	358	24.0	0	103.1	229.6	742.2	649.1
2004-05	249.7	310.3	365.4	279.3	24.0	0.7	103.1	223.7	742.2	814.0

2005-06	249.7	164.3	365.4	714.2	24.0	5.8	103.1	101.4	742.2	985.7
2006-07	249.7	1810.9	365.4	3020.7	24.0	10.6	103.1	907.0	742.2	5749.2
2007-08	249.7	164.3	365.4	714.2	24.0	5.8	103.1	101.4	742.2	985.7
2008-09	249.7	1957.04	365.4	4341.44	24.0	16.8	103.1	210.2	742.2	6525.48
2009-10	249.7	166.6	365.4	343.4	24.0	1.4	101.3	125.4	740.4	637.1
2010-11	223.4	230.9	310.5	479.6	17.5	3.0	109.2	140.2	660.6	853.7
2011-12	213.6	154.4	314.7	466.0	17.5	2.5	109.2	152.6	655.0	775.5
2012-13	213.6	90.2	314.7	239.8	17.5	16.3	109.2	59.1	655.0	405.4
2013-14	213.6	164.7	314.7	220.6	17.5	0.4	109.2	96.1	655.0	481.8
2014-15	213.6	156	314.7	258.8	17.5	18.2	109.2	220.6	655	653.6
2015-16	213.6	184.8	314.8	330.5	17.5	0	109.2	134.4	655.1	649.7

Source: Statistical Hand book 2016

4.3 Soil

Soil, the biologically active, porous medium that has developed in the uppermost layer of Earth's crust. Soil is one of the principal substrata of life on Earth, serving as a reservoir of water and nutrients, as a medium for the filtration and breakdown of injurious wastes, and as a participant in the cycling of carbon and other elements through the global ecosystem. It has evolved through weathering processes driven by biological, climatic, geologic, and topographic influences

Table: 11 Availability of Soil in Karur District

Type of Soil	Places in District
Yellow wish Red, Fine Loamy Soils	Karur, Thanthoni, Aravakurichi, Paramathy, Kulithalai, Krishnarapuram, Thogamalai, Kadavur.
Reddish Brown, Fine Loamy Soils	Karur, Thanthoni, Aravakurichi, K. Paramathy
Reddish Brown, Coarse Loamy Soils	Karur, Thanthoni, Aravakurichi, K. Paramathy.
Dark Brown, Clay Loamy Soils	Karur, Paramathy, Kulithalai, Krishnarayapuram.

Dark Brown, Coarse Loamy Soils	Thanthoni, Aravakurichi,Paramathy.
Dark Grayish Brown, Fine Texuture Soils	Kulithalai
Dark Red Coarse Loamy Soils	Kulithalai, K.R. Puram, Thogamalai, Kadavur.
Yellowish Red Fine Loamy Soils	Krishnarayapuram,Kadavur.
Dark Clay, Sandy Clay Loam	Krishnarayapuram, Thogamalai, Kadavur.
Dark Grayish, Brown Fine Clay Loam	Thogamalai, Kadavur.

Source: Statistical Hand book 2016

4.4 Irrigation



Cauvery is the major river flowing on northern and eastern boundaries. Amaravathi River runs through Karur and confluences with Cauvery at Nerur. There are Kudaganaru, Narganji Rivers which flow during rainy days. The main sources of irrigation of the district happen to be canals, tanks and wells 29.71 percent of the total cropped area is irrigated by these sources.

Table: 12 Sources of Water Supply-Block wise

S. No.	Name of the Block	Canals		Wells used for irrigation purpose only	Tube Wells	Wells used for Domestic Purpose only	Reservoirs	Tanks (Nos.)
		No.	Length (Km.)					
1	Karur	7	101	5186	134	1683	-	-
2	Thanthoni	5	45	5040	347	1424	-	9
3	Aravakurichi	1	1	5546	0	964	-	2
4	K. Paramathi	2	28	8373	70	362	-	-
5	Kulithalai	4	20	2530	540	1030	-	52
6	Thogamalai	1	7	5486	315	508	-	79
7	Krishnarayapuram	3	24	6207	681	995	-	13
8	Kadavur	-	-	7851	517	989	-	111
	Total	23	226	46219	2604	7955	-	266

Source: Statistical hand book-2016

4.5 Cropping Pattern

The principal crops of the district are **paddy, Jowar, Cumbu, Groundnut, Gingelly, sugarcane, Redgram and banana**. The major paddy area is in Kulithalai and Krishnarayapuram taluks. Pulses are grown in rice fallow areas. In uplands millets like sorghum, pearl millet pulses such as red gram, horse gram oilseeds such as groundnut, gingelly and sunflower are grown both under irrigated and rainfed conditions.

Table: 13 Cropping Pattern-Karur (Ha)

S. No	Crop	Total Cropped Area (ha)	Irrigated area (ha)	% of irrigation
1	Paddy	18398	18398	100
2	Jowar	21058	2714	12.89
3	Cumbu	572 8	267	4.67
4	Ragi	12	9	75
5	Maize	197	182	92.34
6	Red gram	343 9	0	0
7	Black gram	157 3	1014	64.50
8	Green gram	320	149	46.57
9	Horse gram	1352	0	0
10	Cowpea	290	24	8.27
11	Sugarcane	7189	7189	100
12	Groundnut	8887	6598	74.24
13	Gingelly	6658	769	11.60
14	Coconut	4704	4704	100
15	Sunflower	3382	3306	97.60

Source: Hand book on District Agriculture Department report-2016

Table: 14 Land use pattern - Classification of Land – Karur District

LAND USE PATTERN - CLASSIFICATION OF LAND		
S.No	Particulars	Area (in Ha) (2017-18)
1	Forests	6187
2	Barren and Uncultivable wastes	2785.78
3	Land out to non-Agricultural uses.	35395.52
4	Cultivable wastes.	47574.69
5	Permanent Pastures and other grazing land.	8838.35
6	Land under trees crops and craves not Included under net Area sown.	2284.26
7	Current Fallow	23117.26
8	Other Fallow land.	66159.94
9	Net Area sown	75432.37
	Total Geographical Area	289557.2

Source: Hand book on District Agriculture Department report-2016

Figure: 2 Land use pattern

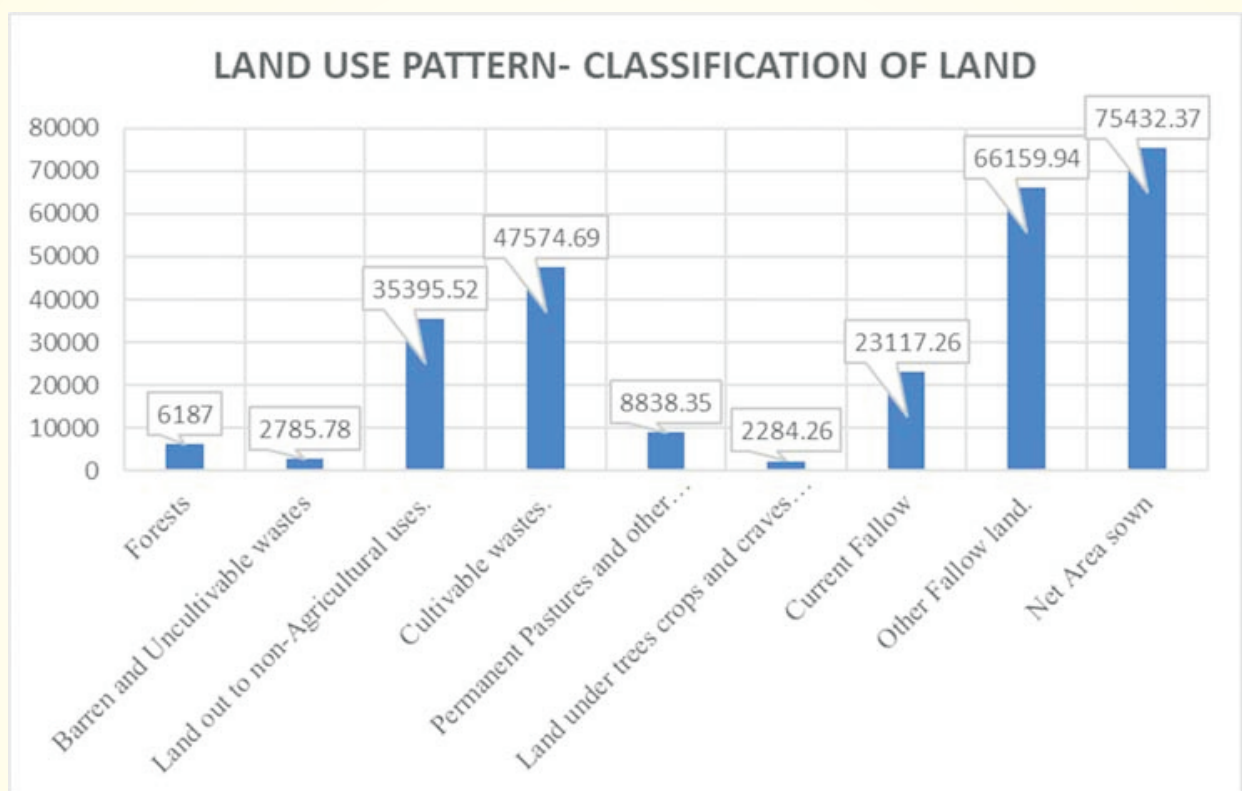


Table: 15 Area Coverage Details (Ha)

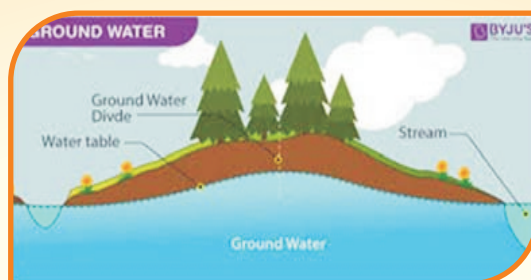
Karur District - Area Coverage Details(Ha)											
Crop	Normal Area	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Paddy	12897	12433	15625	15009	14808	17089	10907	12559	13590	13276	3672
Chloam (Jowar)	19916	24816	21789	26666	23215	22587	7773	21219	26346	17557	7195
Cumbu	1416	2318	2963	2402	1550	1559	926	850	529	828	233
Maize	1216	780	647	418	791	135	1239	1801	2327	2390	409
Other Millets	11	0	0	0	0	0	8	6	10	76	5
Total millets	22558	27914	25399	29486	25556	25500	9946	23876	29212	20850	7842
Red Gram	2834	2382	2825	2486	2545	2950	1973	2519	3818	3605	3242
Black Gram	2200	1550	787	834	716	3579	1163	4474	3947	4126	827
Green Gram	307	94	43	77	97	725	178	437	569	697	154
Horse gram	2647	1178	1057	1137	1885	3197	3063	3213	4531	5507	1699
Other pulses	1172	1039	633	505	721	1360	926	1160	2913	2204	259
Total Pulses	9161	6243	5345	5039	5964	11811	7303	11803	15778	16140	6181
Groundnut	5077	6215	7496	7140	6361	7228	3953	2236	4177	4385	1574
Gingelly	4539	7439	7250	6667	4272	4075	2405	3385	4179	3948	1770
Sunflower	3089	7787	4744	2679	2251	5596	2510	975	2016	1894	435
Castor	20		0		10	24	134	8	11	10	1
Total Oil seed	12724	21441	19490	16486	12894	16923	9002	6604	10383	10237	3780
Total Sugarcane	4994	6024	6097	6041	5839	8129	6573	3651	2518	2723	2345
TOTAL CROPS	62334	74055	71956	72061	65061	79452	50627	58493	55703	47086.8	23820

Source: Dist Handbook Karur-2016

4.6 Water Resources

Water availability is one of the key factors influencing the production and productivity in agriculture sector. It is, however, a limiting factor in the District affecting production and productivity. In Karur district, the ground water irrigation is widely distributed covering all the blocks and surface water source is restricted to 3 blocks. The available sources of surface water have been fully exploited in the district and hence the emphasis is shifting towards development of available ground water with focus on rainwater harvesting & micro irrigation.

4.7 Ground water



In Tamil Nadu, the surface water resources are fully utilized by various stake holders. The demand of water is increasing day by day. So, groundwater resources play a vital role for additional demand by farmers and Industries and domestic usage leads to rapid development of groundwater. About 63% of available groundwater resources are now being used. However, the development is not uniform all over the State, and in certain districts of Tamil Nadu, intensive groundwater development had led to declining water levels, increasing trend of Over Exploited and Critical Firkas, saline water intrusion, etc.

Table: 16 Ground water status –Karur District

S.No.	Categorisation	2011	2013
1	Over Exploited	9	10
2	Critical	1	3
3	SemiCritical	5	1
4	Safe	4	5
	Total	19	19

- ❖ In 2020 ground water level will be reducing 4% stated by India Meteorological Department (IMD).

5.0 Farm and Allied sectors

5.1 Agriculture



Agriculture plays a crucial role in the life of an economy. It is the backbone of our economic system. Agriculture not only provides food and raw material but also employment opportunities to a very large proportion of population

But, in Karur District Income from agriculture and allied activities was showing decreasing trend from 2009-10 to 2010-11. The decreasing trend of agriculture has positively correlated with decreasing trend of cultivators, increasing trend of agricultural labourer's and declining trend of work participation rate in rural areas during 2001 to 2011. Out of 32 districts, Karur occupies 25th place in terms of agriculture production.

Table: 17. Year wise Production in Karur District

Karur District – Production Details (Mt)

Crop	2007- 08	2008- 09	2009- 10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Paddy	32587	40953	57770	56241	74320	43486	70682	64851	52347	10829
Chloam	7470	6558	12960	8613	10571	7143	31977	32142	10990	3432
Cumbu	591	756	1103	566	1863	1739	1356	607	1290	198
Maize	855	709	1591	831	5193	3498	8818	22386	20669	1676
Total millets	8916	8023	15653	10009	17626	10887	42150	55135	32950	5306
Red Gram	719	853	1069	1015	2522	1217	2707	2617	3280	295
Black Gram	708	359	379	460	2165	640	939	3848	3390	523
Green Gram	38	14	29	61	341	98	143	249	489	85
Horse gram	534	484	485	1065	1662	1838	2031	2731	3892	1018
Other pulses	281	189	142	203	830	556	707	986	2502	139
Total Pulses	2280	1899	2104	2804	7520	4340	6527	10431	13553	2060
G.nut	13095	15794	17364	15216	14723	10839	9560	12480	13864	3929

Gingelly	2016	1965	2700	1397	2555	1354	6681	8772	10534	154
Sunflower	9181	7837	2928	3030	10761	3441	1967	2892	1966	389
Total Oil seed	24292	25596	22993	19642	28040	15651	18208	24144	24398	4472
Total Sugar cane (tons)	5301122	536536	604100	589739	1032383	821625	377192	270262	299530	159460
TOTAL CROPS	598187	613007	702620	678435	1159889	895989	514760	424823	422778	182126
Total Food Grain	43783	50876	755072	69053	99467	58714	119359	130417	98850	18195

Source: Hand book on District Agriculture Department report

Table: 18. Karur District – Productivity Details (Kg/Ha)

Particulars	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Paddy	2621	2621	3849	3798	4349	3987	5628	4772	3943	2949
Chloam	301	301	486	371	468	919	1507	1220	626	477
Cumbu	255	255	459	365	1195	1878	1595	1147	1558	850
Maize	1096	1096	3806	1050	3835	2823	4896	9620	8650	4097
Other Millets	0	0	0	0	0	0	0	0	0	650
Total Millets	319	1652	531	392	713	1095	1844	1580	1750	1518
Red Gram	302	302	430	399	855	617	1372	1039	859	91
Black Gram	457	456	454	642	605	550	807	860	859	632
Green Gram	408	323	378	627	470	550	804	569	859	554
Horse gram	453	458	427	565	520	600	663	850	859	599
Other pulses	270	299	281	281	610	600	764	850	859	535
Total Pulses	365	355	418	470	609	594	810	791	859	586
Groundnut	2107	2107	2432	2392	2037	2742	2988	2100	2402	2496

Gingelly	271	271	405	327	627	563	581	692	498	87
Sunflower	1179	1652	1093	1346	1923	1371	1884	1435	1272	894
Castor		0		0	0	0	0	0	0	0
Total Oil seed	1133	1313	1395	1523	1709	1739	1817	1715	1817	1573
Sugar cane (Mt)	88	88	100	101	127	125	115	125	112	68

Table: 19 Major Crops in (ha)

S. No	Crop	Gross Cropped Area (ha)	Area under HYV / hybrids (ha)	Percentage (%)
1	Paddy (Samba / Thaladi/Pishanam)	12198	17711	28.67
2	Paddy (Navarai / Kodai)	6200	687	10.12
3	Cholam (Jowar)	21058	17604	22.00
4	Cumbu (Bajra)	5728	2298	2.99
5	Ragi	12	10	0.02

Source: Hand book on District Agriculture Department report

The district contributes significantly to the state's Area of production in Paddy, Cholam and Cumbu. The area of cultivation of Groundnut to the state is substantial (18.06%). This may be owing to the climate and soil of Karur.

5.2 Horticulture

In Karur District the major Horticulture crops grown are **Banana, Moringa, Tapioca, Tomato, Brinjal, Gloriosa, Bhendi, Onion, Turmeric, Chillies, etc., In total about 16000 ha of area covered by various Horticulture crops in this district.** Doubling production and tripling income of farmers is the prime policy of Tamil Nadu. Encouraging cultivation of traditional cultivars in horticultural crops, adopting Hi-Tech Horticulture technologies, promoting horticulture as a profitable and viable sector by leveraging technologies, encouraging farm mechanization and improved Post Harvest Management etc., paves the way for achieving the policy.

The strategies of Horticulture Department are to encourage the use of hybrid seeds and quality planting material in area expansion of horticulture crops, hi-tech cultivation, high density planting, promotion of cultivating high value horticulture crops in protected cultivation, use of micro irrigation, pollination support through bee keeping for enhancing the production, Integrated nutrient management, pest and disease management, farm mechanization and improved Post Harvest Management techniques. The hybrid vegetable portray seedlings will be raised in State Horticulture Farms and distributed to farmers at subsidized cost to increase the area under vegetable cultivation.

Table: 20 Horticultural Crops in Karur District

S. No	Types of crops	Area (in Hec.)	Production (in MT)
1	Fruits	3860	123479
2	Vegetables	4791	189456
3	Spices and condiments	632	2655
4	Plantation Crops	233	4425.6
5	Medicinal and Aromatic Plants	542	273
6	Flowers	488	4548
7	Others (Coconut)	6660	1238.76 Lakhs Nuts / Ha

Source: Department of Horticulture- Karur District

5.3 Sericulture



Sericulture is an art of rearing silkworm for the production of cocoons which is the raw material for the production of silk. India has the unique distinction of being the only country producing all the five kinds of silk – Mulberry, Eri, Muga, Tropical Tasar and Temperate Tasar. But in Tamil Nadu, mostly mulberry silk is produced. The larva of mulberry silk moth, *Bombyx mori*, is a domesticated form which feeds on the leaves of Mulberry tree, *Morus alba*. The larva of mulberry silk moth grows for about 20-23 days feeding mulberry leaves. The fully matured larva spins to protect itself just before the pupa stage, a cocoon out of the most expensive and purest of threads, silk.

Table: 21 Sericulture in Karur District (for 2015-16)

Name of the Block	Area under Mulberry (In Hectare)	Production of Cocoons (In Kg.)
KARUR	10.5	9600
THANTHONI	7.6	5700
ARAVAKURICHI	24.3	16381
K. PARAMATHI	8.4	7520
KULITHALAI	8.4	7500
THOGAMALAI	0	-
KRISHNARAYAPURAM	15.5	12500
KADAVUR	19.5	14370
TOTAL	94.2	73751

6.0 Transport Facilities



6.1 Road

Karur is connected with the rest of India through all modern means of transportation. The International highway AH-43 passes away here. There are 2 national highways namely the NH 44 (new numbering) National Highway 7 (India)(old numbering) (Varanasi - Kanyakumari road (now called NSC North-South corridor road NH 44) and NH 67 Nagapattinam - Gudalur road that pass via Karur. It connects the city with all other parts of the country.

Karur bus stand is a "B" grade bus stand located in the center of the town. The State Express Transport Corporation operates long distance buses connecting the city to important cities like Chennai, Bangalore, Thiruvananthapuram, Thirupathi, Nagercoil, etc. Apart from this, Tamil Nadu State Transport Corporation operates city and mofussil busses from Karur to other parts of Tamil Nadu and neighbourhood states. Karnataka State Road Transport Corporation and Kerala State Road Transport Corporation also operate few busses to and from Karur. Karur is situated at the centre of Tamilnadu so you can reach any part of Tamilnadu within seven hours.

6.2 Rail

Karur Railway Junction is one of the railway junctions under the Salem division of the Indian Railways network. It is one of the major railway station in Southern Railways and also an "A" grade junction in Salem division. Almost All trains to various part of the country halt here. It has 5 active Platforms and 7 broad gauge electrified tracks, that forms the intersection between Erode-Tiruchirapalli, Erode-Madurai and Salem-Karur

7.0 Banking

The Lead Bank in the district is Indian Overseas Bank. Banking and financial services are provided by 37 commercial banks, Tiruchirapalli DCCB (with 15 branches) & 84 PACS and Pallavan Grama Bank (with 11 branches). The CD ratio in the district has always been more than 100% for the last 3 years and it was 142% during 2017-18, indicating the need for initiating steps for more mobilization of deposits by banks. Under Financial Inclusion, 168 Panchayat villages were served by 159 bank branches and 145 BCs as on 31 March 2018.

The potential for credit linkage of SHGs is furnished in as under:

Table: 22 Block wise potential for credit linkage of SHGs

S. No.	Name of the block	No. of SHGs (Credit linked) as on 31 Mar 2018	SHGs to be credit linked during 2018-19				SHGs to be credit linked during 2019-20				Target for JLG credit linkage for 2019-20	
			Fresh		Repeat		Fresh		Repeat		No.	Amt in lakh
			No.	Amt in lakh	No.	Amt in lakh	No.	Amt in lakh	No.	Amt in lakh		
1	Karur	5139	100	80	890	2988	87	50	1300	3713	350	450
2	Kulithalai	4270	200	150	990	2886	92	50	1400	3613	250	450
3	Thanthoni	2917	60	55	690	2786	54	40	1000	3413	150	250
4	Aravakurichi	2260	100	90	690	2686	83	60	1000	3313	200	350
5	K. Paramathi	2065	40	40	690	2686	25	20	1000	3313	150	350
6	Krishnaraya puram	2284	10	10	690	2696	10	10	1000	3313	150	350
7	Kadavur	2209	27	25	690	2596	20	18	1000	3313	150	300
8	Thogamalai	2272	40	40	790	2686	38	35	1100	3223	200	250
	Dist. Total	23416	577	490	6120	22010	409	283	8800	27214	1600	2750

8.0 Marketing and storage infrastructure

Regulated market is wholesale market where buying and selling is regulated and controlled by the state government through the market committee. The primary object of regulating the market is to safe guard the interest of the producer sellers raise the standards of the local Markets where the first exchange of the goods takes place. It has 18 regulated markets through which the farmers sell their Agri products directly to the government

Marketing of agriculture is done through various regulated markets, co-operative marketing societies, Uzhavarsandhai (Fruits and Vegetables),wholesale market sand Local Shandies. Apart from these Weekly markets and daily markets also exists in the district. The detail so far markets areas described as under.

Table: 23 Availability of Markets

S.No	Type	Total nos
1.	Regulated market(APMC)	18
2	Wholesale markets(Traders)	162
3	Co-op marketing Societies	97
4	Local Shandies	23
5	Uzhavarsandais	2

Source: Statistical Hand book-2016

8.1 Storage Facilities

Table: 23(A) List of agricultural godowns

S.NO	Name of Block	No. of Godowns
1	Karur	2
2	Thanthoni	1
3	Aravakurichi	1
4	K.Paramathi	2
5.	Kulithalai	2
6.	Krishnarayapuram	2
7.	Thogamalai	1
8.	Kadavur	1

Table 23(B) List of cold storage and godowns

Sl.No.	Name and address of the cold storage
1.	Milk Chilling plant @ Thoranokkalpatti

Source: Statistical Hand book -2016

9.0 Allied Sectors



The livestock and poultry sector provide ample opportunity and have to be developed in this district as the agricultural labourers population can earn income from this sector during the off season or non-cropping periods

9.1 Animal husbandry and Dairy development

Goat and sheeps places a major role in Karur district.

Table: 24 Livestock population in the district

S.No	Classification	Numbers
1	Cattles	196206
2	Buffaloes	39519
3	Sheep	228864
4	Goat	215862
5	Horses	22
6	Pigs	3338
7	Donkeys	68
8	Poultry (incl flows, ducks and others)	2882922

Source: Regional Joint Director Animal Husbandry, Karur. (18th L S census)

Table: 25 Block wise Milk Societies and average litres per day (for 2016).

Name of the Block/Urban Town	Number of milk societies	Quantity of milk produced (InLitres)
Karur	7	1411
Thanthoni	31	12340
Aravakurichi	9	1880
K. Paramathi	18	5017
Kulithalai	28	9066
Thogamalai	18	4350
Krishnarayapuram	17	6272
Kadavur	22	12593
Total	150	52929

Source: Hand books on Karur District

Table: 26 Poultry Development

Karur District now focus on Poultry development concept, here 22 broiler units and 36nos of layer unit avail in block wise

Name of the Block	Broiler (Unit's)	Layer (Unit's)
Karur	--	4
Thanthoni	2	8
Aravakurichi	4	16
Karamathi	5	8
Kulithalai	3	--
Thogamalai	6	--
Krishnarayapuram	2	--
Kadavur	--	--
Total	22	36

Source: Statistical Hand book -2016

10.0 Industrial Scenario



Next to agriculture, textile and other industrial units performing for major economic activities in the district. Karur district has got enormous potential for industrial development. Three blocks viz Aravakurichi, Thogamalai and Kadavur in the Karur district have been categorized as the most Backward Blocks.

The Small-scale Industries Development Corporation of Tamilnadu has established an industrial estate in the Town, where many HDPE monofilament yarn (Mosquito net) producing units have located. As many as 215 registered industrial units are functioning in Karur District, majority of which are textile, Mosquito net and engineering units. Recently Bus body building activity has occupied predominant position in the Industrial Sector. Nearly 150 Bus Body Building units are functioning in and around the town, which provides employment to nearly 5000 workers.

Table 27 Number of Units registered (MSME's)

No. of Units Registered				
Year	Micro	Small	Medium	Total
2007-08	477	51	0	528
2008-09	443	55	3	501
2009-10	393	56	1	450
2010-11	663	47	2	712
2011-12	891	91	3	985
2012-13	1069	136	3	1208
2013-14	1045	214	13	1272
2014-15	1141	258	10	1409

Source: District statistical Hand book-2016

Registered units of karur district as

- * Micro Industries- 6122 no's
- * Small Industries- 908 no's
- * Medium Industries- 35 no's.

The MSME industries are classified their work as

Type of industry in Karur District	
Cluster Industries	Home Textile Manufacturing Industries
	HDPE Monofilament based Industries
Engineering Industries	Bus Body built and Allied Industries.
Metal Based Industries	Blue Metal Jelly Units.
	RCC Pipe Units
General Industries	Paper Board Industries
	Gem cutting units
Agro Based Industries	Rice Mill
	Oil Mill
	Milk Pasteurization

10.1 List of Micro, Small Scale industries in Karur

Table 28 Types of Micro and small industries

Micro and Small Units in Karur	
Types of Industries	No. of units
Food Products	465
Beverages, Tobacco Products	0
Cotton Textiles	2564
Wool, Silk, Synthetic, Fibre Textiles	2
Jute, Hemp & Mesta Products	0
Hosiery & Readymade Garments	482
Wood and Wood Carving	48
Paper & Paper Products	228
Leather & Fur Products	54
Chemical and Chemical Products	230
Non-metal Mineral Products	377
Basic Metal Products	421
Metal Products and Parts	71
Machinery & parts except Electric.	25
Electrical Machinery Apparatus	24
Transport Equipment's & Parts	123
Other Manufacturing Industries	110
Repairing & servicing of Motor Vehicles	295
Repairing & Maintenance of Household goods	115
Computer & related Services	0
Other Service Activities	82
	449

In this table shows that, Most of the peoples engaged in textile industries. Here large number of bus body building factories and its sub work activities industries so, automobile parts industries place second largest in karur.

10.2 Medium Scale Industries

The following major Medium scale industries plays a vital role in karur district, they are also concentrate automobiles, Home textiles, cotton yarn spinning.

Table 29 Major companies – Medium scale industries

LGB Engineering Works, Karur.	Automobile components and bus body Built Industries.
Rathnagiri Spinners, Karur.	Cotton Yarn spinning.
K C P Packaging Ltd., Mayanur.	Manufacturing of packaging materials
KarurAmaravathi Textiles Pvt. Ltd., Karur.	Home Textile Goods.
Aristo Spinners, Karur.	Cotton Yarn Spinners
Arvind - A - Traders, Karur	Home Textile Goods manufacturing.
Susi Textiles Pvt. Ltd., Vellianai.	Cotton Yarn Spinning.
Amaravathy Spinners, Karur.	Cotton Yarn Spinning.
Morvi Exports, Karur.	Home Textile Goods manufacturing
Cheran Cement Pvt. Ltd., Thogamalai.	Cement.
Medvin Textiles (P) Ltd., Karur	Cotton Fabrics
A R Textiles, Karur	Home Textiles
Fenner India Ltd. Mayanoor	Cotton Made ups
Asian Fabrics, Karur	Asian Fabrics, Karur

10.3 Large scale Industries

1. Tamilnadu News Print and Papers Ltd.,Kagithapuram with the activity of White paper Production.
2. Chettinad Cement Corpn., Ltd., Puliur with the activity of Cement Production.
3. Deccan Sugars Pvt., Ltd., Pugalur with the activity of Sugar Production.
4. E.I.D Parry Ltd. Vandipalayam

11.0 Trade And Exports

Exports of handlooms from Karur began on a modest scale with just 15 exporters in 1975 and today Karur has 100s of exporters. The handloom products being exported have been broadly classified under three heads – Kitchen, bathroom and bedroom furniture items. Some of the handloom made-ups exported from Karur are Bedspreads, Towels ,Floor rugs, Tea towels, Napkins, Aprons, Kitchen towels, Pot holders Plate mats, Bathmats, Tea mats, Curtains, Pillow, Quill covers, Shower curtains etc., The products are exported to Europe, U.S.A., Japan, Canada, Australia, Singapore, South Korea, South Africa and the Scandinevian countries among others. The handloom industry in Karur generates nearly an annual turnover of Rs.1000 Crores with Rs.700 Crores of direct and indirect exports of textile goods. The development of export as a

major trade has led to the enormous growth of other allied industries like handloom and power loom weaving units, dyeing and bleaching units, tailoring, packaging units etc. The handloom and its allied industries provide direct and indirect employment to over a lakh of persons.

11.1 Major Exportable Items

- | | |
|---------------------|-------------------|
| 🕒 Home Textiles | 🕒 Sugar |
| 🕒 Moringa | 🕒 White Paper |
| 🕒 Hand loom lungies | 🕒 Herbal products |

11.2 Textiles



Karur in Tamil Nadu state has become identical with handloom and power loom "made-ups" products. Made-ups are more essential to all the human-beings living in the world.

On the international textile map, Karur has become synonymous with handloom "made-ups" first as Tirupur in the hosiery product. The weaving industry came to Karur from Kerala and has earned a reputation for its high-quality handloom products today

Today Karur has thousands of exporters and also their products are being exported to the International leading chain stores. Due to this healthy atmosphere India is enormously gaining its foreign exchange in recent period. The district itself has a very gorgeous and varied cultural legacy. Karur made-ups are very famous in international level.

The home textiles of Karur can broadly be classified into five groups:

- * Bed linen,
- * Kitchen linen,
- * Toilet linen,
- * Table linen and
- * Wall hangings.

Overall, according to the recent status Karur makes around Rs 6,000 crore (\$300 million) a year in foreign exchange through direct and indirect exports. With associated industries like ginning and spinning mills, dyeing factories, weaving, around 3.5 lakh people are labouring in and around the place called the "Karur" or in this made-up manufacturing hub.

On the world-wide textiles atlas, Karur has become identical with handloom "made-ups" like Tirupur in Tamil Nadu state is recognized for all types of knitted and hosiery products. Handloom exports from Karur began on a unassertive scale with just 15 exporters in 1975, and today Karur has thousands of exporters and products are supplied to world's leading chain stores are listed below:

1. Wal-Mart, 2. Target, 3.IKEA, 4. JC Penny, 5. Ahlens, 6.Metro, 7.Carrefour, etc. Today, the Karur Textiles Manufacturers Exporter Association has a membership base of nearly 143.

Almost 600-700 small-medium and micro enterprises are involved in the textile export professional. Most of these elements are family-oriented initiatives and have manifestation in the entire value chain of the fabrication processes. By and huge, these are spread in a 40 km span of Karur.

11.3 Karur Textile Park (KTPL)



The Karur Textile Park Limited (KTPL) project has been executed under the Scheme for Integrated Textiles Park (SITP) of the Indian Ministry of Textiles. This is one of the ten textile parks that have been approved for the state of Tamil Nadu. The main activity in KTPL is weaving of fabrics for home textiles made-ups.

KTPL is located near Manalmedu (Thalapatti and Puthampur villages) which is about 12 km from Karur town, and is blow-outoverthezone of nearly 110 acres. The textile park was inaugurated during the year 2011, with a funding of Rs 40 crore from the Union government and Rs 9 crore from the state government. The accepted project cost is Rs 116.10 crore, but the authentic amount spent for this scheme so far has been Rs 135 crore.

Separately from this, adventure of Rs 100 crore has been made by members towards machinery in their units. Hence, the total investment made in the park comes nearly Rs 235 crore.

Karur Textile Park is unique as the following activities are assumed in the site itself, and no such procedures are permitted out in parks elsewhere in the country, as mentioned below:

1. Yarn procurement; 2. Hank to cone winding and 3. Cone to cone winding;
4. Warping; 5. Weaving; 6. Fabric checking; 7. Cutting; 8. Sewing; 9. Folding and 10. Packing for export. Contracts are awarded through formal tender procedures, and all the works are completed in full.

The predictable direct employment for KTPL is expected to be 3,000-5,000, and indirect employment is for about 10,000 people. The villagers within a 25 km circle are anticipated to advantage from this chance. Presently, about 1,750 workers are directly working in the units situated in the textile park.

11.4 Investments in Karur District

There is a continued investment in the industrial complexes manufacturing auto mobiles and automobile components in the short to medium term. There is also significant investment in textiles. The ongoing and prospective investments hint at a structural shift from an economy based on agriculture to an economy dominated by large scale industries and Manufacturing in the district. The availability of Agricultural harvest of rice and Mosquito Knitted Fabric weaving skilled labors gives opportunity to invest in Agro & Food Processing and Textile sector. Sugar, Paper, Textile and Mosquito Knitted Fabrics are major exportable items from the district. Bus

11.5 Bus Body Building Industry

The bus body industry in the city of Karur in Tamil Nadu is one of the largest of its kind in south India. There are over 50 bus body builders of different scales, sizes and capacities in and out of the city that cater to the bus body building requirements of stage carriage, staff transportation and educational institute applications of the many players, there are some who have made contract carriage bodies, while only a handful have taken up the challenge of competing on the export front.

Bus body building Hub:

Karur is a renowned hub for bus building industry. It is notable that almost 90 percent of south Indian private bus bodies are being built here. The total business is estimated to be around Rs.2750 crore per annum. There are more than 200 builders in this town and they are making more than 3500 buses per year, including government buses of some states like Karnataka and Tamil Nadu.

Karur bus body builders cater to a wide customer base right from the entire southern region, extending up to Orissa and even Andaman Islands. The bus bodies are known to be nimble, agile and easy to maintain and offer a wide choice of facias made out of steel and FRP, in addition to providing plenty of customizations in body length, width and seating capacities. Karur bus body builders cater to a wide customer base right from the entire southern region, extending up to Orissa and even Andaman Islands. The bus bodies are known to be nimble, agile and easy to maintain and offer a wide choice of facias made out of steel and FRP, in addition to providing plenty of customizations in body length, width and seating capacities.

11.6 Mosquito Nets



The Small scale Industries Development Corporation of Tamilnadu has established an industrial estate in the Town, Where many High Density Polyethylene - HDPE monofilament yarn (Mosquito net) producing units have located. As many as 215 registered industrial units are functioning in Karur District, majority of which are textile, Mosquito net and engineering units. The Karur units are the major suppliers of mosquito nets in the country and even in South Africa, Denmark and Germany.

12.0 Tourism



Table 30 Tourist Places in Karur

S.No	Tourist Place
1.	Mayanur - Kaveri bed regulator, River side park
2.	Chettipalayam - Amaravathi bed regulator, park
3.	Tirumukkudal - Kaveri-Amaravathi rivers coincide place.
4.	Noyyal - Kaveri-Noyyal rivers coincide place.
5.	Nerur - Sacred madham, Meditation, River side park
6.	Kadavur - Ponniyar dam, park

Source: District Tourist Development Office.



Table 31 Divine Tourism

Si.No.	Places of Worship
1.	Shree KalyanaPasupatheeswarar Temple , Karur
2.	Shree AbayapradhanaRanganathar Temple, Karur
3.	Shree KaruvurMariyamman Temple, Karur
4.	Thanthondrimalai Shree KalyanaVenkataramanaswamy Temple
5.	Vennaimalai Shree Balathandayuthapani Temple
6.	Pugazhimalai Shree ArupadaiMurugan Temple
7.	AtturSholiyamman Temple
8.	Vangal Shree PudhuVangalamman Temple
9.	Nerur Shree SadhasivaBhrameendhrraal Temple
10.	MadhukkaraiSellandiyamman Temple
11.	MahadhanapuramMahalaksmiamman Temple
12.	ManmangalamPuthuKaliyamman Temple
13.	KrishnarayapuramTirukkanmalleswarar Temple
14.	KadavurVasanthaperumal Temple
15.	KulithalaiKadambar Temple
16.	KulithalaiNeelameeghaperumal Temple
17.	Iyermalai Siva Temple
18.	Shivayam Siva Temple
19.	LalapetIyyapan Temple (1st Iyyapa Temple in Tamilnadu)
20.	Lalapet Sri Jaya Anjaneya (300 Years Old)
21.	TogamalaiMurugan Temple
22.	RangamalaiMalleeshwarar Temple
23.	Vyakarapuriswarar temple, Puliyur - 13 century temple

13.0 Market Potential by block wise

Block Name	Agricultural & Non - Agricultural Sectors	
KARUR	Agricultural	Maize, Coconut, Banana, Tapioca, Sericulture
	Non - Agricultural	Mining, Printing, Detergent Cakes, Screen Printing, Two Wheeler Service, Cloth Printing, Bus Body Building, Power Looms, Cement, Brick, Mosquito net manufacturing
ARAVAKURICHI	Agricultural	Sericulture, Moringa, Maize, Black Gram, Chilies, Sunflower, Groundnut, Horse Gram
	Non - Agricultural	Book binding, Detergent cake powder, Cement crushers, Grill gate works
KADAVUR	Agricultural	Maize, Red Gram, Horse Gram, Ground nut, Tapioca, Sericulture
	Non - Agricultural	Dolomite and quartz pulverizing, synthetic diamond cutting, electrical repairing unit
KULITHALAI	Agricultural	Korai, Banana, Coconut, Tapioca, Maize, Red Gram, Sericulture
	Non - Agricultural	Washing soap, Country / Chamber bricks, Oil Mills, Printing
KRISHNARAYAPURAM	Agricultural	Beetle Leaf, Banana, Gingili, Ground nut, Red Gram, Maize, Sericulture
	Non - Agricultural	Jerkins, Oil Mills, Dairy Farm, Cattle farm
THANTHONI	Agricultural	Ground nut, Gingili, Coconut, Jowar, Red Gram, Sericulture
	Non - Agricultural	Oil mills, Rolling Shutters, Garments, Spinning of yarns, Aluminum Vessels, Coir Products
K. PARAMATHI	Agricultural	Horticulture flowers, Maize, Tapioca, Banana, Red Gram
	Non - Agricultural	Country / Chamber bricks, Grill gate works, oil mills
THOGAIMALAI	Agricultural	Black Gram, Horse Gram, Coconut, Maize, Sericulture
	Non - Agricultural	Oil mills, Printing press, RCC Pipes, Limestone crushing, Ghee, butter making, masala, Spinning - cotton yarn

13.1 Commodity Prioritization

S. No	Criteria	Description	COMMODITY			
			Agriculture			Non-Agriculture
			Jowar	Red gram	Banana	Home Textiles / Made ups
1	Trend in number of producers involved in the Commodity	For commodities which has large number of producers.	Area of cultivation is 19916 Ha (in an average of a decade) Following figures shows the area , production, productivity	Area of Cultivation is 2835 Ha. (in an average of a decade) following Figures shows the area , production, productivity	Huge number of producers are participated in banana cultivation, around 600 farmers doing the activity Figure 3 major banana producing area comes under TNRTP blocks of Karur , Kulithalai	Karur has thousands of exporters and also their products are being exported to the International leading chain stores. Due to this healthy atmosphere India is enormously gaining its foreign exchange in recent period
2	Community Interest	Economic viability, Staple food, Knowledge and technology availability, Extension services, Awareness about Market availability	Rainfed crop. So peoples are forced to do this crop because the groundwater level as well as rainfall is too low in this district.	Rainfed crop. So peoples are forced to do this crop because the groundwater level as well as rainfall is too low in this district	Climate and soil is much possible for banana production, and they are two FPO for Banana Kulithalai Banana	<p>The home textiles of Karur can broadly be classified into five groups:</p> <ul style="list-style-type: none"> ☼ Bed linen, ☼ Kitchen linen, ☼ Toilet linen, ☼ Table linen and ☼ Wall hangings. <p>Overall, according to the recent status Karur makes around Rs 6,000 crore (\$300 million) a year in foreign exchange through direct and indirect export With associated industrielske ginning and spinning mills, dyeing factories, weaving, around</p>

S. No	Criteria	Description	COMMODITY			
			Agriculture			Non-Agriculture
			Jowar	Red gram	Banana	Home Textiles / Made ups
						3.5 lakh people are labouring in and around the place called the "Karur" or in this made-up manufacturing hub.
3	State / National Priority (Thrust from government)	State/National Government Schemes and Investments	Jowar stands 1 st place in area of crop cultivation of this district. It contributes 11 th place of production in tamilnadu (3512 Tonnes).	Compared with state , Karur Places 5 th rank in Redgram Production (3242 Ha)	In state wise it places 9 th rank in banana production, government also concentrate for increase banana production	The Karur Textile Park Limited (KTPL) project has been executed under the Scheme for Integrated Textiles Park (SITP) of the Indian Ministry of Textiles. This is one of the ten textile parks that have been approved for the state of Tamil Nadu. The main activity in KTPL is weaving of fabrics for home textiles made-ups.
4	Comparative advantage	Production, Favourable climatic conditions, GI type characteristic s, Uniqueness emerging out of Ethnicity and culture, A prevalent cluster.	Soil and climate is the major advantage for it, and it consumes less water also	Soil and climate is the major advantage for it, and it consumes less water also	Banana production area in karur district, the climate, soil and water resources are places a major benefits like (kulithalai and lalapet surrounding areas)	It is a regular demand product, and Karur has ECGC- Export Credit Guarantee Corporation

S. No	Criteria	Description	COMMODITY			
			Agriculture			Non-Agriculture
			Jowar	Red gram	Banana	Home Textiles / Made ups
5	Access to Market	Ability to sell the produce at a remunerative Price - Local, National & International markets.	This is non-perishable goods, and they sell it to large animal husbandry units	It is non-perishable goods, they easy to sell in markets	Regular demand product, so the farmers easily sale their product by whole sale and retail	Ease access to market, by whole sale and retails sales also, we may not spent a money for an advertisement,
6	Opportunity for Value Chain Interventions	Productivity and value added products.	An Opportunity to convert cholam (Jowar) powder and sell to cattle rearing , able to tie up with Dairy industries	Adding value like , branding and an opportunity to export	Huge opportunity for value added like, Banana powder, Cake, Chips etc, and an opportunity to export.	Supply Chain: Opportunity to reduce intermediaries and directly sell to the market (local as well as export)

JOWAR (CHOLAM)

Figure 3- Jowar Area of Cultivation

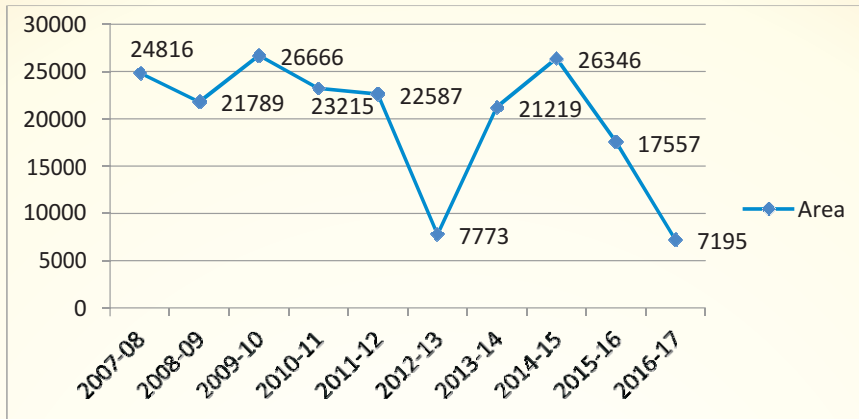


Figure 4- Jowar- Production for a decade

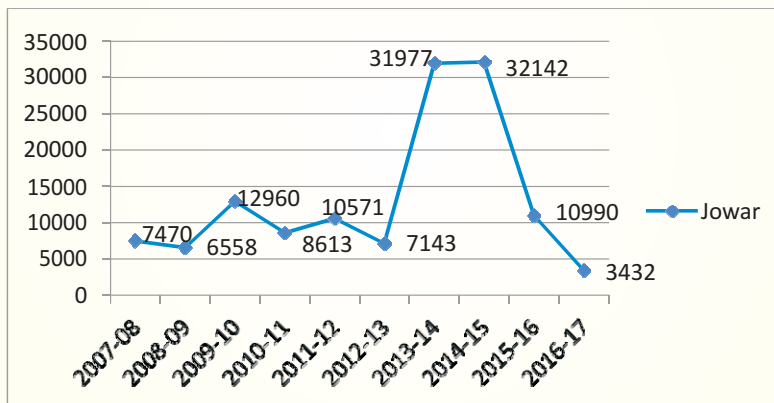
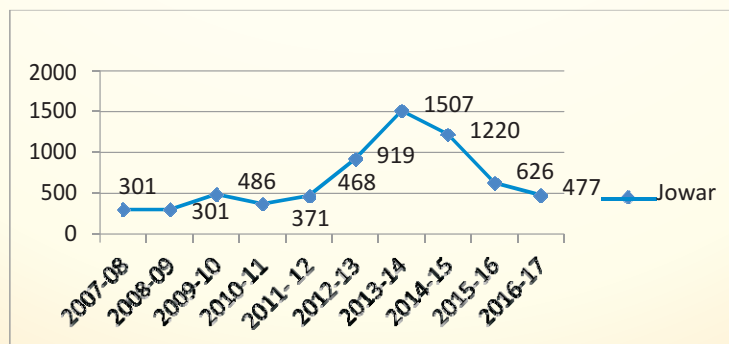


Figure 5- Jowar- Productivity for a decade



RED GRAM

Figure 6- Redgram- Area of Cultivation

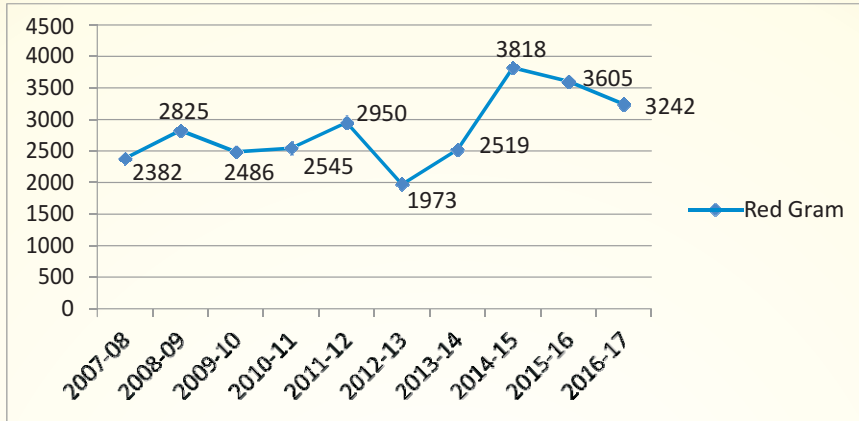


Figure 7- Redgram- Production for a decade

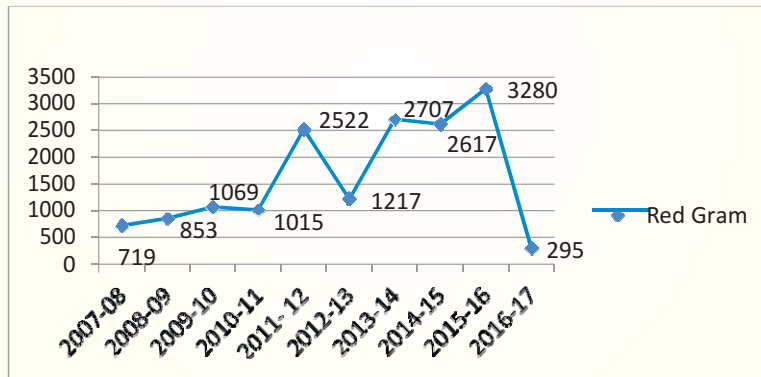


Figure 8- Redgram- Productivity for a decade

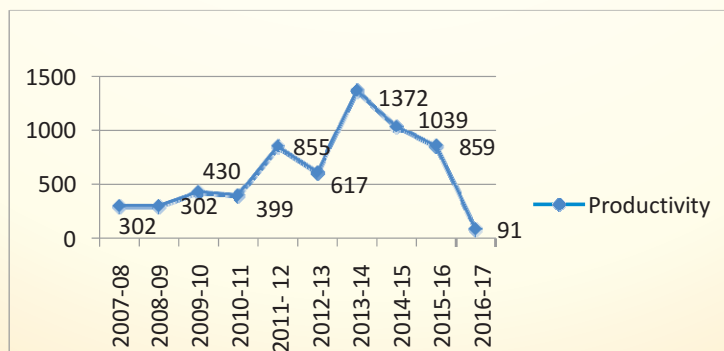
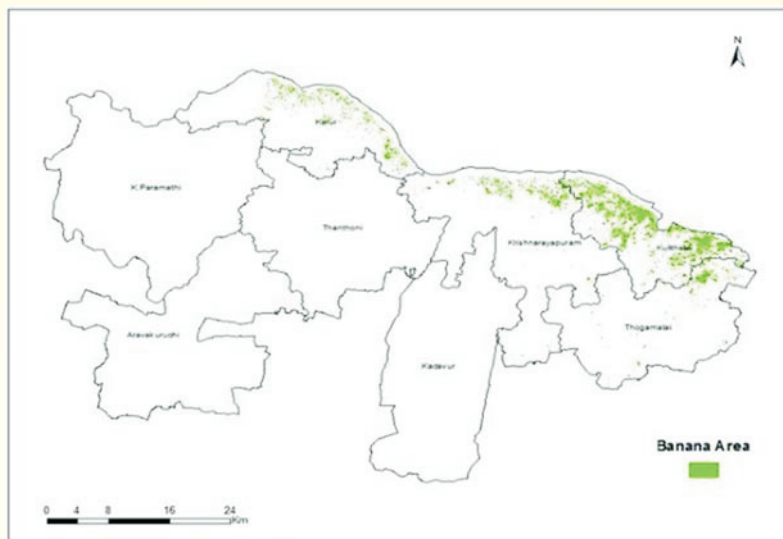


Figure 9: Banana Growing Areas in Karur District- (Major) Kulithalai, Karur and Krishnarayapuram



14.0 SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> * Community interest in Entrepreneurship * Textiles & Garments * Bus body building * Karur Textile Park Ltd (KTPL) * Export Credit Guarantee Corporation (ECGC) 	<p>Weakness</p> <ul style="list-style-type: none"> * There is a skill gap between market demand and qualified skilled person * Workforce comes from other states as semi skilled and unskilled labour.
<p>Opportunities</p> <ul style="list-style-type: none"> * Export * State Seed Farm (SSF) - Inungur * Market and Transport 	<p>Threats</p> <ul style="list-style-type: none"> * Groundwater scarcity * Middle Man/ Agent * Environment pollution

15.0 Conclusion

Karur is an agrarian and industrial backward district. Though it has a few irrigated pockets majority of the area under cultivation is rainfed. The rainfall pattern of the district is erratic. During failure of monsoon producers generally skip the crop or go for cultivation of less water utilizing crops like millets and pulses. Majority of the landholdings are owned by small and marginal farmers. Women are engaged as agricultural labourers mostly in transplanting, processing and rearing of livestock.

Under farm sector the commodities that could be prioritized are Murungai, Chollam, Banana, Groundnut and pulses (Red gram). Groundnut and chollam is widely cultivated in all blocks of Karur district. It is cultivated under both irrigated and rainfed conditions and in all three seasons in a year. When the water availability is low the farmers skip paddy and cultivate groundnut or pulses. Though groundnut is widely cultivated in all blocks of karur district, the production of groundnut in Aravakurichi, Krishnarayapuram and Kadavur blocks. Coconut in karur block and paddy and korrai in kulithalai block. Blackgram is highly cultivated in Kulithalai, Aravakurichi and Thogamalai blocks. There is a need to improve the seed quality in Thogamalai and Krishnarayapuram farmers. Pulses are a major cultivated in Krishnarayapuram block, which has a high market value and also to create a brand value. Chollam is major crop cultivation in karur, Krishnarayapuram and Thanthoni blocks. Horticulture is picking up in Thogamalai, Aravakurichi and Krishnarayapuram blocks as well as Sericulture in Aravakurichi, K.Paramathi and Krishnarayapuram as the market potential is high. There is a high potential to improve the productivity in all the crops. In allied sectors dairy is very well established. Additional Feed mixtures units are to be established which could supplement the dairy development.

In Non-Farm sector, Home Made Textile Manufacturing, Mosquito Knitted fabric and Bus Body Building in Karur block. Gem cutting work well established in Thogamalai block. Mining is a major enterprise in K.Paramathi block.

In Service Sector, Bakery, pickle making packaged foods, aerated soft drinks, packaged drinking water and alcoholic beverages.

Karur District Diagnostic Study is emphasized that the following major Commodities are prioritized with the criteria of, Trend in number of producers involved in the Commodity, Community Interest, State/National Priority (Thrust from Government), Comparative advantage, Access to Market, Opportunity for Value Chain Interventions such are Banana, Jowar, Redgram and Home madeups.

Annexure-1**List of persons met**

	Name	Designation & Dept.
1	Thiru.T.Anbalagan IAS	District Collector
2	Thiru S.Rajendran	DRO
3	Thiru. S.Kavitha	DRDA - PD
4	Thiru. K.A.Subramaniam	TNSRLM - PD
5	Mrs. G.Valarmathi	JD - Agriculture
6	Thiru. M.Mohanraj	JD - Animal Husbandary
7	Thiru. K.Umapathi	PA to Collector - DD Agri
8	Dr.S.Selva Surabi	PA(G) - DD
9	Thiru. S.Pandi	DD - Statistics
10	Thiru. M.Mohan Ram	Horticulture
11	Thiru. M.Ravichandran	LDM - IOB
12	Thiru. T.Ramesh B.E.,	General Manager - DIC
13	Thiru. M.ParameshKumar	AGM - NABARD
14	Dr.Thiraviyam	Krishi Vigyan Kendra (KVK)
15	Mrs. T.Jegatheeswari	District Tourist Officer
16	Thiru. Muralitharan	Manager, TAHDCO.
17	Thiru. K.V.Raghavan	SITRA HANDLOOM CENTRE
18	Thiru. R.Sudarshan	Joint Commissioner - HRNC
19	Thiru. Ravibala	Dist. Social Welfare Officer

Annexure –2

Details of Taluks, Blocks and TNRTP blocks in Karur district

Revenue Administration

1. Divisions (2)	1. Karur 2. Kulithalai
2. Taluks (7)	1. Karur 2. Aravakurichi 3. Manmangalam 4. Pugalur 5. Kulithalai 6. Krishnarayapuram 7. Kadavur

Local Administration

1. Corporation	
2. Municipalities (2)	1. Karur
3. Panchayat Unions (8)	1. Karur 2. Kulithalai
	1. Aravakurichi 2. Karur 3. Kulithalai 4. K. Paramathi 5. Krishnarayapuram 6. Thanthoni 7. Kadavur
4. Town Panchayats (11)	8. Thogamalai
	1. Aravakurichi 2. Pallapatti 3. Punjai pugalur 4. TNPL Pugalur (Kagithapuram) 5. Puliur 6. Uppidamangalam 7. Palaya jeyankondacholapuram 8. Krishnarayapuram 9. Marudhur 10. Nangavaram 11. Punjai thottakurichi
TNRTP Blocks (2)	1. Karur 2. Kulithalai

