



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

EXPLORATION OF
AGRICULTURE



NAMAKKAL DISTRICT



Exploring the existing opportunities

Inventing & expanding the new horizon

The district of Namakkal is endowed with the strengths of infrastructure, substructure, structure, and the super structure by the dint of sheer climatic conditions, the natural resources & the work forces for the trade and the services portfolios of the agriculture and the industries. The major portfolios among them are poultry, goods transport (heavy & light), agriculture (Horticulture, Sericulture, Silviculture & Herbiculture), Animal husbandry & Education. The millets and the pulses, among the cereals, are the most preferred crops of the farmers of the Namakkal district.

In the farm sector, the crops of the groundnut, paddy, pulses (green gram & black gram), maize, millets & the tapioca are cultivated in the district of Namakkal. The crop of the groundnut is the all seasons cultivar in all the blocks located in the district of Namakkal.

In poultry segment, white leghorn chick eggs, native chick eggs, broiler chicks, & the native chicks generate sizable quantum of the additional income to the farmers living in the district of Namakkal.

As for the non farm sector, the industries of the powerloom, the transports, the rock drill rig services & the plantation cash crops of pepper, pineapple, coffee & the millets are the major income generative avocations of the non farmers & the farmers living in the district of Namakkal.

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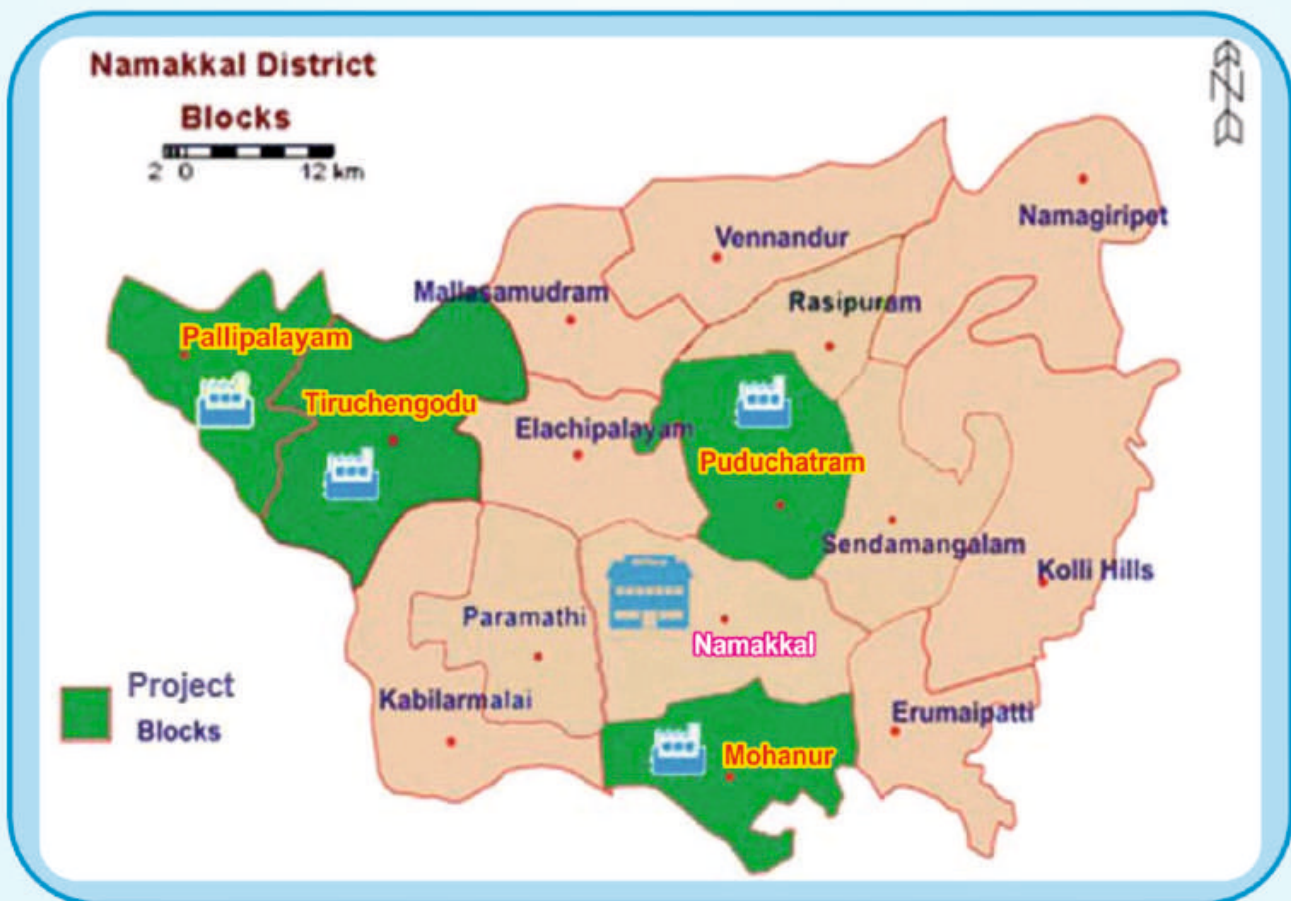
GLOSSARY

CBO	Community Based Organisations
CLG	Common Livelihood Group
DIC	District Industries Centre
FPO	Farmer Producer Organisation
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
NSDC	National Skill Development Corporation
NTFP	Non Timber Forest Produce
PMKSY	Pradhan Mantri Krishi Sinchayi Yojana
POPIs	Produce Organisation Promoting Institutions
SHG	Self Help Group
SFAC	Small Farmers Agribusiness Consortium
TANSEDA	Tamilnadu State Seeds Development Agency
TNIAMP	Tamilnadu Irrigated Agriculture Modernisation Project
TNAU	Tamilnadu Agricultural University
VPRC	Village Poverty Reduction Committee

NAMAKKAL DISTRICT – THE GEOGRAPHICAL, REVENUE, RURAL, URBAN, PARLIMENTARY AND THE ASSEMBLY PROFILE

The Namakkal District of Tamilnadu State had constituted on 01.01.1997 by bifurcation from composite District of Salem, which consists of 2 revenue divisions, comprises 8 revenue taluks, 15 rural development blocks, 5 municipalities, 19 town panchayats, 1 parliamentary constituency and 6 assembly constituencies out of which 1 reserved for the SCs and 1 for the STs respectively,.

The Namakkal District, nestled among the Districts of Trichy, Karur, Erode and Salem on the directions of the east, the south, the west, and the north, respectively, lies between 11° 14 and 12° 53 north latitude and 77° 44 and 78° 50 east longitude of the geographical landscape with the total geographical area of 3368.21 sq kms being located at the altitude of 300 metres above the MSL (MEAN SEA LEVEL).



THE DISTRICT OF NAMAKKAL – RURAL MAP - THE LEGEND GREEN indicates 4 blocks where the TNRTP is to be rolled out for the rural poverty alleviation through the development of the rural enterprises eco system.

TOPOGRAPHY

The Namakkal District is under the North Western Agro climatic zone of Tamil Nadu State, barring Tiruchengode taluk which is located under Western Agro-climatic zone, is replete with the hills, hillocks, ridges viz., Kollihills (a part of the Eastern Ghats mountain range) being spread over Namakkal, Rasipuram, and Tiruchengode along with the valleys and the water streams, and the rivers viz., CAUVERY, AIYARU, KARAIGOTTAN AARU & THIRUMANIMUTHARU that flows south and south west abutting the borders of the districts of KARUR and ERODE and made up as the characteristic topography of the NAMAKKAL DISTRICT.

THE DISTRICT OF NAMAKKAL - AGRO INDUSTRIAL CLIMATE

The air humidity and the agro industrial climate, with the presence of the skilled workforce and the enthusiastic entrepreneurs, prevalent in the district of Namakkal is suitable and conducive for the rapid growth in the industries of, viz., poultry, lorry body buildings, textiles (including ginning, spinning, calendaring & compacting and weaving) & starch and sago serve made from tapioca.

Besides, the District of NAMAKKAL is well known for the production of the poultry as well, next only to the erstwhile composite ANDHRA PRADESH. The eggs, one of the major poultry products, are marketed and sold by the poultries, located in the district of NAMAKKAL, in the northern states of INDIA and foreign countries also. As a result, the District of NAMAKKAL has figured in the map as one of the foreign exchange earning states of INDIA.

TAMILNADU RURAL TRANSFORMATION PROJECT – A BRIEF

Tamil Nadu Rural Transformation Project (TNRTP) is an innovative Project that initiated with the aims at rural transformation through strategies that not only focus on poverty alleviation, by building the prosperity and the sustainability of rural agrarian communities through rural enterprises promotion, access to finance and employment opportunities, but also looks beyond the establishment and development of the rural enterprises eco system in the sustained manner in the selected blocks located in the district of NAMAKKAL in the state of Tamil Nadu.

TNRTP will implement in the selected rural blocks of Pudhuchatram, Mohanur, Tiruchengode and Pallipalayam of Namakkal District. In the run up to the roll out of the TNRTP, the District Diagnostic Study had undertaken to identify and prioritize the commodities of farm, off-farm and non-farm sectors in all the blocks of the district of NAMAKKAL by the focus group discussion and the secondary data had obtained from the line departments of Government of Tamilnadu.

THE RATIONALE BEHIND THE DISTRICT DIAGNOSTIC STUDY

The rationale and justification behind the District diagnostic study is:

(1) To ascertain the socio-economic challenges and opportunities available at the district level to identify the opportunities and lay the focus on the constraints filled challenges for inclusive growth,

(2) To identify the commodities to be sourced, to be derived and to be extracted from farm, off farm and non farm sectors in order to prioritize the potential value chains prospectively & retrospectively.

The study had analyzed the indicators of social aspects, rural policy, urbanization trends and labour mobility and the economy; a sectoral analysis – agriculture, its ally, & non-farm including manufacturing and service sectors; the current status of existing industries and the growth trends; the potential economic growth centers within the district and perceived gaps in the existing eco system for promoting and nurturing sustainable MSMEs; sector - wise and block- wise presence and growth trends of MSME; 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 that results in the incremental increase in the household income.

THE STUDY - MODALITY

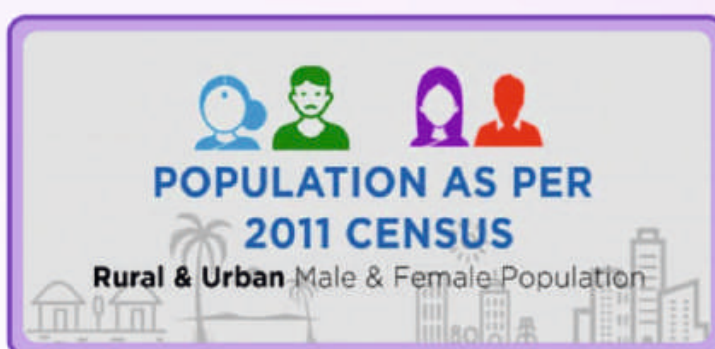
The Secondary Data were collected from various line Departments and the government & the Private Agencies of Statistics, Agriculture, Animal Husbandry, Agriculture marketing, District Industrial Centre, NABARD, LEAD Bank, KVK, DIC, TNSRLM, Farmer Producer Groups, Rig owners associations, Tamilnadu Lorry owners associations, Poultry owners associations, Lorry body builders associations, Egg producers associations, Sago Producers associations, Power loom Export Promotion Council and SHG Federations, respectively,. A series of the site visits were also undertaken to the resource institutions, FPOs, traders, lorry body building units, Rig units, individual farmers and villagers in the district and Collected and randomly validated the same with the communities having been engaged in Focus Group discussion.

DEMOGRAPHIC PROFILE

Population:

As per the 2011 census, the total population of the Namakkal district had 17.26 lakhs. The rural population was high (59.68%) as compared to the urban population which accounted for 40.32 percent. The male population (51%) was marginally higher than the female population (49%). The male and female literates had constituted 55 per cent and 45 percent of the population respectively. The population density per sq.km is 505.

Total Population	1726601
Rural	1030476
Urban	696125
Male	869280
Female	857321



Source: District statistics Handbook 2017-18

Age Groups	Persons in District (in lakhs)	Percentage in District
0-14	3.50	23%
15-29	3.98	27%
30-44	3.35	22%
45-59	2.35	16%
60 and above	1.75	12%

In the total population, 27%, & 23% of the population had shown in the age groups of 15- 29, & 0-14, respectively, resulting in the clear understanding that the majority of population comes under the youth category.

POPULATION GROWTH IN A DECADE

Sl.No	Indicators	2001	2011
1	Population (in nos)	1497493	1726601
2	Decennial Growth (in %)	11.529%	15.299%
3	Density of population per sq.km (in nos)	440	507
4	Urban Population (in %)	31.62	40.14
5	Sex Ratio (average to 1000)	964	986
6	No of Children (0-6 year old)	52854	145063

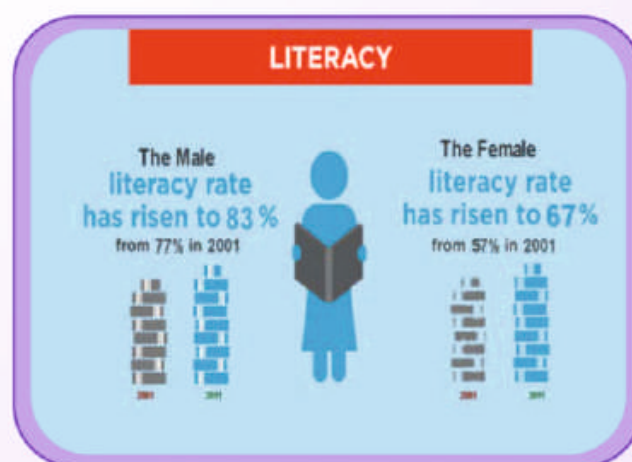
Source: District statistics Handbook 2017-18

The population of the district had increased by 15.30 percent during 2001 and 2011 census (annual average rate is 53%). At the same time, the decennial growth rate stands at 32.7%. Simultaneously the density of population has also increased.

Urbanization is one of the contributing factors for increase in the population density of the district. The sex ratio had significantly improved from 964 to 986 in a decade.

LITERACY RATE

The average literacy rate of Namakkal district, in the year 2011, had 74.63% as compared to 67.41% in the year 2001. While inferring the gender wise data, male and female literacy stood out at 82.64% and 66.57% respectively. As far as 2001 census had concerned same figures stood at 77.56 and 57.00 in this District.



Source: District statistics Handbook 2017-18

Total literates in Namakkal District had 11,76,131 of which male and female were 6,53,312 and 5,22,819 respectively. In 2001, Namakkal District had the total literates of 9,03,802.

SC,ST POPULATION

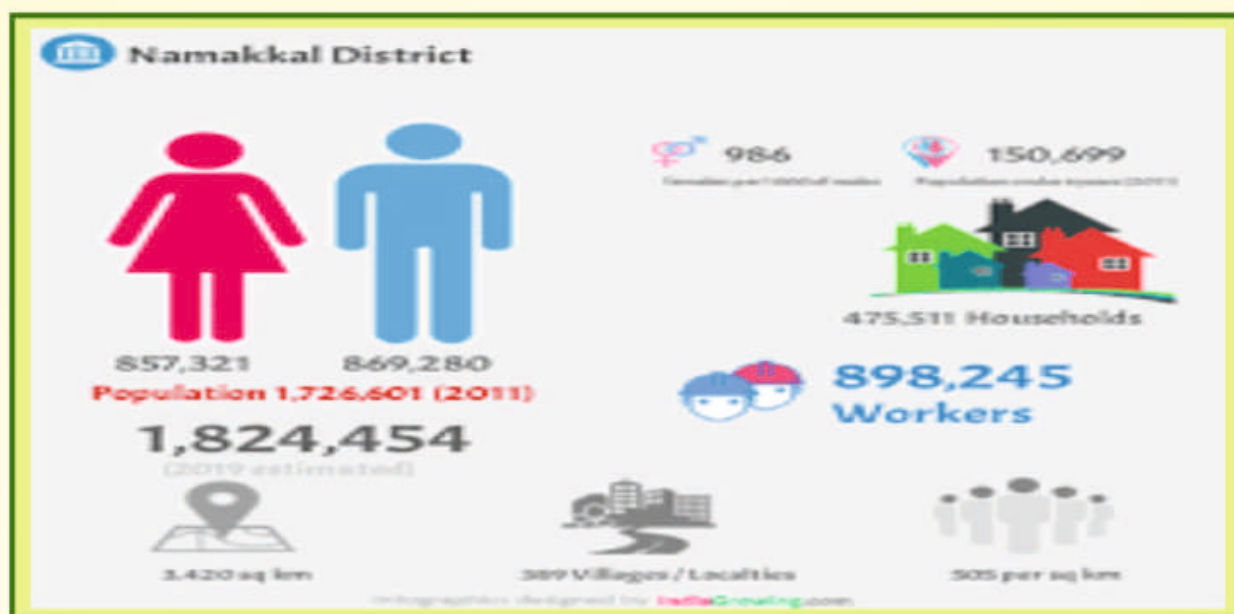
An analysis of demographic status of the Namakkal District which had indicated the population growth of the District had 15.61 percent during the period 2001 to 2011. In the year 2011 the population growth had highest in Pallipalayam (15.27%) followed by Thiruchengode (10.95%) while lowest in Kolli Hills (2.47%) followed by Mallasamuthiram (3.95%) in the year 2001. The same trend had occurred in all the blocks in as per later senses of 2011. Nearly 20 percent of population belongs to Scheduled caste which had increased by 6.38 percent during the same period. The highest Population had in Erumappatti and lowest in Kolli Hills. The SC population had increased in Pallipalayam where the negative changes had occurred in Kollihills. In terms of scheduled tribes, it had increased by 10.98 percent.

THE BLOCK WISE POPULATION DETAILS ARE GIVEN BELOW.

Sl. No	Block Name	Population		Density		% of SC pop		% of ST pop	
		2001	2011	2001	2011	2001	2011	2001	2011
1	ELACHIPALAYAM	73710	87565	294	349	25.58	26.14	0.05	0.08
2	MALLASAMUDRAM	96355	108099	466	523	26.4	27.39	0.25	0.43
3	ERUMAIPATTI	82490	95835	386	448	15.3	16.16	0.02	0.04
4	KOLLI HILLS	36852	40479	139	152	1.82	1.65	95.44	95.55
5	KABILARMALAI	58991	68731	388	453	23.66	24.99	0.09	0.07
6	MOHANUR	90255	97997	353	383	18.51	19.44	0.03	0.07
7	NAMAGIRIPETTAI	140657	178800	607	771	19.85	21.78	0.22	0.39
8	NAMAKKAL	109963	110074	520	521	24.82	26.93	10.2	10.82
9	PALLIPALAYAM	72751	84311	374	433	24.64	25.59	0.13	0.37
10	PARAMATHI	73280	84927	333	386	20	21.09	0.01	0.12
11	PUDUCHATRAM	228111	275366	1264	1526	8.84	10.28	0.07	0.08
12	RASIPURAM	114780	128834	1124	1262	22.16	23.36	0.15	0.48
13	SENTHAMANGALAM	72589	79298	544	594	24.18	27.14	3.17	3.27
14	TIRUCHENGODE	163583	199845	617	754	14.6	16.33	0.05	0.08
15	VENNANTHUR	79095	86440	609	666	22.35	22.98	1.91	1.27
	Total	1493462	1726601	437	505	18.8	20	3.44	3.3

Source: District statistics Handbook 2017-18

OCCUPATION PROFILE:



In Namakkal district, the percentage of working people had been increased by 6.6 percent, the highest increase had recorded in Namagiripet (31.65%) where as the lowest in Erumapatti (0.05%). Highest decreased in Elachipalayam (17.19%) and the lowest in Mohanur (0.71%) . With refer to Marginal worker, the district average had decreased by 17.58 percent and block in wise analysis, except five blocks namely Elachipalayam, Kabilarmalai, Kollihills, Paramathi and Senthamangalam, all other blocks shown the decrease in working population. Highest decrease had at Vennanadur (52.70%) while the lowest at Pudukhathiram (6.03%) .

Overall block views portray the picture of population scenario. They had highest population at Namakkal (22.96%) due to the urban development, while the lowest had at Paramathi (2.72%). In the case of negative participation at block wise, all the blocks had increased, and Elachipalayam shown highest percentage (96.72%) . The marginal labourers had more dependent on agriculture, while lowest seen in Erumapatti (22.24%). Namagiripet had the only block which shows a decrease in non participation category in the corresponding periods of 2001 to 2011.

Sl. No	Block Name	Main Workers		Marginal Workers		Total Workers		Non workers		Total Population	
		2001	2011	2001	2011	2001	2011	2001	2011	2001	2011
1	ELACHIPALAYAM	50538	41851	1559	3196	52097	45047	21613	42518	73710	87565
2	MALLASAMUDRAM	30689	35242	4050	2065	34739	37307	24252	31424	58991	68731
3	ERUMAIPATTI	47723	48174	6662	6169	54385	54343	41970	51312	96355	105655
4	KABILARMALAI	46814	50267	3674	4094	50488	54361	32002	41474	82490	95835
5	KOLLI HILLS	23736	24567	901	1514	24637	26081	12215	14398	36852	40479
6	MOHANUR	50115	49761	4378	3307	54493	53068	35762	44929	90255	97997
7	NAMAGIRIPETTAI	44705	58853	9736	5971	54441	64824	55522	45250	109963	110074
8	NAMAKKAL	57392	74653	7272	4857	64664	79510	75993	101734	140657	181244
9	PALLIPALAYAM	114666	138685	7050	6356	121716	145041	106395	130325	228111	275366
10	PARAMATHI	40224	41326	3147	3224	43371	44550	29909	40377	73280	84927
11	PUDUCHATRAM	41593	43711	3430	3223	45023	46934	27728	37377	72751	84311
12	RASIPURAM	60556	56452	7036	4223	67592	60675	47188	68159	114780	128834
13	SENTHAMANGALAM	39767	38033	3388	4885	43155	42918	29434	36380	72589	79298
14	TIRUCHENGODE	78263	91756	5140	3986	83403	95742	80180	104103	163583	199845
15	VENNANTHUR	44159	45821	4277	2023	48436	47844	30659	38596	79095	86440
	Total	770940	839152	71700	59093	842640	898245	650822	828356	1493462	1726601

Source: District statistics Handbook 2017-18

WORKERS PARTICIPATION RATE:

In rural background, the participation had decreased by 1.39 percent while in male it had increased by 0.28 percent and for female it decreased by 3.41 percent to the corresponding period, in terms of urban in the entire general, male and female had increased by 23.68 percent in average. In total participation, male female and general had increased by 8.68 percent, 3.72 percent and 6.60 percent respectively. In terms of share of male and female in rural in 2001, the share had 54.75percent and 45.25 percent respectively. At the same time in 2011, it had 55.68 percent and 44.32 percent, for urban in 2001 it had 65.13 percent and 34.87 percent in general, and in 2011 it was 59.17 percent and 40.83 percent respectively.

Sl.No.	Rural	2001	2011	% increase/decrease
1	Male	314478	315347	1% Up
2	Female	259930	251059	0.96% down
3	General	574408	566406	0.98% down
	Urban			
1	Male	174524	216116	1.28% Up
2	Female	93708	115723	1.23% Up
3	General	268232	331839	1.23% Up
	Total			
1	Male	489002	531463	1.08% Up
2	Female	353638	366782	1.03% Up
3	General	842640	898245	1.06% Up

Source: District statistics Handbook 2017-18



BANKING PENETRATION IN THE DISTRICT

SL.NO	COMMERCIAL BANKS	NO.OF BRANCHES
1	Public Sector Banks	153
2	Private Sector Banks	78
3	Salem District Central Co-Operative Bank	26
4	162 PACS + 2 Lamps + FSS	168
5	PARD Bank	7
6	TIIC (Tamilnadu Industrial Investment Corporation), Salem road, Namakkal	1
7	RRB-Pallavan Grameen Bank, Namakkal	19

Source: ACP -INDIAN BANK2019-20

ANNUAL CREDIT HIGHLIGHTS BY BANKING SECTOR:

The Annual credit plan had prepared for the year 2019 -2020 envisages flow of credit to the extent of Rs.6077.15 crore to priority sector covering 482342 borrowers. The comparative position of ACP outlay for the year 2017- 2018, 2018-2019 and 2019- 2020 had given below

Self Help Group – Bank Linkage Program achievement, during the year 2018- 19 had Rs.373.51 crore by 14260 SHGs against the target of Rs.306 crore by 11022 SHGs.

S.No	Sector	2017-18	2018-19	2019-20	Increase
1	Agriculture	2778.48	3334.18	3399.95	65.77
2	NonFarm Sector	881.07	969.17	1036.13	66.96
3	Other Priority Sector	1350.93	1472.50	1641.07	168.57
Total		5010.48	5775.85	6077.15	301.60

Source: Lead Bank ACP 2019-20

COMMUNITY BASED ORGANISATIONS:

Community Based Organization (CBOs) such as Village Poverty Reduction Committees (VPRCs) and Pachayat Level Federations (PLFs) had promoted to provide the livelihood services to the rural poor. These CBOs leverages financial support from banks and provide support to the members who had involved activity in the livelihood activities.

THE CURRENT DATE STATUS OF CBOS IN THE DISTRICT IS:

- 6588 SHGs with 94141 members
- 361 VPRCs
- 322 PLFs/CLFs and
- 281 CLGs
- 233 CPs(Community Professional)



The SHG membership of highest average had shown in Rasipuram block which had 16 members and the lowest average shown in Kollihills which had 12 members and the district average shown as 14 members. A majority of the community based organizations in Namakkal district had focused on poverty reduction and community development activities. Very few themes had recently known as upgraded version of CBOs such as Farmers Interest Group (FIG), Farmers Producer Group (FPG), Farmers Producer Organizations (FPOs), Commodity groups functioning to promote enterprise development to improve the Rural Livelihood through entrepreneurs.

Sl.No	Name of the Institutions	Nos
1	Village Poverty Reduction Committee(VPRCs)	361(Tribal VPRCs-39)
2	Panchayat Level federation	322
3	Common Livelihood Group	281
4	Self Help Groups	6588
5	Makamai	233 CPs

ACTIVE SHGS IN RURAL AREAS IN BLOCK WISE.



Source: TNSRLM, Namakkal

JOINT LIABILITY GROUPS (JLGs) AND MFIs

Total 6290 JLGs had formed and active in the district which total all had promoted by Tamilnadu Grama Bank. Currently, many microfinance Institutions like HEALDS, GramaVidiyal, Ujjivan, Equitas, jana, REPCO, RBL, Madura, Hand in Hand, Belstar, Arul Jothi, Gramalaya, Yes bank and Grama Sakthi had playing major role in financing to SHGs and various producer organizations.

FARMER PRODUCER ORGANIZATION (FPOs)

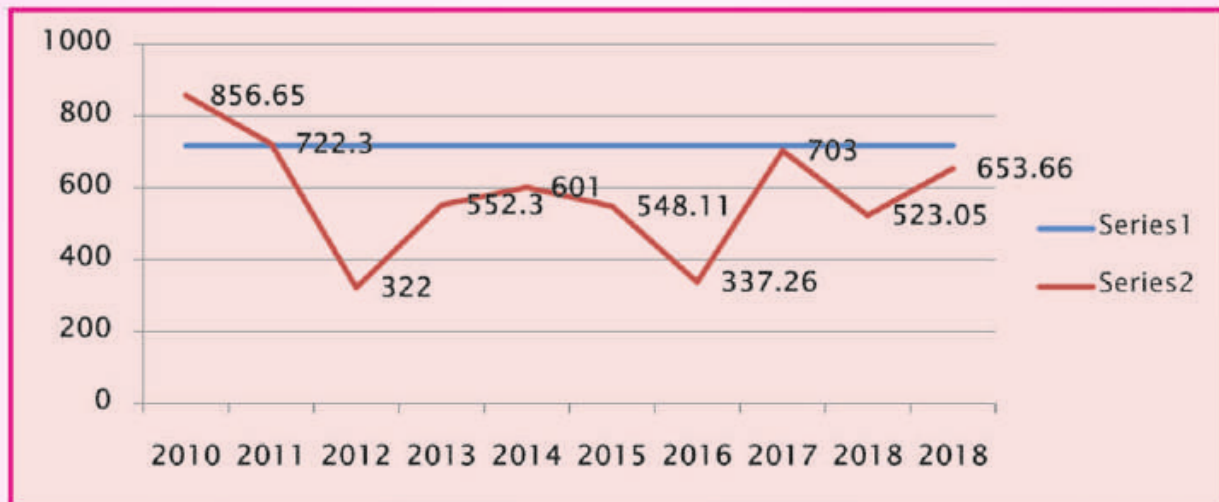
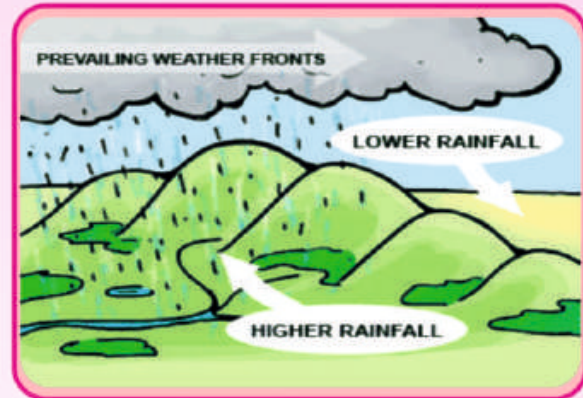
FPO had one of the important initiatives taken by the Department of Agriculture and Cooperation, to mainstream the idea of promoting and strengthening the member-based institutions of farmers. As per the concept of FPO, the farmer, one who produces the agricultural products comes under this groups and registered of under the Indian Companies Act. These had created both at state, cluster and village levels. The main aim had to engaging the farmer companies to procure agricultural products from the farmer itself and sell it as whole in the market. Namakkal district of Tamil Nadu, Four farmer producer companies namely Valwill Sudesi, Vaanavil, Rasipuram and Kollimalai collective farms had producing value added products, like millet based sold in retail stores.

Sl.No.	Name of the FPO	Business Activity
1	ValwillSudesi Farmers Producer Company Ltd	Production and Selling of value added products from millets, pulses and Oil seeds.
2	Vaanavil Collective Farming Farmer Producer Company Ltd	Production and Selling of value added products from millets, pulses.
3	Rasipuram Collective Farming Farmer Producer Company Ltd	Yet to be Started Value Addition process under MSDA Scheme
4	Kollimalai Collective Farming farmer Producer Company Ltd	Started Value Addition process under MSDA Scheme

Source: AO AGRI BUSINESS, Namakkal

CLIMATE AND RAINFALL

The climate had tropical in Namakkal. In winter, there had much less rainfall than in summer. This climate had considered to be Aw according to the Koppen-Geiger climate classification. The average temperature in Namakkal had **28.3°C**. The average annual rainfall had **716.54mm**.



Source: District statistics Handbook 2017-18

The district average rainfall status 716.54mm if look out the graph had given by the statistic only the year 2010 and 2011 had surpassed average rainfall status the rest of 8 years shown shortfall. It seems that, the district had not receiving enough rainfall and naturally the district seems in dried condition.

Rainfall status (Last 10 years in mm)

Category	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Normal	716.54	716.54	716.54	716.54	716.54	716.54	716.54	716.54	716.54	716.54
Actual	856.65	722.30	322	552.30	601	548.11	337.26	703	523.05	653.66
%	119.6	100.8	44.9	77.1	83.9	76.5	47.1	98.1	73	91.2

Source: JD- Agriculture office, Namakkal

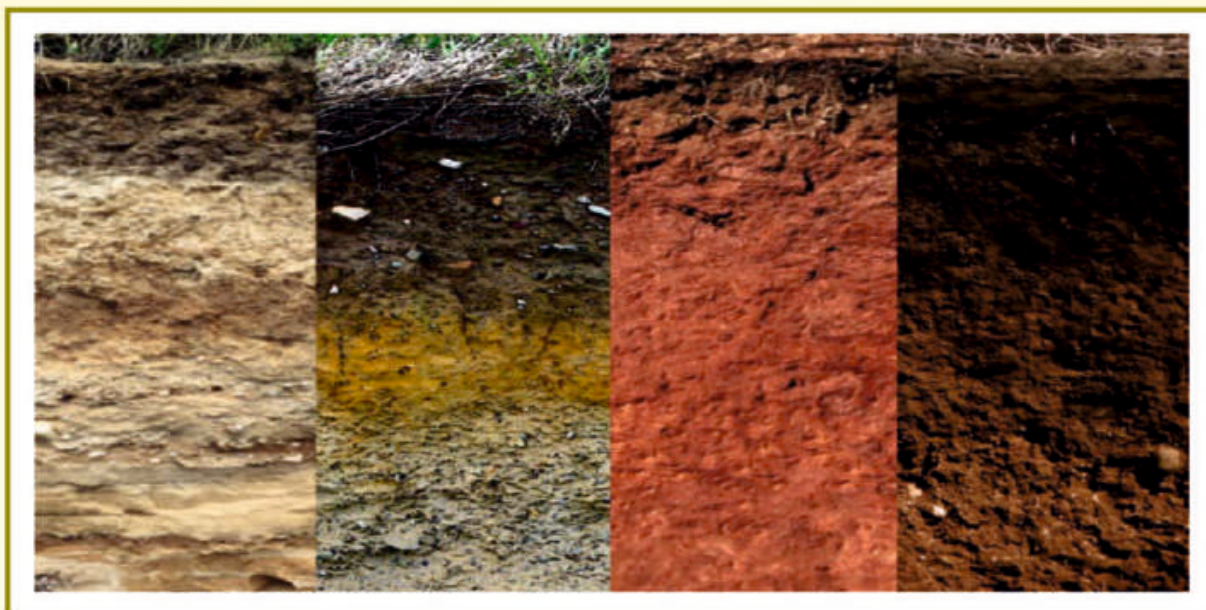
LAND USE PATTERN OF THE NAMAKKAL DISTRICT:

The following table represent the land use pattern in the district. Net area sown in the district has estimated as 199279 hectares.

Sl. No.	Classification	Current Year 2017-18	Year 2016-17	Year 2015-16
1.	Forest	1401.390	1401.390	1401.390
2.	Barren and Uncultivable uses	24539.015	24454.355	24454.355
3.	Land put to Non-Agricultural Uses	38763.849	38787.015	38738.32
4.	Cultivable Waste	4776.740	4759.730	4759.730
5.	Permanent Pastures and Other Grazing Land	6663.990	6663.290	6663.290
6.	Land Under Miscellaneous Tree Crops and Groves not included in Net Area Sown	3721.250	3767.74	3767.74
7.	Current Fallows	52265.730	65726.30	49130.620
8.	Other Fallows Land	14084.136	9321.455	9321.455
9.	Net Area Sown	147995.730	139330.555	155974.930
10.	Geographical Area According to Village Papers	294211.830	294211.830	294211.830
11.	Total Cropped Area	202844.296	165910.085	207844.835
12.	Area sown more than once	54848.566	26579.525	51869.905
13.	Reserve Forest	42507.602	42507.602	42507.602

Source: District statistics Handbook 2017-18

SOIL TYPE IN THE DISTRICT



The predominant soil type had red soil. Red loam had found in Namakkal, Tiruchengode, Rasipuram and Paramathi Taluks. The details of major soil types has furnished in the following Table .

Sl.No.	Type of Soil	Parts Prevailing
1.	Red Loam	Namakkal, Elachipalayam, Puduchatram, Mallasamudram, Rasipuram, Tiruchengode, Paramathi & Parts of Palliplalayam
2.	Lateritic Soil	Kollihills
3.	Black Soil	Erumapatti, Kabilaramalai, Mohanur, Namagiripet & Parts of Pallipalayam
4.	Sandy Coastal Alluviam	Kabilarmalai
5.	Red Sandy Soil	Puduchatram
6	Clay Loam	Sendamangalam, Vennandur and Erumapatti

Source: District statistics Handbook 2017-18



PERENNIAL RIVER:

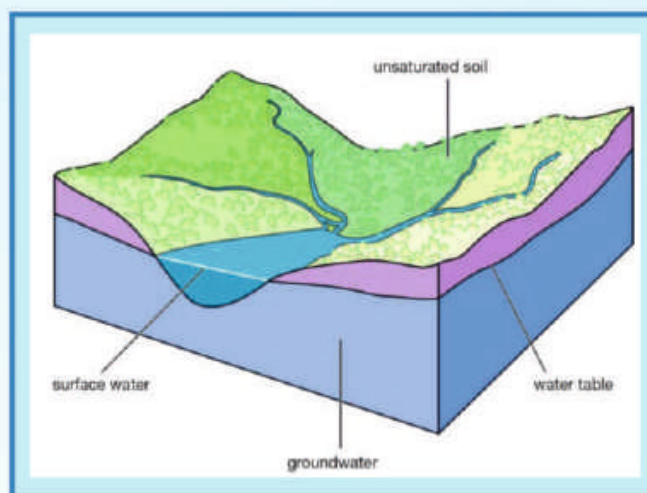
One of the famous perennial river, Cauvery flows through the paramthi Taluk of Namakkal District. It irrigates the lands of Pallipalayam, Paramthi, Kabilarmalai and Mohanur blocks in Namakkal. It runs 88.50 km from Pallipalayam to Oruvandur, in Mohanur block it irrigates the lands of 4452.84 hectares. The canal called Rajavaikkal passes around 21.35km and covers 3526.59 hectares . The Kumarapalayam canal is around 10.7 km and covers 1032.59 hectares. Lift irrigation system is a predominant source of irrigation not only for agricultural purpose but also for drinking water.

Thirumanimutharu River starts from Salem district and ends in Namakkal. It covers, 18,621 hectares by passing 105 kms long length of distance. It bebefits 34% of lands in Namakkal district.

The Karattaru which starts from Kolli hills runs up to Trichy District and the distance coverage is 41km irrigating a land area of 8318.05 hectare.

STATUS OF GROUNDWATER RESOURCE & MANAGEMENT

The status of ground water in Namakkal district had been changed over the past 5 years , due to the climate change, less rainfall and high temperature, this resulted in ground water depletion and change in the cropping pattern. Paddy cultivation area had also come down drastically due to less rainfall and monsoon failure.



Categorization based on Extraction (as on March 2013)	No. of Blocks	Name of Blocks
Over Exploited (>100%)	10	Erumapatti, Mallasamuthiram, Mohanur, Namagiripet, Namakkal, Paramathi, Puduchatram, Rasipuram and Senthamangalam, Vennandhur
Critical (90%-100%)	1	Elachipalayam
Semi Critical (70%-90%)	2	Komarapalayam, Tiruchengode
Safe (<70%)	2	Pallipalayam, Kollihills
Total	15	

Source : TWAD Board, Chennai

INFRASTRUCTURE OF NAMAKKAL DISTRICT:

POWER SUPPLY:



The Electricity is one of the energy, which is an enormous & essential component of economic growth. In Namakkal all the villages as had well connected with electricity and used it for domestic, agriculture, industry, commerce, institutions and public street lights and to provide the basic requirement of people.

In Namakkal District , the power consumption for the Industry had 41.43% as against the National average of 36.7%. For agriculture, it had 23.45 percent against the national average of 21 percent. The commercial consumption had 5.28 percent while the National average had 15.2 percent. In terms of analysis of taluk wise consumption of energy for various purposes like agriculture, industry , institution, trade and commerce and public, it is evident that all Categories of consumption had at high levels in Namakkal taluk among the industry Tiruchengode stands first.



100% Rural Electrification

ROAD & RAIL CONNECTIVITY



The road facilities had well thought- out as artillery of economy. The availability and quality of road is an important determinant factor for the fast flow of movement of goods and services from the place of origin to the point of burning up. The availability of the roads in the district has & analyzed here.

DISTRIBUTION OF TOTAL ROAD LENGTH IN NAMAKKAL DISTRICT IN 2011.

Sl.No	District Types of road	2001 Length in Road	@ Present
1	National Highways	61.8	---
2	State Highways	161.12	380.156
3	Major District Road	253.3	329.655
4	Other District Road	1301.94	1130.895
5	ODR - Sugarcane Road	0	96.400
6	Village panchayat road	3933.69	5612.12
	Total Road length km	5711.85	7549.229

Source; Divisional Engineer,Highways (C&M) Namakkal

The road transport facility of Namakkal District has excellent the National highways from Kashmir to Kanyakumari pass through this district for a length of nearly 50 km from the Salem to Karur district. The road connects to Salem in North up to Bangalore and to Northern States, Trichy in Eastern side up to Thanjavur and Nagapattinam, Karur in southern side up to Madurai and Kanyakumari and Erode in western side up to Coimbatore, Mysore in Karnataka State and Cochin in Kerala State. The Bus facilities are enormous for all the directions to connect important places of the state from Namakkal. The corporation bus service covers all the important towns, places of pilgrimage and other tourist places.

The accessibility of train facility has provided recently in Namakkal which connects to Salem, from where it connects to all the Northern places in India and its other side had connected to Karur for reaching all places of southern side of the state. Namakkal is also called as transport city because it has more number of lorries, tanker, trailers and trucks which operates through-out India.

In terms of air transport, the facility can be availed only by travelling up to 80km from Namakkal to Triuchirappalli which is an International airport. To reach the nearest domestic airport selam, it needs to travel around 55 km by road.

LAND HOLDING PATTERN OF THE FARMERS

There are five categories of land holdings. They are marginal (below 1 ha), small (1-2 ha), semi- medium (2-4 ha) , medium (4-10ha), large (10ha and above). As per the statistics, Majority of the farmers comes under Small and semi- medium category in Namakkal district.



NUMBER AND AREA OF OPERATIONAL LAND HOLDINGS

Size Class of holdings (Hectares)	Number				Area (ha)			
	S.C. (2)	S.T. (3)	OTHERS (4)	TOTAL (5)	S.C. (6)	S.T. (7)	OTHERS (8)	TOTAL (9)
0.0 - 0.5	4898	2309	38262	45469	1189.85	661.19	10404.11	12255.15
0.5 - 1.0	2404	2494	31576	36674	1781.16	1874.00	22860.80	26515.96
1.0 - 2.0	1462	3408	32303	37173	1807.37	4664.55	46703.54	53175.46
2.0 - 3.0	258	1065	14109	15432	619.46	2471.32	33860.83	36951.61
3.0 - 4.0	139	408	6309	6856	462.67	1400.17	21541.85	23404.69
4.0 - 5.0	33	207	3200	3440	147.56	917.59	14330.59	15395.74
5.0 - 7.5	13	124	2679	2816	77.73	736.29	16115.03	16929.05
7.5 - 10.0	1	62	700	763	8.57	418.20	5535.35	5962.12
10.0 - 20.0	3	16	276	295	33.13	193.97	3280.39	3507.49
20.0 & above	1	--	21	22	23.61	--	679.82	703.343
Total	9412	10093	129435	148935	6145.11	13337.28	175310.31	194798.69

Source: Agricultural Census 2011-12

IRRIGATION FACILITIES TO AGRICULTURE

The major irrigation system practiced in all blocks of Namakkal district had Bore wells. The surface water level had mainly restricted in four blocks such as Pallipalayam, Paramthi-Velur, Kabilarmalai and Mohanur. Cauvery has a perennial river of Namakkal District. The available sources of surface water has been fully exploited in the district hence the emphasis is now shifting to optimize the groundwater availability to avoid over exploitation of ground water and protect the environment. Groundwater development forms the major part of the minor irrigation programme and includes construction of dug well dug -cum-bore wells, filter points, shallow tube wells, etc.,

In Namakkal, Under the Kudimaramathu scheme the works had been carried out in 13lakhs and 3 water channels which had expected to provide better irrigation facilities to 9,159.85acres. During the year 2017- 18 80 farm ponds, 203 check dams and 519 ponds had newly created in the district for better irrigation.

ACTUAL AREA IRRIGATED BY SOURCE

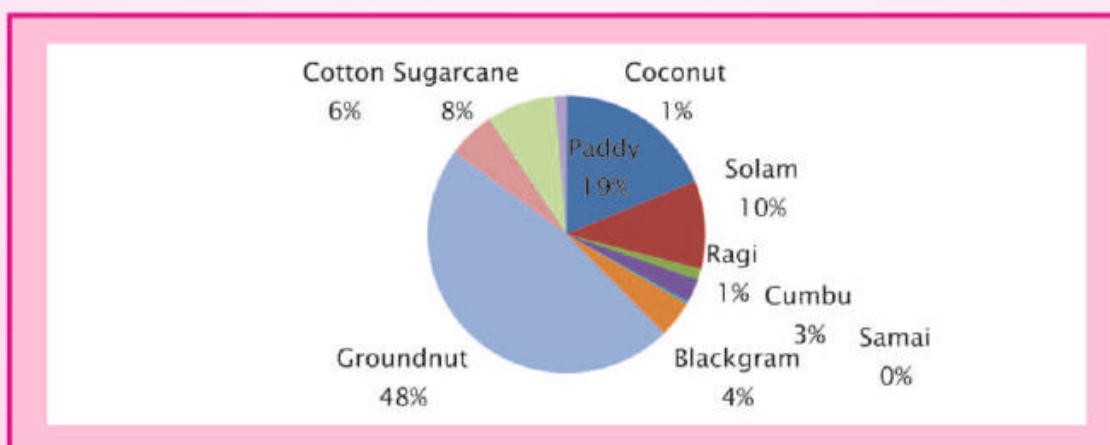
Source	Number	Area Irrigated	
		Net	Gross
1.Canals:	3		
(i) Government Canals	-	4284.28	5159.200
(ii) Private Canals			
2.Tanks:	-	-	-
(i) Large	67	-	-
(ii) Small	192	-	-
3.Flow Irrigation:	--	--	-
(i) Major & Medium	--	--	-
(ii) Minor			
4.Lift Irrigation:	--	--	-
(i) Major & Medium	--	--	-
(ii) Minor			
5.Ponds:	--	--	-
(i) Lift Irrigation	--	--	-
(ii) Minor			
6.Other Sources:		--	-
(i) Lift Irrigation		--	-
(ii) Flow Irrigation			
7.Ground Water:			
1. Public		9393.77	13093.99
2. Private Tube wells		41607.66	63737.10
3. Dug wells		-	-
4. I) with Pump sets		-	-
II) Without Pump sets			
		55285.71	81990.29

Source: 'G' Return 2017-18

AGRICULTURE STATUS OF NAMAKKAL

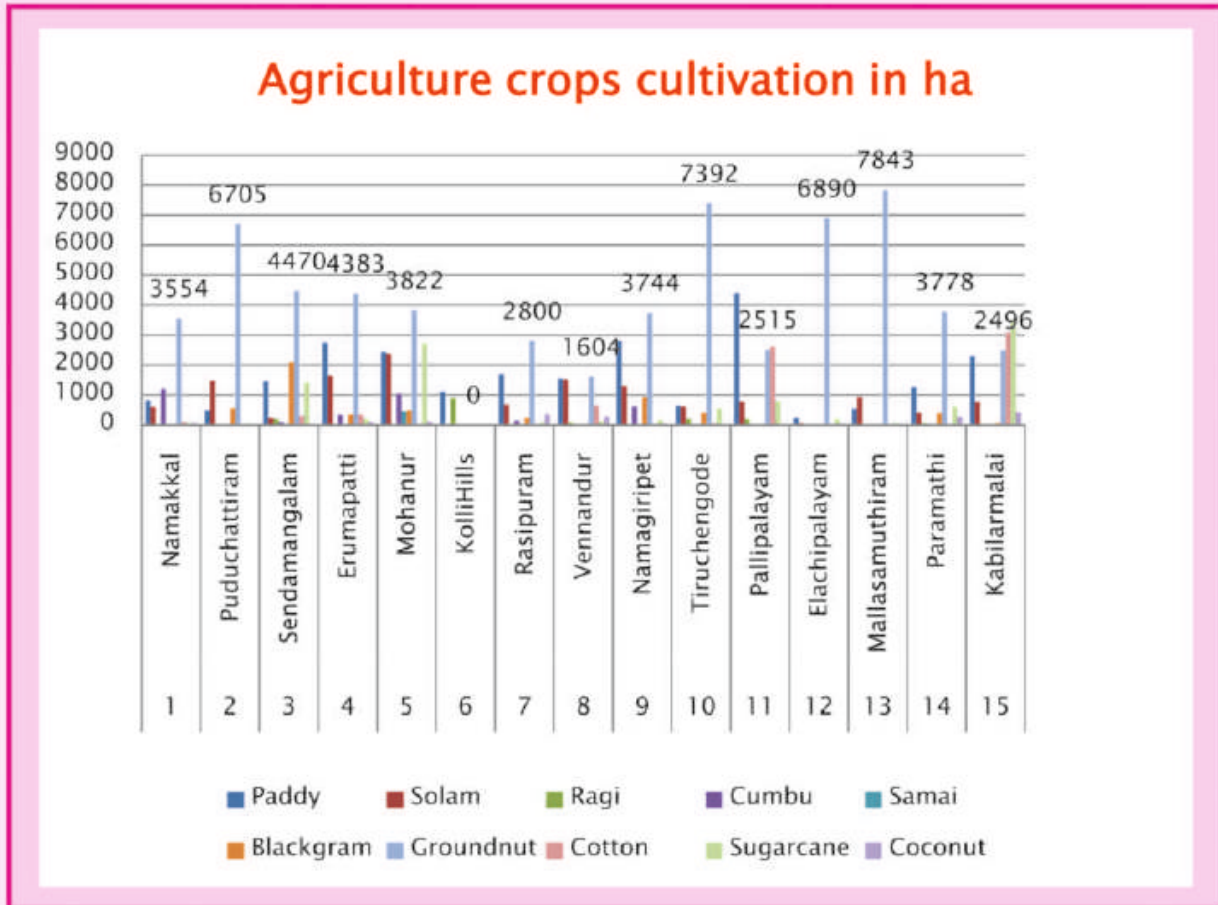
The Agriculture is the main activity in Namakkal and the major crops grown here are paddy, groundnut, tapioca, sugarcane, turmeric, banana, maize , green gram, sorghum & minor millets.

AREA CULTIVATION IN Ha



Source: JD-Agriculture 2018-19

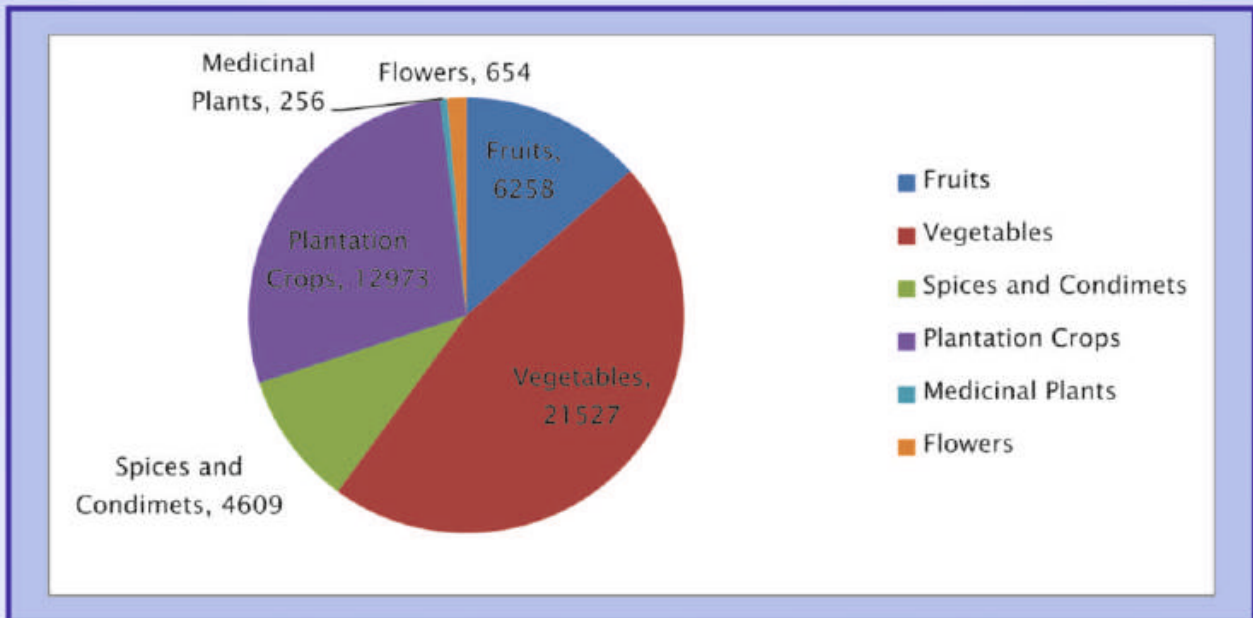
The Crop cultivation shown in block wise the groundnut was the major crop 66996 against the total 130552 Ha which contributes to 47.48%. The 2nd highest cultivable crop is paddy which contributes to 21513 Ha which was 18.77%. The 3rd highest cultivable crop is cholam which contributes to 13375 Ha which was 10.24%. The lowest sown crop is samai which contributes to 459 Ha.



HORTICULTURE STATUS

The major horticulture crop in the district has banana (Mohanur and Namagiripet blocks), Mango (Sendhamangalam block), Tomato & Turmeric (Namagiripet block), Jack fruit, Pineapple & Coffee in Kollihills and betelvine on the sides of river Cauvery through the blocks of Paramathi – Velur, Kabilarmalai and Mohanur Vegetable like Tomato, Onion, Brinjal, Ladies finger, Potato, Yam had also grown in the district in smaller area.

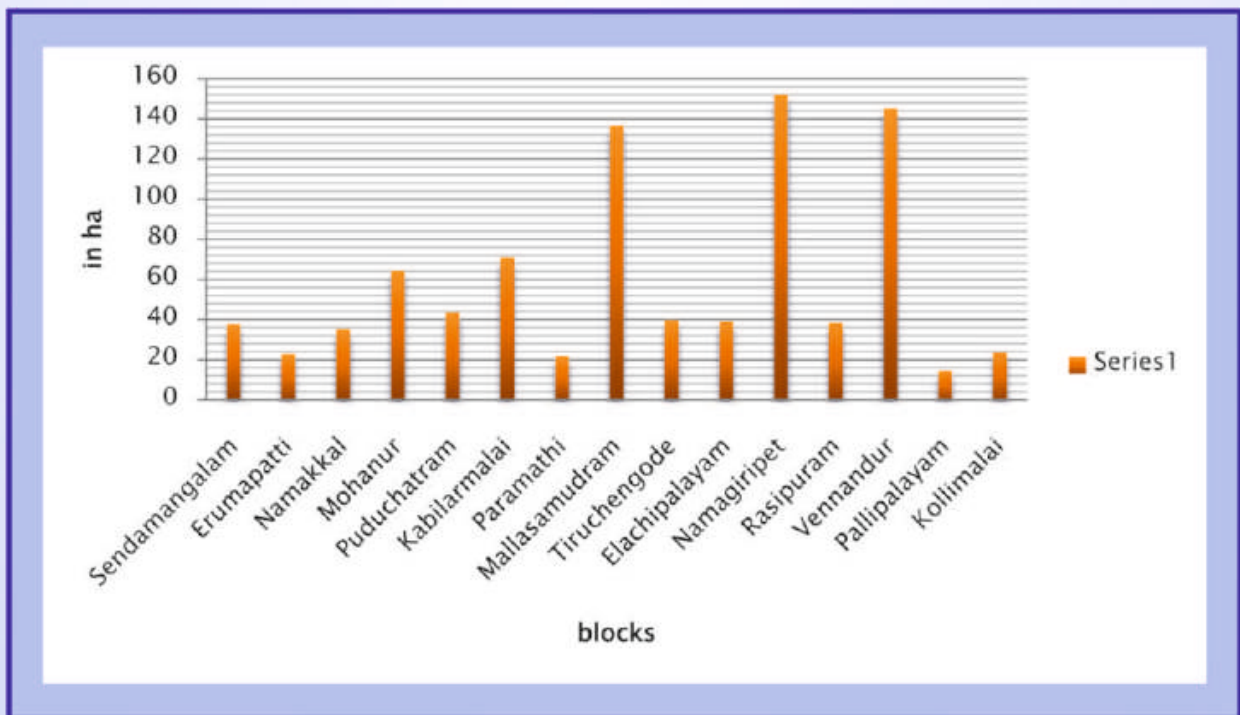
A banana ripening chamber of 50MT capacity had also been commissioned by the Government of Tamil Nadu in Mohanur block.



Source: AD, Horticulture, Namakkal 2018-19

SERICULTURE STATUS :

According to the statistics, the farmers of Namagiripet, Vennandur, Mallasamuthiram and Kabilarmalai actively involved in sericulture farming activity, Compared with the last year report Vennandur block was slipped to 2nd place from the top and Tiruchengode had slipped to 4th place from 3rd place.



Source: Assistant Director – Sericulture 2018-19

SI.No	Name of the block	Area under Mulberry (in Hectares)	Production of Cocoons (In Kg) -	Value in Rupees@ Rs.280/kg -
1	Sendamangalam	37.80	25347	7097160
2	Erumapatti	22.80	9350	2618000
3	Namakkal	35.30	27252	7630560
4	Mohanur	64.20	43476	12173280
5	Puduchatram	43.50	38753	10850840
6	Kabilarmalai	71.00	44051	12334280
7	Paramathi	22.00	13652	3822560
8	Mallasamudram	136.76	77191	21613480
9	Tiruchengode	39.88	31318	8769040
10	Elachipalayam	39.00	27506	7701680
11	Namagiripet	152.20	95274	26676720
12	Rasipuram	38.30	25432	7120960
13	Vennandur	145.20	106943	29944040
14	Pallipalayam	14.60	9439	2642920
15	Kollimalai	23.56	134.96	3778880
Total		886.30	588480	164774400

Source: Assistant Director – Sericulture 2018-19

INFRASTRUCTURE AND MARKETING FACILITIES

Marketing of agriculture produces had done through various regulated markets, co-operative marketing societies, Uzhavarsandhai (Fruits and Vegetables) , Wholesales markets and Local Sandies. Apart from these, Weekly markets and daily markets also exist in the district. For the better outcome of fruits , vegetables and commodities the infrastructure facilities for seed processing, storage godown, testing laboratories and outlets were essential. hence the district had established the following infrastructure facilities.

MARKETING INFRASTRUCTURE :

S.No.	Type	Total Numbers
1.	Regulated market(APMC)	6
2	Wholesale markets(Traders)	8
3	Co-op marketing societies	15
4	Local Shandies	35
5	Uzhavarsandais	4
6	Cold Storage Godown	6
7	Drying Yards	570
8	Commercial grading centre	2
9	Soil testing laboratories	1
10	Mobile soil testing laboratories	1
11	Farmers training centre	1
12	Seed Processing unit	3
13	Bio-Control laboratory	1
14	Amma extension centre	32
15	Fertilisers outlet	416
16	Pesticide outlets	210
17	Seed outlet	235

Source: Potential credit Plan 2019-20

Regulated market was a weekly or wholesale market where buying and selling had regulated and controlled by the state government through the market committee. The primary objective of the regulated market has safeguard the interest of the producer, sellers raise the standards of the local Markets where the first exchange of the goods takes place. Namakkal has 6 regulated markets through which the farmers sell their agri products directly to the government and private players.

Agricultural Marketing and Regulated Markets

(Units in Metric Tonnes)

Sl. No	Name of the Product	Namakkal	Tiruchengode	Rasipuram	Namagiripettai	Paramathi-Velur	Solakkadu (KolliHills)
		Arrival	Arrival	Arrival	Arrival	Arrival	Arrival
1.	Paddy	12	61	1063	1	-	-
2.	Jowar	194	103	-	-	-	5
3	Cumbu	171	69	-	-	-	7
4	Groundnut	-	384	15	80	81	-
5	Cocount	2551	642	576	786	6328	200
6	Castor	21	1	-	-	-	-
7	Greengram	26	6	-	-	-	-
8	Cotton	890	794	441	165	-	-
9	Canegur	362	1114	1565	-	4372	-
10	Maize	730	1049	1780	300	-	170
11	Turmeric	629	2453	12	3129	82	-
12	Chillies	-	12	13	-	32	-
13	Onion	-	-	-	-	-	-
14	Sunflower	-	-	-	-	-	-
15	Topiaco	-	-	-	-	-	-
16	Blockgram	12	52	26			
17	Gingelly	21	112	-	-	-	-
18	Ragi	10	1505	6	-	-	5
19	Tomato	-	-	-	-	-	-
20	Horsegram	-	-	-	-	-	-
21	Ladiesfinger	-	-	-	-	-	-
22	Cowpea	-	-	-	-	-	-
	Total	5629	8367	5497	4461	10895	387

Source: Secretary, Market Committee, Salem. 2018-19

LIVESTOCK SECTOR:

Namakkal is the only district in Tamilnadu where poultry plays a main sector than other sectors.



The livestock and poultry sector had played the main role of revenue and employment in Namakkal district.

ANIMAL HUSBANDRY AND DAIRY DEVELOPMENT

The Animal husbandry provides the core livelihood to millions of people and the main stay of small and marginal farmers and landless poor. It has played a vital role in providing subsidiary employment to rural folk and guaranteed household income to landless agricultural labourer's , small and marginal farmers. The sector had also contributes to minimize migration, empower women and protect the environment.

Livestock population

Sl.No	Classification	Numbers
	Cattle	
	1.Male	
	i.Under one year	15984
	ii. one to 2.5 years	12486
	iii.Over 2.5 years	5946
	2.Female	
	i.Under one year	62968
	ii. one to 2.5 years	65102
	iii.Over 2.5 years	
	a. In milk	166591
	b. Dry	48541
	c. Not Calved even once	8521
	Cattle Total	332199
	3.Sheep	114537
	4. Goats	398694
	5. Horses and Ponies	61
	6. Pigs	10018
	7. Mules	-
	8.Camels	-
	9.Donkeys	27
	10.Domestic Dogs	66551
	Total Livestock	702103
	Poultry	
	1.Fowls	29323247
	2.Ducks	822
	Total Poultry	30408177

Source: District statistics Handbook 2016-17

DAIRY DEVELOPMENT

Namakkal district recently announced the separate Milk union from Salem milk union for the better performance.

1. No.of Milk Cooperative Societies - 494
Quantily of Milk produced Litres (In Lakhs) per day- 1.62
2. No .of Milk chilling Units - 12

Chilling units in Namakkal

- Paramathi Velur Chilling Centre
- Namakkal Chilling Centre
- A.Andikuttai Bulk Milk Chilling Centre
- Vettukadu Bulk Milk Chilling Centre
- Solakadu Bulk Milk Chilling Centre
- Singalandapuram Bulk Milk Chilling Centre
- Philipakuttai Bulk Milk Chilling Centre
- Kamarajar Bulk Milk Chilling Centre
- T.kumbakuttai Bulk Milk Chilling Centre
- RPudupatti Bulk Milk Chilling Centre
- Mangalam Bulk Milk Chilling Centre
- Vadugam Bulk Milk Chilling Centre



Source: Deputy Registrar (Dairying), Namakkal.

The Namakkal District has been a dry/rain fed district, it is difficult for farmer to get green fodder throughout the year. So, it is essential to have silages for storing green fodder. And rearing of animal has an additional income to farmers which give some cushioning effect during the failure of monsoon. This activity has also support the farmer to start the organic farm by using animal waste.



POULTRY DEVELOPMENT

Poultry rearing is one of the important activities of Animal Husbandry Sector in the district and there are 987 Poultry farms in around Namakkal district. Under these farms 32406800 eggs are daily produced from 40508500 Birds and it stands 1st position in supply of eggs. It has huge domestic and export focuses Layers unit, Feed mixing units, Broilers unit and Hatchery units.



Sl.No.	Name of the Taluk	No.of Farms	No.of Birds	Total No.of Eggs Produced per day
1	Namakkal	499	24379800	19503840
2	Rasipuram	130	6372800	5098240
3	Paramathi-Velur	35	1875500	1500400
4	Tiruchengode	-	-	-
5	Sendamangalam	30	2027500	1622000
6	KolliHills	-	-	-
7	Komarapalayam	3	185000	148000

Source: District Poultry Development Office

Maize is one of the major inputs in poultry feed making , Namakkal is a major importer of this commodity not only from neighboring districts but also from the Northern states like Bihar and Uttarpradesh.

Analysis of Maize Demand and Supply is added in Annexure -4

Fisheries

- Total Inland Fresh Water Spread Area : 6637 ha
- Marine / Inland Fishing Villages : 28

Sl.No.	Name of the Block	No.of Families Engaged	Quantity (Tones) (Approximately)	Vale (Rs. In Lakhs) (Approximately)
1	Paramathi	60	1500	1050 Lakhs
2	Kabilarmalai	80	1700	1190 Lakhs
3	Pallipalayam	100	2400	1680 Lakhs
4	Mallasamuthiram	2	500	350 Lakhs
5	Vennandur	3	204.18	142.926 Lakhs
6	Elachipalayam	5	170	119 Lakhs
7	Tiruchengode	5	130	91 Lakhs
8	Namagiripet	4	90	63 Lakhs
9	Mohanur	20	1170	819 Lakhs
10	KolliHills	15	90	58.5 Lakhs
	Total	294	7954.18	

(District Statistics Handbook 2017-18)

FOOD AND AGRO PROCESSING:

The Namakkal district has a huge potential for the development of food and agro processing units. There is a possibility to convert the existing resources into Dairy, Fruits & Vegetable processing, Grain Processing, Meat, Fisheries, consumer foods including packaged foods.

THE POSSIBLE ENTERPRISES IN NAMAKKAL DISTRICT AS BELOW:

- Groundnut decortiating
- Modern rice mills
- Oil mills
- Jaggery units
- Meat processing unit
- Cattle feed plant
- Sago factory
- Poultry feed mill
- Green Enterprises



RESOURCE INSTITUTIONS

The Tamilnadu veterinary science and Research Institute is located in Laddhuvadi village of Namakkal district. It extended their research activities in the area of Poultry and veterinary field and Vivekananda institute of Medical Science and Research is located in Tiruchengode. They extended their services in the field of Medical science, apart from that, KVK, TANUVAS, Broiler Research Institute, RSETI and Ashok Leyland Driver Training Institute also functioning in this District for improving technical knowledge of farmers, non-farmers in respective themes.



INDUSTRIAL SCENARIO

The small, medium and large enterprises play a vital role in the economic development, especially in providing employment to the industrial sector ranging from traditional rural crafts to technology oriented industrial units .

Area	Number of registered units	Investment (Cr)	Employment (No)
Tamilnadu	217981	25373.12	1378544
Namakkal	5443`	330.67	88552

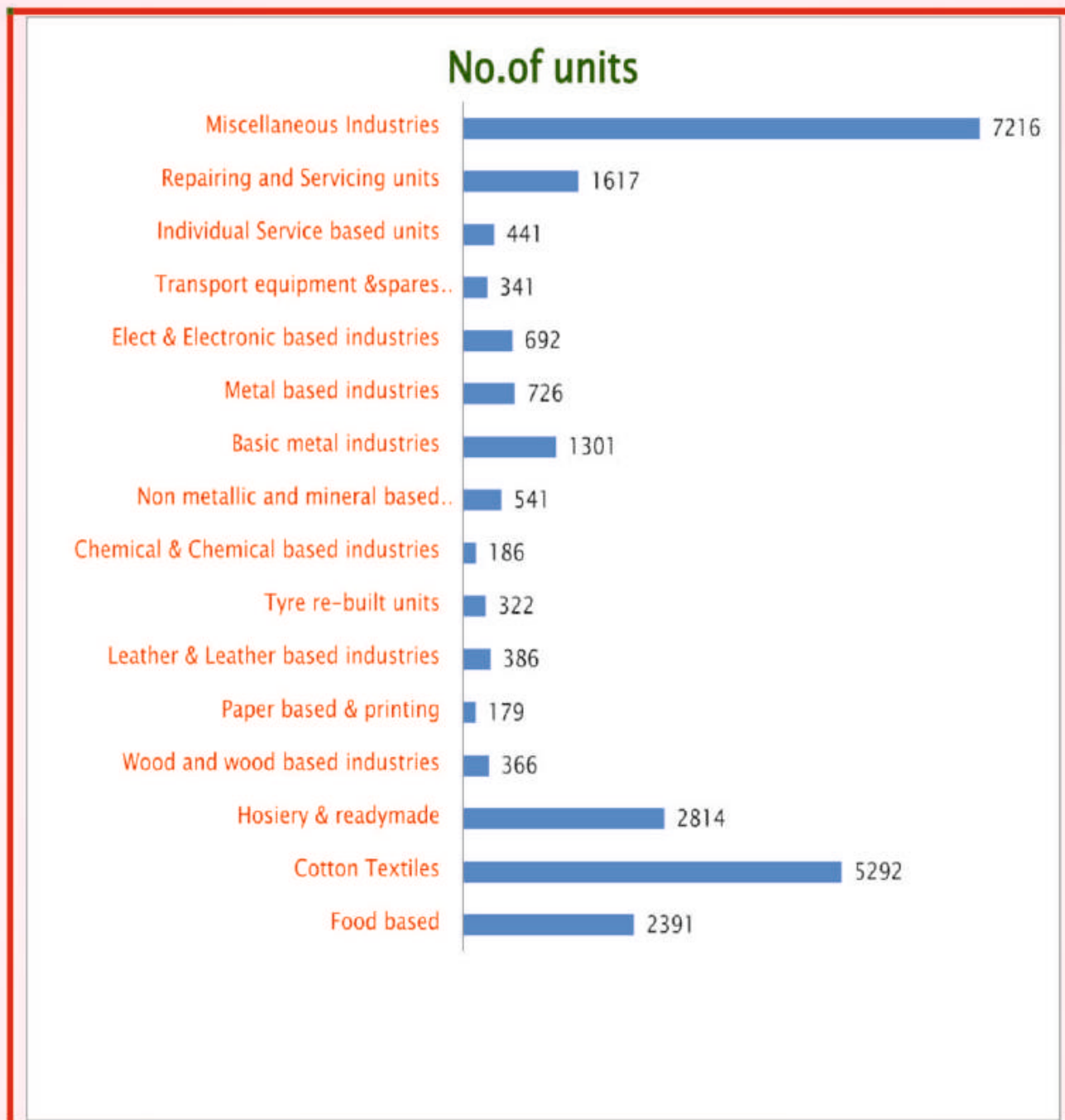
Source: www.dicnmkl.com

- Namakkal is well known as Transport city and Egg city
- Rasipuram Town in Namakkal District that had known for its distinctive type of Ghee since several decades.
- There are 150 lorry building workshops in and around Namakkal Taluk.
- Namakkal region has consists of many poultry industries.
- There are 176 Sago industries and power looms for weaving of Cloths in Namakkal District.
- More than 10,000 power looms, 37 spinning mills, One Sugar mill and one Paper mill are functioning in Namakkal District.
- Morethan 2,000 Rig Vehicles per day is operating from Namakkal District, all over india.

INDUSTRIAL CLUSTERS IN THE DISTRICT :

- ✓ Automobile lorry body building units in Namakkal had identified by the MSMEDI Chennai.
- ✓ Namakkal and Tamilnadu Lorry Body Builders Cluster contributes in lorry body and cabin building in a substantial manner, that what capacity to build 3,00,000 per annum and bodies that built by nearly 1,000+ micro/small lorry body building units. This had a substantial capacity contributing by the cluster to the automotive industry of India.
- ✓ The cluster had also developed in exclusive industrial estate for truck body builders, to house 307 units at Velagoundampatty village which had about 15 kms away from the town.
- ✓ The global investor meet 2015 had highlighted Tiruchengode, Kumarapalayam and Pallipalayam had considered as the Textile Cluster of Namakkal District.
- ✓ Power loom cluster of Pallipalayam and Tiruchengode had contributed in supplying of fabrics for woven products and home textile products.

Type of industries in Namakkal



Source: www.dicnmkl.com

Block wise Enterprises in Namakkal

Name of the Product	Suitable Blocks.
Poultry based Products	Namakkal ,Erumaipatti, Elachipalayam, Puduchatram
Lorry body building	Namakkal, Tiruchengode
Sago & Starch	Sendamangalam, Rasipuram & Namagiripettai.
Coir fibre, yarn and pith block	Kabilarmalai, Paramathi & Mohanur
Power loom	Pallipalayam, Tiruchengode & Rasipuram
Country & Fly ash bricks	Tiruchengode, Mallasamuthram & Vennandur
Ready made garments	Pallipalayam, Tiruchengode & Rasipuram
Lorry repairing and servicing	Namakkal & Tiruchengode
Dairy Products	Rasipuram, Puduchatram&Mohanur

Source: www.dicnmkl.com

Raw material based opportunities in non-farm sector

Raw material based	Sago, Rice Mills, Flour mills, Bakery products, Milk-Products, Extraction of edible oils, PVC Pipes, Tube lights, Cotton fabrics, Cotton yarn, Ready-made Garments, Egg and Egg products.
Demand based.	Egg Tray, General Engineering, Sago Appalam, Jaggery
Skill based	Lorry body building, Power loom Operators, Rig Mechanic.
Export oriented	Cotton fabrics, Garments, Turkey towels & Eggs.
Rural artisans based	Ornamental, Pottery, artistic brass-ware, wall hangings made of korai mat and terra cotta articles etc.,

POWERLOOM SECTOR:

The Power loom sector is one of the most significant segments of the textile value chain. Within the weaving sector, increasing dominance of the power loom sector is being witnessed over the years. Tamilnadu holds the second position in the country in terms of number of power looms installed. There are about 24.86 lakh registered power looms in India, of which, Tamilnadu has 5.63 lakh power looms with 10.19 lakh workforce. The State has 212 Power loom Weavers Co-operative Societies and these Societies are producing cloth required for the Cost free Distribution of Sarees and Dhoties Schemes and the Schemes of Free Supply of Uniforms to School Children. The Ready-made Garments and Home Textiles sector, which are mainly focusing on international market, are highly dependent on the Power loom sector to meet their fabric requirement.

The Powerloom Sector produces a variety of fabrics for domestic as well as export markets, such as shirting, suitings, dress material, saree, dhoti, towels, furnishing, shawls, blankets, tweeds etc.

THE DEVELOPMENT OF POWERLOOMS IN TAMILNADU:

In Tamilnadu the powerloom sector plays a pivotal role in the economic development. The reasons for the growth of powerloom in Tamilnadu were well developed transportation and infrastructure. The towns like Madurai, Erode, Coimbatore, Salem and Namakkal are the major centres of the powerloom.

The powerloom units are neither household nor industrial units but they are a mixture of both. As the size of the units is generally small, they are more like a cottage industry in Tamilnadu that have been grown out of handloom weaving households. This is true in the case of all the powerloom clusters like Coimbatore, Erode, Salem, Karur and Madurai etc. Therefore, its structure is more akin to handloom weaving by the use of dyed yarn and by way of conventional warping and, hence, they are termed as tiny and cottage units and not as an industrial factory.

As per the data of Tamilnadu New Integrated Policy 2019, Namakkal district comes under Erode and Salem Powerloom clusters.

In the Erode Powerloom Cluster covered Komarapalayam and Pallipalyam region comes and vice Rasipuram and Tiruchengode region comes under Salem Powerloom Cluster.

Large number of Powerloom were located in and around Pallipalayam and Komarapalayam sub clusters where around 65,000 looms engaged in textile weaving. The major varieties being produced in Komarapalayam area are Dhoti, Lungi and grey material.

Under the Erode Cluster of Palipalayam area there are 20000 looms were available and 45000 looms in Komarapalyam area. Under the Salem cluster, Tiruchengode Taluk Powerlooms weavers producing grey fabrics, dhotis, bed sheets, towels etc. There are having 6000 looms in Rasipuram Taluk and 55000 looms in Tiruchengode Taluk.

This sector requires modernization and technological upgradation to cope up with the cut-throat competition in the domestic and overseas market. Government will take all steps to encourage the power looms sector to modernize and fill the gaps in the sector.

INCENTIVES OFFERED:

The following assistances are provided by the Government for the development of the Power looms sector:

- i.** Scheme for Free Supply of Electricity to Power loom Weaver @ 750 units per month for about 1.06 lakh Power loom units have can benefitted Concession power tariff Power loom sector;
- ii.** Production of Sarees and Dhoties under Cost Free Distribution of Sarees and Dhoties Schemes and production of Uniforms Cloth Varieties under Scheme of Free Supply of Uniforms to School Children to provide continuous employment to power loom weavers in co- operative fold and to fulfil the clothing needs of the people and pupils of Tamilnadu;
- iii.** 10% Credit Linked Capital Investment Subsidy for Power loom sector for investments on brand new shuttle-less looms under Amended Technology Upgradation Fund Scheme (ATUFS);
- iv.** To provide world class infrastructure to integrate production chain, to fulfil the business needs, to boost production and export, to overcome the bottlenecks in infrastructure and common facilities in brownfield clusters, subsidy of 60% of the project cost with maximum ceiling upto Rs.50 crore under Modified Comprehensive Power loom Cluster Development Scheme (MCPCDS) of the Government of India;
- v.** Insurance cover to the power loom workers in case of natural death, accidental death and partial / permanent disability due to accident, under Universal Insurance Coverage Scheme of the Government of India with coverage of Rs.1,00,000/- to Rs. 4,00,000/-;

vi.To provide specific skills as per the requirement of Apparel and other Segments of Textile Industry, 75% of the cost subject to the ceiling of Rs.10,000/- per person under Integrated Skill Development Scheme (ISDS);

vii.Financial assistance such as life insurance over, marriage assistance , educational assistance, maternity assistance, assistance for purchase of spectacles and pensionary benefit to the Power loom weaving workers through the Tamilnadu Power loom Weaving Worker's Welfare Board;

viii.The State Government will continue to implement the Central schemes for the welfare and development of the power loom sector as a whole;

ix.Implementation of PowerTex India, a Comprehensive Scheme for Power loom Sector Development launched by the Government of India with the following components;



a) In-situ Upgradation of Plain Power looms :

Financial assistance ranging from Rs.20,000/- to Rs.81,000/- is provided to economically weaker low –end Power loom units for upgrading plain looms to semi –automatic/shuttle less loom.

b) Group Workshed Scheme (GWS):

To facilitate establishment of worksheds for shuttleless looms, subsidy of Rs.400/- to Rs.900/- per sq.ft is provided towards the cost of construction.

c) Yarn Bank Scheme:

Interest free corpus fund upto Rs.200 lakh per yarn bank is extended to Special Purpose Vehicle/Consortium to purchase yarn at wholesale rate.

d) Common Facility Centre (CFC)

Subsidy upto Rs.200 lakh per CFC is provided for setting up of design centre/studio, testing facilities, training centre, information cum trade centre and common raw material/ yarn/sales depot, water treatment plans, dormitory, worker's residential space, pre-weaving and post – weaving facilities etc.

e) Pradhan Mantri Credit Scheme for Power loom Weavers:

Margin Money Subsidy @20% of project cost, with ceiling of Rs.1 lakh and Interest Subvention @ 6% per year for working capital loan and term loan for a maximum period of 5 years is provided to decentralized Power loom units/ weavers to meet their credit requirements.

f) Solar Energy Scheme for Power looms :

Financial assistance /capital subsidy ranging from Rs.2.23 lakh to Rs.8.55 lakh is provided to small Power loom units having upto 8 looms, for installation of Solar Photo Voltaic Plant.

g) Financial assistance towards Facilitation, IT, Awareness, Market Development and Publicity in Power loom sector.

h) Tex-Venture Capital Fund.

50% of project cost, with a ceiling of Rs.3 crore is invested by SIDBI Venture Capital Fund Ltd., (SVCL) as equity shares and /or instruments convertible into equity in innovative private Power loom MSME companies.

x.The Government of Tamilnadu will provide 10% additional Capital Subsidy, subject to Rs.4 lakh per loom for purchase of brand new shuttleless looms under Amended Technology Upgradation Fund Scheme (ATUFS);

xi.The Government of India is providing 10% Capital Subsidy for promoting brand new preparatory machines. The State Government will provide additional 10% Capital Subsidy subjects to a ceiling of Rs.30 lakh per unit (2Units of Warping Machines & 1 Units of Sizing Machine);

xii.The Government of India is providing 50% Capital Subsidy for in -situ upgradation of Plain looms to Semi Automatic Shuttle Looms, Semi Automatic Shuttle looms to shuttleless Rapier Looms, Plain Looms to Shuttleless Rapier Looms under Power Tex India. The State Government will also provide 10% additional capital subsidy under this scheme;

xiii.To fulfil the business needs and integrate the production and boost the export by creating world class infrastructure , 9% of project cost, with a maximum ceiling of Rs.9 crore will be provided as State grant similar to the grants provided Scheme for Integrated Textile Parks (SITP) under Modified Comprehensive Power Loom Cluster Development Scheme (MCPCDS);

To improve the productivity of Powerloom sector wide range of understanding about the market, trends, designs and government subsidy programme required by the weavers. The gap between the demand and supply of the above may addressed by these types of studies/project may transform the knowledge to the needy communities on time.

SERVICE SECTOR:

Education :

There are currently 53 Arts & Science colleges, 30 Engineering Colleges, 13 Polytechnic College, 9 College of Education institutes, 1 Physical education college, 1 Government College of Education , 1 Veterinary college and 1 Law college is functioning in Namakkal district and also 1 Medical college was sanctioned by the government recently . In these institution has 64662 students seat capacity. Apart from these are 1117 Schools functioning in Namakkal and has 159406 Students capacity. Both put together Namakkal district alone has 224068 students studies in a year from class 1 to P.hd . It observed that the district has huge potential for employment in Boarding and lodging, Internet browsing centres, Educational coaching centres for higher education's DTP and Photocopy centres, Competitive exam coaching centres and hostel for Boys and Girls.



TRANSPORT SECTOR :

The Namakkal name has conjure up varied interesting historical, religious and disparate recalls one of which for may concerning the diverse mushrooming trucks and transport related fabricators, manufacturers and technical service providers in the region. Namakkal , a small and vibrant city in central Tamil nadu and is an important centre for the trucking community and herein are located multitude of truck body and bus/coach building companies both big and small; and the place also known as the main hub and source of well trained professional truck drivers and talented technicians of varied skill sets. It has also been a place which has seen the genesis of several of the leading transport companies and entrepreneurs having their business skills finely honed therein, before spreading out to look around for greener pasture elsewhere.

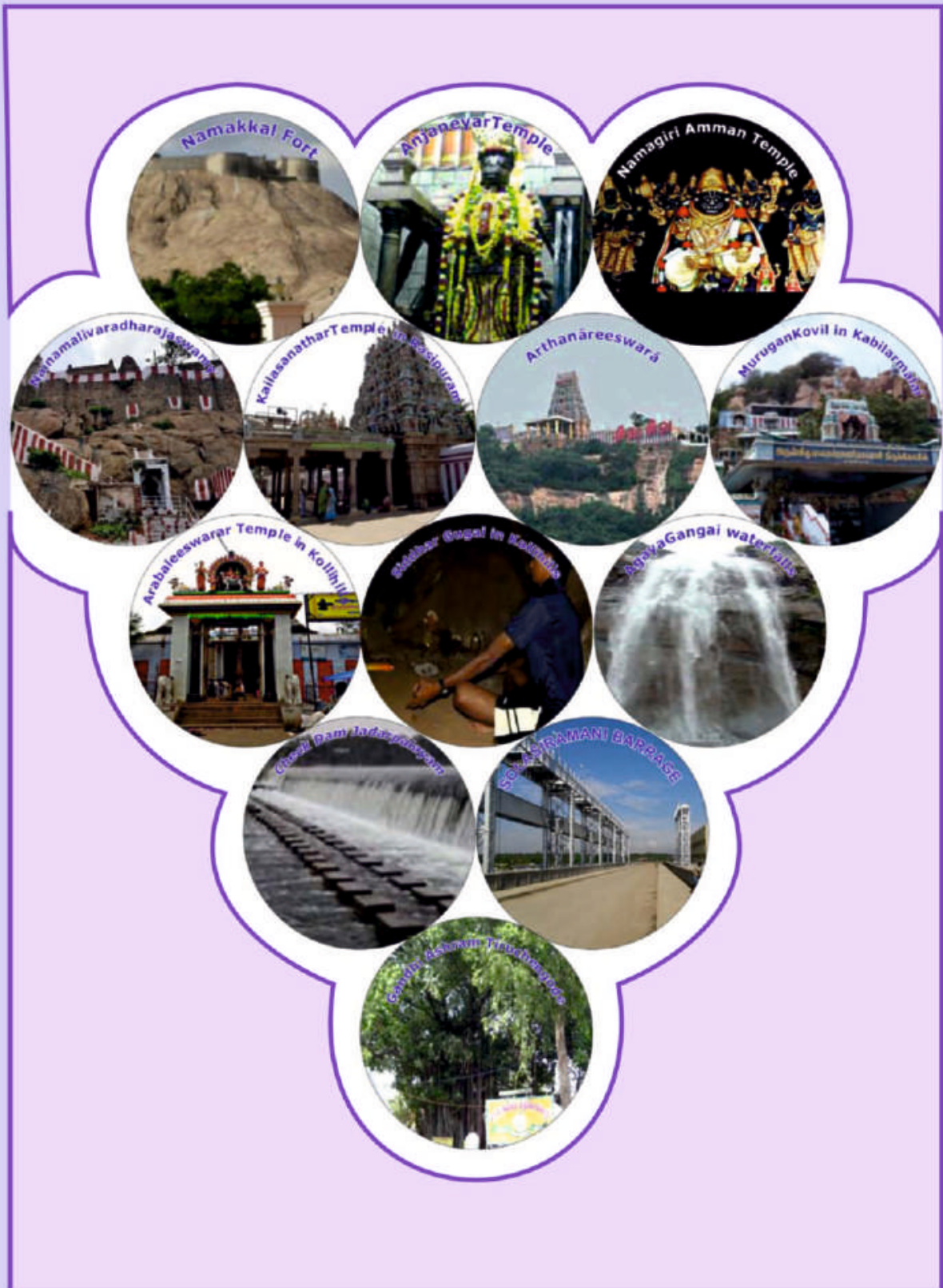


Major Transport Players:

- ✓ NTC Logistics
- ✓ Thunaivan Lorry Service
- ✓ Sri Ganesh Transports
- ✓ Roadstar Express PVT Ltd
- ✓ Namakkal South India Transports



TOURISM SPOTS



NAMAKKAL FORT:

The Namakkal Fort is a historic fort famous in Namakkal District in unique in South India. The fort was built during the reign of Thirumalai Nayakof Madurai in 17th Century. The fort is located on the top of a hillock made of a single rock, 75m (246ft) tall.

ANJANEYAR TEMPLE

The Namakkal Anjaneyar Temple is located in Namakkal and is dedicated to the Hindu god Hanuman. It was constructed in the Dravidian style of architecture. The legend of the temple is associated with Narasimha, an avatar of Hindu god Vishnu appearing for Hanuman and Lakshmi. The image of Anjaneyar is 18ft (5.5m) tall, making it one of the tallest images of Hanuman in India.

NARASIMHA SWAMY TEMPLE:

Narasimhaswamy Temple in Namakkal town is dedicated to the Hindu god Narasimha, an avatar of Vishnu, Constructed in the Dravidian style of architecture and Rock-cut architecture. The legend of the temple is associated with Narasimha, an avatar of Hindu god Vishnu appearing for Lakshmi his consort, and Hanuman. Based on the architectural features, historians believe that the temple was built during the 8th century.

JEDARPALAYAM CHECK-DAM

Jedarpalayam is located 33 kilometres from District Headquarters and 16 kilometres from Taluk Headquarters Paramathi velur. The village is located very close to Cauvery River. The dam is constructed across the River Cauvery where tourists flock in large numbers during festival season and on weekends. This Dam is having a water storage area for boating.

ARDHANAREESWARAR TEMPLE:

The temple is dedicated to God Ardhanareeswarar the unique half-male half-female of Lord Shiva. It is perhaps the only temple in Asia where this rare form of the Divine is enshrined as the principal deity. The deity here is also well known as Madhorubagan and Ammaiappan (Mother- father).

AGAYA GANGAI WATERFALLS:

An Agaya Gangai waterfall is located in Kolli Hills of the Eastern Ghats, in India,. Panchanathi, a jungle stream, cascades down as the Agayagangai (English: Ganges of Sky), near Arapaleeswarar temple a top the Kolli Hills It is a 300feet (91m) waterfall of the river Aiyaru.

SIDDHAR GUGAI IN KOLLIHILLS

Korakkar is originally a Tamil Siddhar, and one of the 18 celebrated siddhars of Tamilandu. He was a student of the Siddhars Agathiyar and Bogar and is mentioned various times in the works of Bogar. Korakkar caves are found in Chaturagiri and Kolli Hills. Like other siddhas, Korakkar had written songs on Medicine, Philosophy, and Alchemy.

ARABALEESWARAR TEMPLE IN KOLLIHILLS

The temple was built during the reign of King Kulothunga Cholan 1400 years ago, but it's had history dates back to a much earlier period more than 2000 years ago. Arabaleeswarar was worshipped by **Valvil Ori**, the Mazhavar king who ruled the Kollihills.

GANDHI ASHRAM TIRUCHENGODE

It is not a tall claim to make that what was Sabharmati to Gujarat was Tiruchengode Gandhi Ashram to Tamilnadu. Gandhiji christened his experiment at Sabharmati as Satyagraha Ashram. Rajaji had christened his experiment in Namakkal District at Gandhi Ashram.

MURUGAN KOVIL IN KABILARMALAI

Kabilarmalai Thandayuthapani Swamy Temple is another Hill Temple located at Namakkal District. Here the temple is closed on three sides and only one way is opened so that cosmic energy flows continuously giving benefits to people visiting the temple and "thai poosam" festival celebrated in a grand manner and traditional way.

KAILASANATHAR TEMPLE IN RASIPURAM:

Rasipuram is a small ancient town with narrow streets and many small but very old temples. Its historical name was Rajapuram. According to legend the existence of the temple spans four yugas. A granite slab within the temple gives us details of the legend of the temple and of Rasipuram town. In the Krudha Yugam the town was called as Indrapuram.

NAINAMALAI VARADHARAJA SWAMY TEMPLE

Nainamalai varadharaja swamy is one of the most ancient temples in Tamil nadu. This temple is called as "Thirupathi of Salem" . The temple is situated at a hill top. The hill top can be reached by climbing 3500 steps which would hardly took 3 hours trek up the hill. Here one month festival celebrated during the month of "puratasi". During the time, more than 50,000 people come and worship the god. A number of hotels, snack shops, pooja shops temporarily function in this area.

TRIBAL TOURISM

The Kolli Hills is a main tourist spot in Namakkal District, Especially in the month of aadi and aadi -18 celebrated as Val Vill Ori Vizha. The vizha will be organized by the District Administration on 17, 18 of Aadi, during the function tribal culture had highlighted to the Tourister to understand the cultural of tribal and nature of the environment. The inter and intra district public will attend the function and worship the Arulmighu Arabaleeswarar Temple, Valvil Ori and participate in the events and games which organized by the district committee.



EXPORT POTENTIAL

The major production of the district is Egg, which has got huge potential for exports. The district also has a strong power loom and handloom industry and contributing good amount of exports. Similarly Namakkal has good amount of meat production and exports of meat production for exports. Small onion of good quality is being produced in the district and the same reaches the Singapore market and Middle Eastern markets through Trichy. Tiruchengode Rig vehicles are being in service in all around the states and some countries which connected with roads.

THE MAJOR POTENTIALS OF EXPORT

- Egg
- Woven fabrics
- Towels
- Bed spreads
- Rigs



POTENTIALS FOR SKILL TRAINING

According to the NSDC Skill gap analysis, the expected demand for the period 2017-22 may arise in the following sector of Namakkal district

1. Unskilled	-	18000
2. Semi-Skilled	-	29000
3. Skilled	-	20000



SKILL GAP ANALYSIS

Industry

In Namakkal District 1.38 lakh people employed in the industry sector, currently, there are 40 large scale textile units operational, providing employment and there are also a few large scale sugar and metal products manufacturing units operating in some of the blocks of the district. Namakkal also has a large, thriving industry manufacturing automobile components particularly Tiruchengode and Namakkal blocks have large industrial clusters that organize and facilitate the manufacturing and assembling activities. These industrial estates employ more than 25,000 people directly and indirectly, thereby constituting an important means of livelihood for the district's inhabitants.

Apart from these large scale units, a number of small and micro units are engaged in various activities; there are a total of 10,071 small scale units, providing employment to 40,655 people, even there is a huge demand for manpower in power loom, Poultry, transport drivers, Rig operators and Lorry Body Building.

SKILL GAP



UNSKILLED WORKER

The “Unskilled” work means work which involves simple operation requiring little or no skill experience on the job. The labour involved in this type of work is an unskilled Worker.

SEMI-SKILLED WORKER

The “Semi-skilled” work means work which involves some degree of skill or competence acquired through experience on the job and which is capable of being performed under the supervision or guidance of a skilled employee and includes un-skilled supervisory work. The labour involved in this type of work is a Semi-Skilled Worker.

SKILLED WORKER

The “Skilled” work which involves skill or competence acquired through experience on the job or through training as an apprentice or in a technical or vocational institute and the performance of which calls for initiative and judgment. The labour involved in this type of work is a Skilled Worker.

In Namakkal District, the largest skill gap was at the semi skilled level at 16,000 in 2012-17 and 29,000 in 2017-22. There had estimated to be an excess availability of human resources at the unskilled level. However, with an increasing number of youth opting for skill and the growing need for lower level skills that can be acquired through short-term courses, this gap had expected to be reversed by 2022. At the skilled level, the gap had estimated to be 5,000 in 2012-17 and 20,000 in 2017-22.



QUALITATIVE SKILL GAP

RISING SHORTAGE OF LABOUR IN AGRICULTURE

Agriculture has moderately productive sector . However, with the rapid development of allied activities and the increasing number of small scale agro processing units, the number of people employed in agriculture had decreased substantially. This shortage of manpower had affected the volumes of agricultural produce; produce quantities have decreased considerably over the past few years.

LOW COMPENSATION FOR SKILLS

The wages - differences for those who have completed school and ITI trades holds are not significant, which prevents people from enrolling in such courses. This situation needs to improve too, with perhaps an extra focus on providing those enrolling in ITIs with tangible skills, which would enable them to set attractive wage differential.

LOW DIGNITY ASSOCIATED WITH BLUE COLLAR JOBS

The Education levels in the district high compare with the state average. Even people belonging to lower middle class families opt to educate their children at least to obtain a bachelor's or an engineering degree. There are very few children who drop out in the 8th or 10th due to poverty and family condition grade on account of income pressure.

The graduate youth prefer government job or white collar jobs due to the prestige, working conditions and compensation associated with such jobs. The education levels have also increased, and so the low skill level jobs do not find many takers amongst the district's residents. The transport industry in particular, had facing a severe shortage of truck drivers to transport goods across the country. There is a need to improve the perception of blue collar workers – a problem that prevents people from accepting such jobs across the state. The industry could not provide adequate white collar employment to match the labour supply at higher skill levels.

Recently, there had labour shortages across all the sectors. Since people migrate in search of better jobs to the neighbouring districts, it has become increasingly difficult to find local labourers for blue collar jobs. Low availability of skilled local labourers has led to high inward migration from northern states like Orissa, Bihar and Jharkhand.

MISMATCH BETWEEN JOB OPPORTUNITIES AND YOUTH ASPIRATION

There is a serious mismatch between types of jobs available and the aspirations of the district's inhabitants. This gap must be addressed and better job opportunities must be created.

Although education levels are high, skill levels do not really match them. There is a qualitative gap in skills. A person with an engineering degree or a B.Sc. is often unable to perform the jobs that he/she seeks. In spite of their education levels, people still need to gain skills and develop them through their jobs. Industries usually employ them at relatively lower entry level positions, so that they acquire the requisite skills before they are assigned to more complex work. However, a major proportion of the youth population are unwilling to accept such jobs and expect to start at a higher position on account of their educational qualifications.

PREFERENCE MISMATCH

- Low interest in traditional, labour-intensive sectors such as handloom & handicrafts, gems & jewelry and leather
- Preference for service sector industries such as hospitality and retail
- Low supply of labour at lower skill levels due to preference for white collar jobs. Excess supply of skilled labor.

QUALITATIVE MISMATCH

- Skill sets do not match with Academic Qualification
- High attrition preventing assimilation of skills
- Lack of industry exposure
- High variation in quality of work force
- Unwillingness to migrate/ relocate for placement

INFORMATION ASYMMETRY

- Lack of awareness regarding skill development and qualifications required by industry
- Mismatch between job expectations and work conditions
- Low collaboration between industry and training providers for curriculum development

DISINCENTIVES FOR SKILL ACQUISITION

- Low access to skill training providers /Agency
- Lack of guidance regarding skill development / upgrading
- Opportunity cost of skilling in terms of loss of employment and wages
- Lack of mobility between formal and vocational education
- Career progression not institutionalized

REASON BEHIND HIGH INWARD MIGRATION:

The laborers from North India and North East India are preferring Namakkal district for their migrant location for the following reasons.

- Low availability of skilled local laborers has led to high inward migration
- Regular employment opportunities
- Reasonable wages
- Access to Social Benefits
 - Quality Education
 - Basic Health services
 - Access to PDS
 - Easy connectivity for Road and Rail
 - Infrastructure facilities and basic amenities



POTENTIAL TRADES:

Based on the analysis, there is a scope for following trades in skill training.

- Steel lorry body building
- Rig equipment repairing and maintenance
- Poultry farm
- Agri equipment repairing and maintenance
- Veterinarian para-professional
- Logistics and Transport
- Crop Management
- Powerloom mechanic
- Autoloom fitters
- Welders for blanch works
- Carpentry
- Poultry shed welders (wire mesh)



MARKETS IN NAMAKKAL

- Pudhanchandai • Pallipalayam • Morpalayam • Namakkal cotton Market
- Belukurichi Market

MOREPALAYAM COW MARKET



The Morepalayam is a small village in Tiruchengode Block of Namakkal District. It comes under Vattur Panchayat. It is located 37 Kms towards west from District head quarters Namakkal and 14 Kms from Tiruchengode. This village is famous for weekly market for all varieties of sheep and Cow This market gathers on Every Thursday for local variety cows and Buffalo's and every Friday for Sheep in all varieties. The market starts early morning of 5 am and closes night 9 pm. The sale of cows, sheep's volume is depend on season and demand.

PUDHANCHANDAI



The Pudhanchandai is a small Village in Pudhuchatram Block of Namakkal District. It comes under Minnampalli main highway Panchayat. It is located 10 Kms towards North from District head quarters Namakkal. This place is famous for cattle breed markets on Tuesday and Vegetable markets on Wednesday. Every Tuesday all varieties of cattle breed available here.

NAMAKKAL COTTON MARKET



The Namakkal Cotton market starts every Saturday morning and closes in the evening. the prices are fixed as per the market demand and by the committee, here the farmers small/ medium getting reasonable price for their cotton through this regulated market.



BELUKURUCHI MARKET



Photo: Belukurichi Market

The Belukuruchi is a village panchayat of Sendhamangalam block situated in footpath of the kollihills and 30 Kms away from Namakkal. Belukuruchi is famous for Indian spices like Mustard, pulses, turmeric, garlic, Pepper, cinnamon, red chilly, clove, cardamom, coriander and fennel etc. People from all over South India visit this village every year (from February to May – All Saturdays) to buy all spices. During the period from February to May every year more than 100 spices shops will be opened, lakhs of people visited and bought the products for throughout the year. People visit every year because of the cheap rate and quality. Most of the spices items purchased from various parts of the country and selling to the people. Also the shop owners are not local sellers, very few only from local, remaining all from outside and they are using the market every year as a selling point. Here they sell as (set of pack) package of provisional items. The weekly market is being opened in all the Saturdays early morning till evening.

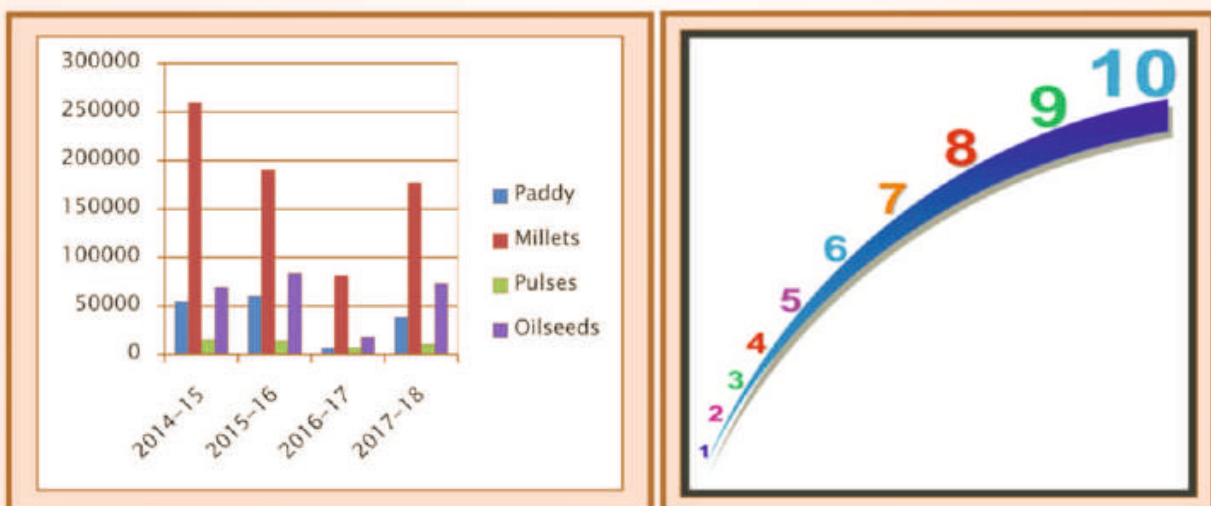
The weekly market is functioning more than 50 years and annual sale of the market around Rs. 3.00 crore apart from these items there is good/more demand for tea shops, hotels and transports





COMMODITY PRIORITIZATION

The commodities are prioritized based on the data analysis which had been received from the Agriculture department, District Statistical hand book, Focused group discussion, Existing market opportunities, available of infrastructure facilities and potential linked credit plan.



Source: Potential linked credit Plan 2019-20

- The irrigation and rainfall was predominantly decides the productivity of the crops in this district.
- Each block had different crop cultivation and productivity varies according to the irrigation and rainfall.
- The farmers always changing the cropping pattern based on the irrigation and rainfall. Namakkal had a dry climatic district, hence the farmers frequently change the cropping pattern from paddy to dry crops.

Comparative Analysis of the Year 2014- 18

Year	Particulars	Crops				
		Paddy	Millets	Pulses	Oilseeds	Sugarcane
2014-15	Area (Ha)	10515	100956	17962	31375	17081
	Production(MT)	54920	259457	15070	69400	2015000
2015-16	Area (Ha)	11969	83647	16436	34042	14267
	Production(MT)	60791	190341	14123	83541	1723453
2016-17	Area (Ha)	2189	53912	11652	29353	11852
	Production(MT)	6836	81518	7155	18401	1481500
2017-18	Area (Ha)	7312	89204	14518	29852	10152
	Production(MT)	38683	177184	10479	73250	1218240

Source: Potential linked credit Plan 2019-20

Based on the above trend analysis, all the crops are categorized for prioritization at all the block and TNRTP block levels.

Ranking	Commodity Prioritization in all blocks	Ranking	Commodity Prioritization in TNRTP blocks
1	Ground Nut	1	Ground Nut
2	Paddy	2	Paddy
3	Cholam	3	Cholam
4	Tapioca	4	Sugarcane
5	Sugarcane	5	Cotton
6	Vegetables	6	Ragi
7	Cotton		

8	Onion	8	Vegetables
9	Blackgram	9	Blackgram
10	Cumbu	10	Cumbu
11	Ragi	11	Tapioca
12	Coconut	12	Onion
13	Banana	13	Banana
14	Turmeric	14	Betelvine
15	Chillies	15	Coconut
16	Brinjal	16	Chillies
17	Betelvine	17	Brinjal
18	Samai		
19	Coffee		
20	Coriander		
21	Tomotto		
22	Jasmine		
23	Soya		



TNRTTP Block wise Farm, Off Farm and Non-Farm Activity Prioritization



Sl.No	Block Name	Farm sector	Off farm Setor	Non-Farm sector
1	Pudhuchatiram	Cholam Green gram Maize Cotton Black gram Sericulture	Milch Animal Goat Rearing Poultry Desi bird rearing	Powerloom Oil extraction unit Silk weaving
2	Mohanur	Cholam Ground nut Tapioca Sugarcane Maize Banana betelvine	Dairy Goat rearing Poultry Duck rearing Piggery jaggery	Mosquitonet Towel Stitching Pottery korai mat weaving
3	Tiruchengode	Groundnut Pulses&Millets Tapioca Vegetables	Dairy Goat rearing	Powerloom Lorry and Rig Sparepart Units Handloom Units Garment Units Flour mills Oil extraction Units jute weaving
4	Pallipalayam	Banana Sugarcane Paddy Vegetables Ground Nut	Milch Animal Goat rearing Fisheries	Powerloom Garments Mechanic centres Twisting

THE DISTRICT DIAGNOSTIC STUDY HOPES THAT THE FOLLOWING ACTIVITY WILL BE PROMOTED IN THE RURAL AS ENTERPRISES MODEL

1.COMMUNITY OWNED DRY YARDS

The number of dry yards have increased for paddy, cumbu, cholam and maize especially Maize Dry yard will be promoted in this District. In order to reduce the moisture content and improve the quality of maize.

2.STORAGE GODOWN

There is a demand for customized storage godown needed for maize because there will be a huge demand for maize throughout the year. The total storage capacity of the entire godown in Namakkal district works out to around 52000MT, the marketable surplus will be around 1.90lakh MTs. There will be a vast scope for increasing the godown capacity of storage in the district.

3.POST HARVEST EQUIPMENT CENTER

Usage of post harvest equipments such as dryers, cleaners, graders, separators may be encouraged among the farmers to get enhanced returns by improving the quality of produce, but the farmers' faces difficulty in getting the required equipments during the harvest and post harvest period.

4.VEGETABLE AGGREGATION CENTER

The ready market is available in and around Namakkal district hence vegetable aggregation center has to be promoted.

5.AGRI INPUT CENTER & AGRI CLINICS.

To develop an integrated education and training programs for setting up self employment ventures for servicing and repairing farm machinery and by involving the agricultural graduates to do start up activities relates to agro service and custom hiring centers, thus can transfer the latest technology from lab to land.

6.MAIZE CLUSTERS OR CENTRES

Maize is one of the major inputs in poultry feed making, our district is a major importer of this commodity hence maize centers for cultivation and storage of maize is to be encouraged in the district with special intervention.

7.BANANA AGGREGATION CENTER

There is a need for introducing tissue culture banana, particularly in local varieties such as Kathali (locally called Bangalore Rasthali), Red Banana and Karpooravalliu is required to be improved in production and productivity. Those local varieties are having good demand in local markets as well as Kerala market.

8.WEAVERS GROUP

The weavers can be formed as a group for sourcing and marketing of threads and fabrics through council or Association for better price

9.TWISTING CENTERS

Thread twisting centre may be promoted in Tiruchengode, Pallipalayam, Pudhuchatram Blocks

10.CUSTOMIZED TAILORING CENTRE

The stitching cost of the fabrics varies from urban to rural. It is very high in urban when compared with rural stitching cost so the people prefer to purchase customized stitched fabrics, hence customized Tailoring economic groups could be formed.

Annexure 1

List of persons met

Sl.No	Department
1	District Collector
2	District Revenue Officer
3	Project Director-DRDA
4	Project Director- TNSRLM
5	Lead District Manager-Indian Bank
6	District Development Manager-NABARD
7	Manager DIC
8	Director- Statistics
9	Joint Director- Agriculture
10	Deputy Director-Agriculture
11	Deputy Director- Agriculture- State Schemes
12	Deputy Director- Marketing
13	Agriculture Officer-UzhavarSandai
14	Agriculture Officer Agri Business
15	Doctor- Animal Husbandry
16	Assistant-Agriculture Marketing
17	Director – RSETI
17	CEO- Valvilsudesi Producer Company Ltd
18	CEO- Rasipuram Farmer Producer Company Ltd
19	CEO- Arulmurugan Farmer Producer Company Ltd
20	CAO, CARE NGO
21	Focus group discussions- TNSRLM CBOs

Details of Blocks and TNRTP blocks in Namakkal

BLOCKS IN THE DISTRICT

1. ELACIPALAYAM
2. ERUMAPATTY
3. KABILARMALAI
4. KOLLIHILLS
5. MALLASAMUDRAM
6. MOHANUR
7. NAMAGIRIPET
8. NAMAKKAL
9. PALLIPALAYAM
10. PARAMATHY
11. PUDUCHATRAM
12. RASIPURAM
13. SENDAMANGALAM
14. TIRUCHENGODE
15. VENNANDUR

TNRTP BLOCKS

1. PUDUCHATRAM
2. MOHANUR
3. TIRUCHENGODE
4. PALLIPALAYAM

ANALYSIS OF MAIZE (Based on India maize vision 2022/ Market trend analysis with FGD)

INTRODUCTION

Maize is an important crop for India as 15 million Indian farmers are engaged in maize cultivation having the potential of maize in generating better income to farmers while providing gainful employment maize qualities as a potential crop for doubling farmers income.

Maize is a multi – faceted crop used as food, feed and industrial crops globally maize has a very prominent role to play in the Indian economy too currently this coarse grain is cultivated in about 10.2 million hectares in India.

The increasing interest of the consumers in nutrition enriched products and rising demand for poultry feed which accounts to 47% of total maize consumption are the driving forces behind increasing consumption of maize in the country. The Indian maize production has to grow with CAGR of 15% in next 4-5 years. It is an response to such increasing demand, India needs play production by productivity increase and also reorient value chain if it is to serve the basic goal of remunerative prices for the farmers.

DEMAND AND SUPPLY

Demand and supply in maize largely depends upon sowing and harvesting seasons, strong demand rises during January to March, whereas strong supply occurs twice. March to May for inter maize and September to December for Rainy Maize. Moreover the crop duration ranges between 90 to 150 days.

Interestingly it was observed that poultry farms and feed millers hold stock for a period ranging from 15 days to 60 days, depending on their mill capacities. The starch manufacturers also store it for longer duration sometimes upto three months. These holding pattern coupled with sowing and harvesting seasonality are majority impacting the supply demand equation of maize.

MAIZE CONSUMPTION SCENARIO

The maize consumption in India can broadly divided in three categories Feed, Food and Industries

USAGE OF MAIZE

- Poultry feed
- Food
- Starch
- livestock feed
- Process to food
- Export and others

INDIAN MAIZE

Indian Maize is uncompetitive in the international market due to relatively weak international prices. But, the domestic prices have remained firm on strong demand, rising MSP and tariff and non tariff barriers to import market sources report that India Maize is currently about 30per MT more expensive than competing maize from other origins.

In Namakkal District Maize production at Pudhuchatram Block 866 – Ha Mahanur – 444 Ha, tiruchengode – 25Ha, Pallipalayam – 27 Ha. The leading producer of Maize is Namagiripet followed by Rasipuram Block - 3315 Ha, and 1058 Ha respectively.

POULTRY SECTOR

The total number of birds available at Namakkal district is 4,05,08,500. The average consumption of a bird is 20-25 grams per day. so the requirements of maize is 81,070 Kg. per day for a year 295712.05 tones.

At present the cultivation of Maize in the district is 9151 ha, the average productivity is 22877.5MT.

TNRTP INTERVENTION

The TNRTP Project has being implementing in Pudhuchatram, Mohanur, Tiruchengode and Pallipalayam fir enhancing the outcome if farm sector, non farm sector and off farm sector. Particularly in the field of maize cultivation TNRTP will extend the following support to the farmers.

BACK END APPROACH

Back end approach focused on doubling the current yield of maize and help in matching it with the District average requirements

Specific intervention

Selection of seeds by giving capacity building and promoting community seed banks

- Farm Mechanization
- Research and Development
- Irrigation
- Crop insurance and other Farm Inputs
- Brining more area into maize cultivation

FRONT END APPROACH

Front end approach market specific and focus on improving price realisation for maize farmers

INTERVENTION AREAS COVERED

- 1.Processing / Milling
- 2.Procurement and storage

In order to achieve the main vision of TNRTP it is to be designed in such a way that it would address the needs of Industry (Seed, Farm, Machinery, Insurance, Commodity exchanges warehousing post harvest service providers consuming Industries like starch and poultry) as well as other stakeholders (Farmers, Farmers Group / FPO, Government academicians and researchers) engaged directly to indirectly with value chain.

KEY STRATEGIES TO BE IMPLEMENTED IN TNRTP BLOCKS

TECHNOLOGY ADOPTION

1.Hybridization advancement in genomics and molecular breeding for next generation mutation

- Insect Resistance
- Virus Resistance, Aflatoxin resistance etc.,

2.Group Formation and market Linkages

- Promotion of Producer Groups and Producer Collectives
- Seed Production clusters (Puduchatram and Mohanur)
- Institutions like seed producer company (SPCs)/ Seed producer organization (SPOs)

Once a Formal institution created it facilitated by both public private players in more effective manner.

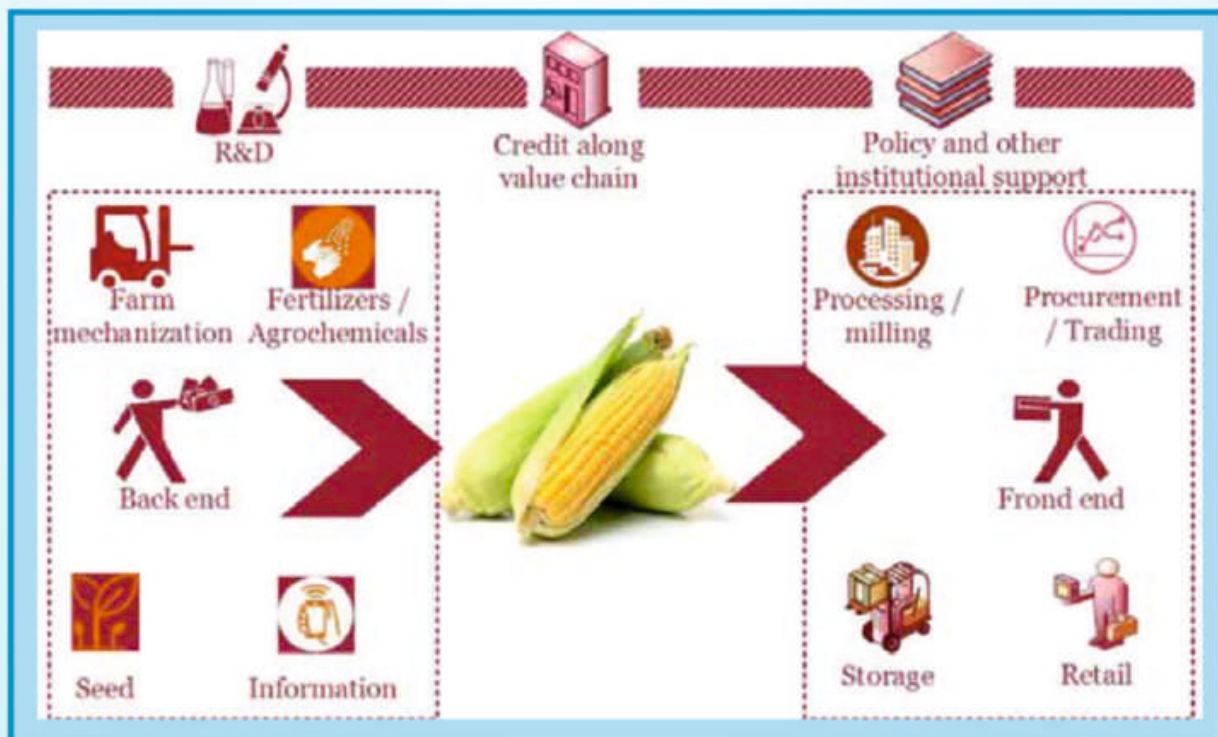
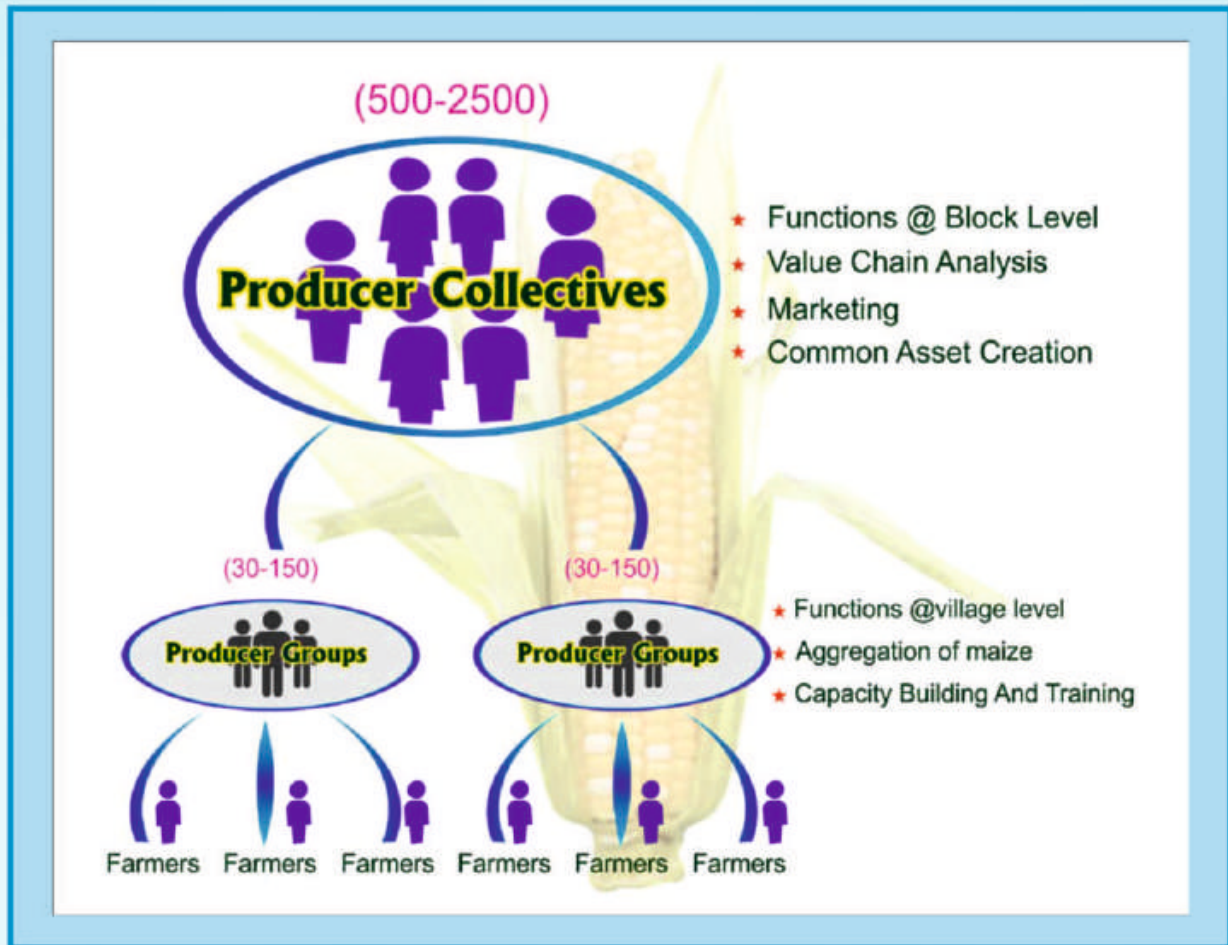
3.Creation of enabling Infrastructure

- Creation of dedicated seed
- Storages of Maize
- Dry Yards for Maize
- Establishment of Maize value added units / Industries

4.Innovative PPP model across Value Chain

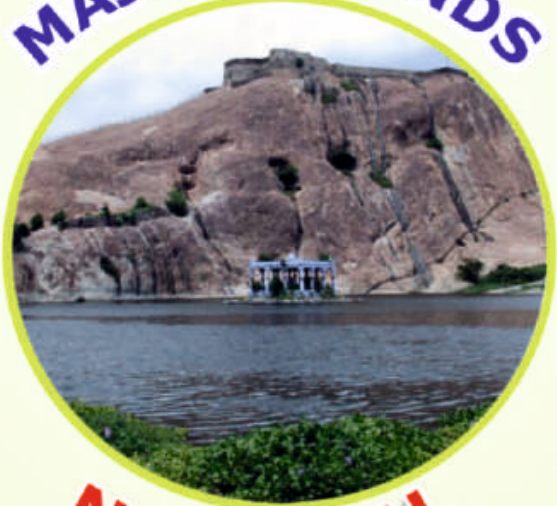
- Public Private partnership (PPP) in ensuring availability of quality maize seeds.
- Establishing maize based skill development centers

PRODUCER GROUPS FLOWCHART





MAJOR BRANDS



NAMAKKAL



Tamil Nadu Rural Transformation Project Namakkal

District Project Management Unit

G. Thamotharan,
District Executive Officer

R. Kamaraj,
Executive Officer (ED)

S. Danalakshmi,
Executive Officer (BPF)

A. Rajendran,
Executive Officer (AA)

R. Sureshkumar,
Executive Officer (S&J)

Block Project Management Unit

Pudhuchatram Block

K. Meenakshi, BTL

M. Senthilkumar, PE(AA)

C. Senthilkumar, PE(S&J)

Mohanur Block

S. Elangovan, BTL

N. Balaguru, PE(S&J)

Pallipalayam Block

T. Ravikumar, BTL

R. Karvannan, PE(S&J)

Tiruchengode Block

V. Nirmala, BTL

M. Kumaresan, PE(AA)

M. Tamilarasan, PE(S&J)





**When
you
conserve
water,**



**you
conserve
life!**

Tamil Nadu Rural Transformation Project (TNRTP)

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Thiruchengode Road, Namakkal Dt. -637003.

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