

DISTRICT PROFILE – THANJAVUR



GENERAL INFORMATION

- Thanjavur district lies between 9.50' and 11.25' Northern latitudes and 78.45' and 79.25' of Eastern longitudes.
- The total population of the district is 22.16 lakhs.(2001 census). Women form 50.5% of total population.
- The major source of the economy is from agriculture and allied activities. Above 75% of the workforce depend on agriculture only.
- The soil is highly fertile alluvial soil suitable for paddy, sugarcane, plantains etc.
- The average rainfall 1020mm and the climate is humid tropical one throughout the year.
- This district has about 45km length of coastline in the southeastern part.
- There are 14 developmental blocks in the district
- The total geographical area is 3,397 sq.km.
- The agricultural labourers total 4,10,718.
- The industrial worker number about 38,000.
- Handicrafts activities like Art plate making, Thanjavur painting, Icon manufacturing, Bell metal products making occupy an important place in the economy of Thanjavur district.
- Thanjavur district is a predominantly agrarian one. So out of 14 blocks 10 blocks have been notified as industrially backward blocks. They are viz. Thiruppanandal, Papanasam, Ammapet, Thiruvaiyaru, Budalur, Orathanadu, Thiruvonam, Madukkur, Peravurani and Sethabavachatram.
- Thanjavur is famous for its traditional handicrafts such as Thanjavur art plates, Icon works, pith works, musical instruments, Thanjavur paintings besides silk weaving. This traditional activity has been patronized from the times of Maratha rulers of the late 17th century.
- Kumbakonam is another important trade centre that is famous for metal ware, brass utensils and silk sarees providing considerable employment opportunities to the local people.
- The TNEB has installed, at various points in this district, seven 33/11KV substations and 110/11KV substations at two locations in order to regulate the load of existing low tension lines.

DETAILS OF FINANCIAL INSTITUTIONS

The district has a vast network of commercial and cooperative banks. It also has two central cooperative banks one at Thanjavur and other at Kumbakonam.

▪ Commercial bank branches	-	166
▪ TIIC Ltd branch	-	1
▪ Central cooperative bank branches	-	26
▪ Rural development bank	-	8

FACTORS AFFECTING THE DISTRICT'S ECONOMY

Due to Cauvery water dispute during last many years the district has not received timely and adequate water for paddy cultivation. This factor has affected the district's economy considerably. Seasonal cyclones/draughts have also affected the paddy production the district is very poor in forest resources. The forest doesn't yield any major forest produce.

The district is also not endowed with mineral wealth of any economic significance. The district has fairly developed railway network and has three major junctions. Most of the railway networks have been converted into broad gauge sections recently.

INDUSTRIAL COOPERATIVES

In Thanjavur district there are 17 industrial cooperative societies having 2969 members as a whole are functioning. The activity wise breakup details are given next.

➤ Coir based industrial cooperatives	-	10
➤ Handicrafts related industrial cooperatives (Icon, Toys, Art plate, Musical, Bell metal societies)	-	5
➤ Leather based industrial cooperatives	-	1
➤ Tailoring society	-	1

INDUSTRIAL ESTATES

In Thanjavur district SIDCO has established four mediums sized industrial estates to the benefits of small-scale industrial units. These are listed below.

	Sheds	Plots
Thanjavur	29	26
Pillayarpatti	10	-
Nanjikkottai	52	59
Thirubuvanam	11	122

INDUSTRIAL SCENARIO OF THANJAVUR DISTRICT

- Thanjavur District as a whole has about 6781 MSMEs and 9 Large Scale units.
- BHEL is a major PSU nearby Thanjavur.
- Major industrial activities are BHEL ancillary units, Wind mill power fabrication, Coir yarn and allied activity, Modern rice mills, Stainless steel vessels production, Brick works, Printing presses etc.,
- Coconut and Fabrication based activity have good potential at present.
- Handlooms, Handicrafts goods making, Carpentry, etc., form major skill based activities.
- The Govt. of India programme, Scheme of Fund for Regeneration of Traditional Industries (SFURTI) is implemented to improve coir sector in Pattukkottai coir cluster by DIC and Bell metal lamp in Nachiarkovil by KVIC at about Rs.1 Crore each.
- Major industrial clusters are coir cluster at Pattukkottai region, Rice mill activity throughout the district, Stainless steel vessel at Kumbakonam, Handicrafts activities at both Thanjavur and Kumbakonam region.
- The district does not have any significant mineral deposits or forest cover as such mineral resource based industries are rare.
- Brickwork is the major resource based activity.
- In the last year ACP, industries allocation was 103.84 crore (out of 723.69 Crore) with the achievement of 102%.

- For 2008-09, the credit outlay for non farm sector is 119.30 crore (Total 1001.50 Crore).
- Actual credit flow under non farm sector should be at least double the given figure, as most of the BHEL ancillary units get their financial assistance from nearby Trichy District institutions.

LARGE SCALE INDUSTRIES IN THANJAVUR DISTRICT

Sl. No.	Name of the concern	Name of the Block	Inv. (in lakh)	Activity	Employment details
1	Modern Rice Mill of Tamilnadu Civil Supolies Corporation, Ammanpettai, Thanjavur	Thanjavur	173	Rice Hulling	100
2	Modern Rice Mill of Tamilnadu Civil Supolies Corporation, Thirunageswaram, Thiruvaidaimaruthur Taluk	Thiruvaidaimaruthur	173	Rice Hulling	50
3	Modern Rice Mill of Tamilnadu Civil Supolies Corporation, Muthupettai road, Pattukkottai	Pattukkottai	173	Rice Hulling	100
4	Arignar Anna Cooperative Sugar Mills, Kurungulam, Thanjavur Tk.	Thanjavur	1200	Sugar	640
5	Thanjavur District Cooperative Milk Producers Society, Nanjikkottai road, Thanjavur	Thanjavur	800	Milk processing	240
6	Raman Raman Company, Rajan thottam, Kumbakonam	Kumbakonam	517	Diesel Engine Block making	50
7	Nelson Papers limited, Cholagampatti, Budalur block, Thaniavur	Budalur	210	Paper board	90
8	Ambika sugars Ltd., Kottur, Thiruvaidaimaruthur	Thiruvaidaimaruthur	50 Cr.	Sugar	225
9	Aruran Sugars Ltd., Thirumandakudi, Papanasam Taluk.	Papanasam	21 Cr.	Sugar	360

PROPOSED LARGE SCALE PROJECTS

Sl. No.	Name of the Firm and Proposed Factory Address	Proposed Inv. (In Cr.)	Product to be manufactured	Turnover
1.	EID Parry (I) Ltd., Punalvasal, Pattukkottai Block, Thanjavur District.	75	Sugar	-----
2.	Sri Ram Energy (P) Ltd., Punalvasal, Pattukkottai Block, Thanjavur District.	40	Electricity using Bio-mass	7.5 MW
3.	G.B. Engineering (P) Ltd., Trichy Road, Pudhukudi, Budalur Block, Thanjavur District.	35	Electricity using Bio-mass Briquettes	7 MW
4.	Shanmuga Forging (P) Ltd., Vallam, Thanjavur Block, Thanjavur District.	20	Forging & CNC machined Non Ferrous goods	35 Cr.

THRUST SECTOR ACTIVITY IDENTIFIED

➤ BHEL ANCILLARY AND COCONUT BASED UNITS

- At present, BHEL is having orders to install about 2000 MW worth boilers and related power equipment.
- For 2008-09, BHEL is placing orders to convert 3,25,000 MT of M.S. Materials into power & allied equipment to its subcontracting MSME's.
- The order position is completed up to the year 2011 and is growing by at least 15%.
- The District has around 30 lakhs coconut trees with the yield 83 nuts per annum per tree. (24.90 million nuts p.a). Most of the nuts in Copra form are transported to other districts for oil extraction and other value products making.
- So, the potential to establish at least 100 more fabrication and about 10 to 20 enterprises in coconut-based activity are there.

INDUSTRIAL CLUSTERS IN THANJAVUR DISTRICT

- Thanjavur district has some unique cluster activities spread throughout the district owing to the presence of skilled workers artisans and the natural resources available.
- Icon manufacturing: A total of 250 no. of families are engaged in this activity in Swamimalai near Kumbakonam.
- Bell Metal Articles: At Nachiarkoil, about 500 families are involved in bell metal articles making. KVIC programme SFURTI is implemented in this cluster.
- Stainless steel metal utensils: This activity is another major cluster functioning in Kumbakonam area. About 54 micro industrial units are carrying this work as on date.
- Coir based Activity: About 210 micro units are functioning in Pattukkottai, Peravurani and Sethubavachatram blocks engaged in fibre extraction, yarn spinning, curled coir making, pith block making, handratt rope making. Coir Board Programme SFURTI is implemented in this cluster. About 4500 artisans are involved in this cluster

MAJOR INDUSTRIAL CLUSTERS IN THANJAVUR DISTRICT

➤ COIR BASED INDUSTRIAL CLUSTER

- Major Activities : Fibre Extraction, Yarn spinning, Curled Coir Making, Pith Block making Handratt rope making.
- Annual Fibre Output : 9600 MT.
- No. of Units functioning : 210 Micro units.
- No. of Artisans involved : 4500.
- Annual Turnover : Rs.15 Crore.
- No. of Industrial Co-operatives : 10

HANDICRAFT CLUSTER

SI.No.	Name of the Product	No. of Artisans involved	Annual Turnover (in Rs.)
1.	Musical Instrument (Veenai, Mirithangam, Tambra, Tapela)	100 families	6 lakhs.
2.	Art Plate	150 families	8 Lakhs.
3.	Thanjavur Painting	25 families	10 lakhs.
4.	Bell metal Craft at Nachiarkovil	500 families	3 Crore.
5.	Stainless Steel Vessels	54 Micro Units	19.44 Crore
6.	Icon Craft at Swamimalai	250 families	6 Crore.

RICE MILL CLUSTER

➤ Covers whole of Thanjavur

➤ 60 Modern Rice Mills about 210 ordinary Hulling Units operating in Thanjavur District.

➤ Paddy Production averages 13 Lakh tonnes.

➤ Most Modern Rice Mills have TNCSC hulling licenses.

➤ Estimated Turnover Rs. 300 to 350 Crores.

EXPORT POTENTIAL OF THANJAVUR DISTRICT

➤ PRODUCTS EXPORTED

▪ Agro Products

- Coir pith block, coir mats and matting.
- Vegetables

➤ Textiles

- Readymade Garments, Furnishings

➤ Marine Products

- Prawns, Crabs, Lobster

➤ Handicraft items

- Swamimalai Icons, Nachiarkovil Bell and Pooja items, Metal products, Thanjavur Art Plate and Paintings.

OTHER POTENTIAL NON-FARM SECTOR INDUSTRIES

➤ Raw material based activities:

- Brick works – 220 units inclusive of chamber brick and country brick units.
- Coconut based activity: Copra making, Oil extraction and Desiccated cocunut.

➤ Demand based activities

- Structural fabrication work – BHEL ancillary.
- Ready made garment units, Printing press and Computer centre.
- Plastic bags, E.B. Conduits etc.,
- Fish net making units.
- Bio-fertilizers.

- Skill based activities
 - Carpentry Units.
 - Gold Jewellery cutting works.
 - Weaving – Silk sarees, Cotton sarees.

- Export oriented activities
 - Handicraft products like Lamp, Icons, Art plate, Pooja painting.

- Rural Artisan based activities
 - Thanjavur Art plate and paintings.
 - Musical Instruments.
 - Swamimalai Icons and Pooja Icons.
 - Nachiarkovil Bell Metal Lamp.
 - Thanjavur Dancing doll.

MAJOR INDUSTRIAL ESTATES

- Special Economic Zone : NIL
- Export Promotion Zone : NIL
- SIPCOT Industrial Estate : NIL
- SIDCO Industrial Estate : 4 Estates

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➤ DETAILS OF UNITS FUNCTIONING IN SIDCO ESTATES

No. of units functioning	Major Activities	Employment
74	Fabrication Work, Welding works, Furniture, S.S. Vessels, Plastic bags Tyre retreading, Coir Industry etc.,	250 workers

BLOCKWISE DETAILS OF MSME'S INVESTMENT AND EMPLOYMENT LEVEL

Sl.No	Name of the Block	No. of Units	Total Investment (in Lakhs)	Employment Generated
1.	Thiruppanandal	41	89	97
2.	Thiruvudaimaruthur	211	197	458
3.	Kumbakonam	1638	3712	8845
4.	Papanasam	295	340	804
5.	Ammamet	198	567	341
6.	Thiruvaiyaru	112	163	225
7.	Thanjavur	2334	4360	14664
8.	Budalur	115	621	463
9.	Orathanadu	275	360	729
10.	Thiruvonam	118	209	319
11.	Pattukkottai	1131	3121	7320
12.	Madukkur	84	178	321
13.	Peravurani	170	390	512
14.	Sethubavachatram	59	156	163
	TOTAL	6781	19063	35262

PROJECTED MICRO SMALL MEDIUM ENTERPRISES GROWTH

➤ MAINLY COIR BASED VALUE ADDED PRODUCTS

- Projected to grow at 15% p.a in value terms.
- Present turnover for 210 units is 15 crores.
- Stress will be on producing quality pith block, Geo-textiles, Mats& Matting etc., for exports.

➤ FABRICATION UNITS – BHEL ANCILLARIES

- Projected to grow at 20% p.a rate in number and value.
- Present 57 units - since demand driven, more CNC and automobile component units will come up.

➤ AGRO PRODUCTS – MODERN RICE MILLS

- Projected to grow at 15% p.a in value terms.
- Present 60 modern rice mills. Most mills will have colour sorting, polishing machine, fully automatic plants.

➤ OTHER PRODUCTS

- Other Electricals and Electronics, Pharmaceuticals, Readymade garments, Leather industries etc.,
- Projected to grow at 10% p.a.
- Only a handful of units are functioning now. This will improve due to new MSME policy.

STEPS TAKEN TO INCREASE INDUSTRIAL GROWTH AND EXPORT

PERFORMANCE :

- Implementation Scheme of Fund for Regeneration of Traditional Industries (SFURTI)
 - Coir Sector: Production of Value added products like Geo-textiles, Pith block, Mattings through exposure to overseas market and better technology.

- KVIC Sector: Product diversification and up gradation of technology of Bell Metal products by skill development training and latest technology adoption. A fully equipped CFC to produce value added bell metal products.
- Formation of Industrial Estate through Industrial Co-operative concept
 - An industrial estate under IC concept is to be formed covering an area of 149 acres at Manojipatti village roughly 20 kms from BHEL Plant at Trichy.
 - This estate will ease the land availability problem now prevailing between Thanjavur and Trichy. About 200 MSME's will start functioning in this estate.
- Implementation of Coir Board's REMOT Scheme
 - Under the scheme, about 75 coir Micro industries with an investment upto 5 lakhs will be setup. This scheme envisages credit lending under MSMEFT scheme with a subsidy component of 2 lakhs.
- Technology up gradation and Modernisation
 - Under the scheme, most of the modern rice mills (60 units) will go for colour sorters, paddy polishers to upgrade rice quality.
 - Ordinary rice mills (210 units) will opt for modernized plants to do TNCSC hulling works.
 - Some of the fabrication units will go for auto-weld, CNC plants.
- MSME Industrial Policy
 - About 50 to 70 MSME units will get benefited under MSME policy in a year. Subsidies and other incentives will be made available to fabrication, wind mill tower units, modern rice mills and coconut product making units, chemical, electrical and electronic units as per the policy.