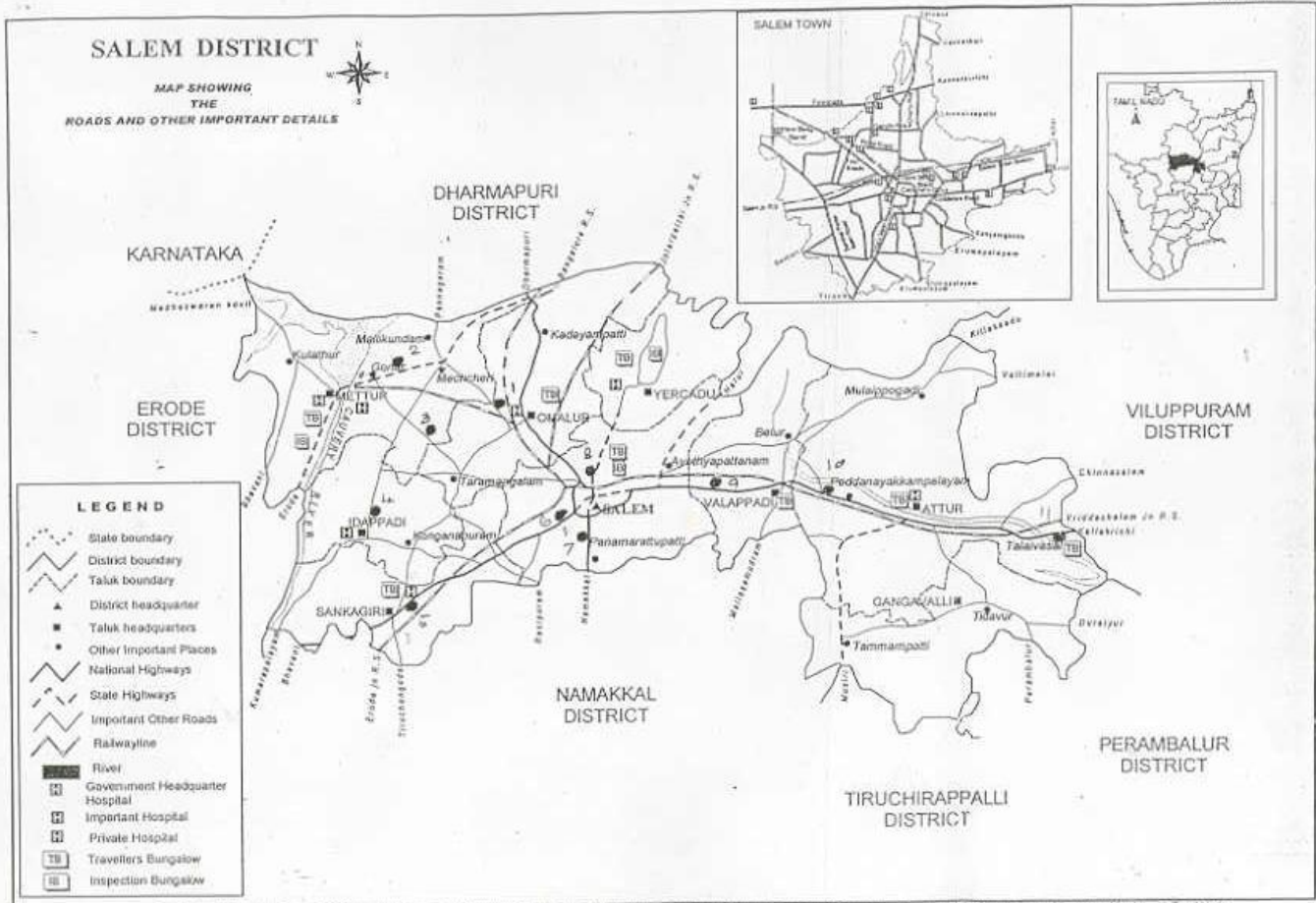


# District Profile – Salem

## SALEM DISTRICT MAP

FOR OFFICIAL USE ONLY



Compiled and Printed at Computerized Cartographic Centre, T.N. Survey and Land Records Department, C.S.O., Chennai-5, under the direction of Thiru. Vignes Harinaran I.A.S., Commissioner of Survey and Settlement, Tamil Nadu.

# 1. SALEM DISTRICT PROFILE

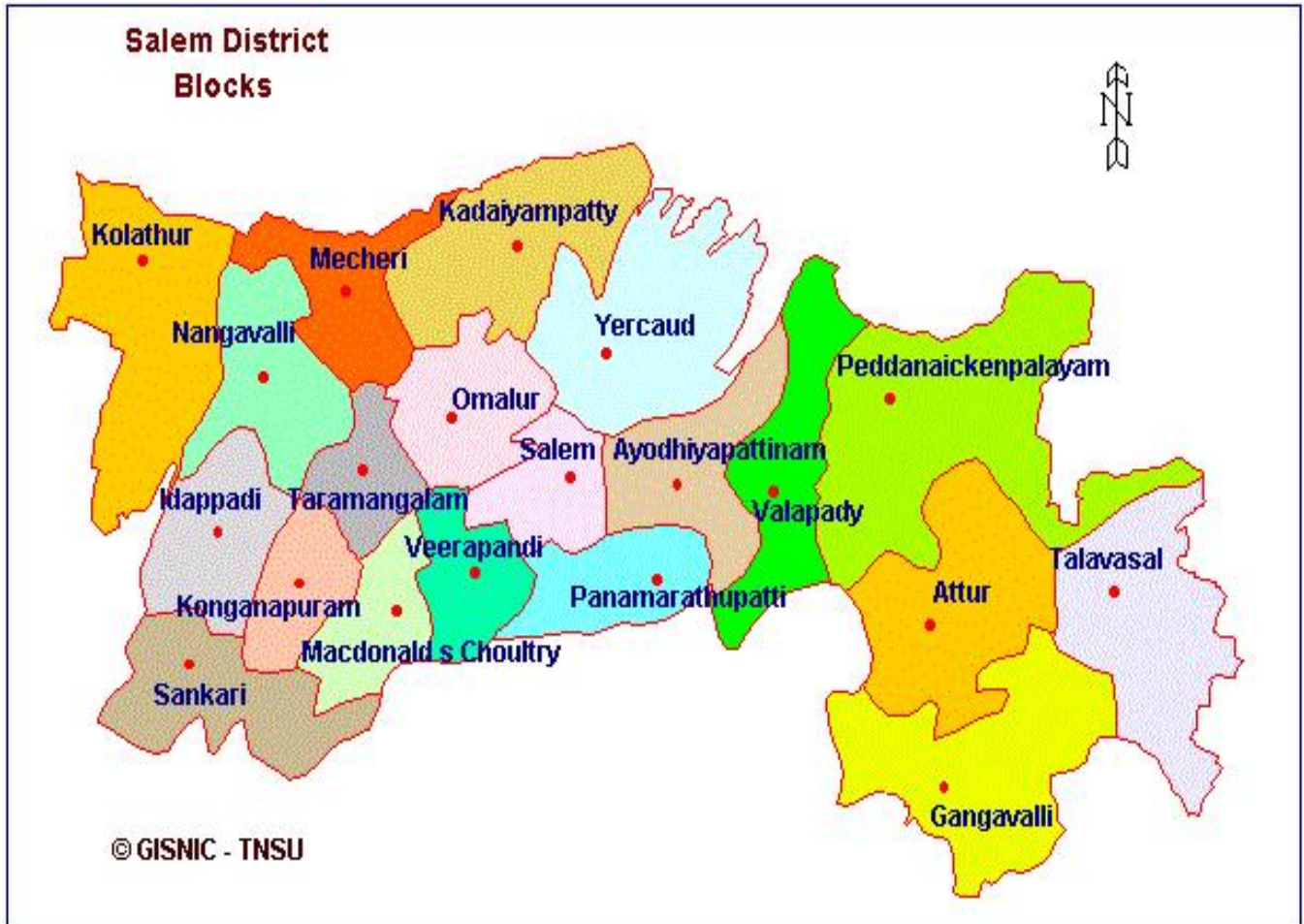
## A. ADMINISTRATIVE PROFILE

TOTAL GEOGRAPHICAL AREA= 5205.30 SQ KM

REVENUE DIVISIONS =4 ATTUR, SANKARI, METTUR, SALEM		TALUKS =9	
PANCHAYAT UNIONS=20	MUNICIPALITIES=4 CORPORATION=1	VILLAGE PANCHAYATS=385	REVENUE VILAGES=633

TALUKS	BLOCKS
SALEM	SALEM VEERAPANDI PANAMARATHUPATTI AYOTHIA YAPATTNAM
VALAPPADI	VALAPPADI PART OF AYOTHIYAPATTANAM BLK
ATTUR	ATTUR PEDDANAICKENPALAYAM
GANGAVALLI	TALAIVASAL GANGAVALLI
SANKARI	SANKARI MAGUDANCHAVADI
IDAPPADI	IDAPPADI KONGANAPURAM
METTUR	KOLATHUR MECHERI NANGAVALLI
OMALUR	OMALUR THARAMANAGALAM KADAYAMPATTI
YERCAUD	YERCAUD

## SALEM DISTRICT BLOCKS



## PERSONNEL STATUS OF DIC,SALEM

### 1. TECHNICAL

S.NO.	POST	SANCTIONED	FILLEDUP	VACANT
1.	G.MGr-II	1	1	-
2	M ( C )	1	-	1
3.	P.M (T)	1	-	1
4	A.E.(I)	3	3	-

### 2. NON TECHNICAL

S.NO.	POST	SANCTIONED	FILLEDUP	VACANT
1.	ME.(I)	1	-	1
2	O.S.	1	1	-
3.	S&SI	1	-	1
4.	ACCOUNTANT	1	1	-
5	INVESTIGATOR	1	1	-
6	ASSISTANT	2	2	-
7	STENO TYPIST	3	3	-
8	TYPIST	1	1	-
9	JUNIORASSISTANT	2	2	-
10	DRIVER	1	1	-
11	OFFICE ASSISTANT	3	2	1
12	SWEEPER CUM	1	1	-
13	RECORD CLERK	1	1	-
14	NIGHT WATCHMAN	1	1	-

### OTHERS

LOCATION OF DIC :

---

SIDCO INDUSTRIAL ESTATE  
FIVE ROADS,  
SALEM-636 004  
Ph. 0427 2447878, 2448505  
e-mail : [slmdic@gmail.com](mailto:slmdic@gmail.com)

---

BUILDING : OWN BUILDING 5718 SQFT  
1.04 Acres land  
COMPUTERS : 4 NOS WITH ACEESORIES  
ONE DOT MATRIX PRINTER  
ONE LASERJET PRINTER  
ONE INKJET PRINTER  
CONVEYANCE : ONE BOLERO JEEP  
2 TWO WHEELERS

## B. DEMOCRATIC PROFILE

**TOTAL AREA= 5205.30 SQ.KM.**  
**FOREST=125682 HECTARES**  
**CULTIVABLE AREA= 250573 HECTARES**

<b>POPULATION</b> 3016346	<b>MALE</b> 1563633 51.8%	<b>FEMALE</b> 1452713 48.2 %
	<b>LITERATE</b> 1734442 57.5%	<b>ILLITERATE</b> 1281904 48.2%
	<b>RURAL</b> 1626162 53.9%	<b>URBAN</b> 1390184 46.1%

**WORKING POPULATION =13.2 LAKHS (44%)**

<b>CATEGORY</b>	<b>POPULATION (IN LAKHS)</b>	<b>% OF TOTAL WORKING POPULATION</b>
<b>CULTIVATORS</b>	<b>3.01</b>	<b>23%</b>
<b>AGRI LABOURS</b>	<b>3.88</b>	<b>29%</b>
<b>OTHER WORKERS</b>	<b>6.31</b>	<b>48%</b>

## C.AGRI RESOURCES PROFILE

### MAJOR AGRICULTURAL CROPS

1.	Total Cultivated area (Hect)	250573	
2.	Net Area sown	217446	
3.	Area and production of principal crops	Area (Hect) in "000"	Production in "000" (Tonne)
	a. Rice	37.328	152.634
	b. Millets and Other Cereals	44.714	60.185
	c. Pulses	11.746	5.955
	d. Sugarcane (Gur)	10.468	85.544
	e. Groundnut	32.202	52.038
	f. Gingelly	2.173	1.384
	g. Cotton (Bales)	14.931	4.405
	h Maize	14.390	25.037
	l Cholam	68.299	140.713
	j Cumbu	3.089	5.269
	k.Castor	4.010	4.775
	l Sunflower	0.616	0.808
	k, gingelly	11.047	15.465

a. Important Food Crops	Paddy, Cholam, Cumbu, Ragi Redgram, Greengram, Blackgram, Horsegram, Turmeric, Sugarcane, Mango, Bannana, Tapiaco, Groundnut & Gingelly
b. Important Non-food Crops	Cotton, Castor Seed, Coffee and Fodder Crops

## MAJOR HORTICULTURAL CROPS

Sl.No	Name of crop	Total Hectares	Production in MT
1	Banana	1335	56707
2	Mango	2073	10879
3	Guava	280	2239
4	Sapota	255	6375
5	Amla	64	896
6	Tapioca	19873	757232
7	Onion	720	5400
8	Tomato	4906	43281
9	Chillies	1422	1361
10	Turmeric	2696	9866
11	Tamarind	357	1259
12	Areca nut	1606	2049
13	Coffee	6678	5008
14	Jasmine	459	3558
15	Marigold	104	1560

## D. OTHER RESOURCES AND INFRASTRUCTURE PROFILE

### DAIRY

a. Cattle	593847
b. Buffaloes	176521
c. Poultry	2678324
d. Qty of milk produced	135.8 lakhs litres
e. Value of milk produced	Rs 1376.3 lakhs
f. Milk Chilling plant	12

### ELECTRICITY

1.			<i>GENERATION OF ELECTRICITY (in M.U)</i>
	a. Hydro	360 MW	729.83
	b. Thermal	840 MW (4x210)	6518.896
	c. Industrial consumption		28.5% of total consumption

### WORK FORCE

1	a. Total Workers	1454645
	b. Male Workers	942939
	c. Female Workers	511706
	d. Rural Workers	883025
	e. Urban workers	571620
	f. Cultivators	301238
	g. Agricultural Laborers	387901
	h. Household Industry Workers	134261
	i. Other workers	631245
	j. Marginal Workers	174799
2	Non – Workers	1561701

## EDUCATIONAL INSTITUTIONS

1	Universities	2
2	Arts and Science Colleges	14
3.	Engineering Colleges	8
4	Polytechnic colleges	8
5	Govt ITI	3
6.	Private ITI	13

## SCIENTIFIC AND RESEARCH SERVICE

Name and address of Institutions and Laboratories	Type of Research Field
University Training and Research Centre, Salem Santhiyur K.V.K.	Basic and Applied Research Agricultural Research
Horticultural Research Centre, Yercaud	Horticultural Research
Tapioca & Castor Research Centre, Yethapur	Tapioca & Castor Research

## FINANCIAL INSTITUTIONS

	<b>Banks</b>	<b>No.of branches</b>
a)	<b>SBI Group</b>	<b>28</b>
b)	<b>Other Public Sector Banks</b>	<b>98</b>
c)	<b>Private sector banks</b>	<b>46</b>
d)	<b>Salem Dt.Central Co-op.Bank</b>	<b>35</b>
e)	<b>Primary Co-op.Land Devel.Bank</b>	<b>6</b>
f)	<b>Primary Agricultural Credit Societies</b>	<b>211</b>
g)	<b>Urban Bank</b>	<b>8</b>
h	<b>TIC</b>	<b>1</b>

## LEGISLATURE :

<b>Members of the Legislative Assembly</b>	<b>:</b>	<b>12</b>
<b>Members of Parliament</b>	<b>:</b>	<b>1</b>

## MINERALS AVAILABILITY

<b>Sl. No.</b>	<b>Name of the Mineral</b>	<b>Quantity (Tonne)</b>	<b>Value (Rs. in 000')</b>
1.	<b>Limestone</b>	<b>88990</b>	<b>17798000</b>
2.	<b>Quartz</b>	<b>7860</b>	<b>2358000</b>
3.	<b>Felspar</b>	<b>35690</b>	<b>5353500</b>
4.	<b>Magnasite</b>	<b>176535</b>	<b>148289400</b>
5.	<b>Bauxite</b>	<b>132989</b>	<b>16623625</b>
6.	<b>Soapstone</b>	<b>450</b>	<b>45000</b>
7.	<b>Dunite</b>	<b>13290</b>	<b>5050200</b>
8.	<b>Granite</b>	<b>11782</b>	<b>377028480</b>
9.	<b>Roughstone</b>	<b>27202</b>	<b>3364205</b>
10.	<b>Magnesite Rejects</b>	<b>10300</b>	<b>2317500</b>

### Food Processing Sector

Sl. No	Description	Nos	Investment in Rs Lakhs	Capacity in MT per annum	Employment
1.	Tapioca (Sago & Starch Industries)	253	12650	128000(SAGO) 125000( STARCH)	18000
2.	Rice Mills (Inclusive of 22 Modern Rice Mills)	82	1750	74000	2180
3	Flour milling, Bakery products, Masala powder, confectioneries and other industries	720	1420	37000	1440

### Textiles Sector

Sl. No	Description	Nos	Investment in Rs Lakhs	Capacity per annum	Employment
1.	Spinning Mills	44	15500	3.7 lakhs spindles	6600
2.	Power looms conventional	5224	3656	420 lakhs meters	10448
3	Ready Made Garments	72	1800	700 lakhs nos	3500
4	Power loom shuttle less	14	700	21 lakhs mtr	350

### Coir Sector

Sl. No	Description	Nos	Investment in Rs Lakhs	Capacity in MT per annum	Employment
1.	Two ply Yarn spinning	140	150	9000	420
2.	Fibre extraction	60	720	40000	720
3	Manual ratts	3600	27	25344	11000

### Engineering Sector

Sl. No	Description	Nos	Investment in Rs Lakhs	Capacity in MT per annum	Employment
1.	General Engineering, turning, welding	317	532.21	1176.07	2051
2.	PVC Pipes	98	1015	37500	560
3	Wood working	359	419.2	734.97	1683

### Minerals & Chemicals

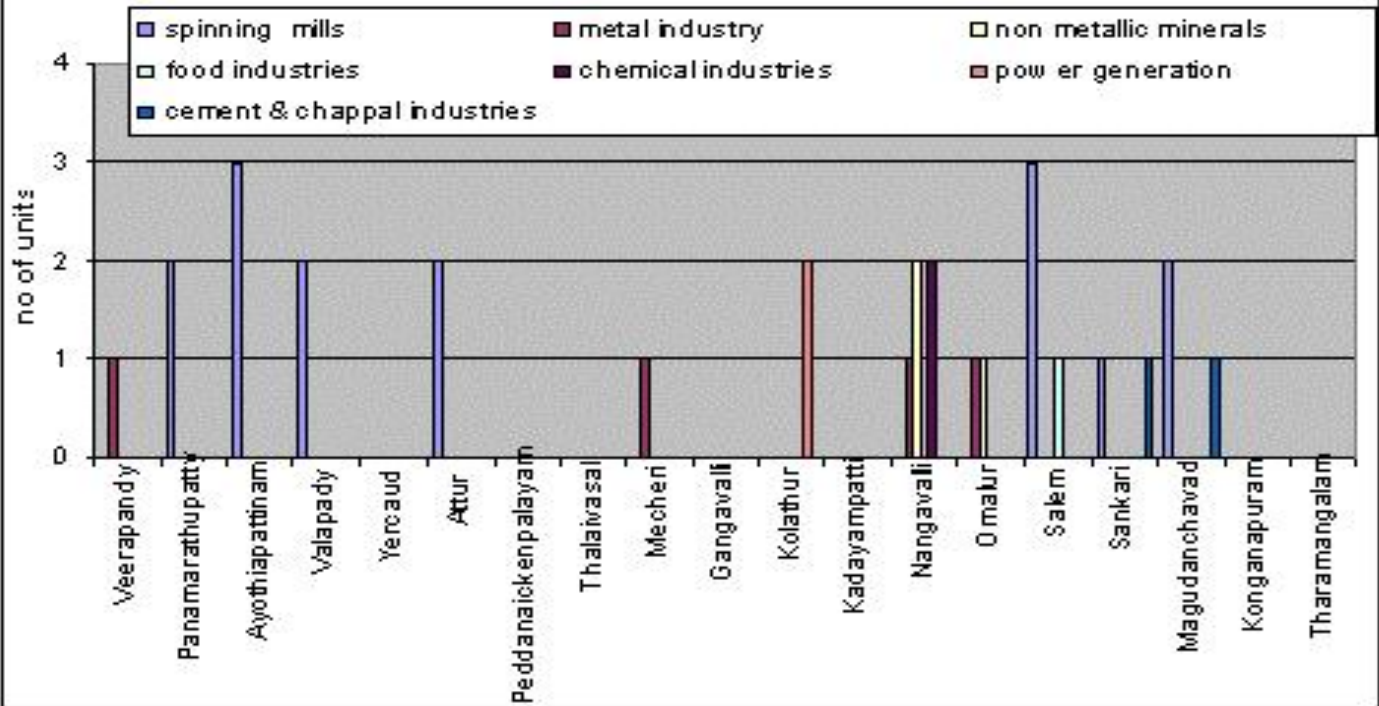
Sl. No	Description	Nos	Investment in Rs Lakhs	Capacity in MT per annum	Employment
1.	Non metallic minerals	57	798.32	1485.59	2742
2.	Basic metal Industries	70	113.28	848.32	396
3	Blue metal jally	21	1600	390000	600
4	Chemical Industries	77	656.76	2296.00	1061
5	Rubber & Allied Industries	59	502.24	787.33	1244

**BLOCKWISE DETAILS OF LARGE SCALE INDUSTRIES SECTOR WISE SHOWING THE NUMBER OF UNITS, INVESTMENT, EMPLOYMENT & INSTALLED CAPACITY**

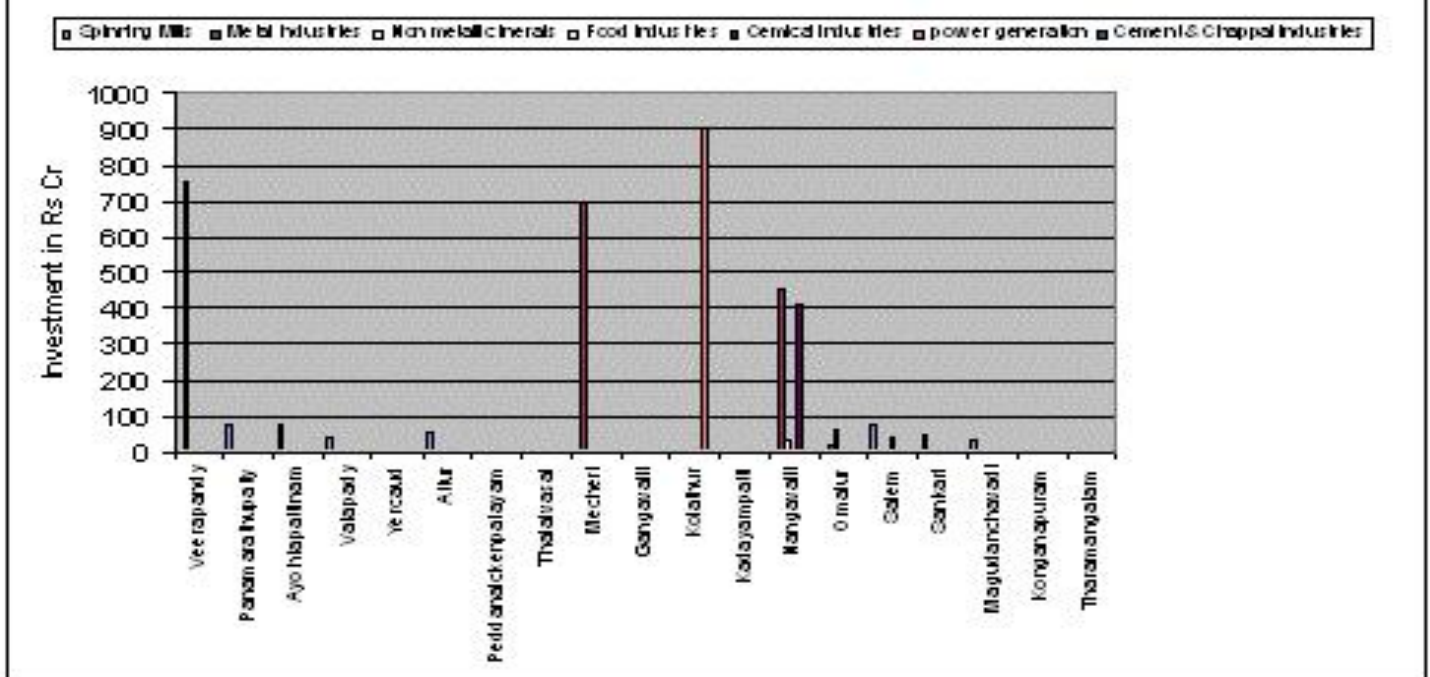
Name of the block	Spinning Mills				Metal Industry				Non metallic Minerals				Food Industries				Chemical Industries				Power Generation				Others			
	No of units	Investment (Rs.inCr)	Employment	Installed capacity	No of units	Investment (Rs.inCr)	Employment	Installed capacity	No of units	Investment (Rs.inCr)	Employment	Installed capacity	No of units	Investment (Rs.inCr)	Employment	Installed capacity	No of units	Investment (Rs.inCr)	Employment	Installed capacity	No of units	Investment (Rs.inCr)	Employment	Installed capacity	No of units	Investment (Rs.inCr)	Employment	Installed capacity
Veerapandy					1	750	1342	138570MT																				
Panamarathupatty	2	77.1	725	8952 MT																								
Ayothiapattinam	3	73.5	607	92.96 cr																								
Valapady	2	38	426	2248 MT																								
Yercaud																												
Attur	2	54.3	473	1492 MT																								
Peddanaickenpalayam																												
Thalaivasal																												
Mecheri					1	695	1100	578.69Cr																				
Gangavalli																												
Kolathur																	2	900	2500									
Kadayampatti																												
Nangavalli					1	455	750	36718MT	2	35.5	181	1500MT				2	415	1599	101808 MT									
Omalur					1	20	100	36030.2MT	1	63.4	502	17708MT																
Salem	3	73.3	1561	17159 MT									1	44.3	200	3132 MT												
Sankari	1	50	280	4711 MT																				1	10.5	155	547MT	
Magudanchavadi	2	37	435	3953 MT																				1	10	165	84.11 lakh pairs	
Konganapuram																												
Tharamangalam																												

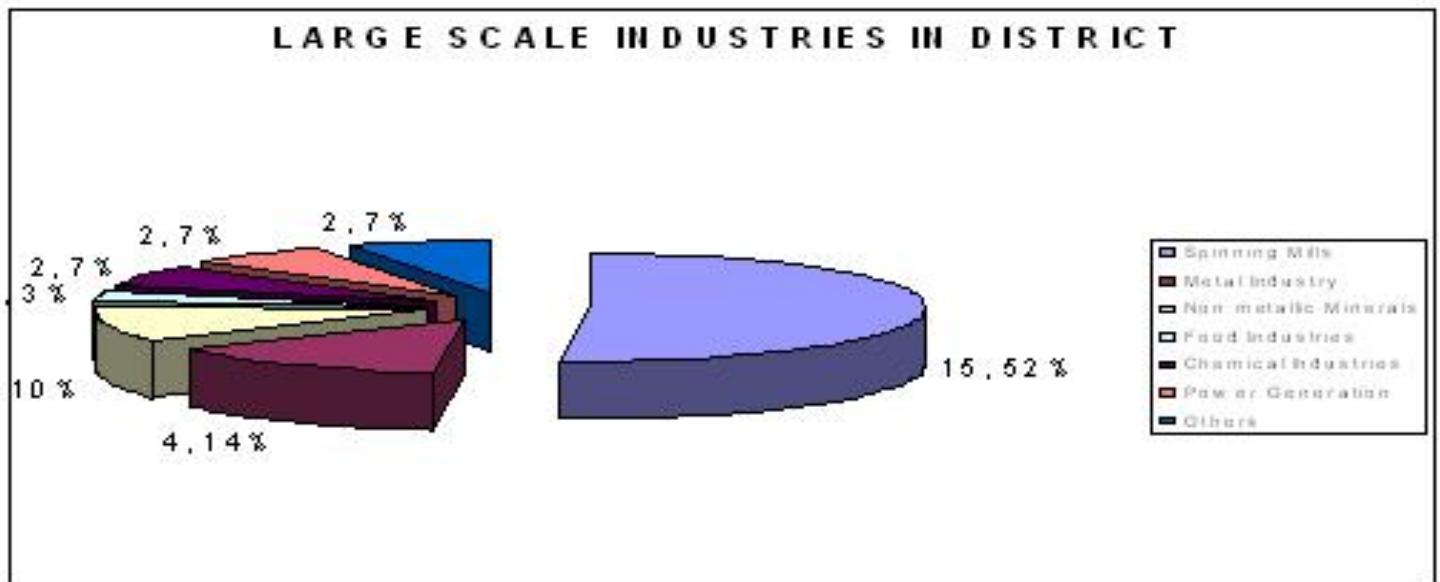
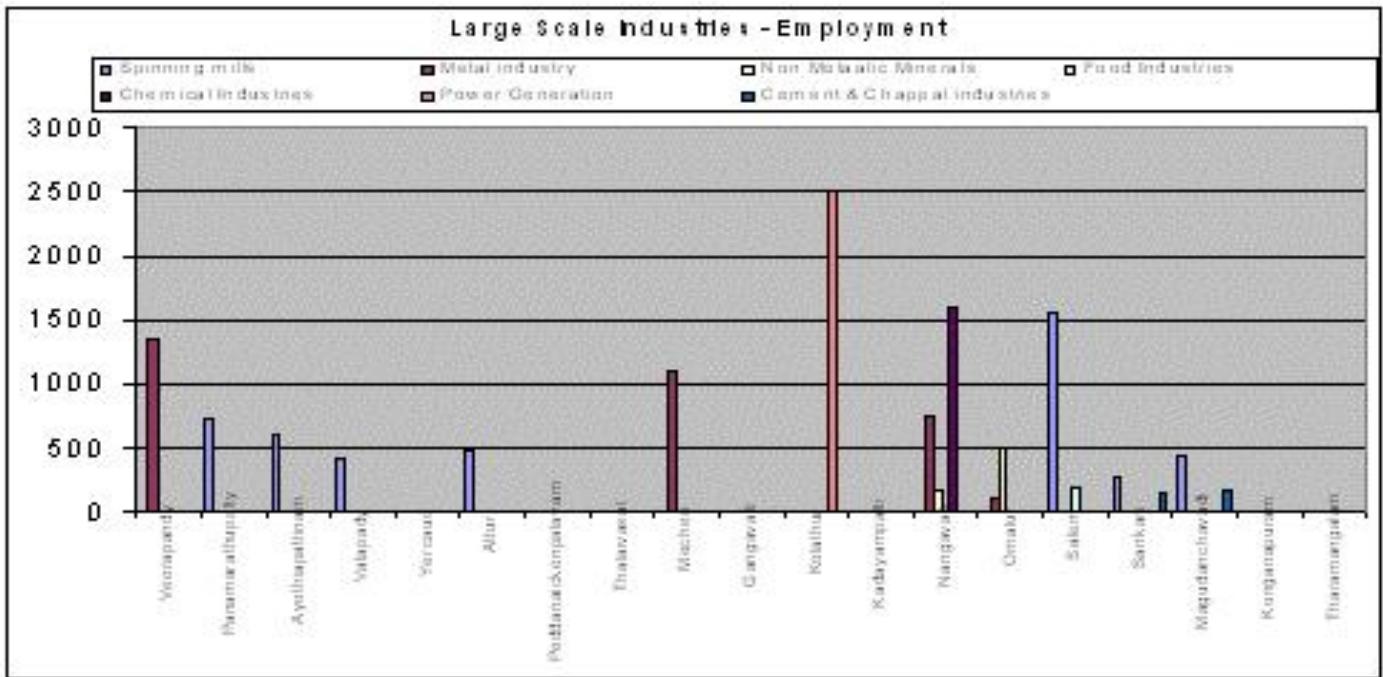
Page 1

### Large scale industries - No of units

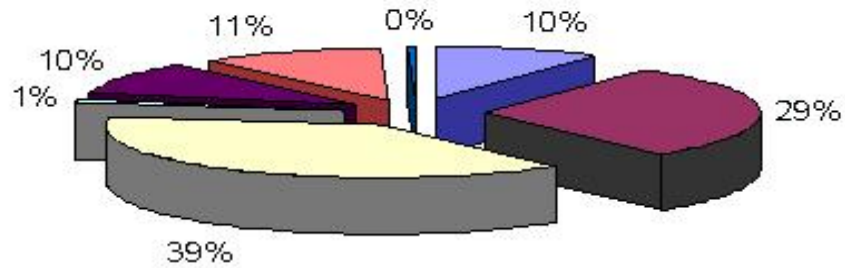


### Large Scale Industries - Investment in Rs Cr.





### LARGE SCALE INDUSTRIES INVESTMENT PATTERN



■ Spinning Mills      ■ Metal Industry      ■ Non metallic Minerals      ■ Food Industries  
■ Chemical Industries      ■ Power Generation      ■ Others

#### 4. PROPOSED LARGE SCALE PROJECTS IN THE OFFING/ THRUST SECTOR

Sector/ Activity	Block	No of units	Investment in Rs Crores	Capacity in MT per annum	Employment
SAIL Steel Plant phase-II	Salem/ Veerapandi	1	2300	300000 T melting	1000
The Madras Cements Ltd	Valappadi	1	35	720000 T	150
Spinning Mills	Valappadi Ayothiyapattinam Salem Veerapandi Nangavalli	1 1 2 1 1	60	25000 spindlage	600
Granite Industries	Salem	1	12	12000MT.	40
IT Park	Salem	1	Under implementation		
SEZ 277 Acres	Veerapandi	1	277 Acres land identified To be estd by joint venture of Steel plant & Govt of TamilNadu		

## 5.MAJOR INDUSTRIAL CLUSTERS IN THE DISTRICT

Sl. No	Description	Nos	Concentrated Blocks	Investment in Rs Lakhs	Capacity in MT per annum	Employment
1.	Sago & Starch Industries	404	Salem,Attur PN palayam Thalavasal Gangavalli, Ayothyapattnam	20200	460000	30000
2.	Coir Industries	3800	Tharamangalam Salem,Veerapandi	897	74344	12140
3	Textiles					
	Spinning Mills	64	Ayothyapattnam Valappadi	15500	3.7 lakhs spindle	7200
	Powerlooms	5224	Veerapandi, Salem, Idappadi	3656	4500 lakhs mtr	11000
	Ready made garments	50	Salem	1800	..	3500
4	Silver Leg chains & allied	400		800	600	5000

## 6. EXPORT POTENTIALS OF SALEM DISTRICT

### PRODUCTS ALREADY EXPORTED FROM DISTRICT per annum

1.	Granites monumets &slabs	Rs 42.75 Lakhs
2.	Ready Made Garments	Rs 36.27 Cr
3.	Stainless Steel Products	Rs 155.04 Cr
4.	Cotton and Synthetic Yarn	Rs 120 Lakhs
5.	Grey Woven Fabrics	Rs 80 lakh
6.	Export Quality Rice	Rs 30 lakhs
7.	Floriculture	Rs 90 lakhs
8.	Engineering Goods	Rs 75 lakhs
9.	Chemicals	Rs 7 Crs

### PRODUCTS HAVING GOOD POTENTIAL FOR EXPORTS

1.	Value added Sago & Starch Products
2.	Ready Made Garments
3.	Stainless Steel Products
4.	Software & IT services
5.	Textile products
6.	Floriculture
7.	Engineering Goods
8.	Chemicals
9.	Value added food products

**7. OTHER POTENTIAL NON-FARM SECTOR TYPE OF INDUSTRIES IN THE DISTRICT**

<b>A.</b>	<b>RAW MATERIAL BASED</b>	<b>MINERALS AND CHEMICALS</b>
<b>B.</b>	<b>DEMAND BASED</b>	<b>GENERAL ENGINEERING &amp; FABRICATION OF STRUCTURAL WORKS</b>
<b>C.</b>	<b>SKILL BASED</b>	<b>SILVER ORNAMENTS</b>
<b>D.</b>	<b>EXPORT ORIENTED</b>	<b>GRANITES</b>
<b>E.</b>	<b>RURAL ARTISANS BASED</b>	<b>ORNAMENTAL WOOD CARVING SILK REELING &amp; TWISTING</b>

**8. SEZ/EPZ/INDUSTRIAL ESTATES (SIDCO/SIPCOT) SHOWING THE NUMBER OF UNITS, TURNOVER, EMPLOYMENT**

Sl.No.	Name of the Estate	No. of units functioning		Turn over		Employment
		Sheds	Plots	in M.T. per annum	in Rs lakhs	Nos
1.	SIDCO, Salem	50	30	18000	3600	2400
2	SIDCO, Metturdam	39	130	29575	5915	5915
3	SIDCO, Veerapandy	10	8	2700	540	270
4	SIDCO Womens Industrial Estate, Karuppur	--	1			
5	Salem Udayapatty Coop. Indl. Estate.	103	-	22750	4635	3090
6	The Salem Granite & General Industries Coop. Indl. Estate	--	3	1200	220	60
7	Electrical & Electronics Indl. Estate, Salem-4	--	19	-	380	228

**9. BLOCKWISE MICRO / SMALL/ MEDIUM ENTERPRISES IN THE SALEM DISTRICT WITH NUMERS,INVESTMENT & EMPLOYMENT**

Sl. No.	NAME OF THE BLOCK	MICRO ENTERPRISES			SMALL ENTERPRISES			MEDIUM ENTERPRISES		
		NO. OF UNITS REGISTERED	INVESTMENT IN RS LAKHS	EMPLOYMENT	NO. OF UNITS REGISTERED	INVESTMENT IN RS LAKHS	EMPLOYMENT	NO. OF UNITS REGISTERED	INVESTMENT IN RS LAKHS	EMPLOYMENT
1	ATTUR	3435	4774.65	9206	42	1344	966	0	0	0
2	AYOTHYAPATTNAM	163	226.57	437	14	448	322	3	2250	84
3	IDAPPADI	819	1138.41	2195	3	96	69		0	0
4	GANGAVALLI	527	732.53	1412	7	224	161	1	750	28
5	KADAYAMPATTI	57	79.23	153	1	32	23		0	0
6	KOLATHUR	415	576.85	1112	4	128	92	1	750	28
7	KONGANAPURAM	234	325.26	627	3	96	69	0	0	0
8	MAGUDANCHAVADI	97	134.83	260	4	128	92	2	1500	56
9	MECHERI	206	286.34	552	3	96	69	0	0	0
10	NANGAVALLI	1677	2331.03	4494	36	1152	828	3	2250	84
11	OMALUR	1616	2246.24	4331	21	672	483	2	1500	56
12	PANAMARATHUPATTI	151	209.89	405	7	224	161	0	0	0
13	PEDDANAICKENPALAYAM	93	129.27	249	5	160	115	1	750	28
14	SALEM	10037	13951.43	26899	141	4512	3243	5	3750	140
15	SANKARI	1522	2115.58	4079	8	256	184	1	750	28
16	TALAIVASAL	182	252.98	488	8	256	184		0	0
17	THARAMANAGALAM	863	1199.57	2313	6	192	138		0	0
18	VALAPPADI	163	226.57	437	5	160	115	1	750	28
19	VEERAPANDI	102	141.78	273	6	192	138		0	0
20	YERCAUD	325	451.75	871	0	0	0		0	0
	<b>Total</b>	<b>22684</b>	<b>31530.76</b>	<b>60793</b>	<b>324</b>	<b>10368</b>	<b>7452</b>	<b>20</b>	<b>15000</b>	<b>560</b>

TOTAL NUMBER OF MICRO, SMALL AND MEDIUM ENTERPRISES = 23028

TOTAL INVESTMENT ON MSMEs = Rs 56898.76 lakhs

TOTAL EMPLOYMENT = 68805 persons

## 10. PROJECTED MICRO/SMALL/MEDIUM GROWTH

### GROWTH IN TERMS OF NUMBER OF ENTERPRISES

YEAR	MICRO ENTERPRISES		SMALL ENTERPRISES		MEDIUM ENTERPRISES	
	NOS	% GROWTH	NOS	% GROWTH	NOS	% GROWTH
2008-09	500	10.00	33	10.18	2	10
2009-10	550	10.00	38	10.64	3	13.63
2010-11	610	10.10	41	10.37	3	12.00
2011-12	670	10.10	44	10.60	3	11.00
2012-13	740	10.10	49	10.21	4	12.90

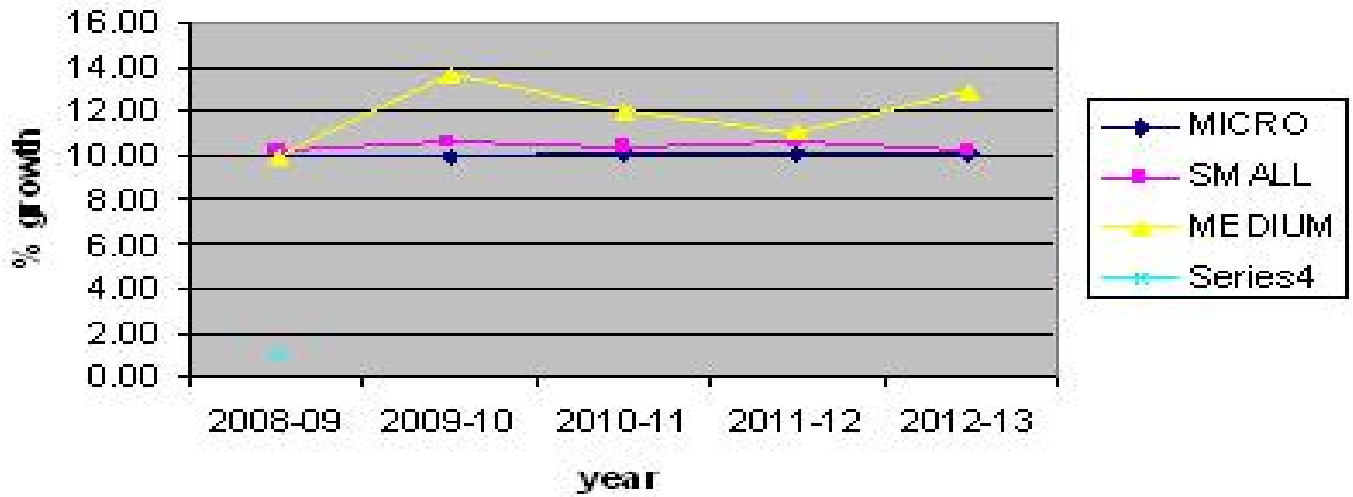
### GROWTH IN TERMS OF INVESTMENT IN RS LAKHS

YEAR	MICRO ENTERPRISES	SMALL ENTERPRISES	MEDIUM ENTERPRISES
	Rs in lakhs	Rs in lakhs	Rs in lakhs
2008-09	1000	1500	1200
2009-10	1100	1650	1200
2010-11	1212	1800	1800
2011-12	1332	2000	1800
2012-13	1464	2200	2400

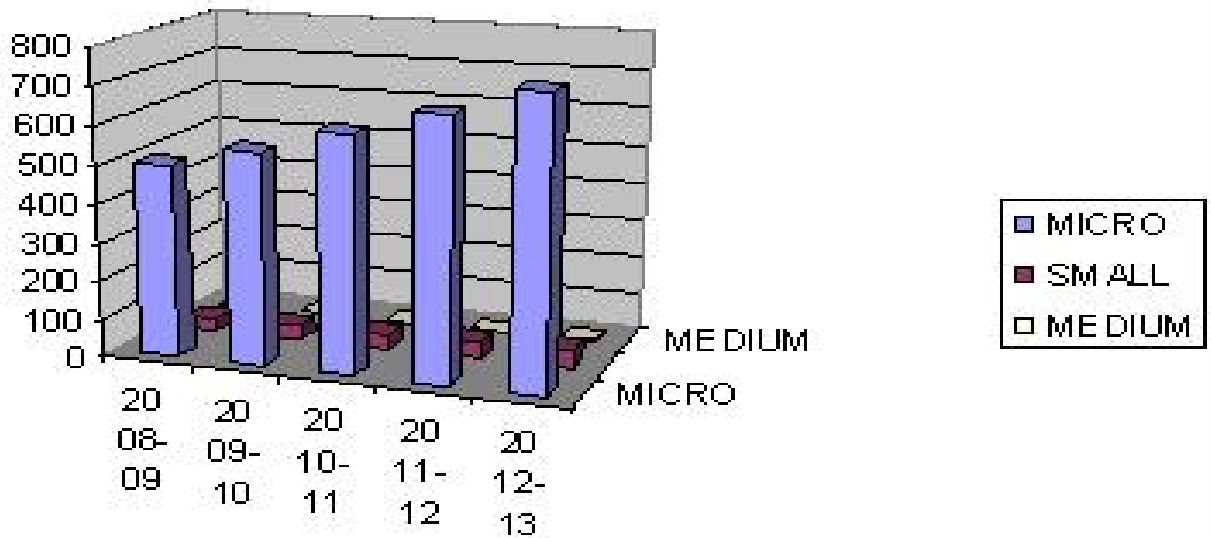
### GROWTH IN TERMS OF EMPLOYMENT

YEAR	MICRO ENTERPRISES	SMALL ENTERPRISES	MEDIUM ENTERPRISES
	PERSONS	PERSONS %GROWTH	PERSONS %GROWTH
2008-09	1250	600	150
2009-10	1375	660	150
2010-11	1513	720	225
2011-12	1665	800	225
2012-13	1830	880	300

**% growth of MSMEs**



**No of units of MSMEs in five year**



## **11.OVERALL SCENARIO AFTER 5 YEARS**

- ✓ ESTABLISHMENT OF 3053 MICRO ENTERPRISES, 205 SMALL ENTERPRISES AND 15 MEDIUM ENTERPRISES IN THE DISTRICT
  
- ✓ INVESTMENT TO THE TUNE OF Rs 6.11 CRORES IN MICRO ENTERPRISES, Rs 9.10 CRORES IN SMALL ENTERPRISES AND Rs 8400 CRORES IN MEDIUM ENTERPRISES
  
- ✓ CREATION OF DIRECT EMPLOYMENT OPPORTUNITIES TO 7630 PERSONS IN MICRO ENTERPRISES, 3660 PERSONS IN SMALL ENTERPRISES AND 1050 PERSONS IN MEDIUM ENTERPRISES
  
- ✓ OVERALL INVESTMENT OF Rs 23.6 CRORES IN ALL ENTERPRISES PUT TO TOGETHER.
  
- ✓ CREATION OF DIRECT EMPLOYMENT OPPORTUNITIES TO 12340 PERSONS AND INDIRECT DIRECT EMPLOYMENT OPPORTUNITIES TO 25000 PERSONS

## 12. STEPS TO IMPROVE EXPORT GROWTH AND INDL DEVELOPMENT

- ❖ Proactive attitude of DIC with Emphasis on sustained growth of SMEs
- ❖ Optimum utilization of resource of SMEs with value addition
- ❖ Environment & Quality Management
- ❖ Compatibility with WTO Regime
- ❖ To ensure the Inputs at competitive tariffs
- ❖ Remove bottlenecks in operations
- ❖ Improve access to global markets through & Export guidance &Export promotion cell
- ❖ Emphasizing SMEs to have Testing and Certification facility on par with World standards
- ❖ Dissemination of incentive schemes of State & Central Government to SMEs through EGC&EPC
- ❖ Measures for increasing Labor Productivity through Salem Productivity council
- ❖ Making use of Institutions of Excellence (engg college& research centers)
- ❖ Develop solution themes for improving competitiveness
- ❖ Encourage participation in Trade Fairs with support of State Government
- ❖ Export Marketing information through Internet on every Monday at DIC EPC.
- ❖ Motivation and Orientation Programs for Exporters
- ❖ Infrastructure development under ASIDE Scheme of Government of India
- ❖ Making use of IT parks to develop export of IT services from Salem

## STEPS TO BE TAKEN TO INCREASE INDUSTRIAL GROWTH

