

District Profile – Tiruvarur

1. Overview of the Industrial Scenario

- Tiruvarur District is totally industrially most backward district.
- Being an agricultural district, rice mills are predominant. There are 50 modern rice mills and 250 cooly rice mills.
- Based on availability on natural gas, gas based industries have come up. There are 6 industries at present, with break-up details as follows.
 - a. Chemical based industries - 4
 - b. Ceramic industries – 1
 - c. Power generation – 1
- Due to inadequate supply of natural gas, new proposals are not encouraged.
- Regarding large-scale sector, there are only three units. Due to lack of large-scale units or public sector undertaking, there are no ancillary industries.
- Next to paddy, coconut yield is predominant. So, there are 7 coir-based industries in private sector and 2 in co-operative sector.
- Regarding industrial co-operative societies, there are 4 societies functioning in this district.
 1. Kunniyur Adi Dravidar Coir and Coir Products Industrial Co-operative Society.
 2. Kottur Adi Dravidar Coir Workers Industrial Co-operative Society.
 3. Mannargudi Polythene Workers Industrial Co-operative Society.
 4. Tiruvarur District Backward Class Autorickshaw Drivers Industrial Co-operative Society.
- As per live stock census 2004, the live stock population is 3,32,134 white cattle and 18,286 black cattle. The estimated Milk Production in the district is 90.70 Lakh Litres per annum. For the whole district there is only one bulk-chilling unit at Poonthotam, Nannilam Taluk.
- In poultry sector there is only one hatchery put-up by M/s. Aladian Hatcheries at Thiruneiper, Tiruvarur Taluk that produces 30000 chicks per month.
- In power sector, there are two large-scale units generating 146 M.W., by using natural gas. One unit is put-up by M/s. Southern Energy Development Corporation at Nallur, Mannargudi Taluk and the other by TNEB at Koilkalpal, Kottur Block.
- There are 8 States Seed Farms functioning under the control of Agricultural Department in the District with annual seed production of 1350 M.T.

2. District Profile

- Name of the District : Tiruvarur
- Geographical Area : 2,09,709 Ha
 - a. No. of Blocks : 10
 - b. No. of Taluks : 7
 - c. No. of Municipalities : 4
 - d. No. of Town Panchayats : 7
 - e. No. of Revenue Villages : 573
- Rainfall (mm): 1166.40
- Population (in Lakh as per 2001 census)
 - a. Male : 5.80
 - b. Female : 5.88
 - c. Total :11.68
 - d. Population below poverty line : 77,543 families
- Classification of Workers
 - a. Main Cultivators : 68374
 - b. Marginal Cultivators : 7639
 - c. Agricultural Labourers : 286033
 - d. Household cottage industries : 9533
 - e. Other workers : 128108
- Predominant Economic Activities. Besides paddy cultivation which is the most important economic activity prevalent in the district, paddy processing, goat rearing, dairy, coir making and handicrafts are the other important activities in the district.
- Major Food/Commercial and Plantation/Horticultural Crops. Paddy, accounting for about 64 per cent of the gross cultivated area, is the most predominant crop grown in the district. Pulses, mainly black gram and green gram, are grown extensively in 65536 ha (70000 ha normal area) mostly in rice fallows. Oil seed crops, such as gingelly and groundnut, are cultivated in about 2385 ha (6921 ha normal area). Sugarcane with 1555 ha (2921 ha normal area) and cotton with 3749 ha 1221 ha normal area) are the major cash crops grown in the district. Among the Horticulture and Plantation crops, coconut and banana are the major crops cultivated. Cultivation of bamboo along the bunds of the vast stretch of canal system has potential in the district.

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INFRASTRUCTURE AND SUPPORT SERVICES

- 8 State Seed Farms
- Major source of irrigation is surface water through canals
- 2 Horticultural Nurseries
- 4 Fishing Centres
- 29 Godowns
- Total power consumptions of the district is 226.44 m.u.
- Power consumption by industrial sector is 12.20 m.u.
- 5 TNEB Sub Stations
- 43 K.M. National High ways
- 165.449 K.M. State High ways.
- 1439.02 K.M. Rural Roads
- 12 ITIs
- 2 Engineering Colleges

3. Block-wise details of large scale industries sector-wise showing the number of units, investment, employment and installed capacity

Sl. No	Block	Name of the Industries	Investment on Plant & Machinery	Employment in Nos.	Installed capacity/Production Particulars per Annum	Line of Activity
1.	Tiruvarur	Tamilnadu Civil Supplies Corporation, Modern Rice Mill, Tiruvarur.	40.00 lakhs	51 PMT 34 Temp	14986 Tonnes	Modern Rice Milling
2.	Tiruvarur	South India Edible Oil, Karuppur, Tiruvarur	4.00 Crore	31	10000 Tonnes	Edible Oil Refining Process solvent extraction of Coconut - Cakes
3.	Mannargudi	Tamilnadu Civil Supplies Corporation, Modern Rice Mill, Sundarakkottai, Mannargudi	40.00 lakhs	33 PMT 66 Temp	11350 Tonnes	Modern Rice Milling
4.	Mannargudi	Pamani Fertilizers, Pamani Village, Mannargudi	70.00 lakhs	44	16188 Tonnes	Manufacturing of Fertilizer Granules.
5.	Kottur	Southern Energy Development Corporation Limited, Nallur, Kottur Block, Mangudi Taluk	15.50 Crores	20	48.18 Million units	Electric Power Generation
6.	Kottur	TNEB Power Generation plant, Kovilkalappal, Kottur Bk	263.00 Crores	89	94 MW	Power Generation

4. Proposed Large Scale projects in the offing/Thrust sector activities identified for growth in the next five years

Even though Thiruvarur is an agricultural based district, there is a good scope for developing thrust sector activities of solar energy equipments like Flat Plate Solar Collectors, concentrating and pipe types solar collectors, cost effective building materials like fly-ash fire bricks, chamber bricks manufacturing of readymade garments, Gold and Diamond jewellery manufacturing units. Therefore, type of industries is going to be developed in the next five years.

5. Large Scale Industries

Sl. No	Name of the Industries	Capacity	Line of activity	Employment
1.	T.N.C.S.C. M.R.M, Tiruvarur.	92 M.T.	Modern Rice Milling	52 Nos.
2.	T.N.C.S.C. M.R.M, Sundarakottai.	100 M.T.	Modern Rice Milling	60 Nos.
3	South India Edible Oil, Karuppur, Tiruvarur.	125 TPD	Palm Oil Refinery	20 Nos.
4	Pamani Fertilizers, Mannargudi.	120 TPD	Fertilizers Manufacturing	100 Nos.
5	Southern Energy Development Corporation, Nallur, Mannargudi Taluk	39 M.W.	Power Generation	10 Nos.
6	T.N.E.B. Power Plant, Koil Kalapal, Kottur Block.	107 MW	Power Generation	125 Nos.

6. Export potential of the District

- In Thiruvarur District there is a scope for exporting groundnut cakes, silk sarees and Gold and Diamond, Jewellery ornaments.

7. Other Potentials of the District

The following Industrial activities have been identified for other sources of potentiality in this District.

Raw Material based

- Rice Mill, Flour Mill, Bakery Product, Ice Cream, Pickles etc.,,
- Leather Items
- Incense sticks, Dhooops etc.,
- Fire bricks country bricks and cement products etc.,
- Gate, Grill and Fabrication works
- Mfg. Of Electrical apparatus
- Structural Fabrication etc.,

Demand based

- Printing and Book Binding
- Packaging of drinking water
- Frieght transport services
- Postal and Courier activities, cable TV etc.,

Skilled based

- Wood Sawing, Planning, Furniture
- Lathe works
- Welding works and plate regrooving
- DTP works
- Recharging and reconditioning of batteries
- Repairing and servicing of two wheelers and Automobiles etc.,
- Repairing and servicing of Bicycles, clocks and watches etc.,
- Data processing Software development etc.,
- Colour Black and White Studio etc.,
- Other service activities like Beauty Parlour etc.,

Export oriented

- Milk and Milk products
- Bakery and Bakery products
- Groundnut cakes and sweets

Rural artisans based

- Silk weaving
- Ornaments/Jewel making
- Pottery
- Thatches making
- Dry cleaning
- Tailoring and Embroidery
- Bamboo baskets making
- Ladders making

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8. SEZ/EPZ/Industrial estates (Sidco / Sipcot), showing the number of units, Turnover, Employment

--NIL--

9. BLOCKWISE DETAILS OF MSME IN THE DISTRICT WITH NUMBERS INVESTMENT AND EMPLOYMENT FROM 1.4.2008 TO 31.7.2008

Name Of The District: Tiruvarur

Name Of The Block	No. Of Units	Value Of Land And Building(Rs.In 000)	Value Of Machinery (Rs. In 000)	Employment Generated (Nos)
Tiruvarur	22	6767	15340	178
Mannargudi	22	6178	4408	119
Kottur	3	840	910	49
Thiruthuraipoondi	3	555	165	12
Muthupet	1	300	50	2
Kudavasal	4	3640	1155	32
Needamangalam	10	2446	1174	40
Nannilam	4	700	530	13
Valangaiman	7	1140	781	32
Koradachery	6	11505	5800	71
Total	82	34071	30313	548

10. Projected Micro/Small/Medium growth

Thiruvarur is totally industrially backward district. According to the new industrial policy 2008, announced by the Government, In Thiruvarur district, 102 micro enterprises and 5 small enterprises have been filed EM under manufacturing sector and 76 micro enterprises have been filed EM under service sector. Out of 3872 SSI units, 183 units have been filed EM under MSME policy.

11. Overall scenario after 5 years

- There is an ample scope for development of industries in this district. Very good potentials are available for coir and curled coir units, coconut shell products and coir pith manufacturing units, cattle feed and poultry feed manufacturing units.
- Modern rice mill and dhall mill, petro-chemical based projects and gas turbine power plants. Are available in Thiruvarur District. Therefore such type of these industries is going to be developed in the next 5 years.

12. Steps to be taken to increase the industrial growth in the district and to improve the export performance

The following steps have to be taken for improving to the industrial and export performance:

- The proposed Sidco industrial estate at Vaipur, Nannilam block is to be established
- Government incentives to MSMEs like State Capital Subsidy, Additional employment intensive subsidy, additional capital subsidy for women, SC/ST, physically disabled persons and transgender entrepreneur and VAT incentives / benefits to eligible MSMEs, additional capital subsidy for environment friendly technologies special capital subsidy for thrust sector and low tension power tariff subsidy are giving boost to develop these industries located at backward areas in this district.
- The information and marketing support such as 15% price preference for purchase of goods of domestic micro and small enterprises, waiver of earnest money deposit for participation in tenders, 50% grant on hall rent for Trade Fairs and Exhibitions and introduction of a common brand name or common banner is giving to support the industrial development.
- Rehabilitation Assistance package to Sick Micro, Small and Medium enterprises in Tamil Nadu has to be announced in order to avoid the closure of Micro, Small and Medium Enterprises. Steps are being taken to identify the sick units to revive under rehabilitation package scheme.
- TAICO Bank is functioning in Thiruvarur District in order to develop infrastructure facilities of cooperative societies and to provide financial assistances to MSME's in this district.