

## CHAPTER - I

### EXECUTIVE SUMMARY

The TNRTP conducted a District Diagnostic Study (DDS) with an in depth evaluation of the district for identifying the sectors, Subsectors and commodities. The DDS encompasses different project components of rural Eco-system development, Enterprise business plan financing, Skills and job opportunities and project.

The study has been conducted with the perspective of the entrepreneur as the focus and seeing the things through the lens of the entrepreneur towards assisting the different project beneficiaries- Producer Groups, Enterprise Groups and Individual Enterprises. The study would help the project team in effective implementation of the scheme as well as in prioritization and proper execution of activities.

The study has identified the sectors, sub-sectors, commodities and potential Enterprises, which are summarized as follows.

- ✚ Agro Business activities/Commodities: 22 activities
- ✚ Non-Farm based activities/Commodities: 18 activities
- ✚ Service Sector/Commodities: 9 activities
- ✚ Service Sector- Non-Agro based activities/Commodities: 32 activities
- ✚ Trading- Agro based and Non-Agro based activities: 10 activities

Further based on the inherent facilitating factor and opportunities existing, potential enterprise clusters have been identified and documented for each Block of the district, for the entire 12 Blocks.

The following table depicts the potential clusters for promotion of producer companies at the 3 Blocks of the district, where the TNRTP intervention is planned initially.

## About TNRTP

The Tamil Nadu Rural Transformation Project (TNRTP) is an innovative World Bank assisted project that aims at rural transformation through strategies that focus beyond poverty alleviation by building sustainability and prosperity of rural communities through enterprise promotion, access to finance and employment opportunities. TNRTP is built on existing institutional capital and investments made by Tamil Nadu Pudhu Vaazhvu Project (TNPVP), Tamil Nadu State Rural Livelihoods Mission (TNSRLM) and National Rural Livelihoods Project (NRLP).

This project has been built on the success of the earlier World Bank assisted Tamil Nadu Pudhu Vaazhvu Project (2005-2017)), which was implemented in 4,174 Village Panchayats of 120 Backward Blocks in 26 Districts of the State at a cost of Rs.1871.85 Crore benefiting 9.8 lakh rural families and achieved woman empowerment and poverty alleviation in the rural areas through Community Driven Development approach (CDD).

This Project will be funded in the ratio of 70:30 by the World Bank and Government of Tamil Nadu at an estimated cost of Rs.918.20Crores. The loan assistance from World Bank will be Rs.642.74 Crores and the assistance by Government of Tamil Nadu (GoTN) will beRs.275.46 Crores.

The Project will be implemented in 2 phases covering 26 districts, 120 blocks and 3994 village panchayats over a period of 6 years.

S.No	Phase	No. of Blocks	No. of Villages
1.	Phase I	38	1,393
2.	Phase II	82	2,601
<b>Total</b>		<b>120</b>	<b>3,994</b>

## Project Beneficiaries

The project will target primarily the SHG households, who have basic level of assets, resource and skills created by the previous projects; the focus will be on women, scheduled tribes, scheduled castes, differently abled, youth and aspiring entrepreneurs. The beneficiaries will be producer households, aggregated into producer groups/producer collectives and individual entrepreneurs across farm and non-farm sectors in the selected project blocks.

The Project intends to target 4,11,620 direct beneficiaries of which 3,25,000 members will be organized into Producer groups (PGs), Enterprise groups (EGs) and Producer Collectives (PCs). The Project will also support around 6,620 individual enterprises and 80,000 beneficiaries through skilling (40,000 through convergence with existing flagship Government skilling programs and 40,000 through community skill /farm schools).

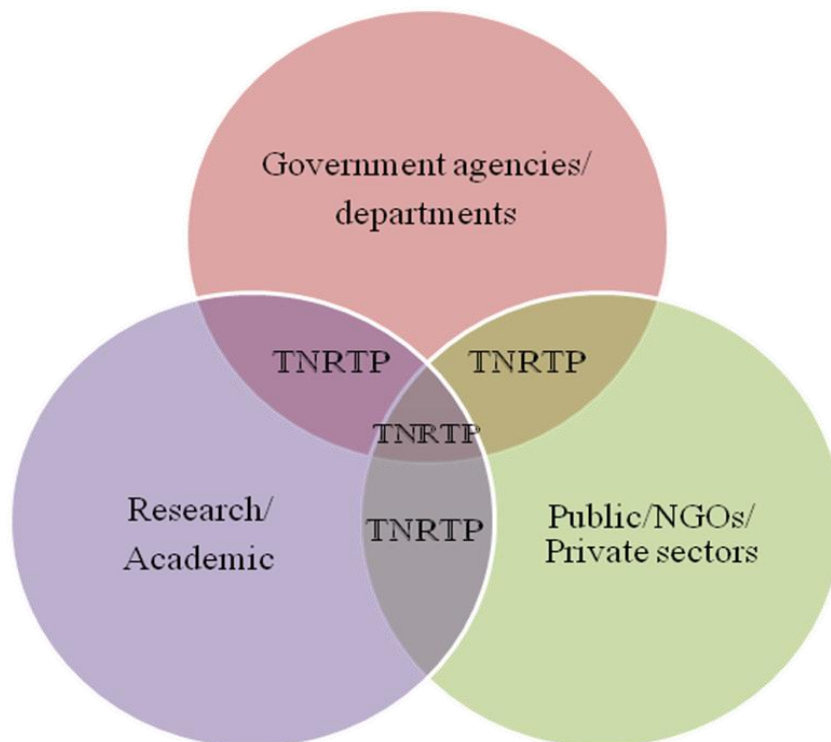
S.No	Activities	Details	Beneficiaries
1.	Group Enterprises	6000 Producer Groups (50 Members per group)	3,00,000
		1000 Enterprise Groups	25,000
		<b>Sub Total</b>	<b>3,25,000</b>
2.	Individual Enterprises	Nano	6,000
		Micro	500
		Small	120
		<b>Sub Total</b>	<b>6,620</b>
3.	Skill Development	Through Convergence	40,000
		Through CSS	40,000
		<b>Sub Total</b>	<b>80,000</b>
<b>TOTAL</b>			<b>4,11,620</b>

## Project Components

This Project comprises of four components:



## Convergence and Partnership



## CHAPTER - II

### 2. SIVAGANGAI-AN INTRODUCTION

Sivagangai District has been carved out from Ramanathapuram District and the District is functioning from 15.3.85 as per G.O Ms.No. 346 Rev. dept. dated 8.3.85.

The Sivagangaiseemai is historically an important territory. The Kingdom of Ramnathapuram comprised of the territories of Ramnathapuram, Sivagangai and Pudukottai of today. Sivagangai region was ruled by the brave and valour leaders like SasivarnaThevar, Raja Muthu VaduganathaPeriaOodayarThevar, Rani VeluNachiar and Marudhu brothers.

Sivagangai district is having a geographical area of 4189 Sq.Kms. It lies between 9.43' and 10 47' of the Northern latitude and 77 47'and 78 49' of Eastern longitude.



It is bounded by Ramanathapuram district in East and South, Virudhunagar and Madurai Districts in West and Tiruchirapalli and Pudukkottai districts in the north.

This District is a backward region from the point of view of agriculture, industry and general economic conditions of the people, mainly due to the feudalistic and rural background of the area. Several parts of this district were frequently hit by drought.

The district comprises of 2 Divisions, 9 taluks, 39 Firkas, 521 Revenue Villages, 12 blocks, 3 Municipalities, 12 town Panchayats and 445 Village Panchayats. The District administration is headed by the District Collector with the coordination of the different development and welfare activities in the district.

## **2.1 ENTREPRENEURS FROM SIVAGANGAI**

Sivagangai has left its footprint in all the fields of business through its various eminent personalities. The soil has produced many noteworthy people who have contributed to the field of education, entertainment, trade and business. They have helped shape our countries business and education sectors by creating universities (Annamalai and Alagappa universities), establishing film production houses (AVM studios) and many hotels and industries. The inhabitants of this little town have reached various countries and have established business centres abroad. Keeladi, is a living proof for the existence of a modern civilization in 200 BC which flourished with art and business enterprises. The link was continued in the later years and many have contributed to trade during the Kings reign and British rule. They have excelled in banking sectors opening banks (Indian overseas bank and Indian bank) in Sivagangai district and in other countries like Rangoon (present day Burma). Even today, many natives of Sivagangai have travelled abroad and work or do business abroad and always come back to their native. This helps to boost our Indian economy when they bring foreign currency back to our country. The people have also spread our culture and heritage while carrying out business and trade activities with other country like Malaysia, Singapore and other European countries. Thus, the district of Sivagangai has played an immense role in shaping the trade and business culture in India.

## 2.2 EMINENT PERSONALITIES

### QUEEN VELU NACHIAR (3 January 1730 – 25 December



Rani Velu Nachiyar was the first queen to fight against the British colonial power in India. She is known by Tamils as Veeramangai. She was the princess of Ramanathapuram and the only child of Raja Chellamuthu vijayaragunatha Sethupathy and Rani Sakandhimuthal of the Ramnad kingdom.

### MARUTHU BROTHERS (1748-1801)

The Marudhu brothers were chieftains of Sivagangai, Tamil Nadu, India, towards the end of the 18th century. They were known for fighting against the East India Company. They were finally hanged by the British after a prolonged struggle.



Maruthu brothers

### OBJECTIVES OF THE DISTRICT DIAGNOSTIC STUDY

The purposes of conducting the District Diagnostic Study are:

- ✦ As a facilitating tool for project planning under different project components of Rural Ecosystem Development, Enterprise Business Plan Financing, Skills and Job opportunities and Project Management.
- ✦ Towards convergence and forging partnerships among / with the different stake holders - Line departments, mainstream institutions - Banks, Insurers etc, Skilling institutions, Knowledge Centres, Entrepreneurs, Associations of Enterprises, Traders and Industries.
- ✦ To facilitate preparation of development plans by communities for enterprise promotion at village level
- ✦ To identify and prioritize current and potential value chains.

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

#### Methodology

- ❖ Secondary Data was collected from Various line departments, Agriculture, Horticulture, Market committee, Animal Husbandry, Sericulture, Forestry, Tourism, Statistics.
- ❖ Stake holders consultancy workshop: The different stake holders interacted for the study are furnished Interactions were also held with the District officials. Site visits were made to the resource institutions, FPOs, traders, weaving clusters and villages in the district. Focus Group discussion with the community was held to validate the secondary data.



## CHAPTER - IV

### 4.0 SOCIO DEMOGRAPHIC PROFILE OF THE DISTRICT

According to 2011 census, the total population of this district is 1339101 comprising 668371 males and 670730 females. This district is one among the five districts in the state having female predominance over male population. The density of population was 320 persons per sq.km. The sex ratio for this district works out to the 1003 females for 1000 males and nearly 69% of the total population lives in rural areas. In total population Scheduled Caste 17% and Scheduled Tribes 0.06%.

#### 4.1 Area Population, Literates, Sc's, St's – Sex wise By Blocks

**Table 1 Area Population, Literates**

Name of the Blocks	Area (sq.k m)	Population			Literate		
		Persons	Male	Female	Persons	Male	Female
Sivaganga	446.6	158510	79306	79204	116229	63454	52775
Kalayarkoil	582.6	113318	55395	57923	81030	44334	36696
Manamadurai	349.4	104183	52086	52097	72782	40490	32292
Thiruppuvanam	327.3	118411	59962	58449	83796	47335	36461
Ilayankudi	444.6	111447	55075	56372	78124	43356	34768
Devakottai	339.9	127902	64619	63283	93932	51479	42453
Kannangudi	221.6	29764	15016	14748	22733	12921	9812
Sakkottai	352.3	248390	123913	124477	190020	100815	89205
Kallal	401.1	88117	43327	44790	62382	33966	28416
Thiruppathur	339.9	112774	56454	56320	80540	44176	36364
Singampunari	226.0	78834	39575	39259	54874	30524	24350
S.Pudur	160.2	47451	23937	23514	29340	17116	12224
<b>Total</b>		<b>1339101</b>	<b>668665</b>	<b>670436</b>	<b>965782</b>	<b>529966</b>	<b>435816</b>

**Table 2 SC's, ST's Population**

Name of the Blocks	Scheduled Castes			Scheduled Tribes		
	Persons	Male	Female	Persons	Male	Female
<b>Sivaganga</b>	21073	10576	10497	41	20	21
<b>Kalayarkoil</b>	21969	10836	11133	22	10	12
<b>Manamadurai</b>	23896	11966	11930	48	24	24
<b>Thiruppuvanam</b>	25991	13039	12952	192	89	103
<b>Ilayankudi</b>	25104	12468	12636	3	2	1
<b>Devakottai</b>	21987	11369	11151	270	139	131
<b>Kannangudi</b>	11704	5908	5796	12	6	6
<b>Sakkottai</b>	28863	14233	14630	176	90	86
<b>Kallal</b>	14071	6879	7192	15	7	8
<b>Thiruppathur</b>	16669	8445	8224	20	8	12
<b>Singampunari</b>	10900	5349	5551	1	0	1
<b>S.Pudur</b>	8429	4250	4179	4	3	1
<b>Total</b>	<b>230656</b>	<b>115318</b>	<b>115871</b>	<b>804</b>	<b>398</b>	<b>406</b>

**Table 3 Literate Population**

Particulars	Male	Female
<b>Literates</b>	529966	435816
<b>Total Population</b>	668665	670436

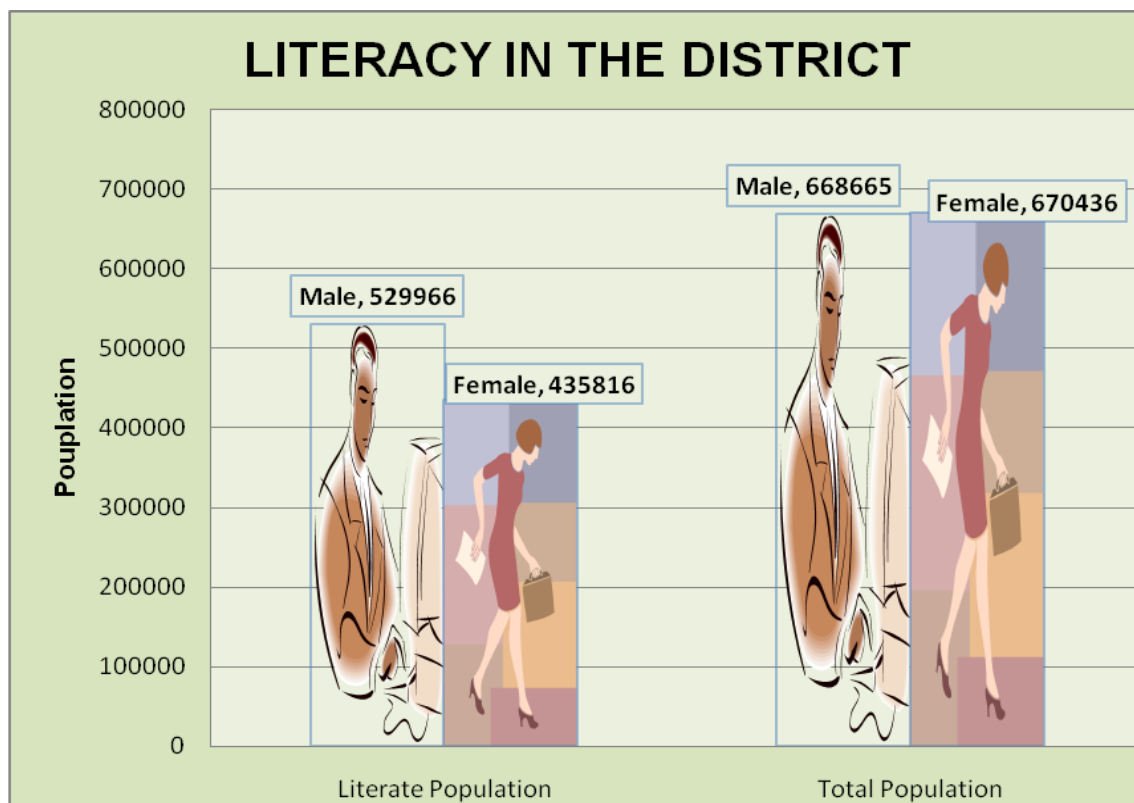


Figure 1 Census 2011

## 4.2 Rural and urban Population

The distribution of population at the rural and urban areas is furnished in the following table:

**Table 4 Rural and urban Population**

Category	Male	Female	Total	Percentage of Increase since Last Census 2011
<b>Rural</b>	462210	464046	926256	15.9
<b>Urban</b>	206462	206383	412845	11.7
<b>Total</b>	668672	670429	1339101	26.6

According to 2011 census, the total population of this district is 1339101 comprising 668371 males and 670730 females. This district is one among the five districts in the state having female predominance over male population. The density of population was 320 persons per sq.km. The sex ratio for this district works out to the 1003 females for 1000 males and nearly 69% of the total population lives in rural areas.

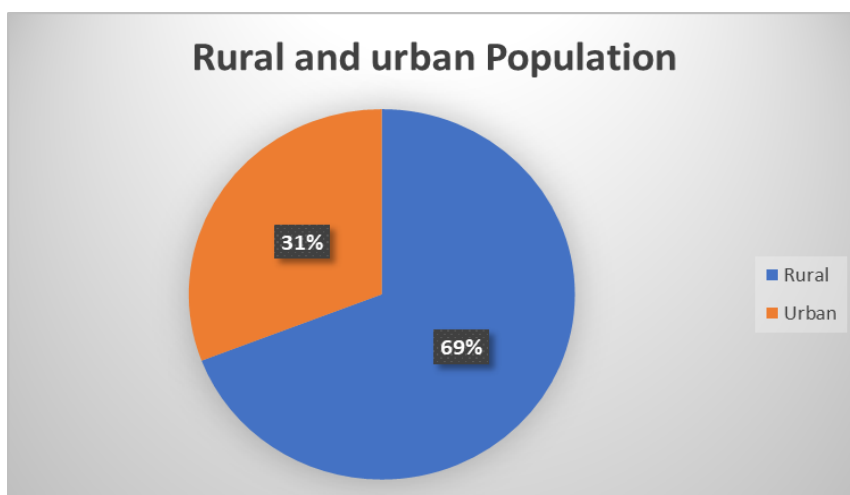


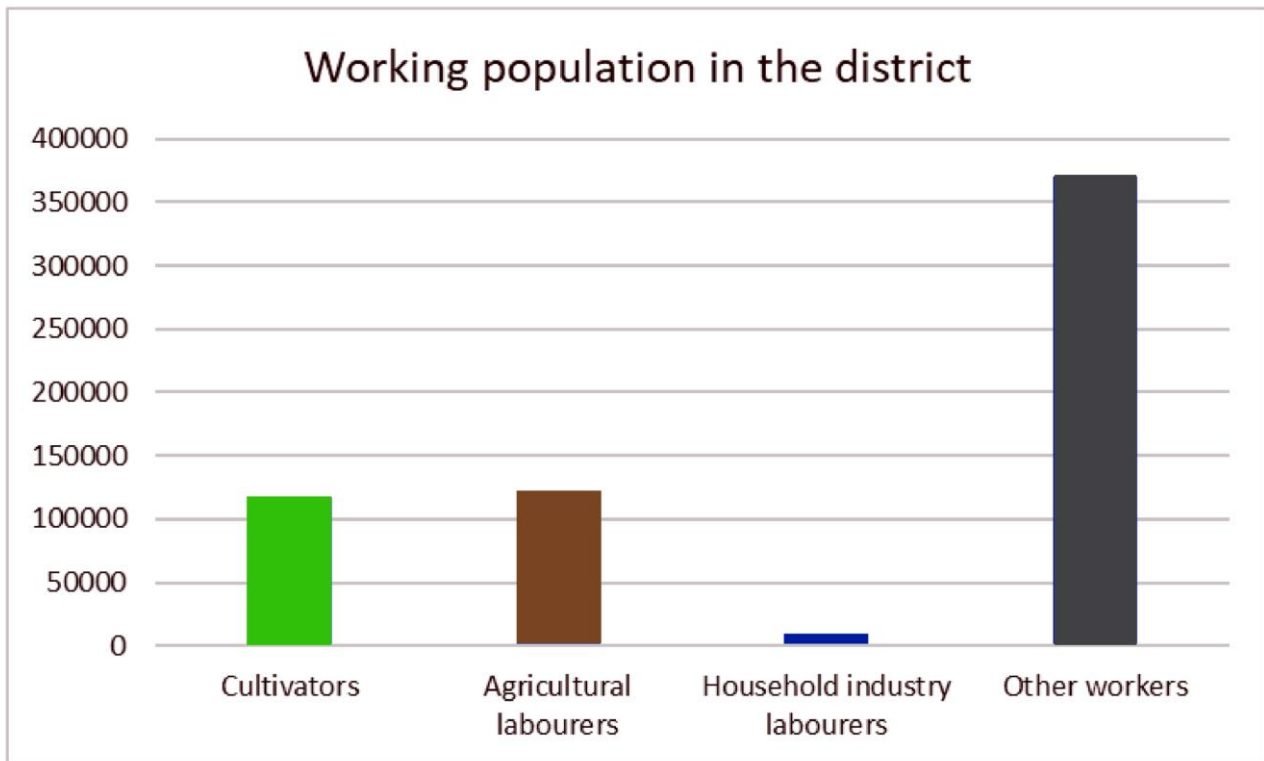
Figure 1 Census 2011

#### 4.4 Occupation Profile

The working population in the district is presented in the following Table

**Table 5 Working population**

Type of working \ persons	Type	Persons	Male	Female
<b>Cultivators</b>	Rural	112588	71420	41168
	Urban	4442	3434	1008
	Total	117030	74854	42176
<b>Agricultural labourers</b>	Rural	117677	61926	55751
	Urban	4489	3208	1281
	Total	122166	65134	57032
<b>Household industry labourers</b>	Rural	6428	3631	2797
	Urban	3436	1876	1560
	Total	9864	5507	4357
<b>Other workers</b>	Rural	234861	138971	95890
	Urban	136250	106839	29411
	Total	371111	245810	125301
<b>Total workers</b>	Rural	471554	275948	195606
	Urban	148617	115357	33260
	Total	620171	391305	686598



**CHAPTER - V**

**5.0 COMMUNITY BASED ORGANISATIONS**

There is existence of rich Community Based Organisations (CBOs) to operationalize the TNRTP interventions at the district.

The **existing social capital of BLFs, VPRCs, PLFs, SHGs and the organized member households** would be the foundation. In sivagangai district there are about 27 CLGs, 445 VPRCs & PLFs comprising of 7309 SHGs involving a total of 109635 member households.

**Table 6 Community Based Organisations**

S.No	Name of the CBO	Total No. Of Number CBO
1	SHG	7309
2	VPRC	445
3	CLG	27
4	PLF	445
<b>Total</b>		<b>8226</b>

Source:TNSRLM- sivagangai primary data

## 6.0 FARMER PRODUCER ORGANISATIONS (FPOs)

Moreover, there are three Farmer Producers Organizations (FPOs), Promoted by agriculture department:

### Registered Farmer Producers Organisations (FPOs)

- ❖ Coconut Farmer Producers Company Limited, Singampunari – with about 1000 Share holder farmers, registered on 30.06.2017, under Companies Act.
- ❖ Shri karpagaVinayagar Collective Farmers Producers Company Limited, S.Pudur, registered on 18.05.2018, under Companies Act.
- ❖ SreeKalathiAyyanar Collective Farmers Producers Company Limited, Kallal, registered on 31.01.2019, under Companies Act.

Another 5 FPOs also exist in the district and its framed by NABARD and Self Promotion.

### 6.1 FARMER PRODUCER GROUP

In the three TNRTP blocks, the there are Farmer Producer Groups as detailed below:

**Devakottai** – 18 FPGs at Siruvathi, Vijayapuram, Ekaraikottaivayal, Vellikatti, Maaviduthikottai, Sakkanthi, Kallangudi, Eluvankottai, Kandadevi, Kottur, Kurindhanakottai, Vasanthani, Tirumanvayal, VadiNanniyur and Anthakkudi villages.

**Manamadurai** – 20 FPGs at Arimandapam, Annavasal, Vilathur, Soorakulam, Seikalathur, Rajakampperam, Kaipirivu, Mangulam, Perumpacheri, Theethanpettai, Idaikattur, Vembathur, TherkuSanthanur, Kuvalaiveli, Manamadurai, K.Pudhukulam, Keelapidavur, Sullangudi and Vagudi villages.

**Kalayarkovil** – 17 FPGs at Sengulam, Monkankanmai, Vittaneri, Kollangudi, Mathur, Pailulam, Karumanthakudi, Marathur, Pudukiluvatchi, Kanchipatti, Vannikudi, Valanai, Alavilampatti, P.Udayarenthal, Pallivayal, Somanathamangalam and Sakkoor villages.

## **7.0 GEOGRAPHICAL FEATURES**

### **7.1 Topography and Agro Climatic Characteristics**

Generally, the region as a spell of hot climate. Temperature is low during January and the lowest mean daily temperature is 19.8°C. The hottest month in the district is July, during which the maximum temperature is 33.83°C. The mean humidity varies from 65 per cent in July to 77 per cent in November.

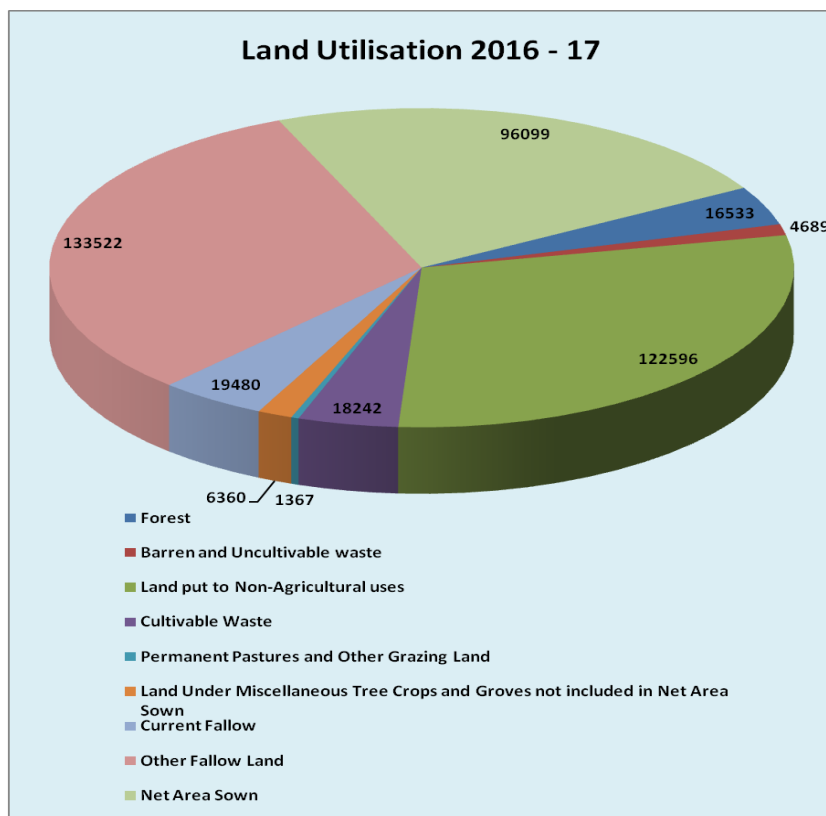
### **7.2 Land Use Pattern and Land Holdings: 2017-18**

The total cultivated area of the district 1,04690 hectares. The land use pattern of Sivagangai district is as follows:

**Table 7 Land Use Pattern and Land Holdings**

<b>Sl. No.</b>	<b>Land use types</b>	<b>Area in hectares</b>
<b>1</b>	Forest	16533
<b>2</b>	Barren and Uncultivable waste	4689
<b>3</b>	Land put to Non-Agricultural uses	122596
<b>4</b>	Cultivable Waste	18242
<b>5</b>	Permanent Pastures and Other Grazing Land	1367
<b>6</b>	Land Under Miscellaneous Tree Crops and Groves not included in Net Area Sown	6360
<b>7</b>	Current Fallow	19480
<b>8</b>	Other Fallow Land	133522
<b>9</b>	Net Area Sown	96099
<b>10</b>	Geographical Area According to Village Papers	418900
<b>11</b>	Total Cropped Area	96107
<b>12</b>	Area sown more than once	8

It is seen that there is significant area under Cultivable Waste (18242 hectares), Current fallows (19480 hectares) & other fallows (133522 Hectares), which could be brought under cultivation by suitable interventions.



**Figure 2** Source; Dist G Return 2017-18

### 7.3 Climate and Rainfall

The average **annual rainfall** over the **district** varies from about 861.8 mm. to about 988.6 mm. The normal Southwest monsoon **rainfall** varies from 275.8 to 401.1 mm while during Northeast monsoon the normal seasonal **rainfall** varies from 382.5 to 442.8 mm.

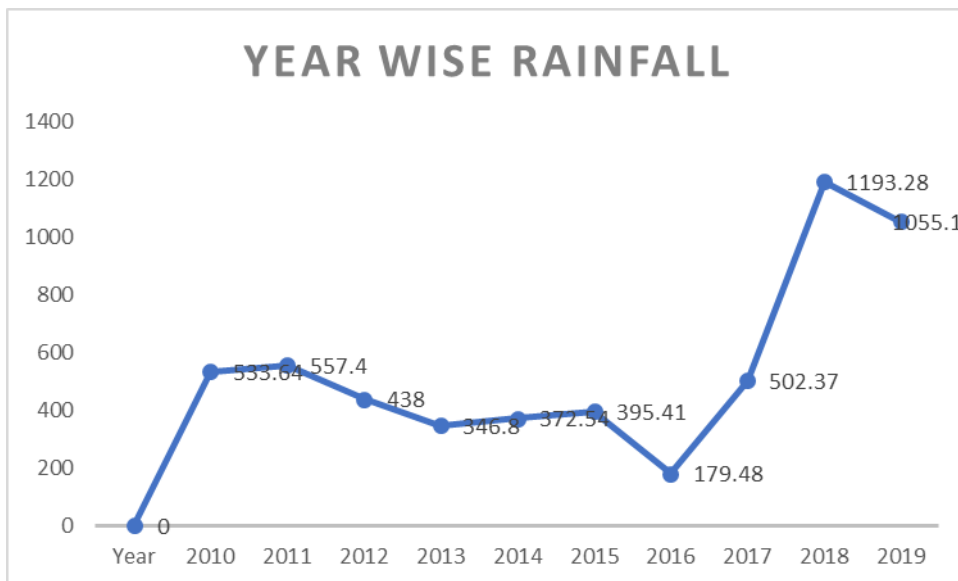
This district is frequently hit by drought. Hot and dry weather prevails for about 9 months in a year. During this year this district experienced 369.34mm of rainfall as against 301 mm (normal rainfall) in the South West Monsoon, 161.72mm of rainfall against 422.7mm (normal rainfall) in the North East Monsoon, 69.2 of rainfall against 17.9 mm (normal rainfall) in the Winter Season and 117.45mm against 121.2 mm (normal rainfall) in the Summer Season. This rain helped the agriculturists to show self-sufficiency in the production of cereals, particularly paddy, ragi, maize and chillies.



**Table 8 Year wise Rainfall**

<b>s.o</b>	<b>Period</b>	<b>Rainfall</b>
<b>1</b>	Jan-2010 to Dec 2010	533.64mm
<b>2</b>	Jan-2011 to Dec 2011	557.40mm
<b>3</b>	Jan-2012 to Dec 2012	438.00mm
<b>4</b>	Jan-2013 to Dec 2013	346.80mm
<b>5</b>	Jan-2014to Dec 2014	372.54mm
<b>6</b>	Jan-2015 to Dec 2015	395.41mm
<b>7</b>	Jan-2016 to Dec 2016	179.48mm
<b>8</b>	Jan-2017 to Dec 2017	502.37mm
<b>9</b>	Jan-2018 to Dec 2018	1193.28mm
<b>10</b>	Jan-2019 to Oct 2019	1055.10mm

Source:www.worldweatheronline.com

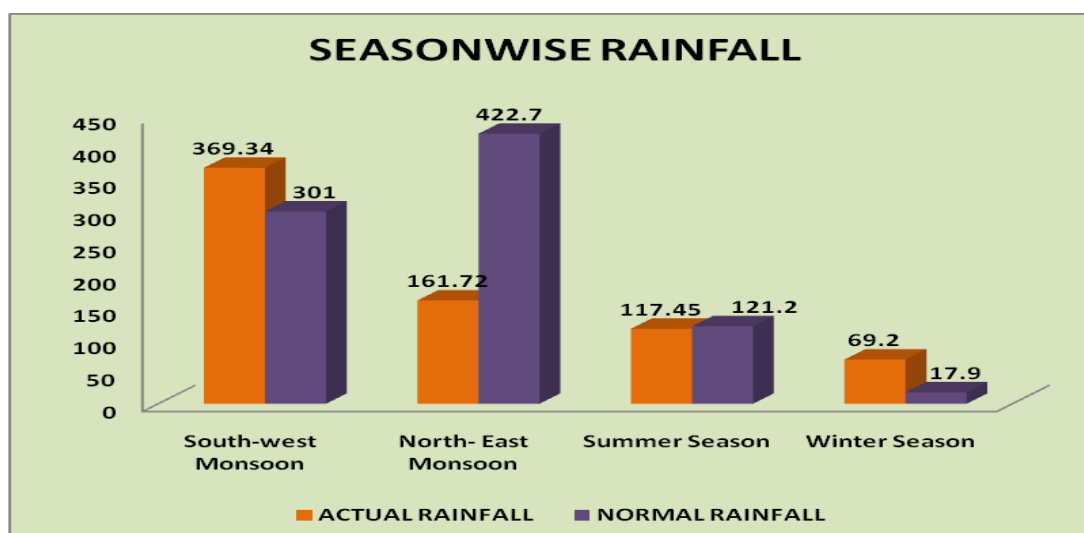


**Figure 3** Source:www.worldweatheronline.com

This district compares to previous years in the year 2017, 2018 and 2019 rainfall got gradually increased. Its more helps to the people who are engaged with agricultural activities.

**Table 9 Season wise distribution of Rainfall**

<b>Whole year (June-2015 to May 2016)</b>	<b>685.22</b>	<b>872.8</b>
<b>South-west Monsoon</b>	369.34	301
<b>North- East Monsoon</b>	161.72	422.7
<b>Summer Season</b>	84.96	121.2
<b>Winter Season</b>	69.2	27.9



**Figure 4** Source: Deputy Director General of Meteorology, Chennai.

This district is frequently hit by drought. The normal annual rainfall of the District is 862.80 mm. Hot and dry weather prevails for about 9 months in a year. During 2016 the district received 179.48mm of rainfall as against 301 mm (normal rainfall) in the South West Monsoon, due to insufficient rainfall in the past years, projections for various activities have been rationalized.

#### **7.4 Soil Types of the Area**

There are three types of soil in this area namely red Soil, black soil and alluvial soils. There are cultivable waste lands. They are deep to very deep soils and ideal for growing horticultural crops and very deep-rooted perennial crops. The soils are well drained both internally and externally. They don't possess the problems of alkalinity, calcareousness and salinity. The salinity problem is occurred in part of Ilayankudi, Kannangui and Devakottai Blocks. These soils are deficient in micro nutrients like zinc, copper, boron etc., The ratio between iron and manganese are narrow and

have very poor exchangeable base reserves. Surface crusting and surface droughtiness are the major problems that are associated with these soils because of the low organic matter content, low exchangeable bases and the sandy texture of the soils.

The different types of soil existing at the district are as follows:

**Table 10 Soil Types of the Area**

Sl.No.	Type of Soil	Places in District
1.	Red Loam	<b>Devakottai Taluk</b> , Ilayankudi Taluk, Karaikudi Taluk, <b>Manamadurai Taluk</b> , Sivagangai Taluk and Thiruppathur Taluk.
2.	Laterite Soil and Sterile Soil	Nil
3.	Black Soil	<b>Devakottai Taluk</b> , Ilayankudi Taluk, <b>Manamadurai Taluk</b> and Sivagangai Taluk.
4.	Alluvial Soil	Thiruppuvanam Block and <b>Manamadurai Block</b>
5.	Red Soil	<b>Devakottai Taluk</b> , Ilayankudi Taluk, Karaikudi Taluk, <b>Manamadurai Taluk</b> , Sivagangai Taluk and Thiruppathur Taluk

## 7.5 Water Sources

### 7.5.1 Rivers Flowing in the District

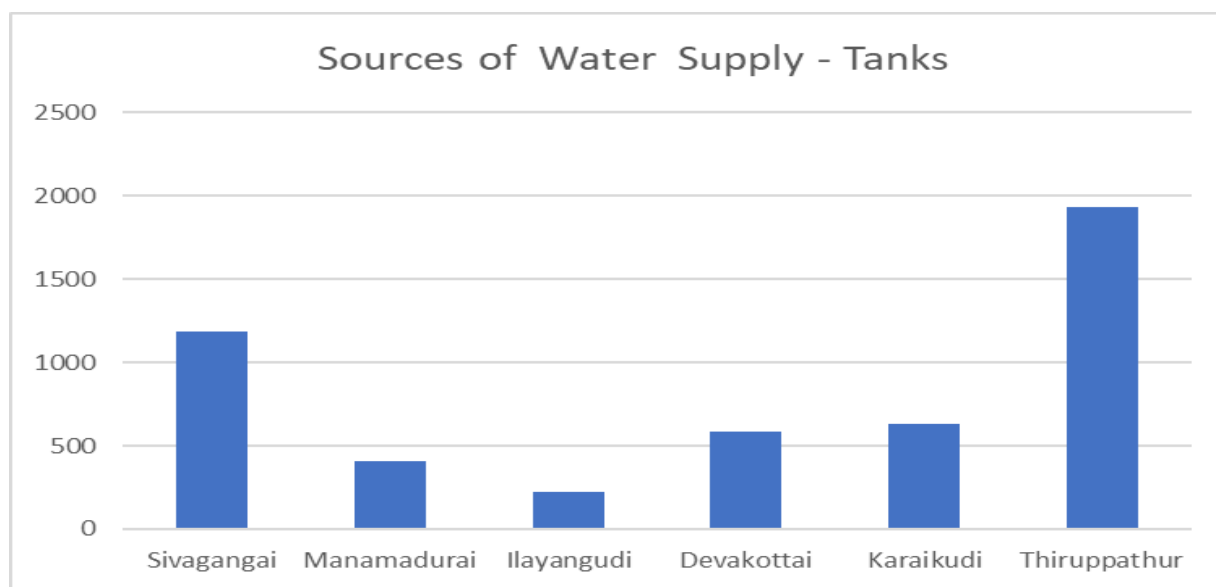
Six important rivers are flowing in the district. But the rivers are not perennial in nature. The district is highly dependent on monsoon rains. The important rivers are Vaigai, Pambar, Kottakaraiyar, Thennar, Uppar, gundar, Manimuthar and Sarugani.

### 7.5.2 Sources of Water Supply –Taluk Wise

The District is endowed with good ground water potentials (White area) and hence the area under well irrigation could be enhanced.

**Table 11 Sources of Water Supply**

S.No	Name of the Taluk	Canals No.	Length (Km.)	Wells used for irrigation purpose only (Excluding tube wells)	Tube Wells No.	Wells used for Domestic & Industrial Purpose	Reservoirs	Tanks (Nos.)
1	Sivagangai	-	-	6380	103	1970	-	1184
2	Manamadurai	1	30.15	2881	131	1285	-	406
		i. Lift Main Canal						
		1	43.20					
3	Ilayangudi	-	-	475	291	783	-	226
4	Devakottai	-	-	914	197	1026	-	586
5	Karaikudi	-	-	688	398	22701	-	628
6	Thiruppathur	-	-	5164	238	1637	-	1936
	TOTAL	-	-	16502	1358	29402	-	4966



### 7.5.3 Status of groundwater

The Ground Water levels from the 79 number of observation wells of TWAD have been analysed for Post-Monsoon and Pre-Monsoon. 5 years average Ground water level in m Below Ground Level for pre and post monsoon is as follows:

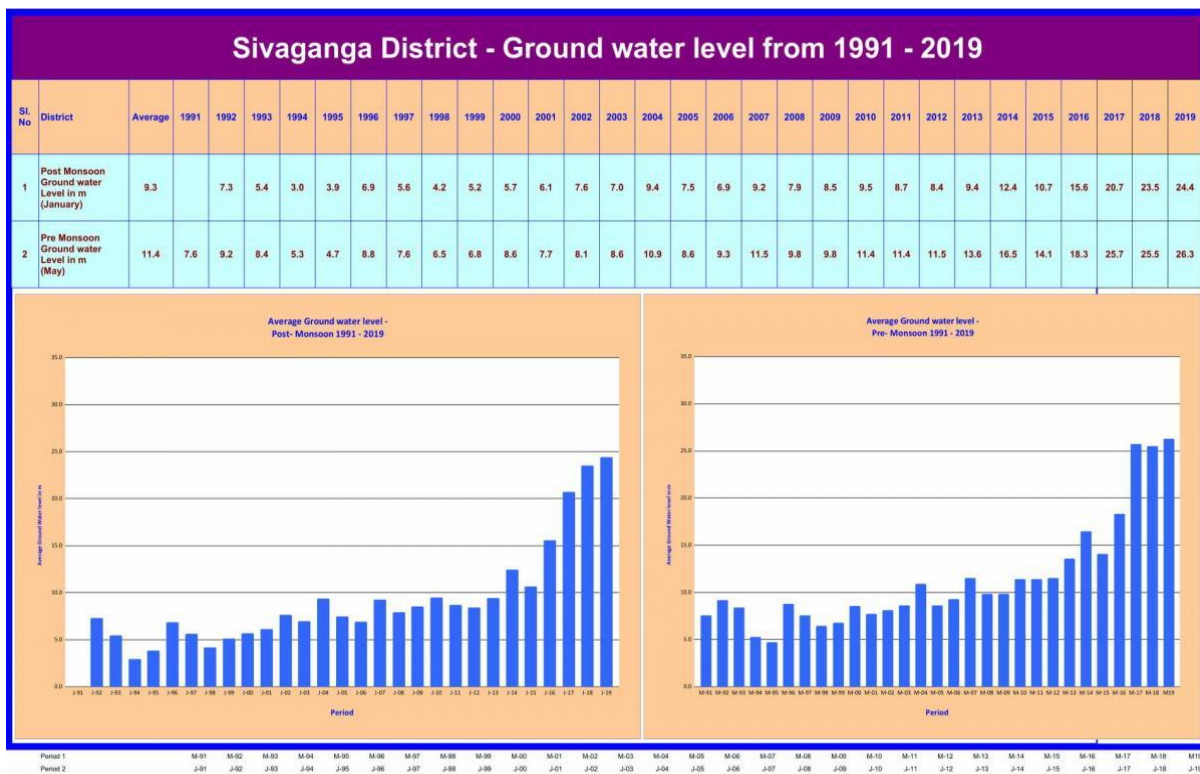


Figure 5 TWAD Board

**CHAPTER - VIII**

**8.0 DISTRICT INFRASTRUCTURE**

**8.1 Rural Electrification (In Numbers )**

**Table 12 Rural Electrification**

Electrified during the year				Electrified up-to the year			
Towns	Village	Hamlet	Agricultural Pump sets	Town	Village	Hamlet	Agricultural Pump sets
--	--	--	522	12	451	2723	26762

**8.2 Transport and Connectivity**

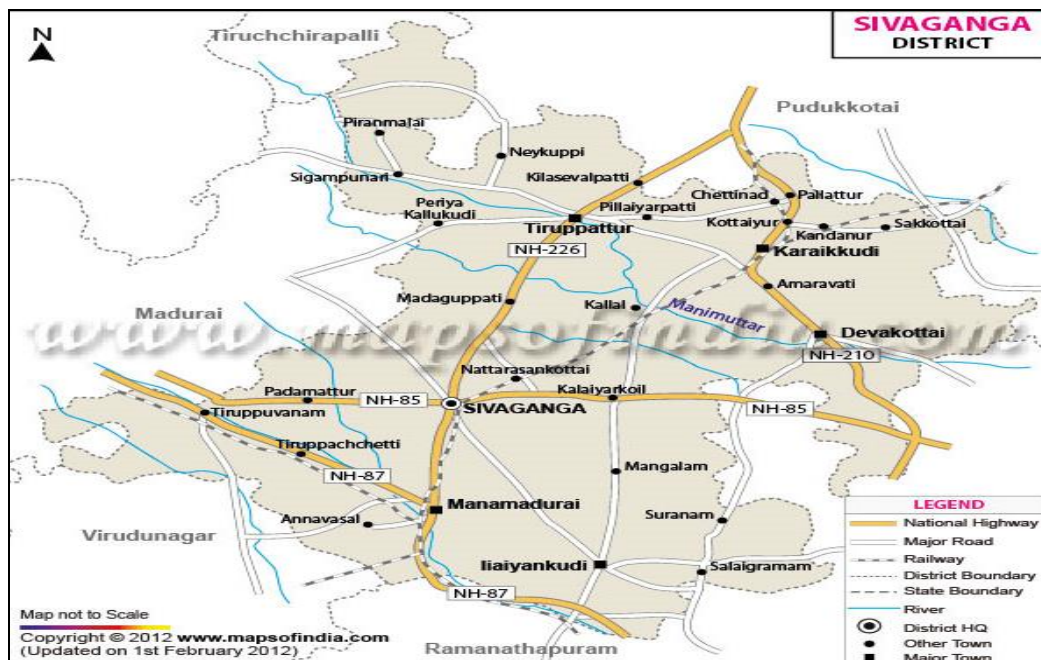
**Road Length (Km.)**

1. National Highways : 54.500
2. State Highways : 261.161
3. Corporation and Municipalities Roads : 361.020
4. Panchayat Union and Panchayat Roads : 2084.640

5. Town Panchyat and Township Roads : 1136.465
6. Others (Forest Roads) : NIL
7. NHA1 : 157.330

### Railway Length

1. Route Length (Km.)
  - i. Broad Gauge : 142.05
  - ii. Meter Gauge : --
2. Track Length (Km.) :
  - i. Broad Gauge : 156.28
  - ii. Meter Gauge : --
3. Number of Railway Stations : 13



## CHAPTER - IX

### 9.0 FARM AND ALLIED SECTORS

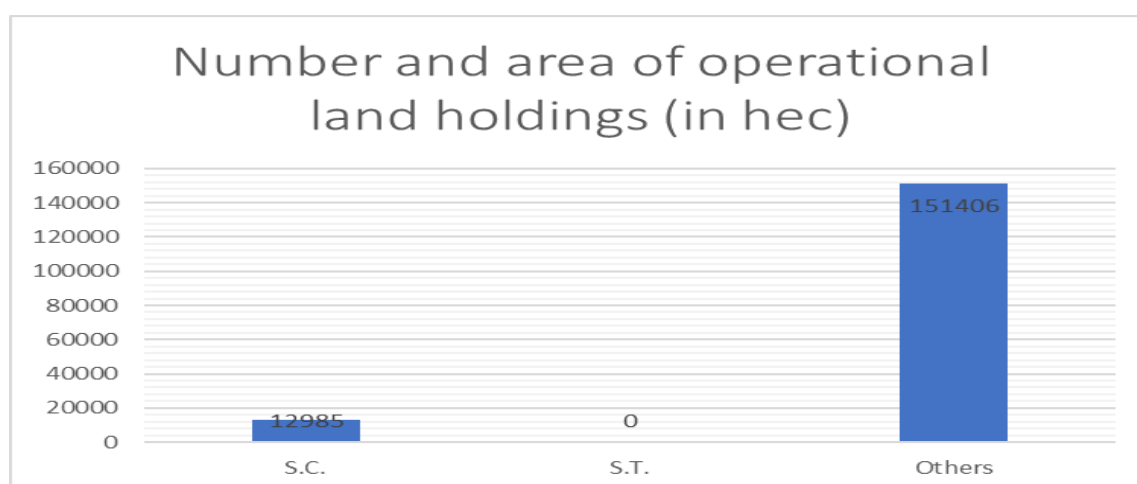
#### 9.1 Land Holding Pattern of the farmers

There are five categories of land holdings. They are marginal (below 1 ha), small (1-2 ha), semi-medium (2-4 ha), medium (4-10 ha), large (10ha and above). Majority of the farmers (85 per cent) in Sivagangai district have less than one hectare occupying 9 per cent of the land area. These details are presented in Table 13.

**Table 13 Number and area of operational land holdings**

Size Class of holdings (Hectares)	Land Holders			Area (ha.)		
	S.C.	S.T.	Others	S.C.	S.T.	Others
Marginal	25045	0	202036	8278	0	74344
Small	2241	0	26686	3071	0	37246
Semi small	445	0	9253	1126	0	24660
Medium	70	0	2063	386	0	11398
Large	9	0	242	124	0	3758
<b>All sizes</b>	<b>27810</b>	<b>0</b>	<b>240280</b>		0	
				<b>12985</b>	0	<b>151406</b>

Source: 9th Agricultural Census Provisional Figures, Dept. of Economics and Statistics.



The distribution of land size holdings as shown in Table (13), indicates the fact that 227081 farmers were marginal i.e holding less than 0.5 hectare and this scenario continues as the number of farmers gradually decrease with the operational holdings from marginal to small (0.5 to 2.0 hectares) and thereafter drastically reduced to very small number of farmers holding large area (10 & 20 hectares) and **Ten percent** of the land holders belong to SC/ST community.

## 9.2 Irrigation:

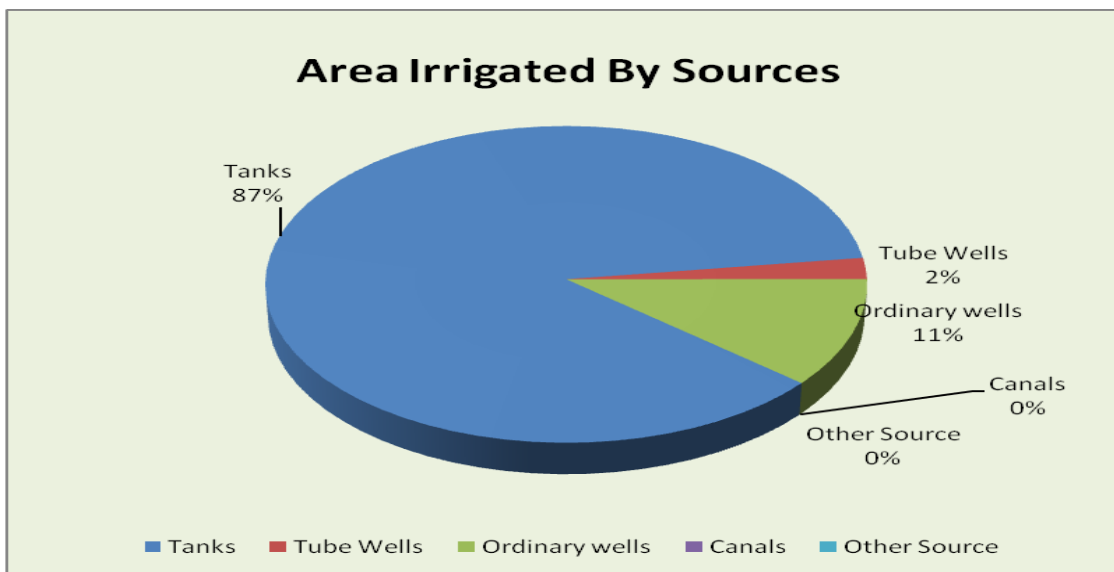
This district is not blessed with perennial source of river water supply. The rain fed tanks are the main source of Irrigation. There are about 678 major tanks and 4288 minor tanks in this district. Next to tanks, about 13558 wells are used for irrigation.

**Table 14 Sources of Irrigation (Area in hectares)**

<b>Tanks</b>	<b>105678</b>
<b>Tube Wells</b>	2630
<b>Ordinary wells</b>	13558
<b>Canals</b>	0
<b>Other Source</b>	0

The District is endowed with good ground water potentials (White area) and hence the area under well irrigation could be enhanced.

## 9.3 Area Irrigated by Sources



**Figure 6** Source: 'G' Return. Fasali 1427

This sector is an important area where credit could play a major role in improving the productivity. Out of the total area irrigated, wells and tanks irrigate 11% and 87% respectively. Investment in irrigation structures and water conservation devices are considered to be thrust areas.



## Area under irrigated and rain fed crops in hectares

Table 15 Area under irrigated and rain fed crops in hectares

<b>Irrigated Crops</b>	<b>67017</b>
<b>Rain fed Crops</b>	<b>29091</b>
<b>Total area under crops</b>	<b>96108</b>

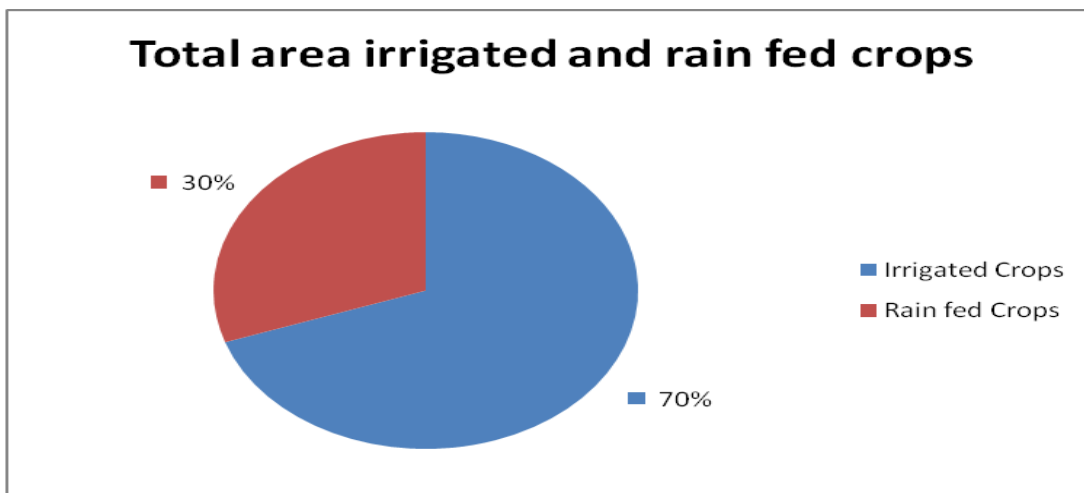


Figure 7 Source: 'G' Return Fasali 1427

### 9.4 Cropping pattern and Major Crops

The main crop cultivated in Sivagangai district is Paddy. It is cultivated around 70000 ha every year. but, due to continuous drought during last five years, the farming community of the district suffered lot and production of all food grain crops also reduced. In order to ensure minimum income in the drought prevailing situation the dept of Agriculture proposed to implement alternate cropping programme in sivagangai district. in which the we are planned to cultivate 14000 ha drought tolerant and low water required crops like Ragi and kudhiraivali instead of paddy. through which we can ensure the minimum income of the farmers in the cropping season. The seeds of above crops will be given to the farmers in 50% subsidized price.

### 9.5 Area and Production of Principal Crops : 2017-18

- Important Food Crops : Paddy, Millets, Pulses
- Important oil seeds : Groundnut, Gingelly and coconut

- Important Non Food Crops : Sugarcane and Cotton

The area and production of Different crops are listed in the Table below.

**Table 16 Area and Production of Principal Crops**

<b>Crops</b>	<b>Area (in Ha )</b>	<b>Production(in metric tonnes)</b>
Rice	72150	3,39,866 (rice - 2,03,920)
Sugarcane (Gur)	3001	180380 (gur - 20,382)
Groundnut	3064	6028
Pulses	1988	602
Millets (Varagu, Kuthiraivali) & Other Cereals (Cumbu, Cholan)	344	439

## 9.6 Agricultural Land Holdings

The land holding pattern is as below:

**Table 17 Agricultural Land Holdings**

<b>Sl.No</b>	<b>Land holding class</b>	<b>No. of land holdings</b>
	<b>Number of Operational holdings</b>	
1	Marginal Holdings < 1 ha	227220
2	Small Holdings 1-2 ha	28964
3	Semi-medium holdings 2-4 ha	9722
4	Medium Holdings 4-10 ha	2167
5	Large Holdings 10 & above ha	293
	<b>Area operated</b>	
1	Marginal Holdings < 1 ha	82677.29
2	Small Holdings 1 - 2 ha	40368.92
3	Semi-medium Holdings 2 -4 ha	25852.30
4	Medium Holdings 4 - 10 ha	12003.67
5	Large Holdings 10 & Above ha	5148.18
	Total operated area	166050.36

## 9.7 Agriculture:

The principal crop of Sivaganga district is paddy. The 90 % of the cultivated area covered by paddy crop. The other crops like millets, pulses, Oilseeds, Cotton, sugarcane and coconut are contributing considerable area in the total area cultivated. The Horticulture crops like vegetables and chillies are also cultivated in specific Blocks of the district.

Important crops grown in the district are Paddy, Pulses, Groundnut and Cotton. The prevailing high yielding varieties are listed in the Table

**Table 18 High Yielding variety in agriculture crops**

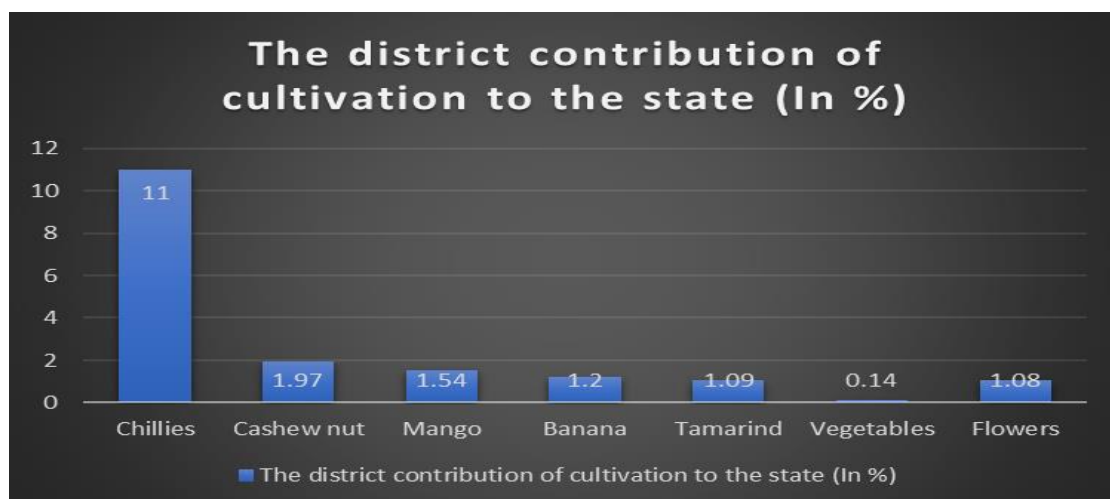
S.No	Name of the crop	Name of the High Yielding variety	Special Characteristics
1	Paddy	ADT 36, ADT 39, ADT 43, ADT 45, BPT 5024, CO(R)50, CO 51, NLR 34449, JGL 1798 and Jyothi	High Yield
2	Pulses	Black Gram- VBN5, VBN6, VBN7, VBN8 Redgram -VBN2, VBN3	High Yield
3	Groundnut	VRI2, TMV7, TMV13, VRI6, K6, K9	High Yield
4	Cotton	SVPR 2, MCU5	High Yield

## 9.8 Horticulture

Owing to the climate and soil conditions Sivagangai district and their suitability to diverse type of cultivation, about seven horticultural crops are grown in the district. They are Chillies, Cashewnut, Mango, Banana, Vegetables and Tamarind.

**Table 19 The area under cultivation in hectares, under the major horticulture crops**

Crop	State	Sivagangai	Percentage
Chillies	51900	5696	11
Cashew nut	146000	2877	1.97
Mango	143177	2218	1.54
Banana	83710	1005	1.200
Tamarind	43500	475	1.09
Vegetables	243682	345	0.14
Flowers	5529	60	1.08
<b>Total</b>	<b>717498</b>	<b>12676</b>	<b>1.76</b>



The district contributes significantly to the state's area of production in Chillies, Mango and Banana. The area of cultivation of chillies to the state is very high (11%). This may be due to the climate which is suitable for growing the crop under rain-fed conditions and consumption pattern of Sivagangai district population.

### 9.9 Other Crops

**Table 20 Other crops in Horticulture**

S.No	Name of the Crop	Area	Prodn	Provetty
1	MEDICINAL & AROMATIC CROPS	72	69	0.96

Source <http://www.tnhorticulture.tn.gov.in/>

### 9.10 Prioritisation of crops

The main **crops** cultivated in **Sivagangai district** are paddy, maize, millet, Pulses, ragi, cotton, Gingili, coconut, sugarcane and groundnut. Of these **crops**, paddy and sugarcane are grown under irrigated conditions and the remaining **crops** are cultivated in irrigated and rain fed conditions in **Sivagangai district**.

#### Area and Production of Principal Crops : 2017-18

- ✓ Important Food Crops : Paddy, Millets, Pulses
- ✓ Important oil seeds : Groundnut, Gingelly and coconut
- ✓ Important Non Food Crops : Sugarcane and Cotton

### 9.11 Agriculture Crops

The principal crop of Sivaganga district is paddy. The other crops that are grown are millets, cereals, pulses, sugarcane, and groundnut. The local varieties of paddy Nutipathu and Kuliparichan are drought tolerant.

### 9.12 Major and Minor Crops

Paddy, Sugarcane, Groundnut, Pulses, Sesame these are the major crops cultivated in Sivaganagai District.

Maize and Millets, minor Millets and Other Cereals these are the minor crops in Sivaganagai District.

### 9.13 Millets

Maize, Sorghum, Pearl Millet, Finger millet, foxtail millet, common millet these are the Millets cultivated in Sivaganagai District.

## CHAPTER - X

### 10.0 MARKETING AND STORAGE INFRASTRUCTURE.

There are about 18 regulated market for marketing and storage of different crops of paddy, chillies, groundnut, coconut and cotton. The details are as below:

**Table 21 Marketing and Storage Infrastructure**

S.no	Place of Regulated market	Commodotities
1	Sivagangai	Paddy,groundnut,cashew nut,jaggery
2	Thiruppuvanam	Paddy,Cotton,Jaggery,Chillies
3	Manamadurai	Paddy,Cotton,Jaggery,Chillies
4	Singampunari	Groundnut,Cotton
5	Karaikudi	Paddy,groundnut,cashew nut
6	Ilayankudi	Paddy,groundnut,Chilli,Gingily
7	Devakottai	Paddy,groundnut, cashew nut ,Gingily

Source;www.tnauagritechportal.ac.in

## 10.1 Uzhavar Sandhai

**Table 22 No of Uzhavar Sandhai in Sivagangai District**

S.NO	PLACE OF UZHAVAR SANDHAI	NO OF SHOPS
1	Devakottai	40
2	Karaikudi	60
3	Thirupathur	18
4	Sivagangai	57

Source;www.tnauagritechportal.ac.in

## 10.2 Spices Park

Spices Park is located at Muthupatti village of Sivagangai block. It has been mainly established for Chillies and Turmeric. This Spices Park can be defined as an industrial park for processing and value addition of Spices and Spice products (Chillies and Turmeric) and it offers the processing facilities at par with the international standards.

The establishment of Spices Park in the country is a major initiative of the Government as part of its commitment that any growth in the country should be more of agriculture-specific and pro-farmers. The Spice Park will ensure a better pricing for the produce by shortening the channels in the supply chain system currently followed locally. The common processing facilities available in the Spice Park can be utilized by the farming community for primary processing for improving the quality of their product and thereby they can directly sell to the exporters.

Spices park, located in Sivagangai district provides good scope for chillies production and marketing. Spices park is a good platform to promote new entrepreneurship under TNRTP.

### Resource Institutions

- ✓ Krishi Vigyan Kendra (KVK) Kundrakudi,TANUVAS
- ✓ Dry Land Agriculture Research Institute (DARS- TNAU), Chettinadu
- ✓ Punjab National Bank Farmers Training Centre ,Pillayarpatthi
- ✓ Pulikulam Cattle Research Station, Mangalam Rd, Tamil Nadu 630606
- ✓ District Livestock Farm, Kanadukathan

These are the Resource Institution in Sivagangai District. These institutions are providing Training Programme to the Farmers, Farmers Group, ect. They are providing technical supports to the farmers.

**CHAPTER - XI**

**11.0 Agribusiness Opportunities**

We have different opportunities in Agriculture sector.

- Nursery development,
- Poly house maintenance and packaging
- Gardener
- Micro Irrigation Technician
- Apiculture
- Mushroom Cultivation
- Retail Marketing of Fruits and vegetables
- Mushroom Production and Processing
- Value added Products in banana – Banana fiber, Jam, Jelly, Biscuits, Flour, Health drink, Fruit bar, etc.,
- Spice processing units

**Table 23 Agribusiness Opportunities**

SI No	Industries	Employment Potentials	Opportunities
1.	Food Processing Mango pulp units , horticulture, processing units,Nurseries,Poly houses	25000	1. Nursery Development, Poly houses, Packers and logistics. 2. Contracting and consulting activities – Horticulture based farming works 3. Production units for bio-fertilizers and pesticides 4. Mushroom Production 5. Spice Processing Units. 6. Retail Marketing of Fruits and vegetables.

### **11.1 National and state schemes**

The Union and State Governments implement various employment oriented schemes with subsidies to generate more employment opportunities among the youth.

#### **Pradhan Mantri Fasal Bima Yojana (PMFBY)**

The PMFBY was launched in 2016 and replaces all the prevailing yield insurance schemes in India. The scheme has been launched with an impetus on crop sector. The scheme has extended coverage under localized risks, post-harvest losses etc. and aims at adoption of technology for the purpose of yield estimation. **Tamilnadu Irrigated Agriculture Modernization Project (TNIAMP)**

TNIAMP II will be implemented in next 6 years from 2018-19 to 2023-24 and programmed to implement the demonstration under fruits, Hybrid vegetables, spices and flowers cultivation at an outlay Rs.210.00 crores in 66 sub basins of 30 Districts.

#### **National Agricultural Development Programme (NADP)**

Under this scheme, financial assistance is being provided for area expansion of Horticultural crops of fruits, vegetables, spice crops, plantation crops etc., establishment of Protected structures like Poly green house and Shadenet, Permanent Pandal System, etc.

#### **Chief Minister's Rural Vegetable Production Programme (CMRVPP)**

This scheme is being implemented to bridge the gap between the recommended consumption of vegetables and the actual consumption of Vegetables especially in rural areas of Tamil Nadu. Through this scheme, 12 lakh Vegetable seed kits are being distributed at 100% subsidized price to every Panchayat of Tamil Nadu.

#### **Mission for Integrated Development of Horticulture- MIDH-NHM**

National Horticulture Mission is a sub scheme under the Mission for Integrated Development of Horticulture. The scheme encourages crop diversification and promotion of hi-tech practices to ensure holistic growth of Horticulture. It is a centrally sponsored scheme with the assistance of 60% from Government of India and 40% by the State Government.



## 11.2 Allied Sectors

### 11.3 Animal Husbandry

Dairying is the most common allied activity at the district. The Poultry farms are also found to some extent.

There is existence of good veterinary infra structure – 2 Veterinary Hospitals 78 Veterinary Dispensaries and 47 Sub Centres to cater to these.

**Table 24 Veterinary Infrastructure**

<b>Veterinary Institutions</b>	
a. Poly Clinic	-----
b. Veterinary Hospitals	2
c. Veterinary Dispensaries	78
d. Clinical Centers	----
e. Sub Centers	47
f. Mobile Unit	----
<b>Poultry Development</b>	
a. No of Poultry Farms	89
b. Layers Birds	253468
c. Broilers	409000
d. Domestic / Backyard Poultry	2500
<b>Live Stock and Poultry Population</b>	
a. Cattle	370204
b. Buffaloes	7743
c. Sheep	680802
d. Goat	4,92,356
e. Poultry	950656

### 11.4 Dairy development

- a. Dairy units: 1
- b. Milk Chilling Unit: 12
- c. No.of Milk co-operative societies : 334
- d. Milk Production (Lakh Litres): 0.66

**Table 25 Monthwise Milk Procurement Details (Avg. LPD)**

Month	2010	2011	2012	2013	2014	2015	2016	2017	2018
	-	-	-	-	-	-	-	-	-
	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>April</b>	27233	25698	37026	43015	46261	56452	53287	51745	58202
<b>May</b>	31681	33923	44886	42618	52249	58804	58871	50540	62210
<b>June</b>	35631	37657	48449	46991	56590	61112	67018	52605	67449
<b>July</b>	38209	39403	47373	46381	48659	58905	62765	52002	57878
<b>Aug.</b>	34606	37550	45585	45094	43537	58242	64711	50034	50700
<b>Sep.</b>	32978	34521	46203	48207	42359	53729	65812	54257	51450
<b>Oct.</b>	31102	31883	45523	45182	43504	53928	59180	55203	-
<b>Nov.</b>	24636	29065	43842	50157	43167	55633	62046	62617	-
<b>Dec.</b>	19248	28896	43855	52034	50444	55290	66187	70699	-
<b>Jan.</b>	20453	29974	39483	53580	54625	58135	61747	68613	-
<b>Feb.</b>	20386	30358	39452	49257	54042	55060	59334	62960	-
<b>Mar.</b>	22046	32864	44669	48233	53170	51944	54859	56043	-
<b>Avg.</b>	28,184	32,649	43,862	47,562	49,051	56,436	61,318	57,182	-

Source: Aavin Karaikudi

From above table procurement of milk gradually got increased. Especially 2016-2017 got good results in procurement of milk. It provides gainful employment and supplementary income to large number of people. Dairy sector contributes significantly on poverty reduction and development of rural areas. We have possibility to produce by products from milk.

### 11.5 Poultry

Strength -Favourable climate – hot & dry weather vast availability of land.

Opportunities - Very High demand for chicken meat, Promotion of broiler integration by private hatcheries

Chicks produced in hatcheries (Lakh Nos). : 46,16,000

### 11.6 Fisheries

Fisheries Development and Production

As the district is not endowed with a coastal line and is bound by land on all sides, the activity is confined to inland fish farming in ponds, tanks, lakes and other suitable water bodies which covers mainly fresh water fish culture and fresh water prawn culture. Fishing is also undertaken in reservoirs and by taking village ponds on lease.

**Table 26 Inland fisheries production**

Sl.No.	Block/Municipalities	Quantity (Tons)	Value (Rs. in Cr)
1.	Sivaganga	3.0	0.056
2.	Kalayarkoil	6.0	0.042
3.	Manamadurai	62.0	0.434
4.	Thiruppuvanam	82.0	0.574
5.	Ilyankudi	9.0	0.063
6.	Devakottai	6.0	0.042
7.	Kannangudi	4.0	0.028
8.	Sakkottai	22.0	0.154
9.	Kallal	8.0	0.056
10.	Thiruppathur	12.0	0.084
11.	Singampunari	10.0	0.070
12.	S.Pudur	3.0	0.021
<b>Total</b>		<b>227</b>	<b>1.624</b>

**11.7 Sericulture****Table 27 Mulberry and Cocoons production**

Name of the block	Area under Mulberry (Acres)	Production of Cocoons (kg)	Value in (Rs. in Lakhs)
Sivaganga	45.00/15	8000	32.00
Kalayar koil	40.00/15	20000	80.00
Manamadurai	18.00/12	10800	43.00
Thiruppuvanam	15.00/10	8250	3.00
Kallal	30.00/13	21000	73.50
Singampunari	15.00/10	7500	30.00
S.Pudur	20.00/10	12000	48.00
Ilyankudi	25.00/15	20000	80.00
Kannangudi	20.00/10	16000	64.00
Sakkottai	15.00/10	12000	48.00
Devakottai	18.50/6	8400	33.60
Thiruppathur	25.00/4	20000	75.00
<b>Total</b>	<b>286.50/130</b>	<b>163950</b>	<b>610.10</b>

Source: Asst Inspector of Sericulture, Technical service centre, Sivagangai

Sericulture comprises of cultivation of mulberry, silkworm rearing and silk reeling activities. Sericulture provides livelihood opportunity for millions owing to the high employment opportunities, low capital and high remunerative nature. The farmers harvest the cocoon and bring the same to Govt. Cocoon markets for selling their produce.

Based on the above data 25% of the cocoons produced in TNRTP 3 blocks (Kalayarkoil, Devakottai, Manamadurai).

## 12. INDUSTRIAL SCENARIO OF SIVAGANGAI DISTRICT

Presently, the export of Mangoes is being done by a private agency in Kallal block. Other traders in Ilayankudi, Kalayarkoil, Sivagangai, Manamadurai, Singampunari and S-Pudur blocks are also doing exports in various products including, Jherkins, Pickles, Masala Powders, Coco-Piths, agri-products, coir mats/areca leaf plates, Mangoes, etc., to USA and European countries. SHG Women/artisans are also engaged in the production of fine Palm Leaf/banana-fibre articles in Manamadurai in Sivagangai District. These products are being exported to America, London, France, Germany, Switzerland, Canada, Japan, and Netherlands through Agencies.

**Table 28 Industrial Scenario**

S.no	Head	Unit	Particulars
1	REGISTERED INDUSTRIAL UNIT	No	7428
2	TOTAL INDUSTRIAL UNIT	No	8100
3	REGISTERED MEDIUM & LARGE UNIT	No	33 (18+15)
4	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	No	5 PER UNIT
5	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	No	6690
6	NO. OF INDUSTRIAL AREA	No	9
7	TURNOVER OF SMALL SCALE IND.	In Lacs	1107.50 CRORES
8	TURNOVER OF MEDIUM &LARGE SCALE INDUSTRIES	In Lacs	965.87 CRORES

### 12.1 Sugar Industry:

The Sakthi Sugar Factory is located in Sivagangai. It has capability of producing more than 5000 tons of sugar per day. It provides employment to more than 1000 people directly and indirectly.

## 12.2 Solar Power Farm:

The district has a long summer and has a short span of rainy season. To harvest the available resources and generating power with the help of renewable resources (Sun Shine), Moser Bear clean energy Limited has commissioned a 5 MW grid connected solar PV project at Sivagangai. The project was awarded to Sapphire Industrial infrastructure Pvt Ltd., a subsidiary of MBCEL, through a competitive bidding process conducted by the Tamil Nadu Renewable Energy Development Agency. The project implemented under the 50 MW generations based on the incentive scheme of Government of India.

## 12.3 Television Plant

Videocon is setting up a Rs. 1600 crore plant for colour television sets and other electronic consumer durables at Manamadurai.

The number of registered industrial units as at March 2015 was 884 with an investment of about Rs. 30842 lakhs, which provided direct employment to about 6297 persons.

## 12.4 Large Scale industries in Sivagangai District

**Table 29 Large Scale industries**

Sl. No	Name of the Industry	Address/ Location	Line of activity	Investment (Rs. In Lakhs)	Employment
1	M/S Sakthi Sugars Ltd	Kannariruppu, Mathur, Padamathur-post Sivagangi-Dist	White Crystal Sugar	9343	394
2	M/S Sri Kannathal Textiles (p) Ltd	Okkur, Sivagangai-Dist	Cotton Yarn	1000	300
3	M/S Shree Vadivambigai Textile Mills Ltd	Sakkanthi, Sivagangai-Dist	Cotton Yarn	1340	610
4	M/S Shree Jaya Soundaram textile Mills (P) Ltd	Madagupatti, Sivagangai-Dist	Cotton Yarn	1923	485
5	TAMIN	Pudupatti, Sivagangai-Dist	Graphite	2800	170

Sl. No	Name of the Industry	Address/ Location	Line of activity	Investment (Rs. In Lakhs)	Employment
6	M/S Chindhamani textile Mills	Arasanoor Sivagangai-Dist	Cotton Yarn	1263	167
7	M/S Kaleeswaraar Mills "B" unit	Kalayarkovil Sivagangai-Dist	Cotton Yarn	1129	401
8	M/S Varadhalakshmi Mills Ltd	Rajagambeeram, Manamadurai-TK Sivagangai-Dist	Cotton Yarn	1707	450
9	M/S MM Forgings Ltd	Singampuneri, Sivagangai-Dist	Corhan Steel, Alloy Steel and Stainless Steel forging	1448	304
10	M/S Shree KadoriAmbal Mills(P) Ltd	Perattankottai, Devakottai-TK, Sivagangai-Dist	Cotton Yarn	2765	650
11	M/S Tamilnadu Chemical products Ltd	Koviloor Sivagangai-Dist	Sodium Hydro Sulphate	5811	109
12	M/S Annamalaiyar Paper mills Ltd	Ooravayal, Pudevayal Via, Sivagangai-Dist	Paper mills	3900	75
13	Tamilnadu Chemicals Products and power plant unit	Koviloor, Sivagangai-Dist	Bio mass Power Plant	3600	25
14	Sakthi Sugar Ltd., Power plant unit	Padamathur, Sivagangai-Dist	Bio mass Power Plant	15000	200
15	Indane Gas Filling Station (GOI undertaking)	Ilayangudi, Sivagangai-Dist	Gas Filling		
16	E.I.D Parry India Ltd	Udaikulam, Sivagangai-Dist	De-Ethanel and rectified spirit	6000	200
17	R.L Solar power Plant	Marakkathur-Village,	Power Generatio	1200	20

Sl. No	Name of the Industry	Address/ Location	Line of activity	Investment (Rs. In Lakhs)	Employment
		Sivagangai-Dist	n		
18	Solar Power Plant	Muthupatti, Sivagangai-Dist	Power Generation	1000	20
19	M/S Spices park	Kottagudi, Sivagangai-Dist	Pre cleaning , steam sterilizing of Turmeric, Chillies, Coriander	2000	100

### 12.5 Export Oriented Units

**M/S Ravi Bala Import and Exports:** It is a unit manufacturing of processed Gherkins, pickles, coir piths block and exported above items to other countries for an amount of Rs. 880 Lakhs annually.

**M/S Quantum Drugs and Chemicals:** The unit is functioning in SIPCOT Complex, Manamadurai in the district, manufacturing Dolophite (Drugs) used as raw materials for diabetic medicines and exporting to USA

**M/S Karaikudi Arts and Crafts and M/S KALING Grafts Karaikudi,** Manufacturing artistic wood items and exporting to other countries.

## 12.6 Small Scale Enterprises

**Table 30 Small Scale Enterprises**

Sl. No	Name of the Industry, Address / Location	Line of activity	Investment (Rs. In Lakhs)	Employment
1	Olimpic Spinning Mills, ArasanaruSivagangai-district	Cotton Yarn	228	54
2	Aurobindo Agro Energy Pvt Ltd., Kalayarkovil, Sivagangai-district	Bio mass power plant	464	100
3	The indian Home pipes Co. Ltd., Madurai, Ramnad Road, Manalur-village, silaiman Post, Sivagangai-district	PVC pipes and allied products	67	66
4	Tamil Nadu Chlorates Ltd.,Sayanapuram Village, Puliur, Sivagangai-district	Chlorate	220	80
5	Sreekumar Textiles Pvt Ltd., Poovanthi, Sivagangai-district	Cotton Yarn	434	250
6	TNCSC, Modern Rice Mill , SIPCOT Complex, Manamadurai, Sivagangai-district	Rice Mill	350	67
7	SIPCOT Complex, Manamadurai, Sivagangaidistrict	Fibre Reinforcement Plastic pipe (FRP Pipes)	791	20
8	Sri Nachammal cotton Mills Ltd, L.F,Road, Chettinad, Sivagangaidistrict	Cotton Yarn	931	700
9	SreeSnehavallio Textiles ltd, Sankarapuram, Sivagangaidistrict	Cotton Yarn	623	250



Sl. No	Name of the Industry, Address / Location	Line of activity	Investment (Rs. In Lakhs)	Employment
10	Malar Sovent Extraction (P) Ltd, Aranthanki Road, Karunavalkudi, Sivagangai-district	Rice Bran Oil	127	45
11	Heritage Paper mills Mithravayal, Puduvayal, Sivagangai-district	Paper Mill	520	42
12	Kathirvel Textiles Mills Natchiyarpuram, Sivagangaidistrict	Cotton Yarn	600	100
13	M/s Loyal Textiles, Arasanoor, Sivagangai-district	Cotton Yarn		
14	Ellijeey Textiles (P) Ltd, Dindigul Road Singampuneri, Sivagangaidistrict	Cotton Yarn	228	124
15	Alagamma Cotton Mills, MelaSimponneri, Sivagangaidistrict	Cotton Yarn		

## 12.7 LIST OF EXISTING INDUSTRIAL CLUSTERS

**Table 31 Lists of Existing Industrial Clusters**

Sl. No.	Name of Cluster	Location	Product
1	Engineering	Sivagangai	Engineering Fabrication
2	Electro Plating Industry	Pottapalayam (all the units in the border of Sivagangai& Madurai) and Tiruppuvanam	Electroplating for cycle, auto and other engineering components

Sl. No.	Name of Cluster	Location	Product
3	Coir	Singampunari	Fibre extraction and Yarn spinning & Mat and Mattress
4	Rice Mill	Puduvayal and Pallathur	Rice
5	Brass Lamps / KuthuVilakku	Ariyakudi	Brass artifacts
6	Tiles Manufacturing	Athangudi	Ornamental traditional tiles
7	Mud pots & Clay items	Manamadurai	Earthen items / artifacts
8	Brick works	Manamadurai	Chamber bricks

**Table 32 Lists of Ngo's**

Sl. No.	Name of NGO's	Address
1	IYAL Foundation	Kalugarkadai -sivagangai
2	Integrated Rural Community Development Society	Madurai Road Sivagangai
3	Rise Educational Trust	Tiruppuvanam
4	Bright Annai Theresa Mahalir Society	Melur Road Sivagangai
5	IRCDS	Madurai Road Sivagangai
6	Adikalar Foundation	Manamadurai
7	Barathi Grama Mahalir Nala Mandram	Manamadurai
8	Environmental Action Trust	Kanirangal Sivagangai
9	CARE AID Trust	Managudi Sivagangai
10	Cultural Action & Rural Development Society	Sivagangai
11	People Association for Growth and Education	Tiruppuvanam
12	ANBU Trust	Tirukollagudi
13	Association for Multipurpose Social & Rural development	Thirupaththur Road Sivagangai
14	Grama Kalvi Mattrum Sutrupura Sugathara Sangam	Sivagangai
15	Gramadhana Nirman Sangam	Melur Road Sivagangai
16	DESAM Education Trust	Sivagangai

### **13. Investment opportunities**

- Agri based industry
- Tourism
- Dairy Products
- Country/ Desi birds rearing(Poultry)
- Food products (Chettinad Snacks)
- Goat rearing
- Pottery
- Brassware making
- Wood carving
- Oil Extraction unit
- Organic sanitary Napkins production

#### **13.1 Service sectors**

##### **Scope of Service sector**

Once made a center for tourism, it would require proper transportation facility, both public and private. In this scenario introducing cabs and share auto will create an opportunity for development.

Temple related business ventures

Likewise, many religious places would become a big space for selling many products related to deity worship. It includes coconut shops, production and selling of agarbathis (incense sticks), candles, garlands, milk, sambrani (incense cones) and camphor

Bead garlands, fancy jewelry and rock crystal garlands and other handiworks and artifact created by tribal people can be sold to the tourists.

Indian Medicine

- ❖ No .of Hospitals : 11
- ❖ Primary Health Centres : 26
- ❖ Beds in Hospitals and Dispensaries : 16
- ❖ Total Number of Doctors : 41
- ❖ Pharmacist : 24

## Homeopathy

- ❖ No. of Hospitals : 1
- ❖ Total Number of Doctors : 2
- ❖ Pharmacies : 3

**Table 33 No of Hospitals, Dispensaries, Bed strength, Doctors and Nurses**

Classification	Modern Medicine	Indian Medicine					Homoeopathy	Grand Total
		Ayur-Vedic	Sid-dha	Una-ni	Ayurvedic Siddha Unani combined / Yoga and Naturo	Total		
Hospitals (GH-WCH)	17	-	12	-	-	12	1	30
Dispensaries/E SI	4	-	-	-	-	-	-	4
Pri. Health Centre	47	2	21	1	2	26	2	75
Urbam Health Post	4	-	-	-	-	-	-	4
Health sub Centre	275	-	-	-	-	-	-	275
Other Medicals TB Sanatorium	1	-	-	-	-	-	-	1
Bed Strength	893	-	61	-	-	61	-	954
No.of Doctors	225	-	12	-	-	-	-	225
No.of Nurses	132	-	-	-	-	-	-	132
No.of SN	184	-	-	-	-	-	-	184
No.of VHN	253	-	-	-	-	-	-	253
No.of ANM	25	-	-	-	-	-	-	25
Pharmasist	29	-	-	-	-	-	-	29
Others	183	-	-	-	-	-	-	183

### **13.2 Scope for health sectors**

There are many hospitals in Karaikudi and Devakottai, where there is availability of highly trained doctors. There are lots of hospitals and Primary health centers run by the government which provides medical assistance to the needy people. There are both government and private hospitals which can be utilized whenever needed. Likewise, Madurai is a center for research in medicine and better health care is also available in Madurai, which can be utilized

### **13.3 CO-OPERATIVE BANKS & SOCIETIES**

- i. Sivaganga Dist. Central co-operative Bank : 1
- ii. Co-op. PA AND RD Bank : 6
- iii. Primary Agri. co-op. Bank : 124
- iv. Farmer Co-op Society : 1
- v. Co-op Urban Bank : 2
- vi. Employees Co op Store 3
- vii. Primary and Students Co-op Stores : 8
- viii. Labour Contract Society : 2
- ix. Dist Whole Sale store : 1
- x. Dist. Co-op Union : 1
- xi. Marketing Society : 2
- xii. Co-op. Printing Press : 1
- xiii. Co-op. Urban Credit Society : 1
- xiv. Urban Co-op. Store : 2
- xv. Employee Co-op. Credit society : 56
- xvi. Sivaganga Dist. Adhi-Dravida Thrift Society : 1

## 14. TOURISM

The existence of rich heritage structures / places as well as prominent pilgrimage centres at the district, makes heritage tourism as a viable enterprise activities – Guides, Village Stay etc., which are not available at present.

### VETTANGUDI BIRD SANCTUARY SIVAGANGAI



Vettangudi bird sanctuary located in sivagangai district and it was a mesmerizing tourist spot.

The villagers has not celebrating the fireworks during

the deepavali timings even due to save the birds breeding at the season timings. Lakhs of foreign birds has come to vettangudi and stayed for a long time for breed. Nice weather, excellent water and safety are the important reasons for their peaceful breed. Vettangudi Bird Sanctuary is a 0.384 km<sup>2</sup> beautiful protected area, since June 1977 near from Thirupattur in the head quarters of Sivaganga District.

### CHETTINAD PALACE

Located in the Sivaganga district of Tamil Nadu, the majestic architecture of Chettinad Palace is a beautiful example of the indigenous Chettinad architecture. The palace also houses a number of figurines which will effortlessly transport

you back to the pages of history. A marvellous edifice, the palace is a sumptuous experience for all.



## PILLAIYARPATTI



Karpaga Vinayagar Temple is one of the oldest Cave Temples

(Rock Cut) of Tamilnadu and situated at Pillayarpatti, Which is between Pudukkottai and Karaikudi. Pillayarpatti is situated at a distance of 71kms from Madurai and 12 kms from Karaikudi on Thirupathur – Karaikudi State Highway. Vinayagar Chathurthi festival during August-September is the main festival of the temple.

## KUNDRAKUDI TEMPLE



Kundram means hillock and Kudi means village. Hence this village is called Kundrakudi. This Shanmuganathar Temple is an abode of Lord Murugan called "Shanmuga" with six faces and 12 hands. Kundrakudi is 10 km from Karaikudi and 12 km form Tirupathur.

## SWARNA MOORTHEESWARAR TEMPLE, KANDADEV

The Village Kandadevi is situated 3 kms away from Devakottai Town. Here the temple is dedicated to Lord Shiva and called as Arulmigu Swarna Moortheeswarar alias Siragilinathar. The Amman is called as Periya Nayaki Amman. This is a 350 years old temple.



## **BATHIRAKALIAMMAN TEMPLE, MADAPURA**



Madappuram Kali Temple a Powerful God from Sivagangai District. Madapuram is a small village in Sivaganga District. Madapuram Bathra Kalamman temple is located at a distance of 25 kms from Madurai. The main deity here is Bathra Kali Amman. This temple is 500 to 1000 years old.

## **MUTHUMARIAMMAN TEMPLE, THAYAMANGALAM**

Thayamangalam Muthumariamman Kovil one of the powerful and fame temple in Sivagangai District .Thayamangalam Kovil is a powerful temple and the primary God Muthumari Amman resolves all the problems of people who pray to her. The black stone statue of the Goddess and the

temple was built in the year 1914.



## **VETTUDAIYAR KALIAMMAN TEMPLE, KOLLANGUDI**



Kollangudi is a small village 10 kms east of Sivagangai

Madurai-Thondi Road. Kollan in tamil means blacksmith, Kudi means village. This is the village where arms, warfare equipments were made for Marudhu, hance derived its name Kollan Kudi. This village is famous for Vettudaiyar Kalamman Temple.



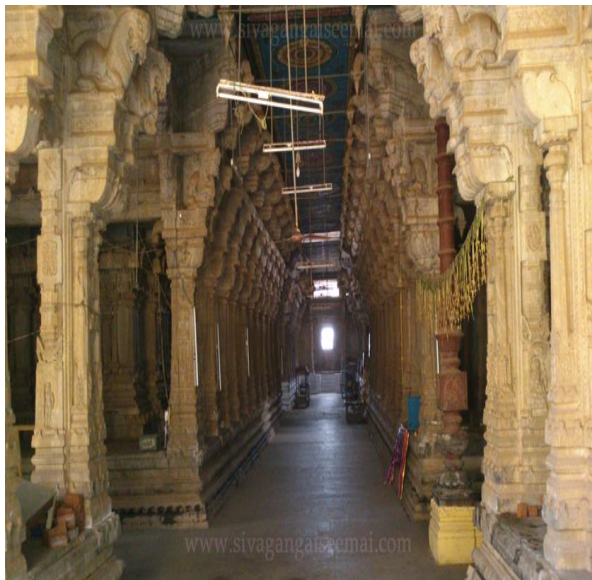
## **KANNUDAYA NAYAKI AMMAN TEMPLE, NATTARASANKOTTAI**

Kannudaya Nayaki Amman temple is situated in Naatarasankottai at about 9 kms from Sivaganga on the Madurai Thondi Road. The temple was constructed in the 18th century by nagarathars. The Amman is seen in a standing posture with 8hands and has an "udukkai" and "muvizhai soolam" in her hands. Her left leg stamps the Asura by name Mahishan. The Temple is

famous for its architectural beauty and golden kumbhams over the temple tower



## **SORNA KALEESWARAR TEMPLE, KALAIYARKOIL**



places along with Kalaiyarkoil Temple History is here for the world wide tourists. Kalaiyarkoil located 15 km from Sivagangai. Kalaiyarkoil was the seat of the kings from very early days. Sorna Kaleeswarar Temple was the stronghold of the rulers of Sivagangai Kingdom with a well built widespread fort.

Maruthubrother's Sorna Kaleeswarar Temple, Kalaiyarkoil and Bus Route from various

## THIRUKKOSHTIYUR TEMPLE

Thirukoshtiyur Sowmya Narayana Perumal Temple is an ancient shrine located about 10 kms from Tiruppathur in Tirupathur – Sivaganga Road. It is a popular Vaishnavita Temple. It is considered as Badrinath of South India. It is one of the 108 Divya Desams of Lord Vishnu, revered by the tamil hymns of Alwars. Preiazhwar in his work

“Periazhwar Thirumozhi” visualizes Thirukoshtiyur as the birth place of Sri Krishna.



## PIRANMALAI SEIK OLIYULLAH DARGAH



Piranmalai Seik Oliyullah Dargah holds religious

significance for the Muslims. The dargah is located about 40 km from the town of Karaikudi. Many tourists, regardless of their religion, visit the dargah every year because it is believed that those who worship and pray at the dargah get their wishes fulfilled.

## IDAIKATTUR CHRUCH

Idaikattur is a village in Sivaganga. It is at a distance of 37 kms towards the Madurai on the Madurai – Rameswaram national highway. This unique Church of the Sacred Heart of Jesus was built in Gothic Architectural Style in the year 1894 AD by a French missionary

Fr. Ferdinand Cells SJ. This is a replica of the Rheims Cathedral in France.



## MATHUR TEMPLE



The Mathur temple is another clan temple, a little over

5 km from Karaikudi. Archaeological records suggest that the temple and the inhabitation of the area date as back as over 1500 years ago. The nearly 70-foot tall Rajagopuram here has been constructed in five storeys. The temple is dedicated to Lord Ainotheswarar and his consort Periyanaayaki.

## TIRUMALAI

A rock painting in red ochre showing a human figure astride a horse, in the Tirumalai hill. The Tirumalai hill in Sivaganga district of Tamil Nadu stands in the midst of paddy fields as far as the eye can see.

The hill may be obscure now but resonates with ancient history. Rock paintings dating

back to the 5th century B.C.; two Tamil-Brahmi inscriptions of the first century B.C. (Sangam Age); several Jaina beds (pillow lofts) hewn out of the rock floor of the caverns; a swastika sign incised on a Jaina bed, not found in other Jaina sites in Tamil Nadu; a rock-cut temple of the 8th century A.D. of the early Pandya period;

## Kaniyan Pungundranar



that he was an Thirupattur taluk of Sivaganga district in the state

Kaniyan Pūngundranār was an influential Tamil philosopher from the Sangam age. His name Kaniyan implies

of Tamil astronomer as it is a Tamil word referring mathematics. He was born and brought up in Mahibalanpatti, a village panchayat in the Nadu, India. He composed two poems in Purananuru and Natrinai. His famous Tamil quote "Yaadhum Oore Yaavarum Kelir" is at present depicted in the United Nations Organisation.

## **KAMBAR TOMB – NATTARASANKOTTAI ,SIVAGANGAI**



The famous poet Kambar, who translated Valmiki Ramayana to Tamil, spent his last days in Nattarasankottai and his tomb is situated here.

## **PARIVALLAL**



The name Parambumalai slowly became Pirambumalai and

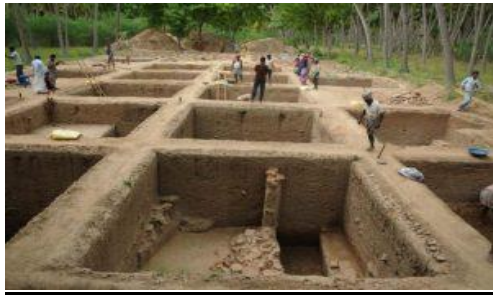
now the place is called as Piranmalai. The main reason for his popularity is his generous and kind nature which had made him a magnanimous philanthropist who gives to all, never saying 'no' to anyone. The story of Paari, the King, giving his chariot to protect the jasmine plant from dying is a legend that stands as an example for his generosity.

## **OKKUR MAASATHIAR**



The history of Okkur extends back more than 2000 years. This Village was a battle field in Sangam period.citation needed Okkur Maasathiyar, a female poet, lived here[okkur,sivagangai district] and she mentioned this village in Puranaanuru.

## KEEZHADI EXCAVATION



An excavation was carried out in Keezhadi village of Sivagangai district in Tamil Nadu where archaeologists have made some major discoveries which will add to the Indian history pages. As per historians, the artefacts unearthed in the region have a possible link between the scripts of the Indus Valley Civilisation and Tamil Brahmi (language).

### IMPORTANT TOURISM SPOTS:

- Heritage sites. Known for Nagarathar Homes
  - Kanadukathan
  - Kottaiyur
  - Pallathur
  - Pudukkottai
  - Kandanur
  - Chettinad
  - Pudukkottai

### SCOPE FOR TOURISM

Trained guides will be required to help the tourists, which could become a viable job opportunity.

Sivagangai one of the historical place in Tamilnadu and its located 50kms away from Madurai. Sprinkled with temples and a host of other religious places, Sivagangai is yet another tourism attraction in the state of Tamil Nadu that has gradually emerged as a somewhat popular travel destination.

Keeladi has become a site of selfies and a market for small-scale vendors selling knick-knacks and snacks. A senior official from the tourism department in charge of Sivaganga and Ramanathapuram says that the crowds had helped boost the local economy.

## **Business opportunity**

- Tour operators
- Travel Guide
- Boarding and Lodging
- Traditional Hotels
- Restaurant
- Snacks
- Bakery
- Photographers
- Souvenir Shop

## **Challenges Confronting Tourism**

- ✓ Safety and security
- ✓ Lack of proper infrastructure
- ✓ Human resources
- ✓ Taxation
- ✓ Insufficient promotion and marketing

## **CHAPTER - XV**

### **15 Qualitative Skill Gaps**

High levels of disguised unemployment:

Sivaganga continues to remain an agrarian economy. Industrial activity in the district is relatively low, with most of the industrial activity restricted to Thirupatthur. Agricultural produce in Sivaganga is limited to a few crops such as paddy and cereals. Owing to the lack of alternate economic opportunities a large proportion of the people continue to be engaged in agriculture despite the meagre wages and low productivity

There is low awareness of opportunities for skill development. The youth in rural areas also cited the non-availability of information about skill training programs as a constraint to enrolling in vocational education.

In spite of relatively strong higher education infrastructure in the state, there are significant skill gaps in the state are qualitative in nature. The rapid capacity expansion has led to a huge variance in the quality of

institutes and therefore, the human resource availability. Primary research suggests that a relatively low percentage of semi skilled and skilled graduates are employable. For engineers, the ratio is as low as one in 200. This often leads to students working in industries that are unrelated to their educational qualifications, highlighting the inherent inefficiencies in the skilling and job matching process prevalent within the state.

## CHAPTER - XVI

### 16.0 Banking and credit

7309 SHGs received sum of Rs. 493.63 Crores, 47 PLFs received sum of Rs.10.34 Crores from various nationalised and central cooperative banks in TNRTP blocks. (Source: TNSRLM).

### 16.1 Micro Finance Institution

There are significant number of Micro Finance Institutions (MFIs) and Financial Institutions providing access of finance to poor and rural enterprises at the district. The major ones are :

- Equitas Small Finance Bank.
- L&T Finance Ltd.
- Muthoot Fincorp.
- Bajaj Finserv.
- Repco Micro Finance.
- Sunrise Associates Micro Finance.
- Idhayam G Micro Finance.
- HDFC Micro Finance.
- Sarvodaya Nano Finance Ltd.
- Samunnati Finance.
- ICICI Micro Finance.
- IDBI Micro Finance.
- Madura Micro Finance Ltd.
- Asirvatham Micro Finance Ltd.
- Mahashemam Micro Finance Ltd.
- Virutcham Micro Finance Ltd.

However, the finance extended by these institutions are mostly for non priority purposes and enterprises and enterprise finance portfolio is a bigger share of MFIs during recent times.

### **SCOPE FOR MFI (Micro Finance Institution)**

One of the places with more number of banks in India is Sivagangai. It is connected by various nationalized banks. There are lots of ATM centers, RRCs, HDFC, ICICI, Agricultural banks, Cooperative Societies and other nationalized banks.

## **CHAPTER - XVII**

### **17.0 TRADITIONAL AND ANTIQUE**

#### **PERIYAKOTTAI BRINJAL**

There were many types of brinjal grown in different parts of the State but those grown in Periyakottai and nearby villages in Sakkottai block of this district stand out for their unique features and taste. Farmers in this region grow three different species – pale green, pale green with blue stripes and violet with stripes and these varieties were not grown anywhere else in the

district. The salient feature of the variety was that the fruits would grow big in size but still tender and tasty.



#### **CHETTINAD KANDANGI SAREE**



Tamil Nadu's Kandangi sari, a premier Chettinad weave, was recently granted the Geographical status by the **Geographical Indication** Registry. Kandangi Saree received Geographical Indicator tag on **30th of August 2019**.



## **BRASSWARE – KARAIKUDI**

Brass is considered to be superior (social relevance/perception) to all other metals, and brass products are one of the famous handmade crafts in Karaikudi.

Lamp is one of the products made from brass which is an alloy of copper. Bride carrying the 'Kuthu Villakku' (silver or brass oil lamp), to her in-law's house, as a symbol of bringing prosperity is a tradition practiced till date. These lamps come in varying styles Yaanai Villakku (elephant carrying a lamp), Thavalum Pillai (Crawling



Krishna) and so on. Products like, diyas, bells etc. are made in brass to be used for poojas/worshipping and also for decorative purposes. Big, medium and small lamps are the types of lamps with varying size from 4 inches to two feet. Oil lamp mainly consists of 3 parts Bottom half, Body and Top half.

## **CHETTINAD KOTTAN**

The Chettinad Kottans were originality palm leaf baskets woven in the Chettinad region by the women of the Chettiar community as a hobby craft. They were used for gifting and & during rituals and festivals. Now the Kottan is woven by women of other communities who reside within the geographical area of Chettinad in Sivagangai District and have been trained by the Chettiar women under the guidance of the Revive Kottan Society.

Beautiful Baskets and boxes crafted out of palm leaves which are dried and dyed in bright colours. it is a Very traditional dying handicraft and only a few women in Tamilnadu are adopt at this craft. this craft is now being revived and is able to sustain the livelihood of many women. Snacks and Sweets are wrapped with palm leaf.

Chettinad Kottan received Geographical Indicator tag on **4th of March 2013**.



Source: <http://ipindiaservices.gov.in>

## **ATHANGUDI TILES**

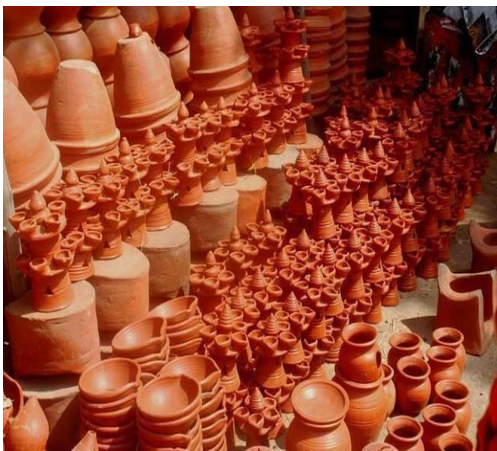


Source: Interaction with TNSRLM officials, Sivagangai.

Athangudi Tiles are handmade at Athangudi, a small town in Sivaganga district of Tamilnadu, Southern India. As there was already trade happening between India and the Western countries during the colonial era Western made tiles are popular among the rich and famous of the region. But due to the difficulty in getting a replacement for any damaged tiles or worn out tiles because of usage and the prohibitive cost to arrange them they decided to make their own tiles and the 'Athangudi Tiles' were born.

Majority of the population of the town of Athangudi are involved in creating these exclusive tiles. The craft of making the hand made tiles are passed from generation to generation. The tiles are much cherished by the erstwhile rulers of the region and also the colonial rulers. The tiles are rich in colour and intricate in design. The timeless designs are an influence of the culture and heritage of people of Karaikudi famously known as Chettinad which has been declared a heritage town by the Tamilnadu Government. As a pride of their origin almost all the Chettinad households use these tiles for their homes.

## **MANAMADURAI POTTERY**



From Manamadurai of Sivaganga District, traditional pottery artisans those who are performing clay craft for generations were chosen for the study. There were 120 families in village practicing this craft. The livelihood of those families largely depends on pottery industry.

**Table 34 Annual Production of pottery in Manamadurai**

S.No	Year	Production	Growth	Sales	Growth	Profit	Growth	Loss
1	2008-09	2353466	-	2834378	-	309878	-	-
2	2009-10	2378107	1.01	2866598	1.01	213544	0.69	-
3	2010-11	2137774	0.89	2508023	0.87	50258	0.24	-
4	2011-12	2968711	1.39	3465608	1.38	277249	5.52	-
5	2012-13	2464458	0.83	2882606	0.83	230608	0.83	-
6	2013-14	3952373	1.61	4619308	1.61	312505	1.36	-

Source: Annual report of the Manamaduari Potter's Society 2013-2014

From above table it is inferred that the society is running successfully and showing profit. But the growth rate has fluctuation because of the change of leadership during those periods in the society.

### CHETTINAD SNACKS

Our Indian regional recipes always tempt taste buds of food lovers all over the world. In Chettinad it is a kind of home-based food industry established by Nagarathars to develop innovative food technologies for reaching worldwide snack lovers.



Source: Chettinadu Snacks Online

It is not only the taste, but also providing healthy diet through careful mix of all spices and Ingredients. Original taste depends on how far the conventional grinding and cooking methods are followed.

## CHAPTER - XVIII

### 18. Commodity Prioritization in TNRTP Blocks

- Crops- Paddy, Sugarcane
- Vegetables- Chilli, Tomato, Okra, Brinjal
- Fruits-Mango, Banana, Papaya, Guava, Sapota, Jack fruit
- Others-Coconut and Coir fibres
- Tourism
- Dairy Products and retail outlet
- Country/Native birds rearing
- Marachekku edible oil
- Herbal Products
- Millet Products and Bakery

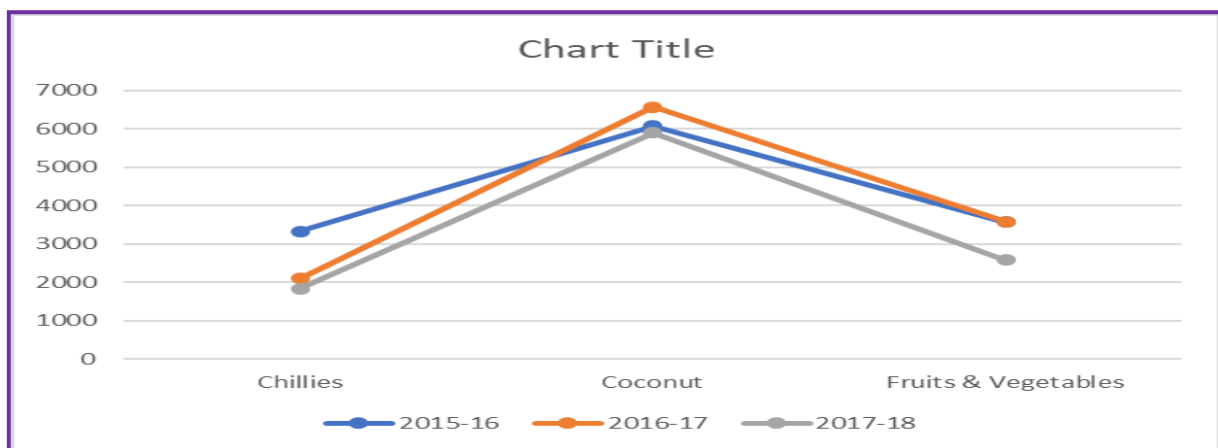
**COMMODITY PRIORITIZATION TABLE**

S. no	Criteria	Description	COMMODITY			
			Paddy & Sugan cane	Chilly	Coconut	Fruits & Vegetables
1	Trend in number of areas cultivated in the commodity	For commodities which has large number of areas.		positive	positive	positive
2	Community Interest	Economic viability, Staple food, Knowledge and technology availability, Extension services, Awareness about Market availability	Water Intensive crop. Hence not prioritized	Poor rainfall and migration of people, lands are converted in to construction sites.	Poor rainfall and migration of people	Poor rainfall and migration of people
3	State/National Priority (Thrust from government)	State/National Government Schemes and Investments		positive	Positive	positive

4	Comparative advantage	Production, Favourable climatic conditions, GI type characteristics, Uniqueness emerging out of Ethnicity and culture, A prevalent cluster.	Not prioritized due to high water requirement	positive	Positive	positive
5	Access to Market	Ability to sell the produce at a remunerative price- Local, National & International markets.		positive	Positive	positive
6	Opportunity for Value Chain Interventions	Productivity and value-added products.		positive	Positive	positive

### COMMODITY TREND ANALYSIS

Year	Chilli	Coconut	Fruits and vegetables
2015-16	3331	6075	3572
2016-17	2106	6559	3575
2017-18	1830	5901	2584



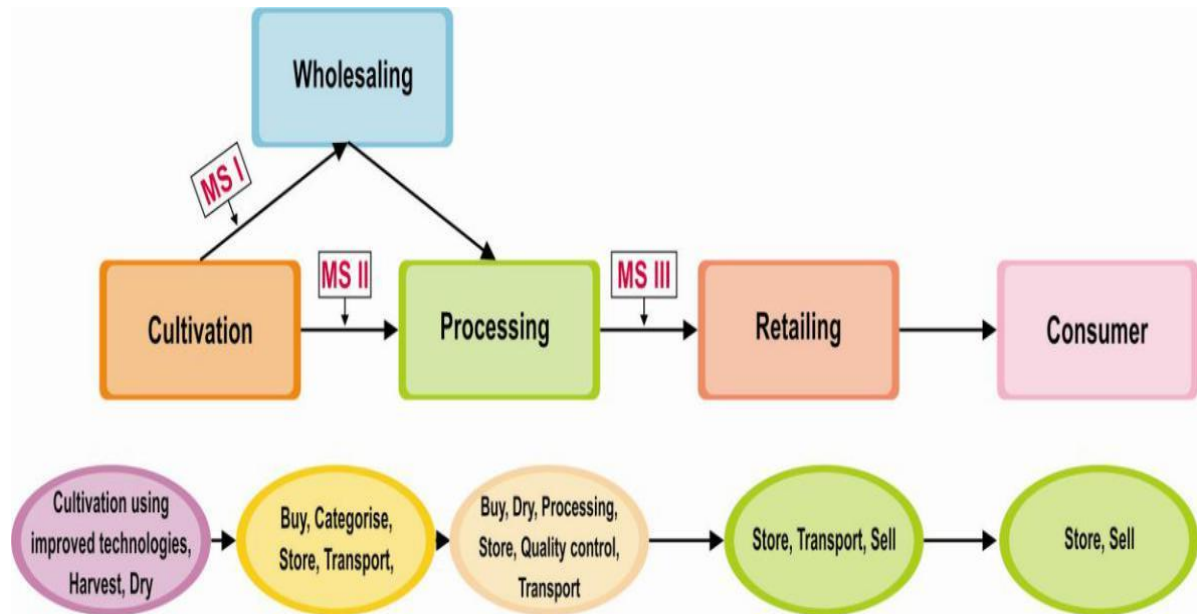
## **VALUE CHAIN ANALYSIS**

Value chain analysis is a powerful tool to identify the key activities within the firm, which form the value chain for that organization, and have the potential of a sustainable competitive advantage for a company. The competitive advantage of an organisation lies in its ability to perform crucial activities along the value chain better than its competitors. According to Porter (1990) value chain framework is "an interdependent system or network of activities, connected by linkages". Pathania (2001) stated that when the system is managed carefully, the linkages can be a vital source of competitive advantage. Lynch (2003) explained that the value chain analysis essentially entails the linkage of two areas. Firstly, the value chain links the value of the organisations' activities with its main functional parts. Then the assessment of the contribution of each part in the overall added value of the business is made. Gibbon (2001) described a value chain as a chain of activities, where products pass through all activities of the chain in that order and at each activity, the product gains some value. The chain of activities gives the products more added value than the sum of added value of all activities.

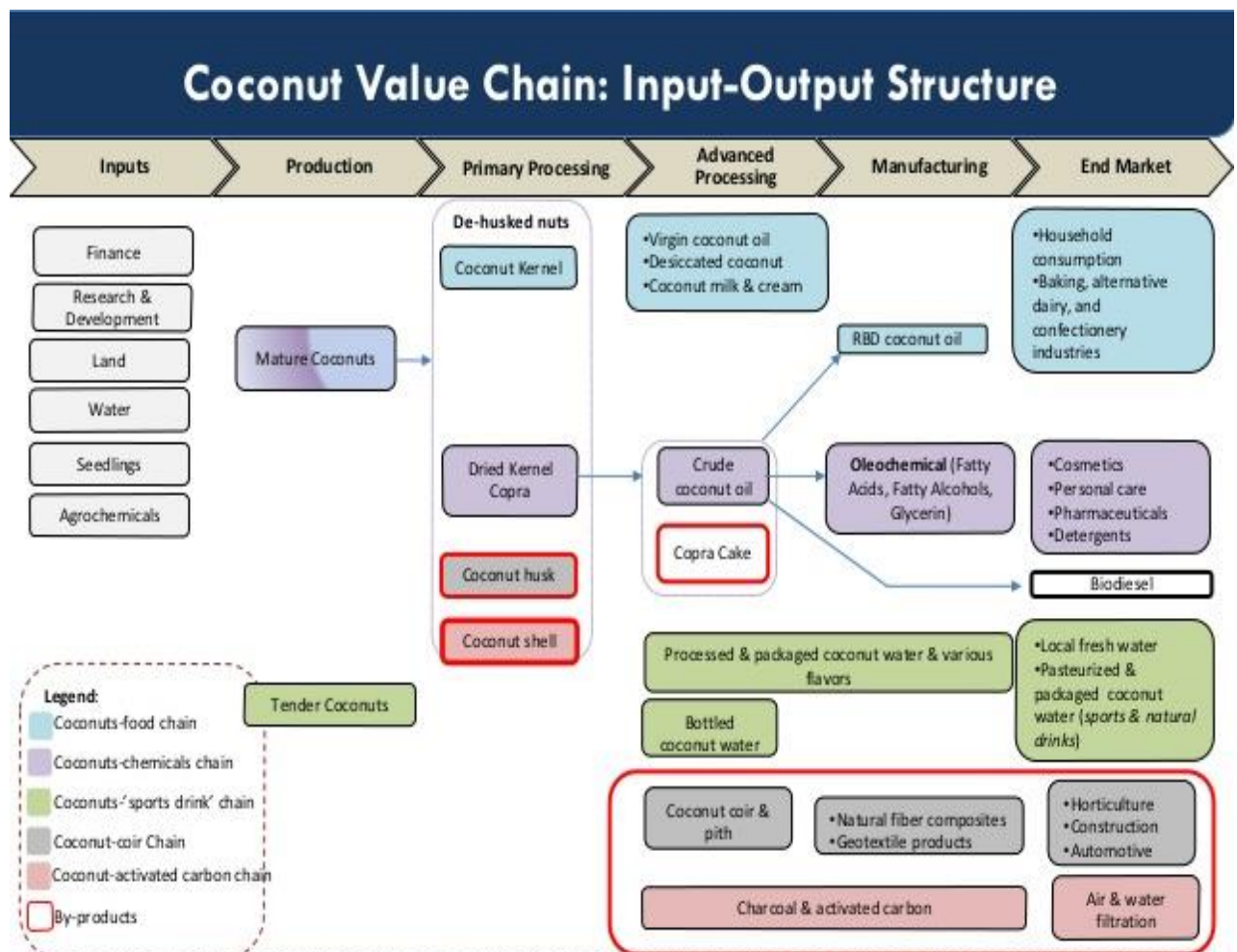
The profitability of a firm depends to a large extent on how effectively it manages the various activities in the value chain, such that the price that the customer is willing to pay for the company's products and services exceeds the relative costs of the value chain activities. The logic and validity of the proven technique of value chain analysis has been rigorously tested, therefore, it does not require the user to have the same in-depth knowledge as the originator of the model (Macmillan et al., 2000).

The first step in conducting the value chain analysis is to break down the key activities according to the activities entailed in the framework. The next step is to assess the potential for adding value through the means of cost advantage or differentiation. Finally, it is imperative for the analyst to determine strategies that focus on those activities that would enable to attain sustainable competitive advantage.

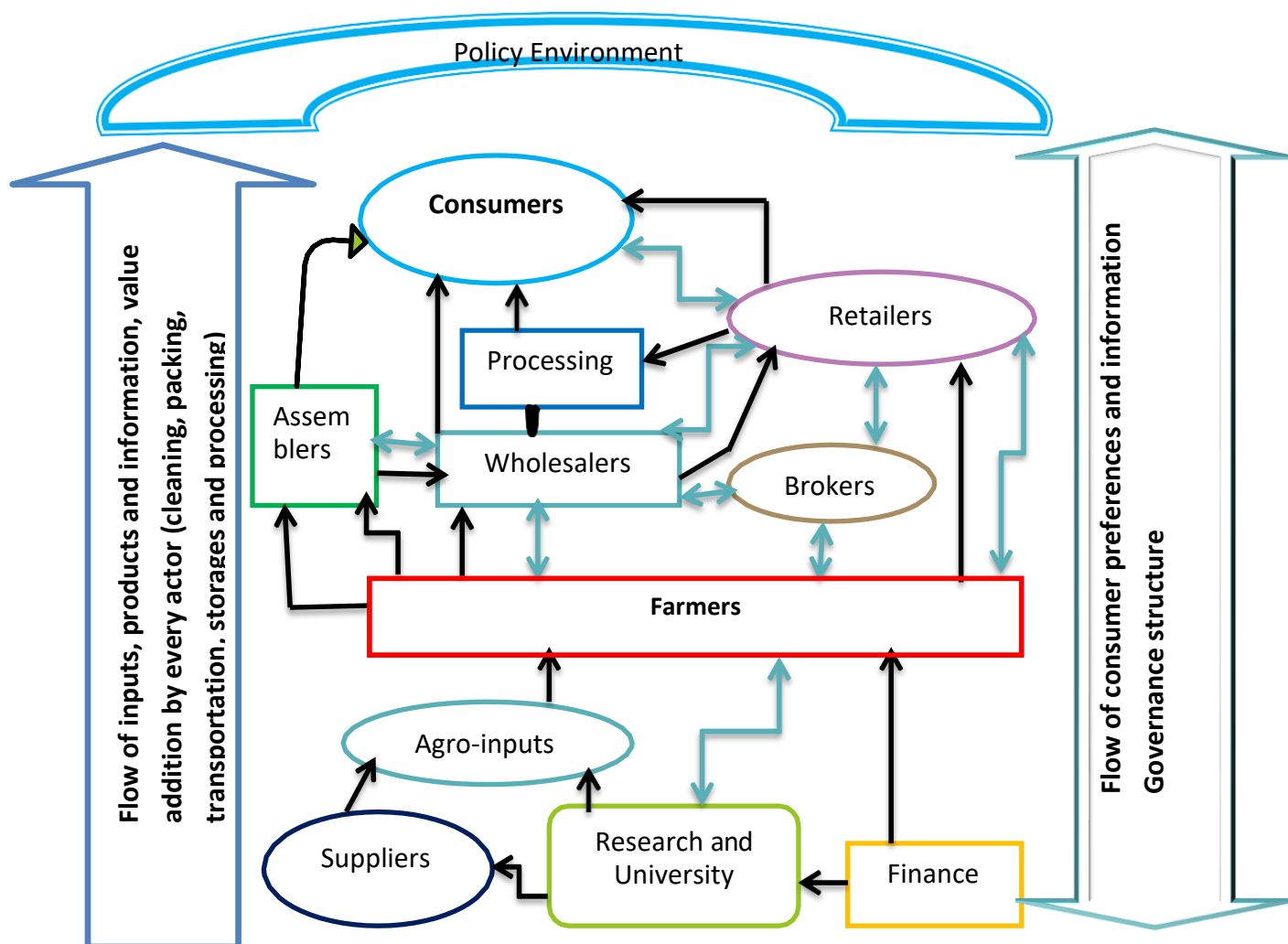
## Value chain Analysis of dry chillies



## Value Chain Analysis of Coconut



## Value Chain Analysis of Fruits and Vegetables



### 18.1 SCOPE IN FARM AND NON FARM SECTOR

#### Scope For Individual Enterprises of the District

Table 35 Scopes for Individual Enterprises

Sl. No.	Sectors /Sub sectors /Areas / commodities	Type of Enterprise
<b>Manufacturing- Agro based</b>		
1	Bakery products / papads	Nano / Micro
2	Millet products and bakery	Nano / Micro
3	Dairy products and retail outlet	Nano / Micro
4	Manufacturing of white ice blocks / ice creams	Nano / Micro
5	Manufacturing of Mara chekku edible oils	Nano / Micro
6	Manufacturing of Bio mass briquettes	Nano / Micro



Sl. No.	Sectors /Sub sectors /Areas / commodities	Type of Enterprise
<b>Manufacturing- Agro based</b>		
7	Coir fibre& coir products	Nano / Micro
8	Flour mill / Manufacturing of edible oils / papads / soft drinks	Micro/ Small
9	Vermicompost	Nano
10	Plants Nursery and vegetable cultivation under protected conditions	Nano / Micro
11	Mango pulp units	Small
12	Manufacturing of Banana Fibre and paper from Ban crop residues	Micro / Small
13	Mushroom cultivation	Nano / Micro
14	Manufacturing of value added products of banana - Jam, Jelly, Biscuits, Flour, Health drink, Fruit bars etc.	Small
15	Spice processing units and spice products	Nano / Micro
16	Manufacturing of Bio-fertilisers& pesticides	Small
17	Bee keeping	Nano / Micro
18	Certified seeds production & processing units for pa	Small
19	Herbal products	Nano / Micro
20	Charcoal	Nano
21	Contract broiler farms	Nano / Micro
22	Country / Native birds rearing	Nano
23	Coconut/Groundnut oil Extraction	Nano/Micro/Small
<b>Manufacturing- Non Agro based</b>		
1	Manufacturing of Hollow blocks / Fly ash bricks / Pa blocks / bricks	Micro / Small
2	Pottery production	Nano / Micro
3	Brass production	Nano / Micro
4	Kottan weaving	Nano / Micro
5	Traditional Snacks	Nano / Micro
6	Manufacturing of Solid blocks / Designer tiles	Micro / Small
7	Ready mix concrete	Micro / Small

Sl. No.	Sectors /Sub sectors /Areas / commodities	Type of Enterprise
<b>Manufacturing- Agro based</b>		
8	Wood carving, Wooden furniture & Dies	Micro / Small
9	Manufacturing of Pet bottles	Micro / Small
10	Manufacturing of eco-friendly materials – Jute / cloth paper Bags and other artifacts	Nano / Micro/ Small
11	Manufacturing of paper pates / sampirani& other paper items	Nano
12	Textile home furnishings	Nano / Micro
13	Printing press	Micro / Small
14	Manufacturing of Readymade garments	Small
15	Plastic recycling units	Small
16	Manufacturing of Sanitary napkins	Nano / Micro/ Small
17	Handmade ornaments making	Nano
18	Grill works	Nano
19	Aluminium foil containers	Nano / Micro
20	Detergent powder and soaps	Nano / Micro/ Small
21	Manufacturing of wax candles	Nano
22	Cutting and polishing of Marbles, Tiles & Mosaic	Micro / Small
<b>Service – Agro based</b>		
1	Poly house erection& maintenance	Micro / Small
2	Gardener	Nano
3	Micro Irrigation technician	Nano
4	Repackaging of Agro Products	Nano/Micro/Small
5	Wet Grinding	Nano
6	Custom hiring of tractors, trailers, Agricultural implements, improved ploughs, Bund former, seed drills, thrashers, cleaners etc	Small
7	Custom hiring of combined harvesters and paddy transplanters	Small
8	Godowns / Cold storage units	Small

<b>Sl. No.</b>	<b>Sectors /Sub sectors /Areas / commodities</b>	<b>Type of Enterprise</b>
	<b>Manufacturing- Agro based</b>	
9	Community feed / fodder banks	Nano/Micro/Small
	<b>Service – Non Agro based</b>	
1	Heritage tourism	Nano / Micro/ Small
2	Software Development	Nano / Micro
3	Automobiles repairing	Nano / Micro/ Small
4	Office Automation	Nano / Micro
5	Parcel/Courier Service	Nano / Micro
6	Logistic Service	Nano / Micro
7	Industrial Consultancy	Nano
8	Industrial Design and Layout making	Nano
9	Housekeeping and office equipment maintenance	Nano
10	Restaurants	Nano/Micro/Small
11	Computer/Laptop/Cell phone servicing	Nano
12	Manpower Agency	Nano
13	Weigh bridge	Small
14	Commercial Advertising Agency	Nano / Micro
15	Health Fitness Centre	Micro / Small
16	Tailoring job work	Nano / Micro
17	Beauty parlour	Nano / Micro
18	Beauty Saloon for Gents	Nano / Micro
19	Crèches	Nano / Micro
20	Industrial Laundry	Nano / Micro
21	Rural BPO Centres	Nano
22	Clinical Laboratories	Nano/Micro/Small
23	Power System Repair and Maintenance	Nano / Micro
24	Two-Wheeler/Four Wheeler Servicing	Nano/Micro/Small

Sl. No.	Sectors /Sub sectors /Areas / commodities	Type of Enterprise
<b>Manufacturing- Agro based</b>		
25	Tailoring and Embroidering on job work	Nano
26	Photo & Video studios	Nano / Micro
27	Gold Testing	Nano
28	Dental clinics	Micro / Small
29	Centring& Civil Engineering works	Micro / Small
30	Hiring of Earth Moving Equipments	Small
31	e-auto rickshaw	Nano
32	Vehicle hire	Micro / Small
<b>Business</b>		
1	Provision store/ Fancy store / Edible oil store / Electricals / Foot wear shop / Mirror Glass shop / cloth shop	Nano / Micro
2	Drinking water cans	Nano / Micro
3	Retailing of fruits & vegetables	Nano / Micro
4	Cotton Merchandising	Nano / Micro

### Scope for Enterprise Clusters

**Table 36 Scopes for Enterprise Clusters**

Sl. No.	Block	Enterprises
1	Sivagangai	<ol style="list-style-type: none"> <li>1. charcoal</li> <li>2. Graphite based industries</li> <li>3. Stone polishing</li> <li>4. Gherkins</li> <li>5. Printing Press</li> <li>6. Native birds rearing and hatcheries</li> <li>7. Certified seeds production &amp; processing units</li> <li>8. Poultry feed and cattle feed manufacturing</li> </ol>
2	Kalayarkovil	<ol style="list-style-type: none"> <li>1. Edible oils extraction by Stone Wooden Ghanis (Mara Cheku)</li> <li>2. Desi bird rearing and hatcheries</li> <li>3. Dairy products</li> <li>4. Organic manure</li> <li>5. Certified seeds production &amp; processing units for Paddy</li> </ol>

Sl. No.	Block	Enterprises
		6. Poultry feed and cattle feed manufacturing 7. Mushroom production 8. protray nursery –vegetables(Hi-tech) 9. Fodder crop cultivation 10. sericulture-silkwarm rearing, mulberry cultivation
3	Manamadurai	1 Hollow Blocks, Flooring Tiles, Pavement blocks 2 Pottery (Kadam), pots with art work/Flower pots 3 Charcoal Powder 4 Bakery products 5 Native birds rearing and hatcheries 6 Poultry feed and cattle feed manufacturing 7 Edible oils extraction by Stone Wooden Ghanis (Kal Mara Cheku) 8. sericulture-silkwarm rearing ,mulberry cultivation
4	Tiruppuvanam	1 Stone cutting and polishing 2 Tiles of different types 3 Printing Press 4 Fabrication work 5 Native birds rearing and hatcheries 6 Certified seeds production & processing units for Paddy
5	Ilayangudi	1 Handlooms 2 Printing Press 3 Spices Grinding 4 Offset Printing 5 Native birds rearing and hatcheries 6 Certified seeds production & processing units for Paddy 7 Poultry feed and cattle feed manufacturing
6	Sakkottai	1 Ornamental / Designer tiles 2 Rice Bran oil 3 Bakery items 4 Wood Carving 5 Jewellery 6 Brass lamps / Kuthuvilakku / artifacts 7 Native birds rearing and hatcheries 8 Certified seeds production & processing units for Paddy 9 Poultry feed and cattle feed manufacturing
7	Kallal	1 Wood Carving works 2 Tiles of different types 3 Native birds rearing and hatcheries 4 Certified seeds production & processing units for Paddy 5 Poultry feed and cattle feed manufacturing
8	Tiruppathur	1 Stone Crusher 2 Printing Press

<b>Sl. No.</b>	<b>Block</b>	<b>Enterprises</b>
		3 Hollow blocks 4 Native birds rearing and hatcheries 5 Certified seeds production & processing units for Paddy 6 Poultry feed and cattle feed manufacturing
9	Singampuneri	1 Coil Pith block 2 Oil Mill 3 Coir Fibre 4 Curled Coir 5 Vulcanizing 6 Auto components 7 Native birds rearing and hatcheries 8 Certified seeds production & processing units for Paddy 9 Poultry feed and cattle feed manufacturing
10	S.Pudur	1 Coir pith Block 2 Coir Fibre 3 Curled Coir 4 Native birds rearing and hatcheries 5 Certified seeds production & processing units for Paddy 6 Poultry feed and cattle feed manufacturing
11	Devakottai	1 Aluminium Vessels 2. Edible oils extraction by Stone Wooden Ghanis (Kal Mara Cheku) 3 Native birds rearing and hatcheries 4 Certified seeds production & processing units for Paddy 5 Poultry feed and cattle feed manufacturing 6.cashewnut grading and value addition 7. sericulture-silk warm rearing,mulberry cultivation
12	Kannangudi	1 Four Mill 2 Native birds rearing and hatcheries 3. Oil mill 4 Certified seeds production & processing units for Paddy 5 Poultry feed and cattle feed manufacturing

## 18.2 SCOPE FOR PROMOTION OF ENTERPRISES AT THE THREE TNRTP BLOCKS

**Table 37 Scope for Promotion of Enterprises at the three TNRTP Blocks**

BLOCK	ENTERPRISE CLUSTERS	FACILITATING FACTORS
<b>Kalayarkovil</b>	<p><b>NonAgri activities</b></p> <ol style="list-style-type: none"> <li>1. Edible oils extraction by Stone Wooden Ghanis (Kal Mara Cheku)</li> <li>2. Dairy products</li> <li>3. Poultry feed and cattle feed manufacturing</li> <li>4. Divine tourism</li> </ol> <p><b>Agri activities</b></p> <ol style="list-style-type: none"> <li>1. Desi bird rearing and hatcheries</li> <li>2. Organic manure</li> <li>3. Certified seeds production &amp; processing units for Paddy &amp; Vegetables</li> </ol>	<ul style="list-style-type: none"> <li>-Area under Oil seeds:308 ha.</li> <li>-Dairying is the major off farm livelihood activity</li> <li>-Most required activity for dairying and poultry farming.</li> <li>- Divine temples and sites</li> <li>-Most suitable for rural households</li> <li>- More livestock at the block</li> </ul>
<b>Manamadurai</b>	<p><b>NonAgri activities</b></p> <ol style="list-style-type: none"> <li>1 Hollow Blocks, Flooring Tiles, Pavement blocks and bricklins</li> <li>2 Pottery (Kadam), pots with art work/Flower pots and earthen handicrafts / artefacts</li> <li>3 Charcoal Powder</li> <li>4 Bakery products</li> <li>5 Poultry feed and cattle feed manufacturing</li> <li>6 Edible oils extraction by Stone Wooden Ghanis (Kal Mara Cheku)</li> <li>7 Divine &amp; Heritage tourism</li> </ol> <p><b>Agri activities</b></p> <ol style="list-style-type: none"> <li>1 Native birds rearing and hatcheries</li> <li>2 Inland Fisheries</li> </ol> <p><b>Horticulture Activities</b></p> <ol style="list-style-type: none"> <li>1. Organic vegetables and</li> </ol>	<ul style="list-style-type: none"> <li>-Good backward and forward linkage existing</li> <li>-Significant number of artisans</li> <li>- Existing prolific activity</li> <li>- On highways, hence high potentials</li> <li>-Most required activity for dairying and poultry farming.</li> <li>- Area under Oilseeds:213 ha.</li> <li>- With the existence of Keeladi, an archaeological excavation site evidencing ancient civilization as well as ancient temples at the block, there is great scope.</li> <li>- Most suitable for rural households</li> <li>-Existing viable activity at the block with inland fish production of about 62 tons</li> <li>There are significant number of farmers producing vegetables</li> <li>- Cucumber, Snake Gourd,</li> </ul>

BLOCK	ENTERPRISE CLUSTERS	FACILITATING FACTORS
	orchard crops Production	Ribbed Gourd & Bitter Gourd and orchard crops – Guava and Papaya, at the district.
<b>Devakottai</b>	<p><b>NonAgri activities</b></p> <ol style="list-style-type: none"> <li>1 Aluminium Vessels</li> <li>2. Edible oils extraction by Stone Wooden Ghanis (Kal Mara Cheku)</li> <li>3. Poultry feed and cattle feed manufacturing</li> <li>4 . Chettinad Snacks / traditional food items</li> <li>5. Heritage tourism</li> <li>6. Wood carving</li> <li>7. Brassware</li> </ol> <p><b>Agri activities</b></p> <ol style="list-style-type: none"> <li>1 Native birds rearing and hatcheries</li> <li>2 Certified seeds production &amp; processing units for Paddy</li> </ol>	<ul style="list-style-type: none"> <li>- Prolific activity at the Karaikudi to Devakottai Road</li> <li>- Area under Oil seeds:213 ha.</li> <li>-Most required activity for dairying and poultry farming.</li> <li>-There is rich availability of persons with skill and expertise in this activity.</li> <li>-There exists heritage temples, sites and Nagrathar homes at the block</li> <li>- Skilled carpenters are available and good availability of artisans for manufacturing traditional furniture and artefacts.</li> <li>-Most suitable for rural households</li> <li>Area under paddy : 10201 ha</li> </ul>

- Certified seeds production & processing units, Nursery production-vegetables
- Native birds rearing and hatcheries
- Oil mill –Edible oils extraction by Stone wooden Ghanis (Kal Mara Cheku)
- Poultry feed and cattle feed manufacturing.
- Red chilli and Green chilli sauce making

### 18.3 SCOPE FOR VARIOUS SECTORS

Sivagangai district, with its rich cultural heritage, interesting history will attract tourists in large number if it is made open for tourism. Likewise, converting the district into a tourist spot will also make it a place with more scope for job opportunities and business ventures. All these will culminate in the well being and development of the people and the society.



## 18.4 SWOT ANALYSIS OF THE SIVAGANGAI DISTRICT

### **STRENGTHS**

- ❖ Good network of road transport.
- ❖ Nearness to growth centres like Madurai, Export promotion Zone
- ❖ Good net work of bank branches.
- ❖ Vast reserves of various types of minerals.
- ❖ Availability of skilled labours.
- ❖ Lot of tourist places.

### **WEAKNESS**

- ❖ Predominately drought prone district
- ❖ Fragmented land holdings.
- ❖ Poor rail connectivity
- ❖ Rivers are seasonal.
- ❖ Depletion of ground water potential.
- ❖ Vast stretch of wastelands.
- ❖ Migration of people.

### **OPPORTUNITIES**

- Scope for setting up Agro processing industries.
- Ample scope for setting up biogas plants.
- Scope for development of Horticulture, Sericulture, Poultry farming, dairy. farms, Milk chilling plants etc.
- Scope for setting up modern rice mills, oil mills, etc.

### **THREATS**

- Conversion of Agricultural land for residential and industrial purpose.

## CONCLUSION

Tamil Nadu State Rural Transformation Project (TNRTP) is being initiated at the district for promoting rural enterprises, access to finance and employment opportunities at the district. The initial phase of TNRTP interventions are at the three blocks of the district – Kalayarkovil, Devakottai and Manamadurai.

The TNRTP implementation envisages conduct of a District Diagnostic Study (DDS) towards in depth evaluation of the district for identifying the sectors, subsectors and commodities as well as to help in deeper understanding of the existing opportunities and challenges in promotion of enterprises in value chain. The DDS encompasses different project components of Rural Ecosystem Development, Enterprise Business Plan Financing, Skills and Job opportunities and Project Management.

The study has been conducted with the perspective of the entrepreneur as the focus and by seeing the things through the lens of the entrepreneur towards assisting the different project beneficiaries - Producer Groups, Enterprise Groups and Individual Enterprises. The study would help the project team in effective implementation of the scheme as well as in prioritization and proper execution of activities.

The study has identified the sectors, sub sectors and 91 commodities / enterprises, which are summarized as follows:

Manufacturing sector – Agro Based activities / commodities: 22 activities

Manufacturing sector– Non Agro Based activities/commodities:18 activities

Services Sector – Agro Based activities / commodities: 9 activities

Services Sector – Non Agro Based activities / commodities: 32 activities.

Business Sector – Agro Based and Non Agro based: 10 activities

Further, based on the inherent facilitating factors and opportunities existing, potential enterprise clusters have been identified and documented for each block of the district, for the entire 12 blocks.

## References

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3. District Credit Plan of Lead Bank 2019 -20.
4. Reports from
  - **Different line departments** – Agriculture, Horticulture, Market committee, Animal Husbandry, Sericulture, Forestry, Tourism, Statistics and Aavin.
  - **Mainstream institutions** – Lead Bank and NABARD.
  - **Industrial bodies** – SIPCOT, SIDCO, Spices Park, District Industries Centre, TIIC
  - **Skilling institutions and Knowledge Centres** - Kissan Vikas Kendra, Kundrakudi, Dryland Agricultural Research Station, Chettinad, Tamil Nadu Agricultural University, Madurai, Rural Training Centre, Amaravathipudur, Canara Bank Artisan Centre, Karaikudi, Farmers Training Centre, Piravalur, Sivagangai, Farmers Training Centre, Pillayarpati and Tamil Nadu Rural Livelihood Mission, Sivagangai etc.
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