



District Diagnostic Study (DDS)- The Nilgiris District



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Summary

The Nilgiris

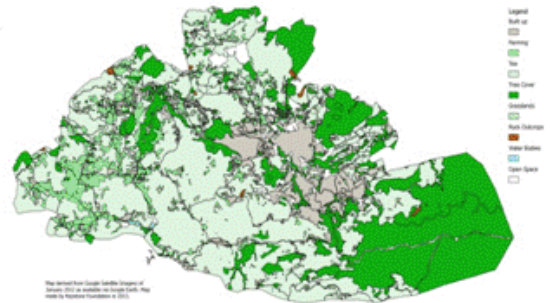


'Nilgiris' means Blue hills (Neelam – Blue and giri – Hill or Mountain) the first mention of this name has been found in the Silappadikaram. It use to have violet blossoms of 'kuringi' flower enveloping the hill ranges periodically.



Landuse Map of the Nilgiris

Description	2011
Population	7.35 Lakhs
Male	3,60,143
Female	3,75,251
Population Growth	-3.51%
Area Sq. Km	2,545
Density/km2	287
Revenue Divisions	3
Revenue Taluks	6
Revenue Firkas	15
Revenue Villages	88
No. of Blocks	4
Village Panchayat	35



Road Map of the Nilgiris



Major Crops	Area (in hec)
Garlic	152.69
Potato	304.035
Carrot	825.585
Beetroot	163.495
Beans	70.095





The Nilgiris District Diagnostics Study (DDS)

Famous Tourism spot the Nilgiris



Botanical garden



Flower garden



Doddabetta



Dolphin's nose



Glenmorgan



Lamb's rock



Ooty train

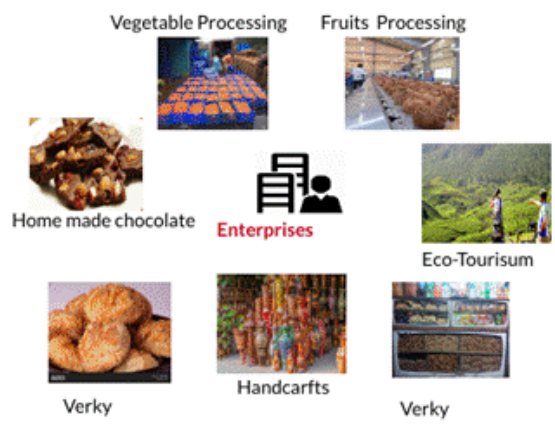
Industries profile of the Nilgiris

Size of Industry	No's
Large and Medium scale industries	07
Small scale units registered	3526

Prioritized commodities in farm sector



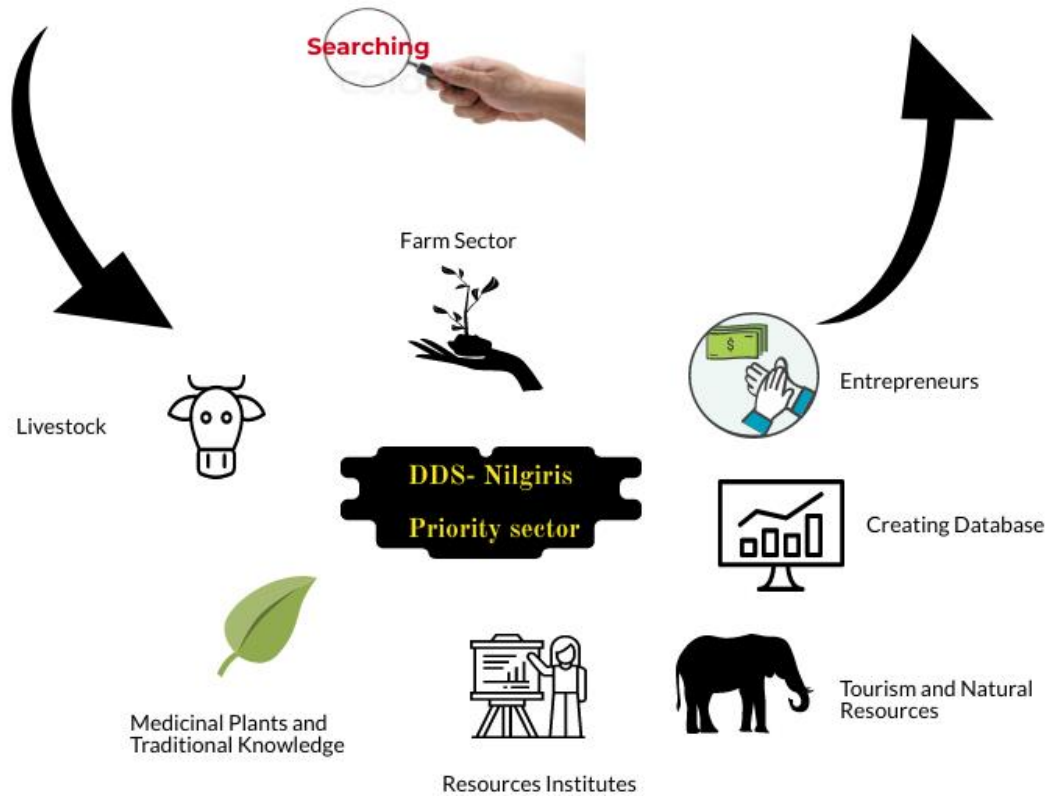
Prioritized commodities in non-farm sector



Industrial Possibilities

Green tea processing	Floriculture
Vegetable Processing	Integrated Dairy farming
Medicinal plants and herbs extraction	Tourism based industry
Button Mushroom	Honey processing
Vermi composting	Garments
Food processing	Siddha & Ayurvedic Medicine
Essential Oil extraction	Spices & olio Resin

Summary of Prioritized sector



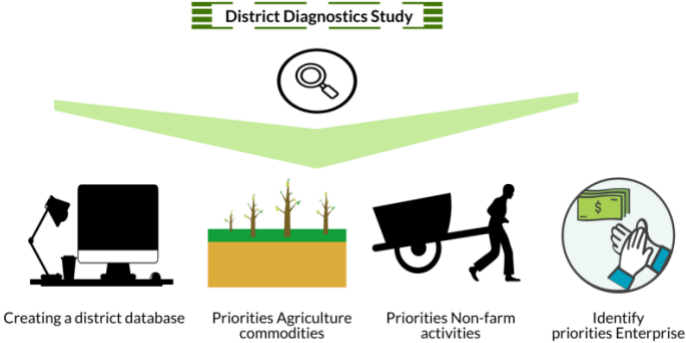
Objectives of DDS

Objectives of DDS

The Present district diagnostic study was conducted by the Tamil Nadu Rural transformation project team at the Nilgiris district. It aims to create the database to understand and priority sectors and commodities using secondary data can boost enterprises promotions in the district. It also estimates the present conditions of enterprises, trends and competitiveness through the wide range of data at farm and non-farm initiatives in the district.

It also tries to create a large secondary data repository from various authenticated (Statistical handbook, DSME reports, NABARD potential linked plan, Agricultural statistical handbook) which will be used for prioritizing the commodities and enterprises in the district.

The teams took up queries and validated the secondary data with line department officials, practioners, entrepreneurs and stakeholders. The team focused their studies with lens of entrepreneurship, facilitated discussions about the main threats and opportunities. Which would enable the project teams to make quick, accurate decisions and long-term plans about the areas on where the project should concentrate for interventions and investments?The systematic district diagnostics studies of the Nilgiris bring out the business situation reflecting and understanding the Challenges and opportunities in the district. The study is comprehensive and focused—covering all the critical livelihood and entrepreneurship bases of the District.



Profile of the Nilgiris

1. Profile of the Nilgiris

THE NILGIRIS DISTRICT, KNOWN AS "THE QUEEN OF HILLS" IS SITUATED AT AN ELEVATION OF 900-2636 METRES ABOVE MSL.

Approximately 65% of geographical area of this district lies at an altitude of 1800-2500 meters above MSL (Mean Sea Level) and the remaining 35% at lower altitudes. The climate is temperate to sub-tropical. The annual rainfall ranges from 950-1550mms.

The Nilgiris district popularly known as the "Blue Mountains" is a tiny district, with an area of 2545 sq.km, forms an integral part of the Western Ghats and the Nilgiris Bio-sphere Reserve.



The Nilgiris was once abode of the tribal population, Particularly Vulnerable Tribal Groups have been living in the mountain regions of the district, depended mostly on the natural resources. The tribal groups are Todas, Kotas, Kurumba's, Irulas, Paniyas and Katunayake's are the original inhabitants of the district. Badugas, Srilankan repatriates, Malayalee's and Kannadigas live in the district.

There are four Panchayat Unions and also four Municipalities viz., Udhamandalam, Coonoor, Gudalur and Kotagiri located in this district. Apart from 11 special village Panchayats, Wellington is the only Cantonment of this district.

The Nilgiris Biosphere Reserves one of the critical catchment areas of peninsular India. Many of the major tributaries of the river Cauvery like the Bhavani, Moyar, Kabini, Chaliyar and Punampuzha have their source and catchment areas within the reserve boundary.

Demography of the District:

Census	Rural 2011	Urban 2011	Total 2011	Rural 2001	Urban 2001	Total 2001
MALE	145909	214234	360143	151874	226477	378351
FEMALE	153830	221421	375251	155658	228132	383790
TOTAL	2999739	435655	735394	307532	454609	762141

Scheduled Caste and Scheduled Tribe Population:

Particularly Vulnerable Tribal Groups:

- ✓ The urbanized population in the district is around 59%, much higher than the average of the state and the country. The SC/ST population share of the district is one of the highest as compared to the other districts of the state which is around 48%, higher than the state and the country average.
- ✓ The concentration of tribal communities are high as 50% in Gudalur Taluk followed by Kotagiri Taluk with 25 percent of the Tribal

population. Udthagamandalam and Coonoor Taluks have with 16 percent and 9 percent of the tribal population.

- ✓ Paniyas" Mullukurumbas and Katunayake's live on the lower western slope of the district up to an altitude of 1200 m. In Gudalur Taluk, whereas Kurumbas and Irulas mainly live in tracts between an elevation of 1200 m and 1500m. On the Kotagiri Taluk the Kothas are living in places at an elevation of about 1800m.

This geographical distribution has invested the different tribes with district characteristics and mode of living.

Scheduled caste:238014

Scheduled Tribe:28343

Sl. No	Name of Block	Scheduled Caste			Scheduled Tribe		
		Male	Female	Total	Male	Female	Total
1	Udhagai	37607	38320	75927	2118	2211	4329
2	Coonoor	30275	31114	61389	1212	1185	2397
3	Kotagiri	12987	13397	26384	3074	3123	6167
4	Gudalur	36923	37391	74314	7610	7840	15450
Total		117792	120222	238014	14014	14359	28343

Literacy Rate :

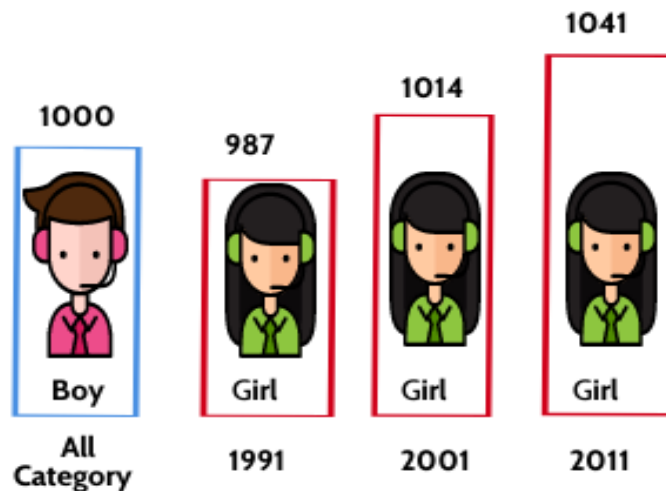
The district has literacy rate of 85% higher than the state and the country average of 80% and 74% respectively.

Sex ratio:

- ▶ The Nilgiris district has one of the highest sex ratio in the state as per 2011 census which is around 1042. The high sex ratio is because of the presence of the primitive tribal groups in the district which has no social bias against women in their

communities. The sex ratio from 1991 to 2011 follows an increasing trend.

- ▶ The comparison of the district with the state and the country. The district has literacy rate of 85% higher than the state and the country average of 80% and 74% respectively. The sex ratio of The Nilgiris is much higher than the state and the country which is 1042, the female population being more than the male population.



Status of Sex ratio of the Nilgiris district

The District is basically a Horticulture District and the entire economy of the district depends upon Horticulture Crops like Potato, Cabbage, Carrot, Tea, Coffee, Spices and Fruits and Tourism. Every block in the district, has its distinctive strengths and weaknesses and faces a unique combination of threats and opportunities.

Assessing all these in the DDS determines what commodities and subsectors are reasonable and where the project team should focus for attaining the objective of TNRTP to "Promote Rural Enterprises, access to Finance and Employment Opportunities".

Community Based Organizations:

Sl. No	Name of the block	No. of Clusters	No.of. Panchayats	No.of .PLF	No.of. VPRC	SHGs		
						Rural	Urban	Total
1	Udhagai	5	13	13	21	1080	372	1452
2	Coonoor	2	6	6	9	367	248	615
3	Kotagiri	4	11	11	27	666	50	716
4	Gudalur	5	5	5	23	556	326	882
Total		16	35	35	80	2669	996	3665

The community-based organizations such as village poverty reduction committees (**VPRC**) and Panchayat level federation has been formed by the National Rural livelihood programme (**NRLP**) implemented by Mahalir Thittam.

The Self help group Programme in Nilgiris is implemented by "Mahalir Thittam" through National Rural Livelihood Project (NRLP) In Nilgiris district, the scheme covers 35 Village Panchayats from 4 blocks in Rural areas and Urban areas. There are 4 blocks containing 35 Rural Panchayats, 11 Town Panchayats and 4 Municipalities in Nilgiris district. There are 3665 women self-help groups.

Under the NRLP programme fifty Common Livelihood Groups (CLGs) who are involved in various activities in Tea have been formed.

Farmer Producer Companies:

The district has three FPOs promoted by NABARD and 1 FPO promoted by Keystone Foundation and 1 Fpo by Accord.

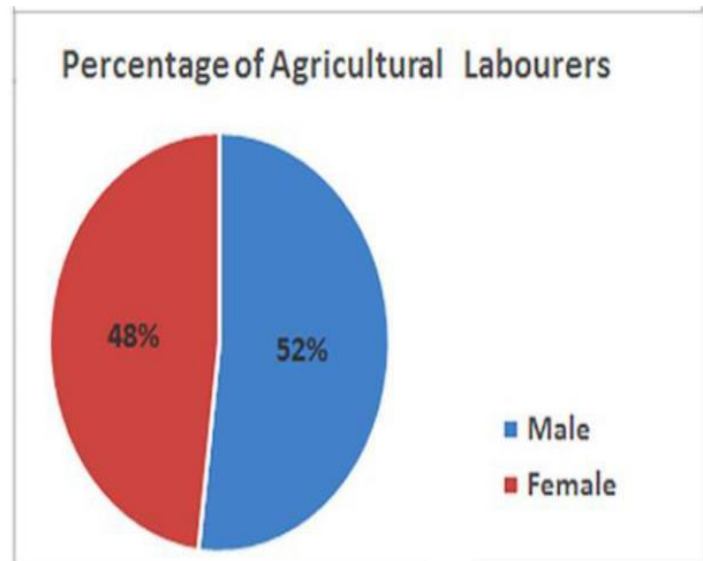
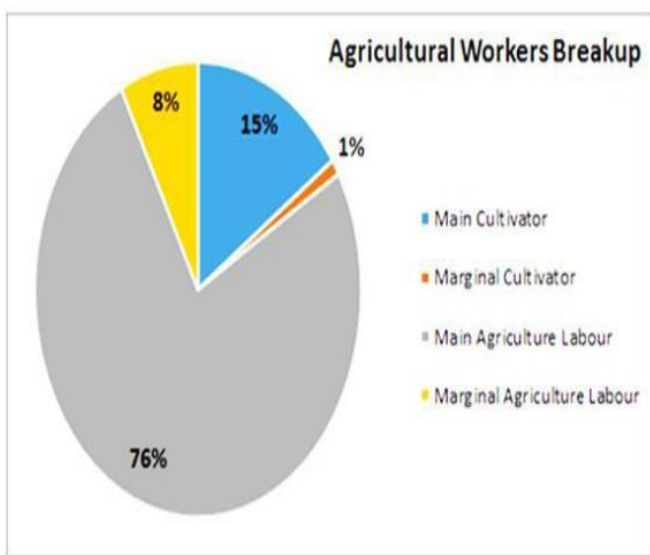
1. Nilgiris Farmer producer company

2. Neelamalai Farmer producer company
3. Adhimalai Pazhkudiyinar Farmer Producer Company
4. Jus Change farmer producer company

This apart Government of Tamil Nadu is also taking efforts to promote FPOs under Collective Farming scheme.

Agricultural Workers Break Up & Percentage of Agricultural Labourers

The Main Agricultural labourers which is 76% followed by Main Cultivators 15%. This is because maximum agricultural labourers work in the tea, coffee plantations and vegetable gardens.



The Nilgiris District Comprises of four rural blocks: -

1. Ooty
2. Coonoor
3. Kotagiri
4. Gudalur



The Four Blocks are habituated with a population of 299739 residing in 35 village panchayats **and 1233 Habitations in the District.**

The Nilgiris District is basically a Horticulture District and the entire economy of the district depends upon Horticulture Crops like **Potato, Cabbage, Carrot, Tea, Coffee, Spices and Fruits and Tourism.**

Every block in the district, has its distinctive strengths and weaknesses and faces a unique combination of threats and opportunities. Assessing all these is the DDS determines what commodities and subsectors are reasonable and where the project team should focus for attaining the objective of TNRTP to **“Promote Rural Enterprises, access to Finance and Employment Opportunities”.**

The main cultivation is plantation Crops, viz., Tea , Coffee. Potato, Carrots, cabbage, Beetroot, Garlic and other vegetables are raised in Udhagai and Coonoor Taluks. Paddy and Ginger are grown in Gudalur and Pandalur Taluks. Paddy is also grown in Thengumarahada area in Kotagiri Taluk. Besides these crops, Ragi, Samai, Wheat, Vegetables etc., are also

grown in small extent throughout the district. The Nilgiris is mainly a plantation district. The Soil and climatic condition are favourable for tea cultivation. The main industry of the Nilgiris District is processing of Tea.

Forests:

- ❖ The area under forest during the plan era has progressively improved. Forests account for 56.4% of the total geographical area. The total coverage of forest is 143351 hectares in this district, which accounts for 6.7% of the total state forest area



- ❖ The main forest produces are sandalwood, bamboo, teak, eucalyptus, grandies blue gum, and wattle.
- ❖ The forest of Nilgiris district can be classified into four groups' viz., the evergreen woods (sholas) on the Nilgiris plateau, the artificial plantations (for firewood) of Australian trees around the hill stations in the district, the deciduous forest of the northern slopes including the Moyar valley and the forest in Gudalur sub-region, which are also deciduous but far heavier and more dense than those of northern slopes of this district.

Forest Area and Classification

Classification	Sub-type	Area in hectares	Area as %
Total District Area		254,485	100%
Total Forest Area		142,577	56%
	Reserved Forest	137,192	
	Reserved Lands	5,777	
	Unclassed Forests	3,313	
Gross Cultivated Area		79,514	30%
	Tea	59,462	
	Coffee	6,849	
	Vegetables	6,155	
	Other	7,048	
	Average size of land holding	1.29	
Area used for other purposes		32,394	14%

Soil conservation



Construction of check dam.



Stream Training Work



Stream Training Work

Climate:

- ❖ The climatic zone in Nilgiris is hilly and high-altitude zone. Due to its altitudes, the climate in this district remains to the Maximum of 21 degree Celsius to 25 degree Celsius and the minimum of 10degree Celsius to 12degree Celsius during the summer. During the winter the

temperature available to the maximum 16degree Celsius to 21degree Celsius. and minimum of 2degree Celsius.

- ❖ Climate is the major determinant of the economy of the district. The climate of the hills is not suitable for certain types of industries and it is to be noted that there is no clothing industry in the district because the cold and dry climate is not felicitous for weaving yarn.
- ❖ The positivity of the climate is suitable for horticultural and plantation crops and leisure tourism activities and the scenic beauty and rich flora and fauna of the **Nilgiris bio-sphere. Threats:**
- ❖ Climate change has an impact in the district, Unseasonal and high intensity rains create damages to crops. Frequent droughts during the summer months leads to increased man - animal conflict. There is a need to climate proof the cultivated area and habitations by creating suitable ecosystem for the animals and humans to live in harmony

Soil:

The Soil classification in the district Red Loam, Lateritic Soil, Black Soil, Sandy Coastal Alluvium and Red Sandy Soil.

Rivers:

- ❖ The important rivers in this district are Bhavani and Moyar. The river Kotar flows eastwards into the Bhavani River. There are also many streams in the district and they flow in the major rivers.



- ❖ The Nilgiris plateau is divided by several perennial streams which join to form six major rivers such as Pykara River, Kundha River, Billithada halla, Coonoor River, Sigur River, and Kedar halla. The Sigur Plateau is drained by the Moyar River, Benna hala, Bidar halla, and Kukkam halla.

Dams:



There are 15 Dams in the District.

- 1.UpperBhavani
- 2.Pykara
- 3.sandynallah
- 4.Glenmorgan
- 5.Pykara2
- 6.Maravangadi
- 7.Moyar
8. Mukurthi
- 9.Portmund dam
- 10.parsons valley
- 11.Emerald
- 12.Avanlanche
- 13.kundah Palam

14.Pergrum battalia

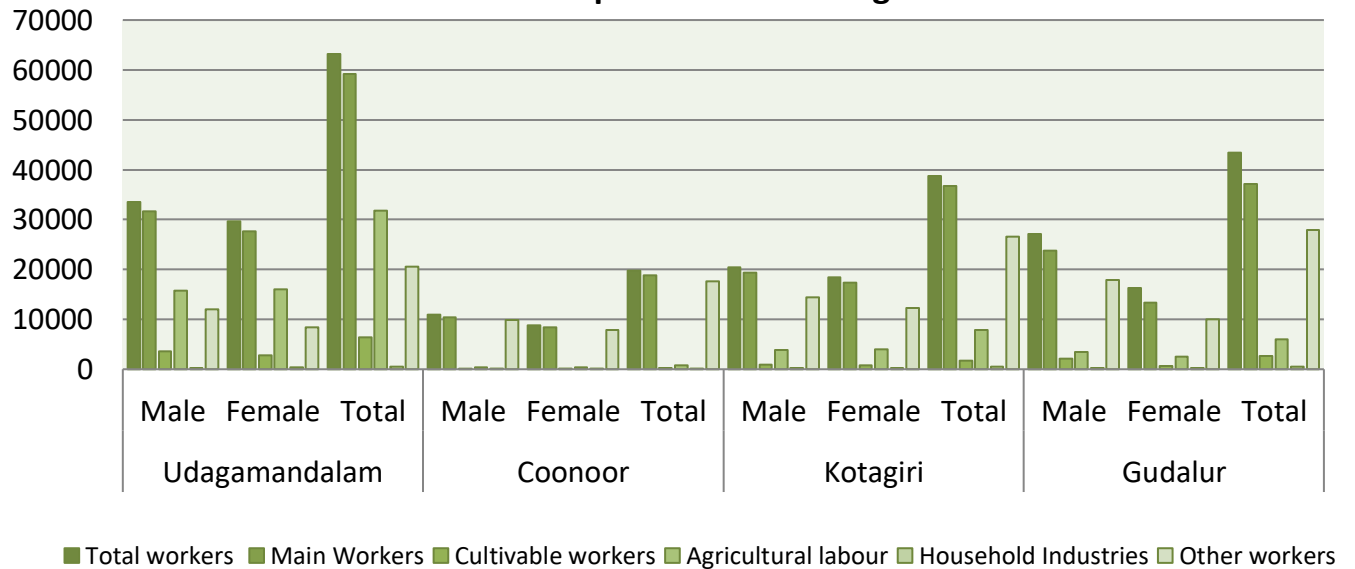
15.Pillur

Rainfall:



The district usually receives rain both during South West Monsoon and North East Monsoon. The entire Gudalur and Pandalur, Kundah taluks and a portion of Udhagamandalam taluk receive rain by the South West Monsoon and some portion of Udhagamandalam taluk and the entire Coonoor and Kotagiri taluks are benefited by the rains of North East Monsoon.

Status of worker Population in the Nilgiris District



Geographical Features

2. Geographical Features

2.1. Landuse pattern

Land use Land cover changes are critical components in managing natural resources especially in hilly region especially ecologically critical area. The Nilgiris district is one among these located in Tamil Nadu and it is first biosphere in Western Ghats region with rare species of flora and fauna and often suffered by frequent landslides. The area under forest cover has progressively improved in the District. Forests account for 56.4% of the total geographical area. The total coverage of forest is 143351 hectares in this district, which accounts for 6.7% of the total state forest area.

Classification	Taluk (Area in Ha.)						Total
	Ooty	Kundah	Coonoor	Kotagiri	Gudalur	Pandalur	
Forest	61163	19471	4107	20204	32559	5073	142577
Barren and Uncultivable uses	788	973	562	722	91	266	3402
Land put to Non-Agricultural uses	3268	381	2764	1171	1206	1197	9987
Cultivable Waste	633	160	28	476	56	88	1441
Perm. Pastures and other Grazing Land	908	1224	923	1661	67	295	5078
Land under Misc.Tree Crops and Groves	1788	797	600	551	494	451	4682
Current Fallows	1891	717	334	456	856	1150	5403
Other Fallow	5244	786	808	1359	455	765	9417

Land							
Net Area Sown	12319	7252	12757	13067	14854	12249	72498
Geographical Area according to village papers	88002	31762	22883	39665	50638	21534	254485
Total Cropped Area	12319	7252	12757	13067	14854	12249	72498

Source: Directorate of Economics & Statistics, Ministry of Agriculture



District Infrastructure

3. District Infrastructure

DISTRICT INFRASTRUCTURE:

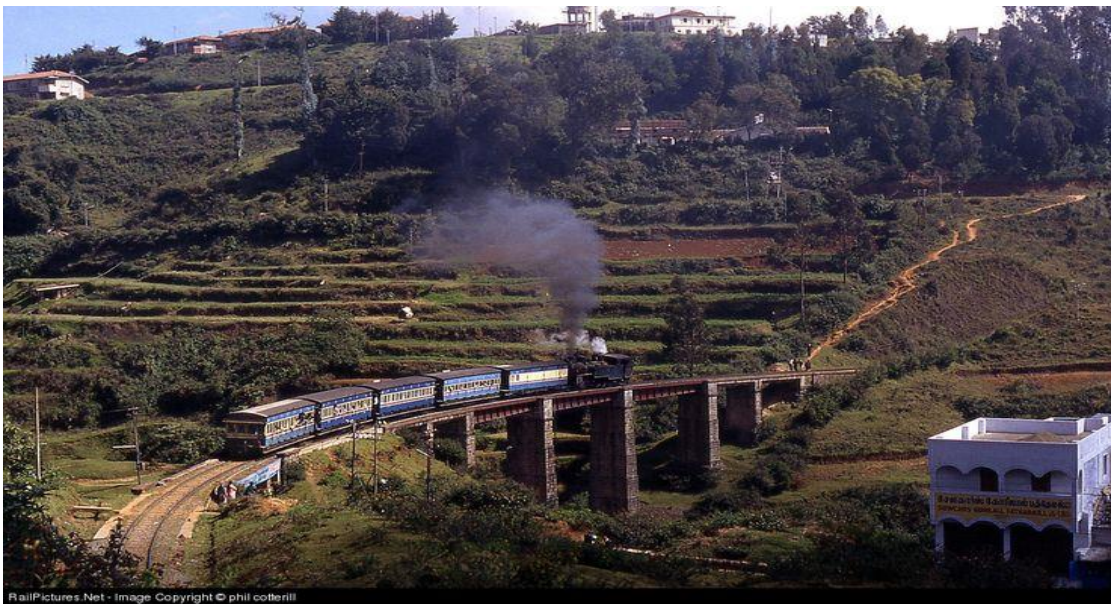
Power:

The district plays a unique role in generation and distribution of power from its 12 hydel stations. The District is connected well with rural roads . There are four regulated. There are 25 nos. of carrot washing units (private) available and one for fruit processing. 166 tea processing factories (23 – Govt and 143-private), 24 nos. of coffee grinding units and one pepper processing unit are functioning. There are 30 drying yards.

Connectivity-Railways & Roadways:

The Nagapattinam - Gudalur National Highway Passes through this district. All the taluks are connected with Major District Roads.

- ❖ The Nilgiris is well connected by road (National Highways & State Highways).
- ❖ The Rural roads are well connected.
- ❖ There is a heritage Railway Connectivity.
- ❖ The Nearest Railway Stations are Mettupalayam, Coimbatore, Mysore and Nilambur
- ❖ The Nearest Airport is Coimbatore, Calicut and Mysore.



Banking and Linkages

Banking and linkages:

The district has 138 branches (all under semi-urban / rural category) of Scheduled Commercial Banks including Public Sector Banks, Private Sector Bank and New-Generation banks.

- 2 branches of Pallavan Grama Bank
- 22 branches of Nilgiris DCCB, TNSCARDDB and TAICO.
- 74 PACS are also operating in the district.

▶ Repco Bank also has its presence in the district.

4536 SHGs were linked to Banks by Accessing loans to the tune of 188.50

4. Resources Institutes



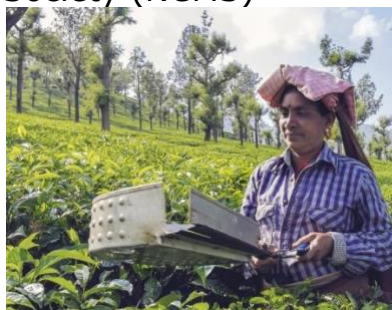
Nilgiris District
Cooperative Marketing
Society (NCMS)



The District has a
pomological station



The UPASI KVK, Coonoor



Tea Board with its
Southern Regional
Office at Coonoor



Coffee board



Rice research centre
(TNAU)- Puliamparai



Tribal research centre-
M. Palada.



Sheep Breeding Research
Station at Sandynallah

Farm Sector

5. Farm Sector

5.1. Agriculture and cultivation pattern

Agriculture continues to be the prime activity of the rural populace of the district with around 25% of the workforce directly dependent on it. The gross cropped area and the net sown area were 74928 ha during 2016-17. The net sown area constituted 29.5% of the total geographical area of 2.54 lakh's. Out of the net sown area, 99.6% is rainfed and a meager 0.5% is irrigated.

The major perennial crops raised in the district are Tea, Coffee and Pepper. Around 93% of the land holdings are small and marginal covering approximately over 36% of the cultivated area.

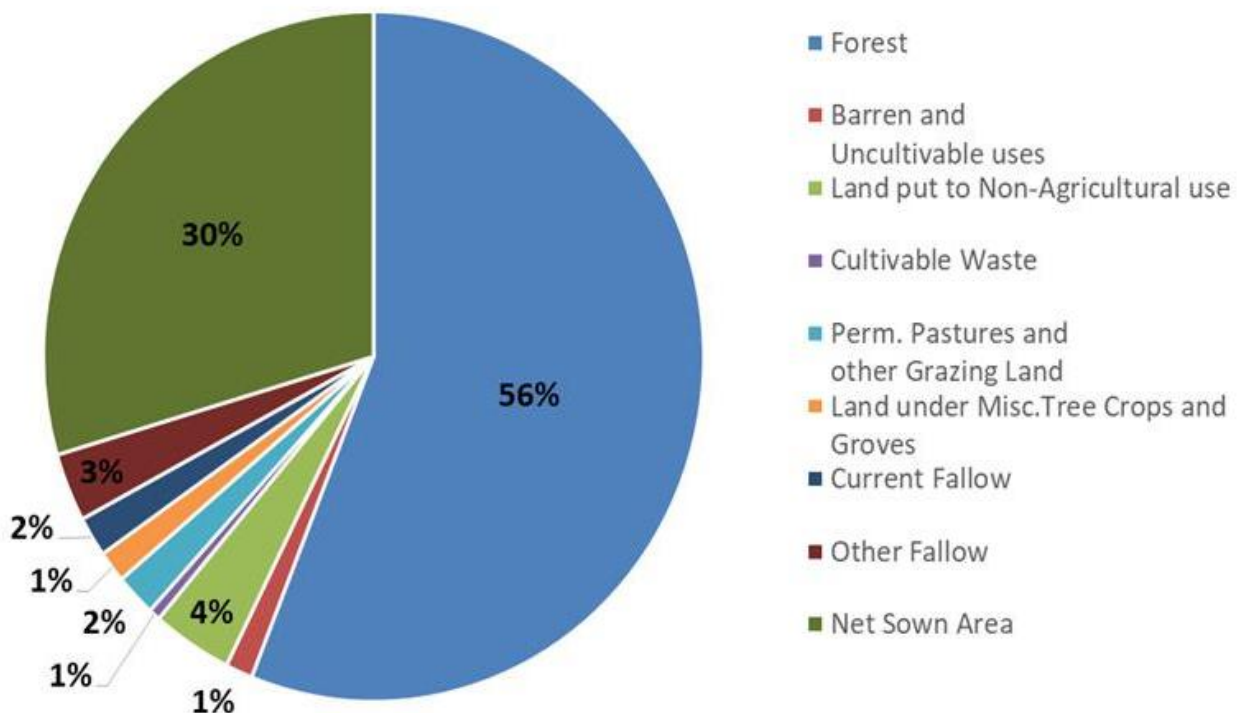
The graph below shows temporal change in total cultivated area and irrigated area for Nilgiri District. The cultivated area changed because of the conversion of the fallow land into crop land. Both the parameters are showing increase in total area for cultivation as well as irrigation.

S. No	CLASSIFICATION	2010-11	2012-13	2013-14	2014-15	2015-16	2016-17
1	Forest	142577	142576.7	142576.7	142576.7	142576.7	142577
2	Non Agri Uses	9977	9976.155	9976.155	9976.155	9977.99	9977
	Agriculture Use						
3	Uncultivable Waste	3374	3374.725	3374.725	3374.725	3374.725	3374
4	Cultivable Waste Land	1719	1718.985	1559.87	1420.385	1440.685	1719

5	Permanent Pasture & Grass Land	5078	5077.98	5077.98	5077.98	4888	5078
6	Misc. Tree Crops & Groves	3820	3820.445	3820.445	3820.445	3770.225	3820
7	Current Fallow	3686	2869.135	3685.86	5430.237	4910.12	3686
8	Other Fallow	9485	10201.05	9484.66	8337.642	8217.866	9485
9	Net Cultivated Area	75329	74869.77	74928.55	74470.68	75328.63	74928
	Total Geographical Area	254484.	254484.	254484.	254484.	254484.	254484.
		9	9	9	9	9	9

Area Details:

The Nine fold classification of the Nilgiris district shows the major share is occupied by the forest area which is around 56% as the district is mainly under the Nilgiris Biosphere Reserve



The graph shows the land area distribution in Nilgiris district, which shows that maximum area is under forest (56%) followed by net sown area (30%) as the district has major cultivation of tea, coffee, vegetable and spices.

Nine-Fold Classification, Nilgiris District

Source: Horticulture Department, Nilgiris District.

Crops Cultivated in Nilgiris:

- ▶ The Nilgiris District is basically a Horticulture district. Its economy is based on commodity crops of tea, coffee and spices followed by potato, cabbage, carrot and fruits.
- ▶ The main cultivation is plantation crops such as tea & coffee along with cardamom, pepper and rubber. Tea grows at elevations of 1,000 tover 2,500 metres.

The area also produces eucalyptus oil and temperate – zone



- ▶ vegetables
 - Paddy(rice), ginger, pepper and rubber are grown in Gudalur and Pandalur Taluks.
 - Paddy is also grown in the Thengumarahada area in Kotagiri block. Beside these crops, millets, wheat, fruit and vegetables etc... are also cultivated throughout the district.
 - No major irrigation project here. The crops are mainly rain-fed.

- Check dams have been constructed wherever possible to tap the natural springs.

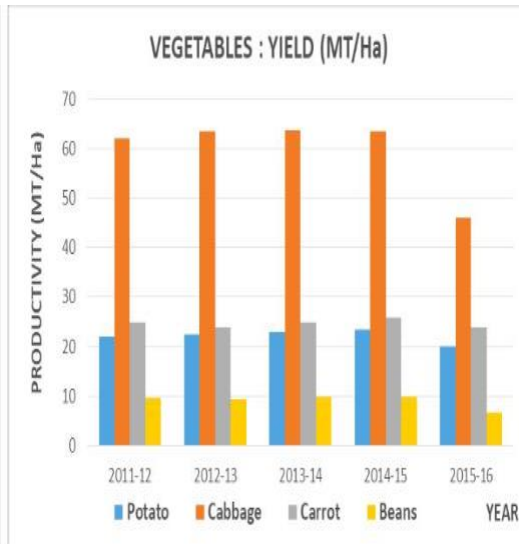
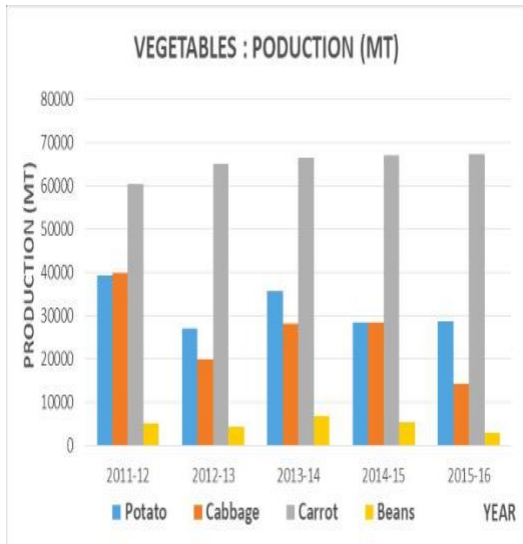
Table 11: Area and Production of major crops in the Nilgiris district

Crops	Area- in Hectares	Production in Tonnes	Rank
Tea	56396.00	749670.00	1 st in the State
Coffee	7238.00	10686.00	2 nd in the state
Pepper	1358.00	159.00	3 rd in the State
Garlic	65.00	5.55	2 nd in the State
Potato	1161.00	29.87	1 st Rank in the State
Ginger	827.00	2855.00	1 st in the state
Carrot	2656.55	83222.36	1 st in the state
Beans	686.93	5649.85	-
Banana	622.00	21735.00	-
Manadarinorange	63.91	117.00	-
Carnation	58.71	716.02	-
Gerbera	8.91	204.73	-

Source: Department of Economics and Statistics, GoTn.

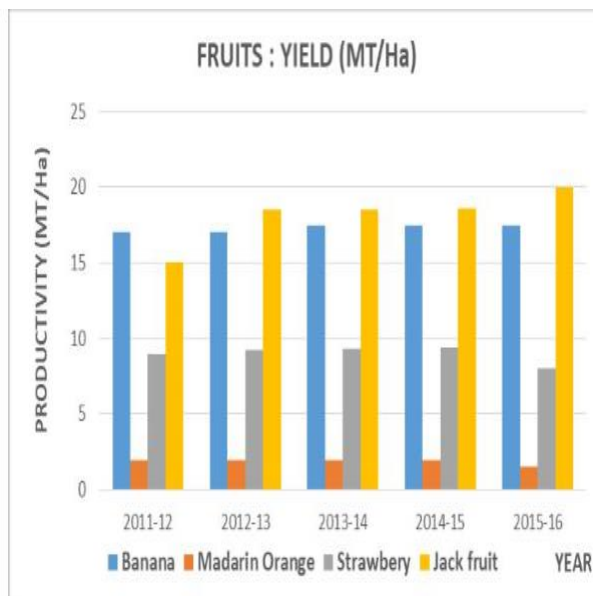
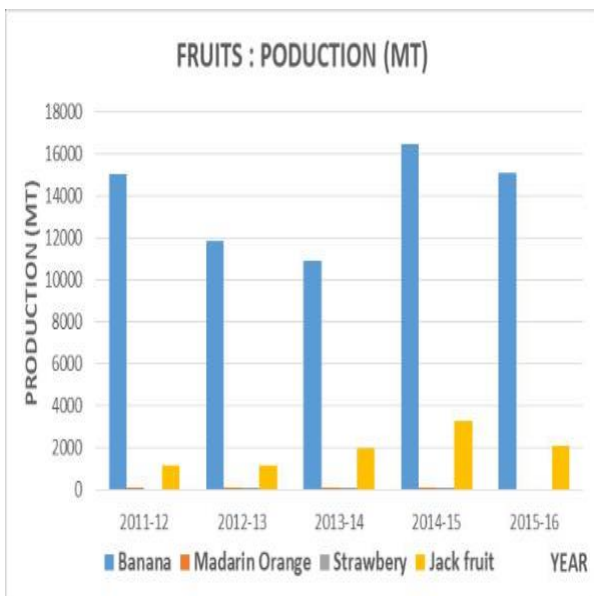
Vegetables:

The maximum vegetable production is under carrot followed by potato. But, as per yield scenario the cabbage is having maximum followed by carrot & potato. Vegetable as a commodity is linked to value chain which encompasses local , state and interstate boundaries. Area & Production of Crops: Production & Yield Scenario



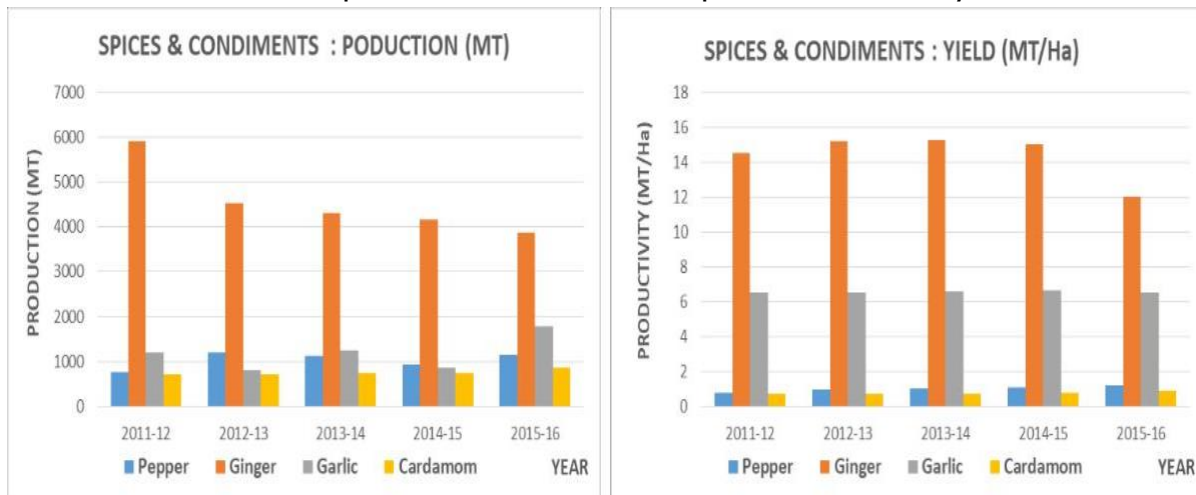
The interventions in this sector will help in growth of Nano enterprises and collectives as well where aggregation and supply line to different markets will help the farmer household increase their incremental income.

District level fruit production and yield



Maximum fruits production is under banana followed by jack fruit. But, as per yield scenario the jack fruit is having maximum followed by banana & strawberry. The opportunity for enhancing the income in the pomological sector is abundant. There are plenty of opportunities for enterprise promotion in food processing , nurseries , grafting and intercropping within plantations which brings added revenue to the farmers.

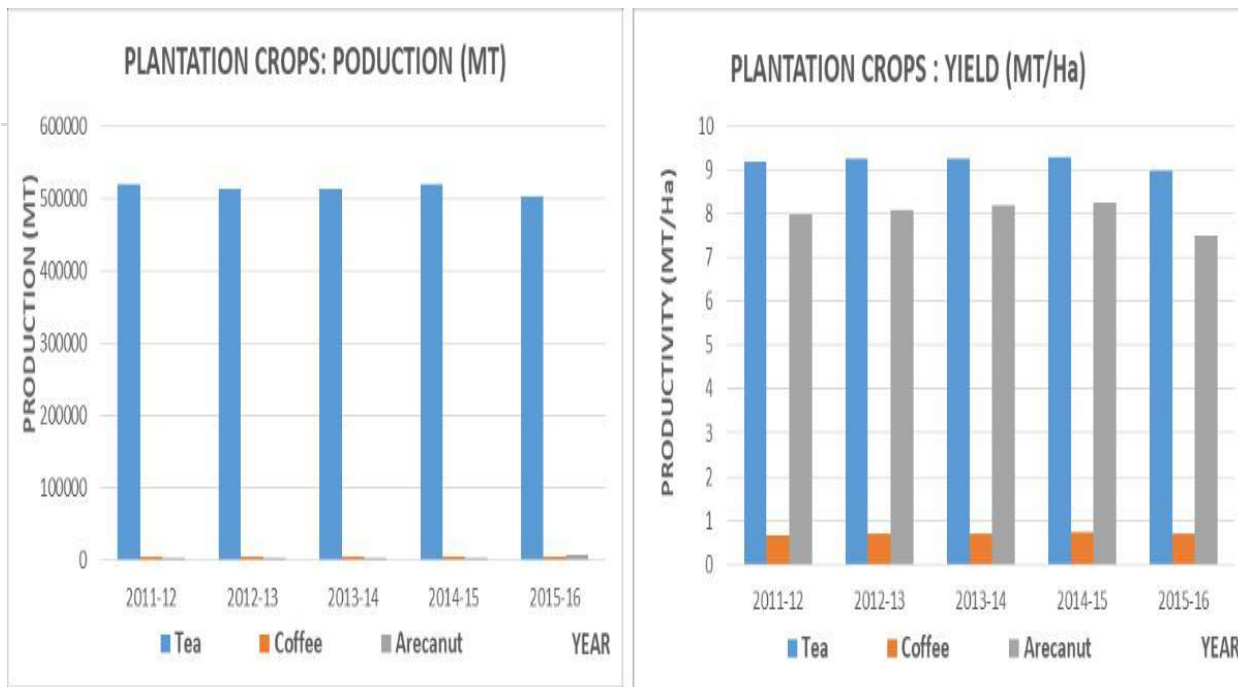
District Level spices and condiments production and yield



The maximum spices & condiments production as well as yield is under ginger followed by garlic and pepper. Spices farming and production is important factor contributing to the economy and employment in the Gudalur Block. Setting up storage godown, processing and value addition of spices and proper market intelligence to farmers on the process and business outlook of the Spices industry shows a positive growth potential for enterprise Promotion.

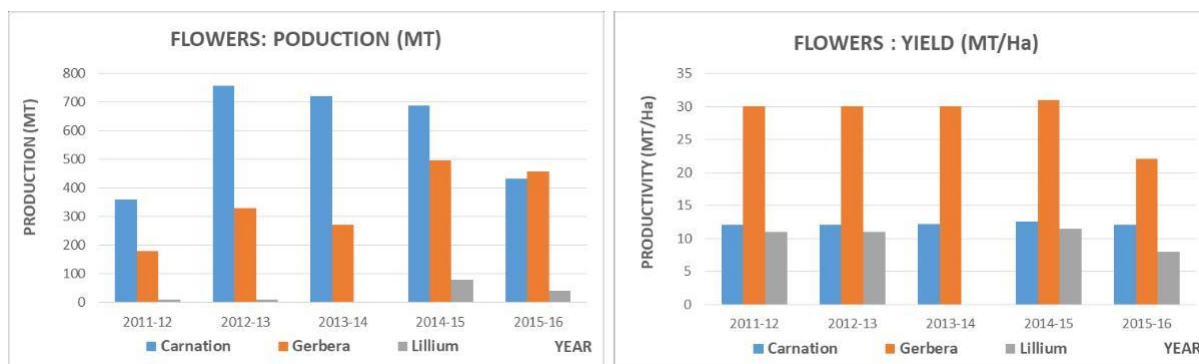
The maximum plantation crop production is under tea followed by coffee. But, as per yield scenario the tea is having maximum yield followed by arecanut and coffee. Tea has plantation industry is regulated by systems in terms of market and trade.

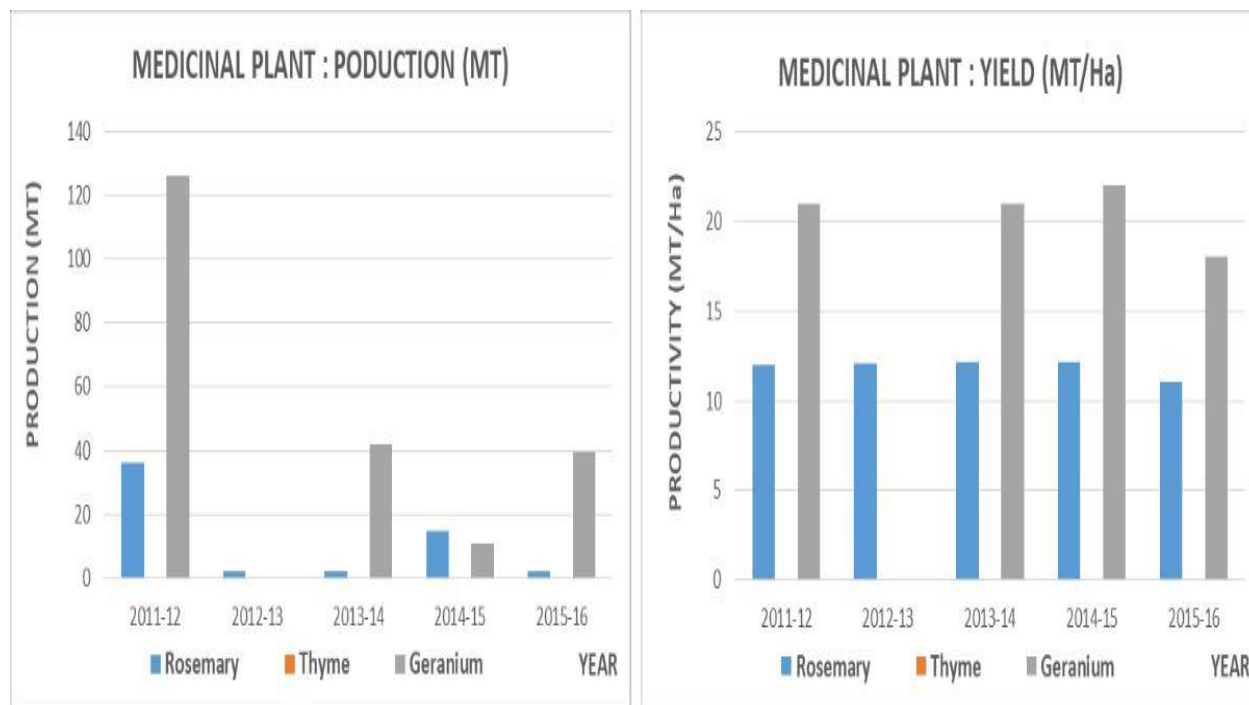
District level plantation crops production and yield



The initiatives by the government through its various programmes and institutions.

Medicinal plant production and yield





The maximum flower production is under carnation followed by gerbera. But, as per yield scenario the gerbera is having maximum followed by carnation and lillium.

5.2. Land Holding and area

Table 12 Area and Land holding by social category

SizeClass ofHoldings (Hec)	Number					Area				
	SC	ST	Instit	Others	Total	SC	ST	Instit	Other	Total
<0.5	1895	1801	297	53956	57949	432	441	42	9891	10807
0.5-0.99	373	553	62	12777	13951	258	375	44	8945	9622
1.0-1.99	125	243	56	6731	7155	161	321	82	9037	9600
2.0-2.99	28	100	31	1763	1922	62	234	74	4196	4567
3.0-3.99	5	51	28	724	808	17	173	99	2474	2763
4.0-4.99	4	29	7	384	424	18	127	33	1699	1877

5.0-7.49	6	17	18	434	475	35	103	115	2561	2814
7.5-9.99	1	14	11	164	196	8	120	93	1421	1642
10.0-19.99	0	14	39	168	221	0	221	578	2251	3050
>20.0	1	3	130	82	216	26	151	32575	4139	36892
Total	2438	2825	679	77183	84125	1017	2266	33734	46616	83634

Source: Agriculture Census, 2010. GoI

5.3. Fertilizer Consumption

Table 13: Fertilizer and Pesticide consumption in the Nilgiris

Block	Fertilisers (MT)				Pesticides		Urea
	Nitrogenous (N)	Phosphatic (P2O5)	Pottassic (K2 O)	Total	Dust (MT)	Liquid (K.Lit.)	000 tonne
Udhagamandalam	1348	454	769	2571	71	50	2180
Coonoor	321	165	210	696	30	22	698
Kotagiri	492	145	292	929	29	28	892
Gudalur	1182	212	1148	2542	68	38	1678
Total	3343	976	2419	6738	198	138	5448

Table 14: Product wise arrivals of crops from the blocks.

No. of Regulated Markets	Quantity Arrivals (in M.T)	Receipts (Rs. In Lakhs)
Udhagamandalamm Coonoor, Kotagiri, Gudalur	Carrot	15.18
	Cabbage	0.368
	Ginger	0.196
	Garlic	0.161
	Beans	0.55
	Potato	0.687
	Banana	0.542
	Beetroot	0.752
	Cauliflower	0.142
	Knoolkhol	0.068
	Cardamom	1.43
	Total	20.076

5.4. Seri Culture

Table : Area and production of mulberry and cocoons in each block.

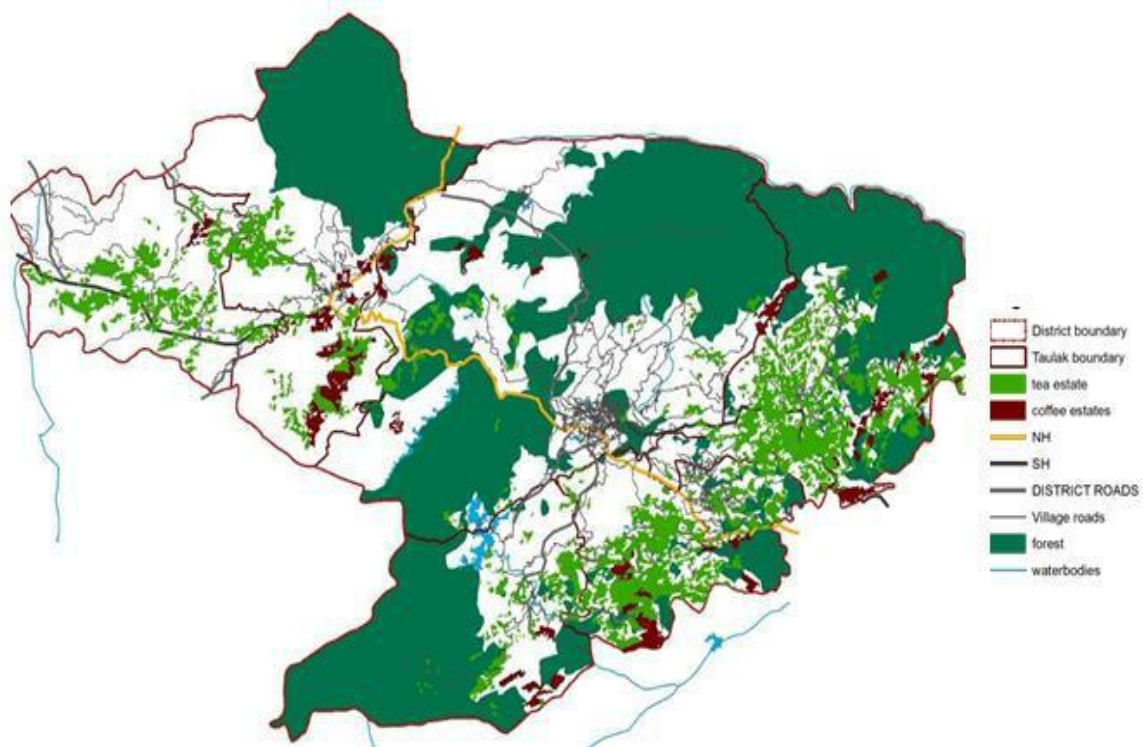
S.No	Block	Area under Mulberry (in acres)	Production of cocoons (in kg)	Value (in Rs.)
1	Udhagamandalam	11.25	2168	758800
2	Coonoor	1.5	289	101150
3	Kotagiri	21.75	4192	1467200
4	Gudalur	45.5	8768	3068800
	TOTAL	80	15417	5395950

5.5. Small Tea Growers:

Small Tea Growers account for 76 percent of the tea produced in the Nilgiris. Small growers sell 'green leaf' to Bought Leaf Factories (BLFs), which are independently owned. BLFs sell the 'made tea' through regularly scheduled auctions in Coonoor, Coimbatore and Cochin.

The major stakeholders in the Nilgiri tea value chain include, STGs (primary suppliers of green leaf).

In the Nilgiri district, Tamil Nadu 69.5 percent of cultivable area is under tea and there are around 65,000 small holders, 80 percent of whom own land 2.5 acre in size. About 3 lakh families and 2 lakh workers are engaged in cultivation and production of tea in Nilgiris.



No of Factories & Estates in the Nilgiris

Tea Industry:

There are 15 Industrial Cooperative Tea Factories (INDCO) under regular production covering about 38,000 acres of small holdings and 25,000 Small Tea Growers out of 63,000 Small Tea Growers of the Nilgiris District. The total production of tea, both Orthodox and CTC, of these factories, is around 17 Million Kgs per annum commanding 13 per cent of the total production of the Nilgiris.

No of Tea Estate	No of Factories
93	220

State	Area under	(Production(MKgs)(2015))
India	566	1208
South India	106	227
Tamil Nadu	69.62	167.42
The Nilgiris	49	131

Livestock

The detail of livestock and poultry population of the Nilgiris district in the year 2017-2018 livestock and poultry of the Nilgiris district. Comparatively Goat rearing was higher than Sheep rearing because of climate condition preferred to the Goat rearing and Cattle rearing were lower than Poultry rearing.

S.No	Name of Block	Quantity of Milk reduced in Liters	Value of Milk
1	Udhagamandalam	4,574,582	128,088,296
2	Gudalur	3,296,322	92,297,016
3	Kothagiri	160,562	4,495,736

The Milk production in the district was contributed by around 95 milk societies. Animal Husbandry department in the district operates with two divisions. The district has 3 veterinary hospitals, 21 veterinary dispensaries, 2 mobile units and 9 subcentres. The Toda Buffalo, a native breed unique to the district thrives well in high rainfall and highly humid areas. It yields about 500 kg of milk per year and the milk has high fat content of 8.22%.The district is pioneer in cattle rearing and climate is suitable for milch animals and there are good mild routes connecting all societies in the District. The Nilgiri district Aavin federation is a successful federation.

5.6. Inland Fisheries

The total inland fresh water spread area in the district is about 829 ha and produced fish of about 8.188 tonnes with a value of 3.175 lakhs during the year 2016-17. (Assistant Director of Fishiries).

INLAND FISHING PRODUCTION

<i>S.No</i>	<i>Name of Block</i>	<i>Quantity (in tonne)</i>	<i>Value (In Rs)</i>
1	<i>Udhagamandalam</i>	<i>3.449</i>	<i>1,12,950</i>
2	<i>Coonoor</i>	<i>0.150</i>	<i>6,000</i>
3	<i>Gudalur</i>	<i>4.527</i>	<i>1,81,080</i>

Waste to Wealth

Waste to Wealth

The population of the entire district is around 7 lakh whereas close to 35 lakh tourists set foot in the Botanical Garden alone every year. The Nilgiris municipal administration deployed the works to collect door to door collection of degradable and bio degradable waste in each household which will be further making an organic manure. The wastewater generated from the hotels and cottages can be treated which will be reused for gardening purposes which has creates the opportunity cost of using ground water.

Non-Farm Sector

Tourism:

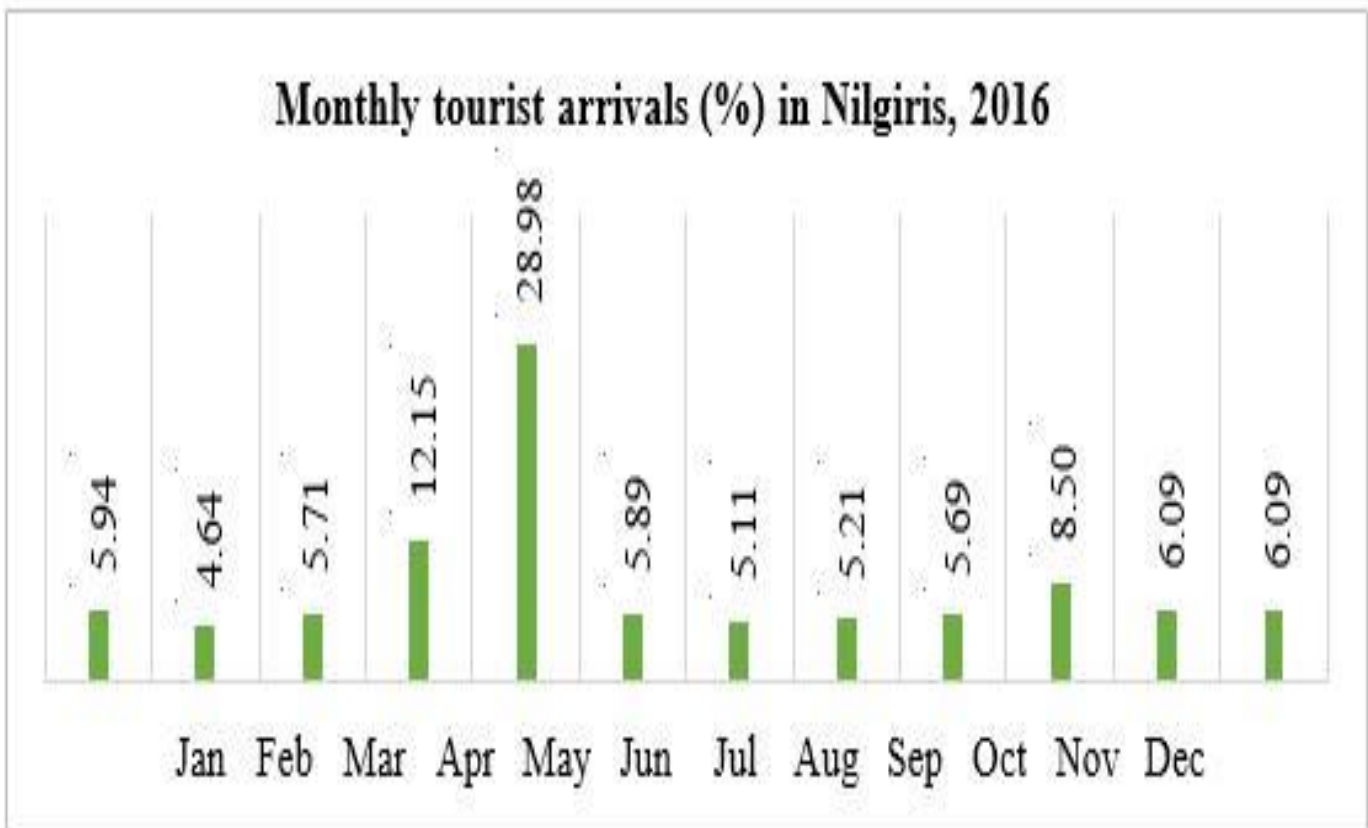
The Nilgiris, the paradise of holiday makers, nestles among hills at a point where the Eastern Ghats meet the Western Ghats and Sprawls among a beautiful plateau. One can see many profiles of natures each with distinct grandeur.



This hill station attracts visitors from all over the country in all seasons. Ooty has been receiving on an average about 2.5 million tourists annually. An average 20,000 to 25,000 visitors to Ooty every day. There are more than 3111643 tourist arrivals in the district.

Tourist Arrivals in Nilgiris District:

The Nilgiris district receives about 6.4 % of the total domestic tourist arrivals in Tamil Nadu. Arrival of foreign tourists is High compare to the other districts. There is a tremendous growth in tourist arrivals in Nilgiris district. Nilgiris district shows the average annual growth rate of about 4 %.



There is increase in tourism footfalls in the district while comparing the decadal analysis. The number of tourists arriving in the district is on the increasing trend owing to the thrust given by the government through connectivity of public transport system of three states Tamilnadu , Kerala and Karanataka a good number of buses ply from mysore , Calicut and other towns of Kerala.

The Nagapattinam Gudalur national highways and improved infrastructure of theghat roads has led to increasing tourist arrivals and heavy road traffic.

Nilgiris district is blessed with natural resources such as gardens, natural flora and fauna. Waterbodies, hillocks ,serene climate both traditional and western culture.

1.Botanical Garden,2. Emerald and avalanche dams,3. Rose garden, 4.katterypark,5.Mudumalai 6. Doddabetta 7.Udhagamandalam 8.Sims 9.Park Dolphins Nose10.Mukurthi National park 11.pykara boat house, 12.Pykara waterfall 13. 9thmile Shooting spot 14.Upper Bhavani, 15.Avanlanche 16. Laws falls 17. Lambs rock and many other tourism facilities and spots.

Primary Tourism Infrastructure:

The Nilgiris Hotel and Restaurant Association (NHRA), Ooty has reported that there are three five-star hotels with 100 rooms as against three two-star hotels with 120 rooms. At the same time, there is no three-star and four-star hotels in Ooty. As many as 500 budget hotels and 225 cottages, guest houses and lodges are the registered accommodation operators providing 200 and 1125 rooms respectively.

No of registered food stalls, restaurants, bakeries and coffee shops:

The Municipal Corporation has registered as many as 131 food stalls, restaurants, bakeries, sweet stalls and coffee shops in 2010. Out of the registered shops, there are 67 numbers of food stalls and restaurants as against 42 bakeries & sweet stalls and 12 coffee shops. The data have been collected and compiled by the Nilgiri Food Stalls and Restaurants Association (NFSRA) to take care of the common interest of the registered eatery places and help the Municipality ensure the quality of food.



Festivals and Shows in The Nilgiris:

The festivals in Nilgiris attract large number of people from other parts of the state, neighboring states and national. The festivals such as flower show, fruit show , vegetable show boat races attract nearly a million tourists a year.

The temple festivals of Heddhaimman worshipped by baduga community and Bokkapuram temple festivals attract more than a million people every year.

Months	Festivals
January	Tea Festival, Coonoor
January	Hot air balloon show in HADP ground
February	Thaipooosam in Elk Hill Murugan Temple

February	Bookkapuram Mariamman Annual Festival
April	Ooty Mariamman Temple Festival
April	Coonoor Mariamman Temple Festival
April	Vegetable show, Nehru park Kotagiri
May	Boat Races and Boat Pageantry in Ooty
May	Flower show in Ooty, Botanical garden
May	Fruit Show, Sim's Park Coonoor
June	Summer Festivals, Ooty Spice Show, Gudalur

Potential Commodities and Sectors.

Current Enterprises in Four Blocks of the Nilgiris:

<i>Ooty</i>	<i>Coonoor</i>	<i>Kotagiri</i>	<i>Gudalur</i>
Tea	Tea	Tea	Tea , Coffee, Spices-
Vegetables-Carrot	Coffee	Coffee	pepper ginger
, Cabbage, potato,	Carrot	Carrot	Vegetables- bitter
Garlic, Cauliflower,	Cabbage	Cabbage	gourd, Beans
Broccoli	Potato	Potatoes	Greens
Lettuce	Garlic	Garlic	Jackfruit
Fruits.	Cauliflower	Cauliflower	Avocado
Straw berry	Plums	Plums	Passion Fruit
Plums	Peaches	Oranges	Tourism
peaches	Oranges	Tourism	Eateries
Aromatic oils.	Jack fruits	Homestays	
Tourism	Tourism	Hospitality	
Eateries and	Hospitality		
Restaurants			
Bakery			
Homemade			
Chocolate			
Weaving			

Ooty	Coonoor	Kotagiri	Gudalur
Food processing- Value addition of Vegetables and Fruits- Bakery and Homemade Chocolates	Food processing- Value addition of Vegetables and Fruits. Bakery and Homemade Chocolates	Food processing- Value addition of Vegetables and Fruits. Bakery and Homemade Chocolates	Food processing- Value addition of Vegetables and Fruits. Bakery and Homemade Chocolates
Aromatic oils production.	Aromatic oils production.	Aromatic oils production.	Aromatic oils production.
Garments- Embroidery units Sweater manufacturing units.	Garments- Embroidery units Sweater manufacturing units.		Garments-Woven garment units
Traditional Handicrafts – Toda Embroidery	Traditional Handicrafts0- Kurumba paintings	Traditional Handicrafts- Kota Pottery	
Tourism- Tourism- Home stays-Eco tourism	Tourism Tourism- Home stays-Eco tourism	Tourism - Home stays-Eco tourism	Tourism- Home stays-Eco tourism (Particularly in Misnagedim)

			Green enterprises- Areca, Banana fiber, Bamboo products
Organised Retail	Organised Retail	Organised retail	Organised Retail

Market and Value Chain Strengthening:

Tea:

The Commodities which are produced in the district has to marketed outside the district for price maximisation and enterprises development. The tea produced in the district are sold through the auction centers in coonor and cochin and few brands of the Tea have been promoted . To scale more business in volumes fresh value chain approach of branding has to be demonstrated for small tea growers.

Coffee and Spices:

The spices produced are marketed only through local traders who aggregate the produce and sell at higher prices . Strengthening of the Value Chain through provision of storage facilities new trends in marketing through E Commerce , Partnerships with modern retail digital giants Amazon and flip cart would help the producers to gain more through Price realisation and avoidance of distress selling.

Vegetables:

Vegetables are sent to markets in mettupalayam and sold to Traders who link it to the bigger markets In Coimbatore ,Salem, erode, Tirupur , Koyambedu and Markets in Kerala. As there are no cold chains storage facilities near to the markets due to the perishable nature of the commodities the farmers end up in distress selling.

Tourism:

Nilgiris and ooty has a Name is brand for tourism related activities and has gained popularity as a priority tourism destination the local service providers get only marginal income for home stays and other tourism related activities .Organising peopleinvolvedin the tourism business and connecting through E platforms and social media would enable them to provide efficient services and Maximize profits



Commodity Prioritization

Commodity Prioritization

Potential areas for Farm based Enterprises (Commodities)

- I. Tea and Coffee
- II. Vegetables(Carrots, potato, Cabbage, Cauliflower, garlic, bitter gourd,beans,cow, pea ,broccoli)
- III. Fruits- Strawberry, plums, Peaches, oranges, Avocado, Jackfruit. Passion fruits.
- IV. Floriculture.
- V. Spices- Ginger, Pepper (Aromatic oils- eucalyptus, Rosemary)

Non-Farm Enterprises:

1. **Food processing- Value addition of Fruits, Vegetables and spices- Varkey, Homemade chocolates**
2. **Garments units- Embroidery(sweater)**
3. **Traditional Crafts-Toda Embroidery, Kota Pottery, Kurumba paintings.**
4. **Honey and value addition**
5. **Aromatic and medicinal oils production**
6. **Mushroom plantation and processing.**
7. **Woodcrafts and carpentry**
8. **Shoe making units**

Service Based Enterprises:

- 1) **Vermi-composting Bio-fertilizers and pesticides**
- 2) **Nursery Enterprises.**
- 3) **Tourism-**
- 4) **Home stays/**

5) Eateries- Local cuisines

6) Travel- Transport

7) Cold Chains- Refrigerated vehicles

Green Enterprises:

1. *ECO- Tourism*
2. *Banana fiber products , Areca Plates*
3. *Bamboo Products.*
4. *Paper bags – Bio degradable (Alternative- enterprises)*
5. *Non-Timber Forest Produce*

Potential areas for Skilling:

1. Food processing- (bakery, homemade chocolates)
2. Textile based(Stitching- Embroidery etc)
3. Maintenance of Poly houses
4. Catering
5. Bakery
6. Tea and Coffee Processing
7. Maintenance of machinery
8. Plumbing and electrical
9. Geriatric care
10. Para professions on Agriculture, Horticulture and Animal husbandry
11. Guides and Tourism Support

Strengths	Weakness	Opportunities	Threats
<ul style="list-style-type: none"> • Climate • Community interest • Water • Thrust from Government • High value crops and tourism activity linked to the National and Global Value chain 	<ul style="list-style-type: none"> • Lack of Infrastructure. • Distress selling • Lack of Technical skill • Lack of entrepreneurial outlook and lack of training • Lack of Right Market linkages • Less institutional credit for Enterprises 	<ul style="list-style-type: none"> • Growing aspirational Tourism • Demand for fresh vegetables and fruits • Emergence of Wider markets • Human Resources . • Business support systems 	<ul style="list-style-type: none"> • Climate • Wild animal Menace • Traffic congestion • Use of Chemical fertilizers and Pesticides

The Criteria for prioritisation of commodities and subsectors such as No producers, Area of cultivation, Community interest, growth trends , investments by Central and state governments , access to market. On the basis of the criteria an analysis was done on the secondary data and subsequent validation with stakeholder's line department officials , planters, entrepreneurs and practioners.

- ▶ The Analysis indicates Tea as the major commodity in all four blocks where the participation of the community as small growers, workers, processors are involved connecting to the local, state ,National and Global Value Chains . The government support to small growers through tea board and setting up India's biggest tea Cooperative Indco Serve.
- ▶ Coffee has a potential for enterprise development in Gudalur block as it has the participation of the small growers which is more inclusive (tribal holdings)and is also linked to global value chain and the interventions of the coffee board at Gudalur.
- ▶ Vegetables such Potato, carrots, cabbages, beetroot, garlic, cauliflower are grown in large tracts and has community interest

and Government support through Horticulture department, National horticulture mission and national horticulture board schemes.

- ▶ Every block is unique in fruit cultivation in Nilgiris which fetches incremental incomes to small growers .
- ▶ Service sector is biggest contributor to the district economy and employment provider .As Nilgiris is a Priority tourist Destination for both Domestic and foreign tourists. Eateries, Homestays, Eco tourism, recreational activities such as jungle trails, canopy walk, trekking are potential areas for enterprise promotion.
- ▶ Food processing is a potential area for enterprise promotion as it aligns with the horticulture landscape.
- ▶ The plantation crops and tourism sector of the district is linked to the Global Value Chain.The unique products such Ooty Varkey, Homemade Chocolates, aromatic oils are the enterprises which can be scaled by creating wider Market linkages.

Reference

Reference

Census 2011. Office of the Registrar General & Census Commissioner, India, Ministry of Home Affairs, Government of India.

Table 1: Details of Medicinal Plants used by Primitive Tribal groups.

Sl. No	Mode of administration
1	Leaves are cooked under low fire and are consumed, Leaves are also grinded and the juice is diluted in water and consumed
2	Leaves paste is applied to wounds for quick healing
50	Solanaceae
51	The stem bark paste is taken orally for sore throat, dysentery and ulcer. The fruit is given for purifying blood. The fresh juice of bark with goat milk is used as antidiarrhoeal. The seed powder mixed with <i>Salvia officinalis</i> leaves is given as anti-diabetic

Source: Deepak.et.al.2014.

